

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

QD1/ QD2. NATION/ REGION	1
Base : All parents of children aged 8-17	
QF. URBANITY	7
Base : All parents of children aged 8-17	
QG. HOUSEHOLD SOCIO-ECONOMIC GROUP	10
Base : All parents of children aged 8-17	
AGE GROUP AND GENDER OF CHILD	15
Base : All parents of children aged 8-17	
GENDER OF CHILD	18
Base : All parents of children aged 8-17	
QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)	21
Base : Children aged 12-17 who go online	
QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)	24
Base : Children aged 12-17 who go online	
QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)	27
Base : Children aged 12-17 who go online	
QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)	33
Base : Children aged 8-17 who go online (excluding non-users)	
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Base : Children aged 8-17 who go online (excluding non-users)	
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Base : Children aged 8-17 who go online (excluding non-users)	
QC59A. MISINFORMATION SCENARIO - NHS TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)	42
Base : Children aged 12-17 who go online	
QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)	45
Base : Children aged 12-17 who go online who think the post is genuine	
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Base : Children aged 12-17 who go online who do not think the post is genuine	
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Base : Children aged 12-17 who go online	
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Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online	

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QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)	69
Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online	
QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)	72
Base : Children aged 8-17 who go online	
QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)	75
Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty	
QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)	81
Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online	
QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)	90
Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months	
QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)	93
Base : Children aged 8-17 who go online	
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Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely	
QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)	102
Base : Children aged 8-17 who go online	
QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)	108
Base : Children aged 8-17 who go online	
QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)	111
Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks	
QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)	114
Base : Children aged 8-17 who go online	
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Base : Children aged 12-17 who go online	
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Base : Children aged 12-17 who go online	
QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)	123
Base : Children aged 8-17 who go online	
QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)	126
Base : Children aged 12-17 who go online	
QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)	129
Base : Children aged 12-17 who go online who think the example social media profile IS genuine	
QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)	135
Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine	

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QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)	141
Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine	
QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)	147
Base : All children aged 12-17	
QC5B. Where do you think ITV or Channel 4 or Five mainly get their money from? (MULTI CODE)	150
Base : All children aged 12-17	
QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)	153
Base : All children aged 12-17	
QC5F. Where do you think YouTube or TikTok mainly get their money from? (MULTI CODE)	156
Base : All children aged 12-17	
QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)	159
Base : Children aged 12-17 who go online	
QC58. Which of these have you ever done? (MULTI CODE)	165
Base : Children aged 12-17 who go online	
QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age. Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)	171
Base : Children aged 8-17 who go online	
QC42. Which one of these answers best describes what you think about these online tools or algorithms? "I'm happy for apps to use information they have collected about me to decide what to show me" (SINGLE CODE)	174
Base : Children aged 8-17 who go online who know of recommender tools or algorithms	
SUMMARY OF SCHOOL YEARS	177
Base : All parents of children aged 8-17	
C11. Is English your child's first or main language? (SINGLE CODE)	180
Base : All parents of children aged 8-17	
C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)	183
Base : All parents of children aged 8-17	
C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)	190
Base : All parents of children aged 8-17	
C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)	199
Base : All parents of children aged 8-17	
C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)	202
Base : All parents of children aged 8-17	
C6. What is your working status? (SINGLE CODE)	205
Base : All parents of children aged 8-17	
C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)	208
Base : All parents of children aged 8-17	
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. (SINGLE CODE)	214
Base : All parents of children aged 8-17	

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C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)	219
Base : All parents of children aged 8-17	
C10. How much help did your child receive in completing the questions today? (SINGLE CODE)	222
Base : All parents of children aged 8-17	
FINANCIAL VULNERABILITY	225
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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Table 1

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
North East	79 4%	32 4%	37 4%	10 2%	41 4%	38 4%	26 4%	53 4%	16 4%	17 4%	20 5%	17 4%	5 2%	5 2%
Yorkshire and Humberside	172 8%	72 8%	70 8%	31 8%	87 8%	86 8%	54 8%	116 9%	38 9%	33 8%	34 8%	36 9%	15 7%	16 8%
North West	235 11%	102 12%	87 11%	45 11%	124 12%	111 11%	85 12%	146 11%	60 14%	43 10%	43 10%	45 11%	21 11%	24 12%
West Midlands	195 9%	69 8%	83 10%	44 11%	114 11%	81 8%	57 8%	136 10%	39 9%	29 7%	46 11%	36 9%	28 14%	16 8%
East Midlands	150 7%	70 8%	49 6%	31 8%	73 7%	77 8%	59 8%	87 7%	34 8%	37 9%	21 5%	27 7%	18 9%	13 7%
East of England	199 10%	71 8%	91 11%	38 10%	97 9%	103 10%	58 8%	139 10%	31 7%	40 10%	49 12%	42 10%	16 8%	22 11%
South West	166 8%	70 8%	77 9%	20 5%	82 8%	84 8%	62 9%	101 8%	34 8%	36 9%	39 9%	38 9%	9 5%	11 6%
South East	293 14%	119 14%	122 15%	52 13%	148 14%	145 14%	88 12%	196 15%	62 14%	57 14%	58 14%	64 16%	27 13%	25 13%
London	276 13%	119 14%	86 10%	72 18%	138 13%	138 14%	98 14%	176 13%	59 13%	60 14%	45 11%	40 10%	34 17%	38 19%
SUMMARY			c	b									d	cd
England	1766 85%	723 85%	701 85%	342 86%	903 85%	863 85%	588 83%	1151 86%	373 85%	350 85%	356 84%	345 85%	174 86%	168 86%
Scotland	156 7%	66 8%	63 8%	27 7%	83 8%	73 7%	66 9%	85 6%	34 8%	32 8%	34 8%	29 7%	15 7%	12 6%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Wales	94	37	39	18	46	47	28	62	18	19	18	20	10	8
	4%	4%	5%	5%	4%	5%	4%	5%	4%	5%	4%	5%	5%	4%
Northern Ireland	64	27	26	11	33	31	25	39	14	13	15	12	4	7
	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%

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

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QD1/ QD2. NATION/ REGION

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
North East	79	69	-	-	-	69	73	6	13	31	11	23	44	35	79
	4%	5%	-%	-%	-%	4%	4%	2%	2%	5%	3%	5%	4%	4%	4%
		bcd				bcd				a		a			
Yorkshire and Humberside	172	142	-	-	-	142	151	22	42	49	33	49	91	82	172
	8%	10%	-%	-%	-%	8%	8%	9%	7%	8%	8%	10%	8%	9%	8%
		bcd				bcd									
North West	235	190	-	-	-	190	222	13	59	71	37	66	130	103	235
	11%	13%	-%	-%	-%	11%	12%	5%	10%	12%	9%	13%	11%	12%	11%
		bcd				bcd	b								
West Midlands	195	151	-	-	-	151	183	12	51	55	44	44	106	87	195
	9%	11%	-%	-%	-%	9%	10%	5%	9%	9%	11%	9%	9%	10%	9%
		bcd				bcd	b								
East Midlands	150	119	-	-	-	119	122	28	42	49	24	35	91	59	150
	7%	8%	-%	-%	-%	7%	7%	12%	7%	8%	6%	7%	8%	7%	7%
		bcd				bcd	a								
East of England	199	162	-	-	-	162	168	32	49	49	61	40	98	101	199
	10%	11%	-%	-%	-%	10%	9%	13%	8%	8%	15%	8%	8%	11%	10%
		bcd				bcd					abdeg			e	
South West	166	146	-	-	-	146	138	28	34	46	31	51	80	82	166
	8%	10%	-%	-%	-%	9%	7%	12%	6%	8%	8%	10%	7%	9%	8%
		bcd				bcd	a					ae		a	
South East	293	241	-	-	-	241	261	32	93	62	59	77	155	136	293
	14%	17%	-%	-%	-%	14%	14%	13%	16%	11%	15%	15%	13%	15%	14%
		bcd				bcd			b			b		b	
London	276	204	-	-	-	204	272	5	109	84	37	44	193	81	276
	13%	14%	-%	-%	-%	12%	15%	2%	19%	14%	9%	9%	16%	9%	13%
		bcd				bcd	b		cdfg	df			cdfg		df
SUMMARY															
England	1766	1424	-	-	-	1424	1590	176	494	495	336	430	989	766	1766
	85%	100%	-%	-%	-%	85%	86%	74%	85%	84%	85%	86%	84%	86%	85%
		bcde				bcd	b								

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

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Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Scotland	156	-	129	-	-	129	134	21	40	51	32	32	91	64	156
	7%	-%	100%	-%	-%	8%	7%	9%	7%	9%	8%	6%	8%	7%	7%
			acde			acd									
Wales	94	-	-	76	-	76	59	35	27	29	14	24	56	37	94
	4%	-%	-%	100%	-%	4%	3%	15%	5%	5%	3%	5%	5%	4%	4%
				abde		abd		a							
Northern Ireland	64	-	-	-	53	53	59	5	21	16	14	13	37	27	64
	3%	-%	-%	-%	100%	3%	3%	2%	4%	3%	3%	3%	3%	3%	3%
				abce		abc									

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

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Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
North East	79	26	50	26	29	15	9	37	33
	4%	6%	3%	5%	3%	3%	3%	3%	5%
		b							
Yorkshire and Humberside	172	33	135	42	87	30	17	93	61
	8%	7%	9%	8%	10%	7%	6%	9%	9%
					c				
North West	235	57	162	76	93	42	27	125	79
	11%	12%	11%	14%	11%	9%	10%	12%	11%
				c					
West Midlands	195	56	132	60	85	34	26	105	63
	9%	12%	9%	11%	10%	7%	9%	10%	9%
East Midlands	150	22	123	35	65	39	21	80	48
	7%	5%	8%	6%	8%	8%	8%	8%	7%
			a						
East of England	199	29	159	46	86	48	28	99	71
	10%	6%	11%	8%	10%	10%	10%	9%	10%
			a						
South West	166	52	106	62	56	27	11	88	66
	8%	11%	7%	11%	7%	6%	4%	8%	9%
		b		bc				a	a
South East	293	76	204	64	110	82	24	161	103
	14%	16%	13%	12%	13%	18%	9%	15%	14%
						ab		a	a
London	276	45	218	53	121	72	74	122	79
	13%	10%	14%	10%	14%	15%	27%	11%	11%
			a		a	a	bc		

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

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Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
SUMMARY									
England	1766	395	1289	463	730	391	238	909	602
	85%	85%	85%	84%	85%	83%	85%	85%	84%
Scotland	156	38	111	44	58	44	24	75	56
	7%	8%	7%	8%	7%	9%	9%	7%	8%
Wales	94	21	67	27	36	22	10	44	39
	4%	5%	4%	5%	4%	5%	4%	4%	5%
Northern Ireland	64	12	50	18	30	13	8	37	19
	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 2

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Large city	540	211	200	129	289	252	176	354	111	100	115	85	62	67
	26%	25%	24%	33%	27%	25%	25%	26%	25%	24%	27%	21%	31%	35%
				ab									d	abd
Smaller city or large town	490	197	202	91	242	249	168	313	90	107	106	96	45	45
	24%	23%	24%	23%	23%	24%	24%	23%	20%	26%	25%	24%	22%	23%
Medium town	466	195	179	92	230	236	154	303	99	97	77	102	55	37
	22%	23%	22%	23%	22%	23%	22%	23%	22%	23%	18%	25%	27%	19%
												c	c	
Small town	346	158	142	46	174	172	135	206	86	72	70	72	18	28
	17%	19%	17%	12%	16%	17%	19%	15%	20%	17%	16%	18%	9%	15%
		c	c						e	e	e	e		
Rural area	237	91	106	40	130	107	75	161	53	39	55	52	23	17
	11%	11%	13%	10%	12%	11%	11%	12%	12%	9%	13%	13%	11%	9%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 2

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Large city	540	345	41	10	15	411	540	-	194	150	87	109	345	196	540
	26%	24%	31%	13%	29%	24%	29%	-%	33%	25%	22%	22%	29%	22%	26%
		c	ace		c	c	b		bcdgf				cdf		f
Smaller city or large town	490	344	28	13	15	400	490	-	128	160	91	110	288	201	490
	24%	24%	21%	17%	27%	24%	27%	-%	22%	27%	23%	22%	25%	22%	24%
					c		b								
Medium town	466	329	22	10	13	374	466	-	115	130	99	118	245	217	466
	22%	23%	17%	14%	24%	22%	25%	-%	20%	22%	25%	24%	21%	24%	22%
		c			c	c	b								
Small town	346	253	24	16	6	300	346	-	83	94	72	94	177	166	346
	17%	18%	19%	22%	12%	18%	19%	-%	14%	16%	18%	19%	15%	19%	17%
		d		d		d	b							a	
Rural area	237	152	14	26	4	198	-	237	62	56	46	68	118	114	237
	11%	11%	11%	35%	8%	12%	-%	100%	11%	10%	12%	14%	10%	13%	11%
				abde				a							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 2

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

QF. URBANITY

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Large city	540 26%	123 26%	384 25%	135 24%	227 27%	128 27%	120 43% bc	271 25% c	145 20%
Smaller city or large town	490 24%	105 23%	362 24%	135 24%	212 25%	96 21%	59 21%	251 24%	178 25%
Medium town	466 22%	96 21%	353 23%	132 24%	190 22%	108 23%	50 18%	251 24%	161 23%
Small town	346 17%	90 19%	242 16%	82 15%	140 16%	77 16%	23 8%	174 16% a	145 20% a
Rural area	237 11%	52 11%	174 12%	69 12%	86 10%	60 13%	28 10%	119 11%	88 12%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
A	156 7%	67 8%	49 6%	40 10% b	81 8%	74 7%	58 8%	96 7%	38 9%	29 7%	21 5%	28 7%	22 11% c	17 9%
B	427 21%	181 21%	161 19%	84 21%	229 22%	197 19%	135 19%	286 21%	94 21%	88 21%	88 21%	73 18%	47 23%	37 19%
C1	591 28%	235 27%	242 29%	114 29%	289 27%	301 30%	196 28%	389 29%	114 26%	121 29%	118 28%	125 31%	58 28%	56 29%
C2	395 19%	164 19%	165 20%	67 17%	192 18%	203 20%	143 20%	242 18%	82 19%	82 20%	79 19%	86 21%	32 16%	35 18%
D	322 15%	140 16%	126 15%	56 14%	178 17%	144 14%	115 16%	200 15%	77 17%	63 15%	75 18%	51 13%	26 13%	30 15%
E	177 9%	63 7%	76 9%	38 9%	89 8%	88 9%	56 8%	115 9%	32 7%	31 8%	40 9%	36 9%	18 9%	20 10%
Don't know	13 1%	4 *%	9 1%	- -%	6 1%	7 1%	4 1%	9 1%	4 1%	* *%	2 *%	7 2%	- -%	- -%
												b		
SUMMARY														
AB	582 28%	248 29%	210 25%	124 31%	311 29%	272 27%	193 27%	382 29%	132 30%	117 28%	109 26%	101 25%	69 34% cd	54 28%
DE	499 24%	203 24%	202 24%	94 24%	267 25%	232 23%	172 24%	315 24%	109 25%	95 23%	115 27%	88 22%	44 22%	50 26%
ABC1	1173 56%	483 57%	453 55%	237 60%	600 56%	573 56%	388 55%	771 58%	245 56%	237 57%	227 54%	226 56%	127 63%	110 57%
C2DE	894 43%	367 43%	367 44%	160 40%	459 43%	435 43%	315 45%	557 42%	190 43%	177 43%	193 46%	174 43%	76 37%	85 43%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
A	156 7%	102 7%	6 4%	3 4%	6 10% bc	116 7%	146 8%	10 4%	156 27% bcdefg	- -%	- -%	- -%	156 13% bcdfg	- -%	156 7% bcdf
B	427 21%	285 20%	27 21%	20 26%	11 20%	343 20%	375 20%	52 22%	427 73% bcdefg	- -%	- -%	- -%	427 36% bcdfg	- -%	427 21% bcdf
C1	591 28%	398 28%	44 34%	21 28%	14 27%	477 28%	534 29%	56 24%	- -% acdefg	591 100%	- -%	- -%	591 50% acdfg	- -%	591 28% acdf
C2	395 19%	280 20%	24 19%	12 16%	11 21%	328 20%	349 19%	46 20%	- -%	- -%	395 100% abdefg	- -%	- -%	395 44% abdeg	395 19% abde
D	322 15%	230 16%	18 14%	10 14%	8 15%	266 16%	275 15%	47 20%	- -%	- -%	- -%	322 65% abcefg	- -%	322 36% abceg	322 15% abce
E	177 9%	118 8%	9 7%	9 12%	3 6%	139 8%	156 8%	21 9%	- -%	- -%	- -%	177 35% abcefg	- -%	177 20% abceg	177 9% abce
Don't know	13 1%	11 1%	1 1%	* *% -	- -%	13 1%	8 *% a	4 2%	- -%	- -%	- -%	- -%	- -%	- -%	13 1% ef
SUMMARY															
AB	582 28%	387 27%	33 26%	23 30%	16 30%	459 27%	520 28%	62 26%	582 100% bcdefg	- -%	- -%	- -%	582 50% bcdfg	- -%	582 28% bcdf
DE	499 24%	348 24%	27 21%	19 26%	11 21%	406 24%	431 23%	68 29%	- -%	- -%	- -%	499 100% abcefg	- -%	499 56% abceg	499 24% abce
ABC1	1173 56%	784 55%	77 60%	44 58%	31 57%	936 56%	1055 57%	118 50%	582 100% cdfg	591 100% cdfg	- -%	- -%	1173 100% cdfg	- -%	1173 56% cdf

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	NATION (AGED 8-15)					AREA		SOCIAL GRADE							
	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Total	a	b	c	d	e	a	b	a	b	c	d	e	f	g	
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
C2DE	894	629	51	31	23	734	780	114	-	-	395	499	-	894	894
	43%	44%	39%	42%	43%	44%	42%	48%	-%	-%	100%	100%	-%	100%	43%
											abeg	abeg		abeg	abe

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
A	156 7%	37 8%	107 7%	24 4%	52 6%	67 14% ab	74 27% bc	61 6% c	20 3%
B	427 21%	65 14%	345 23% a	54 10%	148 17% a	181 39% ab	76 27% c	242 23% c	106 15%
C1	591 28%	112 24%	456 30% a	122 22%	259 30% a	153 33% a	55 20%	331 31% a	197 28% a
C2	395 19%	92 20%	285 19%	110 20% c	198 23% c	51 11%	45 16%	226 21%	122 17%
D	322 15%	78 17%	233 15%	151 27% bc	132 15% c	12 3%	24 9%	144 14% a	152 21% ab
E	177 9%	76 16% b	86 6%	84 15% bc	65 8% c	4 1%	5 2%	57 5% a	113 16% ab
Don't know	13 1%	6 1% b	4 *% b	7 1% bc	- -% c	- -% c	- -% c	4 *% a	5 1% ab
SUMMARY									
AB	582 28%	102 22% a	452 30% a	78 14%	200 23% a	249 53% ab	150 54% bc	303 28% c	126 18%
DE	499 24%	154 33% b	319 21%	236 43% bc	197 23% c	16 3%	29 10%	201 19% a	266 37% ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 3

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
ABC1	1173	215	908	200	459	401	205	634	323
	56%	46%	60%	36%	54%	86%	73%	60%	45%
			a		a	ab	bc	c	
C2DE	894	246	604	345	395	67	74	427	388
	43%	53%	40%	62%	46%	14%	27%	40%	54%
		b		bc	c			a	ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Boy, aged 8 to 11	439	439	-	-	439	-	365	75	439	-	-	-	-	-
	21%	51%	-%	-%	41%	-%	52%	6%	100%	-%	-%	-%	-%	-%
		bc			b		b		bcdef					
Boy, aged 12 to 15	423	-	423	-	423	-	-	423	-	-	423	-	-	-
	20%	-%	51%	-%	40%	-%	-%	32%	-%	-%	100%	-%	-%	-%
			ac		b			a			abdef			
Boy, aged 16 to 17	203	-	-	203	203	-	-	184	-	-	-	-	203	-
	10%	-%	-%	51%	19%	-%	-%	14%	-%	-%	-%	-%	100%	-%
				ab	b			a					abcdf	
Girl, aged 8 to 11	414	414	-	-	-	414	343	71	-	414	-	-	-	-
	20%	49%	-%	-%	-%	41%	48%	5%	-%	100%	-%	-%	-%	-%
		bc				a	b			acdef				
Girl, aged 12 to 15	406	-	406	-	-	406	-	406	-	-	-	406	-	-
	20%	-%	49%	-%	-%	40%	-%	30%	-%	-%	-%	100%	-%	-%
			ac			a		a				abcef		
Girl, aged 16 to 17	195	-	-	195	-	195	-	179	-	-	-	-	-	195
	9%	-%	-%	49%	-%	19%	-%	13%	-%	-%	-%	-%	-%	100%
				ab		a		a						abcde

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Boy, aged 8 to 11	439	373	34	18	14	439	387	53	132	114	82	109	245	190	439
	21%	26%	26%	24%	26%	26%	21%	22%	23%	19%	21%	22%	21%	21%	21%
Boy, aged 12 to 15	423	356	34	18	15	423	368	55	109	118	79	115	227	193	423
	20%	25%	26%	24%	27%	25%	20%	23%	19%	20%	20%	23%	19%	22%	20%
Boy, aged 16 to 17	203	-	-	-	-	-	180	23	69	58	32	44	127	76	203
	10%	-%	-%	-%	-%	-%	10%	10%	12%	10%	8%	9%	11%	8%	10%
									f						
Girl, aged 8 to 11	414	350	32	19	13	414	376	39	117	121	82	95	237	177	414
	20%	25%	25%	25%	24%	25%	20%	16%	20%	20%	21%	19%	20%	20%	20%
Girl, aged 12 to 15	406	345	29	20	12	406	355	52	101	125	86	88	226	174	406
	20%	24%	23%	27%	22%	24%	19%	22%	17%	21%	22%	18%	19%	19%	20%
Girl, aged 16 to 17	195	-	-	-	-	-	178	17	54	56	35	50	110	85	195
	9%	-%	-%	-%	-%	-%	10%	7%	9%	9%	9%	10%	9%	9%	9%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Boy, aged 8 to 11	439 21%	93 20%	326 21%	122 22%	170 20%	110 23%	50 18%	240 22%	143 20%
Boy, aged 12 to 15	423 20%	98 21%	306 20%	114 21%	192 23%	83 18%	49 17%	226 21%	143 20%
Boy, aged 16 to 17	203 10%	48 10%	147 10%	37 7%	97 11%	47 10%	38 14%	95 9%	70 10%
Girl, aged 8 to 11	414 20%	83 18%	314 21%	119 22%	153 18%	95 20%	61 22%	196 18%	154 21%
Girl, aged 12 to 15	406 20%	99 21%	285 19%	111 20%	158 19%	95 20%	51 18%	204 19%	147 21%
Girl, aged 16 to 17	195 9%	45 10%	138 9%	50 9%	84 10%	38 8%	30 11%	105 10%	59 8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Boy	1065	439	423	203	1065	-	365	681	439	-	423	-	203	-
	51%	51%	51%	51%	100%	-%	52%	51%	100%	-%	100%	-%	100%	-%
					b				bdf		bdf		bdf	
Girl	1015	414	406	195	-	1015	343	656	-	414	-	406	-	195
	49%	49%	49%	49%	-%	100%	48%	49%	-%	100%	-%	100%	-%	100%
						a				ace		ace		ace

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Boy	1065	729	68	36	29	862	935	130	311	289	192	267	600	459	1065
	51%	51%	52%	48%	54%	51%	51%	55%	53%	49%	49%	53%	51%	51%	51%
Girl	1015	695	62	39	25	820	908	107	272	301	203	232	573	435	1015
	49%	49%	48%	52%	46%	49%	49%	45%	47%	51%	51%	47%	49%	49%	49%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 5

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

GENDER OF CHILD

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Boy	1065	239	779	273	459	240	137	560	356
	51%	51%	51%	49%	54%	51%	49%	53%	50%
Girl	1015	227	737	280	396	228	142	505	360
	49%	49%	49%	51%	46%	49%	51%	47%	50%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 6

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

QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	1117	**	748	369	571	546	**	1084	**	**	381	367	190	178
	91%	**	90%	93%	91%	91%	**	91%	**	**	90%	91%	94%	92%
No	39	**	28	11	19	20	**	37	**	**	14	14	6	5
	3%	**	3%	3%	3%	3%	**	3%	**	**	3%	4%	3%	3%
Don't know	70	**	52	18	35	35	**	70	**	**	28	24	7	11
	6%	**	6%	5%	6%	6%	**	6%	**	**	7%	6%	4%	6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 6

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

QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Yes	1117	631	59	34	23	748	984	132	304	328	208	269	632	477	1117
	91%	90%	94%	88%	90%	90%	91%	91%	91%	92%	90%	91%	92%	90%	91%
No	39	24	1	3	1	28	33	6	14	15	4	6	29	11	39
	3%	3%	1%	7%	3%	3%	3%	4%	4%	4%	2%	2%	4%	2%	3%
Don't know	70	45	3	2	2	52	63	8	16	14	20	20	30	40	70
	6%	6%	5%	6%	7%	6%	6%	5%	5%	4%	8%	7%	4%	8%	6%
											be			e	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 6

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

QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	1117 91%	265 91%	801 91%	282 91%	487 92%	238 90%	157 94%	576 91%	375 89%
No	39 3%	8 3%	31 4%	11 3%	14 3%	12 4%	6 3%	21 3%	13 3%
Don't know	70 6%	18 6%	45 5%	19 6%	30 6%	14 5%	4 3%	34 5%	32 8%
									a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 7

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

QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	850	**	553	297	453	397	**	826	**	**	288	264	165	133
	69%	**	67%	75%	72%	66%	**	69%	**	**	68%	65%	81%	68%
				b	b								cdf	
No	158	**	117	41	73	85	**	152	**	**	59	59	14	26
	13%	**	14%	10%	12%	14%	**	13%	**	**	14%	14%	7%	14%
											e	e		e
Don't know	218	**	158	60	100	118	**	214	**	**	76	83	24	36
	18%	**	19%	15%	16%	20%	**	18%	**	**	18%	20%	12%	18%
												e		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 7

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

QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Yes	850 69%	470 67%	44 69%	23 59%	16 63%	553 67%	750 69%	100 68%	255 76%	233 65%	162 70%	196 66%	488 71%	357 68%	850 69%
No	158 13%	98 14%	7 11%	8 21%	5 19%	117 14%	133 12%	24 17%	41 12%	51 14%	26 11%	40 14%	91 13%	67 13%	158 13%
Don't know	218 18%	133 19%	13 20%	8 20%	5 18%	158 19%	196 18%	22 15%	39 12%	73 20%	44 19%	60 20%	111 16%	104 20%	218 18%
										a	a	a		a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 7

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

QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	850 69%	191 66%	615 70%	209 67%	378 71%	179 68%	137 82% bc	435 69%	271 65%
No	158 13%	52 18% b	105 12%	42 13%	70 13%	41 15%	11 6%	85 13% a	63 15% a
Don't know	218 18%	47 16%	156 18%	61 20%	83 16%	44 17%	19 12%	111 18%	86 21% a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
To help with my schoolwork/ homework	978	**	678	300	488	489	**	966	**	**	342	335	146	154
	80%	**	82%	75%	78%	81%	**	81%	**	**	81%	83%	72%	79%
			c								e	e		
To build or maintain friendships	801	**	538	263	410	391	**	776	**	**	281	257	129	133
	65%	**	65%	66%	66%	65%	**	65%	**	**	67%	63%	64%	68%
To find useful information about any problems or issues I may have	725	**	485	241	380	345	**	701	**	**	257	228	124	117
	59%	**	59%	60%	61%	57%	**	59%	**	**	61%	56%	61%	60%
To learn a new skill	633	**	433	200	337	295	**	623	**	**	229	204	108	92
	52%	**	52%	50%	54%	49%	**	52%	**	**	54%	50%	53%	47%
To develop creative skills	557	**	395	162	258	299	**	544	**	**	177	218	81	81
	45%	**	48%	41%	41%	50%	**	46%	**	**	42%	54%	40%	42%
			c			a					cef			
To find out about the news	513	**	333	181	276	237	**	502	**	**	175	157	101	80
	42%	**	40%	45%	44%	39%	**	42%	**	**	41%	39%	50%	41%
													d	
To develop skills with reading and numbers	474	**	334	140	258	217	**	467	**	**	183	152	75	65
	39%	**	40%	35%	41%	36%	**	39%	**	**	43%	37%	37%	33%
											f			
To understand what other people think and feel about things	458	**	301	157	242	216	**	446	**	**	155	146	87	70
	37%	**	36%	39%	39%	36%	**	37%	**	**	37%	36%	43%	36%
To find out more about or to support causes or organisations	256	**	164	92	135	121	**	251	**	**	91	73	44	47
	21%	**	20%	23%	22%	20%	**	21%	**	**	21%	18%	22%	24%
None of these apply to me	4	**	2	3	3	2	**	4	**	**	2	-	1	2
	*%	**	*%	1%	*%	*%	**	*%	**	**	*%	-%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Don't know	7	**	5	2	5	2	**	6	**	**	3	2	2	-
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	1%	1%
SUMMARY														
ANY OF THESE BENEFITS	1215	**	822	393	618	597	**	1180	**	**	418	404	199	193
	99%	**	99%	99%	99%	99%	**	99%	**	**	99%	100%	98%	99%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
To help with my schoolwork/ homework	978	576	51	31	21	678	859	119	249	306	186	230	555	416	978
	80%	82%	80%	79%	79%	82%	79%	82%	74%	86%	80%	78%	80%	79%	80%
									adfg				a		a
To build or maintain friendships	801	447	46	28	17	538	709	93	204	247	159	190	451	349	801
	65%	64%	73%	73%	64%	65%	66%	63%	61%	69%	68%	64%	65%	66%	65%
To find useful information about any problems or issues I may have	725	407	41	22	15	485	644	82	195	222	138	168	417	305	725
	59%	58%	64%	58%	57%	59%	60%	56%	58%	62%	59%	57%	60%	58%	59%
To learn a new skill	633	361	38	21	13	433	563	69	178	202	113	137	380	249	633
	52%	52%	60%	54%	51%	52%	52%	48%	53%	57%	49%	46%	55%	47%	52%
										df			df		
To develop creative skills	557	343	25	16	11	395	486	71	171	153	97	129	324	225	557
	45%	49%	39%	42%	44%	48%	45%	49%	51%	43%	42%	44%	47%	43%	45%
									cf						
To find out about the news	513	281	26	15	10	333	462	52	158	158	100	94	316	194	513
	42%	40%	42%	38%	39%	40%	43%	35%	47%	44%	43%	32%	46%	37%	42%
									df	d	d		df		d
To develop skills with reading and numbers	474	287	24	16	8	334	429	45	139	149	72	114	288	186	474
	39%	41%	37%	40%	32%	40%	40%	31%	41%	42%	31%	39%	42%	35%	39%
									c	c			cf		c
To understand what other people think and feel about things	458	248	31	13	9	301	414	44	138	144	78	96	283	174	458
	37%	35%	50%	33%	33%	36%	38%	30%	41%	41%	34%	33%	41%	33%	37%
			acde						df				df		
To find out more about or to support causes or organisations	256	134	15	11	4	164	231	25	86	84	47	38	170	85	256
	21%	19%	24%	28%	15%	20%	21%	17%	26%	24%	20%	13%	25%	16%	21%
				d					df	df	d		df		df

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	NATION (AGED 8-15)					AREA		SOCIAL GRADE							
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
None of these apply to me	4	1	-	1	-	2	4	-	2	*	2	-	2	2	4
	***	***	-%	3%	-%	***	***	-%	1%	***	1%	-%	***	***	***
				ae											
Don't know	7	5	-	-	-	5	6	1	-	2	1	3	2	5	7
	1%	1%	-%	-%	-%	1%	1%	1%	-%	1%	***	1%	***	1%	1%
												a			
SUMMARY															
ANY OF THESE BENEFITS	1215	695	63	38	26	822	1070	145	332	353	228	292	686	520	1215
	99%	99%	100%	97%	100%	99%	99%	99%	99%	99%	98%	99%	99%	99%	99%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
To help with my schoolwork/ homework	978	217	721	249	412	219	130	524	318
	80%	74%	82%	80%	77%	83%	78%	83%	76%
			a					c	
To build or maintain friendships	801	193	588	189	369	187	91	418	290
	65%	66%	67%	61%	69%	71%	54%	66%	69%
					a	a		a	a
To find useful information about any problems or issues I may have	725	170	531	183	317	169	97	361	262
	59%	58%	61%	59%	60%	64%	58%	57%	62%
To learn a new skill	633	132	473	148	270	147	102	325	200
	52%	45%	54%	47%	51%	56%	61%	52%	48%
			a				bc		
To develop creative skills	557	133	400	147	240	108	82	276	192
	45%	46%	46%	47%	45%	41%	49%	44%	46%
To find out about the news	513	108	384	125	210	129	81	263	165
	42%	37%	44%	40%	39%	49%	49%	42%	39%
						b			
To develop skills with reading and numbers	474	115	339	121	193	116	79	232	157
	39%	40%	39%	39%	36%	44%	47%	37%	37%
							b		
To understand what other people think and feel about things	458	116	330	110	196	104	69	235	152
	37%	40%	38%	35%	37%	39%	42%	37%	36%
To find out more about or to support causes or organisations	256	58	186	72	103	60	43	135	76
	21%	20%	21%	23%	19%	23%	26%	21%	18%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 8

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

QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
None of these apply to me	4 *%	1 *%	4 *%	2 1%	2 *%	- -%	- -%	1 *%	3 1%
Don't know	7 1%	3 1%	2 *%	3 1%	2 *%	- -%	- -%	2 *%	5 1%
SUMMARY									
ANY OF THESE BENEFITS	1215 99%	287 99%	870 99%	306 98%	528 99%	263 100%	167 100%	627 100%	411 98%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 9

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

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1889	710	775	404	959	930	607	1243	357	353	389	386	213	191
Effective Weighted Sample	1480	546	586	356	747	733	465	982	275	271	292	294	186	171
Total	1887	704	792	391	960	927	576	1276	356	348	405	387	199	192
All is true	200	95	76	29	90	109	80	116	46	49	32	44	12	16
	11%	14%	10%	7%	9%	12%	14%	9%	13%	14%	8%	11%	6%	8%
		bc					b		ce	ce				
Most is true	450	165	197	88	245	205	143	304	92	73	106	91	47	41
	24%	23%	25%	22%	25%	22%	25%	24%	26%	21%	26%	23%	23%	21%
Some is true	1193	417	507	268	595	598	331	834	201	216	259	248	135	133
	63%	59%	64%	69%	62%	64%	57%	65%	56%	62%	64%	64%	68%	69%
				a			a						a	a
Don't know	45	26	13	6	30	15	22	22	17	9	8	4	4	2
	2%	4%	2%	2%	3%	2%	4%	2%	5%	3%	2%	1%	2%	1%
		b					b		df					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 9

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

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1889	945	187	167	186	1485	1701	188	632	438	372	438	1070	810	1889
Effective Weighted Sample	1480	866	181	129	178	1132	1325	155	497	353	288	362	824	650	1480
Total	1887	1269	116	63	49	1496	1676	211	531	539	355	450	1070	804	1887
All is true	200	148	13	5	6	171	187	12	82	52	33	32	134	65	200
	11%	12%	11%	8%	12%	11%	11%	6%	15%	10%	9%	7%	13%	8%	11%
							b		bcdfg				df		d
Most is true	450	310	25	15	11	362	397	53	144	119	89	92	263	181	450
	24%	24%	22%	25%	23%	24%	24%	25%	27%	22%	25%	20%	25%	23%	24%
									d						
Some is true	1193	778	77	40	30	925	1050	144	292	360	221	313	652	534	1193
	63%	61%	66%	64%	62%	62%	63%	68%	55%	67%	62%	70%	61%	66%	63%
									a	a	a	aeg	a	ae	a
Don't know	45	33	1	2	1	39	42	3	13	7	11	13	20	24	45
	2%	3%	1%	4%	3%	3%	2%	1%	2%	1%	3%	3%	2%	3%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 9

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

QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1889	439	1365	519	788	429	278	962	636
Effective Weighted Sample	1480	346	1066	407	622	328	220	751	499
Total	1887	431	1369	508	796	416	259	964	647
All is true	200 11%	62 14% b	115 8%	66 13% c	92 12%	34 8%	60 23% bc	82 8%	54 8%
Most is true	450 24%	89 21%	346 25%	95 19%	210 26% a	107 26% a	73 28% c	250 26% c	125 19%
Some is true	1193 63%	269 62%	880 64%	324 64%	479 60%	271 65%	120 46%	608 63% a	455 70% ab
Don't know	45 2%	11 3%	28 2%	23 5% bc	15 2%	4 1%	5 2%	25 3%	14 2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 10

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

QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1961	799	781	381	1009	952	689	1248	411	388	392	389	206	175
Effective Weighted Sample	1530	612	591	336	781	749	524	986	315	297	295	297	180	157
Total	1962	791	803	369	1007	955	654	1287	407	383	409	393	190	179
All is true	668	293	272	103	325	343	236	427	138	155	135	138	52	50
	34%	37%	34%	28%	32%	36%	36%	33%	34%	41%	33%	35%	27%	28%
		c								ef				
Most is true	791	301	333	156	417	374	254	530	169	132	178	155	70	87
	40%	38%	42%	42%	41%	39%	39%	41%	42%	34%	44%	39%	37%	48%
										b				be
Some is true	452	168	182	102	242	210	141	303	84	83	92	90	65	37
	23%	21%	23%	28%	24%	22%	22%	24%	21%	22%	23%	23%	34%	21%
				a									abcdf	
Don't know	51	29	15	8	23	28	23	28	16	12	4	11	3	5
	3%	4%	2%	2%	2%	3%	4%	2%	4%	3%	1%	3%	2%	3%
									c					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 10

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QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%															
Unweighted total	1961	1005	199	180	196	1580	1759	202	675	447	378	452	1122	830	1961
Effective Weighted Sample	1530	919	193	139	188	1203	1364	167	529	362	291	371	861	663	1530
Total	1962	1351	124	68	51	1594	1739	224	565	556	368	462	1120	830	1962
All is true	668	472	45	31	17	565	580	88	195	200	121	148	395	269	668
	34%	35%	36%	46% ade	34%	35%	33%	39%	35%	36%	33%	32%	35%	32%	34%
Most is true	791	537	51	24	22	635	714	77	219	232	163	171	451	334	791
	40%	40%	41%	35%	44%	40%	41%	34%	39%	42%	44%	37%	40%	40%	40%
Some is true	452	302	27	11	10	350	398	54	133	119	77	120	252	197	452
	23%	22%	22%	17%	20%	22%	23%	24%	24%	21%	21%	26%	23%	24%	23%
Don't know	51	40	1	1	1	43	46	5	18	4	8	22	22	29	51
	3%	3%	1%	2%	3%	3%	3%	2%	3%	1%	2%	5% beg	2%	4% b	3% b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 10

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

QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1961	450	1424	536	792	467	289	1006	652
Effective Weighted Sample	1530	353	1108	418	622	355	229	784	507
Total	1962	439	1433	528	800	451	271	1012	662
All is true	668 34%	153 35%	493 34%	169 32%	266 33%	180 40% ab	99 37%	325 32%	238 36%
Most is true	791 40%	183 42%	573 40%	207 39%	341 43%	168 37%	113 42%	427 42%	246 37%
Some is true	452 23%	90 21%	337 23%	136 26%	178 22%	94 21%	53 20%	243 24%	150 23%
Don't know	51 3%	13 3%	30 2%	16 3%	15 2%	10 2%	5 2%	17 2%	27 4% b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 11

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

QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1692	633	689	370	866	826	549	1110	327	306	340	349	199	171
Effective Weighted Sample	1320	483	520	326	671	649	416	877	249	234	255	265	174	153
Total	1676	611	707	358	856	820	507	1140	313	298	358	349	185	173
All is true	328	144	133	51	165	163	121	204	71	72	67	66	27	25
	20%	23%	19%	14%	19%	20%	24%	18%	23%	24%	19%	19%	14%	14%
		c					b		ef	ef				
Most is true	773	268	345	159	389	384	221	543	135	133	176	169	77	82
	46%	44%	49%	45%	45%	47%	44%	48%	43%	45%	49%	48%	42%	48%
Some is true	480	148	199	132	248	232	121	346	72	76	100	100	76	56
	29%	24%	28%	37%	29%	28%	24%	30%	23%	26%	28%	29%	41%	33%
				ab			a						abcd	a
Don't know	96	51	30	15	55	41	45	48	34	17	15	14	6	9
	6%	8%	4%	4%	6%	5%	9%	4%	11%	6%	4%	4%	3%	5%
		bc					b		bcd					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 11

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

QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1692	828	166	156	172	1322	1529	163	594	390	328	371	984	699	1692
Effective Weighted Sample	1320	759	161	121	165	1002	1187	134	468	315	255	303	757	558	1320
Total	1676	1112	103	58	45	1318	1496	180	498	484	313	369	982	682	1676
All is true	328	235	24	12	6	277	290	38	113	93	67	48	206	115	328
	20%	21%	23%	20%	12%	21%	19%	21%	23%	19%	21%	13%	21%	17%	20%
		d	d			d			df	d	d		d		d
Most is true	773	523	44	27	20	614	698	75	227	232	147	163	459	310	773
	46%	47%	42%	46%	44%	47%	47%	42%	46%	48%	47%	44%	47%	45%	46%
Some is true	480	289	28	15	15	348	421	59	142	138	77	121	280	198	480
	29%	26%	28%	27%	32%	26%	28%	33%	28%	28%	25%	33%	28%	29%	29%
												c			
Don't know	96	64	7	4	5	80	87	8	16	21	23	36	37	58	96
	6%	6%	7%	7%	12%	6%	6%	5%	3%	4%	7%	10%	4%	9%	6%
					ae						ae	abeg		abeg	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 11

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

QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)

Base : Children aged 8-17 who go online (excluding non-users)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1692	376	1233	462	685	405	268	875	535
Effective Weighted Sample	1320	294	962	362	539	308	210	684	416
Total	1676	362	1230	455	684	385	248	874	537
All is true	328 20%	81 22%	219 18%	88 19%	131 19%	84 22%	63 25% c	173 20%	87 16%
Most is true	773 46%	148 41%	603 49% a	189 42%	326 48%	197 51% a	111 45%	412 47%	244 45%
Some is true	480 29%	112 31%	346 28%	133 29%	195 29%	92 24%	62 25%	242 28%	172 32%
Don't know	96 6%	22 6%	62 5%	44 10%	32 5%	11 3%	12 5%	47 5%	35 7%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 12

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

QC59A. MISINFORMATION SCENARIO - NHS TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	1159	**	791	368	593	565	**	1128	**	**	409	382	184	183
	95%	**	95%	93%	95%	94%	**	95%	**	**	97%	94%	91%	94%
											e			
No	25	**	13	12	14	11	**	23	**	**	4	9	10	2
	2%	**	2%	3%	2%	2%	**	2%	**	**	1%	2%	5%	1%
													cf	
Don't know	43	**	25	18	18	25	**	40	**	**	10	15	8	9
	3%	**	3%	4%	3%	4%	**	3%	**	**	2%	4%	4%	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 12

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

QC59A. MISINFORMATION SCENARIO - NHS TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Yes	1159	672	57	37	24	791	1018	141	321	336	215	278	657	494	1159
	95%	96%	91%	95%	95%	95%	94%	97%	96%	94%	93%	94%	95%	94%	95%
		b				b									
No	25	9	3	1	*	13	24	1	5	6	7	6	11	13	25
	2%	1%	4%	3%	2%	2%	2%	*%	2%	2%	3%	2%	2%	3%	2%
Don't know	43	20	3	1	1	25	38	4	8	14	9	11	22	20	43
	3%	3%	5%	2%	4%	3%	4%	3%	2%	4%	4%	4%	3%	4%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 12

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

QC59A. MISINFORMATION SCENARIO - NHS TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	1159	276	831	289	510	255	158	603	391
	95%	95%	95%	93%	96%	97%	94%	96%	93%
No	25	6	17	5	11	5	2	13	8
	2%	2%	2%	2%	2%	2%	1%	2%	2%
Don't know	43	9	28	17	11	3	7	15	21
	3%	3%	3%	5%	2%	1%	4%	2%	5%
				bc					b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 13

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 95%														
Unweighted total	1148	-	768	380	584	564	-	1113	-	-	387	381	197	183
Effective Weighted Sample	909	-	583	336	458	452	-	880	-	-	293	291	172	164
Total	1159	-	791	368	593	565	-	1128	-	-	409	382	184	183
NHS LOGO IN POST	679	**	469	210	344	336	**	659	**	**	237	232	106	104
	59%	**	59%	57%	58%	59%	**	58%	**	**	58%	61%	58%	56%
NHS USERNAME	355	**	243	112	173	182	**	347	**	**	120	123	53	59
	31%	**	31%	30%	29%	32%	**	31%	**	**	29%	32%	29%	32%
NHS PROFILE LOGO	327	**	228	99	163	165	**	320	**	**	117	111	45	54
	28%	**	29%	27%	27%	29%	**	28%	**	**	29%	29%	25%	29%
VERIFIED TICK	315	**	216	99	144	171	**	307	**	**	99	117	45	55
	27%	**	27%	27%	24%	30%	**	27%	**	**	24%	31%	24%	30%
						a								
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	272	**	190	82	133	139	**	268	**	**	96	94	37	45
	24%	**	24%	22%	22%	25%	**	24%	**	**	23%	25%	20%	25%
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	260	**	168	92	142	118	**	249	**	**	91	77	51	41
	22%	**	21%	25%	24%	21%	**	22%	**	**	22%	20%	28%	22%
'CONNECT WITH PEOPLE' TEXT	250	**	172	78	139	111	**	241	**	**	91	81	48	30
	22%	**	22%	21%	23%	20%	**	21%	**	**	22%	21%	26%	16%
													f	
'BE ACTIVE' TEXT	248	**	166	82	135	113	**	240	**	**	88	77	47	36
	21%	**	21%	22%	23%	20%	**	21%	**	**	22%	20%	25%	19%
'GET GOOD SLEEP' TEXT	224	**	150	74	120	104	**	215	**	**	79	71	42	32
	19%	**	19%	20%	20%	18%	**	19%	**	**	19%	19%	23%	18%
HASHTAG 4 #NHS	193	**	127	66	94	99	**	191	**	**	63	63	30	36
	17%	**	16%	18%	16%	18%	**	17%	**	**	15%	17%	16%	20%
'LEARN NEW SKILLS' TEXT	187	**	126	61	99	88	**	178	**	**	64	62	35	26
	16%	**	16%	16%	17%	15%	**	16%	**	**	16%	16%	19%	14%
HASHTAG 3 #MENTALHEALTH	134	**	83	52	69	66	**	132	**	**	51	32	18	33
	12%	**	10%	14%	12%	12%	**	12%	**	**	12%	8%	10%	18%
														de

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 13

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1148	-	768	380	584	564	-	1113	-	-	387	381	197	183
Effective Weighted Sample	909	-	583	336	458	452	-	880	-	-	293	291	172	164
Total	1159	-	791	368	593	565	-	1128	-	-	409	382	184	183
HASHTAG 2 #WELLBEING	117	**	70	47	58	59	**	115	**	**	41	29	17	29
	10%	**	9%	13%	10%	10%	**	10%	**	**	10%	8%	9%	16%
														d
LIKES COUNT	74	**	48	26	34	40	**	72	**	**	24	25	11	15
	6%	**	6%	7%	6%	7%	**	6%	**	**	6%	6%	6%	8%
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	49	**	29	20	26	23	**	46	**	**	14	14	12	8
	4%	**	4%	6%	4%	4%	**	4%	**	**	3%	4%	6%	5%
LIKE BUTTON	8	**	3	5	3	5	**	8	**	**	1	2	2	3
	1%	**	*%	1%	1%	1%	**	1%	**	**	*%	1%	1%	2%
COMMENT BUTTON	4	**	1	3	1	3	**	4	**	**	1	-	-	3
	*%	**	*%	1%	*%	1%	**	*%	**	**	*%	-%	-%	2%
														d
SEND BUTTON	4	**	1	3	1	3	**	4	**	**	1	-	-	3
	*%	**	*%	1%	*%	1%	**	*%	**	**	*%	-%	-%	2%
														d
BOOKMARK BUTTON	3	**	1	2	-	3	**	3	**	**	-	1	-	2
	*%	**	*%	1%	-%	1%	**	*%	**	**	-%	*%	-%	1%
														c

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 13

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QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	~c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1148	487	92	94	95	768	1025	123	391	255	227	269	646	496	1148
Effective Weighted Sample	909	447	88	72	91	583	810	101	307	215	180	225	502	404	909
Total	1159	672	57	37	24	791	1018	141	321	336	215	278	657	494	1159
NHS LOGO IN POST	679	399	**	**	**	469	586	93	171	204	138	163	375	301	679
	59%	59%	**	**	**	59%	58%	66%	53%	61%	64%	58%	57%	61%	59%
										a			a		
NHS USERNAME	355	208	**	**	**	243	302	53	98	107	64	81	205	145	355
	31%	31%	**	**	**	31%	30%	37%	31%	32%	30%	29%	31%	29%	31%
NHS PROFILE LOGO	327	200	**	**	**	228	285	42	85	102	64	72	187	136	327
	28%	30%	**	**	**	29%	28%	30%	26%	30%	30%	26%	28%	28%	28%
VERIFIED TICK	315	188	**	**	**	216	278	37	85	102	57	66	187	123	315
	27%	28%	**	**	**	27%	27%	26%	27%	30%	26%	24%	29%	25%	27%
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	272	158	**	**	**	190	234	39	73	74	55	67	147	122	272
	24%	23%	**	**	**	24%	23%	27%	23%	22%	25%	24%	22%	25%	24%
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	260	143	**	**	**	168	226	34	81	72	50	56	153	106	260
	22%	21%	**	**	**	21%	22%	24%	25%	21%	23%	20%	23%	21%	22%
'CONNECT WITH PEOPLE' TEXT	250	150	**	**	**	172	231	19	61	75	49	63	136	112	250
	22%	22%	**	**	**	22%	23%	13%	19%	22%	23%	23%	21%	23%	22%
							b								
'BE ACTIVE' TEXT	248	143	**	**	**	166	224	24	55	75	50	67	129	117	248
	21%	21%	**	**	**	21%	22%	17%	17%	22%	23%	24%	20%	24%	21%
												a		a	
'GET GOOD SLEEP' TEXT	224	130	**	**	**	150	205	19	53	63	44	60	116	104	224
	19%	19%	**	**	**	19%	20%	13%	17%	19%	21%	22%	18%	21%	19%
HASHTAG 4 #NHS	193	104	**	**	**	127	167	26	50	54	40	49	104	89	193
	17%	15%	**	**	**	16%	16%	19%	16%	16%	19%	17%	16%	18%	17%
'LEARN NEW SKILLS' TEXT	187	108	**	**	**	126	173	14	44	57	40	44	101	84	187
	16%	16%	**	**	**	16%	17%	10%	14%	17%	19%	16%	15%	17%	16%
HASHTAG 3 #MENTALHEALTH	134	64	**	**	**	83	121	14	34	33	30	35	67	65	134
	12%	10%	**	**	**	10%	12%	10%	11%	10%	14%	13%	10%	13%	12%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	~c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1148	487	92	94	95	768	1025	123	391	255	227	269	646	496	1148
Effective Weighted Sample	909	447	88	72	91	583	810	101	307	215	180	225	502	404	909
Total	1159	672	57	37	24	791	1018	141	321	336	215	278	657	494	1159
HASHTAG 2 #WELLBEING	117	54	**	**	**	70	104	14	32	22	27	33	54	60	117
	10%	8%	**	**	**	9%	10%	10%	10%	7%	13%	12%	8%	12%	10%
											b			be	
LIKES COUNT	74	37	**	**	**	48	57	17	21	15	20	15	36	36	74
	6%	6%	**	**	**	6%	6%	12%	7%	4%	9%	6%	6%	7%	6%
								a							
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	49	22	**	**	**	29	42	7	15	12	11	11	26	23	49
	4%	3%	**	**	**	4%	4%	5%	5%	3%	5%	4%	4%	5%	4%
LIKE BUTTON	8	3	**	**	**	3	7	1	1	4	1	2	4	4	8
	1%	1%	**	**	**	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%
COMMENT BUTTON	4	1	**	**	**	1	3	1	-	2	1	1	2	3	4
	*%	*%	**	**	**	*%	*%	1%	-%	*%	1%	*%	*%	1%	*%
SEND BUTTON	4	1	**	**	**	1	3	1	-	2	1	1	2	3	4
	*%	*%	**	**	**	*%	*%	1%	-%	*%	1%	*%	*%	1%	*%
BOOKMARK BUTTON	3	1	**	**	**	1	3	-	-	2	1	-	2	1	3
	*%	*%	**	**	**	*%	*%	-%	-%	1%	*%	-%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1148	276	820	296	496	263	167	588	387
Effective Weighted Sample	909	218	650	235	398	200	131	470	304
Total	1159	276	831	289	510	255	158	603	391
NHS LOGO IN POST	679	158	498	165	288	167	73	352	250
	59%	57%	60%	57%	57%	66%	46%	58%	64%
						b		a	a
NHS USERNAME	355	89	253	72	152	91	33	199	119
	31%	32%	30%	25%	30%	36%	21%	33%	30%
						a		a	a
NHS PROFILE LOGO	327	79	235	64	145	79	28	169	127
	28%	29%	28%	22%	28%	31%	18%	28%	33%
						a		a	a
VERIFIED TICK	315	74	231	51	140	96	37	174	101
	27%	27%	28%	18%	27%	38%	24%	29%	26%
					a	ab			
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	272	65	194	63	118	66	29	154	87
	24%	23%	23%	22%	23%	26%	19%	26%	22%
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	260	64	181	73	124	44	32	144	82
	22%	23%	22%	25%	24%	17%	21%	24%	21%
				c	c				
'CONNECT WITH PEOPLE' TEXT	250	77	156	78	110	36	38	127	80
	22%	28%	19%	27%	22%	14%	24%	21%	21%
		b		c	c				
'BE ACTIVE' TEXT	248	69	173	84	103	38	35	127	84
	21%	25%	21%	29%	20%	15%	22%	21%	22%
				bc					
'GET GOOD SLEEP' TEXT	224	76	143	74	99	32	36	104	83
	19%	27%	17%	26%	19%	13%	23%	17%	21%
		b		c	c				

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 13

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1148	276	820	296	496	263	167	588	387
Effective Weighted Sample	909	218	650	235	398	200	131	470	304
Total	1159	276	831	289	510	255	158	603	391
HASHTAG 4 #NHS	193 17%	49 18%	134 16%	38 13%	88 17%	51 20%	16 10%	115 19%	62 16%
'LEARN NEW SKILLS' TEXT	187 16%	51 19%	125 15%	61 21% c	80 16%	31 12%	26 16%	97 16%	63 16%
HASHTAG 3 #MENTALHEALTH	134 12%	35 13%	88 11%	29 10%	63 12%	29 11%	13 8%	80 13%	42 11%
HASHTAG 2 #WELLBEING	117 10%	35 13%	75 9%	24 8%	56 11%	25 10%	12 8%	68 11%	37 10%
LIKES COUNT	74 6%	22 8%	50 6%	19 6%	25 5%	19 7%	7 4%	47 8%	19 5%
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	49 4%	14 5%	32 4%	15 5%	22 4%	9 3%	6 4%	34 6%	9 2% c
LIKE BUTTON	8 1%	1 *%	7 1%	4 1%	2 *%	2 1%	- -%	7 1%	1 *%
COMMENT BUTTON	4 *%	- -%	4 1%	3 1%	- -%	2 1%	- -%	3 *%	1 *%
SEND BUTTON	4 *%	- -%	4 1%	3 1%	- -%	2 1%	- -%	3 *%	1 *%
BOOKMARK BUTTON	3 *%	- -%	3 *%	- -%	1 *%	2 1%	- -%	2 *%	1 *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 14

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~a	~b	~c	~d	~e	~f
Unweighted total	73	-	42	31	43	30	-	69	-	-	22	20	21	10
Effective Weighted Sample	56	-	29	27	32	25	-	52	-	-	15	16	18	9
Total	67	-	38	30	32	35	-	63	-	-	14	24	19	11
'LEARN NEW SKILLS' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKES COUNT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'GET GOOD SLEEP' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS LOGO IN POST	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS USERNAME	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'CONNECT WITH PEOPLE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'BE ACTIVE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 3 #MENTALHEALTH	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 4 #NHS	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 14

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~a	~b	~c	~d	~e	~f
Unweighted total	73	-	42	31	43	30	-	69	-	-	22	20	21	10
Effective Weighted Sample	56	-	29	27	32	25	-	52	-	-	15	16	18	9
Total	67	-	38	30	32	35	-	63	-	-	14	24	19	11
VERIFIED TICK	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKE BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 2 #WELLBEING	**	**	**	**	**	**	**	**	**	**	**	**	**	**
COMMENT BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 14

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~d	~e	~f	~g
Significance Level: 95%															
Unweighted total	73	20	10	7	5	42	67	6	20	16	17	20	36	37	73
Effective Weighted Sample	56	18	10	7	5	29	51	5	16	13	13	16	27	29	56
Total	67	28	6	2	1	38	63	5	14	20	16	18	34	34	67
'LEARN NEW SKILLS' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKES COUNT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'GET GOOD SLEEP' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS LOGO IN POST	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS USERNAME	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'CONNECT WITH PEOPLE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'BE ACTIVE' TEXT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 3 #MENTALHEALTH	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 4 #NHS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 14

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	73	20	10	7	5	42	67	6	20	16	17	20	36	37	73
Effective Weighted Sample	56	18	10	7	5	29	51	5	16	13	13	16	27	29	56
Total	67	28	6	2	1	38	63	5	14	20	16	18	34	34	67
VERIFIED TICK	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LIKE BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HASHTAG 2 #WELLBEING	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
COMMENT BUTTON	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 14

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY ~a	NONE ~b	MOST ~a	POTENTIALLY ~b	LEAST ~c	DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c
Significance Level: 95%									
Unweighted total	73	18	48	22	26	10	11	29	31
Effective Weighted Sample	56	15	37	17	19	8	8	23	24
Total	67	15	46	22	22	8	9	27	29
'LEARN NEW SKILLS' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
LIKES COUNT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'nhs It's #WORLDWELLBEINGWEEK'	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
'GET GOOD SLEEP' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
NHS LOGO IN POST	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
NHS USERNAME	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TEXT IN POST - 'TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING'	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
'CONNECT WITH PEOPLE' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
'BE ACTIVE' TEXT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TEXT UNDER POST 'TRYING THESE TIPS COULD HELP YOU FEEL MORE POSITIVE AND ABLE TO GET THE MOST OUT OF LIFE'	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
HASHTAG 3 #MENTALHEALTH	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 14

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

QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)

Base : Children aged 12-17 who go online who do not think the post is genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY ~a	NONE ~b	MOST ~a	POTENTIALLY ~b	LEAST ~c	DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c
Significance Level: 95%									
Unweighted total	73	18	48	22	26	10	11	29	31
Effective Weighted Sample	56	15	37	17	19	8	8	23	24
Total	67	15	46	22	22	8	9	27	29
HASHTAG 4 #NHS	**	**	**	**	**	**	**	**	**
VERIFIED TICK	**	**	**	**	**	**	**	**	**
NHS PROFILE LOGO	**	**	**	**	**	**	**	**	**
LIKE BUTTON	**	**	**	**	**	**	**	**	**
HASHTAG 2 #WELLBEING	**	**	**	**	**	**	**	**	**
COMMENT BUTTON	**	**	**	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 15

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

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 95%														
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Ask someone else if they have used the website/ app	609	**	421	187	293	316	**	597	**	**	204	218	89	98
	50%	**	51%	47%	47%	53%	**	50%	**	**	48%	54%	44%	50%
											e			
See whether it's a company you have heard of	576	**	370	206	281	295	**	559	**	**	175	195	106	100
	47%	**	45%	52%	45%	49%	**	47%	**	**	41%	48%	52%	51%
				b									c	c
Check the general look of the website/ app – for example the layout, colours or how professional it looks	542	**	348	194	266	275	**	529	**	**	166	182	100	94
	44%	**	42%	49%	43%	46%	**	44%	**	**	39%	45%	49%	48%
				b									c	
Look at how up to date the information on the website/ app is	432	**	270	162	239	193	**	419	**	**	150	120	89	73
	35%	**	33%	41%	38%	32%	**	35%	**	**	36%	30%	44%	37%
				b	b								d	
Check some types of information across a number of websites/ apps to be sure it's correct	400	**	257	143	208	192	**	384	**	**	136	122	72	70
	33%	**	31%	36%	33%	32%	**	32%	**	**	32%	30%	36%	36%
Use a fact checking website/ app like Full Fact	296	**	191	105	160	136	**	291	**	**	101	89	58	47
	24%	**	23%	26%	26%	23%	**	24%	**	**	24%	22%	29%	24%
Something else	46	**	38	8	21	25	**	46	**	**	17	21	4	5
	4%	**	5%	2%	3%	4%	**	4%	**	**	4%	5%	2%	2%
Don't know	48	**	33	16	23	25	**	48	**	**	14	18	9	7
	4%	**	4%	4%	4%	4%	**	4%	**	**	3%	5%	4%	4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 15

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

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
No – I don't think about this	75	**	54	21	47	28	**	73	**	**	32	22	15	7
	6%	**	6%	5%	7%	5%	**	6%	**	**	8%	5%	7%	3%
SUMMARY														
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	1103	**	742	361	556	547	**	1070	**	**	376	366	180	181
	90%	**	90%	91%	89%	91%	**	90%	**	**	89%	90%	89%	93%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 15

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

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Ask someone else if they have used the website/ app	609	360	29	21	11	421	537	71	146	177	131	153	322	283	609
	50%	51%	46%	55%	44%	51%	50%	49%	44%	50%	56% ae	52%	47%	54% ae	50%
See whether it's a company you have heard of	576	315	25	20	10	370	503	73	168	170	100	135	337	234	576
	47%	45%	39%	53%	38%	45%	47%	50%	50%	48%	43%	46%	49%	44%	47%
Check the general look of the website/ app – for example the layout, colours or how professional it looks	542	294	27	18	10	348	483	59	150	167	108	116	317	224	542
	44%	42%	42%	46%	37%	42%	45%	40%	45%	47%	47%	39%	46%	43%	44%
Look at how up to date the information on the website/ app is	432	230	21	14	5	270	388	44	130	133	79	89	263	168	432
	35%	33%	33%	36%	19%	33%	36%	30%	39%	37%	34%	30%	38%	32%	35%
		d	d	d		d			df				df		
Check some types of information across a number of websites/ apps to be sure it's correct	400	213	21	15	8	257	359	41	105	133	62	97	238	159	400
	33%	30%	34%	39%	30%	31%	33%	28%	31%	37% c	27%	33%	34%	30%	33%
Use a fact checking website/ app like Full Fact	296	163	15	8	5	191	268	28	90	100	46	57	191	103	296
	24%	23%	24%	21%	18%	23%	25%	19%	27% df	28% df	20%	19%	28% cdf	20%	24%
Something else	46	31	3	3	1	38	36	11	10	15	8	13	25	21	46
	4%	4%	5%	8%	2%	5%	3%	7% a	3%	4%	4%	4%	4%	4%	4%
Don't know	48	30	1	1	*	33	38	10	8	13	11	14	21	25	48
	4%	4%	2%	2%	1%	4%	4%	7%	3%	4%	5%	5%	3%	5%	4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 15

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

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online

	NATION (AGED 8-15)					AREA			SOCIAL GRADE						
	Total	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
No – I don't think about this	75	46	4	1	2	54	68	7	20	26	13	16	46	29	75
	6%	7%	7%	4%	9%	6%	6%	5%	6%	7%	6%	6%	7%	6%	6%
SUMMARY															
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	1103	625	58	36	23	742	974	129	306	318	208	265	624	473	1103
	90%	89%	91%	94%	89%	90%	90%	88%	92%	89%	90%	90%	90%	90%	90%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 15

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

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Ask someone else if they have used the website/ app	609 50%	158 54%	425 48%	174 56%	257 48%	123 47%	69 41%	313 50%	221 53%
				c					a
See whether it's a company you have heard of	576 47%	147 51%	403 46%	119 38%	270 51%	132 50%	85 51%	307 49%	180 43%
					a	a			
Check the general look of the website/ app – for example the layout, colours or how professional it looks	542 44%	106 37%	418 48%	117 38%	238 45%	137 52%	80 48%	273 43%	184 44%
			a			a			
Look at how up to date the information on the website/ app is	432 35%	98 34%	315 36%	121 39%	168 32%	106 40%	81 48%	203 32%	147 35%
						b	bc		
Check some types of information across a number of websites/ apps to be sure it's correct	400 33%	93 32%	291 33%	91 29%	177 33%	89 34%	60 36%	201 32%	136 32%
Use a fact checking website/ app like Full Fact	296 24%	67 23%	214 24%	73 23%	131 25%	67 25%	59 36%	151 24%	83 20%
							bc		
Something else	46 4%	11 4%	34 4%	8 3%	27 5%	8 3%	4 2%	26 4%	17 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 15

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

QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Don't know	48	15	29	20	16	6	5	24	20
	4%	5%	3%	6%	3%	2%	3%	4%	5%
				bc					
No – I don't think about this	75	20	51	12	33	17	10	43	22
	6%	7%	6%	4%	6%	6%	6%	7%	5%
SUMMARY									
CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED	1103	256	797	280	483	241	153	564	378
	90%	88%	91%	90%	91%	92%	91%	89%	90%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 16

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

QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	1964	777	806	381	1008	957	639	1291	402	375	410	396	195	186
	95%	91%	97%	96%	95%	95%	91%	97%	92%	91%	97%	98%	96%	96%
			a	a				a			ab	ab	b	
No	92	62	17	14	47	45	54	37	30	32	10	6	7	7
	4%	7%	2%	3%	4%	4%	8%	3%	7%	8%	2%	2%	3%	3%
		bc					b		cd	cd				
Don't know	21	13	6	3	10	11	13	8	7	6	2	3	1	2
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
							b							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 16

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

QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
Yes	1964	1341	121	70	51	1583	1748	216	557	553	383	462	1109	845	1964
	95%	94%	94%	93%	96%	94%	95%	91%	96%	94%	97%	93%	95%	95%	95%
							b				bd				
No	92	66	5	5	2	78	77	14	21	34	5	30	54	36	92
	4%	5%	4%	7%	3%	5%	4%	6%	4%	6%	1%	6%	5%	4%	4%
										c		c	c	c	c
Don't know	21	14	3	1	*	18	15	6	5	4	6	5	10	11	21
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
								a							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 16

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

QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	1964 95%	445 96%	1427 94%	520 94%	813 95%	443 95%	263 94%	1019 96%	666 93%
No	92 4%	17 4%	72 5%	28 5%	33 4%	21 4%	14 5%	36 3%	40 6%
Don't know	21 1%	3 1%	16 1%	4 1%	7 1%	5 1%	2 1%	9 1%	9 1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 17

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

QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1969	788	785	396	1011	958	675	1256	408	380	393	392	210	186
Effective Weighted Sample	1540	606	594	349	785	755	516	993	313	293	296	299	183	167
Total	1964	777	806	381	1008	957	639	1291	402	375	410	396	195	186
I think that if they have been listed in the search results these websites can be trusted	477	215	178	84	238	239	181	292	111	104	82	96	45	39
	24%	28%	22%	22%	24%	25%	28%	23%	28%	28%	20%	24%	23%	21%
		b					b		c	c				
I think that some of these websites can be trusted and some can't	1272	428	572	272	662	610	345	900	225	203	298	274	139	133
	65%	55%	71%	71%	66%	64%	54%	70%	56%	54%	73%	69%	71%	71%
			a	a				a			ab	ab	ab	ab
I don't really think about whether the website can be trusted	156	101	36	19	80	76	86	67	53	48	18	18	9	10
	8%	13%	4%	5%	8%	8%	13%	5%	13%	13%	4%	5%	5%	6%
		bc					b		cdef	cdef				
Don't know	59	33	20	6	28	31	27	32	14	19	12	8	2	4
	3%	4%	2%	2%	3%	3%	4%	3%	4%	5%	3%	2%	1%	2%
		c								de				

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 17

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

QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1969	999	194	185	195	1573	1771	198	665	444	394	459	1109	853	1969
Effective Weighted Sample	1540	916	188	142	187	1200	1377	164	520	361	306	377	853	683	1540
Total	1964	1341	121	70	51	1583	1748	216	557	553	383	462	1109	845	1964
I think that if they have been listed in the search results these websites can be trusted	477	328	37	12	16	393	434	43	187	113	91	83	300	173	477
	24%	24%	31%	17%	32%	25%	25%	20%	34%	20%	24%	18%	27%	21%	24%
			c		ace	c			bcdefg				bdf		d
I think that some of these websites can be trusted and some can't	1272	844	77	48	32	1000	1122	150	322	373	248	324	695	573	1272
	65%	63%	63%	68%	62%	63%	64%	69%	58%	67%	65%	70%	63%	68%	65%
									a	a	aeg		ae		a
I don't really think about whether the website can be trusted	156	121	6	8	1	137	139	17	36	49	35	34	85	69	156
	8%	9%	5%	12%	3%	9%	8%	8%	6%	9%	9%	7%	8%	8%	8%
		bd		bd		d									
Don't know	59	48	2	2	2	53	54	5	12	18	9	21	30	29	59
	3%	4%	1%	3%	3%	3%	3%	3%	2%	3%	2%	4%	3%	3%	3%
												a			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 17

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

QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1969	450	1431	536	803	460	283	1015	658
Effective Weighted Sample	1540	355	1115	420	631	351	224	792	515
Total	1964	445	1427	520	813	443	263	1019	666
I think that if they have been listed in the search results these websites can be trusted	477 24%	109 24%	340 24%	134 26%	196 24%	115 26%	112 43% bc	227 22%	132 20%
I think that some of these websites can be trusted and some can't	1272 65%	274 62%	949 66%	319 61%	547 67%	274 62%	129 49%	690 68% a	444 67% a
I don't really think about whether the website can be trusted	156 8%	46 10%	104 7%	43 8%	56 7%	43 10%	17 6%	76 7%	62 9%
Don't know	59 3%	16 4%	34 2%	24 5% b	14 2%	12 3%	5 2%	26 3%	29 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 18

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

QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	1969	788	785	396	1011	958	675	1256	408	380	393	392	210	186
Effective Weighted Sample	1540	606	594	349	785	755	516	993	313	293	296	299	183	167
Total	1964	777	806	381	1008	957	639	1291	402	375	410	396	195	186
These are adverts/ they have paid to be here	1063	314	517	232	544	519	247	799	163	151	258	260	124	108
	54%	40%	64%	61%	54%	54%	39%	62%	40%	40%	63%	66%	63%	58%
			a	a				a			ab	ab	ab	ab
These are the most popular results	734	310	290	133	382	351	264	450	158	152	150	139	74	60
	37%	40%	36%	35%	38%	37%	41%	35%	39%	41%	37%	35%	38%	32%
							b							
These are the best results	537	252	191	94	298	239	216	315	141	111	108	82	48	46
	27%	32%	24%	25%	30%	25%	34%	24%	35%	30%	26%	21%	24%	25%
		bc			b		b		cdef	d				
Anything else	23	7	10	6	10	12	5	18	5	2	5	6	1	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%	*%	3%
														b
Don't know	110	65	29	15	55	55	51	58	32	33	18	12	6	9
	6%	8%	4%	4%	5%	6%	8%	4%	8%	9%	4%	3%	3%	5%
		bc					b		de	cde				
SUMMARY														
ONLY GAVE THE CORRECT RESPONSE	780	224	379	177	392	388	172	595	115	109	186	193	91	86
	40%	29%	47%	46%	39%	41%	27%	46%	29%	29%	45%	49%	47%	46%
			a	a				a			ab	ab	ab	ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 18

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

QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1969	999	194	185	195	1573	1771	198	665	444	394	459	1109	853	1969
Effective Weighted Sample	1540	916	188	142	187	1200	1377	164	520	361	306	377	853	683	1540
Total	1964	1341	121	70	51	1583	1748	216	557	553	383	462	1109	845	1964
These are adverts/ they have paid to be here	1063	699	69	41	22	831	935	128	308	316	193	242	625	435	1063
	54%	52%	57%	59%	44%	52%	53%	59%	55%	57%	50%	52%	56%	52%	54%
		d	d	d		d									
These are the most popular results	734	519	41	23	16	600	663	70	197	192	155	184	389	339	734
	37%	39%	34%	34%	31%	38%	38%	33%	35%	35%	40%	40%	35%	40%	37%
					e										
These are the best results	537	378	32	15	17	443	490	46	181	139	92	119	320	211	537
	27%	28%	27%	22%	33%	28%	28%	22%	32%	25%	24%	26%	29%	25%	27%
					c				bcd	fg					
Anything else	23	17	-	*	-	17	23	-	7	8	3	3	15	6	23
	1%	1%	-%	*%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
Don't know	110	81	6	3	4	94	102	7	30	32	21	26	62	47	110
	6%	6%	5%	4%	8%	6%	6%	3%	5%	6%	5%	6%	6%	6%	6%
SUMMARY															
ONLY GAVE THE CORRECT RESPONSE	780	500	52	34	18	603	669	111	214	239	146	179	453	325	780
	40%	37%	43%	48%	35%	38%	38%	51%	39%	43%	38%	39%	41%	38%	40%
				ade				a							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 18

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

QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1969	450	1431	536	803	460	283	1015	658
Effective Weighted Sample	1540	355	1115	420	631	351	224	792	515
Total	1964	445	1427	520	813	443	263	1019	666
These are adverts/ they have paid to be here	1063 54%	246 55%	775 54%	241 46%	465 57% a	259 58% a	134 51%	541 53%	378 57%
These are the most popular results	734 37%	150 34%	546 38%	204 39%	295 36%	161 36%	106 40%	386 38%	234 35%
These are the best results	537 27%	124 28%	383 27%	164 31% c	228 28%	108 24%	107 41% bc	271 27%	156 23%
Anything else	23 1%	4 1%	17 1%	7 1%	9 1%	3 1%	3 1%	12 1%	6 1%
Don't know	110 6%	29 7%	73 5%	36 7% b	27 3%	32 7% b	12 5%	57 6%	38 6%
SUMMARY									
ONLY GAVE THE CORRECT RESPONSE	780 40%	186 42%	566 40%	166 32%	345 42% a	195 44% a	81 31%	401 39% a	292 44% a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 19

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

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
I would always tell someone	1144	560	403	181	549	594	474	658	272	288	192	211	85	96
	55%	66%	49%	45%	52%	59%	67%	49%	62%	70%	45%	52%	42%	49%
		bc				a	b		cdef	acdef	e			
I would sometimes tell someone	761	252	337	172	413	348	202	541	148	104	173	164	91	80
	37%	30%	41%	43%	39%	34%	29%	40%	34%	25%	41%	40%	45%	41%
			a	a			a	b		b	b	b	ab	b
I would not tell someone	82	18	41	23	51	31	14	65	8	10	29	13	15	8
	4%	2%	5%	6%	5%	3%	2%	5%	2%	2%	7%	3%	7%	4%
			a	a			a				abd		abd	
Don't know	85	20	45	19	47	37	14	69	11	9	27	19	9	10
	4%	2%	5%	5%	4%	4%	2%	5%	3%	2%	6%	5%	5%	5%
			a	a			a				ab			
Prefer not to say	6	1	2	4	4	2	1	4	-	1	2	-	3	1
	*%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	-%	1%	*%
													ad	
SUMMARY														
WOULD TELL SOMEONE	1904	812	740	352	962	942	676	1199	420	392	366	374	176	176
	92%	95%	89%	89%	90%	93%	96%	90%	96%	95%	86%	92%	87%	90%
		bc				a	b		cef	cef		ce		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 19

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

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
I would always tell someone	1144	821	68	46	28	963	996	148	304	321	217	297	625	514	1144
	55%	58%	52%	61%	53%	57%	54%	62%	52%	54%	55%	60%	53%	58%	55%
							a					ae			
I would sometimes tell someone	761	492	53	25	19	589	686	75	229	216	144	165	445	309	761
	37%	35%	41%	33%	36%	35%	37%	32%	39%	37%	36%	33%	38%	35%	37%
I would not tell someone	82	49	5	2	3	59	76	6	30	22	20	10	52	30	82
	4%	3%	4%	3%	6%	4%	4%	3%	5%	4%	5%	2%	4%	3%	4%
									d		d		d		
Don't know	85	58	4	2	2	66	77	8	18	30	12	24	48	36	85
	4%	4%	3%	3%	4%	4%	4%	3%	3%	5%	3%	5%	4%	4%	4%
Prefer not to say	6	2	1	*	*	3	6	-	1	2	2	1	3	3	6
	*%	*%	*%	*%	1%	*%	*%	-%	*%	*%	1%	*%	*%	*%	*%
SUMMARY															
WOULD TELL SOMEONE	1904	1313	120	71	47	1552	1682	222	533	536	361	462	1070	823	1904
	92%	92%	93%	94%	89%	92%	91%	94%	92%	91%	91%	93%	91%	92%	92%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 19

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

QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
I would always tell someone	1144	258	839	335	445	241	160	560	414
	55%	55%	55%	61%	52%	51%	57%	53%	58%
				bc					
I would sometimes tell someone	761	169	552	170	346	175	86	426	242
	37%	36%	36%	31%	41%	37%	31%	40%	34%
					a	a		ac	
I would not tell someone	82	22	59	15	34	31	14	41	27
	4%	5%	4%	3%	4%	7%	5%	4%	4%
						a			
Don't know	85	16	60	32	23	21	17	34	31
	4%	3%	4%	6%	3%	4%	6%	3%	4%
				b			b		
Prefer not to say	6	1	5	1	4	1	1	3	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY									
WOULD TELL SOMEONE	1904	427	1391	504	791	416	246	986	656
	92%	92%	92%	91%	93%	89%	88%	93%	92%
					c			a	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 20

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1900	814	726	360	959	941	705	1163	416	398	356	370	187	173
Effective Weighted Sample	1485	626	549	317	744	741	537	920	321	305	266	283	162	155
Total	1904	812	740	352	962	942	676	1199	420	392	366	374	176	176
A parent	1629	720	623	286	816	813	597	1008	366	355	312	310	138	148
	86%	89%	84%	81%	85%	86%	88%	84%	87%	91%	85%	83%	78%	84%
		bc					b		e	def				
My friend	611	189	274	147	280	331	156	445	87	102	128	147	64	83
	32%	23%	37%	42%	29%	35%	23%	37%	21%	26%	35%	39%	37%	47%
			a	a		a		a			ab	ab	ab	abc
My brother/ sister	525	232	194	99	274	251	205	309	125	107	104	90	46	53
	28%	29%	26%	28%	29%	27%	30%	26%	30%	27%	28%	24%	26%	30%
A teacher	481	226	174	81	232	249	200	280	112	114	80	93	40	41
	25%	28%	24%	23%	24%	26%	30%	23%	27%	29%	22%	25%	23%	24%
							b							
Another member of my family	229	106	86	36	124	105	90	137	60	46	46	40	19	18
	12%	13%	12%	10%	13%	11%	13%	11%	14%	12%	13%	11%	11%	10%
The websites/ apps where I saw it	141	24	71	47	62	79	20	116	7	16	29	42	25	22
	7%	3%	10%	13%	6%	8%	3%	10%	2%	4%	8%	11%	14%	12%
			a	a				a			a	ab	abc	ab
The police	138	54	51	33	60	79	45	92	25	29	18	33	17	16
	7%	7%	7%	9%	6%	8%	7%	8%	6%	7%	5%	9%	10%	9%
Would tell someone else	5	3	2	1	3	2	3	3	2	1	2	-	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%	*%
Unsure who I would tell	21	5	9	6	12	9	4	15	4	2	6	3	3	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	2%	1%	1%	2%
Don't know	8	4	4	-	5	2	4	4	4	-	2	2	-	-
	*%	*%	1%	-%	1%	*%	1%	*%	1%	-%	*%	1%	-%	-%
Prefer not to say	*	-	*	-	*	-	-	*	-	-	*	-	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 20

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1900	814	726	360	959	941	705	1163	416	398	356	370	187	173
Effective Weighted Sample	1485	626	549	317	744	741	537	920	321	305	266	283	162	155
Total	1904	812	740	352	962	942	676	1199	420	392	366	374	176	176
SUMMARY														
ANY FAMILY MEMBER	1767	775	677	315	889	878	643	1099	399	376	337	341	153	162
	93%	95%	92%	89%	92%	93%	95%	92%	95%	96%	92%	91%	87%	92%
		bc					b		e	cde				
ONLY A FAMILY MEMBER	865	425	303	136	465	400	342	508	229	197	165	138	71	65
	45%	52%	41%	39%	48%	42%	51%	42%	54%	50%	45%	37%	40%	37%
		bc			b		b		cdef	def	d			
ANYONE OUTSIDE OF FAMILY	1011	378	423	210	480	531	327	671	185	193	192	231	103	107
	53%	47%	57%	60%	50%	56%	48%	56%	44%	49%	53%	62%	58%	61%
			a	a		a		a			a	abc	a	ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 20

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1900	977	192	190	181	1540	1698	202	636	434	370	452	1070	822	1900
Effective Weighted Sample	1485	895	186	146	174	1174	1317	167	498	349	286	373	820	659	1485
Total	1904	1313	120	71	47	1552	1682	222	533	536	361	462	1070	823	1904
A parent	1629	1129	107	65	42	1343	1427	202	416	467	325	410	883	735	1629
	86%	86%	89%	91%	90%	87%	85%	91%	78%	87%	90%	89%	83%	89%	86%
								a		a	aeg	ae	a	aeg	a
My friend	611	395	37	18	13	464	532	79	186	185	123	115	371	238	611
	32%	30%	31%	26%	27%	30%	32%	36%	35%	34%	34%	25%	35%	29%	32%
									df	d	d		df		d
My brother/ sister	525	365	34	14	13	426	467	58	161	132	105	121	293	225	525
	28%	28%	28%	20%	28%	27%	28%	26%	30%	25%	29%	26%	27%	27%	28%
A teacher	481	345	27	18	10	400	429	52	127	138	95	117	265	212	481
	25%	26%	22%	25%	22%	26%	26%	23%	24%	26%	26%	25%	25%	26%	25%
Another member of my family	229	165	15	8	4	193	205	24	55	55	55	60	110	115	229
	12%	13%	13%	12%	8%	12%	12%	11%	10%	10%	15%	13%	10%	14%	12%
											ae			e	
The websites/ apps where I saw it	141	79	7	7	1	94	122	20	42	41	29	30	82	59	141
	7%	6%	6%	10%	3%	6%	7%	9%	8%	8%	8%	7%	8%	7%	7%
				d											
The police	138	90	8	5	3	105	123	15	43	29	28	39	71	67	138
	7%	7%	6%	7%	6%	7%	7%	7%	8%	5%	8%	8%	7%	8%	7%
Would tell someone else	5	4	-	*	-	4	4	1	2	2	1	-	4	1	5
	%	%	-%	1%	-%	%	%	%	%	%	%	-%	%	%	%
Unsure who I would tell	21	13	1	*	*	14	17	3	7	8	2	3	16	5	21
	1%	1%	%	1%	%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Don't know	8	7	1	*	-	8	8	-	-	3	1	4	3	5	8
	%	1%	%	%	-%	%	%	-%	-%	%	%	1%	%	1%	%
												a			
Prefer not to say	*	-	-	-	*	*	*	-	-	-	*	-	-	*	*
	%	-%	-%	-%	1%	%	%	-%	-%	-%	%	-%	-%	%	%
					ae										

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 20

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1900	977	192	190	181	1540	1698	202	636	434	370	452	1070	822	1900
Effective Weighted Sample	1485	895	186	146	174	1174	1317	167	498	349	286	373	820	659	1485
Total	1904	1313	120	71	47	1552	1682	222	533	536	361	462	1070	823	1904
SUMMARY															
ANY FAMILY MEMBER	1767	1223	115	69	45	1452	1558	209	486	492	346	431	978	777	1767
	93%	93%	95%	96%	96%	94%	93%	94%	91%	92%	96%	93%	91%	94%	93%
											abeg			ae	
ONLY A FAMILY MEMBER	865	607	59	37	25	729	768	97	240	230	154	234	470	388	865
	45%	46%	49%	53%	53%	47%	46%	43%	45%	43%	43%	51%	44%	47%	45%
												bce			
ANYONE OUTSIDE OF FAMILY	1011	686	60	33	22	801	889	122	286	295	203	221	581	425	1011
	53%	52%	50%	46%	46%	52%	53%	55%	54%	55%	56%	48%	54%	52%	53%
											d		d		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 20

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1900	431	1386	514	779	433	268	976	643
Effective Weighted Sample	1485	341	1077	403	610	330	212	760	504
Total	1904	427	1391	504	791	416	246	986	656
A parent	1629	351	1217	441	659	361	192	842	584
	86%	82%	87%	87%	83%	87%	78%	85%	89%
			a					a	a
My friend	611	120	464	123	279	147	94	317	193
	32%	28%	33%	24%	35%	35%	38%	32%	29%
					a	a	c		
My brother/ sister	525	127	370	165	202	109	90	250	177
	28%	30%	27%	33%	26%	26%	37%	25%	27%
				b			bc		
A teacher	481	105	360	116	201	118	67	242	169
	25%	24%	26%	23%	25%	28%	27%	25%	26%
Another member of my family	229	60	159	61	92	52	40	114	73
	12%	14%	11%	12%	12%	13%	16%	12%	11%
The websites/ apps where I saw it	141	36	99	37	59	30	28	65	48
	7%	8%	7%	7%	7%	7%	11%	7%	7%
							b		
The police	138	44	87	43	51	29	28	64	45
	7%	10%	6%	9%	6%	7%	11%	7%	7%
		b					bc		
Would tell someone else	5	1	3	1	2	1	1	3	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Unsure who I would tell	21	6	12	4	6	7	4	11	4
	1%	1%	1%	1%	1%	2%	2%	1%	1%
Don't know	8	5	3	4	2	-	-	4	4
	*%	1%	*%	1%	*%	-%	-%	*%	1%
		b							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 20

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1900	431	1386	514	779	433	268	976	643
Effective Weighted Sample	1485	341	1077	403	610	330	212	760	504
Total	1904	427	1391	504	791	416	246	986	656
Prefer not to say	*	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%
SUMMARY									
ANY FAMILY MEMBER	1767	394	1296	477	735	382	224	915	615
	93%	92%	93%	95%	93%	92%	91%	93%	94%
ONLY A FAMILY MEMBER	865	202	623	262	338	178	99	458	303
	45%	47%	45%	52%	43%	43%	40%	46%	46%
				bc					
ANYONE OUTSIDE OF FAMILY	1011	214	753	234	445	231	143	513	345
	53%	50%	54%	46%	56%	55%	58%	52%	53%
					a	a			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 21

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
A parent	1629	720	623	286	816	813	597	1008	366	355	312	310	138	148
	78%	85%	75%	72%	77%	80%	85%	75%	83%	86%	74%	76%	68%	76%
		bc					b		cde	cdef	e			
My friend	611	189	274	147	280	331	156	445	87	102	128	147	64	83
	29%	22%	33%	37%	26%	33%	22%	33%	20%	25%	30%	36%	32%	43%
			a	a		a		a			a	ab	a	abce
My brother/ sister	525	232	194	99	274	251	205	309	125	107	104	90	46	53
	25%	27%	23%	25%	26%	25%	29%	23%	28%	26%	25%	22%	22%	27%
							b							
A teacher	481	226	174	81	232	249	200	280	112	114	80	93	40	41
	23%	27%	21%	20%	22%	25%	28%	21%	25%	28%	19%	23%	20%	21%
		bc					b			ce				
Another member of my family	229	106	86	36	124	105	90	137	60	46	46	40	19	18
	11%	12%	10%	9%	12%	10%	13%	10%	14%	11%	11%	10%	9%	9%
The websites/ apps where I saw it	141	24	71	47	62	79	20	116	7	16	29	42	25	22
	7%	3%	9%	12%	6%	8%	3%	9%	2%	4%	7%	10%	12%	11%
			a	a				a			a	ab	abc	ab
The police	138	54	51	33	60	79	45	92	25	29	18	33	17	16
	7%	6%	6%	8%	6%	8%	6%	7%	6%	7%	4%	8%	8%	8%
												c		
Would tell someone else	5	3	2	1	3	2	3	3	2	1	2	-	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%
Unsure who I would tell	21	5	9	6	12	9	4	15	4	2	6	3	3	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%	1%	2%
Don't know	8	4	4	-	5	2	4	4	4	-	2	2	-	-
	*%	*%	*%	-%	*%	*%	1%	*%	1%	-%	*%	1%	-%	-%
Prefer not to say	*	-	*	-	*	-	-	*	-	-	*	-	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 21

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
SUMMARY														
ANY FAMILY MEMBER	1767	775	677	315	889	878	643	1099	399	376	337	341	153	162
	85%	91%	82%	79%	83%	87%	91%	82%	91%	91%	80%	84%	75%	83%
		bc					b		cdef	cdef		e		
ONLY A FAMILY MEMBER	865	425	303	136	465	400	342	508	229	197	165	138	71	65
	42%	50%	37%	34%	44%	40%	48%	38%	52%	48%	39%	34%	35%	33%
		bc					b		cdef	cdef				
ANYONE OUTSIDE OF FAMILY	1011	378	423	210	480	531	327	671	185	193	192	231	103	107
	49%	44%	51%	53%	45%	52%	46%	50%	42%	47%	46%	57%	50%	55%
			a	a		a						abc		ac
WOULD NOT TELL SOMEONE	173	39	88	46	103	70	29	138	19	20	57	31	27	19
	8%	5%	11%	11%	10%	7%	4%	10%	4%	5%	14%	8%	13%	10%
			a	a	b			a			abd		abd	ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 21

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
A parent	1629	1129	107	65	42	1343	1427	202	416	467	325	410	883	735	1629
	78%	79%	83%	85%	80%	80%	77%	86%	71%	79%	82%	82%	75%	82%	78%
							a		a	ae	ae		aeg	a	
My friend	611	395	37	18	13	464	532	79	186	185	123	115	371	238	611
	29%	28%	29%	24%	24%	28%	29%	33%	32%	31%	31%	23%	32%	27%	29%
									df	d	d		df	d	
My brother/ sister	525	365	34	14	13	426	467	58	161	132	105	121	293	225	525
	25%	26%	26%	19%	25%	25%	25%	25%	28%	22%	27%	24%	25%	25%	25%
A teacher	481	345	27	18	10	400	429	52	127	138	95	117	265	212	481
	23%	24%	21%	24%	20%	24%	23%	22%	22%	23%	24%	23%	23%	24%	23%
Another member of my family	229	165	15	8	4	193	205	24	55	55	55	60	110	115	229
	11%	12%	12%	11%	7%	11%	11%	10%	9%	9%	14%	12%	9%	13%	11%
											ae		ae		
The websites/ apps where I saw it	141	79	7	7	1	94	122	20	42	41	29	30	82	59	141
	7%	6%	6%	9%	2%	6%	7%	8%	7%	7%	7%	6%	7%	7%	7%
				d											
The police	138	90	8	5	3	105	123	15	43	29	28	39	71	67	138
	7%	6%	6%	7%	5%	6%	7%	6%	7%	5%	7%	8%	6%	7%	7%
Would tell someone else	5	4	-	*	-	4	4	1	2	2	1	-	4	1	5
	%	%	-%	1%	-%	%	%	%	%	%	%	-%	%	%	%
Unsure who I would tell	21	13	1	*	*	14	17	3	7	8	2	3	16	5	21
	1%	1%	%	1%	%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	8	7	1	*	-	8	8	-	-	3	1	4	3	5	8
	%	%	%	%	-%	%	%	-%	-%	%	%	1%	%	1%	%
												a			
Prefer not to say	*	-	-	-	*	*	*	-	-	-	*	-	-	*	*
	%	-%	-%	-%	1%	%	%	-%	-%	-%	%	-%	-%	%	%
					ae										

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 21

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
SUMMARY															
ANY FAMILY MEMBER	1767	1223	115	69	45	1452	1558	209	486	492	346	431	978	777	1767
	85%	86%	89%	91%	86%	86%	85%	89%	83%	83%	88%	87%	83%	87%	85%
														e	
ONLY A FAMILY MEMBER	865	607	59	37	25	729	768	97	240	230	154	234	470	388	865
	42%	43%	46%	50%	48%	43%	42%	41%	41%	39%	39%	47%	40%	44%	42%
												bceg			
ANYONE OUTSIDE OF FAMILY	1011	686	60	33	22	801	889	122	286	295	203	221	581	425	1011
	49%	48%	47%	44%	40%	48%	48%	52%	49%	50%	52%	44%	50%	48%	49%
		d													
WOULD NOT TELL SOMEONE	173	108	9	4	6	127	159	14	49	54	34	35	104	69	173
	8%	8%	7%	6%	11%	8%	9%	6%	8%	9%	9%	7%	9%	8%	8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 21

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
A parent	1629	351	1217	441	659	361	192	842	584
	78%	75%	80%	80%	77%	77%	69%	79%	82%
			a					a	a
My friend	611	120	464	123	279	147	94	317	193
	29%	26%	31%	22%	33%	31%	34%	30%	27%
					a	a			
My brother/ sister	525	127	370	165	202	109	90	250	177
	25%	27%	24%	30%	24%	23%	32%	24%	25%
				bc			bc		
A teacher	481	105	360	116	201	118	67	242	169
	23%	22%	24%	21%	24%	25%	24%	23%	24%
Another member of my family	229	60	159	61	92	52	40	114	73
	11%	13%	10%	11%	11%	11%	15%	11%	10%
The websites/ apps where I saw it	141	36	99	37	59	30	28	65	48
	7%	8%	7%	7%	7%	6%	10%	6%	7%
							b		
The police	138	44	87	43	51	29	28	64	45
	7%	9%	6%	8%	6%	6%	10%	6%	6%
		b					b		
Would tell someone else	5	1	3	1	2	1	1	3	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Unsure who I would tell	21	6	12	4	6	7	4	11	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	8	5	3	4	2	-	-	4	4
	*%	1%	*%	1%	*%	-%	-%	*%	1%
		b							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 21

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

QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Prefer not to say	*	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%
SUMMARY									
ANY FAMILY MEMBER	1767 85%	394 85%	1296 86%	477 86%	735 86%	382 82%	224 80%	915 86%	615 86%
								a	
ONLY A FAMILY MEMBER	865 42%	202 43%	623 41%	262 47%	338 40%	178 38%	99 35%	458 43%	303 42%
				bc				a	
ANYONE OUTSIDE OF FAMILY	1011 49%	214 46%	753 50%	234 42%	445 52%	231 49%	143 52%	513 48%	345 48%
					a				
WOULD NOT TELL SOMEONE	173 8%	38 8%	124 8%	48 9%	61 7%	53 11%	32 12%	78 7%	60 8%
						b	b		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 22

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

QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	660	239	283	138	335	325	200	456	121	118	146	137	68	70
	32%	28%	34%	35%	31%	32%	28%	34%	28%	29%	35%	34%	34%	36%
			a	a				a						
No	1256	552	473	232	642	614	458	769	285	267	236	236	121	111
	60%	65%	57%	58%	60%	61%	65%	58%	65%	65%	56%	58%	60%	57%
		bc					b		c	c				
Don't know	144	58	61	26	76	68	46	96	31	27	32	29	13	12
	7%	7%	7%	6%	7%	7%	7%	7%	7%	7%	8%	7%	7%	6%
Prefer not to say	17	3	12	3	12	5	1	16	3	-	8	3	1	2
	1%	*%	1%	1%	1%	1%	*%	1%	1%	-%	2%	1%	*%	1%
			a					a			b			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 22

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

QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
Yes	660	438	41	24	20	522	602	58	232	182	124	121	414	246	660
	32%	31%	31%	32%	37%	31%	33%	25%	40%	31%	32%	24%	35%	28%	32%
							b		bcd	d	d		df		df
No	1256	874	76	45	30	1024	1095	161	307	362	242	332	669	574	1256
	60%	61%	59%	59%	56%	61%	59%	68%	53%	61%	61%	67%	57%	64%	60%
							a		a	a	a	aeg	ae		a
Don't know	144	99	10	6	3	118	127	17	36	41	25	43	77	67	144
	7%	7%	8%	8%	6%	7%	7%	7%	6%	7%	6%	9%	7%	8%	7%
Prefer not to say	17	12	2	*	*	15	17	1	8	5	3	1	13	4	17
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 22

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

QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	660 32%	187 40% b	443 29%	164 30%	299 35%	158 34%	122 44% bc	326 31%	209 29%
No	1256 60%	238 51%	971 64% a	346 63%	500 59%	272 58%	143 52%	651 61% a	455 63% a
Don't know	144 7%	33 7%	92 6%	41 7%	50 6%	31 7%	13 5%	78 7%	46 6%
Prefer not to say	17 1%	7 1%	9 1%	* *%	4 *%	7 1% a	* *%	9 1%	6 1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 23

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

QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	~e	~f
Unweighted total	684	259	281	144	352	332	226	453	138	121	139	142	75	69
Effective Weighted Sample	532	195	212	128	272	260	170	358	105	90	105	108	65	63
Total	660	239	283	138	335	325	200	456	121	118	146	137	68	70
Yes	533	210	221	102	266	268	176	356	108	102	105	116	**	**
	81%	88%	78%	74%	79%	82%	88%	78%	89%	87%	72%	84%	**	**
		bc					b		c	c		c		
No	117	27	57	33	66	51	22	92	13	15	39	18	**	**
	18%	11%	20%	24%	20%	16%	11%	20%	10%	12%	27%	13%	**	**
			a	a				a			abd			
Don't know	9	1	5	3	3	6	1	7	*	1	2	3	**	**
	1%	1%	2%	2%	1%	2%	1%	1%	*%	1%	1%	2%	**	**
Prefer not to say	1	*	*	-	*	1	*	*	-	*	*	*	**	**
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 23

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

QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	684	334	66	66	74	540	627	57	274	156	134	120	430	254	684
Effective Weighted Sample	532	305	64	51	71	406	485	47	222	121	104	96	332	200	532
Total	660	438	41	24	20	522	602	58	232	182	124	121	414	246	660
Yes	533	358	**	**	**	431	482	**	187	149	97	99	337	197	533
	81%	82%	**	**	**	83%	80%	**	81%	82%	78%	82%	81%	80%	81%
No	117	74	**	**	**	84	112	**	43	30	25	18	74	43	117
	18%	17%	**	**	**	16%	19%	**	19%	17%	20%	15%	18%	18%	18%
Don't know	9	6	**	**	**	6	7	**	1	2	2	4	4	5	9
	1%	1%	**	**	**	1%	1%	**	1%	1%	1%	3%	1%	2%	1%
Prefer not to say	1	-	**	**	**	1	1	**	*	*	*	-	1	*	1
	*%	-%	**	**	**	*%	*%	**	*%	*%	*%	-%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 23

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

QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	684	200	454	174	298	173	138	336	207
Effective Weighted Sample	532	156	352	135	236	131	111	261	160
Total	660	187	443	164	299	158	122	326	209
Yes	533 81%	155 83%	354 80%	134 82%	249 83%	121 76%	104 85%	261 80%	165 79%
No	117 18%	31 17%	83 19%	26 16%	46 15%	38 24%	15 12%	62 19%	40 19%
Don't know	9 1%	1 1%	6 1%	4 2%	4 1%	- -%	2 2%	3 1%	4 2%
Prefer not to say	1 *% *%	* *% *%	* *% *%	* *% *%	- -% -%	* *% *%	* *% *%	- -% -%	* *% *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 24

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

QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	1870	781	737	352	951	919	651	1191	401	380	373	364	176	176
	90%	92%	89%	89%	89%	91%	92%	89%	91%	92%	88%	90%	87%	90%
							b			e				
No	167	52	75	40	90	76	38	123	27	25	41	34	22	17
	8%	6%	9%	10%	8%	8%	5%	9%	6%	6%	10%	8%	11%	9%
			a	a				a					ab	
Don't know	40	18	16	6	23	17	17	22	11	7	8	8	4	2
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 24

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

QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
Yes	1870	1285	115	70	48	1518	1653	217	520	531	362	447	1051	809	1870
	90%	90%	89%	93%	90%	90%	90%	92%	89%	90%	92%	90%	90%	91%	90%
No	167	111	9	3	4	127	149	17	53	45	25	42	99	66	167
	8%	8%	7%	4%	7%	8%	8%	7%	9%	8%	6%	8%	8%	7%	8%
Don't know	40	26	5	2	1	34	38	2	9	14	8	9	23	17	40
	2%	2%	4%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 24

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

QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	1870 90%	423 91%	1371 90%	497 90%	769 90%	428 91%	244 88%	968 91%	641 89%
No	167 8%	38 8%	118 8%	40 7%	72 8%	36 8%	28 10%	80 8%	58 8%
Don't know	40 2%	4 1%	26 2%	15 3%	12 1%	4 1%	5 2%	15 1%	17 2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 25

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1867	787	719	361	946	921	682	1153	402	385	357	362	187	174
Effective Weighted Sample	1461	606	544	318	737	724	521	914	310	296	269	275	163	155
Total	1870	781	737	352	951	919	651	1191	401	380	373	364	176	176
A parent	1626	692	642	292	822	804	573	1029	351	341	325	318	147	145
	87%	89%	87%	83%	86%	87%	88%	86%	87%	90%	87%	87%	83%	83%
		c								ef				
A teacher at school	1390	561	563	266	702	689	462	911	291	270	279	283	131	135
	74%	72%	76%	76%	74%	75%	71%	76%	72%	71%	75%	78%	74%	77%
							a							
The police coming in to school to talk to us	278	97	121	60	135	143	84	191	53	44	54	67	28	31
	15%	12%	16%	17%	14%	16%	13%	16%	13%	12%	14%	18%	16%	18%
												b		
Another member of my family	236	101	97	39	125	112	84	151	59	42	51	46	15	23
	13%	13%	13%	11%	13%	12%	13%	13%	15%	11%	14%	13%	9%	13%
Friends	121	34	52	34	60	61	31	87	18	16	23	29	19	16
	6%	4%	7%	10%	6%	7%	5%	7%	4%	4%	6%	8%	11%	9%
			a	a									ab	b
Websites or apps	117	25	59	32	61	56	19	94	16	9	30	29	15	17
	6%	3%	8%	9%	6%	6%	3%	8%	4%	2%	8%	8%	8%	10%
			a	a				a			ab	ab	ab	ab
Television/ radio programmes	90	26	35	29	35	55	22	68	11	14	14	20	9	20
	5%	3%	5%	8%	4%	6%	3%	6%	3%	4%	4%	6%	5%	12%
				ab		a		a						abcde
Other	13	8	5	-	8	5	8	5	5	2	3	3	-	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%
Don't know	3	1	2	-	3	-	1	2	1	-	2	-	-	-
	1%	1%	1%	-%	1%	-%	1%	1%	1%	-%	1%	-%	-%	-%
SUMMARY														
ANY FAMILY MEMBER	1658	708	653	297	840	819	587	1047	362	346	329	324	149	148
	89%	91%	89%	84%	88%	89%	90%	88%	90%	91%	88%	89%	84%	84%
		c								ef				

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 25

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1867	787	719	361	946	921	682	1153	402	385	357	362	187	174
Effective Weighted Sample	1461	606	544	318	737	724	521	914	310	296	269	275	163	155
Total	1870	781	737	352	951	919	651	1191	401	380	373	364	176	176
ONLY A FAMILY MEMBER	403	187	140	76	207	196	159	236	93	95	75	65	39	37
	22%	24%	19%	22%	22%	21%	24%	20%	23%	25%	20%	18%	22%	21%
		b					b			d				
ANYONE OUTSIDE OF FAMILY	1464	593	595	276	741	723	491	953	308	285	296	299	138	138
	78%	76%	81%	78%	78%	79%	75%	80%	77%	75%	79%	82%	78%	79%
			a					a				b		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 25

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1867	956	184	184	182	1506	1668	199	617	432	374	437	1049	811	1867
Effective Weighted Sample	1461	877	178	141	175	1150	1295	166	485	348	288	360	808	649	1461
Total	1870	1285	115	70	48	1518	1653	217	520	531	362	447	1051	809	1870
A parent	1626	1119	108	63	45	1334	1441	186	442	470	315	388	913	704	1626
	87%	87%	94%	89%	93%	88%	87%	85%	85%	89%	87%	87%	87%	87%	87%
			ae		a										
A teacher at school	1390	954	84	53	33	1124	1221	169	331	413	290	349	744	639	1390
	74%	74%	73%	76%	69%	74%	74%	78%	64%	78%	80%	78%	71%	79%	74%
									ae	ae	ae	ae	a	ae	a
The police coming in to school to talk to us	278	172	21	20	6	218	233	45	82	73	58	64	155	122	278
	15%	13%	18%	29%	12%	14%	14%	21%	16%	14%	16%	14%	15%	15%	15%
				abde				a							
Another member of my family	236	176	14	5	2	198	207	30	72	52	60	52	125	112	236
	13%	14%	12%	7%	5%	13%	13%	14%	14%	10%	16%	12%	12%	14%	13%
		cd	d			cd					be				
Friends	121	78	5	2	1	87	107	14	43	33	23	22	77	44	121
	6%	6%	5%	3%	3%	6%	6%	6%	8%	6%	6%	5%	7%	5%	6%
									d						
Websites or apps	117	73	5	3	2	85	112	5	37	42	16	23	78	39	117
	6%	6%	5%	5%	5%	6%	7%	2%	7%	8%	4%	5%	7%	5%	6%
							b						f		
Television/ radio programmes	90	48	7	4	1	60	84	6	38	28	11	13	66	24	90
	5%	4%	6%	6%	2%	4%	5%	3%	7%	5%	3%	3%	6%	3%	5%
									cd	cd			cd		
Other	13	11	1	1	*	13	10	3	2	5	3	2	7	6	13
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Don't know	3	3	-	-	*	3	1	2	-	-	1	2	-	3	3
	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%
							a								
SUMMARY															
ANY FAMILY MEMBER	1658	1144	108	64	45	1361	1470	189	458	474	325	391	932	716	1658
	89%	89%	94%	91%	94%	90%	89%	87%	88%	89%	90%	88%	89%	89%	89%
			a												

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 25

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1867	956	184	184	182	1506	1668	199	617	432	374	437	1049	811	1867
Effective Weighted Sample	1461	877	178	141	175	1150	1295	166	485	348	288	360	808	649	1461
Total	1870	1285	115	70	48	1518	1653	217	520	531	362	447	1051	809	1870
ONLY A FAMILY MEMBER	403	273	25	15	14	327	364	39	165	89	64	81	254	145	403
	22%	21%	22%	21%	29%	22%	22%	18%	32%	17%	18%	18%	24%	18%	22%
				ae					bcdefg				bcd		b
ANYONE OUTSIDE OF FAMILY	1464	1009	90	55	34	1188	1288	176	355	442	296	364	798	660	1464
	78%	79%	78%	79%	70%	78%	78%	81%	68%	83%	82%	81%	76%	82%	78%
		d			d					aeg	ae	ae	a	ae	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 25

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1867	424	1368	506	757	442	262	960	632
Effective Weighted Sample	1461	336	1064	399	593	337	209	750	493
Total	1870	423	1371	497	769	428	244	968	641
A parent	1626 87%	380 90%	1177 86%	446 90%	666 87%	374 87%	219 89%	823 85%	568 89%
A teacher at school	1390 74%	312 74%	1033 75%	347 70%	576 75%	326 76%	151 62%	730 75%	498 78%
								a	a
The police coming in to school to talk to us	278 15%	76 18%	191 14%	78 16%	113 15%	61 14%	37 15%	145 15%	92 14%
Another member of my family	236 13%	67 16%	159 12%	69 14%	100 13%	48 11%	48 19%	119 12%	68 11%
		b					bc		
Friends	121 6%	31 7%	85 6%	27 5%	56 7%	27 6%	30 12%	63 6%	28 4%
							bc		
Websites or apps	117 6%	32 8%	77 6%	20 4%	48 6%	33 8%	25 10%	61 6%	28 4%
						a	c		
Television/ radio programmes	90 5%	22 5%	65 5%	11 2%	32 4%	37 9%	25 10%	44 4%	22 3%
						ab	bc		
Other	13 1%	5 1%	8 1%	3 1%	5 1%	3 1%	2 1%	4 *%	7 1%
Don't know	3 *%	- -%	3 *%	- -%	2 *%	- -%	- -%	3 *%	- -%
SUMMARY									
ANY FAMILY MEMBER	1658 89%	389 92%	1199 87%	452 91%	684 89%	379 88%	226 92%	844 87%	573 89%
		b					b		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 25

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1867	424	1368	506	757	442	262	960	632
Effective Weighted Sample	1461	336	1064	399	593	337	209	750	493
Total	1870	423	1371	497	769	428	244	968	641
ONLY A FAMILY MEMBER	403	88	287	127	156	89	78	197	123
	22%	21%	21%	26%	20%	21%	32%	20%	19%
				b			bc		
ANYONE OUTSIDE OF FAMILY	1464	335	1081	370	611	340	166	769	518
	78%	79%	79%	74%	79%	79%	68%	79%	81%
								a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 26

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
A parent	1626	692	642	292	822	804	573	1029	351	341	325	318	147	145
	78%	81%	78%	73%	77%	79%	81%	77%	80%	83%	77%	78%	72%	75%
		c							e	ef				
A teacher at school	1390	561	563	266	702	689	462	911	291	270	279	283	131	135
	67%	66%	68%	67%	66%	68%	65%	68%	66%	66%	66%	70%	65%	69%
The police coming in to school to talk to us	278	97	121	60	135	143	84	191	53	44	54	67	28	31
	13%	11%	15%	15%	13%	14%	12%	14%	12%	11%	13%	17%	14%	16%
												b		
Another member of my family	236	101	97	39	125	112	84	151	59	42	51	46	15	23
	11%	12%	12%	10%	12%	11%	12%	11%	13%	10%	12%	11%	8%	12%
									e					
Friends	121	34	52	34	60	61	31	87	18	16	23	29	19	16
	6%	4%	6%	9%	6%	6%	4%	7%	4%	4%	6%	7%	9%	8%
				a									ab	
Websites or apps	117	25	59	32	61	56	19	94	16	9	30	29	15	17
	6%	3%	7%	8%	6%	6%	3%	7%	4%	2%	7%	7%	7%	9%
			a	a				a			ab	ab	b	ab
Television/ radio programmes	90	26	35	29	35	55	22	68	11	14	14	20	9	20
	4%	3%	4%	7%	3%	5%	3%	5%	3%	3%	3%	5%	4%	10%
				ab		a								abcde
Other	13	8	5	-	8	5	8	5	5	2	3	3	-	-
	1%	1%	1%	-%	1%	*%	1%	*%	1%	1%	1%	1%	-%	-%
Don't know	3	1	2	-	3	-	1	2	1	-	2	-	-	-
	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	1%	-%	-%	-%

SUMMARY

ANY FAMILY MEMBER	1658	708	653	297	840	819	587	1047	362	346	329	324	149	148
	80%	83%	79%	75%	79%	81%	83%	78%	82%	84%	78%	80%	73%	76%
		bc					b		e	ef				

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 26

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
ONLY A FAMILY MEMBER	403	187	140	76	207	196	159	236	93	95	75	65	39	37
	19%	22%	17%	19%	19%	19%	23%	18%	21%	23%	18%	16%	19%	19%
		b					b			d				
ANYONE OUTSIDE OF FAMILY	1464	593	595	276	741	723	491	953	308	285	296	299	138	138
	70%	70%	72%	69%	70%	71%	70%	71%	70%	69%	70%	74%	68%	71%
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	207	70	91	46	114	93	54	145	38	32	49	42	27	19
	10%	8%	11%	11%	11%	9%	8%	11%	9%	8%	12%	10%	13%	10%
								a					b	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 26

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
A parent	1626 78%	1119 79%	108 83%	63 83%	45 84%	1334 79%	1441 78%	186 79%	442 76%	470 80%	315 80%	388 78%	913 78%	704 79%	1626 78%
A teacher at school	1390 67%	954 67%	84 65%	53 71%	33 62%	1124 67%	1221 66%	169 72%	331 57%	413 70%	290 74%	349 70%	744 63%	639 72%	1390 67%
The police coming in to school to talk to us	278 13%	172 12%	21 16%	20 27%	6 11%	218 13%	233 13%	45 19%	82 14%	73 12%	58 15%	64 13%	155 13%	122 14%	278 13%
Another member of my family	236 11%	176 12%	14 11%	5 7%	2 5%	198 12%	207 11%	30 13%	72 12%	52 9%	60 15%	52 10%	125 11%	112 13%	236 11%
Friends	121 6%	78 5%	5 4%	2 3%	1 3%	87 5%	107 6%	14 6%	43 7%	33 6%	23 6%	22 4%	77 7%	44 5%	121 6%
Websites or apps	117 6%	73 5%	5 4%	3 5%	2 5%	85 5%	112 6%	5 2%	37 6%	42 7%	16 4%	23 5%	78 7%	39 4%	117 6%
Television/ radio programmes	90 4%	48 3%	7 5%	4 5%	1 2%	60 4%	84 5%	6 2%	38 6%	28 5%	11 3%	13 3%	66 6%	24 3%	90 4%
Other	13 1%	11 1%	1 1%	1 1%	* 1%	13 1%	10 1%	3 1%	2 *%	5 1%	3 1%	2 *%	7 1%	6 1%	13 1%
Don't know	3 *%	3 *%	- -%	- -%	* 1%	3 *%	1 *%	2 1%	- -%	- -%	1 *%	2 *%	- -%	3 *%	3 *%
SUMMARY															
ANY FAMILY MEMBER	1658 80%	1144 80%	108 84%	64 85%	45 85%	1361 81%	1470 80%	189 80%	458 79%	474 80%	325 82%	391 79%	932 79%	716 80%	1658 80%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 26

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
ONLY A FAMILY MEMBER	403	273	25	15	14	327	364	39	165	89	64	81	254	145	403
	19%	19%	19%	20%	27%	19%	20%	16%	28%	15%	16%	16%	22%	16%	19%
				ae					bcdefg				bcdf		
ANYONE OUTSIDE OF FAMILY	1464	1009	90	55	34	1188	1288	176	355	442	296	364	798	660	1464
	70%	71%	70%	73%	63%	71%	70%	75%	61%	75%	75%	73%	68%	74%	70%
		d		d		d				ae	ae	a	a	ae	a
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	207	137	14	5	5	161	188	19	62	59	32	51	122	83	207
	10%	10%	11%	7%	10%	10%	10%	8%	11%	10%	8%	10%	10%	9%	10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 26

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
A parent	1626 78%	380 82%	1177 78%	446 81%	666 78%	374 80%	219 79%	823 77%	568 79%
A teacher at school	1390 67%	312 67%	1033 68%	347 63%	576 68%	326 69%	151 54%	730 69%	498 70%
						a		a	a
The police coming in to school to talk to us	278 13%	76 16%	191 13%	78 14%	113 13%	61 13%	37 13%	145 14%	92 13%
Another member of my family	236 11%	67 14%	159 10%	69 12%	100 12%	48 10%	48 17%	119 11%	68 9%
		b					bc		
Friends	121 6%	31 7%	85 6%	27 5%	56 7%	27 6%	30 11%	63 6%	28 4%
							bc		
Websites or apps	117 6%	32 7%	77 5%	20 4%	48 6%	33 7%	25 9%	61 6%	28 4%
						a	c		
Television/ radio programmes	90 4%	22 5%	65 4%	11 2%	32 4%	37 8%	25 9%	44 4%	22 3%
						ab	bc		
Other	13 1%	5 1%	8 1%	3 1%	5 1%	3 1%	2 1%	4 *%	7 1%
Don't know	3 *%	- -%	3 *%	- -%	2 *%	- -%	- -%	3 *%	- -%
SUMMARY									
ANY FAMILY MEMBER	1658 80%	389 84%	1199 79%	452 82%	684 80%	379 81%	226 81%	844 79%	573 80%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 26

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

QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
ONLY A FAMILY MEMBER	403 19%	88 19%	287 19%	127 23%	156 18%	89 19%	78 28% bc	197 18%	123 17%
ANYONE OUTSIDE OF FAMILY	1464 70%	335 72%	1081 71%	370 67%	611 72%	340 72%	166 60%	769 72% a	518 72% a
NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY	207 10%	42 9%	144 10%	55 10%	84 10%	40 9%	34 12%	95 9%	75 11%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 27

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

QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes, we have regular lessons	618	240	279	99	307	312	193	418	115	125	139	140	53	46
	30%	28%	34%	25%	29%	31%	27%	31%	26%	30%	33%	35%	26%	24%
			ac								f	aef		
Yes, we've had more than one lesson	1018	408	397	213	536	482	341	657	224	184	204	193	108	106
	49%	48%	48%	54%	50%	48%	48%	49%	51%	45%	48%	48%	53%	54%
														b
Yes, we've had one lesson	301	141	104	55	147	154	117	180	64	77	54	50	29	27
	14%	17%	13%	14%	14%	15%	17%	13%	15%	19%	13%	12%	14%	14%
		b								cd				
No	99	38	36	25	53	46	32	64	22	16	19	17	12	13
	5%	5%	4%	6%	5%	5%	5%	5%	5%	4%	4%	4%	6%	7%
Don't know	41	24	12	5	23	18	22	17	15	9	7	5	2	3
	2%	3%	1%	1%	2%	2%	3%	1%	3%	2%	2%	1%	1%	2%
							b							
SUMMARY														
ANY LESSONS	1937	789	781	368	989	948	652	1255	402	386	397	383	189	178
	93%	93%	94%	92%	93%	94%	92%	94%	92%	94%	94%	95%	93%	92%
MORE THAN ONE LESSON	1637	647	677	312	843	794	534	1075	338	309	344	333	161	152
	79%	76%	82%	79%	79%	78%	76%	80%	77%	75%	81%	82%	79%	78%
			a					a				b		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 27

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

QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
Yes, we have regular lessons	618 30%	455 32% bd	30 23%	21 28%	13 25%	519 31% b	532 29%	86 37% a	184 32%	159 27%	115 29%	158 32%	343 29%	273 31%	618 30%
Yes, we've had more than one lesson	1018 49%	676 48%	69 53%	35 47%	24 46%	805 48%	913 50%	105 44%	284 49%	290 49%	212 54% d	226 45%	574 49%	438 49%	1018 49%
Yes, we've had one lesson	301 14%	206 15%	17 13%	13 17%	9 16%	245 15%	266 14%	35 15%	81 14%	101 17% c	42 11%	74 15%	181 15% c	116 13%	301 14%
No	99 5%	54 4%	10 8% ae	5 6%	6 11% ae	74 4%	90 5%	9 4%	27 5%	31 5%	16 4%	26 5%	58 5%	41 5%	99 5%
Don't know	41 2%	31 2%	3 2%	1 1%	2 3%	36 2%	40 2%	1 *%	6 1%	11 2%	10 2%	14 3% a	17 1%	24 3% a	41 2%
SUMMARY															
ANY LESSONS	1937 93%	1338 94% bd	116 90%	70 92%	46 86%	1570 93% d	1711 93%	227 96%	549 94%	550 93%	369 94%	457 92%	1098 94%	826 93%	1937 93%
MORE THAN ONE LESSON	1637 79%	1131 80% d	99 77%	57 75%	37 70%	1324 79% d	1445 78%	191 81%	468 80%	449 76%	327 83% bd	383 77%	917 78%	711 80%	1637 79%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 27

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

QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes, we have regular lessons	618 30%	152 33%	439 29%	189 34% bc	243 29%	126 27%	99 36% c	320 30%	197 28%
Yes, we've had more than one lesson	1018 49%	219 47%	759 50%	224 41%	441 52% a	253 54% a	129 46%	549 52% c	331 46%
Yes, we've had one lesson	301 14%	64 14%	220 15%	101 18% b	105 12%	63 14%	33 12%	135 13%	128 18% ab
No	99 5%	19 4%	77 5%	20 4%	52 6%	22 5%	13 5%	40 4%	46 6% b
Don't know	41 2%	11 2%	19 1%	17 3% bc	11 1%	3 1%	4 1%	20 2%	15 2%
SUMMARY									
ANY LESSONS	1937 93%	434 93%	1419 94%	515 93%	790 93%	443 95%	261 94%	1004 94% c	655 92%
MORE THAN ONE LESSON	1637 79%	370 80%	1198 79%	413 75%	685 80% a	380 81% a	228 82% c	870 82% c	528 74%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 28

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1917	785	753	379	971	946	675	1209	395	390	374	379	202	177
Effective Weighted Sample	1505	606	574	334	759	746	517	960	306	300	284	290	176	158
Total	1937	789	781	368	989	948	652	1255	402	386	397	383	189	178
Very useful	756	341	281	133	364	392	291	460	150	191	147	134	67	67
	39%	43%	36%	36%	37%	41%	45%	37%	37%	50%	37%	35%	35%	37%
		bc					b			acdef				
Fairly useful	1008	391	424	193	523	485	317	669	214	177	211	213	98	95
	52%	50%	54%	53%	53%	51%	49%	53%	53%	46%	53%	55%	52%	53%
											b			
Not very useful	136	42	62	33	80	56	30	103	28	14	33	28	19	14
	7%	5%	8%	9%	8%	6%	5%	8%	7%	4%	8%	7%	10%	8%
				a				a			b	b	b	
Not at all useful	19	2	12	5	10	10	2	17	2	-	4	8	3	2
	1%	*%	1%	1%	1%	1%	*%	1%	1%	-%	1%	2%	2%	1%
			a								b	b	b	
Don't know	19	13	3	3	13	6	11	8	9	4	2	1	3	1
	1%	2%	*%	1%	1%	1%	2%	1%	2%	1%	1%	*%	1%	*%
		b					b		d					
SUMMARY														
TOTAL USEFUL	1763	732	705	327	887	877	608	1128	364	368	358	347	165	162
	91%	93%	90%	89%	90%	92%	93%	90%	90%	95%	90%	90%	87%	91%
		c					b			acde				
TOTAL NOT USEFUL	155	44	73	38	89	66	32	119	30	14	37	36	22	16
	8%	6%	9%	10%	9%	7%	5%	9%	7%	4%	9%	9%	12%	9%
			a	a				a	b		b	b	b	b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 28

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1917	994	186	183	175	1538	1713	204	649	438	379	442	1087	821	1917
Effective Weighted Sample	1505	910	180	141	168	1180	1336	170	513	355	295	365	839	660	1505
Total	1937	1338	116	70	46	1570	1711	227	549	550	369	457	1098	826	1937
Very useful	756	524	49	33	16	622	661	94	213	213	152	170	427	323	756
	39%	39%	42%	47%	35%	40%	39%	42%	39%	39%	41%	37%	39%	39%	39%
				d											
Fairly useful	1008	700	57	32	26	814	897	111	292	267	191	252	558	443	1008
	52%	52%	49%	46%	56%	52%	52%	49%	53%	49%	52%	55%	51%	54%	52%
Not very useful	136	89	7	4	4	103	120	16	30	54	22	30	84	52	136
	7%	7%	6%	5%	9%	7%	7%	7%	5%	10%	6%	7%	8%	6%	7%
									af						
Not at all useful	19	12	1	1	-	14	17	2	10	7	-	3	16	3	19
	1%	1%	1%	1%	-%	1%	1%	1%	2%	1%	-%	1%	1%	1%	1%
									cf				cf		
Don't know	19	13	2	1	-	16	16	3	4	9	3	3	13	6	19
	1%	1%	2%	1%	-%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
SUMMARY															
TOTAL USEFUL	1763	1224	107	65	42	1437	1558	205	505	480	344	422	985	766	1763
	91%	91%	92%	92%	91%	92%	91%	90%	92%	87%	93%	92%	90%	93%	91%
									b		b	b		be	b
TOTAL NOT USEFUL	155	101	8	5	4	117	136	19	39	61	22	33	100	55	155
	8%	8%	6%	7%	9%	7%	8%	8%	7%	11%	6%	7%	9%	7%	8%
										acf					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 28

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1917	434	1402	515	777	456	279	992	634
Effective Weighted Sample	1505	345	1094	406	610	351	224	774	499
Total	1937	434	1419	515	790	443	261	1004	655
Very useful	756 39%	160 37%	554 39%	196 38%	326 41%	162 37%	151 58% bc	370 37%	230 35%
Fairly useful	1008 52%	223 51%	752 53%	276 54%	387 49%	243 55%	91 35%	557 55% a	349 53% a
Not very useful	136 7%	36 8%	94 7%	34 7%	64 8%	26 6%	13 5%	61 6%	60 9% ab
Not at all useful	19 1%	7 1%	10 1%	3 1%	8 1%	7 2%	3 1%	11 1%	5 1%
Don't know	19 1%	8 2% b	9 1%	6 1%	4 1%	5 1%	3 1%	5 *% b	11 2% b
SUMMARY									
TOTAL USEFUL	1763 91%	383 88%	1306 92% a	472 92%	713 90%	405 91%	242 93%	927 92% c	579 88%
TOTAL NOT USEFUL	155 8%	43 10%	104 7%	37 7%	73 9%	33 7%	16 6%	72 7%	65 10%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 29

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Very useful	756	341	281	133	364	392	291	460	150	191	147	134	67	67
	36%	40%	34%	34%	34%	39%	41%	34%	34%	46%	35%	33%	33%	34%
		bc					b			acdef				
Fairly useful	1008	391	424	193	523	485	317	669	214	177	211	213	98	95
	49%	46%	51%	49%	49%	48%	45%	50%	49%	43%	50%	52%	48%	49%
											b			
Not very useful	136	42	62	33	80	56	30	103	28	14	33	28	19	14
	7%	5%	7%	8%	7%	6%	4%	8%	6%	3%	8%	7%	9%	7%
				a				a			b	b	b	
Not at all useful	19	2	12	5	10	10	2	17	2	-	4	8	3	2
	1%	*%	1%	1%	1%	1%	*%	1%	1%	-%	1%	2%	2%	1%
			a								b	b	b	
Don't know	19	13	3	3	13	6	11	8	9	4	2	1	3	1
	1%	2%	*%	1%	1%	1%	2%	1%	2%	1%	*%	*%	1%	*%
		b					b		d					
SUMMARY														
TOTAL USEFUL	1763	732	705	327	887	877	608	1128	364	368	358	347	165	162
	85%	86%	85%	82%	83%	87%	86%	84%	83%	89%	85%	85%	81%	83%
										ae				
TOTAL NOT USEFUL	155	44	73	38	89	66	32	119	30	14	37	36	22	16
	7%	5%	9%	9%	8%	7%	5%	9%	7%	3%	9%	9%	11%	8%
			a	a				a			b	b	b	b
NOT HAD ANY LESSONS ABOUT THIS	140	62	48	30	76	64	54	81	37	26	25	22	14	16
	7%	7%	6%	8%	7%	6%	8%	6%	8%	6%	6%	5%	7%	8%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 29

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
Very useful	756 36%	524 37%	49 38%	33 43%	16 30%	622 37%	661 36%	94 40%	213 37%	213 36%	152 39%	170 34%	427 36%	323 36%	756 36%
Fairly useful	1008 49%	700 49%	57 44%	32 42%	26 48%	814 48%	897 49%	111 47%	292 50%	267 45%	191 49%	252 51%	558 48%	443 50%	1008 49%
Not very useful	136 7%	89 6%	7 5%	4 5%	4 8%	103 6%	120 6%	16 7%	30 5%	54 9%	22 6%	30 6%	84 7%	52 6%	136 7%
Not at all useful	19 1%	12 1%	1 *	1 1%	- -%	14 1%	17 1%	2 1%	10 2%	7 1%	- -%	3 1%	16 1%	3 *	19 1%
Don't know	19 1%	13 1%	2 2%	1 1%	- -%	16 1%	16 1%	3 1%	4 1%	9 1%	3 1%	3 1%	13 1%	6 1%	19 1%
SUMMARY															
TOTAL USEFUL	1763 85%	1224 86%	107 83%	65 86%	42 79%	1437 86%	1558 85%	205 87%	505 87%	480 81%	344 87%	422 85%	985 84%	766 86%	1763 85%
TOTAL NOT USEFUL	155 7%	101 7%	8 6%	5 6%	4 8%	117 7%	136 7%	19 8%	39 7%	61 10%	22 6%	33 7%	100 9%	55 6%	155 7%
NOT HAD ANY LESSONS ABOUT THIS	140 7%	84 6%	13 10%	6 8%	7 14%	110 7%	130 7%	10 4%	34 6%	41 7%	25 6%	40 8%	75 6%	65 7%	140 7%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 29

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

QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Very useful	756 36%	160 34%	554 37%	196 35%	326 38%	162 35%	151 54%	370 35%	230 32%
Fairly useful	1008 49%	223 48%	752 50%	276 50%	387 45%	243 52%	91 33%	557 52%	349 49%
Not very useful	136 7%	36 8%	94 6%	34 6%	64 8%	26 6%	13 5%	61 6%	60 8%
Not at all useful	19 1%	7 1%	10 1%	3 1%	8 1%	7 1%	3 1%	11 1%	5 1%
Don't know	19 1%	8 2%	9 1%	6 1%	4 1%	5 1%	3 1%	5 *%	11 2%
		b							b
SUMMARY									
TOTAL USEFUL	1763 85%	383 82%	1306 86%	472 85%	713 84%	405 86%	242 87%	927 87%	579 81%
							c	c	
TOTAL NOT USEFUL	155 7%	43 9%	104 7%	37 7%	73 9%	33 7%	16 6%	72 7%	65 9%
NOT HAD ANY LESSONS ABOUT THIS	140 7%	31 7%	96 6%	38 7%	63 7%	25 5%	17 6%	59 6%	61 8%
									b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 30

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

QC37. INFLUENCER SCENARIO - MADELYN CLINE INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Madelyn Cline on social media. Here is a recent post from Madelyn Cline that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Madelyn Cline might share a post about the product shown? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
She is being paid with money or being given gifts by the company or brand to share this	946 77%	** **	638 77%	308 77%	499 80%	447 74%	** **	917 77%	** **	** **	334 79%	304 75%	165 81%	143 73%
She thinks this product or brand is cool/ good to use	326 27%	** **	229 28%	96 24%	146 23%	179 30%	** **	318 27%	** **	** **	107 25%	122 30%	39 19%	57 29%
She wants to share this information with her followers	298 24%	** **	197 24%	101 25%	124 20%	174 29%	** **	289 24%	** **	** **	81 19%	115 28%	43 21%	58 30%
Something else	1 *%	** **	1 *%	- -%	1 *%	- -%	** **	1 *%	** **	** **	1 *%	- -%	- -%	- -%
Don't know	37 3%	** **	27 3%	9 2%	20 3%	17 3%	** **	36 3%	** **	** **	15 4%	13 3%	5 2%	5 2%
SUMMARY														
ONLY BEING PAID RESPONSE	697 57%	** **	466 56%	231 58%	389 62%	308 51%	** **	674 57%	** **	** **	256 61%	210 52%	133 66%	98 50%
ONLY RESPONSE OTHER THAN BEING PAID	243 20%	** **	163 20%	81 20%	107 17%	137 23%	** **	237 20%	** **	** **	74 17%	89 22%	33 16%	47 24%
BEING PAID AND ANY OTHER RESPONSE	249 20%	** **	172 21%	76 19%	110 18%	139 23%	** **	243 20%	** **	** **	78 18%	94 23%	32 16%	45 23%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 30

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

QC37. INFLUENCER SCENARIO - MADELYN CLINE INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Madelyn Cline on social media. Here is a recent post from Madelyn Cline that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Madelyn Cline might share a post about the product shown? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND a	SCOTLAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
She is being paid with money or being given gifts by the company or brand to share this	946 77%	539 77%	50 80%	31 81%	17 66%	638 77%	824 76%	122 84%	250 75%	282 79%	175 76%	236 80%	532 77%	411 78%	946 77%
She thinks this product or brand is cool/ good to use	326 27%	194 28%	18 28%	9 22%	9 35%	229 28%	288 27%	37 26%	95 29%	87 24%	63 27%	77 26%	182 26%	140 27%	326 27%
She wants to share this information with her followers	298 24%	162 23%	20 31%	10 27%	5 18%	197 24%	264 24%	34 23%	82 25%	67 19%	72 31%	77 26%	149 22%	149 28%	298 24%
Something else	1 *%	- -%	1 1%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
Don't know	37 3%	23 3%	2 3%	1 3%	2 6%	27 3%	31 3%	6 4%	9 3%	15 4%	3 1%	8 3%	23 3%	12 2%	37 3%
SUMMARY															
ONLY BEING PAID RESPONSE	697 57%	397 57%	34 53%	22 56%	13 51%	466 56%	613 57%	85 58%	182 55%	222 62%	123 53%	168 57%	404 59%	291 55%	697 57%
ONLY RESPONSE OTHER THAN BEING PAID	243 20%	139 20%	11 17%	6 16%	7 28%	163 20%	225 21%	18 12%	76 23%	59 17%	53 23%	51 17%	135 20%	104 20%	243 20%
BEING PAID AND ANY OTHER RESPONSE	249 20%	142 20%	17 26%	10 25%	4 15%	172 21%	211 20%	37 26%	68 20%	60 17%	52 23%	68 23%	128 19%	121 23%	249 20%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 30

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

QC37. INFLUENCER SCENARIO - MADELYN CLINE INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Madelyn Cline on social media. Here is a recent post from Madelyn Cline that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Madelyn Cline might share a post about the product shown? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
She is being paid with money or being given gifts by the company or brand to share this	946 77%	214 74%	699 80%	230 74%	423 80%	209 79%	114 68%	493 78%	333 79%
		a	a					a	a
She thinks this product or brand is cool/ good to use	326 27%	89 31%	227 26%	76 24%	149 28%	72 27%	47 28%	160 25%	115 27%
She wants to share this information with her followers	298 24%	78 27%	201 23%	81 26%	118 22%	64 24%	50 30%	142 23%	106 25%
Something else	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%
Don't know	37 3%	8 3%	20 2%	11 4%	8 2%	8 3%	6 3%	17 3%	13 3%
SUMMARY									
ONLY BEING PAID RESPONSE	697 57%	148 51%	522 60%	170 55%	310 58%	156 59%	81 49%	377 60%	233 56%
			a					a	
ONLY RESPONSE OTHER THAN BEING PAID	243 20%	68 23%	157 18%	70 23%	100 19%	46 17%	48 29%	120 19%	74 18%
							bc		
BEING PAID AND ANY OTHER RESPONSE	249 20%	66 23%	177 20%	60 19%	113 21%	53 20%	32 19%	115 18%	99 24%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 31

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

QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 95%														
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
I'm comfortable about sharing personal information on apps/ sites, so I always do	122	**	89	33	73	49	**	120	**	**	52	37	21	12
	10%	**	11%	8%	12%	8%	**	10%	**	**	12%	9%	10%	6%
											f			
I always share personal information, even though I'm not always comfortable about it	153	**	104	49	74	79	**	153	**	**	48	56	26	23
	12%	**	13%	12%	12%	13%	**	13%	**	**	11%	14%	13%	12%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	669	**	433	235	344	325	**	644	**	**	227	206	117	119
	55%	**	52%	59%	55%	54%	**	54%	**	**	54%	51%	57%	61%
				b										d
I'm never comfortable about sharing personal information online	251	**	177	74	123	129	**	243	**	**	84	93	38	35
	20%	**	21%	19%	20%	21%	**	20%	**	**	20%	23%	19%	18%
Don't know	31	**	25	6	12	19	**	31	**	**	11	14	1	5
	3%	**	3%	2%	2%	3%	**	3%	**	**	3%	3%	1%	3%
												e		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 31

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

QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
I'm comfortable about sharing personal information on apps/ sites, so I always do	122 10%	73 10%	5 8%	8 20%	3 11%	89 11%	106 10%	16 11%	47 14%	31 9%	18 8%	26 9%	78 11%	44 8%	122 10%
				abe					cfg						
I always share personal information, even though I'm not always comfortable about it	153 12%	87 12%	8 13%	4 11%	4 15%	104 13%	140 13%	13 9%	60 18%	41 12%	29 12%	19 7%	101 15%	48 9%	153 12%
									bdfg		d		df		d
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	669 55%	367 52%	37 58%	18 47%	11 42%	433 52%	583 54%	86 59%	152 45%	196 55%	142 61%	176 59%	347 50%	318 60%	669 55%
			d						a	a	ae	ae		aeg	a
I'm never comfortable about sharing personal information online	251 20%	155 22%	9 15%	7 17%	6 24%	177 21%	223 21%	28 19%	68 20%	76 21%	41 18%	65 22%	144 21%	106 20%	251 20%
Don't know	31 3%	18 3%	3 5%	2 5%	2 7%	25 3%	28 3%	3 2%	7 2%	12 3%	2 1%	10 3%	20 3%	12 2%	31 3%
					ae										

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 31

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

QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
I'm comfortable about sharing personal information on apps/ sites, so I always do	122 10%	27 9%	87 10%	34 11%	57 11%	24 9%	38 22% bc	55 9%	27 6%
I always share personal information, even though I'm not always comfortable about it	153 12%	42 14%	98 11%	43 14%	67 13%	32 12%	29 17% c	83 13%	39 9%
Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it	669 55%	160 55%	486 55%	175 56%	305 57%	136 52%	61 36%	359 57% a	246 59% a
I'm never comfortable about sharing personal information online	251 20%	53 18%	189 22%	53 17%	92 17%	61 23%	33 20%	124 20%	93 22%
Don't know	31 3%	9 3%	16 2%	7 2%	10 2%	11 4%	7 4% b	9 1%	14 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 32

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

QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	841	267	399	174	432	409	224	597	141	127	200	199	92	83
	40%	31%	48%	44%	41%	40%	32%	45%	32%	31%	47%	49%	45%	42%
			a	a				a			ab	ab	ab	ab
No	1127	549	383	195	571	556	450	664	278	270	197	185	95	100
	54%	64%	46%	49%	54%	55%	64%	50%	63%	66%	47%	46%	47%	51%
		bc					b		cdef	cdef				
Don't know	55	24	22	9	33	22	24	29	16	8	13	9	4	5
	3%	3%	3%	2%	3%	2%	3%	2%	4%	2%	3%	2%	2%	3%
Prefer not to say	55	11	25	19	29	26	7	46	4	7	12	12	12	7
	3%	1%	3%	5%	3%	3%	1%	3%	1%	2%	3%	3%	6%	4%
			a	a				a					ab	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 32

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

QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
Yes	841	562	52	31	22	666	740	101	253	250	150	187	503	337	841
	40%	40%	40%	40%	41%	40%	40%	43%	43%	42%	38%	38%	43%	38%	40%
									f				f		
No	1127	794	69	40	29	932	1006	121	313	299	225	282	611	507	1127
	54%	56%	53%	53%	55%	55%	55%	51%	54%	51%	57%	57%	52%	57%	54%
													b		
Don't know	55	37	3	4	1	46	46	9	7	19	11	14	26	25	55
	3%	3%	2%	6%	2%	3%	2%	4%	1%	3%	3%	3%	2%	3%	3%
				ae						a					
Prefer not to say	55	29	6	1	1	36	49	6	9	23	8	15	32	23	55
	3%	2%	5%	1%	1%	2%	3%	2%	2%	4%	2%	3%	3%	3%	3%
			acde							a					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 32

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

QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	841 40%	217 47% b	590 39%	222 40%	374 44%	191 41%	122 44%	422 40%	292 41%
No	1127 54%	227 49%	849 56% a	296 54%	438 51%	263 56%	143 51%	588 55%	385 54%
Don't know	55 3%	11 2%	36 2%	26 5% bc	14 2%	5 1%	7 2%	25 2%	21 3%
Prefer not to say	55 3%	10 2%	40 3%	8 1%	28 3%	10 2%	7 2%	29 3%	19 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 33

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

QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Yes	200	**	136	64	104	96	**	194	**	**	68	68	36	28
	16%	**	16%	16%	17%	16%	**	16%	**	**	16%	17%	18%	14%
No	847	**	573	275	440	407	**	827	**	**	299	274	141	133
	69%	**	69%	69%	70%	68%	**	69%	**	**	71%	68%	70%	69%
Don't know	179	**	120	59	82	97	**	170	**	**	56	64	26	33
	15%	**	14%	15%	13%	16%	**	14%	**	**	13%	16%	13%	17%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 33

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

QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Yes	200	115	12	4	4	136	185	14	71	54	30	40	126	70	200
	16%	16%	19%	11%	16%	16%	17%	10%	21%	15%	13%	14%	18%	13%	16%
									cd				f		
No	847	481	43	31	17	573	726	122	226	245	163	208	472	371	847
	69%	69%	69%	80%	67%	69%	67%	84%	68%	69%	70%	70%	68%	70%	69%
				ade				a							
Don't know	179	104	8	3	5	120	169	10	36	57	39	47	93	86	179
	15%	15%	12%	9%	17%	14%	16%	7%	11%	16%	17%	16%	13%	16%	15%
							b						a		

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 33

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

QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Yes	200 16%	59 20% b	124 14%	59 19%	79 15%	46 17%	49 30% bc	101 16% c	45 11%
No	847 69%	193 66%	621 71%	201 65%	379 71%	181 69%	100 60%	436 69% a	307 73% a
Don't know	179 15%	39 13%	131 15%	52 17%	73 14%	36 14%	17 10%	92 15%	67 16%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 34

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

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	202	-	131	71	104	98	-	197	-	-	64	67	40	31
Effective Weighted Sample	158	-	100	60	80	79	-	154	-	-	48	53	34	27
Total	200	-	136	64	104	96	-	194	-	-	68	68	36	28
PROFILE PICTURE	60	**	41	**	32	**	**	58	**	**	**	**	**	**
	30%	**	30%	**	31%	**	**	30%	**	**	**	**	**	**
POSTED PHOTO 2	50	**	35	**	31	**	**	49	**	**	**	**	**	**
	25%	**	26%	**	29%	**	**	25%	**	**	**	**	**	**
DESCRIPTION UNDER BIOGRAPHY	41	**	28	**	18	**	**	39	**	**	**	**	**	**
	21%	**	21%	**	17%	**	**	20%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	39	**	25	**	21	**	**	37	**	**	**	**	**	**
	19%	**	18%	**	20%	**	**	19%	**	**	**	**	**	**
NUMBER FOLLOWING	36	**	23	**	18	**	**	34	**	**	**	**	**	**
	18%	**	17%	**	18%	**	**	17%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	30	**	20	**	15	**	**	28	**	**	**	**	**	**
	15%	**	14%	**	15%	**	**	15%	**	**	**	**	**	**
POSTED PHOTO 1	28	**	17	**	19	**	**	27	**	**	**	**	**	**
	14%	**	13%	**	18%	**	**	14%	**	**	**	**	**	**
NUMBER OF POSTS	21	**	14	**	13	**	**	20	**	**	**	**	**	**
	10%	**	11%	**	12%	**	**	10%	**	**	**	**	**	**
PROFILE USERNAME	20	**	12	**	9	**	**	17	**	**	**	**	**	**
	10%	**	9%	**	9%	**	**	9%	**	**	**	**	**	**
NAME IN BIOGRAPHY	20	**	12	**	9	**	**	18	**	**	**	**	**	**
	10%	**	9%	**	9%	**	**	9%	**	**	**	**	**	**
POSTED PHOTO 3	19	**	14	**	8	**	**	17	**	**	**	**	**	**
	9%	**	10%	**	8%	**	**	9%	**	**	**	**	**	**
LINK IN DESCRIPTION	18	**	10	**	10	**	**	16	**	**	**	**	**	**
	9%	**	7%	**	10%	**	**	8%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	10	**	8	**	5	**	**	9	**	**	**	**	**	**
	5%	**	6%	**	5%	**	**	5%	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 34

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

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	~c	a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	202	-	131	71	104	98	-	197	-	-	64	67	40	31
Effective Weighted Sample	158	-	100	60	80	79	-	154	-	-	48	53	34	27
Total	200	-	136	64	104	96	-	194	-	-	68	68	36	28
CLICK TO MESSAGE BUTTON	6	**	3	**	5	**	**	5	**	**	**	**	**	**
	3%	**	3%	**	5%	**	**	3%	**	**	**	**	**	**
CLICK TO VIEW GRID BUTTON	2	**	*	**	-	**	**	2	**	**	**	**	**	**
	1%	**	*%	**	-%	**	**	1%	**	**	**	**	**	**
Mean number of features chosen	2.0	**	1.9	**	2.1	**	**	1.9	**	**	**	**	**	**
Standard deviation	1.66	**	1.36	**	1.87	**	**	1.45	**	**	**	**	**	**
Standard error	.12	**	.12	**	.18	**	**	.10	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 34

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

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	e	a	~b	~a	~b	~c	~d	e	~f	g
Significance Level: 95%															
Unweighted total	202	84	19	11	17	131	184	18	90	39	30	40	129	70	202
Effective Weighted Sample	158	77	18	9	16	100	145	14	71	33	24	33	99	57	158
Total	200	115	12	4	4	136	185	14	71	54	30	40	126	70	200
PROFILE PICTURE	60	**	**	**	**	41	56	**	**	**	**	**	37	**	60
	30%	**	**	**	**	30%	30%	**	**	**	**	**	30%	**	30%
POSTED PHOTO 2	50	**	**	**	**	35	46	**	**	**	**	**	31	**	50
	25%	**	**	**	**	26%	25%	**	**	**	**	**	24%	**	25%
DESCRIPTION UNDER BIOGRAPHY	41	**	**	**	**	28	40	**	**	**	**	**	27	**	41
	21%	**	**	**	**	21%	21%	**	**	**	**	**	22%	**	21%
DETAIL IN BIOGRAPHY	39	**	**	**	**	25	36	**	**	**	**	**	22	**	39
	19%	**	**	**	**	18%	19%	**	**	**	**	**	18%	**	19%
NUMBER FOLLOWING	36	**	**	**	**	23	32	**	**	**	**	**	25	**	36
	18%	**	**	**	**	17%	17%	**	**	**	**	**	20%	**	18%
NUMBER OF FOLLOWERS	30	**	**	**	**	20	25	**	**	**	**	**	16	**	30
	15%	**	**	**	**	14%	13%	**	**	**	**	**	13%	**	15%
POSTED PHOTO 1	28	**	**	**	**	17	28	**	**	**	**	**	16	**	28
	14%	**	**	**	**	13%	15%	**	**	**	**	**	13%	**	14%
NUMBER OF POSTS	21	**	**	**	**	14	17	**	**	**	**	**	14	**	21
	10%	**	**	**	**	11%	9%	**	**	**	**	**	11%	**	10%
PROFILE USERNAME	20	**	**	**	**	12	18	**	**	**	**	**	8	**	20
	10%	**	**	**	**	9%	10%	**	**	**	**	**	6%	**	10%
NAME IN BIOGRAPHY	20	**	**	**	**	12	20	**	**	**	**	**	10	**	20
	10%	**	**	**	**	9%	11%	**	**	**	**	**	8%	**	10%
POSTED PHOTO 3	19	**	**	**	**	14	18	**	**	**	**	**	9	**	19
	9%	**	**	**	**	10%	10%	**	**	**	**	**	7%	**	9%
LINK IN DESCRIPTION	18	**	**	**	**	10	15	**	**	**	**	**	9	**	18
	9%	**	**	**	**	7%	8%	**	**	**	**	**	7%	**	9%
CLICK TO FOLLOW BUTTON	10	**	**	**	**	8	10	**	**	**	**	**	6	**	10
	5%	**	**	**	**	6%	6%	**	**	**	**	**	5%	**	5%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 34

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

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	e	a	~b	~a	~b	~c	~d	e	~f	g
Unweighted total	202	84	19	11	17	131	184	18	90	39	30	40	129	70	202
Effective Weighted Sample	158	77	18	9	16	100	145	14	71	33	24	33	99	57	158
Total	200	115	12	4	4	136	185	14	71	54	30	40	126	70	200
CLICK TO MESSAGE BUTTON	6	**	**	**	**	3	6	**	**	**	**	**	5	**	6
	3%	**	**	**	**	3%	3%	**	**	**	**	**	4%	**	3%
CLICK TO VIEW GRID BUTTON	2	**	**	**	**	*	2	**	**	**	**	**	*	**	2
	1%	**	**	**	**	*%	1%	**	**	**	**	**	*%	**	1%
Mean number of features chosen	2.0	**	**	**	**	1.9	2.0	**	**	**	**	**	1.9	**	2.0
Standard deviation	1.66	**	**	**	**	1.36	1.65	**	**	**	**	**	1.75	**	1.66
Standard error	.12	**	**	**	**	.12	.12	**	**	**	**	**	.15	**	.12

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c	DOING WELL ~a	GETTING BY b	STRUGGLING ~c
Significance Level: 95%									
Unweighted total	202	64	121	60	78	48	52	102	45
Effective Weighted Sample	158	49	96	49	62	35	41	80	35
Total	200	59	124	59	79	46	49	101	45
PROFILE PICTURE	60 30%	** **	37 30%	** **	** **	** **	** **	30 29%	** **
POSTED PHOTO 2	50 25%	** **	29 23%	** **	** **	** **	** **	25 24%	** **
DESCRIPTION UNDER BIOGRAPHY	41 21%	** **	29 23%	** **	** **	** **	** **	23 23%	** **
DETAIL IN BIOGRAPHY	39 19%	** **	26 21%	** **	** **	** **	** **	21 20%	** **
NUMBER FOLLOWING	36 18%	** **	26 21%	** **	** **	** **	** **	18 18%	** **
NUMBER OF FOLLOWERS	30 15%	** **	23 19%	** **	** **	** **	** **	17 17%	** **
POSTED PHOTO 1	28 14%	** **	17 13%	** **	** **	** **	** **	12 12%	** **
NUMBER OF POSTS	21 10%	** **	16 13%	** **	** **	** **	** **	10 10%	** **
PROFILE USERNAME	20 10%	** **	14 12%	** **	** **	** **	** **	13 12%	** **
NAME IN BIOGRAPHY	20 10%	** **	14 11%	** **	** **	** **	** **	16 15%	** **
POSTED PHOTO 3	19 9%	** **	4 3%	** **	** **	** **	** **	6 6%	** **
LINK IN DESCRIPTION	18 9%	** **	14 11%	** **	** **	** **	** **	9 8%	** **
CLICK TO FOLLOW BUTTON	10 5%	** **	6 4%	** **	** **	** **	** **	6 6%	** **

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 34

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

QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c	DOING WELL ~a	GETTING BY b	STRUGGLING ~c
Significance Level: 95%									
Unweighted total	202	64	121	60	78	48	52	102	45
Effective Weighted Sample	158	49	96	49	62	35	41	80	35
Total	200	59	124	59	79	46	49	101	45
CLICK TO MESSAGE BUTTON	6 3%	** **	5 4%	** **	** **	** **	** **	4 3%	** **
CLICK TO VIEW GRID BUTTON	2 1%	** **	* *%	** **	** **	** **	** **	- -%	** **
Mean number of features chosen	2.0	**	2.1	**	**	**	**	2.1	**
Standard deviation	1.66	**	1.79	**	**	**	**	1.70	**
Standard error	.12	**	.16	**	**	**	**	.17	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 35

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Significance Level: 95%														
Unweighted total	845	-	567	278	437	408	-	821	-	-	287	280	150	128
Effective Weighted Sample	669	-	427	247	344	325	-	648	-	-	217	210	131	116
Total	847	-	573	275	440	407	-	827	-	-	299	274	141	133
DESCRIPTION UNDER BIOGRAPHY	650	**	449	201	332	318	**	639	**	**	228	221	104	97
	77%	**	78%	73%	75%	78%	**	77%	**	**	76%	81%	73%	73%
LINK IN DESCRIPTION	403	**	269	134	212	191	**	390	**	**	142	127	70	64
	48%	**	47%	49%	48%	47%	**	47%	**	**	48%	46%	49%	48%
NUMBER OF FOLLOWERS	298	**	211	87	152	146	**	292	**	**	107	104	45	42
	35%	**	37%	32%	35%	36%	**	35%	**	**	36%	38%	32%	32%
NUMBER FOLLOWING	244	**	169	75	128	116	**	242	**	**	88	81	40	35
	29%	**	29%	27%	29%	28%	**	29%	**	**	29%	29%	28%	26%
PROFILE USERNAME	237	**	157	80	114	123	**	234	**	**	81	76	33	47
	28%	**	27%	29%	26%	30%	**	28%	**	**	27%	28%	23%	35%
														e
POSTED PHOTO 2	110	**	74	36	61	49	**	107	**	**	38	36	22	13
	13%	**	13%	13%	14%	12%	**	13%	**	**	13%	13%	16%	10%
DETAIL IN BIOGRAPHY	108	**	75	33	53	55	**	106	**	**	35	40	18	15
	13%	**	13%	12%	12%	14%	**	13%	**	**	12%	15%	13%	11%
POSTED PHOTO 3	104	**	62	42	54	49	**	102	**	**	33	29	21	21
	12%	**	11%	15%	12%	12%	**	12%	**	**	11%	11%	15%	15%
POSTED PHOTO 1	103	**	63	40	53	50	**	101	**	**	32	31	21	18
	12%	**	11%	14%	12%	12%	**	12%	**	**	11%	11%	15%	14%
PROFILE PICTURE	89	**	61	28	41	47	**	86	**	**	24	36	17	11
	10%	**	11%	10%	9%	12%	**	10%	**	**	8%	13%	12%	8%
NUMBER OF POSTS	53	**	37	16	28	25	**	51	**	**	20	17	9	8
	6%	**	6%	6%	6%	6%	**	6%	**	**	7%	6%	6%	6%
NAME IN BIOGRAPHY	21	**	13	8	8	13	**	21	**	**	6	7	2	6
	2%	**	2%	3%	2%	3%	**	3%	**	**	2%	2%	1%	5%
CLICK TO FOLLOW BUTTON	8	**	5	3	5	3	**	8	**	**	3	2	2	1
	1%	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	2%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 35

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	845	-	567	278	437	408	-	821	-	-	287	280	150	128
Effective Weighted Sample	669	-	427	247	344	325	-	648	-	-	217	210	131	116
Total	847	-	573	275	440	407	-	827	-	-	299	274	141	133
CLICK TO MESSAGE BUTTON	3	**	3	-	2	2	**	3	**	**	2	2	-	-
	%	**	1%	-%	%	%	**	%	**	**	1%	1%	-%	-%
TAGS	3	**	1	1	1	1	**	3	**	**	1	-	-	1
	%	**	%	%	%	%	**	%	**	**	%	-%	-%	1%
CLICK TO VIEW GRID BUTTON	2	**	2	-	2	-	**	2	**	**	2	-	-	-
	%	**	%	-%	%	-%	**	%	**	**	1%	-%	-%	-%
Mean number of features chosen	2.9	**	2.9	2.9	2.8	2.9	**	2.9	**	**	2.8	3.0	2.9	2.9
Standard deviation	1.90	**	1.91	1.89	1.86	1.94	**	1.90	**	**	1.78	2.03	2.03	1.74
Standard error	.07	**	.08	.11	.09	.10	**	.07	**	**	.11	.12	.17	.15

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 35

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	NATION (AGED 8-15)					AREA			SOCIAL GRADE					
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	~c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	845	349	70	81	67	567	743	102	273	190	175	204	463	379	845
Effective Weighted Sample	669	321	67	63	65	427	586	85	214	160	138	168	361	306	669
Total	847	481	43	31	17	573	726	122	226	245	163	208	472	371	847
DESCRIPTION UNDER BIOGRAPHY	650	380	**	**	**	449	561	89	169	191	129	157	360	286	650
	77%	79%	**	**	**	78%	77%	73%	75%	78%	79%	75%	76%	77%	77%
LINK IN DESCRIPTION	403	225	**	**	**	269	355	48	112	136	70	80	248	150	403
	48%	47%	**	**	**	47%	49%	40%	49%	56%	43%	39%	53%	40%	48%
									df	cdf			df		df
NUMBER OF FOLLOWERS	298	179	**	**	**	211	252	46	83	97	51	62	180	113	298
	35%	37%	**	**	**	37%	35%	37%	37%	39%	31%	30%	38%	30%	35%
													f		
NUMBER FOLLOWING	244	147	**	**	**	169	210	34	60	86	43	52	146	95	244
	29%	31%	**	**	**	29%	29%	28%	27%	35%	26%	25%	31%	25%	29%
										df					
PROFILE USERNAME	237	129	**	**	**	157	204	33	74	76	33	52	150	84	237
	28%	27%	**	**	**	27%	28%	27%	33%	31%	20%	25%	32%	23%	28%
									cf	c			cf		
POSTED PHOTO 2	110	65	**	**	**	74	95	14	31	25	22	29	56	51	110
	13%	13%	**	**	**	13%	13%	12%	14%	10%	14%	14%	12%	14%	13%
DETAIL IN BIOGRAPHY	108	64	**	**	**	75	90	18	27	28	19	32	55	51	108
	13%	13%	**	**	**	13%	12%	15%	12%	11%	12%	15%	12%	14%	13%
POSTED PHOTO 3	104	51	**	**	**	62	90	13	26	37	16	22	63	38	104
	12%	11%	**	**	**	11%	12%	11%	12%	15%	10%	11%	13%	10%	12%
POSTED PHOTO 1	103	54	**	**	**	63	87	16	26	33	14	27	59	41	103
	12%	11%	**	**	**	11%	12%	13%	11%	13%	9%	13%	12%	11%	12%
PROFILE PICTURE	89	49	**	**	**	61	72	16	25	23	14	24	48	38	89
	10%	10%	**	**	**	11%	10%	14%	11%	9%	9%	12%	10%	10%	10%
NUMBER OF POSTS	53	34	**	**	**	37	41	12	13	23	8	9	35	17	53
	6%	7%	**	**	**	6%	6%	10%	6%	9%	5%	4%	7%	5%	6%
										f					
NAME IN BIOGRAPHY	21	9	**	**	**	13	17	4	5	8	6	3	13	8	21
	2%	2%	**	**	**	2%	2%	3%	2%	3%	3%	1%	3%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 35

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	~b	~c	~d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	845	349	70	81	67	567	743	102	273	190	175	204	463	379	845
Effective Weighted Sample	669	321	67	63	65	427	586	85	214	160	138	168	361	306	669
Total	847	481	43	31	17	573	726	122	226	245	163	208	472	371	847
CLICK TO FOLLOW BUTTON	8 1%	5 1%	** **	** **	** **	5 1%	8 1%	- -%	3 1%	3 1%	2 1%	- -%	7 1%	2 *%	8 1%
CLICK TO MESSAGE BUTTON	3 *%	3 1%	** **	** **	** **	3 1%	3 *%	- -%	- -%	2 1%	2 1%	- -%	2 *%	2 *%	3 *%
TAGS	3 *%	1 *%	** **	** **	** **	1 *%	1 *%	1 1%	- -%	- -%	1 1%	1 1%	- -%	3 1%	3 *%
CLICK TO VIEW GRID BUTTON	2 *%	2 *%	** **	** **	** **	2 *%	2 *%	- -%	- -%	2 1%	- -%	- -%	2 *%	- -%	2 *%
Mean number of features chosen	2.9	2.9	**	**	**	2.9	2.9	2.8	2.9	3.1 cdf	2.6	2.6	3.0 cdf	2.6	2.9 f
Standard deviation	1.90	1.93	**	**	**	1.91	1.89	1.97	1.83	2.04	1.70	1.80	1.95	1.75	1.90
Standard error	.07	.10	**	**	**	.08	.07	.19	.11	.15	.13	.13	.09	.09	.07

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 35

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	845	188	622	210	371	189	109	424	310
Effective Weighted Sample	669	151	491	164	297	147	84	341	242
Total	847	193	621	201	379	181	100	436	307
DESCRIPTION UNDER BIOGRAPHY	650 77%	152 79%	479 77%	160 79%	294 78%	138 76%	77 76%	333 76%	238 77%
LINK IN DESCRIPTION	403 48%	89 46%	300 48%	72 36%	200 53% a	93 51% a	46 45%	207 48%	149 48%
NUMBER OF FOLLOWERS	298 35%	72 38%	218 35%	78 39%	118 31%	80 44% b	34 34%	144 33%	119 39%
NUMBER FOLLOWING	244 29%	59 30%	177 29%	50 25%	115 30%	57 32%	23 23%	129 30%	90 29%
PROFILE USERNAME	237 28%	54 28%	174 28%	40 20%	96 25%	68 38% ab	31 31%	118 27%	84 27%
POSTED PHOTO 2	110 13%	35 18% b	64 10%	32 16%	43 11%	20 11%	7 7%	64 15%	38 12%
DETAIL IN BIOGRAPHY	108 13%	25 13%	80 13%	30 15%	48 13%	21 12%	13 13%	53 12%	42 14%
POSTED PHOTO 3	104 12%	33 17% b	62 10%	26 13%	46 12%	23 13%	12 11%	55 13%	37 12%
POSTED PHOTO 1	103 12%	36 19% b	59 10%	29 14%	43 11%	22 12%	13 13%	52 12%	38 12%
PROFILE PICTURE	89 10%	32 16% b	53 9%	25 12%	34 9%	22 12%	9 9%	49 11%	29 9%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 35

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who think the example social media profile IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	845	188	622	210	371	189	109	424	310
Effective Weighted Sample	669	151	491	164	297	147	84	341	242
Total	847	193	621	201	379	181	100	436	307
NUMBER OF POSTS	53 6%	17 9%	33 5%	17 8%	16 4%	15 8%	3 3%	34 8%	16 5%
NAME IN BIOGRAPHY	21 2%	8 4%	13 2%	4 2%	8 2%	9 5%	3 3%	13 3%	5 2%
CLICK TO FOLLOW BUTTON	8 1%	2 1%	5 1%	- -%	5 1%	3 2%	2 2%	- -%	6 2%
CLICK TO MESSAGE BUTTON	3 *%	- -%	2 *%	- -%	3 1%	- -%	- -%	- -%	3 1%
TAGS	3 *%	- -%	3 *%	3 1%	- -%	- -%	- -%	1 *%	1 *%
CLICK TO VIEW GRID BUTTON	2 *%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	2 1%
Mean number of features chosen	2.9	3.2 b	2.8	2.8	2.8	3.2 b	2.7	2.9	2.9
Standard deviation	1.90	2.34	1.71	2.01	1.72	2.08	1.73	1.80	2.09
Standard error	.07	.17	.07	.14	.09	.15	.17	.09	.12

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 36

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	~c	~a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	174	-	112	62	86	88	-	164	-	-	58	54	28	34
Effective Weighted Sample	138	-	85	55	65	73	-	130	-	-	41	44	25	30
Total	179	-	120	59	82	97	-	170	-	-	56	64	26	33
DESCRIPTION UNDER BIOGRAPHY	93	**	63	**	**	**	**	86	**	**	**	**	**	**
	52%	**	53%	**	**	**	**	51%	**	**	**	**	**	**
LINK IN DESCRIPTION	50	**	36	**	**	**	**	49	**	**	**	**	**	**
	28%	**	30%	**	**	**	**	29%	**	**	**	**	**	**
NUMBER OF FOLLOWERS	32	**	22	**	**	**	**	30	**	**	**	**	**	**
	18%	**	18%	**	**	**	**	17%	**	**	**	**	**	**
PROFILE USERNAME	31	**	22	**	**	**	**	31	**	**	**	**	**	**
	17%	**	18%	**	**	**	**	18%	**	**	**	**	**	**
NUMBER FOLLOWING	24	**	14	**	**	**	**	22	**	**	**	**	**	**
	14%	**	12%	**	**	**	**	13%	**	**	**	**	**	**
POSTED PHOTO 1	17	**	11	**	**	**	**	15	**	**	**	**	**	**
	9%	**	9%	**	**	**	**	9%	**	**	**	**	**	**
POSTED PHOTO 3	16	**	11	**	**	**	**	14	**	**	**	**	**	**
	9%	**	9%	**	**	**	**	8%	**	**	**	**	**	**
POSTED PHOTO 2	15	**	9	**	**	**	**	13	**	**	**	**	**	**
	9%	**	8%	**	**	**	**	8%	**	**	**	**	**	**
PROFILE PICTURE	13	**	10	**	**	**	**	13	**	**	**	**	**	**
	7%	**	8%	**	**	**	**	8%	**	**	**	**	**	**
DETAIL IN BIOGRAPHY	12	**	7	**	**	**	**	12	**	**	**	**	**	**
	6%	**	6%	**	**	**	**	7%	**	**	**	**	**	**
NUMBER OF POSTS	8	**	5	**	**	**	**	8	**	**	**	**	**	**
	4%	**	4%	**	**	**	**	5%	**	**	**	**	**	**
CLICK TO FOLLOW BUTTON	7	**	2	**	**	**	**	7	**	**	**	**	**	**
	4%	**	2%	**	**	**	**	4%	**	**	**	**	**	**
CLICK TO MESSAGE BUTTON	2	**	2	**	**	**	**	2	**	**	**	**	**	**
	1%	**	2%	**	**	**	**	1%	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 36

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	~c	~a	~b	~a	b	~a	~b	~c	~d	~e	~f
Unweighted total	174	-	112	62	86	88	-	164	-	-	58	54	28	34
Effective Weighted Sample	138	-	85	55	65	73	-	130	-	-	41	44	25	30
Total	179	-	120	59	82	97	-	170	-	-	56	64	26	33
NAME IN BIOGRAPHY	2	**	*	**	**	**	**	2	**	**	**	**	**	**
	1%	**	*%	**	**	**	**	1%	**	**	**	**	**	**
Mean number of features chosen	1.8	**	1.8	**	**	**	**	1.8	**	**	**	**	**	**
Standard deviation	1.17	**	1.22	**	**	**	**	1.17	**	**	**	**	**	**
Standard error	.09	**	.12	**	**	**	**	.09	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 36

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Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	e	a	~b	~a	~b	~c	~d	~e	~f	g
Significance Level: 95%															
Unweighted total	174	74	13	9	16	112	165	9	48	42	39	45	90	84	174
Effective Weighted Sample	138	68	13	7	15	85	130	8	38	35	31	39	68	70	138
Total	179	104	8	3	5	120	169	10	36	57	39	47	93	86	179
DESCRIPTION UNDER BIOGRAPHY	93	**	**	**	**	63	89	**	**	**	**	**	**	**	93
	52%	**	**	**	**	53%	52%	**	**	**	**	**	**	**	52%
LINK IN DESCRIPTION	50	**	**	**	**	36	43	**	**	**	**	**	**	**	50
	28%	**	**	**	**	30%	26%	**	**	**	**	**	**	**	28%
NUMBER OF FOLLOWERS	32	**	**	**	**	22	32	**	**	**	**	**	**	**	32
	18%	**	**	**	**	18%	19%	**	**	**	**	**	**	**	18%
PROFILE USERNAME	31	**	**	**	**	22	28	**	**	**	**	**	**	**	31
	17%	**	**	**	**	18%	16%	**	**	**	**	**	**	**	17%
NUMBER FOLLOWING	24	**	**	**	**	14	22	**	**	**	**	**	**	**	24
	14%	**	**	**	**	12%	13%	**	**	**	**	**	**	**	14%
POSTED PHOTO 1	17	**	**	**	**	11	15	**	**	**	**	**	**	**	17
	9%	**	**	**	**	9%	9%	**	**	**	**	**	**	**	9%
POSTED PHOTO 3	16	**	**	**	**	11	16	**	**	**	**	**	**	**	16
	9%	**	**	**	**	9%	9%	**	**	**	**	**	**	**	9%
POSTED PHOTO 2	15	**	**	**	**	9	15	**	**	**	**	**	**	**	15
	9%	**	**	**	**	8%	9%	**	**	**	**	**	**	**	9%
PROFILE PICTURE	13	**	**	**	**	10	13	**	**	**	**	**	**	**	13
	7%	**	**	**	**	8%	8%	**	**	**	**	**	**	**	7%
DETAIL IN BIOGRAPHY	12	**	**	**	**	7	12	**	**	**	**	**	**	**	12
	6%	**	**	**	**	6%	7%	**	**	**	**	**	**	**	6%
NUMBER OF POSTS	8	**	**	**	**	5	7	**	**	**	**	**	**	**	8
	4%	**	**	**	**	4%	4%	**	**	**	**	**	**	**	4%
CLICK TO FOLLOW BUTTON	7	**	**	**	**	2	7	**	**	**	**	**	**	**	7
	4%	**	**	**	**	2%	4%	**	**	**	**	**	**	**	4%
CLICK TO MESSAGE BUTTON	2	**	**	**	**	2	2	**	**	**	**	**	**	**	2
	1%	**	**	**	**	2%	1%	**	**	**	**	**	**	**	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 36

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	e	a	~b	~a	~b	~c	~d	~e	~f	g
Unweighted total	174	74	13	9	16	112	165	9	48	42	39	45	90	84	174
Effective Weighted Sample	138	68	13	7	15	85	130	8	38	35	31	39	68	70	138
Total	179	104	8	3	5	120	169	10	36	57	39	47	93	86	179
NAME IN BIOGRAPHY	2	**	**	**	**	*	2	**	**	**	**	**	**	**	2
	1%	**	**	**	**	*%	1%	**	**	**	**	**	**	**	1%
Mean number of features chosen	1.8	**	**	**	**	1.8	1.8	**	**	**	**	**	**	**	1.8
Standard deviation	1.17	**	**	**	**	1.22	1.18	**	**	**	**	**	**	**	1.17
Standard error	.09	**	**	**	**	.12	.09	**	**	**	**	**	**	**	.09

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c	DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c
Significance Level: 95%									
Unweighted total	174	42	125	48	73	36	17	91	63
Effective Weighted Sample	138	33	100	39	59	27	13	72	50
Total	179	39	131	52	73	36	17	92	67
DESCRIPTION UNDER BIOGRAPHY	93 52%	** **	63 48%	** **	** **	** **	** **	** **	** **
LINK IN DESCRIPTION	50 28%	** **	36 28%	** **	** **	** **	** **	** **	** **
NUMBER OF FOLLOWERS	32 18%	** **	20 15%	** **	** **	** **	** **	** **	** **
PROFILE USERNAME	31 17%	** **	22 17%	** **	** **	** **	** **	** **	** **
NUMBER FOLLOWING	24 14%	** **	17 13%	** **	** **	** **	** **	** **	** **
POSTED PHOTO 1	17 9%	** **	8 6%	** **	** **	** **	** **	** **	** **
POSTED PHOTO 3	16 9%	** **	5 4%	** **	** **	** **	** **	** **	** **
POSTED PHOTO 2	15 9%	** **	7 6%	** **	** **	** **	** **	** **	** **
PROFILE PICTURE	13 7%	** **	10 7%	** **	** **	** **	** **	** **	** **
DETAIL IN BIOGRAPHY	12 6%	** **	8 6%	** **	** **	** **	** **	** **	** **
NUMBER OF POSTS	8 4%	** **	5 4%	** **	** **	** **	** **	** **	** **
CLICK TO FOLLOW BUTTON	7 4%	** **	5 4%	** **	** **	** **	** **	** **	** **
CLICK TO MESSAGE BUTTON	2 1%	** **	2 2%	** **	** **	** **	** **	** **	** **

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)

Base : Children aged 12-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY ~a	NONE b	MOST ~a	POTENTIALLY ~b	LEAST ~c	DOING WELL ~a	GETTING BY ~b	STRUGGLING ~c
Significance Level: 95%									
Unweighted total	174	42	125	48	73	36	17	91	63
Effective Weighted Sample	138	33	100	39	59	27	13	72	50
Total	179	39	131	52	73	36	17	92	67
NAME IN BIOGRAPHY	2	**	2	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	**	**
Mean number of features chosen	1.8	**	1.6	**	**	**	**	**	**
Standard deviation	1.17	**	.98	**	**	**	**	**	**
Standard error	.09	**	.09	**	**	**	**	**	**

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 37

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

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
People pay to use the service	808	**	545	263	416	392	**	784	**	**	285	261	131	131
	66%	**	66%	66%	66%	65%	**	66%	**	**	67%	64%	65%	67%
The government gives money to the service	401	**	278	123	206	195	**	390	**	**	142	137	64	59
	33%	**	34%	31%	33%	33%	**	33%	**	**	33%	34%	32%	30%
Companies pay the service to show their advertising	333	**	214	119	161	172	**	326	**	**	104	111	58	61
	27%	**	26%	30%	26%	29%	**	27%	**	**	25%	27%	28%	31%
Don't know	80	**	58	22	35	45	**	77	**	**	27	31	7	14
	6%	**	7%	5%	6%	7%	**	6%	**	**	6%	8%	4%	7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	503	**	341	162	265	238	**	488	**	**	180	161	85	77
	41%	**	41%	41%	42%	40%	**	41%	**	**	43%	40%	42%	40%
ONLY EXPANDED CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE OR THE GOVERNMENT GIVES MONEY TO THE SERVICE)	814	**	557	258	430	384	**	789	**	**	292	265	138	120
	66%	**	67%	65%	69%	64%	**	66%	**	**	69%	65%	68%	61%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 37

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

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1222	507	102	101	101	811	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	466	98	78	97	612	861	105	322	228	193	241	528	434	966
Total	1226	701	63	39	26	829	1081	146	334	356	232	296	690	528	1226
People pay to use the service	808	466	39	24	16	545	702	106	201	256	155	192	457	347	808
	66%	67%	62%	62%	61%	66%	65%	72%	60%	72%	67%	65%	66%	66%	66%
										a					
The government gives money to the service	401	234	23	14	8	278	359	42	120	111	67	97	231	164	401
	33%	33%	36%	36%	31%	34%	33%	29%	36%	31%	29%	33%	34%	31%	33%
Companies pay the service to show their advertising	333	183	11	14	6	214	299	34	100	80	70	83	180	153	333
	27%	26%	18%	37%	22%	26%	28%	23%	30%	23%	30%	28%	26%	29%	27%
				abde											
Don't know	80	48	6	1	2	58	69	11	19	20	13	27	39	40	80
	6%	7%	10%	3%	9%	7%	6%	7%	6%	6%	6%	9%	6%	8%	6%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	503	293	25	12	11	341	438	65	125	168	98	110	293	208	503
	41%	42%	40%	31%	41%	41%	41%	45%	37%	47%	42%	37%	42%	39%	41%
										ad					
ONLY EXPANDED CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE OR THE GOVERNMENT GIVES MONEY TO THE SERVICE)	814	470	45	23	18	557	713	101	216	255	149	186	471	334	814
	66%	67%	72%	60%	69%	67%	66%	69%	65%	72%	64%	63%	68%	63%	66%
										df					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 37

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

QC5A. Where do you think the BBC mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
People pay to use the service	808	188	591	196	355	191	99	421	281
	66%	65%	67%	63%	67%	72%	59%	67%	67%
						a			
The government gives money to the service	401	100	290	109	164	86	71	219	112
	33%	34%	33%	35%	31%	33%	43%	35%	27%
							c	c	
Companies pay the service to show their advertising	333	78	226	86	140	64	63	159	108
	27%	27%	26%	28%	26%	24%	37%	25%	26%
							bc		
Don't know	80	19	53	22	34	13	15	27	37
	6%	7%	6%	7%	6%	5%	9%	4%	9%
							b		b
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	503	116	373	118	230	121	42	268	187
	41%	40%	43%	38%	43%	46%	25%	43%	45%
								a	a
ONLY EXPANDED CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE OR THE GOVERNMENT GIVES MONEY TO THE SERVICE)	814	193	597	203	357	186	90	444	275
	66%	66%	68%	65%	67%	71%	54%	70%	66%
								a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 38

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

QC5B. Where do you think ITV or Channel 4 or Five mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
Companies pay the service to show their advertising	898	**	596	301	454	444	**	873	**	**	305	292	149	152
	73%	**	72%	76%	73%	74%	**	73%	**	**	72%	72%	74%	78%
People pay to use the service	407	**	273	133	210	197	**	399	**	**	145	128	65	69
	33%	**	33%	34%	34%	33%	**	34%	**	**	34%	31%	32%	35%
The government gives money to the service	183	**	130	53	97	86	**	182	**	**	73	58	24	29
	15%	**	16%	13%	15%	14%	**	15%	**	**	17%	14%	12%	15%
Don't know	80	**	56	24	37	44	**	73	**	**	26	31	11	13
	7%	**	7%	6%	6%	7%	**	6%	**	**	6%	8%	5%	7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	621	**	410	211	313	308	**	600	**	**	199	211	114	97
	51%	**	49%	53%	50%	51%	**	50%	**	**	47%	52%	56%	50%

c

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 38

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

QC5B. Where do you think ITV or Channel 4 or Five mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1222	507	102	101	101	811	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	466	98	78	97	612	861	105	322	228	193	241	528	434	966
Total	1226	701	63	39	26	829	1081	146	334	356	232	296	690	528	1226
Companies pay the service to show their advertising	898	501	46	32	17	596	784	114	238	267	165	221	504	385	898
	73%	72%	72%	83%	67%	72%	73%	78%	71%	75%	71%	75%	73%	73%	73%
				ade											
People pay to use the service	407	236	18	12	8	273	368	38	109	119	77	98	228	175	407
	33%	34%	28%	30%	30%	33%	34%	26%	33%	33%	33%	33%	33%	33%	33%
The government gives money to the service	183	114	9	5	2	130	169	14	62	35	37	48	97	85	183
	15%	16%	15%	12%	7%	16%	16%	10%	19%	10%	16%	16%	14%	16%	15%
		d				d			b		b		b	b	b
Don't know	80	45	7	1	3	56	71	9	19	26	16	19	45	35	80
	7%	6%	11%	4%	11%	7%	7%	7%	6%	7%	7%	7%	6%	7%	7%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	621	342	33	22	13	410	533	88	167	192	111	146	360	257	621
	51%	49%	52%	57%	51%	49%	49%	60%	50%	54%	48%	49%	52%	49%	51%
								a							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 38

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

QC5B. Where do you think ITV or Channel 4 or Five mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
Companies pay the service to show their advertising	898	208	653	214	397	203	103	478	310
	73%	71%	74%	68%	75%	77%	62%	76%	74%
						a		a	a
People pay to use the service	407	95	291	110	167	84	70	215	117
	33%	33%	33%	35%	31%	32%	42%	34%	28%
							c		
The government gives money to the service	183	38	134	56	81	32	40	95	49
	15%	13%	15%	18%	15%	12%	24%	15%	12%
							bc		
Don't know	80	23	48	23	29	14	12	25	42
	7%	8%	5%	7%	5%	5%	7%	4%	10%
									b
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	621	145	452	141	281	147	66	321	230
	51%	50%	52%	45%	53%	56%	39%	51%	55%
						a		a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 39

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

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
People pay to use the service	1024	**	700	325	525	500	**	999	**	**	359	341	166	159
	84%	**	84%	82%	84%	83%	**	84%	**	**	85%	84%	82%	82%
Companies pay the service to show their advertising	465	**	301	164	242	223	**	450	**	**	158	143	84	80
	38%	**	36%	41%	39%	37%	**	38%	**	**	37%	35%	42%	41%
The government gives money to the service	71	**	51	21	36	35	**	71	**	**	27	23	9	12
	6%	**	6%	5%	6%	6%	**	6%	**	**	6%	6%	4%	6%
Don't know	32	**	19	13	8	24	**	28	**	**	6	13	2	12
	3%	**	2%	3%	1%	4%	**	2%	**	**	1%	3%	1%	6%
					a									ce
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	681	**	474	207	353	328	**	664	**	**	242	232	111	96
	56%	**	57%	52%	56%	55%	**	56%	**	**	57%	57%	55%	49%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 39

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

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1222	507	102	101	101	811	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	466	98	78	97	612	861	105	322	228	193	241	528	434	966
Total	1226	701	63	39	26	829	1081	146	334	356	232	296	690	528	1226
People pay to use the service	1024	592	54	33	21	700	893	132	267	311	194	244	579	439	1024
	84%	85%	86%	85%	79%	84%	83%	90%	80%	87%	84%	83%	84%	83%	84%
								a		a					
Companies pay the service to show their advertising	465	256	23	14	7	301	413	51	121	149	84	108	270	192	465
	38%	37%	37%	35%	29%	36%	38%	35%	36%	42%	36%	37%	39%	36%	38%
The government gives money to the service	71	42	6	1	2	51	68	3	30	11	14	16	42	30	71
	6%	6%	9%	2%	7%	6%	6%	2%	9%	3%	6%	5%	6%	6%	6%
									bg						
Don't know	32	15	2	1	1	19	30	2	10	9	7	7	18	14	32
	3%	2%	3%	2%	5%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	681	401	34	23	16	474	591	90	180	191	131	172	372	303	681
	56%	57%	54%	60%	59%	57%	55%	62%	54%	54%	56%	58%	54%	57%	56%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 39

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

QC5E. Where do you think Netflix mainly gets its money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
People pay to use the service	1024 84%	246 85%	736 84%	248 79%	447 84%	239 91%	135 81%	531 84%	353 84%
Companies pay the service to show their advertising	465 38%	100 34%	346 39%	117 38%	207 39%	94 36%	67 40%	234 37%	158 38%
The government gives money to the service	71 6%	17 6%	50 6%	16 5%	35 7%	12 5%	20 12%	39 6%	11 3%
Don't know	32 3%	8 3%	20 2%	11 4%	4 1%	7 2%	6 3%	14 2%	12 3%
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (PEOPLE PAY TO USE THE SERVICE)	681 56%	171 59%	478 55%	173 56%	293 55%	155 59%	84 50%	354 56%	241 57%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 40

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

QC5F. Where do you think YouTube or TikTok mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1222	-	811	411	627	595	-	1183	-	-	409	402	218	193
Effective Weighted Sample	966	-	612	362	489	477	-	932	-	-	306	307	190	173
Total	1226	-	829	398	626	601	-	1191	-	-	423	406	203	195
Companies pay the service to show their advertising	928	**	621	307	468	460	**	905	**	**	317	304	151	156
	76%	**	75%	77%	75%	77%	**	76%	**	**	75%	75%	74%	80%
People pay to use the service	581	**	398	183	310	272	**	562	**	**	212	186	98	86
	47%	**	48%	46%	50%	45%	**	47%	**	**	50%	46%	48%	44%
The government gives money to the service	92	**	73	19	45	48	**	92	**	**	36	38	9	10
	8%	**	9%	5%	7%	8%	**	8%	**	**	8%	9%	4%	5%
			c								e			
Don't know	58	**	33	25	23	34	**	56	**	**	13	19	10	15
	5%	**	4%	6%	4%	6%	**	5%	**	**	3%	5%	5%	8%
														c
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	522	**	347	175	262	259	**	508	**	**	174	173	88	87
	43%	**	42%	44%	42%	43%	**	43%	**	**	41%	43%	44%	45%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 40

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

QC5F. Where do you think YouTube or TikTok mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1222	507	102	101	101	811	1093	129	411	271	244	290	682	534	1222
Effective Weighted Sample	966	466	98	78	97	612	861	105	322	228	193	241	528	434	966
Total	1226	701	63	39	26	829	1081	146	334	356	232	296	690	528	1226
Companies pay the service to show their advertising	928	531	44	28	18	621	810	118	250	284	168	220	534	388	928
	76%	76%	69%	74%	69%	75%	75%	81%	75%	80%	72%	74%	77%	73%	76%
People pay to use the service	581	337	30	21	10	398	520	61	156	167	102	154	323	256	581
	47%	48%	48%	54%	40%	48%	48%	42%	47%	47%	44%	52%	47%	49%	47%
The government gives money to the service	92	64	6	1	2	73	86	6	30	24	18	21	54	38	92
	8%	9%	10%	3%	6%	9%	8%	4%	9%	7%	8%	7%	8%	7%	8%
Don't know	58	24	4	2	3	33	47	11	13	15	13	16	29	29	58
	5%	3%	7%	4%	11%	4%	4%	7%	4%	4%	5%	6%	4%	6%	5%
					ae										
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	522	296	24	15	11	347	452	70	142	158	104	112	300	216	522
	43%	42%	38%	39%	43%	42%	42%	48%	42%	44%	45%	38%	43%	41%	43%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 40

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

QC5F. Where do you think YouTube or TikTok mainly get their money from? (MULTI CODE)

Base : All children aged 12-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1222	294	868	319	522	273	179	617	418
Effective Weighted Sample	966	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	168	630	419
Companies pay the service to show their advertising	928	221	672	207	410	221	117	484	321
	76%	76%	77%	66%	77%	84%	70%	77%	77%
					a	ab			
People pay to use the service	581	145	418	162	265	106	79	296	204
	47%	50%	48%	52%	50%	40%	47%	47%	49%
				c	c				
The government gives money to the service	92	25	58	28	34	20	27	52	12
	8%	9%	7%	9%	6%	8%	16%	8%	3%
							bc	c	
Don't know	58	17	35	18	20	16	13	19	25
	5%	6%	4%	6%	4%	6%	8%	3%	6%
							b		b
ONLY CORRECT RESPONSE FOR MAIN SOURCE OF FUNDING (COMPANIES PAY TO SHOW ADVERTISING)	522	109	387	111	224	130	59	277	180
	43%	38%	44%	35%	42%	49%	35%	44%	43%
						a			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 41

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

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Block people on social media if you don't want to hear from them	999	**	676	323	493	506	**	972	**	**	334	341	158	165
	82%	**	82%	81%	79%	84%	**	82%	**	**	79%	84%	78%	85%
						a								
Block people when you play online games	817	**	566	252	482	336	**	795	**	**	333	233	149	103
	67%	**	68%	63%	77%	56%	**	67%	**	**	79%	57%	73%	53%
						b					df		df	
Change the settings so fewer people can view your social media profile	641	**	397	244	304	337	**	620	**	**	186	211	118	126
	52%	**	48%	61%	49%	56%	**	52%	**	**	44%	52%	58%	65%
				b		a							c	cd
Delete the 'history' records of which websites you have visited	566	**	354	212	284	283	**	545	**	**	172	182	111	101
	46%	**	43%	53%	45%	47%	**	46%	**	**	41%	45%	55%	52%
				b									cd	c
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	551	**	348	203	274	277	**	536	**	**	165	184	109	93
	45%	**	42%	51%	44%	46%	**	45%	**	**	39%	45%	54%	48%
				b									c	
Use a reporting or flagging function on an app or site to report inappropriate content	443	**	302	142	238	206	**	432	**	**	160	141	77	64
	36%	**	36%	36%	38%	34%	**	36%	**	**	38%	35%	38%	33%
Get around controls that are there to stop you visiting certain sites or apps	263	**	166	97	147	116	**	253	**	**	84	82	63	34
	21%	**	20%	24%	24%	19%	**	21%	**	**	20%	20%	31%	17%
													cdf	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 41

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

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Use a proxy server to access particular sites or apps	129	**	78	51	74	55	**	127	**	**	39	39	36	15
	11%	**	9%	13%	12%	9%	**	11%	**	**	9%	10%	18%	8%
													cdf	
Don't know how to do any of these	32	**	24	7	13	19	**	30	**	**	10	15	3	4
	3%	**	3%	2%	2%	3%	**	3%	**	**	2%	4%	2%	2%
Don't know	23	**	13	10	8	15	**	22	**	**	5	8	3	7
	2%	**	2%	3%	1%	2%	**	2%	**	**	1%	2%	2%	3%
Prefer not to say	4	**	2	2	2	2	**	3	**	**	1	1	1	2
	*%	**	*%	1%	*%	*%	**	*%	**	**	*%	*%	*%	1%
SUMMARY														
KNOW HOW TO DO ANY OF THESE	1167	**	789	378	603	565	**	1135	**	**	407	382	196	183
	95%	**	95%	95%	96%	94%	**	95%	**	**	96%	94%	96%	94%
KNOW ANY OF THE SAFETY MEASURES	1139	**	776	363	586	553	**	1109	**	**	402	375	184	179
	93%	**	94%	91%	94%	92%	**	93%	**	**	95%	92%	91%	92%
KNOW ANY OF THE 'RISKY' MEASURES	785	**	499	286	392	393	**	760	**	**	242	257	150	136
	64%	**	60%	72%	63%	65%	**	64%	**	**	57%	63%	74%	70%
				b									cd	c

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 41

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

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Block people on social media if you don't want to hear from them	999	576	50	31	19	676	883	116	249	300	196	250	549	445	999
	82%	82%	80%	81%	72%	82%	82%	80%	75%	84%	84%	84%	80%	84%	82%
		d			d	d			a	a	a		a	a	
Block people when you play online games	817	484	40	27	14	566	718	100	203	238	160	211	441	371	817
	67%	69%	63%	71%	56%	68%	66%	68%	61%	67%	69%	71%	64%	70%	67%
		d		d		d						ae		ae	
Change the settings so fewer people can view your social media profile	641	339	27	20	12	397	561	80	174	193	111	159	366	270	641
	52%	48%	43%	51%	46%	48%	52%	55%	52%	54%	48%	54%	53%	51%	52%
Delete the 'history' records of which websites you have visited	566	306	21	18	9	354	502	64	149	180	109	123	330	232	566
	46%	44%	34%	46%	36%	43%	47%	44%	45%	51%	47%	42%	48%	44%	46%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	551	299	27	15	7	348	491	60	146	174	101	123	321	224	551
	45%	43%	42%	39%	28%	42%	45%	41%	44%	49%	43%	42%	46%	42%	45%
		d	d			d									
Use a reporting or flagging function on an app or site to report inappropriate content	443	257	22	17	5	302	396	47	108	149	77	107	257	183	443
	36%	37%	35%	43%	21%	36%	37%	33%	32%	42%	33%	36%	37%	35%	36%
		d	d	d		d				a					
Get around controls that are there to stop you visiting certain sites or apps	263	147	8	7	3	166	232	31	64	86	52	58	150	110	263
	21%	21%	13%	18%	11%	20%	21%	21%	19%	24%	23%	19%	22%	21%	21%
		d				d									

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 41

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

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Use a proxy server to access particular sites or apps	129	72	2	2	3	78	116	13	47	39	19	24	86	43	129
	11%	10%	3%	5%	10%	9%	11%	9%	14%	11%	8%	8%	12%	8%	11%
		b			b	b			cdf				f		
Don't know how to do any of these	32	18	4	-	2	24	30	2	8	9	7	8	17	15	32
	3%	3%	6%	-%	9%	3%	3%	1%	2%	3%	3%	3%	2%	3%	3%
			c		ace										
Don't know	23	10	1	1	1	13	20	3	4	8	2	9	12	11	23
	2%	1%	2%	2%	3%	2%	2%	2%	1%	2%	1%	3%	2%	2%	2%
Prefer not to say	4	1	*	*	*	2	4	-	3	-	1	*	3	1	4
	0.3%	0.1%	1%	1%	1%	0.2%	0.3%	0%	1%	0%	0.3%	0.3%	0.4%	0.2%	0.3%
SUMMARY															
KNOW HOW TO DO ANY OF THESE	1167	672	57	38	23	789	1027	141	320	339	222	279	659	500	1167
	95%	96%	91%	97%	87%	95%	95%	97%	96%	95%	96%	94%	95%	95%	95%
		bd		d		d									
KNOW ANY OF THE SAFETY MEASURES	1139	660	57	37	23	776	1001	137	307	328	216	279	636	495	1139
	93%	94%	90%	96%	87%	94%	93%	94%	92%	92%	93%	94%	92%	94%	93%
		d		d		d									
KNOW ANY OF THE 'RISKY' MEASURES	785	431	32	24	12	499	702	83	210	251	149	168	461	318	785
	64%	62%	50%	61%	46%	60%	65%	57%	63%	70%	65%	57%	67%	60%	64%
		bd				d				df			df		d

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 41

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

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Block people on social media if you don't want to hear from them	999 82%	239 82%	729 83%	256 82%	436 82%	220 84%	118 70%	516 82% a	357 85% a
Block people when you play online games	817 67%	205 70%	577 66%	209 67%	364 69%	174 66%	99 59%	417 66%	295 70% a
Change the settings so fewer people can view your social media profile	641 52%	157 54%	458 52%	167 53%	272 51%	145 55%	95 57%	312 50%	231 55%
Delete the 'history' records of which websites you have visited	566 46%	128 44%	425 48%	131 42%	247 47%	136 52% a	71 43%	296 47%	195 46%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	551 45%	135 47%	397 45%	151 49%	226 43%	110 42%	73 43%	281 45%	192 46%
Use a reporting or flagging function on an app or site to report inappropriate content	443 36%	118 41%	309 35%	108 35%	199 37%	95 36%	55 33%	226 36%	160 38%
Get around controls that are there to stop you visiting certain sites or apps	263 21%	59 20%	195 22%	62 20%	118 22%	56 21%	39 23%	123 20%	99 24%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 41

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

QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Use a proxy server to access particular sites or apps	129 11%	38 13%	83 10%	29 9%	60 11%	27 10%	27 16% b	57 9%	43 10%
Don't know how to do any of these	32 3%	7 2%	22 2%	6 2%	10 2%	7 3%	9 5% b	12 2%	11 3%
Don't know	23 2%	3 1%	14 2%	11 4% b	2 *% b	6 2% b	3 2%	11 2%	9 2%
Prefer not to say	4 *%	2 1%	2 *%	3 1% b	- -%	- -%	- -%	2 *%	2 *%
SUMMARY									
KNOW HOW TO DO ANY OF THESE	1167 95%	278 96%	840 96%	291 94%	519 98% a	251 95%	156 93%	605 96%	398 95%
KNOW ANY OF THE SAFETY MEASURES	1139 93%	272 94%	820 94%	290 93%	501 94%	247 94%	149 89%	589 93%	393 94%
KNOW ANY OF THE 'RISKY' MEASURES	785 64%	186 64%	571 65%	191 61%	346 65%	172 65%	104 62%	405 64%	271 65%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Block people on social media if you don't want to hear from them	799 65%	** **	526 64%	273 69%	379 61%	420 70%	** **	775 65%	** **	** **	250 59%	276 68%	129 64%	144 74%
					a						c		ce	
Block people when you play online games	594 48%	** **	428 52%	166 42%	363 58%	231 38%	** **	579 49%	** **	** **	258 61%	170 42%	105 52%	61 31%
			c		b						def	f	df	
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	269 22%	** **	170 20%	100 25%	126 20%	143 24%	** **	262 22%	** **	** **	72 17%	98 24%	54 27%	45 23%
											c		c	
Change the settings so fewer people can view your social media profile	376 31%	** **	223 27%	153 39%	160 26%	217 36%	** **	362 30%	** **	** **	91 21%	132 33%	69 34%	84 43%
				b		a						c	c	cd
Delete the 'history' records of which websites you have visited	284 23%	** **	169 20%	115 29%	139 22%	145 24%	** **	276 23%	** **	** **	80 19%	89 22%	59 29%	56 29%
				b									c	c
Get around controls that are there to stop you visiting certain sites or apps	83 7%	** **	49 6%	34 9%	45 7%	38 6%	** **	80 7%	** **	** **	23 5%	26 6%	23 11%	12 6%
													c	
Use a proxy server to access particular sites or apps	46 4%	** **	28 3%	18 5%	29 5%	17 3%	** **	46 4%	** **	** **	14 3%	13 3%	15 7%	4 2%
													df	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		~a	b	c	a	b	~a	b	~a	~b	c	d	e	f
Unweighted total	1221	-	810	411	627	594	-	1182	-	-	409	401	218	193
Effective Weighted Sample	965	-	612	362	489	476	-	932	-	-	306	306	190	173
Total	1226	-	828	398	626	600	-	1191	-	-	423	406	203	195
Use a reporting or flagging function on an app or site to report inappropriate content	208	**	142	66	102	106	**	204	**	**	72	70	30	36
	17%	**	17%	17%	16%	18%	**	17%	**	**	17%	17%	15%	19%
Don't know how to do any of these	32	**	24	7	13	19	**	30	**	**	10	15	3	4
	3%	**	3%	2%	2%	3%	**	3%	**	**	2%	4%	2%	2%
Don't know	58	**	33	25	23	35	**	57	**	**	14	20	9	15
	5%	**	4%	6%	4%	6%	**	5%	**	**	3%	5%	5%	8%
														c
Prefer not to say	15	**	9	5	10	5	**	14	**	**	7	3	3	2
	1%	**	1%	1%	2%	1%	**	1%	**	**	2%	1%	1%	1%
None of these	62	**	44	17	39	22	**	62	**	**	28	17	12	5
	5%	**	5%	4%	6%	4%	**	5%	**	**	7%	4%	6%	3%
SUMMARY														
HAVE DONE ANY OF THESE	1060	**	717	344	540	520	**	1029	**	**	365	352	175	168
	86%	**	87%	86%	86%	87%	**	86%	**	**	86%	87%	86%	86%
HAVE DONE ANY OF THE SAFETY MEASURES	1012	**	688	324	515	497	**	983	**	**	352	336	163	161
	83%	**	83%	81%	82%	83%	**	83%	**	**	83%	83%	80%	83%
HAVE DONE ANY OF THE 'RISKY' MEASURES	458	**	287	171	227	231	**	445	**	**	138	149	89	82
	37%	**	35%	43%	36%	38%	**	37%	**	**	33%	37%	44%	42%
				b									c	c

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Block people on social media if you don't want to hear from them	799	448	37	26	15	526	708	91	196	247	167	187	443	353	799
	65%	64%	58%	69%	58%	64%	66%	63%	59%	69%	72%	63%	64%	67%	65%
									a	a			a	a	
Block people when you play online games	594	364	32	22	9	428	519	74	149	168	121	153	317	274	594
	48%	52%	51%	57%	36%	52%	48%	51%	44%	47%	52%	52%	46%	52%	48%
		d	d	d		d								a	
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	269	147	14	6	3	170	236	33	84	84	44	55	168	99	269
	22%	21%	22%	17%	10%	20%	22%	23%	25%	24%	19%	19%	24%	19%	22%
		d	d			d			f				f		
Change the settings so fewer people can view your social media profile	376	191	15	12	6	223	333	44	106	112	66	91	218	156	376
	31%	27%	23%	30%	24%	27%	31%	30%	32%	31%	28%	31%	32%	30%	31%
Delete the 'history' records of which websites you have visited	284	148	11	6	4	169	249	35	78	95	58	53	173	111	284
	23%	21%	17%	15%	16%	20%	23%	24%	23%	27%	25%	18%	25%	21%	23%
										d			d		
Get around controls that are there to stop you visiting certain sites or apps	83	43	3	2	1	49	75	9	24	20	21	18	45	38	83
	7%	6%	4%	5%	6%	6%	7%	6%	7%	6%	9%	6%	6%	7%	7%
Use a proxy server to access particular sites or apps	46	26	1	-	1	28	44	2	21	15	4	7	35	11	46
	4%	4%	1%	-%	2%	3%	4%	2%	6%	4%	2%	2%	5%	2%	4%
									cdf				cf		
Use a reporting or flagging function on an app or site to report inappropriate content	208	122	10	9	2	142	185	24	56	69	32	49	125	81	208
	17%	17%	15%	23%	7%	17%	17%	16%	17%	19%	14%	17%	18%	15%	17%
		d		d		d									

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	1221	507	102	101	100	810	1092	129	411	271	244	289	682	533	1221
Effective Weighted Sample	965	466	98	78	96	612	861	105	322	228	193	241	528	433	965
Total	1226	701	63	39	26	828	1080	146	334	356	232	296	690	527	1226
Don't know how to do any of these	32	18	4	-	2	24	30	2	8	9	7	8	17	15	32
	3%	3%	6%	-%	9%	3%	3%	1%	2%	3%	3%	3%	2%	3%	3%
			c		ace										
Don't know	58	27	4	1	1	33	52	7	18	20	5	16	37	21	58
	5%	4%	6%	3%	6%	4%	5%	5%	5%	6%	2%	5%	5%	4%	5%
Prefer not to say	15	8	1	1	*	9	15	-	6	3	2	3	9	5	15
	1%	1%	2%	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%
None of these	62	39	2	2	2	44	56	6	19	11	13	14	31	27	62
	5%	6%	3%	4%	8%	5%	5%	4%	6%	3%	6%	5%	4%	5%	5%
SUMMARY															
HAVE DONE ANY OF THESE	1060	609	53	35	20	717	929	131	283	313	204	255	596	459	1060
	86%	87%	83%	91%	76%	87%	86%	90%	85%	88%	88%	86%	86%	87%	86%
		d		d		d									
HAVE DONE ANY OF THE SAFETY MEASURES	1012	584	50	34	20	688	886	126	268	298	194	247	566	441	1012
	83%	83%	80%	89%	75%	83%	82%	86%	80%	84%	84%	83%	82%	84%	83%
				d											
HAVE DONE ANY OF THE 'RISKY' MEASURES	458	250	20	11	5	287	402	55	132	146	83	94	278	177	458
	37%	36%	32%	29%	21%	35%	37%	38%	39%	41%	36%	32%	40%	34%	37%
		d				d				d			df		
Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g															

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Block people on social media if you don't want to hear from them	799 65%	196 68%	580 66%	205 66%	337 63%	184 70%	90 54%	422 67% a	282 67% a
Block people when you play online games	594 48%	153 53%	419 48%	155 50%	262 49%	126 48%	75 45%	286 45%	228 54% b
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	269 22%	67 23%	193 22%	68 22%	117 22%	57 22%	35 21%	145 23%	88 21%
Change the settings so fewer people can view your social media profile	376 31%	90 31%	271 31%	89 29%	167 31%	85 32%	56 33%	167 27%	150 36% b
Delete the 'history' records of which websites you have visited	284 23%	58 20%	221 25%	49 16%	122 23% a	87 33% ab	45 27%	137 22%	100 24%
Get around controls that are there to stop you visiting certain sites or apps	83 7%	26 9%	56 6%	12 4%	45 8% a	20 7%	13 8%	36 6%	34 8%
Use a proxy server to access particular sites or apps	46 4%	19 6% b	23 3%	7 2%	19 4%	17 7% a	11 7% b	17 3%	16 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 42

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

QC58. Which of these have you ever done? (MULTI CODE)

Base : Children aged 12-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	1221	294	868	318	522	273	178	617	418
Effective Weighted Sample	965	233	687	252	417	208	139	493	327
Total	1226	291	876	312	531	263	167	630	419
Use a reporting or flagging function on an app or site to report inappropriate content	208	63	136	44	90	49	32	105	70
	17%	22%	15%	14%	17%	19%	19%	17%	17%
		b							
Don't know how to do any of these	32	7	22	6	10	7	9	12	11
	3%	2%	2%	2%	2%	3%	5%	2%	3%
		b							
Don't know	58	13	35	21	19	12	12	28	17
	5%	4%	4%	7%	4%	4%	7%	5%	4%
Prefer not to say	15	3	11	4	4	3	2	7	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	62	9	50	15	27	10	11	28	21
	5%	3%	6%	5%	5%	4%	6%	5%	5%
SUMMARY									
HAVE DONE ANY OF THESE	1060	258	759	266	471	232	133	555	366
	86%	89%	87%	86%	89%	88%	79%	88%	87%
								a	a
HAVE DONE ANY OF THE SAFETY MEASURES	1012	250	723	259	441	223	127	524	353
	83%	86%	83%	83%	83%	85%	76%	83%	84%
									a
HAVE DONE ANY OF THE 'RISKY' MEASURES	458	110	333	99	204	112	59	236	162
	37%	38%	38%	32%	38%	43%	35%	37%	39%
						a			

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 43

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

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.

Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2077	856	810	411	1066	1011	739	1299	439	417	409	401	218	193
Effective Weighted Sample	1621	656	612	362	825	796	562	1026	336	320	306	306	190	173
Total	2077	851	828	398	1065	1012	705	1337	439	412	423	406	203	195
Yes	1219	375	559	286	630	590	290	910	188	186	290	269	152	134
	59%	44%	67%	72%	59%	58%	41%	68%	43%	45%	69%	66%	75%	69%
		a	a					a			ab	ab	ab	ab
No	587	342	177	68	282	305	299	275	165	177	82	94	34	34
	28%	40%	21%	17%	26%	30%	42%	21%	38%	43%	20%	23%	17%	17%
		bc					b		cdef	cdef				
Don't know	271	134	92	44	153	118	117	151	86	49	50	42	17	27
	13%	16%	11%	11%	14%	12%	17%	11%	20%	12%	12%	10%	8%	14%
		bc					b		bcde					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 43

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

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.

Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	NATION (AGED 8-15)					AREA		SOCIAL GRADE							
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2077	1055	207	202	202	1666	1864	213	693	479	408	488	1172	896	2077
Effective Weighted Sample	1621	967	201	156	194	1268	1445	176	543	385	316	400	899	716	1621
Total	2077	1422	129	76	53	1680	1841	236	582	591	394	497	1173	892	2077
Yes	1219	788	74	44	27	934	1083	137	370	358	212	275	728	486	1219
	59%	55%	58%	58%	52%	56%	59%	58%	64%	61%	54%	55%	62%	55%	59%
									cd				cd		
No	587	444	35	22	18	519	521	66	151	174	117	141	324	257	587
	28%	31%	27%	30%	34%	31%	28%	28%	26%	29%	30%	28%	28%	29%	28%
Don't know	271	190	20	9	8	227	238	33	61	59	66	82	121	148	271
	13%	13%	15%	12%	15%	14%	13%	14%	11%	10%	17%	16%	10%	17%	13%
											abe	abe		abeg	e

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 43

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

QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.

Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Significance Level: 95%									
Unweighted total	2077	474	1510	563	846	484	298	1059	705
Effective Weighted Sample	1621	373	1174	439	664	370	236	824	550
Total	2077	465	1515	552	853	469	278	1064	716
Yes	1219	279	888	300	538	282	199	636	376
	59%	60%	59%	54%	63%	60%	71%	60%	52%
					a		bc	c	
No	587	128	436	170	216	138	64	290	227
	28%	27%	29%	31%	25%	30%	23%	27%	32%
				b					a
Don't know	271	58	191	83	98	48	16	138	113
	13%	13%	13%	15%	12%	10%	6%	13%	16%
								a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 44

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

QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1224	380	547	297	625	599	313	889	188	192	275	272	162	135
Effective Weighted Sample	965	293	418	260	492	473	238	709	147	146	210	208	140	121
Total	1219	375	559	286	630	590	290	910	188	186	290	269	152	134
Agree	559	206	243	110	308	251	167	387	114	92	131	112	63	47
	46%	55%	43%	38%	49%	43%	58%	43%	61%	49%	45%	42%	41%	35%
		bc					b		cdef	f				
Neither agree nor disagree	411	94	204	113	197	214	63	338	43	51	101	103	53	60
	34%	25%	36%	39%	31%	36%	22%	37%	23%	27%	35%	38%	35%	45%
			a	a			a				a	ab	a	ab
Disagree	202	52	95	55	95	107	38	160	18	34	46	48	30	24
	17%	14%	17%	19%	15%	18%	13%	18%	9%	18%	16%	18%	20%	18%
										a		a	a	a
Don't know	48	22	18	8	31	18	21	25	13	9	12	6	6	2
	4%	6%	3%	3%	5%	3%	7%	3%	7%	5%	4%	2%	4%	2%
							b		d					

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 44

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

QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1224	591	120	109	107	927	1105	119	442	277	234	267	719	501	1224
Effective Weighted Sample	965	541	116	83	103	711	867	99	353	231	182	220	562	401	965
Total	1219	788	74	44	27	934	1083	137	370	358	212	275	728	486	1219
Agree	559	384	40	14	11	449	515	44	190	177	92	96	367	188	559
	46%	49%	53%	32%	42%	48%	48%	32%	51%	50%	44%	35%	50%	39%	46%
		c	c			c	b		df	df			df		df
Neither agree nor disagree	411	254	16	18	10	298	349	62	121	105	68	116	226	184	411
	34%	32%	22%	40%	36%	32%	32%	45%	33%	29%	32%	42%	31%	38%	34%
		b		b	b	b		a				abceg		be	
Disagree	202	118	15	9	5	147	178	24	54	54	42	50	108	93	202
	17%	15%	21%	20%	18%	16%	16%	17%	15%	15%	20%	18%	15%	19%	17%
Don't know	48	32	3	3	1	40	41	8	6	21	9	12	27	21	48
	4%	4%	4%	8%	5%	4%	4%	5%	2%	6%	4%	4%	4%	4%	4%
									a			a		a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 44

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

QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	1224	287	886	307	535	293	217	631	370
Effective Weighted Sample	965	228	696	243	428	222	172	500	289
Total	1219	279	888	300	538	282	199	636	376
Agree	559 46%	136 49%	394 44%	153 51%	239 44%	135 48%	123 62% bc	293 46% c	139 37%
Neither agree nor disagree	411 34%	85 31%	312 35%	105 35%	178 33%	86 31%	47 24%	224 35% a	137 36% a
Disagree	202 17%	46 16%	147 17%	32 11%	95 18% a	51 18% a	25 13%	89 14%	85 22% ab
Don't know	48 4%	12 4%	35 4%	9 3%	28 5%	10 3%	3 2%	29 5%	16 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 45

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
PRIMARY	708	708	-	-	365	343	708	-	365	343	-	-	-	-
	34%	83%	-%	-%	34%	34%	100%	-%	83%	83%	-%	-%	-%	-%
		bc					b		cdef	cdef				
SECONDARY	1337	146	829	363	681	656	-	1337	75	71	423	406	184	179
	64%	17%	100%	91%	64%	65%	-%	100%	17%	17%	100%	100%	90%	92%
			ac	a				a			abef	abef	ab	ab
POST-SCHOOL	35	-	-	35	19	16	-	-	-	-	-	-	19	16
	2%	-%	-%	9%	2%	2%	-%	-%	-%	-%	-%	-%	10%	8%
				ab									abcd	abcd

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 45

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
PRIMARY	708	588	66	28	25	708	633	75	193	196	143	172	388	315	708
	34%	41%	51%	38%	48%	42%	34%	31%	33%	33%	36%	34%	33%	35%	34%
			ace												
SECONDARY	1337	836	63	47	28	974	1176	161	382	389	242	315	771	557	1337
	64%	59%	49%	62%	52%	58%	64%	68%	66%	66%	61%	63%	66%	62%	64%
		b		b		b									
POST-SCHOOL	35	-	-	-	-	-	33	2	8	5	9	13	13	22	35
	2%	-%	-%	-%	-%	-%	2%	1%	1%	1%	2%	3%	1%	2%	2%
														e	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 45

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

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
PRIMARY	708 34%	151 32%	521 34%	195 35%	278 32%	160 34%	100 36%	358 34%	240 34%
SECONDARY	1337 64%	305 65%	972 64%	349 63%	560 66%	303 65%	178 64%	691 65%	459 64%
POST-SCHOOL	35 2%	11 2%	23 2%	9 2%	17 2%	6 1%	2 1%	16 1%	18 2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 46

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

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Yes	1925	781	772	372	989	935	649	1242	413	368	386	386	190	182
	93%	91%	93%	94%	93%	92%	92%	93%	94%	89%	91%	95%	94%	93%
									b		b			
No	47	22	19	6	25	22	18	30	6	16	14	5	5	1
	2%	3%	2%	2%	2%	2%	3%	2%	1%	4%	3%	1%	2%	1%
										ad				
Child is bilingual/ trilingual – using English equally with one or more other languages	104	51	35	18	47	57	41	62	20	31	20	15	7	11
	5%	6%	4%	4%	4%	6%	6%	5%	5%	7%	5%	4%	4%	5%
										d				
Prefer not to say	4	-	2	2	3	1	-	4	-	-	2	-	1	1
	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	1%	-%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 46

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

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Yes	1925	1313	123	67	50	1552	1695	229	534	539	371	469	1073	840	1925
	93%	92%	95%	88%	94%	92%	92%	97%	92%	91%	94%	94%	91%	94%	93%
			c					a							
No	47	36	3	1	1	41	46	1	16	14	8	8	30	16	47
	2%	3%	2%	1%	2%	2%	3%	1%	3%	2%	2%	2%	3%	2%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	104	74	4	8	1	86	97	7	32	35	15	22	66	37	104
	5%	5%	3%	10%	3%	5%	5%	3%	5%	6%	4%	4%	6%	4%	5%
			abde												
Prefer not to say	4	2	*	-	*	2	4	-	1	2	*	-	4	*	4
	*%	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 46

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

C11. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Yes	1925 93%	431 92%	1404 93%	499 90%	806 94% a	434 93%	259 93%	980 92%	669 93%
No	47 2%	12 3%	30 2%	14 2%	16 2%	12 2%	7 3%	27 2%	14 2%
Child is bilingual/ trilingual – using English equally with one or more other languages	104 5%	23 5%	80 5%	40 7% b	33 4%	23 5%	13 5%	58 5%	33 5%
Prefer not to say	4 *%	* *%	2 *%	- -%	- -%	1 *%	1 *%	1 *%	- -%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 47

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11 a	12-15 b	16-17 c	MALE a	FEMALE b	PRIMARY a	SECONDARY b	MALE 8-11 a	FEMALE 8-11 b	MALE 12-15 c	FEMALE 12-15 d	MALE 16-17 e	FEMALE 16-17 f
Significance Level: 95%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	1637 79%	663 78%	656 79%	318 80%	850 80%	786 77%	548 77%	1056 79%	345 78%	318 77%	337 80%	319 79%	169 83%	149 76%
Irish	14 1%	5 1%	3 *%	5 1%	9 1%	5 *%	5 1%	9 1%	2 *%	3 1%	3 1%	1 *%	4 2%	1 1%
Gypsy, Traveller or Irish Traveller	6 *%	2 *%	3 *%	1 *%	3 *%	2 *%	2 *%	3 *%	- -%	2 *%	3 1%	- -%	- -%	1 *%
Any other white background	56 3%	23 3%	23 3%	10 3%	34 3%	22 2%	18 3%	37 3%	12 3%	10 3%	17 4%	6 2%	5 3%	5 2%
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	41 2%	12 1%	20 2%	9 2%	17 2%	24 2%	10 1%	30 2%	5 1%	7 2%	7 2%	13 3%	5 2%	4 2%
White and Black African	33 2%	21 2%	9 1%	4 1%	18 2%	15 1%	15 2%	18 1%	11 3%	10 2%	5 1%	4 1%	2 1%	2 1%
White and Asian	46 2%	18 2%	22 3%	6 1%	17 2%	28 3%	15 2%	31 2%	12 3%	6 1%	4 1%	17 4%	1 *%	5 3%
Any other mixed/ multiple ethnic background	27 1%	10 1%	11 1%	6 1%	14 1%	13 1%	7 1%	20 1%	6 1%	5 1%	5 1%	5 1%	3 2%	3 1%
ASIAN AND BRITISH ASIAN														
Indian	31 1%	16 2%	7 1%	7 2%	11 1%	20 2%	16 2%	15 1%	4 1%	12 3%	6 1%	1 *%	1 *%	6 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 47

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Pakistani	42 2%	20 2%	13 2%	8 2%	20 2%	22 2%	17 2%	25 2%	8 2%	12 3%	9 2%	4 1%	3 1%	5 3%
Bangladeshi	16 1%	5 1%	6 1%	5 1%	9 1%	7 1%	4 1%	12 1%	4 1%	1 *%	2 *%	4 1%	3 2%	2 1%
Chinese	8 *%	7 1%	1 *%	- -%	4 *%	4 *%	7 1%	1 *%	4 1%	3 1%	* *%	1 *%	- -%	- -%
Any other Asian background	13 1%	4 1%	5 1%	3 1%	4 *%	9 1%	3 *%	10 1%	1 *%	3 1%	1 *%	4 1%	1 1%	2 1%
BLACK AND BLACK BRITISH														
Caribbean	14 1%	4 *%	8 1%	2 1%	10 1%	4 *%	4 1%	10 1%	2 *%	2 *%	6 2%	2 *%	2 1%	1 *%
African	74 4%	34 4%	31 4%	9 2%	35 3%	39 4%	29 4%	45 3%	18 4%	16 4%	13 3%	17 4%	4 2%	5 3%
Any other Black/ African/ Caribbean background	5 *%	2 *%	3 *%	- -%	1 *%	4 *%	2 *%	3 *%	1 *%	1 *%	* *%	3 1%	- -%	- -%
OTHER ETHNIC GROUPS														
Arab	6 *%	3 *%	3 *%	- -%	3 *%	3 *%	3 *%	3 *%	3 1%	- -%	* *%	3 1%	- -%	- -%
Any other ethnic background	3 *%	2 *%	1 *%	- -%	- -%	3 *%	2 *%	1 *%	- -%	2 1%	- -%	1 *%	- -%	- -%
Prefer not to say	11 1%	2 *%	4 *%	5 1%	4 *%	7 1%	2 *%	8 1%	2 *%	1 *%	3 1%	1 *%	- -%	5 3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 47

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	1637	1105	106	66	42	1319	1425	211	429	458	331	412	887	743	1637
	79%	78%	82%	87%	79%	78%	77%	89%	74%	78%	84%	82%	76%	83%	79%
				ade				a			abeg	ae		abeg	a
Irish	14	3	1	*	4	8	12	2	8	5	1	-	13	1	14
	1%	*%	1%	*%	8%	1%	1%	1%	1%	1%	*%	-%	1%	*%	1%
					abce				df				df		
Gypsy, Traveller or Irish Traveller	6	5	-	-	-	5	6	-	-	-	1	2	-	4	6
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%
												e		e	
Any other white background	56	41	4	1	1	46	53	3	22	16	8	11	37	19	56
	3%	3%	3%	1%	1%	3%	3%	1%	4%	3%	2%	2%	3%	2%	3%
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	41	30	1	1	*	32	36	5	12	13	2	13	25	16	41
	2%	2%	1%	1%	*%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
												c			
White and Black African	33	26	1	1	2	29	30	3	12	7	7	7	19	14	33
	2%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%
White and Asian	46	36	3	*	1	40	41	5	11	19	4	10	30	13	46
	2%	3%	2%	1%	1%	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%
										c					
Any other mixed/ multiple ethnic background	27	21	-	1	-	21	25	1	14	5	3	4	19	8	27
	1%	1%	-%	1%	-%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
									f						

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 47

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
ASIAN AND BRITISH ASIAN															
Indian	31 1%	21 2%	1 1%	1 1%	- -%	23 1%	31 2%	- -%	13 2%	9 1%	4 1%	5 1%	22 2%	9 1%	31 1%
Pakistani	42 2%	29 2%	3 2%	- -%	1 1%	33 2%	42 2%	- -%	6 1%	15 3%	7 2%	13 3%	21 2%	20 2%	42 2%
Bangladeshi	16 1%	10 1%	- -%	* *%	* *%	11 1%	15 1%	1 1%	6 1%	3 1%	4 1%	3 1%	10 1%	6 1%	16 1%
Chinese	8 *%	7 *%	1 *%	- -%	* *%	8 *%	8 *%	- -%	2 *%	5 1%	1 *%	- -%	7 1%	1 *%	8 *%
Any other Asian background	13 1%	8 1%	1 *%	- -%	* 1%	9 1%	13 1%	- -%	5 1%	4 1%	* *%	3 1%	9 1%	3 *%	13 1%
BLACK AND BLACK BRITISH															
Caribbean	14 1%	11 1%	- -%	1 1%	1 1%	12 1%	13 1%	2 1%	6 1%	1 *%	2 1%	4 1%	6 1%	6 1%	14 1%
African	74 4%	55 4%	7 5%	2 3%	1 2%	65 4%	73 4%	2 1%	27 5%	23 4%	17 4%	8 2%	49 4%	25 3%	74 4%
Any other Black/ African/ Caribbean background	5 *%	3 *%	1 1%	2 2%	- -%	5 *%	4 *%	1 1%	3 *%	2 *%	- -%	- -%	5 *%	- -%	5 *%
OTHER ETHNIC GROUPS															
Arab	6 *%	5 *%	- -%	* *%	1 1%	6 *%	4 *%	1 1%	3 *%	- -%	* *%	3 1%	3 *%	3 *%	6 *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 47

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Any other ethnic background	3	3	-	-	-	3	3	-	1	-	2	-	1	2	3
	%	%	-%	-%	-%	%	%	-%	%	-%	1%	-%	%	%	%
Prefer not to say	11	5	1	-	*	6	11	-	2	7	*	1	9	1	11
	1%	%	%	-%	1%	%	1%	-%	%	1%	%	%	1%	%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 47

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	1637 79%	396 85%	1173 77%	418 76%	700 82%	364 78%	202 72%	839 79%	583 81%
		b			a			a	a
Irish	14 1%	2 *%	10 1%	3 *%	7 1%	4 1%	3 1%	10 1%	1 *%
Gypsy, Traveller or Irish Traveller	6 *%	2 *%	4 *%	3 1%	1 *%	- -%	- -%	- -%	6 1%
									b
Any other white background	56 3%	11 2%	41 3%	8 1%	23 3%	18 4%	9 3%	29 3%	18 3%
						a			
MIXED OR MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	41 2%	9 2%	29 2%	16 3%	14 2%	8 2%	5 2%	15 1%	19 3%
White and Black African	33 2%	3 1%	30 2%	7 1%	15 2%	9 2%	5 2%	15 1%	14 2%
White and Asian	46 2%	9 2%	33 2%	10 2%	16 2%	14 3%	4 1%	25 2%	17 2%
Any other mixed/ multiple ethnic background	27 1%	3 1%	22 1%	6 1%	13 1%	6 1%	5 2%	12 1%	8 1%
ASIAN AND BRITISH ASIAN									
Indian	31 1%	2 *%	27 2%	9 2%	11 1%	10 2%	6 2%	21 2%	3 *%
							c	c	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 47

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

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Pakistani	42 2%	7 1%	31 2%	21 4% bc	11 1%	4 1%	5 2%	22 2%	14 2%
Bangladeshi	16 1%	3 1%	13 1%	8 2% b	2 *%	1 *%	3 1%	7 1%	6 1%
Chinese	8 *%	2 *%	6 *%	3 1%	1 *%	* *%	- -%	5 *%	3 *%
Any other Asian background	13 1%	4 1%	7 *%	6 1%	2 *%	4 1%	4 1%	5 *%	4 1%
BLACK AND BLACK BRITISH									
Caribbean	14 1%	* *%	12 1%	3 1%	7 1%	2 *%	4 1%	6 1%	4 1%
African	74 4%	9 2%	62 4% a	21 4%	28 3%	18 4%	22 8% bc	41 4% c	12 2%
Any other Black/ African/ Caribbean background	5 *%	2 1%	3 *%	2 *%	* *%	3 1%	2 1% c	3 *%	- -%
OTHER ETHNIC GROUPS									
Arab	6 *%	2 *%	4 *%	3 1%	1 *%	1 *%	- -%	4 *%	2 *%
Any other ethnic background	3 *%	- -%	3 *%	2 *%	- -%	- -%	1 *%	3 *%	- -%
Prefer not to say	11 1%	- -%	7 *%	2 *%	2 *%	- -%	1 *%	6 1%	3 *%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 48

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Hearing? Poor hearing, partial hearing, or are deaf	45	25	11	9	27	19	23	22	15	10	10	1	2	7
	2%	3%	1%	2%	2%	2%	3%	2%	3%	2%	2%	*%	1%	4%
		b					b		d	d	d			d
Eyesight? Poor vision, colour blindness, partial sight, or are blind	70	37	24	10	41	30	31	37	19	18	14	9	7	2
	3%	4%	3%	2%	4%	3%	4%	3%	4%	4%	3%	2%	4%	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	38	14	16	8	29	9	13	25	9	5	12	4	7	1
	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	3%	1%	4%	*%
					b								df	
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27	14	10	3	17	10	14	13	9	5	6	4	2	1
	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	*%
Breathing? Breathlessness or chest pains	32	15	15	3	23	9	11	21	7	7	13	2	3	-
	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	3%	1%	1%	-%
					b						df			
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	110	37	46	27	54	57	34	73	21	16	19	27	14	14
	5%	4%	6%	7%	5%	6%	5%	5%	5%	4%	5%	7%	7%	7%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 48

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Difficulty with speech? e.g. due to a stroke, stutter or stammer	26 1%	18 2% b	6 1%	3 1%	18 2%	8 1%	17 2% b	9 1%	12 3% d	6 1%	4 1%	2 *%	3 1%	1 *%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	201 10%	72 8%	90 11%	39 10%	113 11%	88 9%	60 9%	135 10%	39 9%	33 8%	46 11%	44 11%	28 14% bf	12 6%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	172 8%	45 5%	77 9% a	49 12% a	70 7%	102 10% a	41 6%	123 9% a	19 4%	26 6%	33 8%	44 11% ab	19 9% a	31 16% abc
Other illnesses/ conditions which impact or limit their daily activities	29 1%	12 1%	8 1%	9 2%	14 1%	16 2%	10 1%	19 1%	7 2%	5 1%	3 1%	5 1%	4 2%	5 3%
Nothing – no impairments or conditions that impact or limit their daily activities	1516 73%	639 75%	591 71%	285 72%	779 73%	737 73%	521 74%	972 73%	326 74%	314 76%	306 72%	285 70%	147 72%	138 71%
Don't know	47 2%	26 3%	17 2%	4 1%	23 2%	23 2%	25 4% b	22 2%	15 3%	10 3%	7 2%	10 2%	1 1%	3 2%
Prefer not to say	51 2%	13 1%	23 3%	15 4% a	23 2%	28 3%	11 2%	39 3%	5 1%	8 2%	11 3%	12 3%	7 3%	8 4% a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 48

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER						
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f	
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193	
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173	
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195	
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	467	176	197	93	239	227	151	305	93	83	98	99	48	45	
	22%	21%	24%	23%	22%	22%	21%	23%	21%	20%	23%	24%	24%	23%	
MULTIPLE IMPACTING OR LIMITING CONDITIONS	186	67	76	43	103	83	61	118	37	30	42	34	25	19	
	9%	8%	9%	11%	10%	8%	9%	9%	8%	7%	10%	8%	12%	10%	

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 48

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Hearing? Poor hearing, partial hearing, or are deaf	45 2%	29 2%	4 3%	1 2%	1 3%	36 2%	42 2%	3 1%	18 3%	9 2%	7 2%	10 2%	27 2%	17 2%	45 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	70 3%	50 4%	6 5%	2 3%	2 4%	60 4%	66 4%	5 2%	18 3%	15 3%	15 4%	22 5%	33 3%	38 4%	70 3%
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	38 2%	23 2%	2 2%	2 3%	2 5%	30 2%	34 2%	4 2%	16 3%	5 1%	8 2%	8 2%	21 2%	17 2%	38 2%
					ae				b						
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27 1%	19 1%	3 2%	* *%	2 5%	24 1%	25 1%	2 1%	12 2%	5 1%	5 1%	5 1%	17 1%	10 1%	27 1%
					ace										
Breathing? Breathlessness or chest pains	32 2%	26 2%	1 1%	1 1%	1 2%	29 2%	29 2%	3 1%	6 1%	3 1%	10 3%	12 2%	9 1%	23 3%	32 2%
											be	be		abe	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	110 5%	70 5%	8 6%	3 4%	1 3%	83 5%	97 5%	13 5%	18 3%	24 4%	26 7%	40 8%	42 4%	67 7%	110 5%
											ae	abeg		abeg	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Difficulty with speech? e.g. due to a stroke, stutter or stammer	26 1%	21 1%	2 1%	* *% 1%	* 1%	23 1%	25 1%	2 1%	8 1%	1 *% 2%	7 b	6 1%	10 1%	13 1%	26 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	201 10%	138 10%	13 10%	7 10%	4 7%	162 10%	177 10%	24 10%	28 5%	43 7%	40 10% ae	89 18% abceg	70 6% abeg	129 14% abeg	201 10% ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	172 8%	102 7%	11 9%	5 7%	3 7%	122 7%	147 8%	25 11%	27 5%	50 8% a	29 7%	62 12% aceg	77 7%	91 10% ae	172 8% a
Other illnesses/ conditions which impact or limit their daily activities	29 1%	15 1%	4 3%	1 1%	1 2%	20 1%	23 1%	6 3%	9 2%	5 1%	3 1%	11 2%	15 1%	15 2%	29 1%
Nothing – no impairments or conditions that impact or limit their daily activities	1516 73%	1043 73%	92 71%	57 75%	40 75%	1231 73%	1341 73%	174 74%	452 78% dfg	456 77% df	285 72% d	319 64%	908 77% dfg	604 68%	1516 73% df
Don't know	47 2%	36 3%	4 3%	2 2%	1 1%	42 3%	44 2%	3 1%	10 2%	11 2%	9 2%	17 3%	21 2%	26 3%	47 2%
Prefer not to say	51 2%	31 2%	1 1%	2 2%	1 3%	36 2%	44 2%	7 3%	18 3%	11 2%	9 2%	10 2%	30 3%	19 2%	51 2%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	467 22%	314 22%	32 25%	16 21%	11 21%	373 22%	414 22%	52 22%	102 18%	112 19%	92 23% a	154 31% abceg	215 18%	246 27% abeg	467 22% ae

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
MULTIPLE IMPACTING OR LIMITING CONDITIONS	186	121	12	6	4	143	166	20	36	35	43	70	70	112	186
	9%	9%	9%	8%	7%	8%	9%	9%	6%	6%	11%	14%	6%	13%	9%
											abe	abeg		abeg	abe

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Hearing? Poor hearing, partial hearing, or are deaf	45 2%	45 10%	- -%	17 3%	20 2%	5 1%	13 5%	24 2%	9 1%
		b					c		
Eyesight? Poor vision, colour blindness, partial sight, or are blind	70 3%	70 15%	- -%	36 7%	18 2%	12 2%	17 6%	28 3%	26 4%
		b		bc			b		
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	38 2%	38 8%	- -%	8 1%	20 2%	10 2%	12 4%	19 2%	7 1%
		b					bc		
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27 1%	27 6%	- -%	11 2%	15 2%	1 *%	7 2%	15 1%	5 1%
		b		c	c				
Breathing? Breathlessness or chest pains	32 2%	32 7%	- -%	12 2%	11 1%	5 1%	7 3%	13 1%	12 2%
		b							

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 48

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	110 5%	110 24% b	- -%	39 7%	46 5%	19 4%	13 5%	51 5%	44 6%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	26 1%	26 6% b	- -%	13 2%	10 1%	4 1%	7 3%	10 1%	9 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	201 10%	201 43% b	- -%	80 14% bc	73 9%	27 6%	13 5%	97 9% a	91 13% ab
Their mental health? Anxiety, depression, or trauma-related conditions, for example	172 8%	172 37% b	- -%	67 12% bc	67 8% c	20 4%	11 4%	70 7%	90 13% ab
Other illnesses/ conditions which impact or limit their daily activities	29 1%	29 6% b	- -%	12 2%	8 1%	6 1%	4 1%	10 1%	16 2% b
Nothing – no impairments or conditions that impact or limit their daily activities	1516 73%	- -%	1516 100% a	349 63%	653 76% a	376 80% a	202 72%	821 77% c	486 68%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 48

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

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Don't know	47	-	-	21	14	5	14	13	17
	2%	-%	-%	4%	2%	1%	5%	1%	2%
				bc			bc		
Prefer not to say	51	-	-	6	17	10	3	25	16
	2%	-%	-%	1%	2%	2%	1%	2%	2%
SUMMARY									
ANY IMPACTING OR LIMITING CONDITIONS	467	467	-	176	170	78	61	206	198
	22%	100%	-%	32%	20%	17%	22%	19%	28%
		b		bc					b
MULTIPLE IMPACTING OR LIMITING CONDITIONS	186	186	-	77	76	22	24	84	76
	9%	40%	-%	14%	9%	5%	9%	8%	11%
		b		bc	c				

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 49

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
25 to 34	393	229	133	31	194	200	202	190	123	107	57	76	15	17
	19%	27%	16%	8%	18%	20%	29%	14%	28%	26%	13%	19%	7%	9%
		bc	c				b		cdef	cdef	e	ef		
35 to 44	1091	479	430	182	571	520	389	689	241	238	233	197	98	85
	52%	56%	52%	46%	54%	51%	55%	52%	55%	58%	55%	48%	48%	44%
		c							f	def	f			
45 to 54	458	112	206	140	241	217	89	352	59	53	109	97	72	67
	22%	13%	25%	35%	23%	21%	13%	26%	13%	13%	26%	24%	36%	35%
			a	ab				a			ab	ab	abcd	abcd
55 to 64	84	11	42	31	34	50	8	73	5	6	15	26	14	17
	4%	1%	5%	8%	3%	5%	1%	5%	1%	2%	4%	7%	7%	9%
			a	a				a			a	ab	ab	abc
65 to 74	6	1	1	4	2	4	-	6	-	1	1	-	1	3
	*%	*%	*%	1%	*%	*%	-%	*%	-%	*%	*%	-%	1%	1%
				ab										ad
Prefer not to say	47	20	17	10	23	24	20	26	12	9	8	9	3	6
	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	3%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 49

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
25 to 34	393	309	25	17	12	362	357	37	88	100	79	122	188	201	393
	19%	22%	19%	22%	22%	22%	19%	15%	15%	17%	20%	24%	16%	22%	19%
												abeg		abe	a
35 to 44	1091	777	60	43	29	909	977	114	321	317	212	236	637	448	1091
	52%	55%	47%	57%	54%	54%	53%	48%	55%	54%	54%	47%	54%	50%	52%
		b				b			d				d		
45 to 54	458	264	33	12	10	318	392	66	127	137	84	107	265	191	458
	22%	19%	25%	15%	18%	19%	21%	28%	22%	23%	21%	21%	23%	21%	22%
			ace					a							
55 to 64	84	43	6	2	2	53	69	15	23	25	14	21	48	35	84
	4%	3%	4%	3%	4%	3%	4%	6%	4%	4%	4%	4%	4%	4%	4%
65 to 74	6	2	-	*	-	2	5	1	5	-	1	1	5	2	6
	*%	*%	-%	*%	-%	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%
Prefer not to say	47	30	6	1	1	38	43	4	18	11	5	13	29	18	47
	2%	2%	4%	2%	2%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%
			a												

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 49

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

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
25 to 34	393	104	272	134	156	65	69	195	127
	19%	22%	18%	24%	18%	14%	25%	18%	18%
				bc			bc		
35 to 44	1091	254	789	292	436	262	139	580	361
	52%	54%	52%	53%	51%	56%	50%	54%	50%
45 to 54	458	84	363	101	203	117	51	224	182
	22%	18%	24%	18%	24%	25%	18%	21%	25%
			a		a	a			a
55 to 64	84	14	62	13	44	19	13	40	28
	4%	3%	4%	2%	5%	4%	5%	4%	4%
					a				
65 to 74	6	-	5	-	5	1	1	2	2
	*%	-%	*%	-%	1%	*%	1%	*%	*%
Prefer not to say	47	11	25	13	10	4	6	24	15
	2%	2%	2%	2%	1%	1%	2%	2%	2%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 50

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Man	493	189	190	115	318	175	154	329	112	77	128	62	78	37
	24%	22%	23%	29%	30%	17%	22%	25%	26%	18%	30%	15%	38%	19%
				ab	b				bd		bdf		abdf	
Woman	1582	664	635	283	745	837	553	1003	327	337	293	342	125	158
	76%	78%	77%	71%	70%	82%	78%	75%	74%	81%	69%	84%	62%	81%
		c				a			e	ace		ace		ce
Non-binary	2	1	1	-	-	2	1	1	-	1	-	1	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%
Prefer not to say	4	-	4	-	2	2	-	4	-	-	2	2	-	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 50

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Man	493	292	46	19	22	378	452	41	202	119	97	74	321	172	493
	24%	20%	35%	25%	41%	22%	25%	17%	35%	20%	25%	15%	27%	19%	24%
			ace		ace		b		bcdefg		df		bdfg		df
Woman	1582	1127	84	56	31	1299	1386	196	379	470	298	423	849	721	1582
	76%	79%	65%	75%	59%	77%	75%	83%	65%	80%	75%	85%	72%	81%	76%
		bd		bd		bd		a		ae	a	aceg	a	aeg	ae
Non-binary	2	2	-	-	-	2	2	-	2	-	-	-	2	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Prefer not to say	4	3	-	-	*	4	4	-	-	2	*	2	2	2	4
	*%	*%	-%	-%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 50

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

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Man	493 24%	94 20%	376 25%	90 16%	235 28% a	140 30% a	106 38% bc	263 25% c	122 17%
Woman	1582 76%	373 80% b	1136 75%	461 83% bc	619 72%	328 70%	172 62%	802 75% a	594 83% ab
Non-binary	2 *%	- -%	2 *%	- -%	- -%	2 *%	2 1% b	- -%	- -%
Prefer not to say	4 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 51

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
In full time employment	1163	456	477	230	629	533	367	779	235	221	272	205	122	108
	56%	53%	58%	58%	59%	53%	52%	58%	53%	53%	64%	50%	60%	55%
					b			a			abdf		d	
In part time employment	513	250	180	83	233	280	209	295	129	121	70	110	34	49
	25%	29%	22%	21%	22%	28%	30%	22%	29%	29%	17%	27%	17%	25%
		bc				a	b		ce	ce		ce		c
Unemployed	83	39	31	14	36	47	33	50	16	22	14	16	5	8
	4%	5%	4%	3%	3%	5%	5%	4%	4%	5%	3%	4%	3%	4%
A student	34	7	9	18	18	16	7	26	3	4	3	6	12	6
	2%	1%	1%	5%	2%	2%	1%	2%	1%	1%	1%	2%	6%	3%
				ab									abcd	ac
Full time responsibility for home/ family	234	88	105	41	126	109	78	150	48	40	53	52	25	16
	11%	10%	13%	10%	12%	11%	11%	11%	11%	10%	12%	13%	12%	8%
Retired	9	-	5	5	6	4	-	9	-	-	3	1	2	2
	*%	-%	1%	1%	1%	*%	-%	1%	-%	-%	1%	*%	1%	1%
				a				a					ab	ab
Other	28	9	14	5	10	18	9	18	6	3	3	11	1	4
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	*%	2%
Don't know	3	1	2	-	-	3	1	2	-	1	-	2	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%
Prefer not to say	14	5	6	3	8	6	5	9	3	2	4	3	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 51

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
In full time employment	1163	775	76	47	35	933	1055	108	435	412	192	121	847	313	1163
	56%	54%	59%	62%	66%	55%	57%	45%	75%	70%	49%	24%	72%	35%	56%
					ae		b		cd	fg	df		cd	d	cd
In part time employment	513	371	32	15	12	430	445	68	94	130	130	158	223	288	513
	25%	26%	25%	19%	22%	26%	24%	29%	16%	22%	33%	32%	19%	32%	25%
									a	ab	bc	cd	de	ef	fg
Unemployed	83	61	4	2	2	69	77	6	5	4	6	65	10	71	83
	4%	4%	3%	3%	3%	4%	4%	2%	1%	1%	2%	13%	1%	8%	4%
												ab	cd	ef	fg
A student	34	11	4	*	*	16	31	3	9	10	8	7	19	15	34
	2%	1%	3%	%	1%	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%
			ace												
Full time responsibility for home/ family	234	172	10	9	3	193	193	41	28	28	50	124	56	174	234
	11%	12%	7%	12%	6%	11%	10%	17%	5%	5%	13%	25%	5%	19%	11%
		d		d		d	a				ab	cd		ef	fg
Retired	9	3	1	1	-	5	4	5	4	3	-	2	7	2	9
	%	%	1%	1%	-%	%	%	2%	1%	1%	-%	%	1%	%	%
				a			a								
Other	28	19	1	2	1	23	23	5	3	-	6	19	3	25	28
	1%	1%	1%	2%	1%	1%	1%	2%	%	-%	2%	4%	%	3%	1%
											be	cd		ef	fg
Don't know	3	3	-	-	-	3	3	-	1	-	-	-	1	-	3
	%	%	-%	-%	-%	%	%	-%	%	-%	-%	-%	%	-%	%
Prefer not to say	14	9	1	1	1	11	13	1	4	3	3	3	7	6	14
	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 51

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

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
In full time employment	1163	211	904	191	517	370	202	646	309
	56%	45%	60%	35%	61%	79%	72%	61%	43%
			a		a	ab	bc	c	
In part time employment	513	119	369	186	213	66	38	259	211
	25%	26%	24%	34%	25%	14%	14%	24%	29%
				bc	c			a	ab
Unemployed	83	28	51	40	18	4	5	20	55
	4%	6%	3%	7%	2%	1%	2%	2%	8%
		b		bc					ab
A student	34	11	21	16	7	6	7	12	15
	2%	2%	1%	3%	1%	1%	3%	1%	2%
				b					
Full time responsibility for home/ family	234	81	145	102	81	19	20	111	101
	11%	17%	10%	19%	9%	4%	7%	10%	14%
		b		bc	c				ab
Retired	9	1	8	4	4	1	4	3	3
	*%	*%	1%	1%	*%	*%	1%	*%	*%
							b		
Other	28	13	12	8	13	-	1	10	17
	1%	3%	1%	1%	2%	-%	*%	1%	2%
		b		c	c				b
Don't know	3	1	-	1	-	-	1	-	-
	*%	*%	-%	*%	-%	-%	*%	-%	-%
Prefer not to say	14	1	5	4	1	1	1	4	6
	1%	*%	*%	1%	*%	*%	*%	*%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 52

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Income Support	73 4%	23 3%	35 4%	16 4%	45 4%	29 3%	21 3%	51 4%	14 3%	9 2%	21 5%	14 3%	10 5%	6 3%
Income-based Jobseeker's Allowance	41 2%	13 2%	16 2%	12 3%	22 2%	19 2%	13 2%	27 2%	9 2%	4 1%	9 2%	7 2%	4 2%	7 4% b
Pensions Credit (Guaranteed Credit)	20 1%	5 1%	10 1%	4 1%	9 1%	11 1%	5 1%	15 1%	2 *%	3 1%	5 1%	5 1%	1 1%	3 2%
Pensions Credit (no Guaranteed Credit)	21 1%	12 1%	8 1%	1 *%	15 1%	6 1%	12 2%	9 1%	9 2%	3 1%	5 1%	2 1%	1 *%	1 *%
Employment and Support Allowance (ESA)	90 4%	34 4%	41 5%	14 4%	41 4%	48 5%	31 4%	57 4%	20 5%	14 3%	16 4%	25 6%	5 3%	9 5%
Universal Credit (and household has other earnings)	360 17%	166 19% c	142 17%	52 13%	164 15%	196 19% a	147 21% b	212 16%	79 18% e	87 21% ce	61 14%	81 20% e	23 11%	29 15%
Universal Credit (and household has no other earnings)	136 7%	58 7%	60 7%	18 5%	71 7%	65 6%	50 7%	81 6%	29 7%	28 7%	29 7%	31 8% f	12 6%	6 3%
Personal Independence Payment (PIP)	157 8%	42 5%	71 9% a	44 11% a	82 8%	75 7%	36 5%	116 9% a	22 5%	20 5%	36 9%	35 9%	24 12% ab	20 10% ab
Carer's allowance	121 6%	41 5%	55 7%	25 6%	70 7%	51 5%	33 5%	84 6%	23 5%	18 4%	34 8% b	20 5%	12 6%	13 7%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 52

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Disability Living Allowance (DLA)	120	56	50	14	64	56	49	69	32	24	26	24	6	7
	6%	7%	6%	3%	6%	5%	7%	5%	7%	6%	6%	6%	3%	4%
		c												
Other	31	17	10	4	15	16	15	16	9	9	3	7	4	-
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	-%
None of these - Do not receive any of these benefits	1166	470	460	237	604	562	379	767	248	222	233	227	123	113
	56%	55%	55%	60%	57%	55%	54%	57%	56%	53%	55%	56%	61%	58%
Don't know	33	17	7	9	19	14	14	18	10	6	4	3	4	4
	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%
Prefer not to say	96	41	36	19	43	53	33	61	14	27	19	16	9	10
	5%	5%	4%	5%	4%	5%	5%	5%	3%	6%	5%	4%	5%	5%
SUMMARY														
ANY BENEFITS	785	326	326	133	399	387	282	490	167	160	166	160	66	67
	38%	38%	39%	33%	37%	38%	40%	37%	38%	39%	39%	39%	32%	34%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 52

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Income Support	73 4%	44 3%	7 5%	5 6%	2 3%	58 3%	68 4%	5 2%	28 5% b	10 2%	11 3%	22 4%	38 3%	33 4%	73 4%
Income-based Jobseeker's Allowance	41 2%	27 2%	2 1%	1 1%	* 1%	30 2%	38 2%	3 1%	14 2%	8 1%	5 1%	15 3%	21 2%	20 2%	41 2%
Pensions Credit (Guaranteed Credit)	20 1%	13 1%	1 1%	1 1%	1 2%	15 1%	20 1%	- -%	12 2% dfg	3 1%	2 *%	2 *%	15 1%	4 *%	20 1%
Pensions Credit (no Guaranteed Credit)	21 1%	17 1%	1 1%	1 1%	* 1%	19 1%	20 1%	1 *%	9 2% bd	1 *%	9 2% bdeg	1 *%	10 1%	11 1%	21 1%
Employment and Support Allowance (ESA)	90 4%	63 4%	7 6%	3 4%	2 3%	75 4%	85 5%	5 2%	23 4%	16 3%	14 3%	36 7% abceg	39 3%	50 6% be	90 4%
Universal Credit (and household has other earnings)	360 17%	265 19%	22 17%	13 17%	8 15%	308 18%	315 17%	45 19%	47 8%	86 15% a	74 19% ae	149 30% abceg	133 11% a	223 25% abceg	360 17% ae
Universal Credit (and household has no other earnings)	136 7%	99 7%	9 7%	7 9%	3 6%	118 7%	119 6%	17 7%	18 3%	21 4%	23 6%	74 15% abceg	40 3%	96 11% abceg	136 7% abe
Personal Independence Payment (PIP)	157 8%	95 7%	11 8%	5 7%	2 4%	114 7%	140 8%	17 7%	24 4%	33 6%	25 6%	76 15% abceg	57 5%	101 11% abceg	157 8% ae
Carer's allowance	121 6%	84 6%	5 4%	4 6%	2 4%	95 6%	105 6%	15 7%	20 3%	11 2%	32 8% abe	57 11% abeg	31 3%	90 10% abeg	121 6% abe

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 52

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Disability Living Allowance (DLA)	120	87	11	6	2	106	98	22	19	17	35	50	36	84	120
	6%	6%	8%	9%	4%	6%	5%	9%	3%	3%	9%	10%	3%	9%	6%
								a			abeg	abeg		abeg	abe
Other	31	23	1	3	-	27	27	4	2	10	8	11	11	20	31
	2%	2%	1%	4%	-%	2%	1%	2%	*%	2%	2%	2%	1%	2%	2%
				ade						a	a	a		ae	a
None of these - Do not receive any of these benefits	1166	782	73	40	34	929	1032	134	410	392	219	146	802	365	1166
	56%	55%	57%	53%	64%	55%	56%	57%	70%	66%	55%	29%	68%	41%	56%
					ace				cdgf	cdgf	df		cdgf	d	df
Don't know	33	22	1	1	1	24	32	1	11	7	6	9	18	15	33
	2%	2%	1%	1%	1%	1%	2%	*%	2%	1%	1%	2%	2%	2%	2%
Prefer not to say	96	65	5	4	2	76	83	12	26	21	14	28	47	42	96
	5%	5%	4%	5%	4%	5%	5%	5%	4%	4%	4%	6%	4%	5%	5%
SUMMARY															
ANY BENEFITS	785	556	49	31	16	652	696	90	136	170	157	316	306	473	785
	38%	39%	38%	41%	30%	39%	38%	38%	23%	29%	40%	63%	26%	53%	38%
		d		d		d					abe	abcefg		abcefg	abe

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 52

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Income Support	73 4%	41 9% b	30 2%	29 5% c	31 4%	11 2%	27 10% bc	28 3%	18 3%
Income-based Jobseeker's Allowance	41 2%	14 3%	24 2%	18 3% c	19 2%	4 1%	15 5% bc	11 1%	15 2%
Pensions Credit (Guaranteed Credit)	20 1%	10 2% b	8 1%	7 1%	9 1%	2 *%	7 3% bc	10 1%	3 *%
Pensions Credit (no Guaranteed Credit)	21 1%	9 2% b	10 1%	3 1%	11 1%	7 1%	13 5% bc	7 1%	1 *%
Employment and Support Allowance (ESA)	90 4%	38 8% b	47 3%	39 7% c	42 5% c	7 1%	16 6%	46 4%	26 4%
Universal Credit (and household has other earnings)	360 17%	128 27% b	216 14%	164 30% bc	154 18% c	19 4%	40 14%	145 14%	175 24% ab
Universal Credit (and household has no other earnings)	136 7%	49 10% b	78 5%	73 13% bc	51 6% c	3 1%	12 4%	43 4%	81 11% ab
Personal Independence Payment (PIP)	157 8%	75 16% b	81 5%	62 11% bc	65 8%	22 5%	23 8%	65 6%	70 10% b

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 52

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

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Carer's allowance	121 6%	67 14% b	52 3%	56 10% bc	49 6% c	12 3%	15 5%	56 5%	49 7%
Disability Living Allowance (DLA)	120 6%	72 15% b	46 3%	55 10% bc	47 6% c	13 3%	10 4%	51 5%	59 8% ab
Other	31 2%	8 2%	22 1%	10 2%	14 2%	7 1%	2 1%	11 1%	18 3% b
None of these - Do not receive any of these benefits	1166 56%	140 30%	998 66% a	180 33%	491 57% a	386 82% ab	161 58% c	688 65% c	313 44%
Don't know	33 2%	4 1%	21 1%	10 2%	14 2%	2 *%	7 2%	13 1%	11 2%
Prefer not to say	96 5%	15 3%	53 4%	19 3%	26 3%	6 1%	8 3%	51 5%	25 4%
SUMMARY									
ANY BENEFITS	785 38%	307 66% b	443 29%	344 62% bc	324 38% c	75 16%	104 37% b	313 29%	367 51% ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 53

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
		a	b	c	a	b	a	b	a	b	c	d	e	f
Significance Level: 95%														
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Up to £199 per week / Up to £10,399 per year	125 6%	53 6%	51 6%	21 5%	65 6%	60 6%	45 6%	78 6%	31 7%	22 5%	25 6%	26 6%	9 4%	12 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	220 11%	91 11%	83 10%	46 12%	119 11%	101 10%	69 10%	148 11%	47 11%	44 11%	52 12%	31 8%	20 10%	26 13% d
From £300 to £499 per week / From £15,600 to £25,999 per year	320 15%	107 12%	153 18% a	60 15%	149 14%	171 17%	91 13%	223 17% a	48 11%	59 14%	78 18% ae	75 19% ae	23 11%	37 19% ae
From £500 to £699 per week / From £26,000 to £36,399 per year	405 19%	181 21%	157 19%	68 17%	213 20%	192 19%	156 22%	246 18%	90 20%	91 22%	85 20%	72 18%	39 19%	29 15%
From £700 to £999 per week / From £36,400 to £51,999 per year	365 18%	141 16%	143 17%	81 20%	200 19%	165 16%	120 17%	234 18%	80 18%	61 15%	73 17%	71 17%	47 23% b	34 17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	275 13%	121 14%	107 13%	47 12%	138 13%	137 14%	96 14%	174 13%	70 16% c	51 12%	43 10%	64 16% c	25 12%	22 11%
£1,500 and above per week / £78,000 and above per year	166 8%	75 9%	59 7%	31 8%	88 8%	78 8%	56 8%	109 8%	36 8%	39 9%	34 8%	26 6%	18 9%	13 7%
Don't know	85 4%	36 4%	26 3%	22 6%	37 3%	48 5%	33 5%	50 4%	13 3%	23 6%	12 3%	15 4%	12 6%	10 5%
Prefer not to say	119 6%	49 6%	49 6%	22 6%	56 5%	63 6%	43 6%	75 6%	25 6%	24 6%	22 5%	27 7%	10 5%	12 6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 53

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Up to £199 per week / Up to £10,399 per year	125 6%	83 6%	12 10% a	6 8%	3 6%	104 6%	103 6%	21 9%	14 2%	32 5% a	16 4%	61 12% abceg	45 4%	77 9% aceg	125 6% ae
From £200 to £299 per week / From £10,400 to £15,599 per year	220 11%	145 10%	17 13%	8 10%	4 8%	174 10%	201 11%	19 8%	25 4%	38 6%	33 8% a	121 24% abcefg	63 5%	154 17% abceg	220 11% abe
From £300 to £499 per week / From £15,600 to £25,999 per year	320 15%	222 16%	16 12%	14 18%	9 16%	260 15%	281 15%	38 16%	56 10%	67 11%	75 19% abe	120 24% abeg	123 10%	195 22% abeg	320 15% abe
From £500 to £699 per week / From £26,000 to £36,399 per year	405 19%	290 20%	25 19%	13 17%	10 20%	337 20%	361 20%	44 19%	93 16%	132 22% a	91 23% a	89 18%	225 19%	180 20%	405 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	365 18%	241 17%	16 12%	13 18%	14 25% abe	284 17%	331 18%	34 14%	97 17% d	134 23% adfg	93 24% adfg	40 8%	231 20% df	134 15% d	365 18% d
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	275 13%	186 13%	24 19% ad	12 16%	6 10%	228 14%	242 13%	33 14%	123 21% bcdfg	93 16% df	45 11% df	14 3%	216 18% cdfg	59 7% d	275 13% df
£1,500 and above per week / £78,000 and above per year	166 8%	114 8%	11 9%	4 5%	6 10%	135 8%	141 8%	25 10%	119 21% bcdefg	39 7% cdf	6 2%	2 *%	158 13% bcdfg	8 1% d	166 8% cdf
Don't know	85 4%	56 4%	3 2%	4 5% d	1 1%	63 4%	74 4%	10 4%	23 4%	24 4%	18 5%	20 4%	47 4%	38 4%	85 4%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 53

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	NATION (AGED 8-15)					AREA		SOCIAL GRADE							
	Total	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Prefer not to say	119	88	5	2	2	98	107	12	32	33	18	31	65	49	119
	6%	6%	4%	3%	4%	6%	6%	5%	5%	6%	5%	6%	6%	5%	6%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Up to £199 per week / Up to £10,399 per year	125 6%	52 11% b	67 4%	125 23% bc	- -%	- -%	19 7% b	38 4%	66 9% b
From £200 to £299 per week / From £10,400 to £15,599 per year	220 11%	78 17% b	129 9%	138 25% bc	82 10% c	- -%	18 6%	83 8%	120 17% ab
From £300 to £499 per week / From £15,600 to £25,999 per year	320 15%	77 17%	224 15%	154 28% bc	165 19% c	- -%	17 6%	146 14% a	156 22% ab
From £500 to £699 per week / From £26,000 to £36,399 per year	405 19%	81 17%	314 21%	112 20% c	293 34% ac	- -%	40 14%	229 21% a	136 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	365 18%	65 14%	289 19% a	23 4%	314 37% ac	28 6%	55 20% c	210 20% c	100 14%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	275 13%	54 12%	207 14%	- -%	- -%	275 59% ab	46 16% c	170 16% c	58 8%
£1,500 and above per week / £78,000 and above per year	166 8%	17 4%	147 10% a	- -%	- -%	166 35% ab	69 25% bc	81 8% c	15 2%
Don't know	85 4%	17 4%	57 4%	- -%	- -%	- -%	11 4%	46 4%	26 4%

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

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

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTENTIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Significance Level: 95%									
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Prefer not to say	119	26	82	-	-	-	6	63	40
	6%	5%	5%	-%	-%	-%	2%	6%	6%
								a	a

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 54

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

C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
Doing well	279	112	100	68	137	142	100	178	50	61	49	51	38	30
	13%	13%	12%	17%	13%	14%	14%	13%	11%	15%	12%	13%	19%	15%
				b									ac	
Getting by	1065	435	430	200	560	505	358	691	240	196	226	204	95	105
	51%	51%	52%	50%	53%	50%	51%	52%	55%	47%	53%	50%	47%	54%
Struggling	716	297	291	129	356	360	240	459	143	154	143	147	70	59
	34%	35%	35%	32%	33%	35%	34%	34%	33%	37%	34%	36%	35%	30%
Don't know	3	2	-	1	2	1	2	1	2	-	-	-	-	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	1%
Prefer not to say	16	8	8	-	9	7	8	8	4	3	5	3	-	-
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 54

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

C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
Doing well	279	179	18	8	7	212	251	28	150	55	45	29	205	74	279
	13%	13%	14%	11%	12%	13%	14%	12%	26%	9%	11%	6%	17%	8%	13%
									bcdefg		d		bcdfg		bdf
Getting by	1065	736	61	37	32	865	946	119	303	331	226	201	634	427	1065
	51%	52%	47%	48%	60%	51%	51%	50%	52%	56%	57%	40%	54%	48%	51%
					abce				d	df	df		df	d	d
Struggling	716	493	49	31	14	587	629	88	126	197	122	266	323	388	716
	34%	35%	38%	41%	27%	35%	34%	37%	22%	33%	31%	53%	28%	43%	34%
		d	d	d		d				ae	a	abcefg	a	abceg	ae
Don't know	3	2	-	-	-	2	3	-	-	3	-	-	3	-	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	1%	-%	-%	*%	-%	*%
										f					
Prefer not to say	16	14	1	-	*	16	14	2	4	4	2	3	8	5	16
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 54

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

C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
Doing well	279 13%	61 13%	202 13%	43 8%	100 12% a	119 25% ab	279 100% bc	- -%	- -%
Getting by	1065 51%	206 44%	821 54% a	232 42%	458 54% a	265 57% a	- -%	1065 100% ac	- -%
Struggling	716 34%	198 42% b	486 32%	275 50% bc	294 34% c	81 17%	- -%	- -%	716 100% ab
Don't know	3 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
Prefer not to say	16 1%	* *%	8 *%	2 *%	1 *%	2 1%	- -%	- -%	- -%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 55

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

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		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	2080	858	811	411	1066	1014	741	1300	439	419	409	402	218	193
Effective Weighted Sample	1623	658	612	362	825	798	564	1026	336	322	306	307	190	173
Total	2080	854	829	398	1065	1015	708	1337	439	414	423	406	203	195
A lot	176	72	71	32	99	77	61	112	42	31	41	31	16	16
	8%	8%	9%	8%	9%	8%	9%	8%	9%	7%	10%	8%	8%	8%
A moderate amount	310	143	112	55	159	151	124	182	71	72	57	55	30	24
	15%	17%	14%	14%	15%	15%	18%	14%	16%	17%	14%	14%	15%	13%
							b							
A little	662	377	220	64	352	311	329	327	199	178	118	103	35	29
	32%	44%	27%	16%	33%	31%	46%	24%	45%	43%	28%	25%	17%	15%
		bc	c				b		cdef	cdef	ef	ef		
None at all	932	261	425	247	456	476	194	716	127	133	207	218	122	125
	45%	31%	51%	62%	43%	47%	27%	54%	29%	32%	49%	54%	60%	64%
			a	ab				a			ab	ab	abc	abcd

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 55

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

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	2080	1057	207	202	203	1669	1866	214	693	479	409	490	1172	899	2080
Effective Weighted Sample	1623	968	201	156	195	1270	1447	177	543	385	317	401	899	718	1623
Total	2080	1424	129	76	53	1682	1843	237	582	591	395	499	1173	894	2080
A lot	176	118	10	9	6	144	160	16	71	33	33	40	103	72	176
	8%	8%	8%	12%	11%	9%	9%	7%	12%	6%	8%	8%	9%	8%	8%
									bdefg				b		
A moderate amount	310	222	17	7	8	255	277	33	100	86	50	73	185	123	310
	15%	16%	13%	10%	16%	15%	15%	14%	17%	14%	13%	15%	16%	14%	15%
A little	662	508	46	26	17	598	590	72	154	172	147	182	326	329	662
	32%	36%	36%	35%	32%	36%	32%	30%	26%	29%	37%	36%	28%	37%	32%
											abe	abe		abeg	ae
None at all	932	575	55	33	22	685	816	116	258	300	166	205	558	370	932
	45%	40%	43%	43%	41%	41%	44%	49%	44%	51%	42%	41%	48%	41%	45%
										acdfg			df		

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

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

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2080	475	1511	564	847	484	300	1060	705
Effective Weighted Sample	1623	374	1175	439	665	370	237	825	550
Total	2080	467	1516	553	854	469	279	1065	716
A lot	176 8%	57 12% b	104 7%	51 9%	63 7%	43 9%	63 22% bc	66 6%	46 6%
A moderate amount	310 15%	90 19% b	196 13%	98 18%	117 14%	66 14%	53 19% c	180 17% c	77 11%
A little	662 32%	156 33%	473 31%	192 35% c	276 32%	127 27%	54 19%	358 34% a	241 34% a
None at all	932 45%	164 35%	742 49% a	210 38%	398 47% a	233 50% a	109 39%	462 43%	352 49% ab

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 56

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

FINANCIAL VULNERABILITY

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

	Total	CHILD'S AGE			CHILD'S GENDER		SCHOOL YEAR		CHILD'S AGE AND GENDER					
		8-11	12-15	16-17	MALE	FEMALE	PRIMARY	SECONDARY	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	d	e	f
Unweighted total	1895	781	746	368	976	919	671	1189	403	378	379	367	194	174
Effective Weighted Sample	1473	596	561	325	756	717	507	937	310	286	283	278	169	156
Total	1876	769	753	353	972	904	632	1212	401	367	389	364	181	172
Most Financially Vulnerable	553	241	225	87	273	280	195	349	122	119	114	111	37	50
	29%	31%	30%	25%	28%	31%	31%	29%	30%	32%	29%	30%	20%	29%
		c							e	e	e	e		
Potentially Financially Vulnerable	854	323	351	181	459	396	278	560	170	153	192	158	97	84
	46%	42%	47%	51%	47%	44%	44%	46%	42%	42%	49%	43%	53%	49%
				a									abd	
Least Financially Vulnerable	469	205	178	86	240	228	160	303	110	95	83	95	47	38
	25%	27%	24%	24%	25%	25%	25%	25%	27%	26%	21%	26%	26%	22%

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 56

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

FINANCIAL VULNERABILITY

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

	Total	NATION (AGED 8-15)					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1895	952	195	185	195	1527	1700	195	636	437	375	441	1073	816	1895
Effective Weighted Sample	1473	873	189	143	187	1156	1311	162	496	350	289	361	819	650	1473
Total	1876	1280	121	70	51	1522	1661	215	527	534	359	448	1061	807	1876
Most Financially Vulnerable	553	388	38	24	15	465	484	69	78	122	110	236	200	345	553
	29%	30%	31%	35%	29%	31%	29%	32%	15%	23%	31%	53%	19%	43%	29%
									a	abe	abcefg		abcefg	abe	
Potentially Financially Vulnerable	854	575	47	27	25	674	769	86	200	259	198	197	459	395	854
	46%	45%	39%	39%	48%	44%	46%	40%	38%	49%	55%	44%	43%	49%	46%
									a	adeg			ae	a	
Least Financially Vulnerable	469	317	36	18	11	383	409	60	249	153	51	16	401	67	469
	25%	25%	30%	26%	22%	25%	25%	28%	47%	29%	14%	4%	38%	8%	25%
									bcdefg	cdf	df		bcdfg	d	cdf

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

CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2023 - 11TH OCTOBER TO 14TH NOVEMBER 2023.

Table 56

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

FINANCIAL VULNERABILITY

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

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTENTIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1895	439	1385	564	847	484	284	965	641
Effective Weighted Sample	1473	343	1073	439	665	370	224	748	499
Total	1876	424	1377	553	854	469	262	956	651
Most Financially Vulnerable	553	176	349	553	-	-	43	232	275
	29%	41%	25%	100%	-%	-%	17%	24%	42%
		b		bc				a	ab
Potentially Financially Vulnerable	854	170	653	-	854	-	100	458	294
	46%	40%	47%	-%	100%	-%	38%	48%	45%
			a		ac			a	
Least Financially Vulnerable	469	78	376	-	-	469	119	265	81
	25%	18%	27%	-%	-%	100%	45%	28%	13%
			a			ab	bc	c	

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