

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

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Base : All respondents	
LOCATION	7
Base : All respondents	
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Base : Those who go online	
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Base : Those who go online	
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Base : Those who go online	
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Base : Those who go online	
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Base : Those who go online	
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Base : Those who have ever used a price comparison website	
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Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook	
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Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook	
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Base : Those who have ever seen anything inappropriate on YouTube	
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Base : Those with a Facebook profile	
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Base : Those who have ever seen anything inappropriate on Facebook	
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Base : Those with a Facebook profile	
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Base : Those with a Facebook profile	
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Base : Those with a Twitter profile	
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Base : Those with a Twitter profile	
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Base : Those who have ever seen anything inappropriate on Twitter	
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Base : Those with a Twitter profile	

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Base : Those who have a smartphone	
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Base : Those who have a smartphone	
M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)	426
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Base : Those with a smartphone who have ever used up their data allowance	
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Base : Those who have a smartphone	
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Base : Those who have a smartphone	
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Base : Those who have a smartphone	
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Base : All respondents	
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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)	448
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Base : Those who play games on any type of gaming device	
G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)	458
Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	

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Base : All respondents	
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C12. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)	485
Base : All respondents (giving their consent to answer this question)	
C14. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	491
Base : All respondents (giving their consent to answer this question)	
FINANCIAL VULNERABILITY	497
Base : Those where it is possible to calculate the Financial Vulnerability Index	

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 1

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

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
England	1257	161	207	232	198	190	459	1257	615	640	324	344	275	314	668	589	1257
	85%	84%	82%	87%	84%	86%	86%	85%	85%	85%	88%	83%	84%	85%	85%	85%	85%
Scotland	133	19	27	21	23	19	42	133	65	68	27	45	31	30	72	62	133
	9%	10%	11%	8%	10%	9%	8%	9%	9%	9%	7%	11%	10%	8%	9%	9%	9%
Wales	59	9	12	7	9	9	23	59	29	30	13	16	13	18	29	31	59
	4%	5%	5%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	4%	4%
Northern Ireland	30	3	6	6	7	3	8	30	15	14	6	9	7	8	15	14	30
	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

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

NATION

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
England	1257	1257	-	-	-	1257	1106	151	**	1025	1018	177	1195	183	322	184
	85%	100%	-%	-%	-%	85%	86%	76%	**	86%	85%	85%	85%	87%	84%	90%
		bcde				bcd	b									
Scotland	133	-	133	-	-	133	110	23	**	93	103	17	120	15	40	16
	9%	-%	100%	-%	-%	9%	9%	12%	**	8%	9%	8%	9%	7%	10%	8%
			acde			acd										
Wales	59	-	-	59	-	59	47	13	**	48	45	11	56	11	13	4
	4%	-%	-%	100%	-%	4%	4%	6%	**	4%	4%	5%	4%	5%	3%	2%
				abde		abd										
Northern Ireland	30	-	-	-	30	30	18	12	**	19	26	3	29	3	6	1
	2%	-%	-%	-%	100%	2%	1%	6%	**	2%	2%	1%	2%	1%	2%	*%
					abce	abc		a								

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 2

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

REGION/ NATION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
London	186	24	30	43	37	24	52	186	92	94	44	55	33	54	99	87	186
	13%	13%	12%	16%	16%	11%	10%	13%	13%	12%	12%	13%	10%	15%	13%	13%	13%
				f	f												
South East	217	36	36	34	37	36	73	217	111	104	72	67	45	33	139	78	217
	15%	19%	14%	13%	16%	16%	14%	15%	15%	14%	19%	16%	14%	9%	18%	11%	15%
											dfg	df	d		df		df
South West	129	15	14	23	16	18	61	129	58	71	38	37	31	23	75	54	129
	9%	8%	6%	9%	7%	8%	11%	9%	8%	9%	10%	9%	10%	6%	10%	8%	9%
							b										
Eastern	137	17	20	19	25	32	56	137	64	72	33	38	35	31	71	66	137
	9%	9%	8%	7%	10%	15%	11%	9%	9%	10%	9%	9%	11%	8%	9%	9%	9%
						bcg											
East Midlands	100	12	23	9	17	15	38	100	51	49	16	22	27	36	38	62	100
	7%	6%	9%	3%	7%	7%	7%	7%	7%	7%	4%	5%	8%	10%	5%	9%	7%
			c				c	c					e	abe		abe	
West Midlands	137	16	24	33	14	18	50	137	63	74	31	32	40	34	63	74	137
	9%	9%	10%	12%	6%	8%	9%	9%	9%	10%	8%	8%	12%	9%	8%	11%	9%
				d									be				
Wales	59	9	12	7	9	9	23	59	29	30	13	16	13	18	29	31	59
	4%	5%	5%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	4%	4%
Yorkshire & Humber	118	17	24	19	24	8	33	118	55	63	26	34	21	38	60	58	118
	8%	9%	10%	7%	10%	4%	6%	8%	8%	8%	7%	8%	6%	10%	8%	8%	8%
		e	e		e			e									
North East	59	4	7	14	12	7	23	59	28	31	22	14	11	13	36	23	59
	4%	2%	3%	5%	5%	3%	4%	4%	4%	4%	6%	3%	3%	3%	5%	3%	4%
North West	173	19	28	38	16	32	72	173	92	81	42	45	33	52	87	86	173
	12%	10%	11%	14%	7%	14%	13%	12%	13%	11%	11%	11%	10%	14%	11%	12%	12%
				d		d	d	d									
Scotland	133	19	27	21	23	19	42	133	65	68	27	45	31	30	72	62	133
	9%	10%	11%	8%	10%	9%	8%	9%	9%	9%	7%	11%	10%	8%	9%	9%	9%

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

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REGION/ NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Northern Ireland	30	3	6	6	7	3	8	30	15	14	6	9	7	8	15	14	30
	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 2

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REGION/ NATION

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
London	186	186	-	-	-	186	186	-	**	156	164	19	183	45	40	37
	13%	15%	-%	-%	-%	13%	15%	-%	**	13%	14%	9%	13%	21%	11%	18%
		bcd				bcd	b							b		b
South East	217	217	-	-	-	217	192	25	**	189	180	30	210	25	71	41
	15%	17%	-%	-%	-%	15%	15%	12%	**	16%	15%	14%	15%	12%	19%	20%
		bcd				bcd									a	a
South West	129	129	-	-	-	129	96	33	**	104	97	26	123	16	39	21
	9%	10%	-%	-%	-%	9%	8%	17%	**	9%	8%	13%	9%	7%	10%	10%
		bcd				bcd		a				a				
Eastern	137	137	-	-	-	137	115	22	**	113	110	17	127	13	41	27
	9%	11%	-%	-%	-%	9%	9%	11%	**	9%	9%	8%	9%	6%	11%	13%
		bcd				bcd										a
East Midlands	100	100	-	-	-	100	77	23	**	81	78	16	95	18	28	22
	7%	8%	-%	-%	-%	7%	6%	12%	**	7%	7%	8%	7%	8%	7%	11%
		bcd				bcd		a								
West Midlands	137	137	-	-	-	137	128	10	**	99	107	22	130	8	27	7
	9%	11%	-%	-%	-%	9%	10%	5%	**	8%	9%	11%	9%	4%	7%	4%
		bcd				bcd	b									
Wales	59	-	-	59	-	59	47	13	**	48	45	11	56	11	13	4
	4%	-%	-%	100%	-%	4%	4%	6%	**	4%	4%	5%	4%	5%	3%	2%
				abde		abd										
Yorkshire & Humber	118	118	-	-	-	118	102	16	**	89	104	11	116	26	15	4
	8%	9%	-%	-%	-%	8%	8%	8%	**	8%	9%	6%	8%	13%	4%	2%
		bcd				bcd								bc		
North East	59	59	-	-	-	59	51	8	**	56	46	7	53	9	19	6
	4%	5%	-%	-%	-%	4%	4%	4%	**	5%	4%	3%	4%	4%	5%	3%
		bcd				bcd										
North West	173	173	-	-	-	173	159	14	**	140	131	28	159	23	42	19
	12%	14%	-%	-%	-%	12%	12%	7%	**	12%	11%	14%	11%	11%	11%	9%
		bcd				bcd	b									

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

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

REGION/ NATION

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Scotland	133	-	133	-	-	133	110	23	**	93	103	17	120	15	40	16
	9%	-%	100%	-%	-%	9%	9%	12%	**	8%	9%	8%	9%	7%	10%	8%
			acde			acd										
Northern Ireland	30	-	-	-	30	30	18	12	**	19	26	3	29	3	6	1
	2%	-%	-%	-%	100%	2%	1%	6%	**	2%	2%	1%	2%	1%	2%	*%
					abce	abc		a								

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

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

LOCATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Urban	1281	169	221	237	205	189	448	1281	629	649	312	356	274	339	668	613	1281
	87%	88%	88%	89%	87%	85%	84%	87%	87%	86%	84%	86%	84%	92%	85%	88%	87%
														abceg			
Rural	198	23	31	29	32	33	84	198	95	103	58	58	52	31	116	82	198
	13%	12%	12%	11%	13%	15%	16%	13%	13%	14%	16%	14%	16%	8%	15%	12%	13%
											d	d	d	d	d	d	d

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

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

LOCATION

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Urban	1281	1106	110	47	18	1281	1281	-	**	1028	1038	173	1211	188	333	177
	87%	88%	83%	79%	60%	87%	100%	-%	**	87%	87%	83%	86%	89%	87%	86%
		bcd	d	d		cd	b									
Rural	198	151	23	13	12	198	-	198	**	158	155	34	189	22	48	28
	13%	12%	17%	21%	40%	13%	-%	100%	**	13%	13%	17%	14%	11%	13%	14%
			a	ae	abce		a									

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 4

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

SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
A	38 3%	1 *%	7 3%	7 3%	6 3%	6 3%	17 3%	38 3%	23 3%	15 2%	38 10%	- -%	- -%	- -%	38 5%	- -%	38 3%
							a				bcdefg				bcdfg		bcdf
B	331 22%	34 18%	42 17%	89 33%	46 19%	55 25%	120 23%	331 22%	158 22%	173 23%	331 90%	- -%	- -%	- -%	331 42%	- -%	331 22%
				abdefg		b					bcdefg				bcdfg		bcdf
C1	414 28%	69 36%	81 32%	59 22%	76 32%	53 24%	129 24%	414 28%	172 24%	242 32%	- -%	414 100%	- -%	- -%	414 53%	- -%	414 28%
		cefg	cef		cef					a		acdefg			acdfg		acdf
C2	325 22%	45 23%	58 23%	56 21%	48 20%	62 28%	118 22%	325 22%	192 26%	132 18%	- -%	- -%	325 100%	- -%	- -%	325 47%	325 22%
						dg			b				abdefg			abdeg	abde
D	179 12%	26 14%	36 14%	29 11%	34 14%	21 10%	53 10%	179 12%	92 13%	86 11%	- -%	- -%	- -%	179 48%	- -%	179 26%	179 12%
													abcefg		abceg		abce
E	191 13%	17 9%	27 11%	25 9%	27 11%	24 11%	95 18%	191 13%	88 12%	103 14%	- -%	- -%	- -%	191 52%	- -%	191 28%	191 13%
							abcde							abcefg		abceg	abce
SUMMARY CODES																	
AB	370 25%	35 18%	49 20%	96 36%	52 22%	61 28%	137 26%	370 25%	181 25%	189 25%	370 100%	- -%	- -%	- -%	370 47%	- -%	370 25%
				abdefg		ab	a	a			bcdefg				bcdfg		bcdf
DE	370 25%	43 23%	63 25%	54 20%	61 26%	45 20%	148 28%	370 25%	180 25%	189 25%	- -%	- -%	- -%	370 100%	- -%	370 53%	370 25%
							ce							abcefg		abceg	abce
ABC1	784 53%	104 54%	130 52%	156 58%	128 54%	114 51%	266 50%	784 53%	353 49%	431 57%	370 100%	414 100%	- -%	- -%	784 100%	- -%	784 53%
				f						a	cdfg	cdfg			cdfg		cdf
C2DE	695 47%	88 46%	121 48%	111 42%	109 46%	108 49%	266 50%	695 47%	371 51%	321 43%	- -%	- -%	325 100%	370 100%	- -%	695 100%	695 47%
							c		b				abeg	abeg		abeg	abe

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

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SOCIO-ECONOMIC GROUP

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
A	38 3%	34 3%	3 3%	* 1%	1 3%	38 3%	32 2%	7 3%	** **	36 3%	34 3%	2 1%	36 3%	* *%	8 2%	16 8% ab
B	331 22%	291 23%	23 18%	12 21%	5 18%	331 22%	281 22%	51 26%	** **	300 25%	288 24% b	36 17%	324 23% b	10 5%	84 22% a	87 42% ab
C1	414 28%	344 27%	45 34%	16 27%	9 30%	414 28%	356 28%	58 29%	** **	354 30%	356 30% b	43 21%	399 29% b	29 14%	139 37% a	62 30% a
C2	325 22%	275 22%	31 24%	13 22%	7 22%	325 22%	274 21%	52 26%	** **	254 21%	259 22%	53 25%	312 22%	26 12%	100 26% ac	32 16%
D	179 12%	153 12%	12 9%	9 16% b	4 14%	179 12%	164 13% b	15 7%	** **	138 12%	146 12%	21 10%	167 12%	50 24% bc	48 13% c	7 4%
E	191 13%	161 13%	18 14%	8 14%	3 12%	191 13%	175 14% b	16 8%	** **	105 9%	109 9%	53 26% ac	162 12% a	96 45% bc	2 *%	1 1%
SUMMARY CODES																
AB	370 25%	324 26%	27 20%	13 21%	6 21%	370 25%	312 24%	58 29%	** **	335 28%	321 27% b	38 19%	360 26% b	10 5%	91 24% a	103 50% ab
DE	370 25%	314 25%	30 23%	18 30%	8 26%	370 25%	339 26% b	31 15%	** **	243 20%	255 21%	74 36% ac	329 24%	146 69% bc	50 13% c	9 4%
ABC1	784 53%	668 53%	72 54%	29 48%	15 52%	784 53%	668 52%	116 58%	** **	689 58%	678 57% b	81 39%	759 54% b	39 19%	231 61% a	164 80% ab

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

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SOCIO-ECONOMIC GROUP

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
C2DE	695	589	62	31	14	695	613	82	**	497	515	126	641	171	150	41
	47%	47%	46%	52%	48%	47%	48%	42%	**	42%	43%	61%	46%	81%	39%	20%
												ac		bc	c	

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 5

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RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
16-17	31 2%	31 16%	- -%	- -%	- -%	- -%	- -%	31 2%	17 2%	14 2%	8 2%	11 3%	4 1%	7 2%	20 3%	11 2%	31 2%
		bcdefg						bcdef									
18-24	161 11%	161 84%	- -%	- -%	- -%	- -%	- -%	161 11%	96 13%	65 9%	27 7%	58 14%	40 12%	36 10%	85 11%	77 11%	161 11%
		bcdefg						bcdef	b			a	a				a
25-34	251 17%	- -%	251 100%	- -%	- -%	- -%	- -%	251 17%	96 13%	154 20%	49 13%	81 20%	58 18%	63 17%	130 17%	121 17%	251 17%
			acdefg					acdef		a		a					
35-44	266 18%	- -%	- -%	266 100%	- -%	- -%	- -%	266 18%	130 18%	137 18%	96 26%	59 14%	56 17%	54 15%	156 20%	111 16%	266 18%
				abdefg				abdef			bcdefg				bd		
45-54	237 16%	- -%	- -%	- -%	237 100%	- -%	- -%	237 16%	106 15%	130 17%	52 14%	76 18%	48 15%	61 16%	128 16%	109 16%	237 16%
					abcefg			abcef									
55-64	222 15%	- -%	- -%	- -%	- -%	222 100%	222 42%	222 15%	115 16%	107 14%	61 17%	53 13%	62 19%	45 12%	114 15%	108 16%	222 15%
						abcdfg	abcdg	abcd					bd				
65-74	177 12%	- -%	- -%	- -%	- -%	- -%	177 33%	177 12%	99 14%	78 10%	43 12%	47 11%	36 11%	52 14%	90 11%	88 13%	177 12%
							abcdeg	abcde									
75-79	69 5%	- -%	- -%	- -%	- -%	- -%	69 13%	69 5%	30 4%	39 5%	17 5%	16 4%	8 3%	28 7%	33 4%	36 5%	69 5%
							abcdeg	abcde						bceg			
80+	64 4%	- -%	- -%	- -%	- -%	- -%	64 12%	64 4%	36 5%	28 4%	16 4%	14 3%	11 4%	23 6%	30 4%	34 5%	64 4%
							abcdeg	abcde						b			

SUMMARY CODES

16 - 24	192 13%	192 100%	- -%	- -%	- -%	- -%	- -%	192 13%	112 16%	79 11%	35 9%	69 17%	45 14%	43 12%	104 13%	88 13%	192 13%
		bcdefg						bcdef	b			adg					

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

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RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
25 - 44	518	-	251	266	-	-	-	518	226	290	145	140	115	117	285	232	518
	35%	-%	100%	100%	-%	-%	-%	35%	31%	39%	39%	34%	35%	32%	36%	33%	35%
			adefg	adefg				adef		a	d						
45 - 64	458	-	-	-	237	222	222	458	221	237	113	129	110	106	242	217	458
	31%	-%	-%	-%	100%	100%	42%	31%	31%	32%	31%	31%	34%	29%	31%	31%	31%
					abcfg	abcfg	abcg	abc									
55+	532	-	-	-	-	222	532	532	280	252	137	129	118	148	266	266	532
	36%	-%	-%	-%	-%	100%	100%	36%	39%	34%	37%	31%	36%	40%	34%	38%	36%
						abcdg	abcdg	abcd	b					be		b	
65+	311	-	-	-	-	-	311	311	165	145	76	76	56	103	152	158	311
	21%	-%	-%	-%	-%	-%	58%	21%	23%	19%	21%	18%	17%	28%	19%	23%	21%
							abcdeg	abcde						abceg		c	
75+	133	-	-	-	-	-	133	133	66	67	33	29	20	51	63	71	133
	9%	-%	-%	-%	-%	-%	25%	9%	9%	9%	9%	7%	6%	14%	8%	10%	9%
							abcdeg	abcde						abceg		c	

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

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RESPONDENT'S AGE

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
16-17	31 2%	27 2%	2 1%	2 4%	* 2%	31 2%	25 2%	6 3%	** **	25 2%	31 3% b	- -%	31 2% b	1 1%	1 *%	* *%
18-24	161 11%	134 11%	18 13%	7 11%	3 10%	161 11%	144 11%	17 9%	** **	145 12%	156 13% b	4 2%	160 11% b	13 6%	23 6%	17 8%
25-34	251 17%	207 16%	27 20%	12 20%	6 19%	251 17%	221 17%	31 16%	** **	233 20%	245 21% b	5 2%	250 18% b	43 21%	82 21%	34 17%
35-44	266 18%	232 18% c	21 16%	7 12%	6 19%	266 18% c	237 19%	29 14%	** **	249 21%	250 21% b	13 6%	263 19% b	34 16%	68 18%	52 25% ab
45-54	237 16%	198 16%	23 17%	9 15%	7 23% ace	237 16%	205 16%	32 16%	** **	201 17%	223 19% b	12 6%	234 17% b	41 20%	68 18%	45 22%
55-64	222 15%	190 15%	19 14%	9 16%	3 11%	222 15%	189 15%	33 16%	** **	165 14%	169 14%	43 21% ac	212 15%	24 11%	58 15%	42 20% a
65-74	177 12%	157 12%	11 8%	7 11%	3 10%	177 12%	146 11%	32 16% a	** **	114 10%	82 7%	71 34% ac	152 11% a	29 14% c	52 14% c	11 5%
75-79	69 5%	55 4%	9 6%	3 5%	2 6%	69 5%	59 5%	10 5%	** **	32 3%	24 2%	27 13% ac	51 4% a	16 8% bc	14 4%	3 2%
80+	64 4%	57 4% d	4 3%	3 6% d	* 1%	64 4%	54 4%	10 5%	** **	23 2%	14 1%	33 16% ac	47 3% a	9 4% c	15 4% c	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

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RESPONDENT'S AGE

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
SUMMARY CODES																
16 - 24	192 13%	161 13%	19 14%	9 15%	3 11%	192 13%	169 13%	23 12%	** **	170 14%	187 16% b	4 2%	191 14% b	14 7%	25 7%	18 9%
25 - 44	518 35%	439 35%	48 36%	19 32%	11 38%	518 35%	458 36%	59 30%	** **	482 41%	495 42% bc	18 9%	513 37% b	77 37%	150 39%	86 42%
45 - 64	458 31%	388 31%	42 32%	18 31%	10 34%	458 31%	394 31%	64 32%	** **	366 31%	391 33%	55 26%	446 32%	65 31%	126 33%	87 42% ab
55+	532 36%	459 37% d	42 32%	23 38% d	8 28%	532 36% d	448 35%	84 43% a	** **	334 28%	288 24%	174 84% ac	462 33% a	78 37%	138 36% c	57 28%
65+	311 21%	269 21%	24 18%	13 22%	5 17%	311 21%	259 20%	52 26% a	** **	169 14%	119 10%	131 63% ac	250 18% a	54 26% c	80 21% c	15 7%
75+	133 9%	112 9%	12 9%	7 11%	2 7%	133 9%	113 9%	20 10%	** **	55 5%	37 3%	60 29% ac	98 7% a	24 12% c	29 8% c	4 2%

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

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A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Tablet (like an iPad, Kindle Fire or Google Nexus)	1037	145	199	209	179	155	305	1037	480	555	304	322	222	188	626	411	1037
	70%	75%	79%	78%	76%	70%	57%	70%	66%	74%	82%	78%	68%	51%	80%	59%	70%
		f	efg	efg	f	f		f		a	cdfg	cdfg	df		cdfg	d	df
Computer - Laptop, desktop or netbook computer (PC or Mac)	969	139	165	198	165	147	302	969	487	482	325	289	189	166	614	355	969
	66%	72%	66%	75%	70%	66%	57%	66%	67%	64%	88%	70%	58%	45%	78%	51%	66%
		f	f	befg	f	f		f			bcddefg	cdf	df		bcdfg		cdf
Standard TV set	875	119	120	130	138	135	369	875	441	433	198	245	191	242	443	433	875
	59%	62%	48%	49%	58%	61%	69%	59%	61%	58%	53%	59%	59%	65%	56%	62%	59%
		bc			bc	bc	bcdeg	bc						aeg		ae	
Smart TV set (a TV set that connects directly to the internet)	860	110	168	198	155	125	230	860	417	443	261	251	185	163	512	348	860
	58%	57%	67%	74%	65%	56%	43%	58%	58%	59%	71%	61%	57%	44%	65%	50%	58%
		f	aefg	adefg	efg	f		f			bcdfg	df	d		cdfg		df
Radio set (either DAB or AM/ FM)	802	76	94	121	125	150	387	802	396	406	247	221	159	175	468	334	802
	54%	39%	37%	45%	53%	68%	73%	54%	55%	54%	67%	53%	49%	47%	60%	48%	54%
					ab	abcdg	abcdg	abc			bcddefg				bcdfg		df
Digital video recorder/ DVR (like Sky Plus/ Sky Q, TiVo/ V Plus or Freeview Plus)	716	81	123	143	134	118	235	716	364	352	219	212	164	121	430	286	716
	48%	42%	49%	54%	56%	53%	44%	48%	50%	47%	59%	51%	50%	33%	55%	41%	48%
				af	afg	af					bcdfg	df	df		dfg	d	df
Games console or handheld games player	599	122	140	137	128	49	71	599	306	293	163	172	135	129	336	264	599
	41%	64%	56%	52%	54%	22%	13%	41%	42%	39%	44%	42%	41%	35%	43%	38%	41%
		cefg	efg	efg	efg	f		ef			d	d			d		d

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

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
A streaming device plugged in to a TV set or computer (like Apple TV, Amazon Fire TV stick, Chromecast, Roku)	375	62	76	91	60	53	86	375	190	185	133	114	71	58	247	129	375
	25%	32%	30%	34%	25%	24%	16%	25%	26%	25%	36%	27%	22%	16%	31%	19%	25%
		fg	f	defg	f	f		f			bcdfg	df	d		cdfg		df
Smart speaker which can respond to voice commands (like Amazon Echo/Alexa, Google Home, Apple Home Pod)	367	62	56	96	81	46	71	367	194	173	144	96	71	56	240	127	367
	25%	32%	22%	36%	34%	21%	13%	25%	27%	23%	39%	23%	22%	15%	31%	18%	25%
		befg	f	befg	befg	f		f			bcdefg	df	d		bcdfg		df
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	271	54	49	78	44	33	46	271	126	145	110	92	39	31	201	70	271
	18%	28%	20%	29%	18%	15%	9%	18%	17%	19%	30%	22%	12%	8%	26%	10%	18%
		defg	f	bdefg	f	f		f			bcdfg	cdf			cdfg		cdf
Smart home technology (to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device)	142	23	27	37	30	16	24	142	72	70	66	39	24	13	105	37	142
	10%	12%	11%	14%	13%	7%	5%	10%	10%	9%	18%	9%	7%	4%	13%	5%	10%
		f	f	efg	f			f			bcdfg	df	d		bcdfg		df
ANY TV	1430	183	235	257	231	218	525	1430	700	728	356	398	317	360	754	677	1430
	97%	95%	94%	96%	98%	98%	99%	97%	97%	97%	96%	96%	97%	97%	96%	97%	97%
				b	b		abcg	b									

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

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
None of these	3	-	1	1	*	-	-	3	1	2	-	-	*	2	-	3	3
	*%	-%	1%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	1%	-%	*%	*%
														e			

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Tablet (like an iPad, Kindle Fire or Google Nexus)	1037	888	90	39	19	1037	891	146	**	934	935	86	1021	110	290	167
	70%	71%	67%	66%	65%	70%	70%	74%	**	79%	78%	42%	73%	53%	76%	81%
											bc		b		a	a
Computer - Laptop, desktop or netbook computer (PC or Mac)	969	854	65	37	13	969	834	135	**	896	866	81	947	106	260	180
	66%	68%	49%	63%	44%	66%	65%	68%	**	75%	73%	39%	68%	50%	68%	88%
		bd		bd		bd					bc		b		a	ab
Standard TV set	875	729	88	44	14	875	752	123	**	649	636	173	809	136	229	105
	59%	58%	66%	75%	49%	59%	59%	62%	**	55%	53%	83%	58%	65%	60%	51%
		d	ad	abde		d						ac	a	c	c	
Smart TV set (a TV set that connects directly to the internet)	860	737	72	32	20	860	749	111	**	771	797	48	846	92	218	155
	58%	59%	54%	54%	66%	58%	58%	56%	**	65%	67%	23%	60%	44%	57%	75%
					abce						bc		b		a	ab
Radio set (either DAB or AM/ FM)	802	706	54	36	6	802	677	125	**	618	588	157	745	112	208	128
	54%	56%	40%	61%	20%	54%	53%	63%	**	52%	49%	76%	53%	53%	55%	63%
		bd	d	bd		bd		a				ac				
Digital video recorder/ DVR (like Sky Plus/ Sky Q, TiVo/ V Plus or Freeview Plus)	716	602	74	35	5	716	615	101	**	627	624	71	694	74	180	124
	48%	48%	56%	59%	18%	48%	48%	51%	**	53%	52%	34%	50%	35%	47%	60%
		d	ad	ade		d					b		b		a	ab
Games console or handheld games player	599	510	50	29	11	599	511	88	**	560	574	21	595	79	159	98
	41%	41%	38%	48%	38%	41%	40%	45%	**	47%	48%	10%	43%	38%	42%	48%
				abde							bc		b			a

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

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

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
A streaming device plugged in to a TV set or computer (like Apple TV, Amazon Fire TV stick, Chromecast, Roku)	375	316	35	19	6	375	316	60	**	353	359	15	374	33	92	91
	25%	25%	26%	31%	20%	25%	25%	30%	**	30%	30%	7%	27%	16%	24%	45%
				d							b		b		a	ab
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	367	309	36	15	7	367	317	50	**	344	348	17	365	32	97	83
	25%	25%	27%	25%	24%	25%	25%	25%	**	29%	29%	8%	26%	15%	25%	40%
											b		b		a	ab
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	271	227	30	10	5	271	235	37	**	256	262	10	271	18	72	66
	18%	18%	22%	17%	17%	18%	18%	19%	**	22%	22%	5%	19%	9%	19%	32%
											b		b		a	ab
Smart home technology (to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device)	142	127	7	6	2	142	125	17	**	131	136	4	140	6	24	44
	10%	10%	5%	10%	6%	10%	10%	9%	**	11%	11%	2%	10%	3%	6%	21%
		b		b		b					b		b			ab

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

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

A1. (SHOWCARD) Can you please look at this list and tell me which of these you have at home? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
ANY TV	1430	1212	131	58	29	1430	1236	194	**	1143	1149	204	1353	200	368	202
	97%	96%	99%	98%	97%	97%	97%	98%	**	96%	96%	98%	97%	95%	97%	98%
None of these	3	2	-	*	-	3	2	*	**	3	2	*	3	-	-	-
	*%	*%	-%	1%	-%	*%	*%	*%	**	*%	*%	*%	*%	-%	-%	-%

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

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

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Tablet (like an iPad, Kindle Fire or Google Nexus)	917	125	173	195	159	135	265	917	419	495	271	291	193	162	562	355	917
	62%	65%	69%	73%	67%	61%	50%	62%	58%	66%	73%	70%	59%	44%	72%	51%	62%
		f	fg	efg	f	f		f		a	cdgf	cdgf	df		cdgf	d	df
Computer - Laptop, desktop or netbook computer (PC or Mac)	878	125	152	183	146	133	272	878	444	434	300	269	170	139	569	309	878
	59%	65%	60%	69%	62%	60%	51%	59%	61%	58%	81%	65%	52%	38%	73%	44%	59%
		f	f	efg	f	f		f			bcddefg	cdgf	df		bcdgf	d	cdf
Smart TV set (a TV set that connects directly to the internet)	829	105	162	190	150	122	223	829	397	431	249	242	181	157	490	339	829
	56%	54%	64%	71%	63%	55%	42%	56%	55%	57%	67%	58%	56%	42%	63%	49%	56%
		f	aefg	aefg	fg	f		f			bcdgf	df	df		cdgf	d	df
Standard TV set	799	100	106	120	124	125	348	799	403	396	178	217	173	231	395	404	799
	54%	52%	42%	45%	52%	56%	65%	54%	56%	53%	48%	52%	53%	62%	50%	58%	54%
		b			b	bc	abcdeg	bc						abceg		ae	
Radio set (either DAB or AM/ FM)	650	40	69	103	100	130	338	650	320	330	204	176	126	145	379	271	650
	44%	21%	28%	39%	42%	59%	63%	44%	44%	44%	55%	42%	39%	39%	48%	39%	44%
				ab	ab	abcdg	abcdg	ab			bcddefg				bcdgf		f
Digital video recorder/ DVR (like Sky Plus/ Sky Q, TiVo/ V Plus or Freeview Plus)	618	65	106	127	116	100	204	618	310	308	190	180	141	107	370	248	618
	42%	34%	42%	48%	49%	45%	38%	42%	43%	41%	51%	43%	43%	29%	47%	36%	42%
				af	afg	a		a			bcdgf	df	df		dfg	d	df
Games console or handheld games player	365	99	99	78	56	20	33	365	238	127	98	104	82	82	201	164	365
	25%	52%	39%	29%	24%	9%	6%	25%	33%	17%	26%	25%	25%	22%	26%	24%	25%
		bcddefg	cdefg	ef	ef			ef		b							

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

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

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Smart speaker which can respond to voice commands (like Amazon Echo/Alexa, Google Home, Apple Home Pod)	310	51	48	84	65	42	61	310	165	144	122	78	64	46	200	110	310
	21%	26%	19%	32%	28%	19%	12%	21%	23%	19%	33%	19%	20%	12%	25%	16%	21%
		f	f	befg	befg	f		f			bcddefg	d	d		bcdfg		df
A streaming device plugged in to a TV set or computer (like Apple TV, Amazon Fire TV stick, Chromecast, Roku)	301	48	65	78	42	43	68	301	156	145	108	94	56	43	201	100	301
	20%	25%	26%	29%	18%	19%	13%	20%	22%	19%	29%	23%	17%	12%	26%	14%	20%
		f	df	defg		f		f			bcdfg	df	d		cdfg		df
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	195	29	36	64	33	25	33	195	87	108	79	66	33	17	145	49	195
	13%	15%	14%	24%	14%	11%	6%	13%	12%	14%	21%	16%	10%	4%	19%	7%	13%
		f	f	abdefg	f	f		f			cdfg	cdf	d		cdfg		df
Smart home technology (to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device)	116	18	24	30	26	14	19	116	60	57	54	32	20	10	86	30	116
	8%	9%	10%	11%	11%	6%	4%	8%	8%	8%	15%	8%	6%	3%	11%	4%	8%
		f	f	ef	f			f			bcdfg	df	d		cdfg		df
ANY TV	1384	174	221	250	228	212	512	1384	673	711	344	382	310	349	726	659	1384
	94%	90%	88%	94%	96%	95%	96%	94%	93%	95%	93%	92%	95%	94%	93%	95%	94%
				b	ab	ab	abg	b									

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

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

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
None of these	12	-	2	6	2	1	2	12	6	5	*	5	1	5	6	6	12
	1%	-%	1%	2%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%

afg

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

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

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Tablet (like an iPad, Kindle Fire or Google Nexus)	917	790	81	33	13	917	789	128	**	837	837	68	906	96	250	159
	62%	63%	61%	55%	45%	62%	62%	64%	**	71%	70%	33%	65%	46%	66%	77%
		cd	d	d		d					bc		b		a	ab
Computer - Laptop, desktop or netbook computer (PC or Mac)	878	780	57	31	10	878	754	124	**	830	792	68	860	96	242	172
	59%	62%	42%	52%	35%	59%	59%	63%	**	70%	66%	33%	61%	46%	64%	84%
		bcd		d		bcd					bc		b		a	ab
Smart TV set (a TV set that connects directly to the internet)	829	709	70	31	18	829	721	108	**	746	768	46	814	88	206	153
	56%	56%	52%	53%	62%	56%	56%	54%	**	63%	64%	22%	58%	42%	54%	74%
					b						bc		b		a	ab
Standard TV set	799	667	82	37	13	799	686	113	**	580	569	164	732	130	211	95
	54%	53%	61%	63%	45%	54%	54%	57%	**	49%	48%	79%	52%	62%	55%	47%
		d	ad	ade		d					ac		a	c		
Radio set (either DAB or AM/ FM)	650	575	40	31	4	650	548	102	**	503	459	138	597	93	175	108
	44%	46%	30%	53%	14%	44%	43%	51%	**	42%	38%	67%	43%	44%	46%	52%
		bd	d	bde		bd		a			ac		a			
Digital video recorder/ DVR (like Sky Plus/ Sky Q, TiVo/ V Plus or Freeview Plus)	618	515	67	32	4	618	530	88	**	544	535	63	598	62	161	105
	42%	41%	50%	54%	12%	42%	41%	44%	**	46%	45%	30%	43%	29%	42%	51%
		d	ade	ade		d					b		b		a	ab
Games console or handheld games player	365	317	29	16	3	365	315	50	**	347	354	11	365	45	98	60
	25%	25%	22%	27%	11%	25%	25%	25%	**	29%	30%	5%	26%	22%	26%	29%
		d	d	d		d					bc		b			

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

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

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	310	261	29	13	6	310	265	45	**	292	294	15	308	26	83	68
	21%	21%	22%	22%	19%	21%	21%	23%	**	25%	25% b	7%	22% b	12%	22% a	33% ab
A streaming device plugged in to a TV set or computer (like Apple TV, Amazon Fire TV stick, Chromecast, Roku)	301	259	24	14	3	301	254	47	**	284	292	7	299	25	73	75
	20%	21% d	18%	24% d	11%	20% d	20%	24%	**	24%	25% b	3%	21% b	12%	19% a	37% ab
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	195	160	23	8	4	195	167	27	**	187	191	3	195	11	50	52
	13%	13%	17%	14%	14%	13%	13%	14%	**	16%	16% b	2%	14% b	5%	13% a	25% ab
Smart home technology (to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device)	116	104	6	5	1	116	102	14	**	110	112	2	115	6	22	33
	8%	8% d	5%	9% d	3%	8% d	8%	7%	**	9%	9% b	1%	8% b	3%	6% a	16% ab

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

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

A2. (SHOWCARD) And which of these devices that you just said you had at home do you personally ever use, for any purpose? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
ANY TV	1384	1173	127	57	27	1384	1193	191	**	1107	1108	198	1307	196	353	198
	94%	93%	95%	97%	93%	94%	93%	96%	**	93%	93%	96%	93%	93%	93%	97%
None of these	12	10	1	1	-	12	11	*	**	10	10	1	12	1	3	-
	1%	1%	*%	1%	-%	1%	1%	*%	**	1%	1%	1%	1%	*%	1%	-%

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

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

A3. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Yes	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
	95%	99%	99%	99%	99%	95%	87%	95%	93%	96%	97%	96%	96%	89%	97%	92%	95%
		efg	efg	efg	efg	f	f	f		a	dfg	df	df		dfg		df
No	79	1	2	3	2	10	71	79	47	31	10	15	13	40	25	54	79
	5%	1%	1%	1%	1%	5%	13%	5%	7%	4%	3%	4%	4%	11%	3%	8%	5%
						abcd	abcdeg	abcd	b					abceg		abceg	ae
Don't know	*	-	-	-	-	-	*	*	*	-	-	-	-	*	-	*	*
	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%

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

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

A3. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Yes	1400	1195	120	56	29	1400	1211	189	**	1167	1193	207	1400	192	373	202
	95%	95%	90%	95%	98%	95%	95%	95%	**	98%	100%	100%	100%	91%	98%	99%
		b			abce	b								a	a	
No	79	62	13	3	*	79	70	9	**	19	-	-	-	19	8	3
	5%	5%	10%	5%	2%	5%	5%	5%	**	2%	-%	-%	-%	9%	2%	1%
		d	ade			d								bc		
Don't know	*	-	-	*	-	*	*	-	**	-	-	-	-	-	-	-
	*%	-%	-%	*%	-%	*%	*%	-%	**	-%	-%	-%	-%	-%	-%	-%
					ae											

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

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

A4. Is this a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1762	223	285	303	286	278	665	1762	839	921	396	554	355	457	950	812	1762
Effective Weighted Sample	1363	176	220	239	221	229	521	1363	650	712	313	437	279	349	739	624	1363
Total	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
Yes	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
	85%	98%	98%	95%	95%	80%	62%	85%	85%	86%	89%	89%	83%	78%	89%	80%	85%
		efg	efg	efg	efg	f	ef				cdf	cdfg			cdfg		df
No	206	4	5	13	12	42	173	206	105	102	38	42	53	73	80	126	206
	15%	2%	2%	5%	5%	20%	37%	15%	15%	14%	11%	11%	17%	22%	11%	20%	15%
						abcdg	abcdeg	abcd					abe	abeg		abeg	be
Don't know	1	-	-	-	-	1	1	1	*	1	*	1	-	1	1	1	1
	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%

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

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

A4. Is this a smartphone? (SINGLE CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
Yes	1193 85%	1018 85%	103 86%	45 81%	26 91%	1193 85%	1038 86%	155 82%	** **	1079 92%	1193 100%	- -%	1193 85%	146 76%	313 84%	192 95%
					ace						bc		b	a	ab	
No	206 15%	177 15%	16 14%	11 19%	3 9%	206 15%	173 14%	33 17%	** **	87 7%	- -%	206 99%	206 15%	45 24%	59 16%	10 5%
		d		d	d						ac	a	bc	c		
Don't know	1 *%	- -%	1 1%	- -%	* 1%	1 *%	- -%	1 1%	** **	1 *%	- -%	1 1%	1 *%	- -%	1 *%	- -%
			ae		a		a				a					

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

Any break column with 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 MOBILE PHONE OWNERSHIP

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1762	223	285	303	286	278	665	1762	839	921	396	554	355	457	950	812	1762
Effective Weighted Sample	1363	176	220	239	221	229	521	1363	650	712	313	437	279	349	739	624	1363
Total	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
SMARTPHONE	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
	85%	98%	98%	95%	95%	80%	62%	85%	85%	86%	89%	89%	83%	78%	89%	80%	85%
		efg	efg	efg	efg	f	ef				cdf	cdfg			cdfg	df	
NOT A SMARTPHONE	206	4	5	13	12	42	173	206	105	102	38	42	53	73	80	126	206
	15%	2%	2%	5%	5%	20%	37%	15%	15%	14%	11%	11%	17%	22%	11%	20%	15%
						abcdg	abcdeg	abcd					abe	abeg		abeg	be
UNSURE WHETHER SMARTPHONE	1	-	-	-	-	1	1	1	*	1	*	1	-	1	1	1	1
	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USES A MOBILE PHONE	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Any break column with 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 MOBILE PHONE OWNERSHIP

Base : Those who use a mobile phone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
SMARTPHONE	1193	1018	103	45	26	1193	1038	155	**	1079	1193	-	1193	146	313	192
	85%	85%	86%	81%	91%	85%	86%	82%	**	92%	100%	-%	85%	76%	84%	95%
					ace						bc		b		a	ab
NOT A SMARTPHONE	206	177	16	11	3	206	173	33	**	87	-	206	206	45	59	10
	15%	15%	14%	19%	9%	15%	14%	17%	**	7%	-%	99%	15%	24%	16%	5%
		d		d		d					ac		a	bc	c	
UNSURE WHETHER SMARTPHONE	1	-	1	-	*	1	-	1	**	1	-	1	1	-	1	-
	*%	-%	1%	-%	1%	*%	-%	1%	**	*%	-%	1%	*%	-%	*%	-%
			ae		a			a				a				
USES A MOBILE PHONE	1400	1195	120	56	29	1400	1211	189	**	1167	1193	207	1400	192	373	202
	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%	100%

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

Any break column with 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 MOBILE PHONE OWNERSHIP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
SMARTPHONE	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
	81%	97%	98%	94%	94%	76%	54%	81%	79%	82%	87%	86%	80%	69%	86%	74%	81%
		efg	efg	efg	efg	f	f	f			cdfg	cdfg	d		cdfg		df
NOT A SMARTPHONE	206	4	5	13	12	42	173	206	105	102	38	42	53	73	80	126	206
	14%	2%	2%	5%	5%	19%	32%	14%	14%	14%	10%	10%	16%	20%	10%	18%	14%
						abcdg	abcdeg	abcd					abe	abeg		abeg	be
UNSURE WHETHER SMARTPHONE	1	-	-	-	-	1	1	1	*	1	*	1	-	1	1	1	1
	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USES A MOBILE PHONE	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
	95%	99%	99%	99%	99%	95%	87%	95%	93%	96%	97%	96%	96%	89%	97%	92%	95%
		efg	efg	efg	efg	f	f	f		a	dfg	df	df		dfg		df
DOES NOT USE A MOBILE PHONE	79	1	2	3	2	10	71	79	47	31	10	15	13	41	25	54	79
	5%	1%	1%	1%	1%	5%	13%	5%	7%	4%	3%	4%	4%	11%	3%	8%	5%
						abcd	abcdeg	abcd	b					abceg		abceg	ae

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

Any break column with 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 MOBILE PHONE OWNERSHIP

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
SMARTPHONE	1193	1018	103	45	26	1193	1038	155	**	1079	1193	-	1193	146	313	192
	81%	81%	77%	76%	89%	81%	81%	78%	**	91%	100%	-%	85%	70%	82%	94%
					abce						bc		b	a	ab	
NOT A SMARTPHONE	206	177	16	11	3	206	173	33	**	87	-	206	206	45	59	10
	14%	14%	12%	18%	8%	14%	14%	17%	**	7%	-%	99%	15%	22%	15%	5%
		d		d		d					ac	a	c	c		
UNSURE WHETHER SMARTPHONE	1	-	1	-	*	1	-	1	**	1	-	1	1	-	1	-
	*%	-%	1%	-%	1%	*%	-%	1%	**	*%	-%	1%	*%	-%	*%	-%
			ae		a			a			a					
USES A MOBILE PHONE	1400	1195	120	56	29	1400	1211	189	**	1167	1193	207	1400	192	373	202
	95%	95%	90%	95%	98%	95%	95%	95%	**	98%	100%	100%	100%	91%	98%	99%
		b			abce	b								a	a	
DOES NOT USE A MOBILE PHONE	79	62	13	3	*	79	70	9	**	19	-	-	-	19	8	3
	5%	5%	10%	5%	2%	5%	5%	5%	**	2%	-%	-%	-%	9%	2%	1%
		d	ade	d		d								bc		

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

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

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Mobile phone or Smartphone	720	142	165	164	139	65	110	720	324	394	170	242	159	149	412	308	720
	49%	74%	66%	62%	59%	29%	21%	49%	45%	52%	46%	58%	49%	40%	53%	44%	49%
		cdefg	efg	efg	efg	f	ef		a		acdefg	d		adf	d		
Standard TV set	239	3	14	13	24	50	185	239	125	113	31	45	58	105	76	163	239
	16%	2%	5%	5%	10%	23%	35%	16%	17%	15%	8%	11%	18%	28%	10%	23%	16%
					ac	abcdg	abcdeg	abcd					abe	abceg		abceg	abe
Smart TV set (a TV set that connects directly to the internet)	188	8	25	37	27	47	91	188	89	100	49	49	43	47	98	90	188
	13%	4%	10%	14%	12%	21%	17%	13%	12%	13%	13%	12%	13%	13%	12%	13%	13%
			a	a	a	abcdg	abdg	a									
Computer - Laptop, desktop or netbook computer (PC or Mac)	118	18	19	22	16	21	43	118	80	38	64	28	19	7	92	26	118
	8%	9%	8%	8%	7%	9%	8%	8%	11%	5%	17%	7%	6%	2%	12%	4%	8%
									b		bcdefg	df	d		bcdfg		df
Tablet (like an iPad, Kindle Fire or Google Nexus)	71	2	9	6	13	15	42	71	28	42	26	20	9	15	46	25	71
	5%	1%	3%	2%	5%	7%	8%	5%	4%	6%	7%	5%	3%	4%	6%	4%	5%
					a	ac	abcg	a			cf				cf		
Radio set (either DAB or AM/ FM)	49	-	2	1	3	13	43	49	18	30	10	11	10	18	20	28	49
	3%	-%	1%	*%	1%	6%	8%	3%	3%	4%	3%	3%	3%	5%	3%	4%	3%
						abcdg	abcdg	abc						e			
Games console or handheld games player	26	13	7	4	2	*	*	26	24	1	1	7	7	11	8	17	26
	2%	7%	3%	1%	1%	*%	*%	2%	3%	*%	*%	2%	2%	3%	1%	2%	2%
		bcdefg	ef	f	f			f	b			a	a	ae		ae	a

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

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

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Digital video recorder/ DVR (like Sky Plus/ Sky Q, TiVo/ V Plus or Freeview Plus)	16 1%	- -%	2 1%	5 2%	3 1%	3 2%	6 1%	16 1%	9 1%	7 1%	7 2% b	* *% 2	2 1%	6 2% b	8 1%	9 1% b	16 1% b
A streaming device plugged in to a TV set or computer (like Apple TV, Amazon Fire TV stick, Chromecast, Roku)	8 1%	2 1%	* *% fg	2 1%	2 1% f	1 *% fg	1 *% fg	8 1%	3 *% fg	5 1% fg	* *% fg	2 1% fg	1 *% fg	4 1% fg	3 *% fg	5 1% fg	8 1% fg
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	5 *% fg	- -% fg	3 1% fg	- -% fg	1 1% fg	* *% fg	* *% fg	5 *% fg	2 *% fg	3 *% fg	3 1% fg	1 *% fg	2 *% fg	- -% fg	3 *% fg	2 *% fg	5 *% fg
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	2 *% fg	1 *% fg	- -% fg	1 *% fg	* *% fg	- -% fg	- -% fg	2 *% fg	1 *% fg	1 *% fg	2 *% fg	* *% fg	- -% fg	- -% fg	2 *% fg	- -% fg	2 *% fg

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

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

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Smart home technology (to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device)	2 *%	- -%	- -%	- -%	2 1% f	- -%	- -%	2 *%	2 *%	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
ANY TV	427 29%	11 6%	39 15%	51 19%	51 21% a	97 44% abcdg	276 52% abcdeg	427 29% abcd	214 30%	213 28%	80 22%	93 23%	101 31% abe	152 41% abceg	174 22%	253 36% abeg	427 29% abe
None of these	29 2%	3 1%	3 1%	9 3%	5 2%	6 3%	10 2%	29 2%	16 2%	13 2%	5 1%	8 2%	12 4% ade	5 1%	12 2%	17 2%	29 2%
Don't know	8 1%	1 1%	2 1%	2 1%	* *%	1 *%	2 *%	8 1%	4 1%	5 1%	1 *%	2 *%	3 1%	2 1%	3 *%	5 1%	8 1%

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

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

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Mobile phone or Smartphone	720	611	62	27	19	720	632	88	**	646	695	25	720	92	194	112
	49%	49%	47%	45%	65%	49%	49%	44%	**	54%	58%	12%	51%	44%	51%	55%
					abce						bc		b			a
Standard TV set	239	197	32	7	3	239	206	33	**	94	81	108	189	55	55	12
	16%	16%	24%	11%	10%	16%	16%	16%	**	8%	7%	52%	14%	26%	15%	6%
			acde		d						ac	a	bc	c		
Smart TV set (a TV set that connects directly to the internet)	188	165	15	7	2	188	166	23	**	162	156	22	179	26	52	27
	13%	13%	11%	12%	7%	13%	13%	12%	**	14%	13%	11%	13%	13%	14%	13%
		d				d										
Computer - Laptop, desktop or netbook computer (PC or Mac)	118	106	4	6	1	118	106	12	**	116	103	12	115	8	37	27
	8%	8%	3%	10%	5%	8%	8%	6%	**	10%	9%	6%	8%	4%	10%	13%
		b		b		b									a	a
Tablet (like an iPad, Kindle Fire or Google Nexus)	71	61	6	3	1	71	57	13	**	62	52	17	69	7	17	12
	5%	5%	4%	5%	4%	5%	4%	7%	**	5%	4%	8%	5%	3%	5%	6%
												ac				
Radio set (either DAB or AM/ FM)	49	43	1	4	1	49	39	9	**	25	19	18	36	8	10	4
	3%	3%	1%	6%	2%	3%	3%	5%	**	2%	2%	8%	3%	4%	3%	2%
				abde								ac				
Games console or handheld games player	26	19	4	2	1	26	21	4	**	25	25	1	26	4	3	3
	2%	2%	3%	4%	2%	2%	2%	2%	**	2%	2%	*%	2%	2%	1%	1%
				ae												

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

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

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Digital video recorder/ DVR (like Sky Plus/ Sky Q, TiVo/ V Plus or Freeview Plus)	16 1%	13 1%	3 2%	1 2%	* *%	16 1%	16 1%	* *%	** **	15 1%	14 1%	1 1%	16 1%	1 1%	2 *%	2 1%
A streaming device plugged in to a TV set or computer (like Apple TV, Amazon Fire TV stick, Chromecast, Roku)	8 1%	6 *%	1 1%	1 1%	- -%	8 1%	6 1%	1 1%	** **	7 1%	8 1%	- -%	8 1%	* *%	4 1%	- -%
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	5 *%	2 *%	2 2%	* *%	* *%	5 *%	5 *%	- -%	** **	5 *%	5 *%	- -%	5 *%	- -%	1 *%	1 1%
			ae													
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	2 *%	1 *%	1 1%	- -%	* 1%	2 *%	1 *%	1 *%	** **	1 *%	2 *%	- -%	2 *%	- -%	* *%	- -%
					a											

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

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

A5. (SHOWCARD) Now using this next card, which one of the things you use would you miss the most if it was taken away? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Smart home technology (to control or monitor your home remotely, such as heating, lighting or seeing who is at the door, using a smartphone or another electronic device)	2	2	-	-	-	2	2	-	**	2	2	-	2	-	-	-
	2%	2%	-%	-%	-%	2%	2%	-%	**	2%	2%	-%	2%	-%	-%	-%
ANY TV	427	362	46	14	5	427	372	55	**	256	237	131	368	81	107	39
	29%	29%	35%	23%	17%	29%	29%	28%	**	22%	20%	63%	26%	39%	28%	19%
		d	cd			d						ac	a	bc	c	
None of these	29	25	2	1	1	29	19	10	**	23	26	1	27	7	2	4
	2%	2%	2%	2%	2%	2%	1%	5%	**	2%	2%	1%	2%	3%	1%	2%
							a							b		
Don't know	8	6	1	1	*	8	5	3	**	4	6	2	7	2	2	-
	1%	1%	1%	1%	2%	1%	2%	2%	**	2%	2%	1%	1%	1%	1%	-%
							a									

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

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

T1. Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, ITV Hub, Netflix, Amazon Prime Video, Sky Go and so on. IF NECESSARY: This could be through your television service or on any device you use to go online (SINGLE CODE)

Base : All respondents

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Yes	951	146	195	207	163	130	240	951	451	498	296	293	196	165	589	362	951
	64%	76%	77%	78%	69%	59%	45%	64%	62%	66%	80%	71%	60%	45%	75%	52%	64%
		efg	defg	defg	ef	f	f	f			bcdg	cdg	df		cdg	d	df
No	525	46	55	60	73	92	290	525	273	250	73	121	127	203	194	331	525
	35%	24%	22%	22%	31%	41%	55%	35%	38%	33%	20%	29%	39%	55%	25%	48%	35%
					bc	abcd	abcdeg	abc				a	abe	abcefg		abceg	abe
Don't know	4	-	1	-	-	-	2	4	-	4	1	-	1	1	1	3	4
	*%	-%	1%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%

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

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

T1. Do you ever watch TV programmes or films via on-demand or streaming services? By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, ITV Hub, Netflix, Amazon Prime Video, Sky Go and so on. IF NECESSARY: This could be through your television service or on any device you use to go online (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE b	ALL c	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Yes	951	799	94	39	18	951	826	124	**	879	883	53	936	110	266	169
	64%	64%	71% ad	66%	60%	64%	65%	63%	**	74%	74% bc	26%	67% b	53%	70% a	82% ab
No	525	455	38	20	12	525	452	72	**	306	308	152	460	99	115	36
	35%	36% b	29%	34%	40% b	35%	35%	37%	**	26%	26%	73% ac	33% a	47% bc	30% c	18%
Don't know	4	3	1	-	-	4	2	1	**	1	1	2	4	1	-	-
	*%	*%	*%	-%	-%	*%	*%	1%	**	*%	*%	1% a	*%	*%	-%	-%

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

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

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1149	173	220	234	198	167	324	1149	538	610	307	394	223	225	701	448	1149
Effective Weighted Sample	897	138	171	185	151	142	258	897	422	474	250	311	177	168	553	343	897
Total	951	146	195	207	163	130	240	951	451	498	296	293	196	165	589	362	951
I have specific programmes I watch regularly	565	78	112	125	97	81	151	565	275	289	180	177	114	94	357	208	565
	59%	54%	58%	61%	60%	63%	63%	59%	61%	58%	61%	60%	58%	57%	61%	57%	59%
I browse through the service to see what's available	526	85	108	117	97	71	119	526	250	275	174	151	119	81	325	200	526
	55%	58%	55%	57%	59%	55%	50%	55%	55%	55%	59%	52%	61%	49%	55%	55%	55%
											d		bd				
Friends or family tell me about them/ recommend them	471	78	99	117	75	64	101	471	220	250	158	154	93	66	312	158	471
	50%	54%	51%	57%	46%	50%	42%	50%	49%	50%	53%	53%	47%	40%	53%	44%	50%
		f		df				f			df	df			df		d
If it's something I missed when it was shown/ originally broadcast	398	44	73	98	63	72	120	398	183	213	138	130	64	65	268	130	398
	42%	30%	37%	47%	39%	56%	50%	42%	41%	43%	47%	44%	33%	40%	45%	36%	42%
				a		abdg	abdg	a			cf	cf			cf		c
I like to watch a specific type of show or film (e.g. horror, comedies, drama and so on)	372	59	68	90	69	49	86	372	177	195	116	114	78	64	230	142	372
	39%	40%	35%	44%	42%	38%	36%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%
I see it promoted in trailers or adverts	217	36	46	49	40	29	46	217	107	110	67	76	40	34	142	75	217
	23%	25%	24%	24%	25%	22%	19%	23%	24%	22%	23%	26%	21%	21%	24%	21%	23%
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections)	170	28	38	51	21	22	32	170	84	85	55	50	36	29	104	66	170
	18%	19%	20%	25%	13%	17%	13%	18%	19%	17%	18%	17%	19%	18%	18%	18%	18%
				dfg													

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

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

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1149	173	220	234	198	167	324	1149	538	610	307	394	223	225	701	448	1149
Effective Weighted Sample	897	138	171	185	151	142	258	897	422	474	250	311	177	168	553	343	897
Total	951	146	195	207	163	130	240	951	451	498	296	293	196	165	589	362	951
It's discussed or reviewed on TV, radio or in newspapers or magazines	118	8	20	30	21	23	39	118	65	52	55	29	18	16	83	34	118
	12%	5%	10%	14%	13%	17%	16%	12%	14%	10%	18%	10%	9%	10%	14%	10%	12%
Somebody mentions it on social media	110	30	26	21	19	11	14	110	50	60	26	45	20	20	70	40	110
	12%	21%	13%	10%	12%	9%	6%	12%	11%	12%	9%	15%	10%	12%	12%	11%	12%
Other	10	*	1	2	1	2	6	10	6	5	2	4	3	2	6	5	10
	1%	*%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	2	1	-	1	-	-	-	2	-	2	*	*	1	1	*	2	2
	*%	1%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	1%	*%	*%	1%	*%

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

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

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1149	733	149	140	127	1149	981	168	36	1041	1049	81	1130	135	304	178
Effective Weighted Sample	897	688	137	134	117	897	767	131	26	823	823	60	881	108	242	156
Total	951	799	94	39	18	951	826	124	26	879	883	53	936	110	266	169
I have specific programmes I watch regularly	565	474	64	17	9	565	491	73	**	520	526	**	557	69	164	99
	59%	59%	68%	43%	53%	59%	59%	59%	**	59%	60%	**	59%	63%	62%	59%
		c	cd			c										
I browse through the service to see what's available	526	433	58	27	8	526	453	73	**	490	491	**	522	56	157	90
	55%	54%	62%	68%	43%	55%	55%	59%	**	56%	56%	**	56%	51%	59%	53%
		d	d	ade		d										
Friends or family tell me about them/ recommend them	471	400	40	23	9	471	418	53	**	444	447	**	470	51	130	85
	50%	50%	42%	58%	49%	50%	51%	42%	**	51%	51%	**	50%	46%	49%	50%
				b												
If it's something I missed when it was shown/ originally broadcast	398	336	34	22	5	398	340	57	**	376	375	**	395	40	113	79
	42%	42%	36%	56%	31%	42%	41%	46%	**	43%	43%	**	42%	36%	42%	47%
		d		abde		d										
I like to watch a specific type of show or film (e.g. horror, comedies, drama and so on)	372	321	36	11	4	372	321	51	**	352	351	**	367	48	98	70
	39%	40%	38%	28%	21%	39%	39%	41%	**	40%	40%	**	39%	44%	37%	42%
		cd	d			cd										
I see it promoted in trailers or adverts	217	177	18	20	3	217	190	27	**	204	206	**	217	23	58	42
	23%	22%	19%	51%	18%	23%	23%	22%	**	23%	23%	**	23%	21%	22%	25%
				abde												

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

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

T2. (SHOWCARD) How do you choose what TV programmes or films to watch via on-demand or streaming services? (MULTI CODE)

Base : Those who watch content via on-demand or streaming services

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1149	733	149	140	127	1149	981	168	36	1041	1049	81	1130	135	304	178
Effective Weighted Sample	897	688	137	134	117	897	767	131	26	823	823	60	881	108	242	156
Total	951	799	94	39	18	951	826	124	26	879	883	53	936	110	266	169
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections)	170 18%	139 17%	13 14%	14 35%	4 22%	170 18%	149 18%	21 17%	** **	163 19%	164 19%	** **	169 18%	22 20%	36 14%	34 20%
It's discussed or reviewed on TV, radio or in newspapers or magazines	118 12%	104 13%	6 7%	5 13%	2 10%	118 12%	98 12%	20 16%	** **	110 12%	106 12%	** **	116 12%	14 13%	22 8%	30 18%
Somebody mentions it on social media	110 12%	87 11%	15 16%	7 17%	2 11%	110 12%	100 12%	10 8%	** **	101 12%	106 12%	** **	110 12%	7 7%	31 12%	20 12%
Other	10 1%	9 1%	1 1%	* 1%	- -%	10 1%	8 1%	3 2%	** **	10 1%	10 1%	** **	10 1%	1 1%	2 1%	1 1%
Don't know	2 *%	2 *%	- -%	- -%	* 3%	2 *%	2 *%	* *%	** **	2 *%	2 *%	** **	2 *%	- -%	- -%	- -%

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

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

T4. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Licence fee/ by the public	1222	111	188	228	210	202	485	1222	613	608	330	349	263	280	679	543	1222
	83%	58%	75%	86%	89%	91%	91%	83%	85%	81%	89%	84%	81%	76%	87%	78%	83%
		a	ab	abg	abg	abg	abg	ab			bcdg	df			cdg	df	
By the government	42	13	9	6	3	3	11	42	20	22	12	14	7	10	26	16	42
	3%	7%	4%	2%	1%	2%	2%	3%	3%	3%	3%	3%	2%	3%	3%	2%	3%
		cdefg															
Advertising	33	8	8	6	6	2	5	33	20	13	3	11	10	9	14	19	33
	2%	4%	3%	2%	3%	1%	1%	2%	3%	2%	1%	3%	3%	3%	2%	3%	2%
		f	f									a			a		
Programme sponsorship	10	3	3	1	3	-	1	10	2	8	3	1	1	4	4	6	10
	1%	1%	1%	*%	1%	-%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%
		f	f		f												
Sales of programmes and/ or services to other channels/ countries	3	1	1	*	1	1	1	3	3	1	-	1	1	1	1	3	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
Other	12	1	3	3	1	4	4	12	5	7	5	-	5	3	5	7	12
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
											b		b		b		
Don't know	155	55	40	22	12	9	25	155	61	93	16	38	39	63	54	101	155
	10%	29%	16%	8%	5%	4%	5%	10%	8%	12%	4%	9%	12%	17%	7%	15%	10%
		bcdefg	cdefg	f				def		a		a	ae	abeg		abeg	ae

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

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

T4. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Licence fee/ by the public	1222	1037	115	47	22	1222	1054	169	**	984	965	190	1155	160	326	184
	83%	83%	86%	80%	75%	83%	82%	85%	**	83%	81%	92%	83%	76%	85%	90%
		d	d			d						ac			a	a
By the government	42	39	1	2	1	42	36	6	**	34	36	4	40	7	11	6
	3%	3%	1%	3%	2%	3%	3%	3%	**	3%	3%	2%	3%	3%	3%	3%
Advertising	33	27	1	2	4	33	27	6	**	27	31	1	32	6	8	4
	2%	2%	1%	3%	12%	2%	2%	3%	**	2%	3%	*%	2%	3%	2%	2%
				b	abce						b					
Programme sponsorship	10	8	1	*	1	10	8	2	**	8	10	-	10	2	3	-
	1%	1%	1%	*%	5%	1%	1%	1%	**	1%	1%	-%	1%	1%	1%	-%
					abce											
Sales of programmes and/ or services to other channels/ countries	3	2	1	-	*	3	3	-	**	2	3	-	3	-	2	-
	*%	*%	1%	-%	1%	*%	*%	-%	**	*%	*%	-%	*%	-%	*%	-%
			a		ae											
Other	12	11	-	1	-	12	11	1	**	12	11	1	12	2	6	2
	1%	1%	-%	1%	-%	1%	1%	*%	**	1%	1%	*%	1%	1%	2%	1%
Don't know	155	133	14	7	1	155	141	15	**	119	136	12	148	34	25	8
	10%	11%	10%	12%	5%	10%	11%	7%	**	10%	11%	6%	11%	16%	7%	4%
		d	d	d		d					b		b	bc		

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

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

T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Advertising	1077	104	153	193	176	188	451	1077	547	530	299	320	227	231	619	458	1077
	73%	54%	61%	72%	75%	85%	85%	73%	75%	70%	81%	77%	70%	63%	79%	66%	73%
				ab	ab	abcdg	abcdg	ab	b		cdg	cd	d		cdg		df
Licence fee/ by the public	91	10	19	16	18	14	27	91	43	48	12	14	33	32	26	65	91
	6%	5%	8%	6%	8%	6%	5%	6%	6%	6%	3%	3%	10%	9%	3%	9%	6%
													abeg	abe		abeg	abe
Programme sponsorship	45	10	9	14	4	3	8	45	20	25	12	10	14	10	22	24	45
	3%	5%	4%	5%	2%	2%	1%	3%	3%	3%	3%	2%	4%	3%	3%	3%	3%
		ef	f	def				f									
By the government	26	5	5	6	4	2	6	26	14	12	4	8	3	10	13	13	26
	2%	3%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	3%	2%	2%	2%
Sales of programmes and/ or services to other channels/ countries	21	3	1	2	7	3	8	21	13	8	7	6	2	6	12	9	21
	1%	2%	*%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%
				b													
Magazine/ book/ video/ DVD sales	1	-	-	*	1	-	-	1	-	1	1	-	-	*	1	*	1
	*%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%
Other	8	4	1	1	-	2	3	8	4	5	3	1	3	2	4	4	8
	1%	2%	*%	*%	-%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%
		dg															
Don't know	209	57	63	34	26	9	29	209	84	123	31	55	43	79	86	122	209
	14%	30%	25%	13%	11%	4%	5%	14%	12%	16%	9%	13%	13%	21%	11%	18%	14%
		cdefg	cdefg	ef	ef			ef		a		a		abceg		aeg	ae

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

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

T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Advertising	1077	920	97	45	16	1077	924	153	**	876	844	172	1016	140	296	173
	73%	73%	73%	75%	54%	73%	72%	77%	**	74%	71%	83%	73%	67%	78%	84%
		d	d	d		d					ac			a	a	
Licence fee/ by the public	91	75	8	1	7	91	81	9	**	60	79	8	87	17	17	9
	6%	6%	6%	1%	23%	6%	6%	5%	**	5%	7%	4%	6%	8%	5%	4%
		c	c		abce	c										
Programme sponsorship	45	34	6	3	2	45	41	4	**	36	40	4	44	2	13	5
	3%	3%	5%	5%	7%	3%	3%	2%	**	3%	3%	2%	3%	1%	4%	2%
					ae											
By the government	26	23	1	1	1	26	23	3	**	20	18	7	25	6	9	-
	2%	2%	1%	2%	3%	2%	2%	1%	**	2%	2%	3%	2%	3%	2%	-%
														c	c	
Sales of programmes and/ or services to other channels/ countries	21	15	4	1	2	21	18	3	**	18	18	2	20	4	6	5
	1%	1%	3%	2%	5%	1%	1%	1%	**	2%	2%	1%	1%	2%	2%	3%
					ae											
Magazine/ book/ video/ DVD sales	1	1	-	-	*	1	1	-	**	1	1	-	1	-	1	-
	%	%	-%	-%	%	%	%	-%	**	%	%	-%	%	-%	%	-%
Other	8	7	1	1	-	8	8	-	**	6	8	1	8	-	5	-
	1%	1%	%	1%	-%	1%	1%	-%	**	1%	1%	%	1%	-%	1%	-%
Don't know	209	182	16	8	2	209	183	26	**	169	184	13	198	39	34	13
	14%	14%	12%	14%	8%	14%	14%	13%	**	14%	15%	6%	14%	19%	9%	6%
		d		d		d					b		b	bc		

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

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

T6. How is the Sky or Virgin Media TV service mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	863	100	152	161	152	134	299	863	438	423	224	261	185	193	485	378	863
	58%	52%	60%	60%	64%	60%	56%	58%	60%	56%	61%	63%	57%	52%	62%	54%	58%
					af						d	df		df		d	
Advertising	256	34	42	51	30	40	100	256	142	115	85	68	53	50	153	103	256
	17%	18%	17%	19%	13%	18%	19%	17%	20%	15%	23%	17%	16%	14%	20%	15%	17%
							d		b		bcd	fg			df		
Programme sponsorship	50	3	9	15	9	6	14	50	25	24	12	13	13	11	25	24	50
	3%	2%	3%	6%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%
				af													
Licence fee/ by the public	35	2	6	4	7	11	15	35	17	18	7	8	12	8	15	20	35
	2%	1%	2%	1%	3%	5%	3%	2%	2%	2%	2%	2%	4%	2%	2%	3%	2%
						acg											
Sales of programmes and/ or services to other channels/ countries	34	7	5	5	7	3	9	34	18	16	11	8	7	8	20	15	34
	2%	4%	2%	2%	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
By the government	7	2	*	-	2	1	3	7	3	4	-	1	2	3	1	5	7
	*%	1%	*%	-%	1%	1%	*%	*%	*%	*%	-%	*%	1%	1%	*%	1%	*%
Other	19	4	3	3	2	5	7	19	7	12	7	6	6	1	13	7	19
	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	*%	2%	1%	1%
											d						
Don't know	214	40	34	27	27	21	86	214	74	140	24	48	47	96	72	142	214
	14%	21%	14%	10%	11%	9%	16%	14%	10%	19%	7%	12%	14%	26%	9%	21%	14%
		cdeg					ce	e		a		a	ae	abcefg	abcefg	ae	

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

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

T6. How is the Sky or Virgin Media TV service mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	863	722	92	36	13	863	753	111	**	726	714	114	827	113	236	147
	58%	57%	69%	61%	43%	58%	59%	56%	**	61%	60%	55%	59%	54%	62%	72%
		d	ade	d		d									a	ab
Advertising	256	226	13	9	8	256	219	37	**	211	206	38	244	28	64	33
	17%	18%	9%	16%	28%	17%	17%	19%	**	18%	17%	18%	17%	13%	17%	16%
		b		b	abce	b										
Programme sponsorship	50	44	2	2	1	50	48	2	**	45	45	4	49	6	16	6
	3%	4%	2%	4%	3%	3%	4%	1%	**	4%	4%	2%	4%	3%	4%	3%
							b									
Licence fee/ by the public	35	26	6	1	2	35	28	6	**	21	29	2	32	4	6	6
	2%	2%	4%	2%	6%	2%	2%	3%	**	2%	2%	1%	2%	2%	2%	3%
					ae											
Sales of programmes and/ or services to other channels/ countries	34	27	4	2	2	34	30	5	**	28	30	3	34	4	8	3
	2%	2%	3%	4%	5%	2%	2%	2%	**	2%	3%	2%	2%	2%	2%	1%
					ae											
By the government	7	4	1	-	1	7	5	1	**	5	5	1	6	2	1	-
	*%	*%	1%	-%	4%	*%	*%	1%	**	*%	*%	*%	*%	1%	*%	-%
					ace											
Other	19	19	-	*	-	19	11	9	**	19	16	2	18	4	8	2
	1%	2%	-%	*%	-%	1%	1%	4%	**	2%	1%	1%	1%	2%	2%	1%
							a									
Don't know	214	188	15	7	4	214	187	28	**	133	147	42	190	50	43	7
	14%	15%	11%	13%	12%	14%	15%	14%	**	11%	12%	20%	14%	24%	11%	4%
											ac			bc	c	

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
No, do not have any concerns	830	147	170	153	130	114	230	830	414	415	180	238	193	218	418	412	830
	56%	76%	68%	58%	55%	52%	43%	56%	57%	55%	49%	57%	59%	59%	53%	59%	56%
		cdefg	cdefg	f	f	f	f	f				a	a	a		ae	a
Too many repeats	207	14	27	31	32	40	103	207	105	102	54	49	48	56	103	104	207
	14%	7%	11%	12%	13%	18%	19%	14%	14%	14%	15%	12%	15%	15%	13%	15%	14%
						ab	abcdg	a									
Violence (in general)	179	7	13	35	29	30	95	179	62	117	48	49	34	48	97	82	179
	12%	4%	5%	13%	12%	14%	18%	12%	9%	16%	13%	12%	10%	13%	12%	12%	12%
				ab	ab	ab	abg	ab		a							
Too many reality TV programmes	160	11	15	28	20	26	85	160	79	81	53	51	31	25	104	56	160
	11%	6%	6%	11%	9%	12%	16%	11%	11%	11%	14%	12%	10%	7%	13%	8%	11%
						ab	abcdg	ab			df	df			df		df
Poor quality programmes	131	8	15	22	21	19	64	131	61	69	38	29	25	39	67	64	131
	9%	4%	6%	8%	9%	9%	12%	9%	8%	9%	10%	7%	8%	11%	9%	9%	9%
							abg	a									
Bad/ offensive language (spoken or song lyrics)	123	5	11	13	18	21	76	123	36	86	26	42	25	30	68	55	123
	8%	2%	4%	5%	8%	9%	14%	8%	5%	11%	7%	10%	8%	8%	9%	8%	8%
				a	ab	abcdg	ab			a							
Too many/ too long advertising breaks	113	13	14	23	19	15	44	113	52	61	42	34	17	20	76	37	113
	8%	7%	6%	9%	8%	7%	8%	8%	7%	8%	11%	8%	5%	5%	10%	5%	8%
											cdfg	f			cdf		f
Lack of originality/ programmes are too similar	112	3	18	23	20	15	48	112	56	56	45	23	16	29	68	45	112
	8%	2%	7%	9%	8%	7%	9%	8%	8%	7%	12%	6%	5%	8%	9%	6%	8%
			a	a	a	a	a	a			bcfg				bc		

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T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Inappropriate programmes shown before the watershed	99 7%	2 1%	10 4%	31 12%	18 8%	14 6%	37 7%	99 7%	39 5%	58 8%	47 13%	21 5%	19 6%	12 3%	68 9%	31 4%	99 7%
				abefg	a	a	a	a			bcdefg				bdf		df
Too many programmes with celebrities	87 6%	5 3%	12 5%	15 6%	13 5%	12 6%	42 8%	87 6%	39 5%	48 6%	23 6%	31 7%	15 5%	18 5%	53 7%	33 5%	87 6%
							a										
Sex/ nakedness (in general)	84 6%	3 2%	5 2%	17 6%	16 7%	10 4%	43 8%	84 6%	30 4%	53 7%	25 7%	27 6%	13 4%	19 5%	52 7%	32 5%	84 6%
				ab	ab		abg	ab		a							
Bad taste/ shock tactics	60 4%	4 2%	6 3%	15 6%	7 3%	7 3%	27 5%	60 4%	29 4%	31 4%	19 5%	19 5%	8 3%	14 4%	38 5%	23 3%	60 4%
People behaving badly	53 4%	2 1%	2 1%	7 3%	14 6%	6 3%	27 5%	53 4%	19 3%	34 4%	14 4%	21 5%	9 3%	9 2%	35 5%	18 3%	53 4%
					ab		ab	b				df			f		
Inaccurate/ biased/ unreliable information broadcast/ reported	47 3%	10 5%	6 2%	10 4%	7 3%	7 3%	15 3%	47 3%	30 4%	17 2%	15 4%	14 3%	9 3%	8 2%	30 4%	18 3%	47 3%
									b								
Drug use/ drug references	47 3%	4 2%	9 4%	10 4%	10 4%	5 2%	14 3%	47 3%	15 2%	32 4%	9 2%	16 4%	13 4%	9 2%	25 3%	22 3%	47 3%
										a							
Irritating/ annoying sponsorship messages	41 3%	4 2%	4 2%	9 4%	5 2%	3 1%	17 3%	41 3%	16 2%	25 3%	15 4%	10 2%	6 2%	9 2%	26 3%	15 2%	41 3%

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Too many American programmes	40 3%	5 3%	4 2%	6 2%	5 2%	3 1%	20 4%	40 3%	22 3%	18 2%	11 3%	9 2%	8 2%	13 3%	20 3%	20 3%	40 3%
Race – Discriminatory treatment or portrayal of people based on race	28 2%	4 2%	6 2%	8 3% f	5 2%	2 1%	5 1%	28 2%	10 1%	18 2%	11 3% d	7 2%	7 2%	3 1%	18 2%	10 1%	28 2%
Age – Discriminatory treatment or portrayal of people based on age	26 2%	4 2%	5 2%	8 3% e	2 1%	1 1%	7 1%	26 2%	6 1%	20 3% a	9 3% df	12 3% cdf	3 1%	2 *%	22 3% df	4 1%	26 2% f
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	25 2%	4 2%	3 1%	7 3%	2 1%	2 1%	9 2%	25 2%	9 1%	16 2%	10 3%	6 1%	4 1%	6 1%	16 2%	10 1%	25 2%
Not enough programmes for my age group	24 2%	3 2%	3 1%	* *% c	6 3% c	3 1%	12 2% c	24 2%	14 2%	11 1%	6 2%	8 2%	6 2%	5 1%	13 2%	11 2%	24 2%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	24 2%	3 2%	5 2%	6 2%	4 2%	2 1%	6 1%	24 2%	7 1%	17 2% a	12 3% cdfg	7 2%	3 1%	3 1%	19 2% df	5 1%	24 2%

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		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Not enough programmes that show people like me/ people of my background/ people of my social grade	22 2%	3 2%	2 1%	4 2%	6 3%	3 1%	6 1%	22 2%	9 1%	13 2%	8 2%	10 2%	3 1%	2 1%	17 2%	5 1%	22 2%
Disability – Discriminatory treatment or portrayal of people based on disability	21 1%	3 2%	3 1%	5 2%	2 1%	2 1%	7 1%	21 1%	6 1%	15 2%	8 2%	9 2%	2 *	3 1%	16 2%	4 1%	21 1%
Religion – Discriminatory treatment or portrayal of people based on religion	19 1%	3 2%	2 1%	8 3%	2 1%	2 1%	3 1%	19 1%	8 1%	11 1%	10 3%	5 1%	1 *	3 1%	15 2%	3 *	19 1%
Not enough racial diversity	17 1%	4 2%	3 1%	2 1%	3 1%	3 1%	6 1%	17 1%	7 1%	11 1%	8 2%	6 1%	1 *	2 *	14 2%	3 *	17 1%
Not enough programmes from my geographic region/ area	16 1%	2 1%	3 1%	4 1%	2 1%	1 1%	5 1%	16 1%	9 1%	7 1%	7 2%	3 1%	3 1%	3 1%	10 1%	6 1%	16 1%
Not enough gender diversity in programmes	8 1%	2 1%	1 *	2 1%	1 *	1 *	3 1%	8 1%	4 1%	4 1%	3 1%	4 1%	* *	2 *	6 1%	2 *	8 1%
Other	69 5%	5 2%	8 3%	14 5%	7 3%	16 7%	36 7%	69 5%	34 5%	35 5%	28 7%	22 5%	10 3%	9 2%	50 6%	19 3%	69 5%

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Don't know	25	3	6	5	2	3	8	25	13	12	6	5	3	10	12	13	25
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	2%
SUMMARY CODES																	
ANY CONCERNS	624	43	75	108	105	105	294	624	298	324	183	171	129	141	354	270	624
	42%	22%	30%	40%	44%	47%	55%	42%	41%	43%	50%	41%	40%	38%	45%	39%	42%
			ab	ab	ab	ab	abcdeg	ab			bcdgf				df		
ANY QUALITY OF CONTENT/ REPEATS	385	23	50	62	62	64	187	385	188	196	105	100	80	99	205	180	385
	26%	12%	20%	23%	26%	29%	35%	26%	26%	26%	28%	24%	25%	27%	26%	26%	26%
			a	a	a	ab	abcdg	a									
ANY HARMFUL/ OFFENSIVE CONTENT	313	13	31	61	53	46	154	313	114	197	90	92	61	69	182	130	313
	21%	7%	12%	23%	22%	21%	29%	21%	16%	26%	24%	22%	19%	19%	23%	19%	21%
			ab	ab	ab	ab	abeg	ab		a	f				f		
ANY ADVERTISING/ SPONSORSHIP	127	15	15	26	20	16	51	127	58	69	47	38	19	23	85	42	127
	9%	8%	6%	10%	9%	7%	10%	9%	8%	9%	13%	9%	6%	6%	11%	6%	9%
											cdgf				cdf		f
ANY DIVERSITY OF CONTENT	114	17	15	27	18	11	39	114	47	67	43	32	20	20	74	40	114
	8%	9%	6%	10%	8%	5%	7%	8%	7%	9%	12%	8%	6%	5%	9%	6%	8%
				e							cdgf				df		
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	47	10	6	10	7	7	15	47	30	17	15	14	9	8	30	18	47
	3%	5%	2%	4%	3%	3%	3%	3%	4%	2%	4%	3%	3%	2%	4%	3%	3%
									b								

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
No, do not have any concerns	830 56%	699 56%	85 64%	27 45%	18 62%	830 56%	736 57%	94 47%	** **	686 58%	712 60%	82 39%	793 57%	117 56%	212 56%	121 59%
		c	ace		c	c	b				b		b			
Too many repeats	207 14%	168 13%	22 17%	14 24%	2 8%	207 14%	173 14%	34 17%	** **	151 13%	145 12%	43 21%	188 13%	32 15%	61 16%	19 9%
			d	ade	d	d					ac				c	
Violence (in general)	179 12%	154 12%	13 10%	8 14%	4 12%	179 12%	144 11%	35 18%	** **	119 10%	115 10%	48 23%	164 12%	25 12%	47 12%	17 9%
							a				ac					
Too many reality TV programmes	160 11%	131 10%	16 12%	11 19%	2 8%	160 11%	134 10%	26 13%	** **	121 10%	110 9%	38 19%	148 11%	20 10%	42 11%	22 11%
				ade							ac					
Poor quality programmes	131 9%	108 9%	10 8%	11 18%	2 6%	131 9%	119 9%	12 6%	** **	98 8%	91 8%	35 17%	126 9%	22 10%	26 7%	13 6%
				abde							ac					
Bad/ offensive language (spoken or song lyrics)	123 8%	109 9%	8 6%	4 6%	2 8%	123 8%	99 8%	24 12%	** **	80 7%	72 6%	40 19%	112 8%	16 8%	33 9%	11 5%
							a				ac					
Too many/ too long advertising breaks	113 8%	91 7%	15 12%	4 7%	3 9%	113 8%	97 8%	16 8%	** **	85 7%	84 7%	20 10%	104 7%	9 4%	35 9%	12 6%
			a												a	
Lack of originality/ programmes are too similar	112 8%	93 7%	8 6%	10 17%	1 5%	112 8%	94 7%	19 9%	** **	87 7%	82 7%	23 11%	105 7%	20 10%	28 7%	12 6%
				abde								a				

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Base : All respondents

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	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Inappropriate programmes shown before the watershed	99 7%	85 7%	6 4%	7 11% abde	2 5%	99 7%	74 6%	24 12% a	** **	86 7%	82 7%	13 6%	96 7%	11 5%	29 8%	18 9%
Too many programmes with celebrities	87 6%	65 5%	12 9% a	7 12% ade	2 7%	87 6%	73 6%	14 7%	** **	65 5%	60 5%	20 9% ac	80 6%	9 4%	20 5%	8 4%
Sex/ nakedness (in general)	84 6%	74 6%	5 4%	3 5%	1 5%	84 6%	73 6%	11 6%	** **	56 5%	58 5%	19 9% ac	77 5%	13 6%	18 5%	9 4%
Bad taste/ shock tactics	60 4%	50 4%	5 3%	4 7%	1 5%	60 4%	49 4%	11 6%	** **	48 4%	46 4%	12 6%	59 4%	9 4%	14 4%	3 2%
People behaving badly	53 4%	43 3%	6 4%	3 5%	1 5%	53 4%	43 3%	10 5%	** **	38 3%	37 3%	11 5%	48 3%	4 2%	14 4%	4 2%
Inaccurate/ biased/ unreliable information broadcast/ reported	47 3%	42 3% d	2 2%	4 6% bde	* *% abe	47 3% d	37 3%	10 5% a	** **	39 3%	40 3%	5 2%	45 3%	4 2%	9 2%	13 6% ab
Drug use/ drug references	47 3%	38 3%	4 3%	2 4%	2 8% abe	47 3%	34 3%	13 6% a	** **	33 3%	36 3%	9 5%	46 3%	4 2%	13 3%	6 3%
Irritating/ annoying sponsorship messages	41 3%	35 3%	3 2%	3 4%	* 1%	41 3%	35 3%	6 3%	** **	31 3%	30 2%	7 3%	37 3%	4 2%	7 2%	4 2%

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	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Too many American programmes	40 3%	34 3%	* *%	5 8%	1 3%	40 3%	28 2%	12 6%	** **	28 2%	27 2%	7 4%	34 2%	4 2%	8 2%	3 2%
		b		abde	b	b		a								
Race – Discriminatory treatment or portrayal of people based on race	28 2%	22 2%	4 3%	2 3%	* 1%	28 2%	21 2%	7 3%	** **	26 2%	27 2%	1 *%	28 2%	2 1%	7 2%	2 1%
											b					
Age – Discriminatory treatment or portrayal of people based on age	26 2%	21 2%	3 2%	2 3%	1 2%	26 2%	21 2%	5 2%	** **	22 2%	22 2%	4 2%	25 2%	2 1%	8 2%	1 *%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	25 2%	20 2%	3 2%	2 3%	1 2%	25 2%	19 2%	6 3%	** **	21 2%	21 2%	3 1%	24 2%	3 2%	3 1%	2 1%
Not enough programmes for my age group	24 2%	18 1%	3 2%	2 4%	1 4%	24 2%	22 2%	2 1%	** **	18 2%	17 1%	4 2%	22 2%	2 1%	7 2%	1 1%
				ae	ae											
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	24 2%	18 1%	3 3%	2 3%	1 2%	24 2%	18 1%	6 3%	** **	22 2%	23 2%	1 *%	24 2%	* *%	4 1%	3 1%

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

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Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
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Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Not enough programmes that show people like me/ people of my background/ people of my social grade	22 2%	16 1%	4 3% a	2 3%	1 2%	22 2%	21 2%	1 1%	** **	21 2%	19 2%	4 2%	22 2%	- -%	2 1%	4 2% a
Disability – Discriminatory treatment or portrayal of people based on disability	21 1%	16 1%	2 2%	2 3% ae	* 1%	21 1%	18 1%	3 1%	** **	19 2%	17 1%	3 1%	21 1%	1 1%	6 2%	1 1%
Religion – Discriminatory treatment or portrayal of people based on religion	19 1%	15 1%	2 1%	2 3%	1 3%	19 1%	16 1%	2 1%	** **	18 1%	19 2%	* *% *	19 1%	1 *% *	3 1%	2 1%
Not enough racial diversity	17 1%	15 1%	1 1%	1 1%	1 2%	17 1%	15 1%	2 1%	** **	16 1%	15 1%	2 1%	17 1%	1 *% *	5 1%	1 1%
Not enough programmes from my geographic region/ area	16 1%	9 1%	5 3% ae	2 3% ae	* 1%	16 1%	14 1%	3 1%	** **	13 1%	12 1%	4 2%	16 1%	1 *% *	1 *% *	6 3% ab
Not enough gender diversity in programmes	8 1%	7 1%	1 *% *	1 1%	* *% *	8 1%	8 1%	- -%	** **	6 *% *	6 1%	2 1%	8 1%	- -% -	2 *% *	2 1%

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Other	69	63	3	2	*	69	54	15	**	58	49	17	66	10	17	11
	5%	5%	3%	4%	1%	5%	4%	7%	**	5%	4%	8%	5%	5%	4%	5%
		d				d		a				ac				
Don't know	25	21	2	2	*	25	22	3	**	16	20	2	21	4	3	3
	2%	2%	1%	3%	1%	2%	2%	1%	**	1%	2%	1%	2%	2%	1%	2%
SUMMARY CODES																
ANY CONCERNS	624	537	46	30	11	624	522	102	**	484	461	124	585	89	165	81
	42%	43%	35%	51%	36%	42%	41%	51%	**	41%	39%	60%	42%	42%	43%	40%
		b		abde		b		a				ac				
ANY QUALITY OF CONTENT/ REPEATS	385	322	34	23	5	385	327	58	**	286	273	86	359	61	100	41
	26%	26%	26%	39%	18%	26%	26%	29%	**	24%	23%	42%	26%	29%	26%	20%
		d		abde		d						ac		c		
ANY HARMFUL/ OFFENSIVE CONTENT	313	268	23	14	7	313	252	60	**	229	221	69	290	40	87	35
	21%	21%	17%	24%	25%	21%	20%	30%	**	19%	19%	33%	21%	19%	23%	17%
								a				ac				
ANY ADVERTISING/ SPONSORSHIP	127	104	15	4	3	127	108	18	**	96	94	22	116	11	37	12
	9%	8%	12%	8%	9%	9%	8%	9%	**	8%	8%	11%	8%	5%	10%	6%
ANY DIVERSITY OF CONTENT	114	90	15	6	4	114	99	16	**	96	93	18	111	11	22	14
	8%	7%	11%	11%	13%	8%	8%	8%	**	8%	8%	9%	8%	5%	6%	7%
					ae											
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	47	42	2	4	*	47	37	10	**	39	40	5	45	4	9	13
	3%	3%	2%	6%	1%	3%	3%	5%	**	3%	3%	2%	3%	2%	2%	6%
		d		bde		d										ab

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

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T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1826	214	270	297	283	285	762	1826	886	938	398	554	366	508	952	874	1826
Effective Weighted Sample	1414	169	208	233	219	236	603	1414	687	726	313	437	289	390	741	673	1414
Total	1430	183	235	257	231	218	525	1430	700	728	356	398	317	360	754	677	1430
No, do not have any concerns	806	140	162	148	127	114	229	806	399	406	179	227	188	212	406	399	806
	56%	77%	69%	58%	55%	52%	44%	56%	57%	56%	50%	57%	59%	59%	54%	59%	56%
		cdefg	cdefg	f	f	f	f	f				a	a		a	a	
Too many repeats	206	14	27	30	32	40	103	206	105	101	53	49	48	56	101	104	206
	14%	8%	11%	12%	14%	18%	20%	14%	15%	14%	15%	12%	15%	16%	13%	15%	14%
						abc	abcg	a									
Violence (in general)	176	7	13	33	29	29	93	176	60	116	46	49	33	47	95	81	176
	12%	4%	6%	13%	13%	13%	18%	12%	9%	16%	13%	12%	11%	13%	13%	12%	12%
				ab	ab	ab	abg	ab		a							
Too many reality TV programmes	157	11	15	26	20	26	85	157	77	79	51	49	31	25	100	56	157
	11%	6%	7%	10%	9%	12%	16%	11%	11%	11%	14%	12%	10%	7%	13%	8%	11%
						ab	abcdg	a			df	df			df		d
Poor quality programmes	125	8	13	20	21	19	64	125	58	66	35	27	25	39	62	63	125
	9%	4%	5%	8%	9%	9%	12%	9%	8%	9%	10%	7%	8%	11%	8%	9%	9%
							abg	a						b			
Bad/ offensive language (spoken or song lyrics)	120	5	11	12	17	20	74	120	34	84	25	41	25	29	66	54	120
	8%	2%	5%	5%	7%	9%	14%	8%	5%	12%	7%	10%	8%	8%	9%	8%	8%
				a	a	a	abcdeg	a		a							
Lack of originality/ programmes are too similar	108	3	15	22	20	15	48	108	53	55	42	23	16	27	65	43	108
	8%	2%	7%	8%	9%	7%	9%	8%	8%	8%	12%	6%	5%	8%	9%	6%	8%
			a	a	a	a	a	a			bcdg				c		
Too many/ too long advertising breaks	108	12	11	22	19	15	44	108	51	57	37	34	17	20	71	37	108
	8%	7%	5%	9%	8%	7%	8%	8%	7%	8%	11%	9%	5%	5%	9%	5%	8%
											cdf	f			cdf		

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1826	214	270	297	283	285	762	1826	886	938	398	554	366	508	952	874	1826
Effective Weighted Sample	1414	169	208	233	219	236	603	1414	687	726	313	437	289	390	741	673	1414
Total	1430	183	235	257	231	218	525	1430	700	728	356	398	317	360	754	677	1430
Inappropriate programmes shown before the watershed	98 7%	1 1%	10 4%	31 12%	18 8%	14 7%	37 7%	98 7%	39 6%	57 8%	47 13%	20 5%	18 6%	12 3%	67 9%	30 4%	98 7%
			a	abefg	a	a	a	a			bcdefg				bdf		df
Too many programmes with celebrities	84 6%	4 2%	11 5%	15 6%	13 6%	12 6%	42 8%	84 6%	39 6%	46 6%	21 6%	30 8%	15 5%	18 5%	51 7%	33 5%	84 6%
							a										
Sex/ nakedness (in general)	80 6%	2 1%	5 2%	16 6%	15 6%	10 5%	43 8%	80 6%	27 4%	51 7%	23 6%	26 6%	13 4%	18 5%	49 6%	31 5%	80 6%
				ab	ab	a	abg	ab		a							
Bad taste/ shock tactics	58 4%	4 2%	6 3%	13 5%	7 3%	7 3%	27 5%	58 4%	27 4%	31 4%	17 5%	18 5%	8 3%	14 4%	35 5%	23 3%	58 4%
People behaving badly	51 4%	2 1%	2 1%	6 2%	14 6%	6 3%	27 5%	51 4%	19 3%	32 4%	14 4%	19 5%	9 3%	8 2%	34 4%	17 3%	51 4%
				abc			ab					f			f		
Drug use/ drug references	47 3%	4 2%	9 4%	10 4%	10 4%	5 2%	14 3%	47 3%	15 2%	32 4%	9 3%	16 4%	13 4%	9 2%	25 3%	22 3%	47 3%
							a										
Inaccurate/ biased/ unreliable information broadcast/ reported	41 3%	8 4%	6 2%	8 3%	6 3%	6 3%	14 3%	41 3%	29 4%	12 2%	13 4%	12 3%	7 2%	8 2%	26 3%	16 2%	41 3%
									b								
Irritating/ annoying sponsorship messages	39 3%	3 2%	4 2%	8 3%	5 2%	3 2%	17 3%	39 3%	16 2%	23 3%	15 4%	9 2%	6 2%	9 3%	24 3%	15 2%	39 3%

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1826	214	270	297	283	285	762	1826	886	938	398	554	366	508	952	874	1826
Effective Weighted Sample	1414	169	208	233	219	236	603	1414	687	726	313	437	289	390	741	673	1414
Total	1430	183	235	257	231	218	525	1430	700	728	356	398	317	360	754	677	1430
Too many American programmes	38 3%	4 2%	4 2%	5 2%	5 2%	3 1%	20 4%	38 3%	19 3%	18 3%	10 3%	8 2%	8 2%	13 3%	17 2%	20 3%	38 3%
Race – Discriminatory treatment or portrayal of people based on race	27 2%	4 2%	6 2%	8 3% f	5 2%	2 1%	5 1%	27 2%	9 1%	18 2%	10 3%	7 2%	7 2%	3 1%	17 2%	10 2%	27 2%
Age – Discriminatory treatment or portrayal of people based on age	25 2%	4 2%	5 2%	8 3%	2 1%	1 1%	7 1%	25 2%	6 1%	19 3% a	9 3% df	12 3% df	3 1%	2 *%	21 3% df	4 1%	25 2% f
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	25 2%	4 2%	3 1%	7 3%	2 1%	2 1%	9 2%	25 2%	9 1%	16 2%	10 3%	6 1%	4 1%	5 2%	16 2%	9 1%	25 2%
Not enough programmes for my age group	24 2%	3 2%	3 1%	* *% c	6 3% c	3 1%	12 2% c	24 2%	14 2%	11 1%	6 2%	8 2%	6 2%	5 1%	13 2%	11 2%	24 2%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	24 2%	3 2%	5 2%	6 3%	4 2%	2 1%	6 1%	24 2%	7 1%	17 2% a	12 3% cdfg	7 2%	3 1%	3 1%	19 3% df	5 1%	24 2%

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1826	214	270	297	283	285	762	1826	886	938	398	554	366	508	952	874	1826
Effective Weighted Sample	1414	169	208	233	219	236	603	1414	687	726	313	437	289	390	741	673	1414
Total	1430	183	235	257	231	218	525	1430	700	728	356	398	317	360	754	677	1430
Not enough programmes that show people like me/ people of my background/ people of my social grade	22 2%	3 2%	2 1%	4 2%	6 3%	3 1%	6 1%	22 2%	9 1%	13 2%	8 2%	10 2%	3 1%	2 1%	17 2%	5 1%	22 2%
Disability – Discriminatory treatment or portrayal of people based on disability	20 1%	3 2%	3 1%	5 2%	2 1%	2 1%	7 1%	20 1%	5 1%	15 2%	7 2%	9 2%	2 *	3 1%	16 2%	4 1%	20 1%
Religion – Discriminatory treatment or portrayal of people based on religion	19 1%	3 2%	2 1%	8 3%	2 1%	2 1%	3 1%	19 1%	8 1%	11 1%	10 3%	5 1%	1 *	3 1%	15 2%	3 *	19 1%
Not enough racial diversity	16 1%	3 2%	3 1%	2 1%	3 1%	3 1%	6 1%	16 1%	7 1%	10 1%	8 2%	5 1%	1 *	2 1%	13 2%	3 *	16 1%
Not enough programmes from my geographic region/ area	15 1%	2 1%	3 1%	3 1%	2 1%	1 1%	5 1%	15 1%	8 1%	7 1%	7 2%	3 1%	3 1%	2 1%	10 1%	5 1%	15 1%
Not enough gender diversity in programmes	8 1%	2 1%	1 *	2 1%	1 *	1 *	3 1%	8 1%	4 1%	4 1%	3 1%	4 1%	* *	2 *	6 1%	2 *	8 1%
Other	62 4%	3 2%	7 3%	12 5%	7 3%	14 6%	32 6%	62 4%	31 4%	31 4%	21 6%	22 6%	9 3%	9 2%	44 6%	18 3%	62 4%

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1826	214	270	297	283	285	762	1826	886	938	398	554	366	508	952	874	1826
Effective Weighted Sample	1414	169	208	233	219	236	603	1414	687	726	313	437	289	390	741	673	1414
Total	1430	183	235	257	231	218	525	1430	700	728	356	398	317	360	754	677	1430
Don't know	24	3	6	5	2	2	8	24	13	12	6	5	3	10	11	13	24
	2%	2%	3%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%	3%	1%	2%	2%
SUMMARY CODES																	
ANY CONCERNS	601	39	67	103	103	102	288	601	289	310	171	166	127	137	337	264	601
	42%	22%	29%	40%	44%	47%	55%	42%	41%	43%	48%	42%	40%	38%	45%	39%	42%
			ab	ab	ab	ab	abcdeg	ab			cdf				df		
ANY QUALITY OF CONTENT/ REPEATS	375	21	46	59	62	64	186	375	183	191	101	96	80	98	197	178	375
	26%	12%	20%	23%	27%	30%	35%	26%	26%	26%	28%	24%	25%	27%	26%	26%	26%
			a	a	a	ab	abcdg	ab									
ANY HARMFUL/ OFFENSIVE CONTENT	305	11	31	58	52	45	152	305	110	193	87	90	61	67	177	128	305
	21%	6%	13%	23%	22%	21%	29%	21%	16%	27%	24%	23%	19%	19%	23%	19%	21%
			a	ab	ab	ab	abeg	ab		a	f				f		
ANY ADVERTISING/ SPONSORSHIP	121	13	12	25	20	16	51	121	57	64	43	36	19	23	79	42	121
	8%	7%	5%	10%	9%	8%	10%	8%	8%	9%	12%	9%	6%	6%	10%	6%	8%
							b				cdfg				cdf		
ANY DIVERSITY OF CONTENT	111	16	15	26	18	11	38	111	46	65	42	30	20	19	72	39	111
	8%	9%	6%	10%	8%	5%	7%	8%	7%	9%	12%	8%	6%	5%	10%	6%	8%
											cdfg				df		
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	41	8	6	8	6	6	14	41	29	12	13	12	7	8	26	16	41
	3%	4%	2%	3%	3%	3%	3%	3%	4%	2%	4%	3%	2%	2%	3%	2%	3%
									b								

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1826	1180	222	220	204	1826	1532	294	90	1378	1406	301	1707	271	440	209
Effective Weighted Sample	1414	1096	203	209	186	1414	1201	216	66	1087	1087	241	1320	215	351	184
Total	1430	1212	131	58	29	1430	1236	194	62	1143	1149	204	1353	200	368	202
No, do not have any concerns	806 56%	677 56%	84 64%	26 45%	18 63%	806 56%	712 58%	93 48%	** **	666 58%	689 60%	81 40%	769 57%	112 56%	206 56%	120 59%
		c	ace		c	c	b				b		b			
Too many repeats	206 14%	167 14%	22 17%	14 25%	2 9%	206 14%	172 14%	34 17%	** **	149 13%	143 12%	43 21%	186 14%	31 15%	61 17%	19 9%
			d	abde		d					ac				c	
Violence (in general)	176 12%	151 12%	13 10%	8 14%	3 12%	176 12%	141 11%	34 18%	** **	117 10%	114 10%	47 23%	161 12%	25 12%	46 13%	17 9%
							a				ac					
Too many reality TV programmes	157 11%	128 11%	15 12%	11 19%	2 8%	157 11%	131 11%	26 13%	** **	118 10%	107 9%	38 19%	145 11%	20 10%	42 11%	21 10%
				abde							ac					
Poor quality programmes	125 9%	103 8%	10 7%	11 19%	2 6%	125 9%	113 9%	12 6%	** **	92 8%	85 7%	35 17%	120 9%	21 10%	26 7%	11 5%
				abde							ac					
Bad/ offensive language (spoken or song lyrics)	120 8%	105 9%	8 6%	4 6%	2 8%	120 8%	95 8%	24 12%	** **	78 7%	70 6%	39 19%	109 8%	15 8%	32 9%	11 5%
							a				ac					
Lack of originality/ programmes are too similar	108 8%	90 7%	8 6%	10 17%	1 5%	108 8%	90 7%	19 10%	** **	83 7%	78 7%	23 11%	101 7%	19 9%	28 8%	11 5%
				abde							a					
Too many/ too long advertising breaks	108 8%	87 7%	15 11%	4 7%	3 9%	108 8%	92 7%	16 8%	** **	80 7%	81 7%	18 9%	99 7%	9 4%	31 9%	11 5%
			a													

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1826	1180	222	220	204	1826	1532	294	90	1378	1406	301	1707	271	440	209
Effective Weighted Sample	1414	1096	203	209	186	1414	1201	216	66	1087	1087	241	1320	215	351	184
Total	1430	1212	131	58	29	1430	1236	194	62	1143	1149	204	1353	200	368	202
Inappropriate programmes shown before the watershed	98 7%	84 7%	6 4%	7 11% abde	1 5%	98 7%	73 6%	24 13% a	** **	85 7%	81 7%	13 6%	94 7%	11 5%	29 8%	18 9%
Too many programmes with celebrities	84 6%	63 5%	12 9% ae	7 13% ae	2 7%	84 6%	70 6%	14 7%	** **	62 5%	58 5%	20 10% ac	77 6%	9 4%	20 5%	7 4%
Sex/ nakedness (in general)	80 6%	70 6%	5 4%	3 5%	1 5%	80 6%	69 6%	11 6%	** **	52 5%	55 5%	19 9% ac	73 5%	12 6%	18 5%	9 4%
Bad taste/ shock tactics	58 4%	48 4%	5 4%	4 7%	1 4%	58 4%	47 4%	11 6%	** **	45 4%	44 4%	12 6%	56 4%	9 4%	14 4%	3 2%
People behaving badly	51 4%	41 3%	6 4%	3 5%	1 5%	51 4%	41 3%	10 5%	** **	35 3%	35 3%	11 5%	46 3%	3 1%	14 4%	4 2%
Drug use/ drug references	47 3%	38 3%	4 3%	2 4%	2 8% abe	47 3%	34 3%	13 7% a	** **	33 3%	36 3%	9 5%	46 3%	4 2%	13 3%	6 3%
Inaccurate/ biased/ unreliable information broadcast/ reported	41 3%	36 3% d	1 1%	4 6% abde	* *% d	41 3% d	32 3%	9 5%	** **	33 3%	35 3%	4 2%	39 3%	3 1%	7 2%	12 6% ab
Irritating/ annoying sponsorship messages	39 3%	33 3%	3 2%	3 5%	* 1%	39 3%	33 3%	6 3%	** **	29 3%	28 2%	7 3%	35 3%	4 2%	7 2%	3 2%

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1826	1180	222	220	204	1826	1532	294	90	1378	1406	301	1707	271	440	209
Effective Weighted Sample	1414	1096	203	209	186	1414	1201	216	66	1087	1087	241	1320	215	351	184
Total	1430	1212	131	58	29	1430	1236	194	62	1143	1149	204	1353	200	368	202
Too many American programmes	38 3%	32 3%	* *%	5 8%	1 3%	38 3%	26 2%	12 6%	** **	25 2%	25 2%	7 4%	32 2%	4 2%	7 2%	3 2%
		b		abde		b		a								
Race – Discriminatory treatment or portrayal of people based on race	27 2%	22 2%	4 3%	2 3%	* 1%	27 2%	21 2%	7 3%	** **	26 2%	27 2%	* *%	27 2%	2 1%	6 2%	2 1%
											b		b			
Age – Discriminatory treatment or portrayal of people based on age	25 2%	21 2%	3 2%	2 3%	1 2%	25 2%	21 2%	5 3%	** **	21 2%	21 2%	4 2%	25 2%	1 1%	8 2%	1 *%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	25 2%	20 2%	3 2%	2 3%	1 2%	25 2%	19 2%	6 3%	** **	21 2%	21 2%	3 1%	24 2%	3 2%	3 1%	2 1%
Not enough programmes for my age group	24 2%	18 2%	3 2%	2 4%	1 4%	24 2%	22 2%	2 1%	** **	18 2%	17 2%	4 2%	22 2%	2 1%	7 2%	1 1%
				ae	ae											
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	24 2%	18 2%	3 3%	2 3%	1 2%	24 2%	18 1%	6 3%	** **	22 2%	23 2%	1 *%	24 2%	* *%	4 1%	3 1%

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1826	1180	222	220	204	1826	1532	294	90	1378	1406	301	1707	271	440	209
Effective Weighted Sample	1414	1096	203	209	186	1414	1201	216	66	1087	1087	241	1320	215	351	184
Total	1430	1212	131	58	29	1430	1236	194	62	1143	1149	204	1353	200	368	202
Not enough programmes that show people like me/ people of my background/ people of my social grade	22 2%	16 1%	4 3%	2 3%	1 2%	22 2%	21 2%	1 1%	** **	21 2%	19 2%	4 2%	22 2%	- -%	2 1%	4 2%
Disability – Discriminatory treatment or portrayal of people based on disability	20 1%	15 1%	2 2%	2 3%	* 1%	20 1%	17 1%	3 1%	** **	19 2%	17 2%	2 1%	20 1%	1 1%	5 1%	1 1%
Religion – Discriminatory treatment or portrayal of people based on religion	19 1%	15 1%	2 1%	2 3%	1 3%	19 1%	16 1%	2 1%	** **	18 2%	19 2%	* *%	19 1%	1 *%	3 1%	2 1%
Not enough racial diversity	16 1%	14 1%	1 1%	1 1%	1 2%	16 1%	14 1%	2 1%	** **	15 1%	14 1%	2 1%	16 1%	1 *%	5 1%	1 1%
Not enough programmes from my geographic region/ area	15 1%	9 1%	5 3%	2 3%	* 1%	15 1%	13 1%	3 1%	** **	12 1%	11 1%	4 2%	15 1%	- -%	1 *%	6 3%
Not enough gender diversity in programmes	8 1%	7 1%	1 *%	1 1%	* *%	8 1%	8 1%	- -%	** **	6 1%	6 1%	2 1%	8 1%	- -%	2 *%	2 1%

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

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

T7. Can you tell me if you have any concerns about what is on TV? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those with any TV sets in the household

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1826	1180	222	220	204	1826	1532	294	90	1378	1406	301	1707	271	440	209
Effective Weighted Sample	1414	1096	203	209	186	1414	1201	216	66	1087	1087	241	1320	215	351	184
Total	1430	1212	131	58	29	1430	1236	194	62	1143	1149	204	1353	200	368	202
Other	62	57	3	2	*	62	50	12	**	51	42	17	59	9	16	11
	4%	5%	2%	3%	1%	4%	4%	6%	**	4%	4%	8%	4%	5%	4%	5%
		d			d							ac				
Don't know	24	20	2	2	*	24	22	2	**	15	19	2	21	4	3	3
	2%	2%	1%	3%	1%	2%	2%	1%	**	1%	2%	1%	2%	2%	1%	2%
SUMMARY CODES																
ANY CONCERNS	601	515	45	30	10	601	501	99	**	462	441	121	562	84	158	79
	42%	42%	34%	52%	36%	42%	41%	51%	**	40%	38%	59%	42%	42%	43%	39%
		b		abde		b		a				ac				
ANY QUALITY OF CONTENT/ REPEATS	375	313	33	23	5	375	317	58	**	277	263	86	349	58	99	38
	26%	26%	25%	40%	19%	26%	26%	30%	**	24%	23%	42%	26%	29%	27%	19%
		d		abde		d						ac		c	c	
ANY HARMFUL/ OFFENSIVE CONTENT	305	260	23	14	7	305	245	60	**	222	215	68	283	39	87	35
	21%	21%	18%	25%	24%	21%	20%	31%	**	19%	19%	33%	21%	19%	24%	17%
								a				ac				
ANY ADVERTISING/ SPONSORSHIP	121	99	15	4	3	121	103	18	**	91	90	20	111	11	34	11
	8%	8%	11%	8%	9%	8%	8%	9%	**	8%	8%	10%	8%	6%	9%	5%
ANY DIVERSITY OF CONTENT	111	87	15	6	4	111	96	16	**	93	91	17	108	9	22	14
	8%	7%	11%	11%	13%	8%	8%	8%	**	8%	8%	8%	8%	5%	6%	7%
			a		ae											
ANY DON'T TRUST/ FIXED/ FAKE/ BIASED/ INACCURATE	41	36	1	4	*	41	32	9	**	33	35	4	39	3	7	12
	3%	3%	1%	6%	1%	3%	3%	5%	**	3%	3%	2%	3%	1%	2%	6%
		d		abde		d										ab

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

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

IN1. Do you ever go online? Please think about any reason you may have for going online – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails. IF NECESSARY: This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal. (SINGLE CODE)

Base : All respondents

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Yes	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
	87%	98%	100%	98%	93%	83%	70%	87%	86%	89%	96%	93%	86%	73%	95%	79%	87%
		defg	defg	defg	efg	f	ef			a	bcdfg	cdfg	df		cdfg	d	df
No	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
	13%	2%	*%	2%	7%	17%	30%	13%	14%	11%	4%	7%	14%	27%	5%	21%	13%
					abc	abcdg	abcdeg	abcd	b			a	abe	abcefg		abceg	abe

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

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

IN1. Do you ever go online? Please think about any reason you may have for going online – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails. IF NECESSARY: This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE b	ALL c	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Yes	1293	1105	111	51	26	1293	1114	179	**	1186	1164	107	1271	165	350	196
	87%	88%	83%	87%	89%	87%	87%	90%	**	100%	98%	51%	91%	78%	92%	96%
											bc		b		a	a
No	185	152	22	8	3	185	167	19	**	-	29	101	129	45	30	9
	13%	12%	17%	13%	11%	13%	13%	10%	**	-%	2%	49%	9%	22%	8%	4%
												ac	a	bc		

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Smartphone (like an iPhone or Samsung Galaxy)	1065	184	236	241	196	137	208	1065	508	555	291	325	228	221	616	450	1065
	82%	97%	94%	93%	89%	75%	56%	82%	82%	83%	82%	84%	81%	82%	83%	81%	82%
		cdefg	defg	efg	efg	f		ef									
Computer - Laptop, desktop or netbook computer (PC or Mac)	787	106	129	176	134	124	242	787	407	379	281	245	148	112	527	260	787
	61%	56%	51%	67%	61%	68%	65%	61%	66%	56%	79%	64%	53%	41%	71%	47%	61%
				ab		ab	ab	b	b		bcdefg	cdf	d		bcdfg		cdf
Tablet (like an iPad, Kindle Fire or Google Nexus)	763	98	137	174	132	115	223	763	348	415	249	248	147	119	497	266	763
	59%	52%	55%	67%	60%	63%	60%	59%	56%	62%	70%	64%	52%	44%	67%	48%	59%
				abg		a				a	cdg	cdf			cdg		cdf
Smart TV set (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	344	52	72	95	62	45	61	344	182	161	128	109	58	49	237	107	344
	27%	28%	29%	37%	28%	25%	16%	27%	29%	24%	36%	28%	21%	18%	32%	19%	27%
		f	f	efg	f	f		f	b		bcdfg	cdf			cdg		df
Games console or handheld games player	182	71	51	28	24	5	8	182	130	52	60	52	38	33	111	71	182
	14%	38%	20%	11%	11%	3%	2%	14%	21%	8%	17%	13%	14%	12%	15%	13%	14%
		bcdefg	cdefg	ef	ef			ef	b								
Smart speaker which can respond to voice commands (like Amazon Echo/Alexa, Google Home, Apple Home Pod)	177	28	23	51	37	30	37	177	97	80	72	45	39	22	116	61	177
	14%	15%	9%	20%	17%	16%	10%	14%	16%	12%	20%	12%	14%	8%	16%	11%	14%
				bfg	bf	bf		f			bdfg		d		df		d

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	89	14	18	35	10	12	13	89	37	52	44	32	7	7	75	14	89
	7%	7%	7%	13%	5%	7%	4%	7%	6%	8%	12%	8%	3%	3%	10%	3%	7%
				abdefg				f			cdfg	cdf			cdfg		cdf
Other type of device	3	-	1	1	-	-	1	3	1	2	-	1	-	2	1	2	3
	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%
GOES ONLINE	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1206	185	244	257	212	164	308	1206	564	639	327	368	257	254	695	511	1206
	93%	98%	98%	98%	96%	90%	83%	93%	91%	95%	92%	96%	92%	94%	94%	93%	93%
		efg	efg	efg	ef	f		f		a		ac					
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	507	83	121	85	87	59	130	507	213	292	75	140	133	159	214	292	507
	39%	44%	49%	33%	39%	32%	35%	39%	34%	44%	21%	36%	47%	59%	29%	53%	39%
		cef	cefg							a		ae	abeg	abceg	a	abeg	ae
ONLY USE A SMARTPHONE TO GO ONLINE	161	30	51	26	31	13	22	161	62	97	9	32	50	70	41	120	161
	12%	16%	20%	10%	14%	7%	6%	12%	10%	14%	2%	8%	18%	26%	6%	22%	12%
		ef	cefg		ef			ef		a		a	abeg	abceg	a	abeg	abe
ONLY USE A TABLET TO GO ONLINE	83	1	3	4	9	18	65	83	30	52	16	26	19	22	42	40	83
	6%	*%	1%	2%	4%	10%	18%	6%	5%	8%	5%	7%	7%	8%	6%	7%	6%
					a	abcd	abcdeg	abc		a							

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Smartphone (like an iPhone or Samsung Galaxy)	1065	907	93	41	24	1065	931	134	**	991	1062	3	1065	131	285	177
	82%	82%	84%	80%	90%	82%	84%	75%	**	84%	91%	3%	84%	80%	81%	90%
					ace		b				bc		b			ab
Computer - Laptop, desktop or netbook computer (PC or Mac)	787	704	45	27	11	787	677	110	**	748	709	61	770	88	218	163
	61%	64%	40%	53%	40%	61%	61%	61%	**	63%	61%	57%	61%	54%	62%	83%
		bcd		bd		bcd										ab
Tablet (like an iPad, Kindle Fire or Google Nexus)	763	661	64	27	12	763	658	105	**	708	701	54	755	74	212	144
	59%	60%	57%	52%	46%	59%	59%	59%	**	60%	60%	51%	59%	45%	61%	73%
		d	d			d					b				a	ab
Smart TV set (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	344	296	27	15	6	344	310	34	**	328	332	10	342	37	88	81
	27%	27%	24%	30%	21%	27%	28%	19%	**	28%	29%	9%	27%	23%	25%	41%
							b				b		b			ab
Games console or handheld games player	182	161	12	8	1	182	163	20	**	176	181	1	182	17	37	35
	14%	15%	11%	15%	5%	14%	15%	11%	**	15%	16%	1%	14%	11%	10%	18%
		d		d		d					b		b			b

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	177	157	9	8	2	177	158	19	**	169	168	7	175	12	44	47
	14%	14%	8%	16%	9%	14%	14%	11%	**	14%	14%	7%	14%	7%	13%	24%
		b		b							b		b		ab	
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	89	79	6	3	1	89	79	11	**	86	89	-	89	5	20	26
	7%	7%	5%	6%	6%	7%	7%	6%	**	7%	8%	-%	7%	3%	6%	13%
											b		b		ab	
Other type of device	3	3	-	-	-	3	3	-	**	2	1	2	3	1	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	2%	*%	1%	-%	-%
												ac				
GOES ONLINE	1293	1105	111	51	26	1293	1114	179	**	1186	1164	107	1271	165	350	196
	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%	100%
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1206	1028	105	48	25	1206	1044	162	**	1106	1130	66	1196	150	323	192
	93%	93%	95%	93%	95%	93%	94%	90%	**	93%	97%	62%	94%	91%	92%	98%
											bc		b		ab	
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	507	401	66	24	16	507	437	69	**	439	455	45	501	76	133	33
	39%	36%	60%	47%	60%	39%	39%	39%	**	37%	39%	43%	39%	46%	38%	17%
			ace	ae	ace									c	c	

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
ONLY USE A SMARTPHONE TO GO ONLINE	161	126	19	7	9	161	142	19	**	135	160	1	161	36	36	6
	12%	11%	17%	13%	33%	12%	13%	10%	**	11%	14%	1%	13%	22%	10%	3%
			a		abce						b		b	bc	c	
ONLY USE A TABLET TO GO ONLINE	83	70	8	3	1	83	66	16	**	64	43	34	77	13	24	7
	6%	6%	7%	7%	4%	6%	6%	9%	**	5%	4%	32%	6%	8%	7%	4%
												ac	a			

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

Any break column with 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 USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	87	4	6	4	9	19	65	87	56	32	29	17	23	18	46	41	87
	7%	2%	2%	2%	4%	10%	17%	7%	9%	5%	8%	4%	8%	6%	6%	7%	7%
						abcd	abcdeg	abc	b		b		b				
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	699	103	123	172	125	105	177	699	352	347	252	228	124	95	480	219	699
	54%	54%	49%	66%	57%	57%	48%	54%	57%	52%	71%	59%	44%	35%	65%	40%	54%
				abdfg	f	f		f			bcdfg	cdf	d		cdfg		cdf
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	507	83	121	85	87	59	130	507	213	292	75	140	133	159	214	292	507
	39%	44%	49%	33%	39%	32%	35%	39%	34%	44%	21%	36%	47%	59%	29%	53%	39%
		cef	cefg							a		ae	abeg	abceg	a	abeg	ae
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1206	185	244	257	212	164	308	1206	564	639	327	368	257	254	695	511	1206
	93%	98%	98%	98%	96%	90%	83%	93%	91%	95%	92%	96%	92%	94%	94%	93%	93%
		efg	efg	efg	ef	f		f		a		ac					

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

Any break column with 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 USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	87 7%	77 7%	6 5%	4 7%	1 5%	87 7%	70 6%	18 10%	** **	80 7%	34 3%	41 38% ac	75 6% a	15 9% c	28 8% c	5 2%
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	699 54%	628 57% bcd	39 35%	23 46% b	9 36%	699 54% bcd	607 54%	93 52%	** **	667 56%	675 58% b	21 19%	695 55% b	74 45%	190 54% a	159 81% ab
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	507 39%	401 36%	66 60% ace	24 47% ae	16 60% ace	507 39%	437 39%	69 39%	** **	439 37%	455 39%	45 43%	501 39%	76 46% c	133 38% c	33 17%
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1206 93%	1028 93%	105 95%	48 93%	25 95%	1206 93%	1044 94%	162 90%	** **	1106 93%	1130 97% bc	66 62%	1196 94% b	150 91%	323 92%	192 98% ab

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Smartphone (like an iPhone or Samsung Galaxy)	1065	184	236	241	196	137	208	1065	508	555	291	325	228	221	616	450	1065
	72%	96%	94%	91%	83%	62%	39%	72%	70%	74%	79%	78%	70%	60%	79%	65%	72%
		cdefg	defg	defg	efg	f		ef			cdg	cdg	d		cdg		df
Computer - Laptop, desktop or netbook computer (PC or Mac)	787	106	129	176	134	124	242	787	407	379	281	245	148	112	527	260	787
	53%	55%	51%	66%	56%	56%	46%	53%	56%	50%	76%	59%	45%	30%	67%	37%	53%
		f		abdefg	f	f		f	b		bcdefg	cdg	df		bcdfg	d	cdf
Tablet (like an iPad, Kindle Fire or Google Nexus)	763	98	137	174	132	115	223	763	348	415	249	248	147	119	497	266	763
	52%	51%	54%	65%	56%	52%	42%	52%	48%	55%	67%	60%	45%	32%	63%	38%	52%
		f	f	abdefg	f	f		f		a	bcdfg	cdg	df		cdg	d	cdf
Smart TV set (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	344	52	72	95	62	45	61	344	182	161	128	109	58	49	237	107	344
	23%	27%	29%	36%	26%	20%	12%	23%	25%	21%	35%	26%	18%	13%	30%	15%	23%
		f	ef	defg	f	f		f			bcdfg	cdf			cdg		cdf
Games console or handheld games player	182	71	51	28	24	5	8	182	130	52	60	52	38	33	111	71	182
	12%	37%	20%	10%	10%	2%	1%	12%	18%	7%	16%	13%	12%	9%	14%	10%	12%
		bcdefg	cdefg	ef	ef			ef	b		df				df		
Smart speaker which can respond to voice commands (like Amazon Echo/Alexa, Google Home, Apple Home Pod)	177	28	23	51	37	30	37	177	97	80	72	45	39	22	116	61	177
	12%	15%	9%	19%	16%	13%	7%	12%	13%	11%	19%	11%	12%	6%	15%	9%	12%
		f		bfg	bf	f		f			bcdfg	d	d		bdf		df

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 23

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	89	14	18	35	10	12	13	89	37	52	44	32	7	7	75	14	89
	6%	7%	7%	13%	4%	5%	3%	6%	5%	7%	12%	8%	2%	2%	10%	2%	6%
		f	f	abdefg		f	f	f			cdgf	cdf			cdgf		cdf
Other type of device	3	-	1	1	-	-	1	3	1	2	-	1	-	2	1	2	3
	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%
GOES ONLINE	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
	87%	98%	100%	98%	93%	83%	70%	87%	86%	89%	96%	93%	86%	73%	95%	79%	87%
		defg	defg	defg	efg	f	ef	ef		a	bcdgf	cdgf	df		cdgf	d	df
DOES NOT GO ONLINE	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
	13%	2%	*%	2%	7%	17%	30%	13%	14%	11%	4%	7%	14%	27%	5%	21%	13%
					abc	abcdg	abcdeg	abcd	b			a	abe	abcefg		abceg	abe
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1206	185	244	257	212	164	308	1206	564	639	327	368	257	254	695	511	1206
	82%	96%	97%	96%	89%	74%	58%	82%	78%	85%	88%	89%	79%	69%	89%	74%	82%
		defg	defg	defg	efg	f	ef	ef		a	cdgf	cdgf	d		cdgf		df
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	507	83	121	85	87	59	130	507	213	292	75	140	133	159	214	292	507
	34%	43%	48%	32%	37%	27%	24%	34%	29%	39%	20%	34%	41%	43%	27%	42%	34%
		cefg	cdefg	f	ef		ef	ef		a		ae	abeg	abeg	a	abeg	ae
ONLY USE A SMARTPHONE TO GO ONLINE	161	30	51	26	31	13	22	161	62	97	9	32	50	70	41	120	161
	11%	16%	20%	10%	13%	6%	4%	11%	9%	13%	2%	8%	15%	19%	5%	17%	11%
		ef	cdefg	f	ef		ef	ef		a		a	abeg	abeg	a	abeg	ae

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
ONLY USE A TABLET TO GO ONLINE	83	1	3	4	9	18	65	83	30	52	16	26	19	22	42	40	83
	6%	*%	1%	2%	4%	8%	12%	6%	4%	7%	4%	6%	6%	6%	5%	6%	6%
				a	abc	abcdg	abc			a							

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Smartphone (like an iPhone or Samsung Galaxy)	1065	907	93	41	24	1065	931	134	**	991	1062	3	1065	131	285	177
	72%	72%	70%	69%	80%	72%	73%	68%	**	84%	89%	1%	76%	62%	75%	86%
					abce						bc		b		a	ab
Computer - Laptop, desktop or netbook computer (PC or Mac)	787	704	45	27	11	787	677	110	**	748	709	61	770	88	218	163
	53%	56%	34%	46%	36%	53%	53%	56%	**	63%	59%	29%	55%	42%	57%	80%
		bcd		bd		bcd					bc		b		a	ab
Tablet (like an iPad, Kindle Fire or Google Nexus)	763	661	64	27	12	763	658	105	**	708	701	54	755	74	212	144
	52%	53%	48%	45%	41%	52%	51%	53%	**	60%	59%	26%	54%	35%	56%	70%
		cd				d					bc		b		a	ab
Smart TV set (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	344	296	27	15	6	344	310	34	**	328	332	10	342	37	88	81
	23%	24%	20%	26%	19%	23%	24%	17%	**	28%	28%	5%	24%	18%	23%	39%
							b				b		b			ab
Games console or handheld games player	182	161	12	8	1	182	163	20	**	176	181	1	182	17	37	35
	12%	13%	9%	13%	4%	12%	13%	10%	**	15%	15%	1%	13%	8%	10%	17%
		d		d		d					b		b			ab

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	177	157	9	8	2	177	158	19	**	169	168	7	175	12	44	47
	12%	12%	7%	14%	8%	12%	12%	10%	**	14%	14%	3%	13%	6%	12%	23%
		b		b		b					b		b		a	ab
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	89	79	6	3	1	89	79	11	**	86	89	-	89	5	20	26
	6%	6%	4%	6%	5%	6%	6%	5%	**	7%	7%	-%	6%	2%	5%	13%
									**		b		b			ab
Other type of device	3	3	-	-	-	3	3	-	**	2	1	2	3	1	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	1%	*%	1%	-%	-%
												ac				
GOES ONLINE	1293	1105	111	51	26	1293	1114	179	**	1186	1164	107	1271	165	350	196
	87%	88%	83%	87%	89%	87%	87%	90%	**	100%	98%	51%	91%	78%	92%	96%
											bc		b		a	a
DOES NOT GO ONLINE	185	152	22	8	3	185	167	19	**	-	29	101	129	45	30	9
	13%	12%	17%	13%	11%	13%	13%	10%	**	-%	2%	49%	9%	22%	8%	4%
												ac	a	bc		
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1206	1028	105	48	25	1206	1044	162	**	1106	1130	66	1196	150	323	192
	82%	82%	79%	80%	84%	82%	82%	82%	**	93%	95%	32%	85%	71%	85%	94%
											bc		b		a	ab

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

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

IN2. (SHOWCARD) Do you go online using any of these devices? Please bear in mind that certain apps that you may use on a mobile phone, tablet computer or smartwatch may require you to go online - for example, social media, news or online video apps such as YouTube. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME	507	401	66	24	16	507	437	69	**	439	455	45	501	76	133	33
	34%	32%	50%	41%	53%	34%	34%	35%	**	37%	38%	22%	36%	36%	35%	16%
			ae	a	ace						b		b	c	c	
ONLY USE A SMARTPHONE TO GO ONLINE	161	126	19	7	9	161	142	19	**	135	160	1	161	36	36	6
	11%	10%	14%	11%	29%	11%	11%	9%	**	11%	13%	1%	11%	17%	10%	3%
					abce						b		b	bc	c	
ONLY USE A TABLET TO GO ONLINE	83	70	8	3	1	83	66	16	**	64	43	34	77	13	24	7
	6%	6%	6%	6%	3%	6%	5%	8%	**	5%	4%	17%	6%	6%	6%	3%
												ac	a			

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

Any break column with 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 USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	87 6%	4 2%	6 2%	4 2%	9 4%	19 9%	65 12%	87 6%	56 8%	32 4%	29 8%	17 4%	23 7%	18 5%	46 6%	41 6%	87 6%
						abcd	abcdg	abc		b							
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	699 47%	103 53%	123 49%	172 64%	125 53%	105 48%	177 33%	699 47%	352 49%	347 46%	252 68%	228 55%	124 38%	95 26%	480 61%	219 31%	699 47%
		f	f	abdefg	f	f	f	f			bcdefg	cdfg	df		bcdfg	d	cdf
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	507 34%	83 43%	121 48%	85 32%	87 37%	59 27%	130 24%	507 34%	213 29%	292 39%	75 20%	140 34%	133 41%	159 43%	214 27%	292 42%	507 34%
		cefg	cdefg	f	ef		ef	ef		a		ae	abeg	abeg	a	abeg	ae
NONE USED	185 13%	3 2%	1 *	5 2%	16 7%	38 17%	160 30%	185 13%	105 14%	81 11%	14 4%	29 7%	44 14%	98 27%	43 5%	143 21%	185 13%
					abc	abcdg	abcdeg	abcd		b		a	abe	abcefg		abceg	abe
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1206 82%	185 96%	244 97%	257 96%	212 89%	164 74%	308 58%	1206 82%	564 78%	639 85%	327 88%	368 89%	257 79%	254 69%	695 89%	511 74%	1206 82%
		defg	defg	defg	efg	f		ef		a	cdfg	cdfg	d		cdfg		df

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

Any break column with 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 USE OF PC/ LAPTOP/ NETBOOK AND OF ALTERNATIVE DEVICES TO GO ONLINE

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
DESKTOP/ LAPTOP/ NETBOOK AND NOT ALTERNATIVE DEVICE	87	77	6	4	1	87	70	18	**	80	34	41	75	15	28	5
	6%	6%	4%	6%	4%	6%	5%	9%	**	7%	3%	20%	5%	7%	7%	2%
								a				ac	a	c	c	
DESKTOP/ LAPTOP/ NETBOOK AND ALTERNATIVE DEVICE	699	628	39	23	9	699	607	93	**	667	675	21	695	74	190	159
	47%	50%	29%	40%	32%	47%	47%	47%	**	56%	57%	10%	50%	35%	50%	77%
		bcd		b		bcd					bc		b		a	ab
ALTERNATIVE DEVICE AND NOT DESKTOP/ LAPTOP/ NETBOOK	507	401	66	24	16	507	437	69	**	439	455	45	501	76	133	33
	34%	32%	50%	41%	53%	34%	34%	35%	**	37%	38%	22%	36%	36%	35%	16%
			ae	a	ace						b		b	c	c	
NONE USED	185	152	22	8	3	185	167	19	**	-	29	101	129	45	30	9
	13%	12%	17%	13%	11%	13%	13%	10%	**	-%	2%	49%	9%	22%	8%	4%
												ac	a	bc		
ANY USE OF ALTERNATIVE DEVICE TO GO ONLINE	1206	1028	105	48	25	1206	1044	162	**	1106	1130	66	1196	150	323	192
	82%	82%	79%	80%	84%	82%	82%	82%	**	93%	95%	32%	85%	71%	85%	94%
											bc		b		a	ab

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

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

IN3. (SHOWCARD) How long ago did you first start going online?IF NECESSARY – Wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
In the past year	10 1%	2 1%	3 1%	- -%	2 1%	1 1%	2 1%	10 1%	6 1%	3 1%	* *%	1 *%	2 1%	6 2%	1 *%	8 2%	10 1%
													abeg			ae	
In the past 2 years	14 1%	- -%	1 *%	1 *%	2 1%	4 2%	10 3%	14 1%	6 1%	9 1%	* *%	5 1%	2 1%	6 2%	5 1%	9 2%	14 1%
						abcg							ae			a	
In the past 3-4 years	39 3%	10 6%	3 1%	5 2%	6 3%	7 4%	15 4%	39 3%	13 2%	26 4%	9 2%	9 2%	11 4%	11 4%	18 2%	22 4%	39 3%
		bc				b											
In the past 5-9 years	181 14%	57 30%	20 8%	20 8%	35 16%	18 10%	49 13%	181 14%	79 13%	102 15%	27 8%	59 15%	37 13%	57 21%	86 12%	95 17%	181 14%
		bcdefg			bc		c	bc				a	a	abceg		ae	a
Ten years ago or more	1005 78%	113 60%	213 85%	229 88%	165 75%	147 80%	285 76%	1005 78%	497 80%	506 75%	308 86%	295 77%	217 77%	186 68%	603 81%	402 73%	1005 78%
			adfg	adefg	a	a	a	a	b		bcdefg	d	d		df	df	df
Can't remember	44 3%	6 3%	11 5%	6 2%	9 4%	7 4%	12 3%	44 3%	18 3%	25 4%	12 3%	16 4%	11 4%	5 2%	28 4%	16 3%	44 3%
SUMMARY CODES																	
IN THE PAST 1-2 YEARS	24 2%	2 1%	4 1%	1 *%	5 2%	5 3%	12 3%	24 2%	12 2%	12 2%	* *%	6 2%	5 2%	12 5%	7 1%	17 3%	24 2%
						c	c					a	a	abeg		ae	a
IN THE PAST 1-4 YEARS	63 5%	13 7%	6 3%	6 2%	11 5%	12 6%	28 7%	63 5%	25 4%	38 6%	9 3%	15 4%	16 6%	23 9%	24 3%	39 7%	63 5%
		bc				bc	bc							abeg		abe	
FIVE YEARS AGO OR MORE	1186 92%	170 90%	233 93%	249 96%	201 91%	165 90%	334 89%	1186 92%	577 93%	607 91%	335 94%	354 92%	254 90%	243 90%	689 93%	497 90%	1186 92%
				ae							df						

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

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

IN3. (SHOWCARD) How long ago did you first start going online?IF NECESSARY – Wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
In the past year	10 1%	9 1%	* *%	* 1%	* 1%	10 1%	7 1%	2 1%	** **	- -%	8 1%	2 1%	10 1%	3 2%	1 *%	- -%
In the past 2 years	14 1%	12 1%	1 1%	1 2%	* 2%	14 1%	14 1%	* *%	** **	- -%	8 1%	5 5%	13 1%	5 3%	4 1%	- -%
In the past 3-4 years	39 3%	35 3%	2 2%	1 2%	1 5%	39 3%	32 3%	7 4%	** **	- -%	29 2%	10 9%	39 3%	3 2%	11 3%	3 2%
In the past 5-9 years	181 14%	151 14%	14 13%	10 20%	6 23%	181 14%	156 14%	25 14%	** **	181 15%	159 14%	20 19%	179 14%	31 19%	32 9%	16 8%
Ten years ago or more	1005 78%	875 79%	79 71%	38 74%	14 52%	1005 78%	873 78%	133 74%	** **	1005 85%	920 79%	68 64%	988 78%	121 73%	294 84%	171 87%
Can't remember	44 3%	25 2%	14 13%	1 1%	5 18%	44 3%	33 3%	11 6%	** **	- -%	40 3%	2 2%	43 3%	1 1%	8 2%	6 3%
SUMMARY CODES																
IN THE PAST 1-2 YEARS	24 2%	20 2%	2 1%	1 3%	1 3%	24 2%	21 2%	3 2%	** **	- -%	16 1%	6 6%	22 2%	8 5%	5 1%	- -%
IN THE PAST 1-4 YEARS	63 5%	55 5%	4 3%	3 5%	2 8%	63 5%	53 5%	10 6%	** **	- -%	45 4%	16 15%	61 5%	11 7%	16 5%	3 2%
FIVE YEARS AGO OR MORE	1186 92%	1025 93%	93 84%	48 94%	19 74%	1186 92%	1028 92%	158 88%	** **	1186 100%	1079 93%	88 83%	1167 92%	152 92%	326 93%	187 95%

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

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

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Ask a friend or family member to help	732	100	121	121	130	120	260	732	303	428	186	224	161	161	409	322	732
	57%	53%	48%	46%	59%	65%	70%	57%	49%	64%	52%	58%	57%	59%	55%	58%	57%
				bc	ab	ab	ab	bc		a							
Look online for help / "Google it "	648	103	142	151	110	87	141	648	312	336	202	202	128	117	403	245	648
	50%	55%	57%	58%	50%	47%	38%	50%	50%	50%	57%	52%	46%	43%	54%	44%	50%
		f	ef	efg	f	f	f	f			cd	df	46%	43%	cd	44%	df
Figure it out myself	393	67	86	80	55	58	106	393	227	166	122	115	80	76	237	156	393
	30%	35%	34%	31%	25%	32%	28%	30%	37%	25%	34%	30%	29%	28%	32%	28%	30%
		d	d						b								
Watch 'how to' videos on websites like YouTube or the BBC	228	36	46	55	47	28	43	228	129	98	74	69	48	38	143	85	228
	18%	19%	18%	21%	21%	15%	12%	18%	21%	15%	21%	18%	17%	14%	19%	15%	18%
		f	f	f	f			f	b		d				d		
Ask a colleague/ someone at work	125	12	23	36	28	18	25	125	61	63	50	45	19	10	95	29	125
	10%	7%	9%	14%	13%	10%	7%	10%	10%	9%	14%	12%	7%	4%	13%	5%	10%
				af	f						cd	cd	7%	4%	cd	5%	df
Get someone else to do it for me	105	20	16	14	14	22	40	105	51	54	35	23	22	25	58	47	105
	8%	11%	6%	5%	6%	12%	11%	8%	8%	8%	10%	6%	8%	9%	8%	8%	8%
		c				bc	c				b						
Phone a helpline to get someone to talk me through it	70	6	8	11	10	20	34	70	43	27	30	21	8	11	52	18	70
	5%	3%	3%	4%	5%	11%	9%	5%	7%	4%	8%	6%	3%	4%	7%	3%	5%
						abcd	abcd		b		cd				cf		

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

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

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	27 2%	6 3%	6 2%	3 1%	2 1%	7 4%	10 3%	27 2%	12 2%	15 2%	13 4%	5 1%	3 1%	5 2%	18 2%	9 2%	27 2%
Go to the local library for help	16 1%	4 2%	1 1%	4 2%	2 1%	2 1%	5 1%	16 1%	7 1%	9 1%	4 1%	5 1%	4 1%	3 1%	9 1%	7 1%	16 1%
Go to my bank branch for help	15 1%	2 1%	3 1%	1 *%	3 1%	5 3%	7 2%	15 1%	7 1%	9 1%	4 1%	4 1%	6 2%	2 1%	8 1%	7 1%	15 1%
Go to an adult learning venue or local community centre for help	4 *%	1 *%	- -%	1 *%	- -%	* *%	2 1%	4 *%	1 *%	3 *%	1 *%	1 *%	* *%	2 1%	2 *%	2 *%	4 *%
Other	17 1%	4 2%	2 1%	3 1%	1 1%	4 2%	7 2%	17 1%	8 1%	9 1%	6 2%	4 1%	4 1%	3 1%	10 1%	7 1%	17 1%
WOULD TAKE SOME ACTION IF STUCK ONLINE	1210 94%	172 91%	232 93%	239 92%	207 94%	175 95%	360 96%	1210 94%	567 91%	641 95%	332 93%	362 94%	262 93%	254 94%	694 94%	517 94%	1210 94%
Give up	13 1%	2 1%	5 2%	* *%	2 1%	2 1%	3 1%	13 1%	4 1%	8 1%	1 *%	3 1%	3 1%	6 2%	4 1%	9 2%	13 1%
None of these/ I don't tend to get stuck when online	66 5%	13 7%	13 5%	21 8%	10 5%	7 4%	8 2%	66 5%	45 7%	21 3%	23 6%	20 5%	14 5%	9 3%	43 6%	23 4%	66 5%

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

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

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Don't know	4	1	-	-	1	-	2	4	3	1	-	*	2	2	*	4	4
	*%	1%	-%	-%	1%	-%	*%	*%	1%	*%	-%	*%	1%	1%	*%	1%	*%
													e	e		e	

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

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

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Ask a friend or family member to help	732 57%	618 56%	67 61%	32 62%	14 54%	732 57%	619 56%	113 63%	** **	653 55%	637 55%	82 77%	719 57%	92 56%	198 57%	105 53%
Look online for help / "Google it "	648 50%	555 50%	57 52%	28 54%	8 31%	648 50%	570 51%	78 43%	** **	617 52%	603 52%	37 34%	639 50%	73 44%	184 53%	132 67%
Figure it out myself	393 30%	342 31%	32 29%	13 25%	6 22%	393 30%	350 31%	43 24%	** **	376 32%	370 32%	17 16%	388 31%	52 31%	106 30%	79 40%
Watch 'how to' videos on websites like YouTube or the BBC	228 18%	205 19%	13 11%	9 17%	1 3%	228 18%	198 18%	29 16%	** **	220 19%	220 19%	7 6%	227 18%	24 14%	68 19%	60 30%
Ask a colleague/ someone at work	125 10%	107 10%	7 7%	7 14%	3 11%	125 10%	110 10%	15 8%	** **	117 10%	115 10%	9 9%	124 10%	7 4%	32 9%	35 18%
Get someone else to do it for me	105 8%	96 9%	3 3%	2 3%	4 15%	105 8%	86 8%	19 10%	** **	95 8%	87 7%	16 15%	103 8%	14 9%	25 7%	21 11%
Phone a helpline to get someone to talk me through it	70 5%	63 6%	2 2%	4 8%	* 1%	70 5%	62 6%	8 5%	** **	67 6%	59 5%	8 8%	67 5%	7 4%	21 6%	13 7%

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

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

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	27 2%	26 2%	1 1%	* *%	* *%	27 2%	24 2%	3 2%	** **	26 2%	25 2%	1 1%	26 2%	2 1%	8 2%	6 3%
Go to the local library for help	16 1%	13 1%	1 1%	2 4% ae	* 1%	16 1%	15 1%	* *%	** **	15 1%	13 1%	2 2%	16 1%	2 1%	3 1%	3 1%
Go to my bank branch for help	15 1%	14 1%	1 1%	1 1%	* 1%	15 1%	12 1%	3 1%	** **	15 1%	14 1%	1 1%	15 1%	1 *%	4 1%	3 1%
Go to an adult learning venue or local community centre for help	4 *%	3 *%	- -%	* 1%	* *%	4 *%	2 *%	1 1%	** **	4 *%	3 *%	1 1%	4 *%	1 1%	2 1%	- -%
Other	17 1%	15 1%	- -%	2 4% abde	- -%	17 1%	11 1%	6 3% a	** **	16 1%	13 1%	4 4% a	17 1%	1 1%	9 3%	1 1%
WOULD TAKE SOME ACTION IF STUCK ONLINE	1210 94%	1037 94% d	101 91% d	51 99% abde	21 80%	1210 94% d	1045 94%	166 92%	** **	1113 94%	1081 93%	107 100% ac	1188 93%	157 95%	332 95%	185 94%
Give up	13 1%	12 1%	- -%	- -%	1 3% abce	13 1%	11 1%	1 1%	** **	9 1%	13 1%	- -%	13 1%	3 2%	4 1%	1 1%

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

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

IN4. (SHOWCARD) Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
None of these/ I don't tend to get stuck when online	66	52	10	1	4	66	54	12	**	61	66	*	66	5	13	9
	5%	5%	9%	1%	17%	5%	5%	7%	**	5%	6%	*%	5%	3%	4%	5%
		c	ac		abce	c					b		b			
Don't know	4	4	-	-	*	4	4	-	**	3	4	-	4	-	3	-
	*%	*%	-%	-%	*%	*%	*%	-%	**	*%	*%	-%	*%	-%	1%	-%

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

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

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
None	8 1%	- -%	1 1%	1 *%	2 1%	2 1%	3 1%	8 1%	4 1%	4 1%	- -%	2 1%	2 1%	4 1%	2 *%	6 1%	8 1%
Up to 1 hour	39 3%	- -%	4 2%	4 2%	5 2%	8 5%	26 7%	39 3%	19 3%	20 3%	6 2%	12 3%	7 3%	14 5%	18 2%	21 4%	39 3%
Up to 5 hours	209 16%	10 5%	31 13%	32 12%	34 15%	47 26%	101 27%	209 16%	101 16%	107 16%	53 15%	55 14%	54 19%	47 17%	109 15%	100 18%	209 16%
Up to 10 hours	361 28%	34 18%	56 22%	86 33%	77 35%	57 31%	109 29%	361 28%	166 27%	193 29%	117 33%	108 28%	76 27%	61 22%	225 30%	136 25%	361 28%
Up to 15 hours	232 18%	28 15%	54 22%	56 21%	37 17%	26 14%	57 15%	232 18%	99 16%	133 20%	68 19%	66 17%	54 19%	44 16%	134 18%	98 18%	232 18%
Up to 20 hours	137 11%	37 20%	28 11%	31 12%	21 9%	11 6%	20 5%	137 11%	77 12%	61 9%	43 12%	50 13%	25 9%	19 7%	93 13%	44 8%	137 11%
Up to 30 hours	171 13%	34 18%	42 17%	23 9%	32 14%	22 12%	40 11%	171 13%	94 15%	78 12%	46 13%	47 12%	38 14%	41 15%	92 12%	79 14%	171 13%
Up to 40 hours	55 4%	14 8%	13 5%	13 5%	8 3%	5 3%	7 2%	55 4%	27 4%	28 4%	9 2%	18 5%	13 5%	15 5%	27 4%	28 5%	55 4%
Up to 50 hours	41 3%	13 7%	12 5%	8 3%	1 1%	3 2%	6 2%	41 3%	14 2%	27 4%	11 3%	14 4%	5 2%	11 4%	25 3%	16 3%	41 3%
Over 50 hours	39 3%	18 10%	7 3%	6 2%	5 2%	2 1%	3 1%	39 3%	20 3%	19 3%	3 1%	13 3%	6 2%	16 6%	17 2%	22 4%	39 3%

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

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

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Mean number of hours per week	16.2	25.1	18.3	16.2	14.9	12.2	11.2	16.2	16.5	16.0	14.7	16.7	15.5	18.3	15.7	16.9	16.2
		bcdefg	defg	ef	ef			ef				a		aceg		a	
Standard deviation	14.88	18.24	14.97	14.88	14.07	11.23	10.48	14.88	15.48	14.34	11.43	14.67	15.05	18.40	13.25	16.82	14.88
Standard error	.37	1.22	.89	.86	.85	.72	.46	.37	.56	.49	.58	.64	.85	.96	.44	.64	.37

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

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

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
None	8 1%	6 1%	2 2%	- -%	* 1%	8 1%	6 1%	2 1%	** **	7 1%	4 *%	4 3%	7 1%	5 3%	- -%	2 1%
Up to 1 hour	39 3%	34 3%	3 3%	2 3%	1 3%	39 3%	29 3%	10 6% a	** **	29 2%	28 2%	7 7% ac	35 3%	10 6% b	5 2%	4 2%
Up to 5 hours	209 16%	187 17% bc	11 10%	5 10%	6 22% bc	209 16% c	177 16%	32 18%	** **	174 15%	165 14%	39 37% ac	204 16%	20 12%	70 20% ac	23 12%
Up to 10 hours	361 28%	315 29%	27 24%	12 24%	8 29%	361 28%	316 28%	46 25%	** **	330 28%	326 28%	30 28%	355 28%	32 19%	89 25%	70 36% ab
Up to 15 hours	232 18%	193 17%	24 21%	12 23%	4 15%	232 18%	205 18%	27 15%	** **	220 19%	222 19% b	8 8%	230 18% b	27 16%	71 20%	32 16%
Up to 20 hours	137 11%	112 10%	17 16% ade	6 11%	2 6%	137 11%	113 10%	24 13%	** **	130 11%	132 11% b	5 5%	136 11% b	16 9%	39 11%	16 8%
Up to 30 hours	171 13%	142 13%	15 14%	10 19% ae	4 15%	171 13%	151 14%	21 12%	** **	163 14%	160 14%	8 8%	168 13%	29 18%	49 14%	27 14%
Up to 40 hours	55 4%	46 4%	6 5%	1 3%	2 7%	55 4%	47 4%	8 5%	** **	55 5%	54 5% b	1 1%	54 4% b	8 5%	14 4%	9 5%
Up to 50 hours	41 3%	35 3%	2 2%	2 5%	* 1%	41 3%	36 3%	5 3%	** **	39 3%	39 3%	2 2%	41 3%	8 5%	8 2%	7 4%
Over 50 hours	39 3%	34 3% d	4 3% d	1 3%	* *%	39 3% d	34 3%	5 3%	** **	39 3%	36 3%	3 3%	38 3%	9 6% b	4 1%	6 3%

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

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

IN5A. How many hours in a typical week would you say you go online at home?

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Mean number of hours per week	16.2	16.1	17.5	18.0	14.6	16.2	16.3	15.6	**	16.8	16.8	10.6	16.3	19.4	15.1	16.1
			d	d							b		b	bc		
Standard deviation	14.88	14.92	14.96	15.40	12.14	14.88	14.90	14.80	**	15.14	14.89	13.78	14.90	17.75	12.33	13.62
Standard error	.37	.46	1.11	1.12	.89	.37	.41	.92	**	.40	.40	1.09	.38	1.23	.61	.95

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

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

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
None	619	62	101	91	92	106	272	619	285	334	123	138	161	196	261	357	619
	48%	33%	40%	35%	42%	58%	73%	48%	46%	50%	35%	36%	57%	72%	35%	65%	48%
						abcdg	abcdeg	abc					abeg	abcefg		abcefg	abe
Up to 1 hour	57	7	15	10	13	5	13	57	23	33	8	13	16	20	21	36	57
	4%	3%	6%	4%	6%	3%	3%	4%	4%	5%	2%	4%	6%	7%	3%	7%	4%
													ae	abeg		abe	
Up to 5 hours	231	46	57	46	43	33	40	231	115	116	64	73	56	38	137	94	231
	18%	24%	23%	18%	20%	18%	11%	18%	19%	17%	18%	19%	20%	14%	19%	17%	18%
		fg	f	f	f	f		f									
Up to 10 hours	152	34	27	49	23	17	19	152	72	78	61	60	25	6	120	31	152
	12%	18%	11%	19%	10%	9%	5%	12%	12%	12%	17%	16%	9%	2%	16%	6%	12%
		bdefg	f	bdefg	f			f			cdfg	cdfg	d		cdfg	d	df
Up to 15 hours	65	13	17	15	11	6	8	65	32	33	27	30	5	2	57	7	65
	5%	7%	7%	6%	5%	3%	2%	5%	5%	5%	8%	8%	2%	1%	8%	1%	5%
		f	f	f	f			f			cdf	cdfg			cdfg		cdf
Up to 20 hours	54	11	12	14	13	4	5	54	32	21	21	24	6	3	45	9	54
	4%	6%	5%	5%	6%	2%	1%	4%	5%	3%	6%	6%	2%	1%	6%	2%	4%
		f	f	f	f			f			cdf	cdf			cdf		df
Up to 30 hours	53	6	8	14	15	8	10	53	25	28	23	21	5	4	44	9	53
	4%	3%	3%	5%	7%	4%	3%	4%	4%	4%	6%	5%	2%	2%	6%	2%	4%
					f						cdf	cdf			cdf		df
Up to 40 hours	47	7	11	17	8	2	3	47	31	16	22	20	3	2	42	5	47
	4%	4%	4%	7%	4%	1%	1%	4%	5%	2%	6%	5%	1%	1%	6%	1%	4%
		f	ef	efg	f			f	b		cdfg	cdf			cdfg		cdf
Up to 50 hours	11	2	1	3	1	2	3	11	3	8	5	5	*	-	11	*	11
	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	2%	1%	*%	-%	1%	*%	1%
											df	f			df		
Over 50 hours	6	1	1	2	2	-	-	6	1	5	2	-	4	-	2	4	6
	*%	1%	*%	1%	1%	-%	-%	*%	*%	1%	*%	-%	1%	-%	*%	1%	*%
													bde				

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

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

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Mean number of hours per week	6.4	7.9	6.7	9.2	7.4	4.5	2.9	6.4	6.9	6.0	9.7	8.4	3.9	1.7	9.1	2.8	6.4
		ef	ef	befg	ef	f		ef			cdfg	cdfg	d		cdfg	d	cdf
Standard deviation	10.94	11.18	10.48	13.17	11.61	9.09	7.66	10.94	10.96	10.94	13.00	11.38	9.33	5.19	12.20	7.66	10.94
Standard error	.27	.75	.63	.76	.71	.58	.33	.27	.40	.38	.66	.49	.52	.27	.40	.29	.27

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

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

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
None	619	542	38	28	10	619	521	98	**	555	514	85	599	118	155	47
	48%	49%	35%	55%	39%	48%	47%	54%	**	47%	44%	80%	47%	72%	44%	24%
		bd		bd		bd		a				ac		bc	c	
Up to 1 hour	57	45	9	2	1	57	55	2	**	53	51	6	57	4	25	5
	4%	4%	8%	4%	4%	4%	5%	1%	**	4%	4%	5%	4%	2%	7%	3%
			ae				b								ac	
Up to 5 hours	231	192	24	10	6	231	203	29	**	218	221	9	230	20	59	45
	18%	17%	21%	19%	21%	18%	18%	16%	**	18%	19%	8%	18%	12%	17%	23%
											b		b		a	
Up to 10 hours	152	124	21	2	5	152	131	20	**	136	149	2	151	12	43	27
	12%	11%	19%	5%	18%	12%	12%	11%	**	12%	13%	2%	12%	7%	12%	14%
		c	ace		ace	c					b		b		a	
Up to 15 hours	65	54	8	3	1	65	58	7	**	60	64	1	65	6	17	23
	5%	5%	7%	5%	4%	5%	5%	4%	**	5%	5%	1%	5%	4%	5%	11%
											b		b		ab	
Up to 20 hours	54	46	4	2	2	54	51	3	**	51	52	1	53	*	22	12
	4%	4%	3%	4%	8%	4%	5%	1%	**	4%	4%	1%	4%	%	6%	6%
					ae		b				b				a	a
Up to 30 hours	53	45	4	2	2	53	42	11	**	51	51	2	53	4	15	15
	4%	4%	4%	4%	7%	4%	4%	6%	**	4%	4%	2%	4%	3%	4%	8%
															a	
Up to 40 hours	47	45	1	1	-	47	39	8	**	47	46	1	47	-	10	17
	4%	4%	1%	2%	-%	4%	4%	4%	**	4%	4%	1%	4%	-%	3%	9%
		d				d									a	ab
Up to 50 hours	11	10	-	1	-	11	9	2	**	10	11	-	11	-	3	3
	1%	1%	-%	2%	-%	1%	1%	1%	**	1%	1%	-%	1%	-%	1%	1%
Over 50 hours	6	4	2	-	-	6	6	-	**	6	6	-	6	-	1	2
	%	%	2%	-%	-%	%	%	-%	**	%	%	-%	%	-%	%	1%
			ae													

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

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

IN5B. How many hours in a typical week would you say you go online at your workplace or place of education?

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Mean number of hours per week	6.4	6.4	6.5	5.5	6.5	6.4	6.4	6.3	**	6.6	6.9	1.7	6.5	2.3	6.4	11.6
Standard deviation	10.94	11.01	11.06	10.66	8.43	10.94	10.91	11.17	**	11.20	b	b	b	a	ab	ab
Standard error	.27	.34	.82	.78	.62	.27	.30	.69	**	.30	.30	.47	.28	.37	.51	.99

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

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

IN5C. And how many hours in a typical week would you say you go online anywhere else (including time spent online when commuting, travelling and out and about)?

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
None	558	49	92	91	87	103	240	558	244	314	145	152	125	137	297	262	558
	43%	26%	37%	35%	39%	56%	64%	43%	39%	47%	41%	39%	44%	50%	40%	47%	43%
		a	a	a	a	abcdg	abcdg	ac		a				abeg		be	
Up to 1 hour	177	14	36	36	41	22	49	177	83	93	48	49	36	43	97	80	177
	14%	8%	14%	14%	19%	12%	13%	14%	13%	14%	13%	13%	13%	16%	13%	14%	14%
		a	a	a	a	a	a	a									
Up to 5 hours	410	86	82	100	73	50	71	410	211	197	125	134	90	62	258	152	410
	32%	45%	33%	38%	33%	27%	19%	32%	34%	29%	35%	35%	32%	23%	35%	28%	32%
		bdefg	f	ef	f	f	f	f			df	df	d		df		d
Up to 10 hours	105	30	35	22	12	4	6	105	58	47	23	37	25	21	59	46	105
	8%	16%	14%	8%	6%	2%	2%	8%	9%	7%	6%	10%	9%	8%	8%	8%	8%
		cdefg	defg	ef	f			ef									
Up to 15 hours	22	6	4	7	3	2	2	22	14	9	8	8	2	4	16	6	22
	2%	3%	2%	3%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%
		f		f													
Up to 20 hours	8	2	1	2	2	-	1	8	4	4	2	3	1	2	5	3	8
	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
Up to 30 hours	6	*	-	2	2	1	2	6	2	4	5	-	-	1	5	1	6
	*%	*%	-%	1%	1%	*%	1%	*%	*%	1%	1%	-%	-%	*%	1%	*%	*%
											bf						
Up to 40 hours	5	2	1	1	*	1	1	5	2	3	-	2	1	2	2	3	5
	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	-%	1%	*%	1%	*%	1%	*%
Over 50 hours	1	-	-	1	-	*	*	1	1	-	-	1	*	-	1	*	1
	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
Mean number of hours per week	2.5	4.2	2.7	3.0	2.3	1.6	1.2	2.5	2.8	2.2	2.6	2.8	2.1	2.3	2.7	2.2	2.5
		bcdefg	ef	ef	f			ef	b			cf			f		
Standard deviation	4.65	5.66	4.04	5.54	4.02	4.10	3.68	4.65	5.00	4.28	4.42	5.00	3.89	5.09	4.73	4.52	4.65
Standard error	.12	.38	.24	.32	.24	.26	.16	.12	.18	.15	.22	.22	.22	.27	.16	.17	.12

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

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

IN5C. And how many hours in a typical week would you say you go online anywhere else (including time spent online when commuting, travelling and out and about)?

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
None	558 43%	488 44%	38 34%	24 48%	8 31%	558 43%	468 42%	90 50%	** **	507 43%	454 39%	85 80%	539 42%	90 54%	154 44%	65 33%
		bd		bd		bd		a				ac		bc	c	
Up to 1 hour	177 14%	154 14%	17 15%	4 8%	2 9%	177 14%	154 14%	23 13%	** **	159 13%	168 14%	7 7%	175 14%	23 14%	48 14%	33 17%
		c	c			c					b		b			
Up to 5 hours	410 32%	343 31%	41 37%	16 31%	11 40%	410 32%	366 33%	45 25%	** **	382 32%	396 34%	13 12%	409 32%	41 25%	105 30%	73 37%
					ae		b				b		b		a	
Up to 10 hours	105 8%	83 8%	12 11%	5 10%	5 18%	105 8%	91 8%	14 8%	** **	98 8%	103 9%	1 1%	104 8%	8 5%	23 7%	21 11%
					ace						b		b		a	
Up to 15 hours	22 2%	21 2%	* *%	1 2%	* *%	22 2%	19 2%	4 2%	** **	21 2%	22 2%	- -%	22 2%	3 2%	10 3%	4 2%
Up to 20 hours	8 1%	7 1%	1 1%	* 1%	- -%	8 1%	7 1%	2 1%	** **	8 1%	8 1%	- -%	8 1%	- -%	3 1%	- -%
Up to 30 hours	6 *%	6 1%	- -%	- -%	* *%	6 *%	5 *%	1 1%	** **	6 *%	6 1%	- -%	6 *%	- -%	5 1%	- -%
Up to 40 hours	5 *%	3 *%	2 2%	1 1%	- -%	5 *%	4 *%	1 1%	** **	5 *%	5 *%	- -%	5 *%	* *%	2 1%	- -%
			a													
Over 50 hours	1 *%	1 *%	- -%	- -%	* *%	1 *%	1 *%	- -%	** **	1 *%	1 *%	- -%	1 *%	- -%	- -%	1 *%
Mean number of hours per week	2.5	2.4	2.9	2.6	3.7	2.5	2.5	2.4	**	2.5	2.7	.5	2.5	1.6	2.8	2.7
					ae						b		b		a	a
Standard deviation	4.65	4.54	5.23	5.01	5.47	4.65	4.61	4.88	**	4.67	4.82	1.30	4.67	3.05	5.32	4.82
Standard error	.12	.14	.39	.36	.40	.12	.13	.30	**	.12	.13	.10	.12	.21	.26	.34

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 30

Any break column with 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 HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
None	2 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%	- -%	1 *%	2 1% e	- -%	2 *%	2 *%
Up to 1 hour	26 2%	- -%	3 1%	2 1%	2 1%	3 2%	18 5%	26 2%	12 2%	13 2%	5 1%	7 2%	4 1%	10 4% e	12 2%	14 3%	26 2%
Up to 5 hours	135 10%	4 2%	14 6%	12 5%	19 9% a	33 18% abcdg	84 23% abcdg	135 10% abc	63 10%	72 11%	24 7%	37 10%	32 11%	41 15% abeg	62 8%	73 13% ae	135 10%
Up to 10 hours	194 15%	14 8%	26 10%	27 10%	32 14% a	46 25% abcdg	95 25% abcdg	194 15% a	88 14%	105 16%	44 12%	44 11%	61 22% abeg	44 16%	89 12%	105 19% abeg	194 15%
Up to 15 hours	177 14%	14 8%	32 13%	38 15% a	39 18% a	23 12%	53 14% a	177 14% a	77 12%	99 15%	46 13%	39 10%	48 17% be	44 16% be	85 11%	92 17% be	177 14%
Up to 20 hours	145 11%	18 10%	40 16% efg	30 12%	29 13% f	17 9%	27 7%	145 11% f	55 9%	90 13% a	46 13%	46 12%	25 9%	29 11%	92 12%	54 10%	145 11%
Up to 30 hours	241 19%	38 20% f	50 20% f	65 25% efg	39 18%	27 14%	49 13%	241 19% f	121 20%	118 18%	77 22% df	76 20% d	52 18%	36 13%	153 21% df	88 16%	241 19% d
Up to 40 hours	146 11%	37 20% defg	33 13% f	33 13% f	19 9%	18 10%	23 6%	146 11% f	92 15% b	54 8%	46 13% df	52 13% df	26 9%	22 8%	98 13% df	48 9%	146 11%
Up to 50 hours	87 7%	18 10% ef	22 9% ef	20 8% f	16 7% f	7 4%	10 3%	87 7% f	38 6%	50 7%	27 8%	34 9% cf	12 4%	14 5%	61 8% cf	26 5%	87 7%
Over 50 hours	142 11%	44 23% bcdefg	29 12% ef	31 12% ef	24 11% ef	10 5%	13 4%	142 11% ef	73 12%	69 10%	40 11%	51 13% cf	21 7%	30 11%	91 12% c	51 9%	142 11%

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

Any break column with 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 HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Mean number of hours per week	25.1	37.2	27.6	28.4	24.6	18.3	15.3	25.1	26.1	24.2	27.0	28.0	21.6	22.2	27.5	21.9	25.1
		bcdefg	ef	defg	ef	f		ef			cdf	cdfg			cdfg		cdf
Standard deviation	21.24	24.05	20.29	22.15	20.25	16.63	15.18	21.24	21.50	21.00	20.17	22.27	20.07	21.53	21.28	20.78	21.24
Standard error	.53	1.61	1.21	1.28	1.23	1.06	.66	.53	.78	.72	1.03	.97	1.13	1.12	.70	.79	.53

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

Any break column with 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 HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
None	2 *%	2 *%	1 1%	- -%	- -%	2 *%	2 *%	1 *%	** **	2 *%	1 *%	2 2% ac	2 *%	2 1%	- -%	1 *%
Up to 1 hour	26 2%	22 2%	2 2%	1 2%	1 2%	26 2%	18 2%	8 4% a	** **	19 2%	15 1%	7 7% ac	22 2%	8 5% bc	3 1%	1 1%
Up to 5 hours	135 10%	118 11%	9 8%	5 9%	3 10%	135 10%	114 10%	21 12%	** **	106 9%	99 9%	32 30% ac	131 10%	20 12% c	38 11% c	10 5%
Up to 10 hours	194 15%	174 16% b	9 8%	7 14%	3 12%	194 15% b	171 15%	22 12%	** **	173 15%	156 13%	31 29% ac	187 15%	19 11%	55 16%	24 12%
Up to 15 hours	177 14%	153 14%	15 13%	6 11%	3 13%	177 14%	147 13%	29 16%	** **	163 14%	166 14%	9 8%	174 14%	22 13%	52 15%	19 10%
Up to 20 hours	145 11%	116 11%	19 17% ae	6 12%	4 14%	145 11%	125 11%	20 11%	** **	137 12%	137 12%	7 7%	144 11%	19 11%	35 10%	27 14%
Up to 30 hours	241 19%	198 18%	27 25% ad	11 22%	4 16%	241 19%	211 19%	30 17%	** **	228 19%	228 20% b	9 9%	237 19% b	33 20%	64 18%	39 20%
Up to 40 hours	146 11%	128 12%	7 7%	6 11%	5 17% abe	146 11%	128 11%	18 10%	** **	137 12%	141 12% b	4 4%	145 11% b	16 10%	51 14%	28 14%
Up to 50 hours	87 7%	71 6%	10 9%	4 8%	2 9%	87 7%	74 7%	14 8%	** **	84 7%	84 7% b	2 2%	87 7%	15 9%	22 6%	17 9%
Over 50 hours	142 11%	122 11%	12 11%	6 11%	2 7%	142 11%	125 11%	17 9%	** **	138 12%	137 12% b	4 4%	141 11% b	13 8%	30 9%	31 16% ab

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

Any break column with 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 HOURS AT IN5A/ IN5B/ IN5C

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Mean number of hours per week	25.1	24.9	26.9	26.1	24.8	25.1	25.2	24.3	**	26.0	26.5 b	12.7	25.3 b	23.3	24.3	30.4 ab
Standard deviation	21.24	21.14	22.80	21.83	17.87	21.24	21.09	22.17	**	21.49	21.41	14.95	21.29	19.44	19.97	22.57
Standard error	.53	.65	1.69	1.59	1.32	.53	.58	1.37	**	.57	.57	1.18	.54	1.34	.99	1.57

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Use strong passwords online or on devices used to go online	801	129	145	180	142	113	205	801	396	404	253	248	167	134	500	301	801
	62%	68%	58%	69%	64%	62%	55%	62%	64%	60%	71%	64%	59%	49%	68%	54%	62%
		bf		bfg	f			f			cdfg	df	d		cdfg		df
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	732	99	123	165	125	118	220	732	368	363	264	212	151	105	475	256	732
	57%	52%	49%	63%	57%	65%	59%	57%	59%	54%	74%	55%	54%	39%	64%	46%	57%
				ab		abg	b	b			bcdefg	df	d		bcdfg	d	df
Download the latest software updates onto devices when prompted	534	76	108	122	90	75	138	534	281	252	203	154	103	75	356	178	534
	41%	40%	43%	47%	41%	41%	37%	41%	45%	38%	57%	40%	36%	28%	48%	32%	41%
				f					b		bcdefg	df	d		bcdfg		df
Routinely back-up the information on your devices	478	68	98	113	79	74	121	478	247	232	185	141	90	62	326	152	478
	37%	36%	39%	43%	36%	40%	32%	37%	40%	35%	52%	37%	32%	23%	44%	28%	37%
				f							bcdefg	df	d		bcdfg		df
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	455	93	101	97	85	50	79	455	214	242	155	138	87	76	292	163	455
	35%	49%	40%	37%	38%	27%	21%	35%	34%	36%	43%	36%	31%	28%	39%	30%	35%
		cdefg	ef	ef	ef			ef			bcdfg	df			cdf		df
Use a firewall	445	48	78	102	75	85	142	445	244	200	179	126	85	55	305	140	445
	34%	25%	31%	39%	34%	46%	38%	34%	39%	30%	50%	33%	30%	20%	41%	25%	34%
				a		abdfg	a	a	b		bcdefg	df	d		bcdfg		df

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	434	57	84	102	83	60	109	434	218	216	166	125	81	62	291	143	434
	34%	30%	33%	39%	38%	33%	29%	34%	35%	32%	47%	33%	29%	23%	39%	26%	34%
				f	f						bcdefg	df			bcdfg		df
Use email filters or software that can block unwanted or spam emails	417	52	79	113	71	65	103	417	217	200	169	122	82	45	290	127	417
	32%	27%	32%	43%	32%	35%	28%	32%	35%	30%	47%	32%	29%	17%	39%	23%	32%
				abdfg							bcdefg	df	d		bcdfg	d	df
Use a virtual private network (VPN) to hide your location online	136	22	27	41	21	20	26	136	74	63	59	48	20	10	106	30	136
	11%	12%	11%	16%	9%	11%	7%	11%	12%	9%	16%	12%	7%	4%	14%	5%	11%
				dfg				f			cdfg	cdf			cdfg		df
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	42	6	11	10	6	5	9	42	26	17	21	14	3	4	35	8	42
	3%	3%	4%	4%	3%	3%	2%	3%	4%	2%	6%	4%	1%	2%	5%	1%	3%
											cdfg	f			cdf		f
ANY OF THESE	1124	170	215	240	196	151	304	1124	553	570	342	339	238	205	681	443	1124
	87%	90%	86%	92%	89%	82%	82%	87%	89%	85%	96%	88%	85%	76%	92%	80%	87%
		ef		efg	f			f	b		bcdefg	df	d		bcdfg		df
None of these	129	12	29	18	18	26	52	129	51	78	11	34	33	51	45	84	129
	10%	7%	12%	7%	8%	14%	14%	10%	8%	12%	3%	9%	12%	19%	6%	15%	10%
						ac	acd				a	ae	abceg		abeg		ae
Don't know	40	7	5	3	7	7	17	40	15	23	3	12	10	16	15	25	40
	3%	4%	2%	1%	3%	4%	5%	3%	2%	3%	1%	3%	3%	6%	2%	5%	3%
							c						a	aeg		ae	a

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

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

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Use strong passwords online or on devices used to go online	801	687	72	32	11	801	676	126	**	749	744	50	794	88	214	148
	62%	62%	64%	62%	43%	62%	61%	70%	**	63%	64%	46%	62%	53%	61%	75%
		d	d	d		d		a			b		b			ab
Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)	732	653	36	33	9	732	615	117	**	696	665	54	718	77	202	143
	57%	59%	32%	64%	36%	57%	55%	65%	**	59%	57%	50%	57%	47%	58%	73%
		bd		bd		bd		a							a	ab
Download the latest software updates onto devices when prompted	534	446	57	26	4	534	450	84	**	506	499	29	529	46	150	132
	41%	40%	52%	51%	14%	41%	40%	47%	**	43%	43%	28%	42%	28%	43%	67%
		d	ade	ade		d					b		b		a	ab
Routinely back-up the information on your devices	478	413	44	15	6	478	407	71	**	454	452	22	474	49	125	114
	37%	37%	40%	30%	23%	37%	37%	40%	**	38%	39%	21%	37%	30%	36%	58%
		d	d			d					b		b			ab
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	455	401	35	13	6	455	396	60	**	432	443	10	452	46	114	103
	35%	36%	32%	25%	24%	35%	36%	33%	**	36%	38%	9%	36%	28%	33%	53%
		cd				cd					b		b			ab
Use a firewall	445	387	27	25	6	445	364	81	**	426	406	33	439	31	125	99
	34%	35%	24%	49%	22%	34%	33%	45%	**	36%	35%	31%	35%	19%	36%	50%
		bd		abde		bd		a							a	ab

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)	434	378	27	26	4	434	359	75	**	413	405	24	429	40	115	107
	34%	34%	24%	50%	15%	34%	32%	42%	**	35%	35%	22%	34%	24%	33%	55%
		bd	d	abde		bd		a			b		b		a	ab
Use email filters or software that can block unwanted or spam emails	417	373	26	15	4	417	347	71	**	397	393	21	413	28	118	115
	32%	34%	23%	29%	14%	32%	31%	39%	**	33%	34%	19%	33%	17%	34%	59%
		bd	d	d		bd		a			b		b		a	ab
Use a virtual private network (VPN) to hide your location online	136	124	7	4	1	136	115	21	**	131	131	4	135	11	30	39
	11%	11%	6%	7%	5%	11%	10%	12%	**	11%	11%	3%	11%	7%	8%	20%
		d				d					b		b			ab
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	42	40	2	*	*	42	33	9	**	37	40	2	42	1	12	12
	3%	4%	2%	*%	1%	3%	3%	5%	**	3%	3%	2%	3%	1%	3%	6%
		cd				cd										a
ANY OF THESE	1124	967	94	45	19	1124	961	163	**	1050	1023	84	1106	129	314	191
	87%	87%	85%	88%	71%	87%	86%	91%	**	88%	88%	78%	87%	78%	90%	97%
		d	d	d		d					b		b		a	ab
None of these	129	108	12	4	6	129	118	11	**	111	111	14	125	25	32	3
	10%	10%	11%	7%	22%	10%	11%	6%	**	9%	10%	13%	10%	15%	9%	1%
					abce									bc	c	

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

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Don't know	40	31	5	3	2	40	36	5	**	26	30	9	39	11	4	3
	3%	3%	5%	5%	7%	3%	3%	3%	**	2%	3%	9%	3%	6%	1%	1%
					ae							ac		bc		

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

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

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
A computer virus on any device you use to go online	110	28	11	23	21	14	27	110	63	46	42	25	24	19	67	43	110
	8%	15%	5%	9%	9%	8%	7%	8%	10%	7%	12%	7%	9%	7%	9%	8%	8%
		befg			b			b			bd						
Your email or social media account being hacked (someone accessing your account without your permission)	104	13	21	20	19	18	32	104	55	49	37	32	22	13	69	35	104
	8%	7%	8%	7%	8%	10%	9%	8%	9%	7%	10%	8%	8%	5%	9%	6%	8%
											df			d			
Online contact from someone who was pretending to be someone else	81	11	8	17	18	11	27	81	39	41	32	17	17	15	49	32	81
	6%	6%	3%	7%	8%	6%	7%	6%	6%	6%	9%	4%	6%	5%	7%	6%	6%
					b		b				b						
Lost money online (i.e. got scammed or ripped off)	53	9	11	8	14	6	10	53	18	35	15	17	10	10	32	20	53
	4%	5%	5%	3%	6%	3%	3%	4%	3%	5%	4%	4%	4%	4%	4%	4%	4%
					f					a							
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	45	8	7	9	14	3	9	45	23	23	20	12	8	6	32	13	45
	4%	4%	3%	3%	6%	2%	2%	4%	4%	3%	6%	3%	3%	2%	4%	2%	4%
					ef						df						

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

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

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601	
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242	
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293	
Any form of online bullying/ harassment/ trolling	22 2%	9 5%	3 1%	4 2%	3 1%	1 1%	3 1%	22 2%	11 2%	10 1%	7 2%	9 2%	- -%	6 2%	16 2%	6 1%	22 2%	
		bcdefg										c	c		c	c		c
Been threatened or stalked online	13 1%	6 3%	1 *%	1 *%	3 1%	1 1%	2 1%	13 1%	7 1%	5 1%	7 2%	1 *%	2 1%	2 1%	8 1%	4 1%	13 1%	
		bcfg									b							
ANY OF THESE	285 22%	55 29%	44 18%	56 21%	56 25%	35 19%	73 20%	285 22%	137 22%	147 22%	102 29%	78 20%	56 20%	48 18%	180 24%	105 19%	285 22%	
		befg									bcdfg				df			
None of these	1002 77%	134 71%	204 81%	203 78%	163 74%	148 81%	297 80%	1002 77%	478 77%	522 78%	254 71%	306 80%	223 79%	219 81%	560 76%	442 80%	1002 77%	
		a									a	a	a	a		a	a	
Don't know	7 1%	* *%	2 1%	2 1%	1 1%	1 *%	2 1%	7 1%	5 1%	2 *%	* *%	1 *%	2 1%	5 2%	1 *%	6 1%	7 1%	
		abeg													e			

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

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

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
A computer virus on any device you use to go online	110	99	4	5	2	110	92	18	**	103	100	6	107	9	24	21
	8%	9%	4%	10%	7%	8%	8%	10%	**	9%	9%	6%	8%	6%	7%	11%
		b		b		b										
Your email or social media account being hacked (someone accessing your account without your permission)	104	92	6	5	1	104	92	12	**	99	95	6	101	10	31	25
	8%	8%	5%	9%	5%	8%	8%	7%	**	8%	8%	6%	8%	6%	9%	13%
															a	
Online contact from someone who was pretending to be someone else	81	73	1	5	2	81	66	15	**	78	74	5	80	8	24	20
	6%	7%	1%	10%	6%	6%	6%	8%	**	7%	6%	5%	6%	5%	7%	10%
		b		be	b	b										
Lost money online (i.e. got scammed or ripped off)	53	47	3	2	*	53	46	7	**	49	50	2	52	8	20	7
	4%	4%	3%	4%	1%	4%	4%	4%	**	4%	4%	2%	4%	5%	6%	4%
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	45	42	2	1	*	45	38	7	**	43	42	3	45	4	10	15
	4%	4%	2%	2%	1%	4%	3%	4%	**	4%	4%	3%	4%	2%	3%	8%
																ab

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

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

IN7. (SHOWCARD) Have you personally experienced any of the following issues in the past 12 months? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Any form of online bullying/ harassment/ trolling	22 2%	19 2%	1 1%	1 2%	* 1%	22 2%	19 2%	2 1%	** **	21 2%	21 2%	* **	21 2%	4 2%	4 1%	3 2%
Been threatened or stalked online	13 1%	12 1%	1 1%	* 1%	- -%	13 1%	12 1%	1 1%	** **	12 1%	12 1%	* **	12 1%	1 1%	4 1%	2 1%
ANY OF THESE	285 22%	253 23%	13 12%	13 26%	5 20%	285 22%	237 21%	47 26%	** **	271 23%	265 23%	16 15%	281 22%	28 17%	76 22%	58 30%
None of these	1002 77%	846 77%	98 88%	38 74%	20 78%	1002 77%	870 78%	132 73%	** **	911 77%	894 77%	89 83%	983 77%	135 82%	273 78%	137 70%
Don't know	7 1%	6 1%	1 1%	- -%	1 2%	7 1%	7 1%	1 *%	** **	5 *%	5 *%	2 2%	7 1%	3 2%	1 *%	1 1%

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

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

IN8A. (SHOWCARD) Which of these reasons describe why you don't go online? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	113 61%	** **	** **	** **	** **	** **	100 63%	113 61%	63 60%	50 62%	** **	** **	** **	63 64%	** **	88 62%	113 61%
I don't trust the internet/ being online is not safe/secure/ data privacy issues	28 15%	** **	** **	** **	** **	** **	27 17%	28 15%	19 18%	9 11%	** **	** **	** **	12 12%	** **	20 14%	28 15%
The equipment needed to go online is too expensive/ not worth the money	27 15%	** **	** **	** **	** **	** **	23 15%	27 15%	19 18%	9 11%	** **	** **	** **	19 20%	** **	26 18%	27 15%
I don't have the right equipment	26 14%	** **	** **	** **	** **	** **	21 13%	26 14%	17 16%	9 12%	** **	** **	** **	16 16%	** **	21 15%	26 14%
Someone else goes online for me	22 12%	** **	** **	** **	** **	** **	19 12%	22 12%	14 13%	8 10%	** **	** **	** **	9 9%	** **	14 10%	22 12%
Getting online/ getting connected to the internet is too complicated	21 11%	** **	** **	** **	** **	** **	19 12%	21 11%	10 10%	11 13%	** **	** **	** **	13 13%	** **	18 13%	21 11%
Being connected to the internet is too expensive/ not worth the money	19 10%	** **	** **	** **	** **	** **	15 9%	19 10%	12 12%	6 8%	** **	** **	** **	10 10%	** **	16 11%	19 10%

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

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

IN8A. (SHOWCARD) Which of these reasons describe why you don't go online? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
Using the internet, finding your way around on the internet is too complicated	17 9%	** **	** **	** **	** **	** **	16 10%	17 9%	10 9%	7 9%	** **	** **	** **	11 11%	** **	15 11%	17 9%
I don't have the right help to know how to start	12 7%	** **	** **	** **	** **	** **	12 7%	12 7%	7 7%	5 6%	** **	** **	** **	11 11%	** **	12 8%	12 7%
Other	8 4%	** **	** **	** **	** **	** **	7 4%	8 4%	3 3%	5 6%	** **	** **	** **	2 2%	** **	5 3%	8 4%
Don't know	3 2%	** **	** **	** **	** **	** **	2 1%	3 2%	1 1%	2 3%	** **	** **	** **	2 2%	** **	2 1%	3 2%
SUMMARY CODES																	
ANY REASONS RELATING TO COSTS	36 19%	** **	** **	** **	** **	** **	29 18%	36 19%	24 23%	12 14%	** **	** **	** **	22 22%	** **	32 22%	36 19%
ANY REASONS RELATING TO BEING TOO COMPLICATED	32 17%	** **	** **	** **	** **	** **	29 18%	32 17%	17 16%	15 19%	** **	** **	** **	20 20%	** **	29 20%	32 17%

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

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

IN8A. (SHOWCARD) Which of these reasons describe why you don't go online? (MULTI CODE)

Base : Those who do not go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
		a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c
Significance Level: 95%																
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	113 61%	94 62%	** **	** **	** **	113 61%	103 62%	** **	** **	** **	** **	63 62%	76 58%	** **	** **	** **
I don't trust the internet/ being online is not safe/secure/ data privacy issues	28 15%	25 16%	** **	** **	** **	28 15%	24 14%	** **	** **	** **	** **	15 15%	22 17%	** **	** **	** **
The equipment needed to go online is too expensive/ not worth the money	27 15%	22 15%	** **	** **	** **	27 15%	25 15%	** **	** **	** **	** **	18 18%	21 16%	** **	** **	** **
I don't have the right equipment	26 14%	21 14%	** **	** **	** **	26 14%	24 15%	** **	** **	** **	** **	19 19%	20 16%	** **	** **	** **
Someone else goes online for me	22 12%	20 13%	** **	** **	** **	22 12%	20 12%	** **	** **	** **	** **	15 15%	20 15%	** **	** **	** **
Getting online/ getting connected to the internet is too complicated	21 11%	18 12%	** **	** **	** **	21 11%	20 12%	** **	** **	** **	** **	13 13%	16 12%	** **	** **	** **
Being connected to the internet is too expensive/ not worth the money	19 10%	14 9%	** **	** **	** **	19 10%	18 11%	** **	** **	** **	** **	11 11%	13 10%	** **	** **	** **

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

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

IN8A. (SHOWCARD) Which of these reasons describe why you don't go online? (MULTI CODE)

Base : Those who do not go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
Using the internet, finding your way around on the internet is too complicated	17 9%	16 10%	** **	** **	** **	17 9%	16 9%	** **	** **	** **	** **	10 9%	11 9%	** **	** **	** **
I don't have the right help to know how to start	12 7%	10 7%	** **	** **	** **	12 7%	12 7%	** **	** **	** **	** **	7 7%	10 8%	** **	** **	** **
Other	8 4%	4 3%	** **	** **	** **	8 4%	7 4%	** **	** **	** **	** **	4 4%	5 4%	** **	** **	** **
Don't know	3 2%	3 2%	** **	** **	** **	3 2%	2 1%	** **	** **	** **	** **	2 2%	2 1%	** **	** **	** **
SUMMARY CODES																
ANY REASONS RELATING TO COSTS	36 19%	28 18%	** **	** **	** **	36 19%	33 20%	** **	** **	** **	** **	21 21%	25 20%	** **	** **	** **
ANY REASONS RELATING TO BEING TOO COMPLICATED	32 17%	28 18%	** **	** **	** **	32 17%	30 18%	** **	** **	** **	** **	18 18%	22 17%	** **	** **	** **

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

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

IN8B. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Significance Level: 95%																	
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	96 52%	** **	** **	** **	** **	** **	84 53%	96 52%	52 50%	44 54%	** **	** **	** **	54 55%	** **	76 53%	96 52%
I don't trust the internet/ being online is not safe/secure/ data privacy issues	13 7%	** **	** **	** **	** **	** **	12 8%	13 7%	9 9%	4 5%	** **	** **	** **	5 5%	** **	10 7%	13 7%
Someone else goes online for me	12 7%	** **	** **	** **	** **	** **	11 7%	12 7%	6 6%	6 8%	** **	** **	** **	3 3%	** **	6 4%	12 7%
I don't have the right equipment	12 6%	** **	** **	** **	** **	** **	9 6%	12 6%	7 7%	5 6%	** **	** **	** **	6 6%	** **	9 6%	12 6%
The equipment needed to go online is too expensive/ not worth the money	11 6%	** **	** **	** **	** **	** **	8 5%	11 6%	8 8%	3 4%	** **	** **	** **	10 10%	** **	11 8%	11 6%
Getting online/ getting connected to the internet is too complicated	9 5%	** **	** **	** **	** **	** **	8 5%	9 5%	3 3%	6 7%	** **	** **	** **	6 7%	** **	8 6%	9 5%
Being connected to the internet is too expensive/ not worth the money	7 4%	** **	** **	** **	** **	** **	5 3%	7 4%	5 5%	2 3%	** **	** **	** **	4 4%	** **	6 4%	7 4%

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

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

IN8B. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
Using the internet, finding your way around on the internet is too complicated	4 2%	**	**	**	**	**	4 2%	4 2%	4 4%	* *%	**	**	**	3 3%	**	4 3%	4 2%
I don't have the right help to know how to start	4 2%	**	**	**	**	**	4 2%	4 2%	2 2%	2 2%	**	**	**	2 2%	**	3 2%	4 2%
Other	13 7%	**	**	**	**	**	12 8%	13 7%	5 5%	8 10%	**	**	**	4 4%	**	7 5%	13 7%
Don't know	3 2%	**	**	**	**	**	2 1%	3 2%	1 1%	2 3%	**	**	**	2 2%	**	2 1%	3 2%
SUMMARY CODES																	
ANY REASONS RELATING TO COSTS	19 10%	**	**	**	**	**	12 8%	19 10%	14 13%	5 6%	**	**	**	14 14%	**	18 12%	19 10%
ANY REASONS RELATING TO BEING TOO COMPLICATED	13 7%	**	**	**	**	**	12 8%	13 7%	7 7%	6 7%	**	**	**	10 10%	**	12 8%	13 7%

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

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

IN8B. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
	a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c	
Significance Level: 95%																
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
It's just not for people for like me/ I don't see the need/ I'm not interested in doing this	96 52%	80 53%	** **	** **	** **	96 52%	88 53%	** **	** **	** **	** 51%	60 47%	** **	** **	** **	** **
I don't trust the internet/ being online is not safe/secure/ data privacy issues	13 7%	11 7%	** **	** **	** **	13 7%	11 6%	** **	** **	** **	** 7%	11 8%	** **	** **	** **	** **
Someone else goes online for me	12 7%	11 7%	** **	** **	** **	12 7%	11 7%	** **	** **	** **	** 7%	11 8%	** **	** **	** **	** **
I don't have the right equipment	12 6%	9 6%	** **	** **	** **	12 6%	11 7%	** **	** **	** **	** 10%	11 8%	** **	** **	** **	** **
The equipment needed to go online is too expensive/ not worth the money	11 6%	8 6%	** **	** **	** **	11 6%	10 6%	** **	** **	** **	** 5%	8 6%	** **	** **	** **	** **
Getting online/ getting connected to the internet is too complicated	9 5%	8 5%	** **	** **	** **	9 5%	9 5%	** **	** **	** **	** 6%	8 6%	** **	** **	** **	** **
Being connected to the internet is too expensive/ not worth the money	7 4%	6 4%	** **	** **	** **	7 4%	7 4%	** **	** **	** **	** 5%	7 5%	** **	** **	** **	** **

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

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

IN8B. (SHOWCARD) Which one of the following best describes the main reason why you don't go online? (SINGLE CODE)

Base : Those who do not go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL UK e	URBAN a	RURAL ~b	UNDER 5 YEARS ~a	5 YEARS+ ~b	SMART- PHONE ~a	NON SMART- PHONE b	ALL c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
Using the internet, finding your way around on the internet is too complicated	4 2%	3 2%	** **	** **	** **	4 2%	3 2%	** **	** **	** **	** **	- -%	* *%	** **	** **	** **
I don't have the right help to know how to start	4 2%	3 2%	** **	** **	** **	4 2%	3 2%	** **	** **	** **	** **	1 1%	3 2%	** **	** **	** **
Other	13 7%	10 6%	** **	** **	** **	13 7%	11 6%	** **	** **	** **	** **	7 7%	10 8%	** **	** **	** **
Don't know	3 2%	3 2%	** **	** **	** **	3 2%	2 1%	** **	** **	** **	** **	2 2%	2 1%	** **	** **	** **
SUMMARY CODES																
ANY REASONS RELATING TO COSTS	19 10%	15 10%	** **	** **	** **	19 10%	18 11%	** **	** **	** **	** **	10 10%	14 11%	** **	** **	** **
ANY REASONS RELATING TO BEING TOO COMPLICATED	13 7%	11 7%	** **	** **	** **	13 7%	12 7%	** **	** **	** **	** **	6 6%	8 6%	** **	** **	** **

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

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

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
To buy something/ for shopping	32	**	**	**	**	**	30	32	16	16	**	**	**	17	**	24	32
	17%	**	**	**	**	**	19%	17%	15%	20%	**	**	**	17%	**	17%	17%
To access other information	17	**	**	**	**	**	15	17	11	6	**	**	**	6	**	11	17
	9%	**	**	**	**	**	9%	9%	10%	8%	**	**	**	6%	**	8%	9%
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	16	**	**	**	**	**	16	16	9	7	**	**	**	8	**	11	16
	9%	**	**	**	**	**	10%	9%	8%	9%	**	**	**	8%	**	8%	9%
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	8	**	**	**	**	**	7	8	4	4	**	**	**	6	**	6	8
	4%	**	**	**	**	**	4%	4%	4%	4%	**	**	**	6%	**	4%	4%
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	7	**	**	**	**	**	4	7	5	2	**	**	**	6	**	6	7
	4%	**	**	**	**	**	2%	4%	5%	2%	**	**	**	6%	**	4%	4%
To get in touch with someone	4	**	**	**	**	**	4	4	3	2	**	**	**	2	**	4	4
	2%	**	**	**	**	**	3%	2%	2%	2%	**	**	**	2%	**	3%	2%
Other	2	**	**	**	**	**	1	2	2	-	**	**	**	1	**	1	2
	1%	**	**	**	**	**	1%	1%	2%	-%	**	**	**	1%	**	1%	1%

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

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

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
TOTAL - YES	65	**	**	**	**	**	57	65	37	28	**	**	**	33	**	49	65
	35%	**	**	**	**	**	36%	35%	35%	35%	**	**	**	33%	**	34%	35%
No	119	**	**	**	**	**	101	119	67	51	**	**	**	65	**	92	119
	64%	**	**	**	**	**	63%	64%	65%	63%	**	**	**	66%	**	65%	64%
Don't know	2	**	**	**	**	**	2	2	*	2	**	**	**	1	**	1	2
	1%	**	**	**	**	**	1%	1%	*%	2%	**	**	**	1%	**	1%	1%

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

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

IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
To buy something/ for shopping	32 17%	27 18%	** **	** **	** **	32 17%	28 17%	** **	** **	** **	** **	16 16%	26 20%	** **	** **	** **
To access other information	17 9%	14 9%	** **	** **	** **	17 9%	15 9%	** **	** **	** **	** **	12 12%	15 11%	** **	** **	** **
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	16 9%	15 10%	** **	** **	** **	16 9%	15 9%	** **	** **	** **	** **	9 9%	13 10%	** **	** **	** **
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	8 4%	7 4%	** **	** **	** **	8 4%	8 5%	** **	** **	** **	** **	6 6%	7 5%	** **	** **	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	7 4%	4 3%	** **	** **	** **	7 4%	7 4%	** **	** **	** **	** **	3 3%	6 5%	** **	** **	** **
To get in touch with someone	4 2%	3 2%	** **	** **	** **	4 2%	3 2%	** **	** **	** **	** **	2 2%	4 3%	** **	** **	** **

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

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IN9. In the past year, have you asked someone else to do something for you on the internet? IF YES - (SHOWCARD) And was it to do any of the following or to do something else? (MULTI CODE)

Base : Those who do not go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c
Significance Level: 95%																
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
Other	2	2	**	**	**	2	2	**	**	**	**	-	1	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	**	**	-%	1%	**	**	**
TOTAL - YES	65	53	**	**	**	65	59	**	**	**	**	35	50	**	**	**
	35%	35%	**	**	**	35%	35%	**	**	**	**	35%	39%	**	**	**
No	119	97	**	**	**	119	106	**	**	**	**	64	77	**	**	**
	64%	64%	**	**	**	64%	64%	**	**	**	**	63%	60%	**	**	**
Don't know	2	2	**	**	**	2	2	**	**	**	**	2	2	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	**	**	2%	1%	**	**	**

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

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IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
To buy something/ for shopping	11 6%	** **	** **	** **	** **	** **	11 7%	11 6%	5 5%	7 8%	** **	** **	** **	7 7%	** **	10 7%	11 6%
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	7 4%	** **	** **	** **	** **	** **	6 4%	7 4%	3 3%	3 4%	** **	** **	** **	5 6%	** **	5 4%	7 4%
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	6 3%	** **	** **	** **	** **	** **	4 3%	6 3%	2 2%	3 4%	** **	** **	** **	4 4%	** **	4 3%	6 3%
If I had someone to help me or to show me how to do it	6 3%	** **	** **	** **	** **	** **	2 1%	6 3%	4 4%	2 2%	** **	** **	** **	3 3%	** **	5 4%	6 3%
To get in touch with someone/ to use social media or messaging apps like Facebook, WhatsApp, Twitter or Snapchat etc	4 2%	** **	** **	** **	** **	** **	3 2%	4 2%	2 2%	1 2%	** **	** **	** **	2 2%	** **	4 2%	4 2%
If I no longer had someone I could ask to do things online for me	3 2%	** **	** **	** **	** **	** **	2 1%	3 2%	2 2%	1 1%	** **	** **	** **	2 2%	** **	2 2%	3 2%

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

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IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	3 2%	** **	** **	** **	** **	** **	2 1%	3 2%	2 1%	1 2%	** **	** **	** **	3 3%	** **	3 2%	3 2%
If I had better equipment or better access to the internet	2 1%	** **	** **	** **	** **	** **	2 1%	2 1%	2 2%	* *0%	** **	** **	** **	1 1%	** **	1 1%	2 1%
To watch TV shows on catch up or on-demand services like Netflix, Now TV, ITV Hub or All 4	1 1%	** **	** **	** **	** **	** **	1 1%	1 1%	1 1%	- -0%	** **	** **	** **	1 1%	** **	1 1%	1 1%
To specifically use BBC online services such as the BBC iPlayer or the BBC website	1 1%	** **	** **	** **	** **	** **	1 1%	1 1%	1 1%	- -0%	** **	** **	** **	1 1%	** **	1 1%	1 1%
If my job required me to go online	1 1%	** **	** **	** **	** **	** **	- -0%	1 1%	1 1%	- -0%	** **	** **	** **	1 1%	** **	1 1%	1 1%
Other	3 2%	** **	** **	** **	** **	** **	2 1%	3 2%	2 2%	1 1%	** **	** **	** **	2 2%	** **	2 2%	3 2%
TOTAL - SOMETHING WOULD PROMPT THEM TO GO ONLINE IN THE NEXT 12 MONTHS	33 18%	** **	** **	** **	** **	** **	26 16%	33 18%	20 19%	13 16%	** **	** **	** **	21 22%	** **	27 19%	33 18%

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

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

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	~e	f	g
Unweighted total	282	3	5	9	18	45	247	282	157	125	23	46	59	154	69	213	282
Effective Weighted Sample	227	3	4	7	16	38	201	227	126	100	18	41	45	126	59	169	227
Total	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
Nothing would prompt me to go online in the next 12 months	143	**	**	**	**	**	127	143	80	63	**	**	**	73	**	109	143
	77%	**	**	**	**	**	79%	77%	76%	78%	**	**	**	74%	**	76%	77%
Don't know	9	**	**	**	**	**	7	9	5	4	**	**	**	5	**	7	9
	5%	**	**	**	**	**	4%	5%	5%	5%	**	**	**	5%	**	5%	5%

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

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

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
To buy something/ for shopping	11 6%	9 6%	** **	** **	** **	11 6%	10 6%	** **	** **	** **	** **	6 6%	10 8%	** **	** **	** **
To access other public services provided by the Government or council (e.g. apply for a bus pass, or passport or get advice about tax etc.)	7 4%	6 4%	** **	** **	** **	7 4%	6 4%	** **	** **	** **	** **	4 4%	7 5%	** **	** **	** **
To access health services online (e.g. NHS websites, GP or hospital appointments or repeat prescriptions etc.)	6 3%	5 3%	** **	** **	** **	6 3%	6 3%	** **	** **	** **	** **	5 5%	6 4%	** **	** **	** **
If I had someone to help me or to show me how to do it	6 3%	5 3%	** **	** **	** **	6 3%	5 3%	** **	** **	** **	** **	4 4%	5 4%	** **	** **	** **
To get in touch with someone/ to use social media or messaging apps like Facebook, WhatsApp, Twitter or Snapchat etc	4 2%	2 2%	** **	** **	** **	4 2%	3 2%	** **	** **	** **	** **	1 1%	4 3%	** **	** **	** **

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

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

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
If I no longer had someone I could ask to do things online for me	3 2%	2 1%	** **	** **	** **	3 2%	3 2%	** **	** **	** **	** **	2 2%	3 3%	** **	** **	** **
To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.)	3 2%	2 2%	** **	** **	** **	3 2%	3 2%	** **	** **	** **	** **	2 2%	3 2%	** **	** **	** **
If I had better equipment or better access to the internet	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	** **	** **	1 1%	1 1%	** **	** **	** **
To watch TV shows on catch up or on-demand services like Netflix, Now TV, ITV Hub or All 4	1 1%	1 1%	** **	** **	** **	1 1%	1 1%	** **	** **	** **	** **	* *%	1 1%	** **	** **	** **
To specifically use BBC online services such as the BBC iPlayer or the BBC website	1 1%	1 1%	** **	** **	** **	1 1%	1 1%	** **	** **	** **	** **	- -%	1 1%	** **	** **	** **
If my job required me to go online	1 1%	1 1%	** **	** **	** **	1 1%	1 1%	** **	** **	** **	** **	1 1%	1 1%	** **	** **	** **

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

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

IN10. (SHOWCARD) And would any of these reasons prompt you to go online in the next 12 months? (MULTI CODE)

Base : Those who do not go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	~b	~c	~d	e	a	~b	~a	~b	~a	b	c	~a	~b	~c
Significance Level: 95%																
Unweighted total	282	176	44	35	27	282	242	40	-	-	45	148	193	73	45	7
Effective Weighted Sample	227	168	42	34	24	227	199	30	-	-	32	121	152	61	37	7
Total	185	152	22	8	3	185	167	19	-	-	29	101	129	45	30	9
Other	3	1	**	**	**	3	3	**	**	**	**	1	1	**	**	**
	2%	1%	**	**	**	2%	2%	**	**	**	**	1%	1%	**	**	**
TOTAL - SOMETHING WOULD PROMPT THEM TO GO ONLINE IN THE NEXT 12 MONTHS	33	26	**	**	**	33	31	**	**	**	**	20	29	**	**	**
	18%	17%	**	**	**	18%	18%	**	**	**	**	20%	23%	**	**	**
Nothing would prompt me to go online in the next 12 months	143	119	**	**	**	143	127	**	**	**	**	75	94	**	**	**
	77%	78%	**	**	**	77%	76%	**	**	**	**	75%	73%	**	**	**
Don't know	9	7	**	**	**	9	8	**	**	**	**	5	6	**	**	**
	5%	5%	**	**	**	5%	5%	**	**	**	**	5%	5%	**	**	**

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

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

IN11A. (SHOWCARD) Overall, how confident are you as an internet user? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Very confident	688 53%	145 77%	160 64%	173 66%	92 42%	69 37%	118 32%	688 53%	356 57%	331 49%	235 66%	209 54%	126 45%	118 44%	443 60%	245 44%	688 53%
		bcdefg	defg	defg	f		def		b		bcdfg	cdf		cdfg		cdf	
Fairly confident	431 33%	33 17%	76 30%	67 26%	98 45%	73 40%	157 42%	431 33%	183 29%	246 37%	92 26%	137 36%	106 38%	95 35%	230 31%	201 36%	431 33%
		a	a	abcg	abc	abcg	ac		a		a	ae	a	ae	ae	a	
Neither confident nor not confident	78 6%	5 3%	7 3%	11 4%	16 7%	17 9%	39 11%	78 6%	31 5%	47 7%	14 4%	18 5%	22 8%	24 9%	32 4%	46 8%	78 6%
				ab	abc	abcg	b					ae	abe	abe	abe		
Not very confident	70 5%	5 3%	5 2%	8 3%	9 4%	17 9%	42 11%	70 5%	38 6%	32 5%	14 4%	13 3%	17 6%	25 9%	27 4%	43 8%	70 5%
						abcdg	abcdg	b					abeg	abe	abe		
Not at all confident	25 2%	2 1%	1 *%	1 *%	4 2%	8 4%	17 4%	25 2%	11 2%	14 2%	2 *%	6 2%	9 3%	8 3%	8 1%	18 3%	25 2%
						bcg	abcg					ae	ae	ae	ae	ae	
Don't know	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
SUMMARY CODES																	
TOTAL CONFIDENT	1119 87%	177 94%	236 94%	240 92%	191 87%	142 77%	275 74%	1119 87%	539 87%	578 86%	327 92%	346 90%	233 83%	213 79%	673 91%	446 81%	1119 87%
		defg	defg	efg	ef		ef				cdfg	cdf		cdfg	df	df	
TOTAL NOT CONFIDENT	95 7%	7 4%	6 2%	9 4%	13 6%	24 13%	59 16%	95 7%	48 8%	46 7%	16 4%	19 5%	26 9%	34 12%	35 5%	60 11%	95 7%
						abcdg	abcdg	bc				abe	abeg	abeg	abeg	e	
TOTAL NEITHER/ DON'T KNOW	80 6%	5 3%	8 3%	11 4%	16 7%	17 9%	39 11%	80 6%	33 5%	47 7%	14 4%	20 5%	22 8%	24 9%	34 5%	46 8%	80 6%
					a	abc	abcg					ae	abe	abe	abe		

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

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

IN11A. (SHOWCARD) Overall, how confident are you as an internet user? (SINGLE CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Very confident	688 53%	599 54%	48 44%	30 59%	10 39%	688 53%	607 54%	81 45%	** **	655 55%	658 57%	22 20%	680 53%	75 46%	179 51%	120 61%
		bd		bd		bd	b			b		b			ab	
Fairly confident	431 33%	360 33%	45 41%	15 29%	10 39%	431 33%	367 33%	64 35%	** **	391 33%	381 33%	40 37%	420 33%	62 38%	134 38%	64 32%
			ace									ac				
Neither confident nor not confident	78 6%	62 6%	10 9%	3 5%	3 13%	78 6%	63 6%	15 8%	** **	70 6%	60 5%	17 16%	76 6%	11 7%	18 5%	10 5%
					ace							ac				
Not very confident	70 5%	61 6%	4 4%	3 5%	1 6%	70 5%	56 5%	13 7%	** **	54 5%	48 4%	20 19%	68 5%	13 8%	15 4%	2 1%
												ac		c		
Not at all confident	25 2%	21 2%	3 2%	1 1%	1 3%	25 2%	19 2%	6 3%	** **	15 1%	16 1%	8 8%	24 2%	4 2%	5 1%	1 *%
												ac				
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%
SUMMARY CODES																
TOTAL CONFIDENT	1119 87%	959 87%	94 85%	45 88%	20 78%	1119 87%	974 87%	145 81%	** **	1046 88%	1039 89%	62 58%	1100 87%	137 83%	312 89%	184 94%
		d		d		d	b			b		b			a	
TOTAL NOT CONFIDENT	95 7%	82 7%	7 6%	3 7%	2 9%	95 7%	76 7%	19 11%	** **	69 6%	64 6%	28 27%	93 7%	17 10%	20 6%	3 2%
												ac		c	c	
TOTAL NEITHER/ DON'T KNOW	80 6%	64 6%	10 9%	3 5%	3 13%	80 6%	65 6%	15 8%	** **	71 6%	61 5%	17 16%	78 6%	11 7%	18 5%	10 5%
					ace							ac				

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

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

IN11C. (SHOWCARD) How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests? (SINGLE CODE)

Base : Those who go online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Very confident	489	100	117	121	67	40	84	489	265	223	146	153	97	93	299	190	489
	38%	53%	47%	47%	30%	22%	22%	38%	43%	33%	41%	40%	35%	34%	40%	34%	38%
		defg	defg	defg	ef			def	b						f		
Fairly confident	457	53	89	84	93	79	139	457	199	258	135	142	96	84	277	180	457
	35%	28%	35%	32%	42%	43%	37%	35%	32%	39%	38%	37%	34%	31%	37%	33%	35%
				ac	acg	a				a							
Neither confident nor not confident	125	13	18	18	27	25	48	125	53	70	22	36	36	31	58	67	125
	10%	7%	7%	7%	12%	14%	13%	10%	9%	10%	6%	9%	13%	12%	8%	12%	10%
					abc	abc						ae	a		ae		
Not very confident	141	11	21	25	21	25	63	141	63	78	36	32	36	36	68	72	141
	11%	6%	8%	9%	10%	13%	17%	11%	10%	12%	10%	8%	13%	13%	9%	13%	11%
					a	abcdg	a						b		be		
Not at all confident	73	8	6	12	10	13	36	73	39	34	15	18	14	26	33	40	73
	6%	4%	2%	5%	5%	7%	10%	6%	6%	5%	4%	5%	5%	9%	4%	7%	6%
					b	abcdg	b						abeg		e		
Don't know	9	4	-	-	2	2	3	9	2	7	2	4	2	1	6	3	9
	1%	2%	-%	-%	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%
		bc															
SUMMARY CODES																	
TOTAL CONFIDENT	946	153	206	206	160	119	223	946	464	482	281	295	193	177	576	370	946
	73%	81%	82%	79%	72%	65%	60%	73%	75%	72%	79%	77%	69%	65%	78%	67%	73%
		efg	defg	ef	f			ef			cdfg	cdf			cdfg		df
TOTAL NOT CONFIDENT	213	19	27	37	31	38	99	213	101	112	51	50	50	62	101	112	213
	16%	10%	11%	14%	14%	21%	27%	16%	16%	17%	14%	13%	18%	23%	14%	20%	16%
						ab	abcdg	ab						abeg		abe	
TOTAL NEITHER/ DON'T KNOW	134	17	18	18	30	27	51	134	55	77	24	40	38	32	64	70	134
	10%	9%	7%	7%	13%	15%	14%	10%	9%	12%	7%	10%	13%	12%	9%	13%	10%
					bc	bc	bc					ae	a		ae	a	

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

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

IN11C. (SHOWCARD) How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests? (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Very confident	489	417	40	24	9	489	433	56	**	463	468	17	485	66	119	73
	38%	38%	36%	46%	35%	38%	39%	31%	**	39%	40%	16%	38%	40%	34%	37%
				ade							b		b			
Fairly confident	457	396	38	16	8	457	393	64	**	417	409	36	446	48	135	83
	35%	36%	34%	31%	32%	35%	35%	36%	**	35%	35%	34%	35%	29%	38%	42%
														a	a	
Neither confident nor not confident	125	102	13	5	5	125	110	15	**	114	106	15	121	18	41	16
	10%	9%	12%	10%	18%	10%	10%	8%	**	10%	9%	14%	10%	11%	12%	8%
					ace											
Not very confident	141	121	12	5	3	141	116	25	**	128	113	25	138	19	44	15
	11%	11%	10%	10%	11%	11%	10%	14%	**	11%	10%	24%	11%	12%	13%	8%
												ac				
Not at all confident	73	63	7	2	1	73	56	16	**	57	60	12	71	14	11	8
	6%	6%	6%	3%	4%	6%	5%	9%	**	5%	5%	11%	6%	8%	3%	4%
								a				ac		b		
Don't know	9	6	2	*	*	9	7	2	**	8	8	1	9	*	1	1
	1%	1%	2%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%
					ace									1%	1%	1%
SUMMARY CODES																
TOTAL CONFIDENT	946	812	77	39	18	946	826	121	**	880	877	54	931	114	253	156
	73%	74%	70%	77%	67%	73%	74%	67%	**	74%	75%	50%	73%	69%	72%	79%
				d							b		b		a	
TOTAL NOT CONFIDENT	213	184	19	7	4	213	172	41	**	185	173	37	210	33	55	23
	16%	17%	17%	13%	15%	16%	15%	23%	**	16%	15%	35%	16%	20%	16%	12%
								a				ac		c		

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

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

IN11C. (SHOWCARD) How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests? (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE b	ALL c	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
TOTAL NEITHER/ DON'T KNOW	134	109	15	5	5	134	117	17	**	122	114	16	130	18	42	17
	10%	10%	14%	10%	18%	10%	10%	10%	**	10%	10%	15%	10%	11%	12%	9%

ace

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

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

IN11D. (SHOWCARD) When you see or read things online, how confident are you in recognising what is advertising and what is not? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Very confident	597 46%	112 59%	129 51%	145 56%	94 43%	62 34%	117 31%	597 46%	308 50%	288 43%	204 57%	180 47%	109 39%	104 38%	384 52%	213 39%	597 46%
		defg	ef	defg	f		ef		b		bcdfg	cdf		cdfg		cdf	
Fairly confident	501 39%	58 31%	91 36%	96 37%	84 38%	83 45%	171 46%	501 39%	224 36%	275 41%	129 36%	149 39%	116 41%	106 39%	279 38%	222 40%	501 39%
					a	abcg	a										
Neither confident nor not confident	100 8%	12 7%	20 8%	9 3%	22 10%	16 8%	37 10%	100 8%	47 8%	52 8%	9 3%	33 8%	31 11%	28 10%	41 6%	58 11%	100 8%
			c		c	c	c					a	ae	ae	a	ae	a
Not very confident	69 5%	3 2%	11 4%	9 3%	15 7%	16 9%	32 9%	69 5%	30 5%	39 6%	9 3%	18 5%	19 7%	23 8%	28 4%	42 8%	69 5%
					a	acg	acg	a					a	ae		ae	a
Not at all confident	20 2%	2 1%	- -%	2 1%	2 1%	5 3%	14 4%	20 2%	9 1%	11 2%	4 1%	4 1%	4 2%	7 2%	8 1%	11 2%	20 2%
					b	bcdg											
Don't know	7 1%	1 1%	- -%	- -%	4 2%	1 *%	2 1%	7 1%	2 *%	5 1%	* *%	1 *%	2 1%	5 2%	1 *%	6 1%	7 1%
				c									abeg		e		
SUMMARY CODES																	
TOTAL CONFIDENT	1098 85%	170 90%	219 88%	241 93%	179 81%	145 79%	288 77%	1098 85%	532 86%	563 84%	333 94%	329 86%	225 80%	210 77%	663 89%	435 79%	1098 85%
		def	ef	defg			ef				bcdefg	df		cdfg		df	
TOTAL NOT CONFIDENT	89 7%	5 3%	11 4%	11 4%	17 8%	22 12%	45 12%	89 7%	39 6%	50 7%	14 4%	22 6%	23 8%	30 11%	36 5%	53 10%	89 7%
					a	abcg	abcg	a				ae	abeg		abe	a	
TOTAL NEITHER/ DON'T KNOW	107 8%	14 7%	20 8%	9 3%	25 11%	16 9%	40 11%	107 8%	50 8%	57 9%	9 3%	33 9%	32 11%	32 12%	43 6%	64 12%	107 8%
			c		c	c	c					a	ae	ae	a	aeg	ae

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

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

IN11D. (SHOWCARD) When you see or read things online, how confident are you in recognising what is advertising and what is not? (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Very confident	597 46%	520 47%	44 39%	24 46%	10 37%	597 46%	518 46%	79 44%	** **	570 48%	566 49%	23 22%	589 46%	67 40%	154 44%	106 54%
		d			d					b		b			ab	
Fairly confident	501 39%	423 38%	47 43%	20 39%	10 39%	501 39%	436 39%	65 36%	** **	454 38%	439 38%	50 47%	489 38%	63 38%	151 43%	72 36%
Neither confident nor not confident	100 8%	81 7%	9 8%	5 10%	4 16%	100 8%	80 7%	20 11%	** **	86 7%	85 7%	13 12%	98 8%	16 10%	24 7%	12 6%
				abe												
Not very confident	69 5%	61 6%	5 5%	1 3%	1 4%	69 5%	58 5%	11 6%	** **	57 5%	53 5%	15 14%	68 5%	11 7%	17 5%	5 2%
												ac				
Not at all confident	20 2%	15 1%	3 3%	* 1%	1 3%	20 2%	15 1%	4 2%	** **	13 1%	14 1%	5 5%	20 2%	4 3%	2 1%	1 1%
												ac				
Don't know	7 1%	5 *%	2 2%	* 1%	- -%	7 1%	7 1%	- -%	** **	6 *%	7 1%	1 1%	7 1%	3 2%	3 1%	- -%
SUMMARY CODES																
TOTAL CONFIDENT	1098 85%	943 85%	91 82%	44 86%	20 77%	1098 85%	953 86%	144 80%	** **	1024 86%	1005 86%	73 68%	1078 85%	130 79%	305 87%	178 91%
		d		d	d					b		b			a	a
TOTAL NOT CONFIDENT	89 7%	76 7%	9 8%	2 4%	2 8%	89 7%	74 7%	15 8%	** **	70 6%	68 6%	21 19%	88 7%	16 9%	19 5%	6 3%
												ac		c		
TOTAL NEITHER/ DON'T KNOW	107 8%	86 8%	11 10%	6 11%	4 16%	107 8%	87 8%	20 11%	** **	92 8%	92 8%	13 12%	105 8%	19 12%	26 8%	12 6%
					ae											

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

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

IN12. In the last month, when you have gone online, have you.... (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Only used websites or apps that you've used before	451	49	82	79	76	70	165	451	198	252	93	123	108	127	216	235	451
	35%	26%	33%	30%	34%	38%	44%	35%	32%	38%	26%	32%	38%	47%	29%	43%	35%
						a	abcdg	a		a			ae	abeg		abeg	ae
Used maybe one or two websites or apps that you haven't used before	512	73	103	102	90	76	144	512	248	262	156	152	112	91	308	204	512
	40%	38%	41%	39%	41%	42%	39%	40%	40%	39%	44%	40%	40%	34%	42%	37%	40%
											d				d		
Used lots of websites or apps that you haven't used before	313	65	63	77	53	36	56	313	164	149	107	105	58	44	211	102	313
	24%	34%	25%	30%	24%	20%	15%	24%	26%	22%	30%	27%	21%	16%	29%	18%	24%
		defg	f	ef	f			f			cdg	df			cdg		df
Have not gone online in the last month	10	2	-	2	*	1	7	10	7	3	-	2	1	7	2	8	10
	1%	1%	-%	1%	*%	*%	2%	1%	1%	*%	-%	*%	1%	3%	*%	2%	1%
							b							abeg		ae	
Don't know	7	1	2	-	2	1	2	7	3	4	1	3	2	2	4	3	7
	1%	1%	1%	-%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%

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

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

IN12. In the last month, when you have gone online, have you.... (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Only used websites or apps that you've used before	451	371	50	23	7	451	386	65	**	394	377	61	438	72	125	43
	35%	34%	45%	44%	26%	35%	35%	36%	**	33%	32%	57%	35%	44%	36%	22%
			ade	ade		d						ac		c	c	
Used maybe one or two websites or apps that you haven't used before	512	438	44	18	11	512	435	77	**	477	473	31	504	55	150	88
	40%	40%	40%	36%	42%	40%	39%	43%	**	40%	41%	29%	40%	34%	43%	45%
											b		b		a	a
Used lots of websites or apps that you haven't used before	313	283	13	9	8	313	278	36	**	302	303	9	311	33	74	64
	24%	26%	12%	18%	29%	24%	25%	20%	**	25%	26%	8%	25%	20%	21%	33%
		bc			bc	b					b		b			ab
Have not gone online in the last month	10	7	2	1	1	10	9	1	**	6	5	4	9	3	1	1
	1%	1%	2%	1%	2%	1%	1%	1%	**	1%	*%	4%	1%	2%	*%	*%
					a							ac				
Don't know	7	6	2	-	-	7	6	1	**	7	6	1	7	1	-	-
	1%	*%	2%	-%	-%	1%	1%	1%	**	1%	1%	1%	1%	1%	-%	-%

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

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

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Online banking (e.g. transferring money between accounts, managing mortgage or other payments)	938	129	200	222	157	129	231	938	450	486	294	291	194	160	584	354	938
	73%	68%	80%	85%	71%	70%	62%	73%	73%	72%	83%	75%	69%	59%	79%	64%	73%
			adefg	adefg	f	f	f	f			bcdfg	df	d		cdfg		df
Find information online for your leisure time including cinema and live music	885	139	189	196	144	127	218	885	414	469	289	277	165	154	566	319	885
	68%	73%	75%	75%	65%	69%	58%	68%	67%	70%	81%	72%	59%	57%	76%	58%	68%
		f	dfg	dfg		f	f	f			bcdfg	cdf			cdfg		cdf
Access news websites or websites about politics or current affairs	792	92	147	184	139	120	230	792	397	393	266	254	150	122	520	272	792
	61%	48%	59%	71%	63%	65%	62%	61%	64%	59%	75%	66%	53%	45%	70%	49%	61%
			a	abfg	a	a	a	a			bcdfg	cdf			cdfg		cdf
Pay bills or check bills online	790	81	168	191	140	119	209	790	364	424	263	242	157	128	505	285	790
	61%	43%	67%	73%	64%	65%	56%	61%	59%	63%	74%	63%	56%	47%	68%	52%	61%
			af	adfg	a	af	a	a			bcdfg	df	d		cdfg		df
Complete other Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	766	86	167	185	128	112	200	766	367	397	255	234	149	127	489	277	766
	59%	45%	67%	71%	58%	61%	54%	59%	59%	59%	72%	61%	53%	47%	66%	50%	59%
			afg	adefg	a	a	a	a			bcdfg	df			cdfg		df

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

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

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Look online for public service information on government sites such as gov.uk/ni.direct or HMRC	698 54%	75 40%	134 54%	164 63%	125 57%	117 64%	200 54%	698 54%	333 54%	365 54%	255 72%	210 55%	126 45%	106 39%	466 63%	232 42%	698 54%
			a	abfg	a	abfg	a	a			bcdefg	cdf	45%		bcdfg		cdf
Find information online about cultural activities such as museums or theatre	655 51%	79 42%	129 52%	156 60%	103 47%	110 60%	189 51%	655 51%	305 49%	348 52%	245 69%	206 54%	107 38%	96 35%	452 61%	204 37%	655 51%
			a	adfg		adfg	a	a			bcdefg	cdf			bcdfg		cdf
Look online at job opportunities or apply for a job online	630 49%	130 69%	151 60%	164 63%	104 47%	65 36%	80 22%	630 49%	315 51%	313 47%	192 54%	190 49%	132 47%	116 43%	382 52%	248 45%	630 49%
		defg	defg	defg	ef	f	ef	ef			df				df		
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	571 44%	43 23%	121 48%	160 61%	111 50%	87 48%	136 37%	571 44%	276 45%	293 44%	208 59%	171 44%	109 39%	82 30%	380 51%	191 35%	571 44%
			af	abdefg	af	af	a	af			bcdefg	df	d		bcdfg		df
Sign an online petition or used a campaigning website such as change.org	547 42%	72 38%	108 43%	131 50%	92 42%	84 46%	146 39%	547 42%	238 38%	308 46%	203 57%	162 42%	94 33%	89 33%	365 49%	183 33%	547 42%
				afg						a	bcdefg	cdf			bcdfg		cdf

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

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

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Complete a tax return online (whether personal or for business)	357	30	70	101	67	57	89	357	197	160	130	112	71	44	242	115	357
	28%	16%	28%	39%	31%	31%	24%	28%	32%	24%	37%	29%	25%	16%	33%	21%	28%
		a	abfg	a	a	a	a	a	b		bcdg	df	d		cdg		df
None of these	64	7	6	3	13	14	35	64	28	36	5	15	22	23	20	44	64
	5%	4%	3%	1%	6%	8%	9%	5%	4%	5%	1%	4%	8%	8%	3%	8%	5%
				c	bc	abcg	c	c			a	abe	abeg		abeg	ae	
Don't know	2	*	1	-	-	-	1	2	2	*	1	-	1	-	1	1	2
	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%

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

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

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Online banking (e.g. transferring money between accounts, managing mortgage or other payments)	938	815	78	31	14	938	807	132	**	892	882	47	929	108	260	174
	73%	74%	70%	61%	54%	73%	72%	73%	**	75%	76%	44%	73%	66%	74%	89%
		cd	d			cd					b		b			ab
Find information online for your leisure time including cinema and live music	885	772	67	35	11	885	759	126	**	833	827	49	876	99	233	167
	68%	70%	60%	69%	41%	68%	68%	70%	**	70%	71%	46%	69%	60%	67%	85%
		bd	d	d		bd					b		b			ab
Access news websites or websites about politics or current affairs	792	708	50	25	9	792	680	112	**	754	728	50	779	93	211	161
	61%	64%	46%	49%	33%	61%	61%	63%	**	64%	63%	47%	61%	57%	60%	82%
		bcd	d	d		bcd					b		b			ab
Pay bills or check bills online	790	688	63	28	10	790	694	96	**	754	734	46	781	85	223	164
	61%	62%	57%	55%	38%	61%	62%	54%	**	64%	63%	44%	61%	52%	64%	83%
		d	d	d		d	b				b		b		a	ab
Complete other Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	766	673	58	26	8	766	665	101	**	733	714	42	756	98	216	149
	59%	61%	52%	51%	32%	59%	60%	56%	**	62%	61%	40%	59%	60%	62%	76%
		bcd	d	d		cd					b		b			ab

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

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

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Look online for public service information on government sites such as gov.uk/ni.direct or HMRC	698 54%	618 56%	53 48%	19 37%	8 30%	698 54%	603 54%	95 53%	** **	669 56%	648 56%	42 39%	689 54%	79 48%	201 57%	162 83%
		cd	cd			cd					b		b		a	ab
Find information online about cultural activities such as museums or theatre	655 51%	584 53%	45 41%	19 37%	7 26%	655 51%	567 51%	88 49%	** **	627 53%	610 52%	38 35%	648 51%	71 43%	170 48%	154 79%
		bcd	d	d		bcd					b		b			ab
Look online at job opportunities or apply for a job online	630 49%	552 50%	50 45%	20 39%	8 30%	630 49%	555 50%	75 42%	** **	598 50%	606 52%	20 19%	626 49%	79 48%	163 47%	120 61%
		cd	d			cd	b				b		b			ab
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	571 44%	516 47%	30 27%	19 37%	6 21%	571 44%	509 46%	62 34%	** **	548 46%	536 46%	28 26%	564 44%	70 42%	165 47%	135 69%
		bcd		d		bd	b				b		b			ab
Sign an online petition or used a campaigning website such as change.org	547 42%	487 44%	41 37%	17 32%	4 13%	547 42%	465 42%	82 46%	** **	525 44%	517 44%	25 23%	541 43%	67 40%	149 43%	131 67%
		cd	d	d		cd					b		b			ab

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

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

IN13. (SHOWCARD) Which if any of these activities have you ever done online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Complete a tax return online (whether personal or for business)	357	319	27	8	4	357	315	42	**	343	338	15	353	49	99	89
	28%	29%	24%	15%	15%	28%	28%	24%	**	29%	29%	14%	28%	29%	28%	46%
		cd	cd			cd					b		b			ab
None of these	64	47	9	4	4	64	51	13	**	44	48	13	62	13	17	2
	5%	4%	8%	7%	14%	5%	5%	7%	**	4%	4%	12%	5%	8%	5%	1%
			a		ace							ac		c	c	
Don't know	2	2	-	-	*	2	2	*	**	2	2	-	2	-	*	-
	*%	*%	-%	-%	1%	*%	*%	*%	**	*%	*%	-%	*%	-%	*%	-%
					ae											

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

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

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Online banking (e.g. transferring money between accounts, managing mortgage or other payments)	725 56%	99 52%	153 61%	176 68%	127 58%	101 55%	170 46%	725 56%	343 55%	381 57%	229 64%	226 59%	146 52%	124 46%	455 61%	270 49%	725 56%
			f	adefg	f	f	f	f			cdfg	df			cdfg		df
Access news websites or websites about politics or current affairs	486 38%	52 28%	84 34%	123 47%	83 38%	81 44%	143 38%	486 38%	253 41%	231 34%	182 51%	141 37%	92 33%	71 26%	323 44%	163 29%	486 38%
				abdfg	a	ab	a	a	b		bcdefg	df			bcdfg		df
Pay bills or check bills online	433 33%	41 22%	95 38%	113 43%	78 35%	68 37%	106 28%	433 33%	202 33%	231 34%	130 36%	138 36%	86 31%	79 29%	268 36%	165 30%	433 33%
			af	afg	a	af	a	a							df		
Find information online for your leisure time including cinema and live music	402 31%	73 39%	81 32%	94 36%	65 29%	52 28%	89 24%	402 31%	199 32%	202 30%	147 41%	127 33%	66 24%	61 23%	275 37%	127 23%	402 31%
		efg	f	f				f			bcdfg	cdf			cdfg		cdf
Find information online about cultural activities such as museums or theatre	227 18%	27 14%	45 18%	53 20%	33 15%	47 26%	69 19%	227 18%	105 17%	121 18%	98 28%	65 17%	35 13%	29 11%	163 22%	64 12%	227 18%
						adfg					bcdfg	df			bcdfg		df
Look online at job opportunities or apply for a job online	181 14%	53 28%	38 15%	44 17%	30 14%	14 7%	15 4%	181 14%	99 16%	81 12%	54 15%	54 14%	31 11%	43 16%	107 14%	73 13%	181 14%
		bcdefg	ef	ef	ef			ef	b								

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

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

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Look online for public service information on government sites such as gov.uk/ni.direct or HMRC	179 14%	21 11%	32 13%	49 19%	36 17%	29 16%	40 11%	179 14%	86 14%	93 14%	80 22%	42 11%	31 11%	27 10%	122 16%	58 10%	179 14%
				af	f						bcdefg				bcdf		
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	103 8%	10 5%	24 10%	26 10%	27 12%	9 5%	16 4%	103 8%	49 8%	54 8%	35 10%	32 8%	15 5%	22 8%	66 9%	37 7%	103 8%
			f	f	aefg		f										
Complete other Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	102 8%	18 10%	22 9%	24 9%	22 10%	12 6%	17 4%	102 8%	48 8%	54 8%	25 7%	38 10%	14 5%	25 9%	63 8%	39 7%	102 8%
		f	f	f	f		f					c					
Sign an online petition or used a campaigning website such as change.org	72 6%	11 6%	15 6%	18 7%	11 5%	8 4%	18 5%	72 6%	31 5%	40 6%	21 6%	24 6%	12 4%	15 6%	45 6%	27 5%	72 6%
Complete a tax return online (whether personal or for business)	24 2%	3 1%	4 1%	6 2%	7 3%	4 2%	4 1%	24 2%	14 2%	10 1%	7 2%	12 3%	2 1%	4 1%	18 2%	6 1%	24 2%
												cf					

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

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

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
None of these	243	29	34	39	38	36	103	243	110	134	42	64	68	69	106	137	243
	19%	15%	14%	15%	17%	20%	28%	19%	18%	20%	12%	17%	24%	26%	14%	25%	19%
							abcdeg					abe	abeg		abeg	ae	
Don't know	4	*	3	-	-	-	1	4	2	2	1	-	1	1	2	4	
	*%	*%	1%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%

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

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

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Online banking (e.g. transferring money between accounts, managing mortgage or other payments)	725	642	52	21	9	725	620	105	**	689	693	25	717	77	205	147
	56%	58%	47%	42%	33%	56%	56%	59%	**	58%	60%	23%	56%	47%	58%	75%
		bcd	d			bcd					b		b		a	ab
Access news websites or websites about politics or current affairs	486	443	25	15	3	486	418	68	**	472	450	29	479	55	130	119
	38%	40%	23%	29%	11%	38%	38%	38%	**	40%	39%	28%	38%	33%	37%	61%
		bcd	d	d		bcd					b		b			ab
Pay bills or check bills online	433	377	36	16	4	433	382	51	**	418	409	18	427	45	130	91
	33%	34%	33%	30%	15%	33%	34%	28%	**	35%	35%	17%	34%	28%	37%	47%
		d	d	d		d					b		b		a	ab
Find information online for your leisure time including cinema and live music	402	365	20	13	3	402	342	60	**	380	380	17	397	32	114	91
	31%	33%	18%	25%	13%	31%	31%	33%	**	32%	33%	16%	31%	19%	32%	46%
		bcd		d		bd					b		b		a	ab
Find information online about cultural activities such as museums or theatre	227	208	13	5	1	227	198	29	**	220	213	12	225	19	60	67
	18%	19%	12%	10%	4%	18%	18%	16%	**	19%	18%	11%	18%	11%	17%	34%
		bcd	d	d		cd										ab
Look online at job opportunities or apply for a job online	181	162	10	7	2	181	157	23	**	172	176	4	181	23	43	32
	14%	15%	9%	13%	7%	14%	14%	13%	**	14%	15%	4%	14%	14%	12%	16%
		d				d					b		b			

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

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

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Look online for public service information on government sites such as gov.uk/ni.direct or HMRC	179 14%	166 15% bcd	8 7%	4 9%	1 5%	179 14% bd	154 14%	25 14%	** **	175 15%	170 15% b	7 7%	177 14% b	26 16%	48 14%	52 26% ab
Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)	103 8%	94 9% d	5 4%	3 7%	1 3%	103 8% d	94 8%	9 5%	** **	97 8%	96 8%	6 6%	102 8%	17 10%	33 10%	27 14%
Complete other Government processes online - such as update Universal Credit, renew a driving licence or passport etc.	102 8%	91 8%	5 5%	4 8%	1 6%	102 8%	89 8%	13 7%	** **	98 8%	99 8% b	1 1%	100 8% b	15 9%	37 10%	20 10%
Sign an online petition or used a campaigning website such as change.org	72 6%	65 6%	5 5%	2 3%	1 2%	72 6%	54 5%	18 10% a	** **	71 6%	71 6% b	2 2%	72 6%	11 7%	16 4%	19 10% b

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

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

IN14. (SHOWCARD) And which if any of these activities have you used the internet for in the last week? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Complete a tax return online (whether personal or for business)	24 2%	23 2%	1 1%	- -%	* 1%	24 2%	20 2%	4 2%	** **	23 2%	22 2%	1 1%	23 2%	4 3%	7 2%	6 3%
None of these	243 19%	189 17%	32 29% ae	12 24% a	10 38% ace	243 19%	207 19%	36 20%	** **	196 16%	188 16%	45 42% ac	233 18%	35 21% c	58 16%	20 10%
Don't know	4 *% ae	3 *%	- -%	- -%	* 1%	4 *%	3 *%	* *%	** **	3 *%	3 *%	- -%	3 *%	1 1%	* *%	- -%

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Access news websites or websites about politics or current affairs

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	486	52	84	123	83	81	143	486	253	231	182	141	92	71	323	163	486
	38%	28%	34%	47%	38%	44%	38%	38%	41%	34%	51%	37%	33%	26%	44%	29%	38%
				abdfg	a	ab	a	a	b		bcdefg	df			bcdfg		df
DONE THIS BUT NOT IN THE LAST WEEK	306	39	63	61	56	39	87	306	144	162	84	113	58	51	197	109	306
	24%	21%	25%	23%	26%	21%	23%	24%	23%	24%	23%	29%	21%	19%	27%	20%	24%
												cdfg			df		
EVER DONE THIS	792	92	147	184	139	120	230	792	397	393	266	254	150	122	520	272	792
	61%	48%	59%	71%	63%	65%	62%	61%	64%	59%	75%	66%	53%	45%	70%	49%	61%
			a	abfg	a	a	a	a			bcdfg	cdf			cdfg		cdf
NEVER DONE THIS	502	98	103	77	81	63	143	502	223	278	90	131	131	149	221	280	502
	39%	52%	41%	29%	37%	35%	38%	39%	36%	41%	25%	34%	47%	55%	30%	51%	39%
		bcdefg	c				c	c				a	abeg	abeg		abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Access news websites or websites about politics or current affairs

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	486	443	25	15	3	486	418	68	**	472	450	29	479	55	130	119
	38%	40%	23%	29%	11%	38%	38%	38%	**	40%	39%	28%	38%	33%	37%	61%
		bcd	d	d		bcd					b		b			ab
DONE THIS BUT NOT IN THE LAST WEEK	306	265	25	10	6	306	261	45	**	282	278	21	299	38	81	42
	24%	24%	23%	20%	22%	24%	23%	25%	**	24%	24%	20%	24%	23%	23%	22%
EVER DONE THIS	792	708	50	25	9	792	680	112	**	754	728	50	779	93	211	161
	61%	64%	46%	49%	33%	61%	61%	63%	**	64%	63%	47%	61%	57%	60%	82%
		bcd	d	d		bcd					b		b			ab
NEVER DONE THIS	502	397	60	26	18	502	434	67	**	432	436	56	492	71	140	35
	39%	36%	54%	51%	67%	39%	39%	37%	**	36%	37%	53%	39%	43%	40%	18%
			ae	ae	abce						ac		c	c		

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Sign an online petition or used a campaigning website such as change.org

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	72 6%	11 6%	15 6%	18 7%	11 5%	8 4%	18 5%	72 6%	31 5%	40 6%	21 6%	24 6%	12 4%	15 6%	45 6%	27 5%	72 6%
DONE THIS BUT NOT IN THE LAST WEEK	475 37%	61 32%	93 37%	113 43% af	81 37%	76 41%	127 34%	475 37%	206 33%	267 40% a	181 51% bcdefg	138 36% df	82 29%	74 27%	320 43% bcdfg	155 28%	475 37% cdf
EVER DONE THIS	547 42%	72 38%	108 43%	131 50% afg	92 42%	84 46%	146 39%	547 42%	238 38%	308 46% a	203 57% bcdefg	162 42% cdf	94 33%	89 33%	365 49% bcdfg	183 33%	547 42% cdf
NEVER DONE THIS	746 58%	117 62% c	142 57%	130 50%	129 58%	99 54%	227 61% c	746 58% c	383 62% b	363 54%	153 43%	223 58% ae	187 67% abeg	183 67% abeg	376 51% a	370 67% abeg	746 58% ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Sign an online petition or used a campaigning website such as change.org

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	72 6%	65 6%	5 5%	2 3%	1 2%	72 6%	54 5%	18 10% a	** **	71 6%	71 6%	2 2%	72 6%	11 7%	16 4%	19 10% b
DONE THIS BUT NOT IN THE LAST WEEK	475 37%	422 38% cd	35 32% d	15 29% d	3 11%	475 37% d	411 37%	64 36%	** **	454 38%	446 38% b	23 22%	469 37% b	56 34%	134 38%	112 57% ab
EVER DONE THIS	547 42% cd	487 44% cd	41 37% d	17 32% d	4 13%	547 42% cd	465 42%	82 46%	** **	525 44%	517 44% b	25 23%	541 43% b	67 40%	149 43%	131 67% ab
NEVER DONE THIS	746 58%	618 56%	70 63%	35 68% ae	23 87% abce	746 58%	649 58%	97 54%	** **	661 56%	647 56%	82 77% ac	729 57%	98 60% c	201 57% c	65 33%

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Complete a tax return online (whether personal or for business)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	24	3	4	6	7	4	4	24	14	10	7	12	2	4	18	6	24
	2%	1%	1%	2%	3%	2%	1%	2%	2%	1%	2%	3%	1%	1%	2%	1%	2%
												cf					
DONE THIS BUT NOT IN THE LAST WEEK	334	28	66	95	61	53	85	334	183	150	124	100	69	40	224	109	334
	26%	15%	26%	36%	27%	29%	23%	26%	30%	22%	35%	26%	25%	15%	30%	20%	26%
			a	abdfg	a	a	a	a	b		bcdfg	df	d		dfg		df
EVER DONE THIS	357	30	70	101	67	57	89	357	197	160	130	112	71	44	242	115	357
	28%	16%	28%	39%	31%	31%	24%	28%	32%	24%	37%	29%	25%	16%	33%	21%	28%
			a	abfg	a	a	a	a	b		bcdfg	df	d		cdfg		df
NEVER DONE THIS	936	159	181	160	153	126	284	936	423	511	226	273	210	227	499	437	936
	72%	84%	72%	61%	69%	69%	76%	72%	68%	76%	63%	71%	75%	84%	67%	79%	72%
		bcdefg	c				c	c		a		a	ae	abceg		abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Complete a tax return online (whether personal or for business)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	24 2%	23 2%	1 1%	- -%	* 1%	24 2%	20 2%	4 2%	** **	23 2%	22 2%	1 1%	23 2%	4 3%	7 2%	6 3%
DONE THIS BUT NOT IN THE LAST WEEK	334 26%	297 27%	26 23%	8 15%	4 14%	334 26%	295 26%	38 21%	** **	320 27%	316 27%	14 13%	330 26%	44 27%	92 26%	84 43%
EVER DONE THIS	357 28%	319 29%	27 24%	8 15%	4 15%	357 28%	315 28%	42 24%	** **	343 29%	338 29%	15 14%	353 28%	49 29%	99 28%	89 46%
NEVER DONE THIS	936 72%	786 71%	84 76%	44 85%	22 85%	936 72%	799 72%	137 76%	** **	844 71%	826 71%	92 86%	918 72%	116 71%	252 72%	107 54%
				abe	abe							ac		c	c	

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	102	18	22	24	22	12	17	102	48	54	25	38	14	25	63	39	102
	8%	10%	9%	9%	10%	6%	4%	8%	8%	8%	7%	10%	5%	9%	8%	7%	8%
		f	f	f	f		f					c					
DONE THIS BUT NOT IN THE LAST WEEK	663	67	145	161	106	101	184	663	319	343	229	196	135	102	426	237	663
	51%	36%	58%	62%	48%	55%	49%	51%	51%	51%	64%	51%	48%	38%	57%	43%	51%
			adf	adfg	a	a	a	a			bcdefg	df	d		bcdfg		df
EVER DONE THIS	766	86	167	185	128	112	200	766	367	397	255	234	149	127	489	277	766
	59%	45%	67%	71%	58%	61%	54%	59%	59%	59%	72%	61%	53%	47%	66%	50%	59%
			afg	adefg	a	a	a	a			bcdfg	df			cdfg		df
NEVER DONE THIS	528	103	83	76	93	71	173	528	253	274	101	151	132	144	252	276	528
	41%	55%	33%	29%	42%	39%	46%	41%	41%	41%	28%	39%	47%	53%	34%	50%	41%
		bcdeg			c	c	bc	bc				a	ae	abeg		abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	102 8%	91 8%	5 5%	4 8%	1 6%	102 8%	89 8%	13 7%	** **	98 8%	99 8% b	1 1% b	100 8% b	15 9%	37 10%	20 10%
DONE THIS BUT NOT IN THE LAST WEEK	663 51%	582 53% cd	52 47% d	22 42% d	7 26%	663 51% cd	576 52%	87 49%	** **	635 54%	615 53% b	41 38%	656 52% b	83 51%	179 51%	129 66% ab
EVER DONE THIS	766 59%	673 61% bcd	58 52% d	26 51% d	8 32%	766 59% cd	665 60%	101 56%	** **	733 62%	714 61% b	42 40%	756 59% b	98 60%	216 62%	149 76% ab
NEVER DONE THIS	528 41%	431 39%	53 48% a	25 49% ae	18 68% abce	528 41%	449 40%	79 44%	** **	453 38%	450 39%	64 60% ac	515 41%	66 40% c	134 38% c	47 24%

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	103	10	24	26	27	9	16	103	49	54	35	32	15	22	66	37	103
	8%	5%	10%	10%	12%	5%	4%	8%	8%	8%	10%	8%	5%	8%	9%	7%	8%
			f	f	aefg			f									
DONE THIS BUT NOT IN THE LAST WEEK	468	33	96	135	83	78	121	468	227	239	174	140	94	60	313	154	468
	36%	17%	39%	52%	38%	42%	32%	36%	37%	36%	49%	36%	34%	22%	42%	28%	36%
			a	abdfg	a	af	a	a			bcdg	df	d		bcdg		df
EVER DONE THIS	571	43	121	160	111	87	136	571	276	293	208	171	109	82	380	191	571
	44%	23%	48%	61%	50%	48%	37%	44%	45%	44%	59%	44%	39%	30%	51%	35%	44%
			af	abdefg	af	af	a	af			bcdg	df	d		bcdg		df
NEVER DONE THIS	722	146	129	101	110	96	236	722	344	378	148	214	172	189	361	361	722
	56%	77%	52%	39%	50%	52%	63%	56%	55%	56%	41%	56%	61%	70%	49%	65%	56%
		bcdg	c		c	c	bcdeg	c				ae	ae	abceg	a	abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	103	94	5	3	1	103	94	9	**	97	96	6	102	17	33	27
	8%	9%	4%	7%	3%	8%	8%	5%	**	8%	8%	6%	8%	10%	10%	14%
		d				d										
DONE THIS BUT NOT IN THE LAST WEEK	468	422	26	16	5	468	415	52	**	451	440	22	462	53	132	108
	36%	38%	23%	31%	18%	36%	37%	29%	**	38%	38%	20%	36%	32%	38%	55%
		bd		d		bd	b				b		b			ab
EVER DONE THIS	571	516	30	19	6	571	509	62	**	548	536	28	564	70	165	135
	44%	47%	27%	37%	21%	44%	46%	34%	**	46%	46%	26%	44%	42%	47%	69%
		bcd		d		bd	b				b		b			ab
NEVER DONE THIS	722	589	80	32	21	722	605	118	**	638	628	79	707	95	186	62
	56%	53%	73%	63%	79%	56%	54%	66%	**	54%	54%	74%	56%	58%	53%	31%
			ae	a	ace		a				ac		c	c		

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Look online for public services information on government sites such as ni.direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	179	21	32	49	36	29	40	179	86	93	80	42	31	27	122	58	179
	14%	11%	13%	19%	17%	16%	11%	14%	14%	14%	22%	11%	11%	10%	16%	10%	14%
				af	f						bcdefg				bcdf		
DONE THIS BUT NOT IN THE LAST WEEK	519	54	102	115	89	88	159	519	247	272	176	169	95	79	344	175	519
	40%	28%	41%	44%	40%	48%	43%	40%	40%	41%	49%	44%	34%	29%	46%	32%	40%
			a	a	a	ag	a	a			cdgf	cdf			cdgf		df
EVER DONE THIS	698	75	134	164	125	117	200	698	333	365	255	210	126	106	466	232	698
	54%	40%	54%	63%	57%	64%	54%	54%	54%	54%	72%	55%	45%	39%	63%	42%	54%
			a	abfg	a	abfg	a	a			bcdefg	cdf			bcdfg		cdf
NEVER DONE THIS	595	114	116	97	95	67	173	595	287	306	101	175	155	165	275	320	595
	46%	60%	46%	37%	43%	36%	46%	46%	46%	46%	28%	45%	55%	61%	37%	58%	46%
		bcdefg	ce				ce	ce				ae	abeg	abeg	a	abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Look online for public services information on government sites such as ni.direct (Northern Ireland only) gov.uk (England, Wales and Scotland only) or HMRC

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	179	166	8	4	1	179	154	25	**	175	170	7	177	26	48	52
	14%	15%	7%	9%	5%	14%	14%	14%	**	15%	15%	7%	14%	16%	14%	26%
		bcd				bd					b		b			ab
DONE THIS BUT NOT IN THE LAST WEEK	519	453	45	14	7	519	449	70	**	493	478	34	512	53	153	110
	40%	41%	41%	28%	25%	40%	40%	39%	**	42%	41%	32%	40%	32%	44%	56%
		cd	cd			cd									a	ab
EVER DONE THIS	698	618	53	19	8	698	603	95	**	669	648	42	689	79	201	162
	54%	56%	48%	37%	30%	54%	54%	53%	**	56%	56%	39%	54%	48%	57%	83%
		cd	cd			cd					b		b		a	ab
NEVER DONE THIS	595	487	58	33	18	595	511	85	**	518	516	65	581	86	149	34
	46%	44%	52%	63%	70%	46%	46%	47%	**	44%	44%	61%	46%	52%	43%	17%
				abe	abe							ac		bc	c	

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Look online at job opportunities or apply for a job online

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	181	53	38	44	30	14	15	181	99	81	54	54	31	43	107	73	181
	14%	28%	15%	17%	14%	7%	4%	14%	16%	12%	15%	14%	11%	16%	14%	13%	14%
		bcdefg	ef	ef	ef			ef	b								
DONE THIS BUT NOT IN THE LAST WEEK	450	77	113	120	74	52	66	450	216	232	139	136	101	74	275	175	450
	35%	41%	45%	46%	33%	28%	18%	35%	35%	35%	39%	35%	36%	27%	37%	32%	35%
		ef	defg	defg	f	f		f			df	d	d		df		d
EVER DONE THIS	630	130	151	164	104	65	80	630	315	313	192	190	132	116	382	248	630
	49%	69%	60%	63%	47%	36%	22%	49%	51%	47%	54%	49%	47%	43%	52%	45%	49%
		defg	defg	defg	ef	f		ef			df				df		
NEVER DONE THIS	663	59	99	96	116	118	292	663	305	359	164	195	149	155	359	304	663
	51%	31%	40%	37%	53%	64%	78%	51%	49%	53%	46%	51%	53%	57%	48%	55%	51%
					abc	abcdg	abcdeg	abc						ae		ae	

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Look online at job opportunities or apply for a job online

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	181	162	10	7	2	181	157	23	**	172	176	4	181	23	43	32
	14%	15%	9%	13%	7%	14%	14%	13%	**	14%	15%	4%	14%	14%	12%	16%
		d				d					b		b			
DONE THIS BUT NOT IN THE LAST WEEK	450	390	40	14	6	450	398	52	**	426	429	16	445	56	121	88
	35%	35%	36%	26%	22%	35%	36%	29%	**	36%	37%	15%	35%	34%	34%	45%
		cd	d			cd					b		b			ab
EVER DONE THIS	630	552	50	20	8	630	555	75	**	598	606	20	626	79	163	120
	49%	50%	45%	39%	30%	49%	50%	42%	**	50%	52%	19%	49%	48%	47%	61%
		cd	d			cd	b				b		b			ab
NEVER DONE THIS	663	553	61	31	18	663	559	104	**	589	558	86	645	86	187	76
	51%	50%	55%	61%	70%	51%	50%	58%	**	50%	48%	81%	51%	52%	53%	39%
				ae	abe			a				ac		c	c	

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Find information online for your leisure time including cinema and live music

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	402	73	81	94	65	52	89	402	199	202	147	127	66	61	275	127	402
	31%	39%	32%	36%	29%	28%	24%	31%	32%	30%	41%	33%	24%	23%	37%	23%	31%
		efg	f	f			f				bcdfg	cdf			cdfg		cdf
DONE THIS BUT NOT IN THE LAST WEEK	483	65	108	102	79	75	129	483	215	267	142	149	99	93	291	192	483
	37%	35%	43%	39%	36%	41%	35%	37%	35%	40%	40%	39%	35%	34%	39%	35%	37%
			f														
EVER DONE THIS	885	139	189	196	144	127	218	885	414	469	289	277	165	154	566	319	885
	68%	73%	75%	75%	65%	69%	58%	68%	67%	70%	81%	72%	59%	57%	76%	58%	68%
		f	dfg	dfg		f	f				bcdfg	cdf			cdfg		cdf
NEVER DONE THIS	408	50	62	65	77	56	155	408	206	202	67	108	116	117	175	233	408
	32%	27%	25%	25%	35%	31%	42%	32%	33%	30%	19%	28%	41%	43%	24%	42%	32%
					bc		abceg	bc				a	abeg	abeg		abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Find information online for your leisure time including cinema and live music

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	402	365	20	13	3	402	342	60	**	380	380	17	397	32	114	91
	31%	33%	18%	25%	13%	31%	31%	33%	**	32%	33%	16%	31%	19%	32%	46%
		bcd		d		bd					b		b		a	ab
DONE THIS BUT NOT IN THE LAST WEEK	483	407	46	23	7	483	417	67	**	453	447	31	479	66	120	76
	37%	37%	42%	44%	28%	37%	37%	37%	**	38%	38%	29%	38%	40%	34%	39%
		d	d	d		d										
EVER DONE THIS	885	772	67	35	11	885	759	126	**	833	827	49	876	99	233	167
	68%	70%	60%	69%	41%	68%	68%	70%	**	70%	71%	46%	69%	60%	67%	85%
		bd	d	d		bd					b		b		ab	
NEVER DONE THIS	408	333	44	16	16	408	355	53	**	354	337	58	395	66	117	30
	32%	30%	40%	31%	59%	32%	32%	30%	**	30%	29%	54%	31%	40%	33%	15%
			ae		abce						ac			c	c	

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Find information online about cultural activities such as museums or theatre

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	227	27	45	53	33	47	69	227	105	121	98	65	35	29	163	64	227
	18%	14%	18%	20%	15%	26%	19%	18%	17%	18%	28%	17%	13%	11%	22%	12%	18%
						adfg					bcdg	df		bcdg		df	
DONE THIS BUT NOT IN THE LAST WEEK	428	52	84	102	70	63	120	428	200	226	147	142	72	67	289	140	428
	33%	28%	33%	39%	32%	34%	32%	33%	32%	34%	41%	37%	26%	25%	39%	25%	33%
			a								cdg	cdf			cdg		cdf
EVER DONE THIS	655	79	129	156	103	110	189	655	305	348	245	206	107	96	452	204	655
	51%	42%	52%	60%	47%	60%	51%	51%	49%	52%	69%	54%	38%	35%	61%	37%	51%
			a	adfg		adfg	a	a			bcdg	cdf			bcdg		cdf
NEVER DONE THIS	638	111	121	105	117	74	184	638	315	323	111	178	173	175	289	349	638
	49%	58%	48%	40%	53%	40%	49%	49%	51%	48%	31%	46%	62%	65%	39%	63%	49%
		bcefg			ce		ce	ce				ae	abeg	abeg	a	abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Find information online about cultural activities such as museums or theatre

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	227	208	13	5	1	227	198	29	**	220	213	12	225	19	60	67
	18%	19%	12%	10%	4%	18%	18%	16%	**	19%	18%	11%	18%	11%	17%	34%
		bcd	d	d		cd										ab
DONE THIS BUT NOT IN THE LAST WEEK	428	376	32	14	6	428	369	59	**	407	397	26	423	52	110	88
	33%	34%	29%	27%	22%	33%	33%	33%	**	34%	34%	24%	33%	32%	31%	45%
		d				d					b		b			ab
EVER DONE THIS	655	584	45	19	7	655	567	88	**	627	610	38	648	71	170	154
	51%	53%	41%	37%	26%	51%	51%	49%	**	53%	52%	35%	51%	43%	48%	79%
		bcd	d	d		bcd					b		b			ab
NEVER DONE THIS	638	521	66	32	19	638	547	91	**	559	554	69	622	94	181	42
	49%	47%	59%	63%	74%	49%	49%	51%	**	47%	48%	65%	49%	57%	52%	21%
			ae	ae	abce						ac			c	c	

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Online banking (e.g. transferring money between accounts, managing mortgage or other payments)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	725	99	153	176	127	101	170	725	343	381	229	226	146	124	455	270	725
	56%	52%	61%	68%	58%	55%	46%	56%	55%	57%	64%	59%	52%	46%	61%	49%	56%
			f	defg	f	f	f	f			cdfg	df			cdfg		df
DONE THIS BUT NOT IN THE LAST WEEK	213	31	47	46	30	28	60	213	107	105	65	64	49	35	129	84	213
	16%	16%	19%	18%	13%	15%	16%	16%	17%	16%	18%	17%	17%	13%	17%	15%	16%
EVER DONE THIS	938	129	200	222	157	129	231	938	450	486	294	291	194	160	584	354	938
	73%	68%	80%	85%	71%	70%	62%	73%	73%	72%	83%	75%	69%	59%	79%	64%	73%
			defg	defg	f	f	f	f			bcdfg	df	d		cdfg		df
NEVER DONE THIS	355	60	50	39	64	54	142	355	170	185	62	94	87	112	157	198	355
	27%	32%	20%	15%	29%	30%	38%	27%	27%	28%	17%	25%	31%	41%	21%	36%	27%
		bc			bc	bc	bcdeg	bc				a	ae	abceg		abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Online banking (e.g. transferring money between accounts, managing mortgage or other payments)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	725 56%	642 58%	52 47%	21 42%	9 33%	725 56%	620 56%	105 59%	** **	689 58%	693 60%	25 23%	717 56%	77 47%	205 58%	147 75%
		bcd	d			bcd					b		b		a	ab
DONE THIS BUT NOT IN THE LAST WEEK	213 16%	173 16%	25 23%	10 19%	5 21%	213 16%	187 17%	26 15%	** **	203 17%	189 16%	23 21%	211 17%	31 19%	55 16%	27 14%
			ae													
EVER DONE THIS	938 73%	815 74%	78 70%	31 61%	14 54%	938 73%	807 72%	132 73%	** **	892 75%	882 76%	47 44%	929 73%	108 66%	260 74%	174 89%
		cd	d			cd					b		b		ab	
NEVER DONE THIS	355 27%	290 26%	33 30%	20 39%	12 46%	355 27%	307 28%	48 27%	** **	295 25%	282 24%	60 56%	342 27%	56 34%	90 26%	22 11%
			ae	abe							ac		c	c		

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Pay bills or check bills online

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
DONE THIS IN THE LAST WEEK	433	41	95	113	78	68	106	433	202	231	130	138	86	79	268	165	433
	33%	22%	38%	43%	35%	37%	28%	33%	33%	34%	36%	36%	31%	29%	36%	30%	33%
			af	afg	a	af	a								df		
DONE THIS BUT NOT IN THE LAST WEEK	357	40	73	78	62	51	103	357	162	193	133	103	71	49	237	120	357
	28%	21%	29%	30%	28%	28%	28%	28%	26%	29%	37%	27%	25%	18%	32%	22%	28%
				a							bcdfg	d	d		cdfg		df
EVER DONE THIS	790	81	168	191	140	119	209	790	364	424	263	242	157	128	505	285	790
	61%	43%	67%	73%	64%	65%	56%	61%	59%	63%	74%	63%	56%	47%	68%	52%	61%
			af	adfg	a	af	a	a			bcdfg	df	d		cdfg		df
NEVER DONE THIS	504	108	82	70	80	64	164	504	256	247	93	143	124	144	237	267	504
	39%	57%	33%	27%	36%	35%	44%	39%	41%	37%	26%	37%	44%	53%	32%	48%	39%
		bcd	efg		c		bce	c				a	ae	abceg		abeg	ae

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

Any break column with 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 ONLINE ACTIVITIES UNDERTAKEN - Pay bills or check bills online

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DONE THIS IN THE LAST WEEK	433	377	36	16	4	433	382	51	**	418	409	18	427	45	130	91
	33%	34%	33%	30%	15%	33%	34%	28%	**	35%	35%	17%	34%	28%	37%	47%
		d	d	d		d					b		b		a	ab
DONE THIS BUT NOT IN THE LAST WEEK	357	311	27	12	6	357	311	45	**	336	325	28	354	39	93	72
	28%	28%	24%	24%	23%	28%	28%	25%	**	28%	28%	27%	28%	24%	27%	37%
																ab
EVER DONE THIS	790	688	63	28	10	790	694	96	**	754	734	46	781	85	223	164
	61%	62%	57%	55%	38%	61%	62%	54%	**	64%	63%	44%	61%	52%	64%	83%
		d	d	d		d	b				b		b		a	ab
NEVER DONE THIS	504	417	48	23	16	504	420	83	**	433	430	60	490	80	127	33
	39%	38%	43%	45%	62%	39%	38%	46%	**	36%	37%	56%	39%	48%	36%	17%
					abce			a			ac		bc		c	

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

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

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	671	123	97	86	106	97	259	671	310	361	109	212	148	202	321	350	671
Effective Weighted Sample	490	93	70	61	78	77	194	490	226	264	78	158	109	148	235	256	490
Total	473	94	76	63	76	65	163	473	219	253	84	139	115	135	223	250	473
PROMPTED RESPONSES																	
I don't need to complete these government processes	153 32%	53 56% dfg	** **	** **	18 24%	** **	42 26%	153 32%	82 37% b	71 28%	29 35%	46 33%	32 28%	45 34%	75 34%	78 31%	153 32%
I prefer to talk with someone in person to do these things	102 22%	12 12%	** **	** **	13 17%	** **	51 31% adg	102 22% a	46 21%	56 22%	22 26%	28 20%	22 19%	31 23%	50 22%	52 21%	102 22%
I prefer to make a phone call to do these things	94 20%	6 7%	** **	** **	13 17% a	** **	35 22% a	94 20% a	40 18%	54 21%	19 22%	32 23%	24 21%	19 14%	51 23% d	43 17%	94 20%
I prefer to use pen and paper/ fill out a form/ use the post	88 19%	11 12%	** **	** **	19 25% a	** **	39 24% a	88 19%	39 18%	49 19%	19 23%	23 16%	22 19%	25 18%	42 19%	47 19%	88 19%
I don't believe it is safe to give my information online to do these things	46 10%	7 8%	** **	** **	9 12%	** **	18 11%	46 10%	19 9%	27 11%	9 11%	20 14% df	9 8%	9 6%	29 13% df	17 7%	46 10%
I wasn't aware you could do this online	24 5%	5 6%	** **	** **	5 7%	** **	10 6%	24 5%	6 3%	18 7% a	3 3%	6 4%	7 6%	9 7%	8 4%	16 6%	24 5%

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

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

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	671	123	97	86	106	97	259	671	310	361	109	212	148	202	321	350	671
Effective Weighted Sample	490	93	70	61	78	77	194	490	226	264	78	158	109	148	235	256	490
Total	473	94	76	63	76	65	163	473	219	253	84	139	115	135	223	250	473
The websites or apps are difficult to use or take too long to use	22 5%	2 2%	** **	** **	6 8%	** **	11 7%	22 5%	8 3%	14 6%	2 3%	6 4%	8 7%	6 5%	8 4%	14 5%	22 5%
It's only possible to do these things in person or by phone, they can't be done online	11 2%	1 1%	** **	** **	4 5%	** **	2 1%	11 2%	3 2%	8 3%	2 2%	2 2%	4 3%	4 3%	4 2%	7 3%	11 2%
UNPROMPTED RESPONSE																	
I'm not responsible for this in the household/ someone else does this for me	8 2%	- -%	** **	** **	- -%	** **	4 2%	8 2%	4 2%	4 1%	1 1%	3 2%	2 2%	1 1%	4 2%	4 2%	8 2%
Other reasons	10 2%	1 1%	** **	** **	2 3%	** **	4 3%	10 2%	3 1%	7 3%	3 4%	1 1%	* *%	5 4%	4 2%	5 2%	10 2%
Don't know	39 8%	11 11%	** **	** **	3 4%	** **	9 5%	39 8%	19 8%	21 8%	5 7%	10 7%	13 11%	11 8%	15 7%	24 10%	39 8%
PREFER VERBAL CONTACT	162 34%	17 18%	** **	** **	26 34%	** **	66 40%	162 34%	70 32%	92 36%	33 40%	50 36%	35 30%	44 33%	83 37%	79 32%	162 34%
					a		a	a									
NO NEED/ NOT RESPONSIBLE FOR THIS	161 34%	53 56%	** **	** **	18 24%	** **	45 28%	161 34%	86 39%	75 30%	31 37%	49 35%	35 30%	47 35%	79 35%	82 33%	161 34%
		dfg							b								

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

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

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	d	e	a	b	~a	b	a	~b	c	~a	b	~c
Unweighted total	671	385	79	90	117	671	539	132	72	549	557	95	652	90	153	38
Effective Weighted Sample	490	359	73	85	107	490	404	88	52	413	404	72	475	70	117	32
Total	473	387	45	23	17	473	399	74	48	403	397	62	459	59	120	33
PROMPTED RESPONSES																
I don't need to complete these government processes	153 32%	130 33%	** **	** **	5 31%	153 32%	138 35%	15 21%	** **	135 33%	139 35%	** **	152 33%	** **	27 22%	** **
I prefer to talk with someone in person to do these things	102 22%	84 22%	** **	** **	2 13%	102 22%	80 20%	22 30%	** **	81 20%	79 20%	** **	98 21%	** **	27 22%	** **
I prefer to make a phone call to do these things	94 20%	76 20%	** **	** **	3 16%	94 20%	82 21%	12 16%	** **	82 20%	78 20%	** **	89 19%	** **	29 24%	** **
I prefer to use pen and paper/ fill out a form/ use the post	88 19%	68 18%	** **	** **	3 17%	88 19%	70 18%	18 24%	** **	74 18%	68 17%	** **	85 18%	** **	24 20%	** **
I don't believe it is safe to give my information online to do these things	46 10%	41 11%	** **	** **	* 3%	46 10%	37 9%	9 12%	** **	38 9%	36 9%	** **	45 10%	** **	10 9%	** **
I wasn't aware you could do this online	24 5%	21 5%	** **	** **	1 9%	24 5%	23 6%	1 2%	** **	17 4%	21 5%	** **	24 5%	** **	2 2%	** **

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

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

IN15. (SHOWCARD) You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)

Base : Those who have never completed government processes online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND d	ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE ~b	ALL c	MOST ~a	POTEN- TIALY b	LEAST ~c
Significance Level: 95%																
Unweighted total	671	385	79	90	117	671	539	132	72	549	557	95	652	90	153	38
Effective Weighted Sample	490	359	73	85	107	490	404	88	52	413	404	72	475	70	117	32
Total	473	387	45	23	17	473	399	74	48	403	397	62	459	59	120	33
The websites or apps are difficult to use or take too long to use	22 5%	19 5%	** **	** **	1 6%	22 5%	17 4%	5 7%	** **	19 5%	15 4%	** **	22 5%	** **	7 6%	** **
It's only possible to do these things in person or by phone, they can't be done online	11 2%	9 2%	** **	** **	* 2%	11 2%	10 3%	1 1%	** **	10 3%	10 3%	** **	11 2%	** **	4 3%	** **
UNPROMPTED RESPONSE																
I'm not responsible for this in the household/ someone else does this for me	8 2%	7 2%	** **	** **	- -%	8 2%	3 1%	5 7% a	** **	7 2%	5 1%	** **	8 2%	** **	4 4%	** **
Other reasons	10 2%	8 2%	** **	** **	- -%	10 2%	8 2%	1 2%	** **	8 2%	9 2%	** **	9 2%	** **	4 3%	** **
Don't know	39 8%	30 8%	** **	** **	2 15% ae	39 8%	31 8%	8 11%	** **	33 8%	35 9%	** **	36 8%	** **	9 7%	** **
PREFER VERBAL CONTACT	162 34%	133 34%	** **	** **	5 30%	162 34%	134 34%	28 38%	** **	139 34%	133 33%	** **	157 34%	** **	50 42%	** **
NO NEED/ NOT RESPONSIBLE FOR THIS	161 34%	137 35%	** **	** **	5 31%	161 34%	141 35%	20 27%	** **	142 35%	143 36%	** **	159 35%	** **	31 25%	** **

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

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

IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
No, do not have any concerns	645	104	121	122	103	79	196	645	339	306	119	178	154	194	297	348	645
	44%	54%	48%	46%	43%	35%	37%	44%	47%	41%	32%	43%	47%	53%	38%	50%	44%
		defg	ef	ef			ef		b		a	ae	abeg		abeg	ae	
Fraud	343	33	55	57	49	67	148	343	156	186	99	100	74	69	199	143	343
	23%	17%	22%	22%	21%	30%	28%	23%	22%	25%	27%	24%	23%	19%	25%	21%	23%
						abcdg	adg				df				df		
Identity theft	316	28	48	61	46	60	133	316	139	175	96	92	73	55	188	128	316
	21%	14%	19%	23%	19%	27%	25%	21%	19%	23%	26%	22%	22%	15%	24%	18%	21%
				a		ab	a	a			df	d	d		df		d
Children being able to access unsuitable content	216	23	42	52	42	22	56	216	79	135	78	72	40	26	150	66	216
	15%	12%	17%	20%	18%	10%	11%	15%	11%	18%	21%	17%	12%	7%	19%	9%	15%
			ef	aefg	ef		f			a	cdg	df	d		cdg		df
Strangers contacting children	188	23	29	42	38	25	56	188	64	122	59	58	35	35	117	70	188
	13%	12%	11%	16%	16%	11%	11%	13%	9%	16%	16%	14%	11%	10%	15%	10%	13%
				f	f					a	df	df			df		
Online bullying /harassment/ trolling	182	22	31	40	33	24	56	182	72	108	64	65	31	22	129	53	182
	12%	12%	12%	15%	14%	11%	11%	12%	10%	14%	17%	16%	10%	6%	16%	8%	12%
										a	cdg	cdf			cdg		df
General concerns about online privacy (unspecified)	147	16	16	33	18	26	63	147	69	78	46	50	27	25	95	52	147
	10%	8%	7%	12%	8%	12%	12%	10%	10%	10%	12%	12%	8%	7%	12%	7%	10%
				b		b	b				df	df			df		d
Personal information that companies or the government may hold about me	137	20	19	22	23	25	54	137	64	72	38	41	36	22	80	57	137
	9%	10%	7%	8%	10%	11%	10%	9%	9%	10%	10%	10%	11%	6%	10%	8%	9%
											d	d	d		d		d

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

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

IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Spam/ unwanted emails	135 9%	20 10%	24 10%	26 10%	20 9%	20 9%	45 8%	135 9%	61 8%	73 10%	47 13%	42 10%	28 9%	18 5%	89 11%	46 7%	135 9%
Third parties having access to/ using my personal data without informing me	133 9%	13 7%	16 6%	25 9%	24 10%	24 11%	54 10%	133 9%	58 8%	74 10%	41 11%	50 12%	27 8%	15 4%	91 12%	42 6%	133 9%
People masquerading as other people online	132 9%	20 10%	16 7%	31 12%	20 8%	22 10%	45 8%	132 9%	52 7%	80 11%	48 13%	44 11%	22 7%	18 5%	92 12%	39 6%	132 9%
Fake news/ disinformation	129 9%	20 10%	22 9%	25 9%	21 9%	18 8%	41 8%	129 9%	65 9%	62 8%	41 11%	43 11%	21 6%	23 6%	84 11%	44 6%	129 9%
Viruses/ trojans/ worms/ spyware/ malicious software	121 8%	16 8%	24 9%	23 9%	14 6%	19 8%	44 8%	121 8%	59 8%	62 8%	44 12%	43 10%	13 4%	21 6%	87 11%	34 5%	121 8%
Unsecure websites or apps	118 8%	15 8%	14 6%	20 7%	20 8%	22 10%	49 9%	118 8%	59 8%	58 8%	43 12%	40 10%	22 7%	13 4%	82 11%	35 5%	118 8%
Pop-up adverts/ too many adverts	111 7%	18 9%	16 6%	25 9%	23 10%	14 6%	30 6%	111 7%	44 6%	65 9%	33 9%	37 9%	20 6%	21 6%	70 9%	41 6%	111 7%
Violent content	104 7%	14 8%	14 5%	19 7%	23 10%	12 5%	34 6%	104 7%	46 6%	55 7%	33 9%	36 9%	14 4%	21 6%	69 9%	35 5%	104 7%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Sexual content/ pornography	96 6%	13 7%	10 4%	21 8%	19 8%	12 5%	33 6%	96 6%	37 5%	57 8%	31 8% f	30 7%	15 5%	19 5%	62 8% f	34 5%	96 6%
Claims for money/ phishing emails	92 6%	12 6%	14 6%	18 7%	10 4%	13 6%	37 7%	92 6%	45 6%	45 6%	32 9% cdf	29 7% f	14 4%	16 4%	61 8% cdf	30 4%	92 6%
Content promoting self-harm e.g. cutting, anorexia, suicide	91 6%	15 8%	15 6%	21 8%	15 6%	11 5%	25 5%	91 6%	39 5%	52 7%	33 9% cdf	32 8% df	13 4%	13 4%	65 8% cdf	26 4%	91 6% df
Not controlled/ regulated/ anything can be shown on it	91 6%	10 5%	16 6%	21 8%	14 6%	12 6%	29 5%	91 6%	41 6%	50 7%	37 10% cdfg	28 7% f	11 3%	15 4%	64 8% cdf	26 4%	91 6% f
My behaviour online being recorded/ tracked by websites/ apps	90 6%	17 9% f	18 7%	17 6%	15 6%	9 4%	23 4%	90 6%	43 6%	47 6%	25 7%	30 7% d	21 6%	15 4%	54 7% d	35 5%	90 6%
Content showing indecent images of children/ children being abused	88 6%	13 7%	15 6%	18 7%	15 6%	8 3%	27 5%	88 6%	35 5%	51 7%	29 8% df	30 7% df	17 5%	12 3%	59 8% df	29 4%	88 6% d
Stalking or threats/ threatening behaviour online	83 6%	8 4%	17 7%	16 6%	17 7%	8 4%	25 5%	83 6%	32 4%	49 7%	25 7% df	34 8% cdfg	12 4%	12 3%	59 8% cdf	24 3%	83 6% f

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Harmful or misleading advertising	77 5%	12 6%	15 6%	18 7%	10 4%	8 4%	22 4%	77 5%	41 6%	34 5%	24 6% d	21 5%	21 7% d	11 3%	45 6% d	32 5%	77 5%
Content promoting radicalisation/ instructing how to be a terrorist	75 5%	8 4%	10 4%	15 6%	13 5%	12 5%	29 5%	75 5%	36 5%	38 5%	29 8% dfg	24 6% df	15 5%	7 2%	53 7% df	22 3%	75 5% df
Content relating to body image/ excessive dieting/ eating disorders	74 5%	12 6%	11 4%	20 8% f	12 5%	8 4%	19 3%	74 5%	23 3%	48 6% a	25 7% cdf	28 7% cdf	8 3%	12 3%	53 7% cdf	20 3%	74 5% f
Spending too much time online/ anti-social/ addictive	73 5%	11 6%	9 4%	16 6%	11 5%	15 7%	26 5%	73 5%	31 4%	42 6%	23 6% df	25 6% d	14 4%	11 3%	48 6% df	24 4%	73 5%
Illegal goods for sale online	67 5%	7 4%	11 4%	16 6%	14 6%	9 4%	19 4%	67 5%	30 4%	35 5%	28 8% bcdfg	18 4%	10 3%	10 3%	46 6% df	21 3%	67 5%
People gambling online	67 5%	11 6%	10 4%	13 5%	10 4%	11 5%	23 4%	67 5%	34 5%	31 4%	24 6% cdf	22 5% f	9 3%	11 3%	46 6% cdf	20 3%	67 5%
Hate speech (e.g. racist/ homophobic/ misogynistic/ religious hate content etc.)	66 4%	11 6%	10 4%	13 5%	12 5%	10 5%	20 4%	66 4%	33 4%	31 4%	22 6% cdf	32 8% cdfg	6 2%	7 2%	54 7% cdfg	12 2%	66 4% cdf

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Content encouraging violence or crime	56 4%	7 3%	7 3%	13 5%	8 3%	8 3%	21 4%	56 4%	21 3%	33 4%	17 5%	22 5%	7 2%	10 3%	39 5%	17 2%	56 4%
Strong/ offensive language/ swearing	53 4%	8 4%	7 3%	8 3%	11 5%	7 3%	18 3%	53 4%	24 3%	27 4%	16 4%	21 5%	8 3%	7 2%	37 5%	16 2%	53 4%
The dark web	4 *%	1 1%	- -%	1 *%	- -%	2 1%	2 *%	4 *%	3 *%	1 *%	2 1%	2 *%	- -%	- -%	4 1%	- -%	4 *%
Other	66 4%	2 1%	8 3%	10 4%	10 4%	10 4%	36 7%	66 4%	27 4%	39 5%	26 7%	14 3%	11 3%	15 4%	40 5%	26 4%	66 4%
Don't know	35 2%	1 1%	3 1%	5 2%	11 5%	3 2%	15 3%	35 2%	16 2%	19 3%	4 1%	8 2%	4 1%	19 5%	12 2%	23 3%	35 2%
SUMMARY CODES																	
ANY CONCERNS	799 54%	87 45%	128 51%	139 52%	123 52%	140 63%	321 60%	799 54%	370 51%	426 57%	246 67%	229 55%	167 51%	157 42%	475 61%	324 47%	799 54%
SECURITY/ FRAUD	524 35%	55 29%	83 33%	92 34%	76 32%	102 46%	219 41%	524 35%	236 33%	287 38%	164 44%	164 40%	110 34%	86 23%	328 42%	196 28%	524 35%
OFFENSIVE/ ILLEGAL CONTENT	396 27%	49 25%	70 28%	78 29%	77 32%	55 25%	123 23%	396 27%	174 24%	220 29%	134 36%	122 29%	77 24%	64 17%	256 33%	141 20%	396 27%
RISKS TO OTHERS/ SOCIETY	351 24%	50 26%	57 23%	71 27%	62 26%	50 22%	112 21%	351 24%	143 20%	206 27%	115 31%	110 27%	60 19%	66 18%	225 29%	126 18%	351 24%

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Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
PERSONAL PRIVACY	250	36	39	44	36	44	96	250	124	125	77	80	53	41	157	93	250
	17%	19%	15%	17%	15%	20%	18%	17%	17%	17%	21%	19%	16%	11%	20%	13%	17%
											df	df	d	df	df	df	df
ADVERTISING	154	27	24	35	27	17	41	154	72	80	45	48	37	24	93	60	154
	10%	14%	9%	13%	12%	8%	8%	10%	10%	11%	12%	12%	11%	6%	12%	9%	10%
		ef		f							d	d	d	df		d	

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Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
No, do not have any concerns	645	541	69	19	15	645	577	68	**	506	537	75	612	114	152	72
	44%	43%	52%	33%	52%	44%	45%	34%	**	43%	45%	36%	44%	54%	40%	35%
		c	ace		ace	c	b				b		b	bc		
Fraud	343	279	34	22	7	343	289	53	**	280	269	58	327	30	92	47
	23%	22%	26%	38%	24%	23%	23%	27%	**	24%	23%	28%	23%	14%	24%	23%
				abde											a	a
Identity theft	316	259	34	16	7	316	262	54	**	261	256	47	302	29	80	55
	21%	21%	25%	27%	25%	21%	20%	27%	**	22%	21%	22%	22%	14%	21%	27%
				a				a							a	a
Children being able to access unsuitable content	216	185	18	8	4	216	175	41	**	186	184	26	210	22	60	36
	15%	15%	14%	14%	13%	15%	14%	21%	**	16%	15%	13%	15%	10%	16%	17%
								a								a
Strangers contacting children	188	153	18	10	6	188	153	35	**	150	149	34	182	25	55	26
	13%	12%	14%	18%	19%	13%	12%	18%	**	13%	12%	16%	13%	12%	14%	13%
				ae	ae			a								
Online bullying /harassment/ trolling	182	147	17	14	5	182	141	41	**	156	151	28	179	17	59	21
	12%	12%	12%	23%	16%	12%	11%	21%	**	13%	13%	14%	13%	8%	15%	10%
				abe				a							a	
General concerns about online privacy (unspecified)	147	127	10	8	2	147	122	25	**	122	111	31	142	14	35	31
	10%	10%	8%	13%	6%	10%	10%	13%	**	10%	9%	15%	10%	7%	9%	15%
				d								ac				ab

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Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Personal information that companies or the government may hold about me	137 9%	116 9%	14 10%	6 10%	2 5%	137 9%	118 9%	19 9%	** **	114 10%	107 9%	22 11%	129 9%	16 8%	33 9%	33 16% ab
Spam/ unwanted emails	135 9%	117 9%	10 8%	6 10%	2 7%	135 9%	110 9%	25 13% a	** **	123 10%	117 10%	16 8%	133 10%	10 5%	33 9%	26 13% a
Third parties having access to/ using my personal data without informing me	133 9%	112 9%	11 8%	8 14% ae	2 8%	133 9%	107 8%	25 13% a	** **	117 10%	108 9%	21 10%	129 9%	9 4%	36 9% a	29 14% a
People masquerading as other people online	132 9%	110 9%	13 10%	7 11%	2 8%	132 9%	102 8%	29 15% a	** **	113 10%	106 9%	22 11%	128 9%	13 6%	37 10%	17 8%
Fake news/ disinformation	129 9%	114 9%	8 6%	5 9%	2 6%	129 9%	107 8%	21 11%	** **	119 10%	117 10% b	10 5%	127 9% b	15 7%	31 8%	32 16% ab
Viruses/ trojans/ worms/ spyware/ malicious software	121 8%	102 8%	13 9%	4 7%	2 6%	121 8%	96 8%	25 12% a	** **	107 9%	101 8%	15 7%	116 8%	10 5%	36 9% a	22 11% a
Unsecure websites or apps	118 8%	94 7%	13 10%	8 14% ae	2 8%	118 8%	98 8%	20 10%	** **	100 8%	98 8%	17 8%	114 8%	9 4%	27 7%	23 11% a

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

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	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
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Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Pop-up adverts/ too many adverts	111 7%	96 8%	8 6%	4 7%	2 7%	111 7%	93 7%	18 9%	** **	104 9%	101 8% b	7 4%	109 8% b	12 6%	33 9%	19 9%
Violent content	104 7%	88 7%	8 6%	6 10%	2 6%	104 7%	85 7%	19 9%	** **	88 7%	82 7%	17 8%	99 7%	8 4%	31 8% a	20 10% a
Sexual content/ pornography	96 6%	81 6%	6 5%	7 11% abe	2 7%	96 6%	78 6%	18 9%	** **	78 7%	77 6%	15 7%	92 7%	9 4%	22 6%	14 7%
Claims for money/ phishing emails	92 6%	76 6%	9 7%	6 10% d	1 5%	92 6%	73 6%	19 10% a	** **	76 6%	74 6%	15 7%	89 6%	8 4%	29 8%	15 7%
Content promoting self-harm e.g. cutting, anorexia, suicide	91 6%	77 6%	6 4%	7 12% abde	2 6%	91 6%	73 6%	19 9% a	** **	79 7%	78 7%	12 6%	90 6%	3 2%	31 8% a	15 7% a
Not controlled/ regulated/ anything can be shown on it	91 6%	80 6% d	5 4%	5 8% d	1 2%	91 6% d	77 6%	13 7%	** **	80 7%	79 7%	9 5%	89 6%	7 3%	27 7% a	17 8% a
My behaviour online being recorded/ tracked by websites/ apps	90 6%	76 6%	8 6%	5 8%	1 4%	90 6%	71 6%	19 10% a	** **	78 7%	76 6%	12 6%	88 6%	4 2%	25 6% a	21 10% a

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
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Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Content showing indecent images of children/ children being abused	88 6%	75 6%	8 6%	4 7%	2 6%	88 6%	69 5%	19 10% a	** **	76 6%	71 6%	14 7%	85 6%	7 4%	27 7%	10 5%
Stalking or threats/ threatening behaviour online	83 6%	66 5%	9 6%	6 11% ae	3 9% a	83 6%	62 5%	21 10% a	** **	71 6%	67 6%	13 6%	80 6%	9 4%	27 7%	10 5%
Harmful or misleading advertising	77 5%	66 5%	6 5%	4 7% d	1 2%	77 5%	63 5%	13 7%	** **	71 6%	67 6%	9 5%	76 5%	5 2%	26 7% a	11 5%
Content promoting radicalisation/ instructing how to be a terrorist	75 5%	66 5%	3 2%	4 7% b	1 4%	75 5%	57 4%	18 9% a	** **	65 5%	59 5%	14 7%	73 5%	9 4%	20 5%	12 6%
Content relating to body image/ excessive dieting/ eating disorders	74 5%	60 5%	6 5%	6 11% abe	2 6%	74 5%	55 4%	19 10% a	** **	69 6%	65 5%	8 4%	73 5%	9 4%	19 5%	14 7%
Spending too much time online/ anti-social/ addictive	73 5%	65 5%	3 2%	3 5%	2 7% b	73 5%	57 4%	15 8% a	** **	63 5%	59 5%	12 6%	71 5%	8 4%	15 4%	10 5%

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Illegal goods for sale online	67 5%	57 5%	6 5%	3 4%	1 4%	67 5%	55 4%	12 6%	** **	58 5%	57 5%	10 5%	67 5%	5 2%	18 5%	12 6%
People gambling online	67 5%	58 5%	3 3%	3 5%	2 8%	67 5%	50 4%	16 8%	** **	59 5%	55 5%	12 6%	66 5%	6 3%	13 4%	11 5%
Hate speech (e.g. racist/ homophobic/ misogynistic/ religious hate content etc.)	66 4%	54 4%	6 5%	4 7%	2 5%	66 4%	54 4%	13 6%	** **	60 5%	60 5%	6 3%	66 5%	6 3%	13 4%	18 9%
Content encouraging violence or crime	56 4%	47 4%	4 3%	4 7%	1 2%	56 4%	44 3%	12 6%	** **	48 4%	45 4%	9 4%	54 4%	8 4%	14 4%	9 4%
Strong/ offensive language/ swearing	53 4%	44 4%	4 3%	3 5%	1 4%	53 4%	42 3%	11 5%	** **	48 4%	45 4%	7 4%	52 4%	5 2%	16 4%	10 5%
The dark web	4 *%	4 *%	- -%	- -%	- -%	4 *%	4 *%	- -%	** **	4 *%	3 *%	1 *%	4 *%	- -%	1 *%	2 1%
Other	66 4%	61 5%	2 2%	3 4%	* 1%	66 4%	50 4%	16 8%	** **	52 4%	49 4%	11 5%	60 4%	10 5%	18 5%	11 5%
Don't know	35 2%	28 2%	3 2%	3 4%	1 3%	35 2%	31 2%	4 2%	** **	19 2%	23 2%	8 4%	30 2%	7 3%	8 2%	1 1%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
SUMMARY CODES																
ANY CONCERNS	799	687	61	37	13	799	673	126	**	661	633	125	758	89	220	132
	54%	55%	46%	63%	45%	54%	53%	64%	**	56%	53%	60%	54%	43%	58%	64%
		bd		abde		bd		a				a		a	a	
SECURITY/ FRAUD	524	445	43	27	10	524	441	83	**	432	421	81	502	50	143	86
	35%	35%	32%	45%	32%	35%	34%	42%	**	36%	35%	39%	36%	24%	38%	42%
				abde				a							a	a
OFFENSIVE/ ILLEGAL CONTENT	396	342	32	16	6	396	334	62	**	340	334	49	383	40	113	71
	27%	27%	24%	26%	20%	27%	26%	31%	**	29%	28%	23%	27%	19%	30%	35%
		d				d									a	a
RISKS TO OTHERS/ SOCIETY	351	292	30	20	9	351	288	63	**	295	291	52	342	35	103	51
	24%	23%	23%	34%	29%	24%	22%	32%	**	25%	24%	25%	24%	17%	27%	25%
				abe				a							a	a
PERSONAL PRIVACY	250	217	20	11	3	250	209	41	**	213	197	41	238	27	63	53
	17%	17%	15%	19%	9%	17%	16%	21%	**	18%	17%	20%	17%	13%	17%	26%
		d		d		d										ab
ADVERTISING	154	133	12	6	2	154	128	26	**	143	140	11	151	14	45	22
	10%	11%	9%	10%	8%	10%	10%	13%	**	12%	12%	6%	11%	7%	12%	10%
											b		b		a	

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
No, do not have any concerns	552	103	120	118	96	60	115	552	284	268	112	166	136	139	277	275	552
	43%	55%	48%	45%	44%	33%	31%	43%	46%	40%	31%	43%	48%	51%	37%	50%	43%
		defg	ef	ef	ef		ef		b		a	ae	abeg		abeg	ae	
Fraud	305	33	55	57	46	55	115	305	139	166	96	93	64	51	189	116	305
	24%	17%	22%	22%	21%	30%	31%	24%	22%	25%	27%	24%	23%	19%	26%	21%	24%
						ad	abcdg				df				d		
Identity theft	286	27	48	61	43	51	107	286	124	160	95	83	65	42	178	108	286
	22%	14%	19%	23%	20%	28%	29%	22%	20%	24%	27%	22%	23%	16%	24%	20%	22%
				a		ab	abdg	a			df	d	d		d		d
Children being able to access unsuitable content	197	23	42	52	39	17	41	197	70	125	76	64	36	21	140	57	197
	15%	12%	17%	20%	18%	9%	11%	15%	11%	19%	21%	17%	13%	8%	19%	10%	15%
			ef	aef	ef		ef			a	cdg	df	d		cdg		df
Online bullying /harassment/ trolling	169	22	31	39	31	21	46	169	66	102	62	61	29	18	123	47	169
	13%	12%	12%	15%	14%	11%	12%	13%	11%	15%	17%	16%	10%	6%	17%	8%	13%
										a	cdg	cdf			cdg		df
Strangers contacting children	168	21	29	41	37	20	40	168	53	113	57	55	28	29	112	57	168
	13%	11%	11%	16%	17%	11%	11%	13%	9%	17%	16%	14%	10%	11%	15%	10%	13%
				f						a	cf				cf		
Spam/ unwanted emails	129	20	24	26	20	16	39	129	60	67	47	38	26	18	85	44	129
	10%	10%	10%	10%	9%	9%	10%	10%	10%	10%	13%	10%	9%	7%	11%	8%	10%
											df				df		
General concerns about online privacy (unspecified)	128	16	16	33	18	20	44	128	60	68	45	45	20	17	91	37	128
	10%	9%	7%	13%	8%	11%	12%	10%	10%	10%	13%	12%	7%	6%	12%	7%	10%
				b			b				cdf	df			cdf		f

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

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Fake news/ disinformation	123	20	22	25	21	17	36	123	63	59	41	41	20	22	82	41	123
	10%	11%	9%	10%	9%	9%	10%	10%	10%	9%	11%	11%	7%	8%	11%	8%	10%
People masquerading as other people online	123	20	16	31	19	20	36	123	48	74	47	41	20	15	88	35	123
	9%	11%	7%	12%	9%	11%	10%	9%	8%	11%	13%	11%	7%	5%	12%	6%	9%
											cdf	df			cdf		df
Third parties having access to/ using my personal data without informing me	122	13	16	25	24	22	43	122	53	68	41	46	23	12	86	35	122
	9%	7%	6%	10%	11%	12%	12%	9%	9%	10%	11%	12%	8%	4%	12%	6%	9%
							b				df	df			df		df
Personal information that companies or the government may hold about me	120	19	19	22	23	20	37	120	54	64	38	38	29	15	76	44	120
	9%	10%	7%	8%	10%	11%	10%	9%	9%	10%	11%	10%	10%	6%	10%	8%	9%
											d	d	d		d		d
Viruses/ trojans/ worms/ spyware/ malicious software	115	16	24	23	14	17	39	115	57	58	44	40	11	20	84	31	115
	9%	8%	9%	9%	6%	9%	10%	9%	9%	9%	12%	11%	4%	7%	11%	6%	9%
											cdf	cf			cf		cf
Unsecure websites or apps	110	15	14	20	20	20	42	110	56	54	42	38	19	11	79	31	110
	9%	8%	6%	8%	9%	11%	11%	9%	9%	8%	12%	10%	7%	4%	11%	6%	9%
						b	b				df	df			df		df
Pop-up adverts/ too many adverts	108	18	16	25	23	13	27	108	43	63	32	36	19	21	68	40	108
	8%	9%	6%	9%	10%	7%	7%	8%	7%	9%	9%	9%	7%	8%	9%	7%	8%
Violent content	96	14	14	19	21	10	27	96	42	51	31	35	11	19	66	30	96
	7%	8%	5%	7%	10%	6%	7%	7%	7%	8%	9%	9%	4%	7%	9%	5%	7%
											c	cf			cf		c

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

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Not controlled/ regulated/ anything can be shown on it	84 7%	10 6%	16 6%	21 8%	13 6%	11 6%	24 6%	84 7%	38 6%	47 7%	36 10% cdfg	25 6%	11 4%	13 5%	60 8% cf	24 4%	84 7%
Sexual content/ pornography	84 6%	13 7%	10 4%	21 8%	19 9%	9 5%	21 6%	84 6%	31 5%	51 8%	30 8% df	28 7%	14 5%	12 4%	58 8% f	26 5%	84 6%
Content promoting self-harm e.g. cutting, anorexia, suicide	84 6%	15 8%	15 6%	21 8%	15 7%	10 5%	18 5%	84 6%	35 6%	48 7%	31 9% cdf	29 8% f	12 4%	11 4%	61 8% cdf	23 4%	84 6%
My behaviour online being recorded/ tracked by websites/ apps	83 6%	17 9% f	18 7%	17 6%	15 7%	8 4%	16 4%	83 6%	40 6%	44 7%	24 7%	28 7%	19 7%	12 4%	52 7%	31 6%	83 6%
Claims for money/ phishing emails	82 6%	12 6%	14 6%	18 7%	10 4%	11 6%	28 7%	82 6%	41 7%	40 6%	31 9% cdf	27 7%	12 4%	12 4%	58 8% cf	24 4%	82 6%
Content showing indecent images of children/ children being abused	80 6%	13 7%	15 6%	17 7%	15 7%	7 4%	20 5%	80 6%	30 5%	48 7%	28 8% df	29 7% df	15 5%	8 3%	57 8% df	23 4%	80 6% d
Stalking or threats/ threatening behaviour online	76 6%	8 4%	17 7%	15 6%	16 7%	7 4%	21 6%	76 6%	29 5%	45 7%	23 6%	31 8% cdf	11 4%	11 4%	54 7% f	22 4%	76 6%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Harmful or misleading advertising	74 6%	12 6%	15 6%	18 7%	10 4%	7 4%	19 5%	74 6%	40 6%	32 5%	24 7%	19 5%	21 7%	10 4%	42 6%	31 6%	74 6%
Content relating to body image/ excessive dieting/ eating disorders	71 6%	12 7%	11 4%	20 8%	12 5%	8 4%	16 4%	71 6%	21 3%	48 7%	25 7%	27 7%	7 3%	12 4%	52 7%	19 3%	71 6%
Content promoting radicalisation/ instructing how to be a terrorist	69 5%	8 4%	10 4%	15 6%	13 6%	12 6%	23 6%	69 5%	32 5%	35 5%	29 8%	23 6%	14 5%	4 1%	51 7%	18 3%	69 5%
Spending too much time online/ anti-social/ addictive	65 5%	11 6%	9 4%	16 6%	10 4%	12 7%	20 5%	65 5%	28 4%	38 6%	23 7%	22 6%	12 4%	9 3%	45 6%	20 4%	65 5%
People gambling online	64 5%	11 6%	10 4%	13 5%	10 4%	9 5%	21 6%	64 5%	33 5%	30 4%	24 7%	21 6%	8 3%	11 4%	45 6%	19 3%	64 5%
Illegal goods for sale online	64 5%	7 4%	11 4%	16 6%	13 6%	8 5%	17 5%	64 5%	28 5%	34 5%	27 8%	16 4%	10 4%	10 4%	44 6%	20 4%	64 5%
Hate speech (e.g. racist/ homophobic/ misogynistic/ religious hate content etc.)	63 5%	11 6%	10 4%	13 5%	11 5%	10 5%	18 5%	63 5%	31 5%	30 4%	22 6%	30 8%	6 2%	6 2%	52 7%	11 2%	63 5%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Content encouraging violence or crime	52 4%	7 4%	7 3%	13 5%	8 4%	7 4%	16 4%	52 4%	19 3%	30 4%	16 5%	20 5%	7 3%	8 3%	36 5%	15 3%	52 4%
Strong/ offensive language/ swearing	50 4%	8 4%	7 3%	8 3%	11 5%	7 4%	16 4%	50 4%	22 4%	27 4%	16 4%	20 5%	8 3%	7 2%	36 5%	15 3%	50 4%
The dark web	4 *%	1 1%	- -%	1 *%	- -%	2 1%	2 1%	4 *%	3 1%	1 *%	2 1%	2 1%	- -%	- -%	4 1%	- -%	4 *%
Other	55 4%	2 1%	8 3%	10 4%	9 4%	9 5%	25 7%	55 4%	21 3%	33 5%	24 7%	12 3%	8 3%	11 4%	36 5%	18 3%	55 4%
Don't know	24 2%	1 1%	3 1%	4 2%	7 3%	3 2%	9 2%	24 2%	11 2%	13 2%	4 1%	7 2%	3 1%	9 3%	11 2%	12 2%	24 2%
SUMMARY CODES																	
ANY CONCERNS	718 55%	85 45%	127 51%	139 53%	117 53%	120 65%	250 67%	718 55%	325 52%	390 58%	240 67%	212 55%	142 51%	123 45%	452 61%	265 48%	718 55%
						abcdg	abcdg	a		a	bcdfg	df			cdfg		df
SECURITY/ FRAUD	472 37%	54 29%	83 33%	91 35%	72 33%	85 46%	172 46%	472 37%	210 34%	260 39%	160 45%	153 40%	94 34%	65 24%	313 42%	159 29%	472 37%
						abcdg	abcdg	a			cdfg	df	d		cdfg		df
OFFENSIVE/ ILLEGAL CONTENT	366 28%	49 26%	70 28%	78 30%	73 33%	47 26%	98 26%	366 28%	159 26%	205 31%	130 36%	113 29%	71 25%	53 20%	243 33%	124 22%	366 28%
											bcdfg	df			cdfg		df
RISKS TO OTHERS/ SOCIETY	323 25%	48 25%	57 23%	70 27%	59 27%	42 23%	88 24%	323 25%	128 21%	193 29%	110 31%	104 27%	52 19%	57 21%	213 29%	109 20%	323 25%
										a	cdfg	cf			cdf		cf
PERSONAL PRIVACY	223 17%	35 19%	39 15%	44 17%	36 16%	36 19%	69 19%	223 17%	109 18%	112 17%	76 21%	75 20%	43 15%	28 10%	151 20%	72 13%	223 17%
											df	df			df		df

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

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Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
ADVERTISING	150	27	24	35	27	16	37	150	71	77	45	45	36	24	90	59	150
	12%	14%	9%	13%	12%	9%	10%	12%	11%	12%	13%	12%	13%	9%	12%	11%	12%

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

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Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
No, do not have any concerns	552	466	57	16	13	552	493	59	**	506	519	29	549	89	140	69
	43%	42%	51%	31%	51%	43%	44%	33%	**	43%	45%	27%	43%	54%	40%	35%
		c	ace		ace	c	b				b		b	bc		
Fraud	305	247	32	20	6	305	257	48	**	280	264	35	299	22	84	47
	24%	22%	29%	39%	24%	24%	23%	27%	**	24%	23%	33%	24%	13%	24%	24%
			ade								ac				a	a
Identity theft	286	235	30	14	7	286	237	49	**	261	249	30	279	22	73	54
	22%	21%	27%	27%	25%	22%	21%	27%	**	22%	21%	28%	22%	13%	21%	27%
															a	a
Children being able to access unsuitable content	197	170	17	7	4	197	159	38	**	186	181	14	196	19	53	36
	15%	15%	15%	13%	13%	15%	14%	21%	**	16%	16%	13%	15%	11%	15%	18%
								a								
Online bullying /harassment/ trolling	169	137	15	13	4	169	130	40	**	156	151	18	168	15	55	21
	13%	12%	14%	25%	17%	13%	12%	22%	**	13%	13%	17%	13%	9%	16%	11%
			abe					a							a	
Strangers contacting children	168	138	16	9	5	168	134	34	**	150	148	19	167	21	50	24
	13%	13%	14%	18%	19%	13%	12%	19%	**	13%	13%	18%	13%	12%	14%	12%
			a	ae				a								
Spam/ unwanted emails	129	112	10	5	2	129	105	24	**	123	115	12	128	9	32	26
	10%	10%	9%	10%	7%	10%	9%	14%	**	10%	10%	11%	10%	5%	9%	13%
																a
General concerns about online privacy (unspecified)	128	110	10	6	2	128	105	23	**	122	110	16	127	9	35	30
	10%	10%	9%	12%	6%	10%	9%	13%	**	10%	9%	15%	10%	5%	10%	15%
				d								a				a

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

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

IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Fake news/ disinformation	123 10%	109 10%	7 7%	5 10%	2 6%	123 10%	102 9%	21 12%	** **	119 10%	115 10%	7 6%	122 10%	15 9%	30 9%	32 16% ab
People masquerading as other people online	123 9%	104 9%	11 10%	6 12%	2 8%	123 9%	95 9%	28 16% a	** **	113 10%	106 9%	15 14%	121 10%	11 7%	34 10%	17 9%
Third parties having access to/ using my personal data without informing me	122 9%	102 9%	11 9%	7 14% ae	2 9%	122 9%	97 9%	25 14% a	** **	117 10%	106 9%	14 13%	120 9%	7 4%	34 10% a	27 14% a
Personal information that companies or the government may hold about me	120 9%	101 9%	12 11%	5 10%	2 6%	120 9%	102 9%	17 10%	** **	114 10%	105 9%	11 10%	116 9%	11 7%	31 9%	31 16% ab
Viruses/ trojans/ worms/ spyware/ malicious software	115 9%	98 9%	12 11%	3 6%	2 7%	115 9%	92 8%	23 13% a	** **	107 9%	101 9%	9 9%	111 9%	9 6%	34 10%	22 11%
Unsecure websites or apps	110 9%	89 8%	12 11%	7 14% ae	2 9%	110 9%	90 8%	20 11%	** **	100 8%	97 8%	11 11%	109 9%	9 5%	26 8%	23 12% a
Pop-up adverts/ too many adverts	108 8%	94 9%	8 7%	4 8%	2 8%	108 8%	90 8%	18 10%	** **	104 9%	101 9%	5 5%	107 8%	12 7%	32 9%	19 9%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Violent content	96 7%	81 7%	8 8%	5 10%	2 6%	96 7%	79 7%	17 10%	** **	88 7%	81 7%	10 9%	91 7%	8 5%	29 8%	20 10%
Not controlled/ regulated/ anything can be shown on it	84 7%	76 7%	4 4%	3 7%	1 2%	84 7%	72 6%	12 7%	** **	80 7%	78 7%	5 5%	83 7%	6 3%	26 8%	17 9%
Sexual content/ pornography	84 6%	70 6%	6 5%	5 11%	2 7%	84 6%	67 6%	17 10%	** **	78 7%	75 6%	7 7%	82 6%	7 4%	20 6%	14 7%
Content promoting self-harm e.g. cutting, anorexia, suicide	84 6%	70 6%	6 5%	6 12%	2 7%	84 6%	66 6%	18 10%	** **	79 7%	77 7%	6 6%	83 7%	3 2%	27 8%	15 8%
My behaviour online being recorded/ tracked by websites/ apps	83 6%	70 6%	8 7%	4 8%	1 4%	83 6%	65 6%	18 10%	** **	78 7%	75 6%	7 7%	82 6%	3 2%	25 7%	21 11%
Claims for money/ phishing emails	82 6%	69 6%	8 7%	5 9%	1 5%	82 6%	64 6%	19 10%	** **	76 6%	72 6%	9 8%	80 6%	7 4%	27 8%	14 7%
Content showing indecent images of children/ children being abused	80 6%	68 6%	8 7%	3 6%	1 5%	80 6%	62 6%	19 10%	** **	76 6%	71 6%	7 7%	78 6%	6 4%	25 7%	10 5%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Stalking or threats/ threatening behaviour online	76 6%	61 6%	8 7%	5 9%	2 9%	76 6%	57 5%	19 11% a	** **	71 6%	66 6%	9 8%	74 6%	8 5%	24 7%	10 5%
Harmful or misleading advertising	74 6%	63 6%	6 6%	4 7% d	1 2%	74 6%	60 5%	13 7%	** **	71 6%	67 6%	7 6%	73 6%	5 3%	25 7%	11 5%
Content relating to body image/ excessive dieting/ eating disorders	71 6%	58 5%	6 5%	6 11% ae	2 6%	71 6%	53 5%	19 10% a	** **	69 6%	65 6%	6 6%	71 6%	9 6%	18 5%	14 7%
Content promoting radicalisation/ instructing how to be a terrorist	69 5%	61 6%	3 3%	3 7%	1 4%	69 5%	50 5%	18 10% a	** **	65 5%	59 5%	10 9%	69 5%	7 4%	19 5%	12 6%
Spending too much time online/ anti-social/ addictive	65 5%	58 5%	3 2%	2 5%	2 7% b	65 5%	51 5%	15 8% a	** **	63 5%	58 5%	7 7%	65 5%	6 4%	13 4%	10 5%
People gambling online	64 5%	56 5%	3 3%	2 5%	2 8% b	64 5%	48 4%	16 9% a	** **	59 5%	55 5%	10 9% a	64 5%	6 4%	13 4%	11 6%
Illegal goods for sale online	64 5%	55 5%	6 5%	2 4%	1 4%	64 5%	52 5%	12 6%	** **	58 5%	57 5%	7 7%	64 5%	5 3%	17 5%	12 6%

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Hate speech (e.g. racist/ homophobic/ misogynistic/ religious hate content etc.)	63 5%	53 5%	6 5%	3 6%	1 5%	63 5%	51 5%	12 7%	** **	60 5%	59 5%	4 3%	62 5%	5 3%	13 4%	18 9% ab
Content encouraging violence or crime	52 4%	44 4%	4 4%	3 6%	1 2%	52 4%	41 4%	11 6%	** **	48 4%	45 4%	5 5%	50 4%	6 4%	14 4%	9 4%
Strong/ offensive language/ swearing	50 4%	43 4%	4 4%	2 4%	1 4%	50 4%	41 4%	10 6%	** **	48 4%	45 4%	6 5%	50 4%	5 3%	16 4%	10 5%
The dark web	4 *% **	4 *% **	- -% **	- -% **	- -% **	4 *% **	4 *% **	- -% **	** **	4 *% **	3 *% **	1 1% **	4 *% **	- -% **	1 *% **	2 1% **
Other	55 4%	51 5% d	2 2% d	2 4% d	* 1% b	55 4% d	41 4% a	14 8% a	** **	52 4% a	49 4% a	5 5% a	54 4% a	8 5% a	16 4% a	10 5% a
Don't know	24 2%	20 2%	1 *% b	2 4% b	1 4% b	24 2% b	20 2% b	3 2% b	** **	19 2% b	21 2% b	2 2% b	24 2% b	4 2% b	6 2% b	1 1% b
SUMMARY CODES																
ANY CONCERNS	718 55%	619 56% d	54 48% abde	34 65% abde	12 45% abde	718 55% d	601 54% a	117 65% a	** **	661 56% a	623 54% a	75 70% ac	698 55% a	72 44% a	204 58% a	127 65% a
SECURITY/ FRAUD	472 37%	400 36% ac	39 36% ac	24 47% ac	9 33% ac	472 37% ac	395 35% ac	78 43% ac	** **	432 36% ac	413 36% ac	48 45% ac	462 36% ac	37 23% ac	133 38% ac	82 42% ac

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

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IN17. Can you tell me if you have any concerns about the internet? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
OFFENSIVE/ ILLEGAL CONTENT	366	318	30	13	5	366	308	58	**	340	330	28	358	36	104	71
	28%	29%	27%	26%	20%	28%	28%	32%	**	29%	28%	27%	28%	22%	30%	36%
		d				d									a	
RISKS TO OTHERS/ SOCIETY	323	270	27	18	8	323	263	59	**	295	289	31	319	31	94	50
	25%	24%	24%	36%	30%	25%	24%	33%	**	25%	25%	29%	25%	19%	27%	25%
			abe				a								a	
PERSONAL PRIVACY	223	193	17	10	3	223	184	39	**	213	196	22	218	18	61	51
	17%	17%	16%	19%	10%	17%	16%	22%	**	18%	17%	21%	17%	11%	18%	26%
		d	d	d		d									a	ab
ADVERTISING	150	131	12	5	2	150	124	26	**	143	140	8	148	14	44	22
	12%	12%	10%	10%	9%	12%	11%	14%	**	12%	12%	8%	12%	9%	13%	11%

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

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

IN18A. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be cruel or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
I have never seen things like this	692	77	107	127	118	122	263	692	318	374	197	198	155	142	395	297	692
	54%	41%	43%	49%	53%	66%	70%	54%	51%	56%	55%	52%	55%	52%	53%	54%	54%
					ab	abcdg	abcdg	ab									
I sometimes see things like this	423	86	93	97	71	44	78	423	213	210	104	139	94	87	243	181	423
	33%	45%	37%	37%	32%	24%	21%	33%	34%	31%	29%	36%	33%	32%	33%	33%	33%
		defg	ef	ef	f			ef									
I often see things like this	144	24	43	33	22	13	22	144	72	72	47	37	27	33	84	60	144
	11%	13%	17%	13%	10%	7%	6%	11%	12%	11%	13%	10%	10%	12%	11%	11%	11%
		f	defg	f				f									
TOTAL - HAVE SEEN SOMETHING HATEFUL IN THE PAST YEAR	568	110	136	129	93	57	99	568	285	282	151	176	121	120	326	241	568
	44%	58%	54%	50%	42%	31%	27%	44%	46%	42%	42%	46%	43%	44%	44%	44%	44%
		defg	defg	ef	ef			ef									
Don't know	34	2	7	4	10	4	11	34	17	15	9	11	5	9	20	14	34
	3%	1%	3%	1%	4%	2%	3%	3%	3%	2%	2%	3%	2%	3%	3%	3%	3%
					a												

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

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

IN18A. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be cruel or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
I have never seen things like this	692 54%	596 54%	57 52%	26 51%	13 48%	692 54%	585 52%	108 60%	** **	622 52%	594 51%	82 77% ac	676 53%	79 48%	204 58% ac	94 48%
I sometimes see things like this	423 33%	354 32%	40 36%	19 37%	10 38%	423 33%	371 33%	52 29%	** **	395 33%	404 35% b	18 17%	422 33% b	55 33%	96 28%	78 40% b
I often see things like this	144 11%	127 12%	10 9%	6 11% d	1 4% d	144 11% d	130 12%	14 8%	** **	141 12%	138 12% b	3 3%	141 11% b	25 15%	40 11%	23 12%
TOTAL - HAVE SEEN SOMETHING HATEFUL IN THE PAST YEAR	568 44%	482 44%	50 45%	25 48%	11 43%	568 44%	501 45% b	67 37%	** **	536 45%	542 47% b	21 20%	563 44% b	80 49% b	136 39%	101 52% b
Don't know	34 3%	27 2%	4 3%	* 1%	2 9% abce	34 3%	29 3%	5 3%	** **	28 2%	28 2%	3 3%	31 2%	6 4% c	10 3% c	1 *%

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	676	136	154	149	107	75	130	676	327	348	157	227	131	161	384	292	676
Effective Weighted Sample	531	106	121	118	86	61	102	531	260	271	128	183	105	120	308	224	531
Total	568	110	136	129	93	57	99	568	285	282	151	176	121	120	326	241	568
I ignored it/ didn't do anything	305 54%	65 60%	69 51%	67 51%	49 53%	** **	55 56%	305 54%	167 59%	138 49%	59 39%	104 59%	73 60%	69 58%	163 50%	142 59%	305 54%
									b	a	a	a	a	a	ae	a	
I reported it to the website/ app	104 18%	20 19%	31 23%	23 18%	19 21%	** **	11 11%	104 18%	38 13%	66 24%	35 24%	31 18%	15 12%	23 19%	67 21%	37 15%	104 18%
			f							a	c						
I blocked the person who shared or made the comments	71 12%	18 16%	14 10%	18 14%	12 13%	** **	9 9%	71 12%	30 10%	40 14%	25 16%	17 10%	12 10%	17 14%	42 13%	29 12%	71 12%
I commented on it to say I thought it was wrong	65 12%	11 10%	19 14%	8 6%	13 14%	** **	14 14%	65 12%	30 11%	34 12%	17 11%	20 11%	12 10%	17 14%	37 11%	29 12%	65 12%
I responded by 'disliking' the post/ comment/ video	42 7%	9 8%	12 9%	13 10%	3 3%	** **	5 5%	42 7%	22 8%	19 7%	8 5%	17 10%	8 7%	9 7%	25 8%	17 7%	42 7%
I shared it with my friends to say I thought it was wrong	34 6%	7 7%	8 6%	4 3%	3 3%	** **	11 11%	34 6%	17 6%	16 6%	13 9%	10 6%	6 5%	5 4%	23 7%	11 4%	34 6%
							c										
I didn't visit the website/ app again	27 5%	8 7%	5 4%	7 5%	2 3%	** **	5 5%	27 5%	11 4%	16 6%	14 10%	10 5%	2 2%	1 1%	24 7%	3 1%	27 5%
											cd	df			cdf		f
I reported it somewhere else (i.e. police, Ofcom etc)	14 2%	2 2%	4 3%	4 3%	1 1%	** **	2 2%	14 2%	7 3%	6 2%	6 4%	3 2%	2 2%	3 2%	9 3%	5 2%	14 2%

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	676	136	154	149	107	75	130	676	327	348	157	227	131	161	384	292	676
Effective Weighted Sample	531	106	121	118	86	61	102	531	260	271	128	183	105	120	308	224	531
Total	568	110	136	129	93	57	99	568	285	282	151	176	121	120	326	241	568
Other	14	1	2	4	3	**	4	14	3	11	4	2	4	4	6	8	14
	2%	1%	1%	3%	4%	**	4%	2%	1%	4%	3%	1%	4%	3%	2%	3%	2%
										a							
TOTAL - TOOK SOME SORT OF ACTION	256	44	67	61	42	**	43	256	115	141	90	71	45	50	161	95	256
	45%	40%	49%	47%	45%	**	43%	45%	40%	50%	60%	41%	37%	42%	49%	39%	45%
										a	bcdefg				cf		
Don't know	6	1	-	1	2	**	1	6	2	3	1	1	3	1	2	4	6
	1%	1%	-%	1%	3%	**	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	b	c
Unweighted total	676	437	78	87	74	676	578	98	16	624	645	25	670	99	167	108
Effective Weighted Sample	531	412	73	84	68	531	462	71	13	500	506	20	527	77	126	96
Total	568	482	50	25	11	568	501	67	14	536	542	21	563	80	136	101
I ignored it/ didn't do anything	305 54%	259 54%	** **	** **	** **	305 54%	264 53%	** **	** **	292 54%	292 54%	** **	303 54%	** **	64 47%	54 54%
I reported it to the website/ app	104 18%	83 17%	** **	** **	** **	104 18%	92 18%	** **	** **	94 17%	103 19%	** **	104 18%	** **	28 20%	23 22%
I blocked the person who shared or made the comments	71 12%	58 12%	** **	** **	** **	71 12%	65 13%	** **	** **	69 13%	68 13%	** **	71 13%	** **	17 13%	14 14%
I commented on it to say I thought it was wrong	65 12%	55 11%	** **	** **	** **	65 12%	59 12%	** **	** **	61 11%	61 11%	** **	65 11%	** **	15 11%	16 16%
I responded by 'disliking' the post/ comment/ video	42 7%	35 7%	** **	** **	** **	42 7%	38 8%	** **	** **	41 8%	39 7%	** **	42 7%	** **	13 10%	- -%
I shared it with my friends to say I thought it was wrong	34 6%	30 6%	** **	** **	** **	34 6%	31 6%	** **	** **	31 6%	31 6%	** **	32 6%	** **	11 8%	6 6%
I didn't visit the website/ app again	27 5%	24 5%	** **	** **	** **	27 5%	25 5%	** **	** **	24 4%	25 5%	** **	27 5%	** **	8 6%	6 6%
I reported it somewhere else (i.e. police, Ofcom etc)	14 2%	12 2%	** **	** **	** **	14 2%	13 3%	** **	** **	13 3%	13 2%	** **	14 2%	** **	* *%	2 2%

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who have ever seen something hateful online in the past year

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	b	c	
Unweighted total	676	437	78	87	74	676	578	98	16	624	645	25	670	99	167	108
Effective Weighted Sample	531	412	73	84	68	531	462	71	13	500	506	20	527	77	126	96
Total	568	482	50	25	11	568	501	67	14	536	542	21	563	80	136	101
Other	14	13	**	**	**	14	9	**	**	14	13	**	14	**	6	-
	2%	3%	**	**	**	2%	2%	**	**	3%	2%	**	2%	**	4%	-%
															c	
TOTAL - TOOK SOME SORT OF ACTION	256	219	**	**	**	256	231	**	**	239	244	**	254	**	69	47
	45%	45%	**	**	**	45%	46%	**	**	45%	45%	**	45%	**	51%	46%
Don't know	6	3	**	**	**	6	6	**	**	5	6	**	6	**	3	-
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	**	1%	**	2%	-%

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
I ignored it/ didn't do anything	305 24%	65 35% cdefg	69 28% ef	67 26% ef	49 22% f	30 16%	55 15%	305 24% ef	167 27%	138 21%	59 17%	104 27%	73 26% a	69 25% a	163 22% a	142 26% a	305 24% a
I reported it to the website/ app	104 8%	20 11% ef	31 12% efg	23 9% f	19 9% f	8 4%	11 3%	104 8% f	38 6%	66 10% a	35 10% c	31 8%	15 5%	23 8%	67 9%	37 7%	104 8%
I blocked the person who shared or made the comments	71 5%	18 10% efg	14 6% f	18 7% f	12 5%	7 4%	9 2%	71 5% f	30 5%	40 6%	25 7%	17 4%	12 4%	17 6%	42 6%	29 5%	71 5%
I commented on it to say I thought it was wrong	65 5%	11 6%	19 8% cf	8 3%	13 6%	8 4%	14 4%	65 5%	30 5%	34 5%	17 5%	20 5%	12 4%	17 6%	37 5%	29 5%	65 5%
I responded by 'disliking' the post/ comment/ video	42 3%	9 5% f	12 5% def	13 5% def	3 1%	2 1%	5 1%	42 3% f	22 4%	19 3%	8 2%	17 5%	8 3%	9 3%	25 3%	17 3%	42 3%
I shared it with my friends to say I thought it was wrong	34 3%	7 4%	8 3%	4 2%	3 1%	5 3%	11 3%	34 3%	17 3%	16 2%	13 4%	10 3%	6 2%	5 2%	23 3%	11 2%	34 3%
I didn't visit the website/ app again	27 2%	8 4% df	5 2%	7 3%	2 1%	3 2%	5 1%	27 2%	11 2%	16 2%	14 4% cdfg	10 2% df	2 1%	1 *	24 3% cdf	3 1%	27 2% f

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
I reported it somewhere else (i.e. police, Ofcom etc)	14 1%	2 1%	4 2%	4 1%	1 1%	2 1%	2 1%	14 1%	7 1%	6 1%	6 2%	3 1%	2 1%	3 1%	9 1%	5 1%	14 1%
Other	14 1%	1 *%	2 1%	4 1%	3 1%	1 1%	4 1%	14 1%	3 *%	11 2%	4 1%	2 *%	4 2%	4 1%	6 1%	8 1%	14 1%
TOTAL - TOOK SOME SORT OF ACTION	256 20%	44 23%	67 27%	61 24%	42 19%	26 14%	43 11%	256 20%	115 19%	141 21%	90 25%	71 18%	45 16%	50 18%	161 22%	95 17%	256 20%
		ef	efg	ef	f		f				bcdg			f			
NOT SEEN ANYTHING HATEFUL IN THE PAST YEAR	726 56%	79 42%	114 46%	131 50%	128 58%	126 69%	273 73%	726 56%	335 54%	389 58%	205 58%	209 54%	160 57%	151 56%	415 56%	311 56%	726 56%
		ab	abcdg	abcdg	ab		ab										
Don't know	6 *%	1 *%	- -%	1 1%	2 1%	1 1%	1 *%	6 *%	2 *%	3 *%	1 *%	1 *%	3 1%	1 *%	2 *%	4 1%	6 *%

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
I ignored it/ didn't do anything	305 24%	259 23%	29 26%	11 22%	6 23%	305 24%	264 24%	41 23%	** **	292 25%	292 25%	11 11%	303 24%	42 25%	64 18%	54 28%
I reported it to the website/ app	104 8%	83 8%	11 9%	8 15%	3 10%	104 8%	92 8%	12 7%	** **	94 8%	103 9%	1 1%	104 8%	13 8%	28 8%	23 12%
I blocked the person who shared or made the comments	71 5%	58 5%	9 8%	3 5%	1 5%	71 5%	65 6%	6 3%	** **	69 6%	68 6%	2 2%	71 6%	12 7%	17 5%	14 7%
I commented on it to say I thought it was wrong	65 5%	55 5%	5 4%	4 8%	1 5%	65 5%	59 5%	6 3%	** **	61 5%	61 5%	4 3%	65 5%	12 7%	15 4%	16 8%
I responded by 'disliking' the post/ comment/ video	42 3%	35 3%	4 4%	3 5%	* 1%	42 3%	38 3%	4 2%	** **	41 3%	39 3%	2 2%	42 3%	9 5%	13 4%	- -%
I shared it with my friends to say I thought it was wrong	34 3%	30 3%	2 2%	1 2%	* 2%	34 3%	31 3%	3 2%	** **	31 3%	31 3%	1 1%	32 3%	4 3%	11 3%	6 3%
I didn't visit the website/ app again	27 2%	24 2%	1 1%	1 3%	* 1%	27 2%	25 2%	2 1%	** **	24 2%	25 2%	2 2%	27 2%	4 3%	8 2%	6 3%

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

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

IN18B. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
I reported it somewhere else (i.e. police, Ofcom etc)	14 1%	12 1%	1 1%	1 1%	* 2%	14 1%	13 1%	* *%	** **	13 1%	13 1%	1 1%	14 1%	4 2%	* *%	2 1%
Other	14 1%	13 1%	1 1%	- -%	- -%	14 1%	9 1%	4 3% a	** **	14 1%	13 1%	1 1%	14 1%	3 2%	6 2%	- -%
TOTAL - TOOK SOME SORT OF ACTION	256 20%	219 20%	19 17%	14 27% abde	5 18%	256 20%	231 21% b	26 14%	** **	239 20%	244 21% b	10 9%	254 20% b	38 23%	69 20%	47 24%
NOT SEEN ANYTHING HATEFUL IN THE PAST YEAR	726 56%	623 56%	61 55%	26 52%	15 57%	726 56%	613 55%	113 63% a	** **	651 55%	622 53%	86 80% ac	707 56%	85 51%	214 61% ac	95 48%
Don't know	6 *%	3 *%	2 2% ae	- -%	* 2% a	6 *%	6 *%	* *%	** **	5 *%	6 *%	- -%	6 *%	* *%	3 1%	- -%

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

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

IN19A. Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook? IF NECESSARY: By 'videos' I mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people (SINGLE CODE)

Base : Those who go online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Yes	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
	74%	90%	88%	80%	75%	63%	52%	74%	76%	73%	76%	75%	75%	71%	75%	73%	74%
		cdefg	cdefg	efg	ef	f		ef									
No	331	18	29	51	55	67	178	331	149	180	87	96	69	78	183	148	331
	26%	9%	12%	20%	25%	37%	48%	26%	24%	27%	24%	25%	25%	29%	25%	27%	26%
				ab	ab	abcdg	abcdeg	ab									
Don't know	3	1	1	-	1	-	1	3	-	3	-	2	1	1	2	1	3
	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%

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

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

IN19A. Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook? IF NECESSARY: By 'videos' I mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people (SINGLE CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Yes	960	818	85	40	16	960	822	138	**	891	915	40	955	114	253	177
	74%	74%	77%	78%	61%	74%	74%	77%	**	75%	79%	37%	75%	69%	72%	90%
		d	d	d		d					bc		b		ab	
No	331	284	25	11	10	331	289	41	**	293	246	67	312	50	97	20
	26%	26%	22%	22%	39%	26%	26%	23%	**	25%	21%	63%	25%	31%	28%	10%
					abce							ac	a	c	c	
Don't know	3	2	1	-	-	3	3	-	**	2	3	-	3	1	-	-
	*%	*%	1%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%	*%	-%	-%

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

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

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1126	203	245	237	192	148	249	1126	545	580	273	380	231	242	653	473	1126
Effective Weighted Sample	892	159	193	188	152	125	203	892	432	459	226	303	184	188	521	370	892
Total	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
Music videos	561	133	139	111	83	62	95	561	282	278	142	165	128	126	307	254	561
	58%	78%	63%	53%	50%	54%	49%	58%	60%	57%	53%	57%	61%	65%	55%	63%	58%
		bcdefg	cdf					f						ae		ae	
Funny videos / jokes / pranks / challenges	558	125	141	121	80	56	92	558	281	277	131	168	141	119	299	259	558
	58%	73%	64%	58%	48%	48%	47%	58%	60%	57%	49%	58%	67%	62%	54%	64%	58%
		cdefg	def	f				def				a	aeg	a		aeg	a
'How- to' videos, tips or tutorials about things that I want to do	533	84	114	126	88	74	120	533	258	273	176	165	113	79	341	192	533
	55%	50%	52%	60%	53%	64%	62%	55%	55%	56%	65%	57%	53%	41%	61%	48%	55%
						ab	ab				cdgf	df	d		dfg		df
Short entertainment videos (film trailers, clips from TV programmes or highlights).	391	97	92	94	59	38	50	391	197	194	116	104	87	84	220	171	391
	41%	57%	42%	45%	36%	33%	26%	41%	42%	40%	43%	36%	41%	44%	40%	42%	41%
		bcdefg	f	ef	f			f									
Reviews about things I may want to buy	346	59	80	82	57	44	69	346	181	165	111	99	77	59	210	136	346
	36%	34%	36%	39%	34%	38%	35%	36%	38%	34%	41%	34%	37%	31%	38%	34%	36%
											d						
News / current affairs / documentaries	279	41	54	65	54	41	65	279	153	125	100	78	58	44	178	102	279
	29%	24%	25%	31%	33%	36%	33%	29%	33%	26%	37%	27%	28%	23%	32%	25%	29%
						ab			b		bcdfg				df		
Sports/ football clips or videos	274	61	64	59	38	38	52	274	225	49	81	74	67	52	155	119	274
	29%	36%	29%	28%	23%	32%	27%	29%	48%	10%	30%	26%	32%	27%	28%	30%	29%
		d							b								

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

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

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1126	203	245	237	192	148	249	1126	545	580	273	380	231	242	653	473	1126
Effective Weighted Sample	892	159	193	188	152	125	203	892	432	459	226	303	184	188	521	370	892
Total	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
Whole TV programmes or films	214	53	46	45	39	22	30	214	103	111	58	62	48	45	120	93	214
	22%	31%	21%	22%	24%	19%	15%	22%	22%	23%	22%	22%	23%	24%	22%	23%	22%
		bcefg		f			f										
Political speeches or campaigns	114	22	23	25	16	20	28	114	80	34	38	35	23	18	73	41	114
	12%	13%	10%	12%	10%	17%	14%	12%	17%	7%	14%	12%	11%	9%	13%	10%	12%
									b								
Game tutorials, walk-throughs, watching other people play games	103	43	26	17	12	3	6	103	70	33	29	36	16	22	65	38	103
	11%	25%	12%	8%	7%	2%	3%	11%	15%	7%	11%	13%	8%	11%	12%	10%	11%
		bcddefg	ef	ef			ef		b								
Vlogs from vloggers/ influencers (like Zoella, Dan TDM or KSI)	83	39	16	16	7	4	5	83	35	47	29	26	11	16	55	27	83
	9%	23%	7%	8%	4%	3%	3%	9%	7%	10%	11%	9%	5%	8%	10%	7%	9%
		bcddefg	f	f			ef				c						
Religious speeches or events	35	11	7	10	3	2	4	35	20	16	8	11	8	8	19	16	35
	4%	7%	3%	5%	2%	1%	2%	4%	4%	3%	3%	4%	4%	4%	3%	4%	4%
		def															
Other types of videos	31	1	10	7	3	7	10	31	10	21	10	11	4	6	21	10	31
	3%	*%	5%	3%	2%	6%	5%	3%	2%	4%	4%	4%	2%	3%	4%	3%	3%
		a	a		a	a	a										
Don't know	3	-	1	-	-	2	2	3	1	1	-	1	1	1	1	1	3
	*%	-%	*%	-%	-%	2%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
						g											

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

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

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
Music videos	561	478	54	24	5	561	489	72	**	519	538	**	559	75	142	94
	58%	58%	63%	59%	34%	58%	59%	52%	**	58%	59%	**	58%	66%	56%	53%
		d	d	d		d								c		
Funny videos / jokes / pranks / challenges	558	470	55	22	10	558	473	85	**	523	543	**	556	64	147	82
	58%	57%	65%	54%	65%	58%	58%	62%	**	59%	59%	**	58%	56%	58%	47%
															c	
'How- to' videos, tips or tutorials about things that I want to do	533	460	40	25	7	533	458	74	**	503	504	**	532	52	139	119
	55%	56%	47%	63%	44%	55%	56%	54%	**	56%	55%	**	56%	45%	55%	68%
		d		bd		d										ab
Short entertainment videos (film trailers, clips from TV programmes or highlights).	391	338	29	19	5	391	347	44	**	373	380	**	389	52	95	80
	41%	41%	34%	48%	29%	41%	42%	32%	**	42%	41%	**	41%	46%	38%	45%
		d		bd		d	b									
Reviews about things I may want to buy	346	285	36	19	6	346	308	39	**	322	333	**	344	34	95	67
	36%	35%	42%	48%	38%	36%	37%	28%	**	36%	36%	**	36%	30%	38%	38%
				ae			b									
News / current affairs / documentaries	279	249	19	6	5	279	248	32	**	268	269	**	276	28	76	63
	29%	30%	22%	16%	31%	29%	30%	23%	**	30%	29%	**	29%	25%	30%	35%
		c			c	c										
Sports/ football clips or videos	274	228	27	13	6	274	242	32	**	269	265	**	272	34	60	55
	29%	28%	32%	33%	36%	29%	29%	24%	**	30%	29%	**	29%	30%	24%	31%

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

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IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
Whole TV programmes or films	214	183	20	6	5	214	181	33	**	200	206	**	212	31	55	37
	22%	22%	23%	14%	29%	22%	22%	24%	**	22%	23%	**	22%	27%	22%	21%
		c			c	c										
Political speeches or campaigns	114	104	7	2	1	114	103	11	**	110	110	**	112	12	24	39
	12%	13%	8%	6%	4%	12%	13%	8%	**	12%	12%	**	12%	10%	9%	22%
		cd				cd										ab
Game tutorials, walk-throughs, watching other people play games	103	88	8	5	1	103	92	12	**	97	102	**	102	12	25	16
	11%	11%	10%	14%	8%	11%	11%	8%	**	11%	11%	**	11%	11%	10%	9%
Vlogs from vloggers/ influencers (like Zoella, Dan TDM or KSI)	83	72	8	2	1	83	75	8	**	78	81	**	83	7	26	11
	9%	9%	9%	5%	4%	9%	9%	6%	**	9%	9%	**	9%	6%	10%	6%
Religious speeches or events	35	35	1	-	*	35	35	-	**	34	35	**	35	3	7	4
	4%	4%	1%	-%	*%	4%	4%	-%	**	4%	4%	**	4%	2%	3%	2%
		c				c	b									
Other types of videos	31	27	3	1	-	31	25	6	**	27	26	**	30	2	8	9
	3%	3%	3%	3%	-%	3%	3%	4%	**	3%	3%	**	3%	2%	3%	5%
Don't know	3	1	1	1	-	3	2	*	**	2	3	**	3	1	-	-
	*%	*%	1%	2%	-%	*%	*%	*%	**	*%	*%	**	*%	1%	-%	-%
				ae												

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

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

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Music videos	561	133	139	111	83	62	95	561	282	278	142	165	128	126	307	254	561
	43%	70%	55%	43%	38%	34%	25%	43%	45%	41%	40%	43%	46%	46%	41%	46%	43%
		bcdefg	cdefg	f	f	f		ef									
Funny videos / jokes / pranks / challenges	558	125	141	121	80	56	92	558	281	277	131	168	141	119	299	259	558
	43%	66%	57%	46%	36%	31%	25%	43%	45%	41%	37%	44%	50%	44%	40%	47%	43%
		cdefg	cdefg	def	f			ef					aeg		ae	a	
'How- to' videos, tips or tutorials about things that I want to do	533	84	114	126	88	74	120	533	258	273	176	165	113	79	341	192	533
	41%	45%	46%	48%	40%	40%	32%	41%	42%	41%	49%	43%	40%	29%	46%	35%	41%
		f	f	fg				f			cdgf	df	d		dfg		df
Short entertainment videos (film trailers, clips from TV programmes or highlights).	391	97	92	94	59	38	50	391	197	194	116	104	87	84	220	171	391
	30%	51%	37%	36%	27%	21%	13%	30%	32%	29%	33%	27%	31%	31%	30%	31%	30%
		bcdefg	def	def	f	f		ef									
Reviews about things I may want to buy	346	59	80	82	57	44	69	346	181	165	111	99	77	59	210	136	346
	27%	31%	32%	32%	26%	24%	18%	27%	29%	25%	31%	26%	27%	22%	28%	25%	27%
		f	f	f	f			f			df				d		
News / current affairs / documentaries	279	41	54	65	54	41	65	279	153	125	100	78	58	44	178	102	279
	22%	22%	22%	25%	24%	22%	17%	22%	25%	19%	28%	20%	21%	16%	24%	18%	22%
				f	f				b		bcdfg				df		d
Sports/ football clips or videos	274	61	64	59	38	38	52	274	225	49	81	74	67	52	155	119	274
	21%	32%	26%	23%	17%	20%	14%	21%	36%	7%	23%	19%	24%	19%	21%	22%	21%
		cdefg	df	f		f		f	b								

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

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IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Whole TV programmes or films	214	53	46	45	39	22	30	214	103	111	58	62	48	45	120	93	214
	17%	28%	18%	17%	18%	12%	8%	17%	17%	17%	16%	16%	17%	17%	16%	17%	17%
		bcdefg	f	f	f		f										
Political speeches or campaigns	114	22	23	25	16	20	28	114	80	34	38	35	23	18	73	41	114
	9%	12%	9%	10%	7%	11%	7%	9%	13%	5%	11%	9%	8%	7%	10%	7%	9%
									b								
Game tutorials, walk-throughs, watching other people play games	103	43	26	17	12	3	6	103	70	33	29	36	16	22	65	38	103
	8%	23%	10%	7%	5%	2%	2%	8%	11%	5%	8%	9%	6%	8%	9%	7%	8%
		bcdefg	def	ef	ef		ef		b								
Vlogs from vloggers/ influencers (like Zoella, Dan TDM or KSI)	83	39	16	16	7	4	5	83	35	47	29	26	11	16	55	27	83
	6%	20%	7%	6%	3%	2%	1%	6%	6%	7%	8%	7%	4%	6%	7%	5%	6%
		bcdefg	ef	ef			ef				c						
Religious speeches or events	35	11	7	10	3	2	4	35	20	16	8	11	8	8	19	16	35
	3%	6%	3%	4%	1%	1%	1%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%
		defg		ef			f										
Other types of videos	31	1	10	7	3	7	10	31	10	21	10	11	4	6	21	10	31
	2%	*%	4%	3%	1%	4%	3%	2%	2%	3%	3%	3%	2%	2%	3%	2%	2%
			a			a											
Don't know	3	-	1	-	-	2	2	3	1	1	-	1	1	1	1	1	3
	*%	-%	*%	-%	-%	1%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
DON'T WATCH VIDEOS ON THESE TYPES OF SITES OR APPS	334	19	30	51	56	67	178	334	149	183	87	98	70	79	185	149	334
	26%	10%	12%	20%	25%	37%	48%	26%	24%	27%	24%	25%	25%	29%	25%	27%	26%
				ab	ab	abcdg	abcdeg	abc									

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

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

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Music videos	561	478	54	24	5	561	489	72	**	519	538	21	559	75	142	94
	43%	43%	49%	46%	21%	43%	44%	40%	**	44%	46%	19%	44%	46%	41%	48%
		d	d	d		d					b		b			
Funny videos / jokes / pranks / challenges	558	470	55	22	10	558	473	85	**	523	543	13	556	64	147	82
	43%	43%	50%	43%	40%	43%	42%	48%	**	44%	47%	13%	44%	39%	42%	42%
											b		b			
'How- to' videos, tips or tutorials about things that I want to do	533	460	40	25	7	533	458	74	**	503	504	27	532	52	139	119
	41%	42%	36%	49%	27%	41%	41%	41%	**	42%	43%	26%	42%	31%	40%	61%
		d		bde		d					b		b			ab
Short entertainment videos (film trailers, clips from TV programmes or highlights).	391	338	29	19	5	391	347	44	**	373	380	9	389	52	95	80
	30%	31%	26%	37%	18%	30%	31%	25%	**	31%	33%	9%	31%	31%	27%	41%
		d		bd		d					b		b			b
Reviews about things I may want to buy	346	285	36	19	6	346	308	39	**	322	333	11	344	34	95	67
	27%	26%	33%	38%	23%	27%	28%	22%	**	27%	29%	10%	27%	21%	27%	34%
				ade							b		b			a
News / current affairs / documentaries	279	249	19	6	5	279	248	32	**	268	269	8	276	28	76	63
	22%	23%	17%	13%	19%	22%	22%	18%	**	23%	23%	7%	22%	17%	22%	32%
		c				c					b		b			ab
Sports/ football clips or videos	274	228	27	13	6	274	242	32	**	269	265	8	272	34	60	55
	21%	21%	24%	26%	22%	21%	22%	18%	**	23%	23%	7%	21%	21%	17%	28%
											b		b			b

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

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

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Whole TV programmes or films	214 17%	183 17%	20 18%	6 11%	5 18%	214 17%	181 16%	33 18%	** **	200 17%	206 18%	6 5%	212 17%	31 19%	55 16%	37 19%
Political speeches or campaigns	114 9%	104 9%	7 6%	2 5%	1 2%	114 9%	103 9%	11 6%	** **	110 9%	110 9%	3 2%	112 9%	12 7%	24 7%	39 20%
Game tutorials, walk-throughs, watching other people play games	103 8%	88 8%	8 7%	5 11%	1 5%	103 8%	92 8%	12 6%	** **	97 8%	102 9%	1 1%	102 8%	12 7%	25 7%	16 8%
Vlogs from vloggers/ influencers (like Zoella, Dan TDM or KSI)	83 6%	72 7%	8 7%	2 4%	1 2%	83 6%	75 7%	8 4%	** **	78 7%	81 7%	2 2%	83 6%	7 4%	26 7%	11 6%
Religious speeches or events	35 3%	35 3%	1 *%	- -%	* *%	35 3%	35 3%	- -%	** **	34 3%	35 3%	- -%	35 3%	3 2%	7 2%	4 2%
Other types of videos	31 2%	27 2%	3 2%	1 2%	- -%	31 2%	25 2%	6 3%	** **	27 2%	26 2%	4 4%	30 2%	2 1%	8 2%	9 5%
Don't know	3 *%	1 *%	1 1%	1 1%	- -%	3 *%	2 *%	* *%	** **	2 *%	3 *%	- -%	3 *%	1 1%	- -%	- -%

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

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

IN19B. (SHOWCARD) And what types of videos do you tend to watch on these sites and apps? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
DON'T WATCH VIDEOS ON THESE TYPES OF SITES OR APPS	334	287	26	11	10	334	292	41	**	296	249	67	315	51	97	20
	26%	26%	23%	22%	39%	26%	26%	23%	**	25%	21%	63%	25%	31%	28%	10%
					abce						ac	a	c	c		

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

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

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : Those who go online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Yes	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
	82%	97%	93%	90%	88%	70%	59%	82%	78%	86%	82%	84%	82%	81%	83%	81%	82%
		cdefg	defg	efg	ef	f		ef		a							
No	223	6	17	25	26	54	150	223	137	87	65	57	52	49	122	101	223
	17%	3%	7%	10%	12%	30%	40%	17%	22%	13%	18%	15%	18%	18%	16%	18%	17%
				a	a	abcdg	abcdeg	abc	b								
Don't know	7	*	-	2	1	-	3	7	2	6	-	4	-	3	4	3	7
	1%	*%	-%	1%	*%	-%	1%	1%	*%	1%	-%	1%	-%	1%	1%	1%	1%

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

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

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Yes	1063	911	91	41	20	1063	925	138	**	989	1014	41	1056	136	280	176
	82%	82%	82%	81%	75%	82%	83%	77%	**	83%	87%	39%	83%	82%	80%	90%
		d				d	b				bc		b		ab	
No	223	188	19	10	6	223	183	41	**	192	145	65	210	27	69	20
	17%	17%	17%	19%	25%	17%	16%	23%	**	16%	12%	61%	17%	17%	20%	10%
					ae		a				ac	a		c		
Don't know	7	7	*	-	*	7	6	1	**	6	5	*	5	2	2	-
	1%	1%	*%	-%	*%	1%	1%	1%	**	*%	*%	*%	*%	1%	1%	-%

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

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

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Yes	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
	72%	95%	93%	88%	82%	58%	41%	72%	66%	77%	79%	78%	70%	59%	78%	64%	72%
		cdefg	defg	efg	efg	f	ef			a	cdg	cdg	d		cdg		df
No	223	6	17	25	26	54	150	223	137	87	65	57	52	49	122	101	223
	15%	3%	7%	9%	11%	25%	28%	15%	19%	12%	18%	14%	16%	13%	16%	15%	15%
				a	a	abcdg	abcdg	abc	b								
Don't know	7	*	-	2	1	-	3	7	2	6	-	4	-	3	4	3	7
	*%	*%	-%	1%	*%	-%	1%	*%	*%	1%	-%	1%	-%	1%	1%	*%	*%
DOES NOT GO ONLINE	185	3	1	5	16	38	160	185	105	81	14	29	44	98	43	143	185
	13%	2%	*%	2%	7%	17%	30%	13%	14%	11%	4%	7%	14%	27%	5%	21%	13%
				abc	abcdg	abcdeg	abcd		b			a	abe	abcefg		abceg	abe

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

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

IN21. I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube. Do you have a social media profile or account on any of these types of sites or apps? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Yes	1063	911	91	41	20	1063	925	138	**	989	1014	41	1056	136	280	176
	72%	72%	69%	70%	66%	72%	72%	69%	**	83%	85%	20%	75%	65%	73%	86%
											bc		b		a	ab
No	223	188	19	10	6	223	183	41	**	192	145	65	210	27	69	20
	15%	15%	14%	17%	22%	15%	14%	20%	**	16%	12%	31%	15%	13%	18%	10%
					ae			a				ac	a		c	
Don't know	7	7	*	-	*	7	6	1	**	6	5	*	5	2	2	-
	*%	1%	*%	-%	*%	*%	*%	1%	**	*%	*%	*%	*%	1%	1%	-%
DOES NOT GO ONLINE	185	152	22	8	3	185	167	19	**	-	29	101	129	45	30	9
	13%	12%	17%	13%	11%	13%	13%	10%	**	-%	2%	49%	9%	22%	8%	4%
												ac	a	bc		

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

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

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Facebook	930	162	210	202	171	108	186	930	416	513	250	278	199	205	527	403	930
	88%	88%	90%	86%	89%	84%	85%	88%	86%	89%	86%	86%	87%	93%	86%	90%	88%
														abceg		e	
WhatsApp	745	131	175	173	138	85	129	745	333	409	228	224	162	132	451	293	745
	70%	71%	75%	74%	71%	66%	58%	70%	69%	71%	78%	69%	71%	60%	73%	66%	70%
		f	f	f	f			f			bdfg	d	d		df		d
Instagram	457	131	115	113	67	24	31	457	186	271	137	152	84	84	289	169	457
	43%	72%	49%	49%	35%	19%	14%	43%	39%	47%	47%	47%	37%	39%	47%	38%	43%
		bcdefg	def	def	ef			def		a	cf	cdf			cdf		
YouTube	448	111	105	111	69	37	53	448	228	220	131	150	85	83	280	168	448
	42%	61%	45%	48%	36%	29%	24%	42%	47%	38%	45%	46%	37%	38%	46%	37%	42%
		bcdefg	ef	def	f			ef	b		cf	cf			cf		
Snapchat	273	111	89	46	24	4	4	273	114	159	53	91	62	67	144	129	273
	26%	61%	38%	19%	12%	3%	2%	26%	24%	28%	18%	28%	27%	31%	23%	29%	26%
		bcdefg	cdefg	ef	ef			def				a	a	ae		ae	a
Twitter	239	62	41	69	41	20	25	239	134	105	96	77	33	33	173	66	239
	22%	34%	18%	29%	21%	16%	12%	22%	28%	18%	33%	24%	15%	15%	28%	15%	22%
		bdefg		befg	f			f	b		bcdg	cdf			cdfg		cdf
LinkedIn	181	23	34	58	39	24	27	181	96	84	91	57	21	12	148	33	181
	17%	12%	15%	25%	20%	19%	12%	17%	20%	15%	31%	18%	9%	5%	24%	7%	17%
				abfg	af				b		bcdg	cdf			bcdg		cdf
Pinterest	123	30	25	38	20	7	11	123	36	87	48	38	22	16	85	38	123
	12%	16%	11%	16%	10%	5%	5%	12%	8%	15%	16%	12%	9%	7%	14%	8%	12%
		ef	f	ef	f			ef		a	cdfg				df		
Twitch	29	15	7	4	2	-	-	29	22	7	8	10	4	6	18	10	29
	3%	8%	3%	2%	1%	-%	-%	3%	5%	1%	3%	3%	2%	3%	3%	2%	3%
		bcdefg	ef					f	b								
TikTok	26	15	6	5	-	-	-	26	6	20	5	9	5	8	14	12	26
	2%	8%	3%	2%	-%	-%	-%	2%	1%	4%	2%	3%	2%	4%	2%	3%	2%
		bcdefg	df	f				df		a							

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

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

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Reddit	25 2%	12 7%	10 4%	2 1%	1 *%	- -%	- -%	25 2%	18 4%	7 1%	9 3%	12 4%	2 1%	3 1%	20 3%	5 1%	25 2%
		cdefg	cdef					f	b			cf		cf			
Tumblr	18 2%	12 6%	* *%	3 1%	2 1%	1 1%	1 1%	18 2%	8 2%	10 2%	6 2%	6 2%	5 2%	1 *%	12 2%	6 1%	18 2%
		bcdefg															
Telegram	11 1%	3 2%	5 2%	1 *%	3 1%	- -%	- -%	11 1%	7 1%	4 1%	4 1%	4 1%	2 1%	2 1%	7 1%	4 1%	11 1%
		f	f														
Other	7 1%	1 1%	1 1%	1 *%	1 1%	* *%	3 1%	7 1%	4 1%	3 1%	5 2%	* *%	1 1%	1 *%	5 1%	2 *%	7 1%
											b						
Don't know	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 *%
FACEBOOK ONLY	168 16%	10 5%	24 10%	32 14%	36 19%	29 23%	66 30%	168 16%	65 13%	103 18%	32 11%	50 15%	33 15%	52 24%	82 13%	85 19%	168 16%
				a	ab	abcbg	abcdg	ab						abceg		ae	

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

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

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Facebook	930 88%	790 87%	86 94% ade	38 93% ad	17 85%	930 88%	806 87%	124 90%	** **	872 88%	887 88%	** **	924 88%	126 93% bc	239 86%	145 82%
WhatsApp	745 70%	639 70% c	70 77% c	19 47%	16 80% ace	745 70% c	664 72% b	81 59%	** **	692 70%	729 72%	** **	744 71%	76 56%	197 70% a	150 85% ab
Instagram	457 43%	384 42% d	46 51% d	22 52% ade	6 29%	457 43% d	402 43%	55 40%	** **	428 43%	451 44%	** **	456 43%	43 32%	112 40%	84 48% a
YouTube	448 42%	397 44% cd	33 36%	11 27%	7 34%	448 42% c	403 44% b	45 33%	** **	423 43%	439 43%	** **	446 42%	48 35%	113 41%	91 52% ab
Snapchat	273 26%	205 23%	45 49% ade	16 40% ae	6 32% a	273 26%	249 27% b	24 18%	** **	249 25%	271 27%	** **	273 26%	40 30% c	74 26% c	22 12%
Twitter	239 22%	204 22% d	25 27% d	8 20%	2 11%	239 22% d	213 23%	25 18%	** **	228 23%	235 23%	** **	239 23%	17 13%	61 22% a	66 37% ab
LinkedIn	181 17%	159 17% cd	17 19% cd	4 9%	2 9%	181 17% cd	155 17%	26 19%	** **	173 17%	179 18%	** **	181 17%	14 10%	36 13%	60 34% ab
Pinterest	123 12%	98 11%	14 16% d	8 20% ade	1 7%	123 12%	105 11%	18 13%	** **	111 11%	118 12%	** **	121 11%	12 9%	33 12%	23 13%
Twitch	29 3%	27 3%	1 1%	1 2%	* 1%	29 3%	25 3%	3 2%	** **	27 3%	29 3%	** **	29 3%	1 1%	6 2%	3 2%
TikTok	26 2%	23 2%	3 3% c	- -%	1 5% c	26 2%	24 3%	2 1%	** **	24 2%	26 3%	** **	26 2%	2 2%	3 1%	1 *%

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

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

IN22. (SHOWCARD) Which social media or messaging sites or apps do you have a profile or account on that you still use? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Reddit	25 2%	21 2%	2 2%	1 3%	* 2%	25 2%	24 3%	1 1%	** **	25 3%	24 2%	** **	25 2%	4 3%	3 1%	7 4%
Tumblr	18 2%	14 2%	3 3%	1 3%	* 1%	18 2%	14 2%	4 3%	** **	12 1%	18 2%	** **	18 2%	2 1%	3 1%	3 2%
Telegram	11 1%	10 1%	1 1%	1 1%	* 2%	11 1%	10 1%	1 1%	** **	10 1%	11 1%	** **	11 1%	2 1%	4 1%	5 3%
Other	7 1%	7 1%	- -%	* 1%	- -%	7 1%	7 1%	- -%	** **	6 1%	6 1%	** **	6 1%	1 1%	* *%	* *%
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	** **	1 *%	- -%	- -%	- -%
FACEBOOK ONLY	168 16%	151 17%	9 9%	6 14%	2 12%	168 16%	135 15%	33 24%	** **	154 16%	142 14%	** **	163 15%	32 24%	44 16%	14 8%
		b						a						bc	c	

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

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

IN23. (SHOWCARD) And which one would you say is your main social media or messaging site or app – the one you use most often? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Facebook	599	82	125	131	117	81	143	599	263	335	126	186	140	147	312	287	599
	56%	45%	54%	56%	61%	63%	65%	56%	55%	58%	43%	58%	61%	67%	51%	64%	56%
			a	a	a	a	abg	a			ae	ae	abeg	a	aeg	ae	
WhatsApp	258	23	64	55	54	39	61	258	116	141	89	75	54	40	164	94	258
	24%	13%	27%	24%	28%	30%	28%	24%	24%	24%	31%	23%	24%	18%	27%	21%	24%
			a	a	a	a	a	a			bdfg				df		
Instagram	71	28	20	15	5	3	3	71	27	43	25	25	12	8	50	21	71
	7%	15%	8%	6%	3%	2%	1%	7%	6%	7%	9%	8%	5%	4%	8%	5%	7%
		bcdefg	def	f				def			df				df		
YouTube	42	12	10	7	10	2	3	42	29	13	11	13	10	8	24	18	42
	4%	7%	4%	3%	5%	1%	2%	4%	6%	2%	4%	4%	4%	4%	4%	4%	4%
		ef		f					b								
Snapchat	35	28	6	1	*	-	-	35	16	19	5	11	10	9	16	18	35
	3%	15%	3%	*%	*%	-%	-%	3%	3%	3%	2%	4%	4%	4%	3%	4%	3%
		bcdefg	f					cdef									
Twitter	32	7	3	16	3	2	2	32	15	16	16	11	1	3	27	5	32
	3%	4%	1%	7%	2%	1%	1%	3%	3%	3%	5%	3%	1%	2%	4%	1%	3%
		f		bdefg							cdf	cf			cf		f
LinkedIn	14	1	2	7	2	1	1	14	9	4	10	2	1	*	12	1	14
	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	4%	1%	*%	*%	2%	*%	1%
											bcdgf				df		
Pinterest	5	1	-	1	-	1	2	5	1	4	5	-	-	-	5	-	5
	*%	1%	-%	1%	-%	1%	1%	*%	*%	1%	2%	-%	-%	-%	1%	-%	*%
											bfg						
Reddit	3	-	3	-	-	-	-	3	2	1	2	-	*	-	2	*	3
	*%	-%	1%	-%	-%	-%	-%	*%	*%	*%	1%	-%	*%	-%	*%	*%	*%
Tumblr	*	-	-	-	*	-	-	*	*	-	-	*	-	-	*	-	*
	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
Twitch	*	-	*	-	-	-	-	*	*	-	-	-	-	*	-	*	*
	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%

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

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

IN23. (SHOWCARD) And which one would you say is your main social media or messaging site or app – the one you use most often? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Other	3	1	-	-	-	-	2	3	3	1	2	*	-	1	2	1	3
	*%	1%	-%	-%	-%	-%	1%	*%	1%	*%	1%	*%	-%	*%	*%	*%	*%
Don't know	2	-	*	-	1	1	1	2	*	2	-	-	*	2	-	2	2
	*%	-%	*%	-%	1%	1%	*%	*%	*%	*%	-%	-%	*%	1%	-%	1%	*%
														e			

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

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

IN23. (SHOWCARD) And which one would you say is your main social media or messaging site or app – the one you use most often? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Facebook	599	511	51	28	9	599	509	90	**	562	560	**	592	91	158	68
	56%	56%	56%	68%	47%	56%	55%	65%	**	57%	55%	**	56%	67%	56%	39%
		d		abde		d		a						bc	c	
WhatsApp	258	224	24	2	8	258	239	19	**	243	251	**	258	23	76	65
	24%	25%	26%	6%	40%	24%	26%	13%	**	25%	25%	**	24%	17%	27%	37%
		c	c		abce	c	b								a	ab
Instagram	71	56	10	4	1	71	57	14	**	60	71	**	71	4	16	17
	7%	6%	11%	10%	3%	7%	6%	10%	**	6%	7%	**	7%	3%	6%	9%
			d	d												a
YouTube	42	40	1	2	*	42	40	2	**	39	41	**	42	9	11	2
	4%	4%	1%	4%	1%	4%	4%	1%	**	4%	4%	**	4%	7%	4%	1%
		b												c		
Snapchat	35	26	5	3	1	35	30	5	**	28	35	**	35	4	8	2
	3%	3%	5%	7%	6%	3%	3%	4%	**	3%	3%	**	3%	3%	3%	1%
				ae												
Twitter	32	31	-	1	*	32	27	4	**	31	32	**	32	3	9	14
	3%	3%	-%	2%	1%	3%	3%	3%	**	3%	3%	**	3%	2%	3%	8%
		b				b										ab
LinkedIn	14	12	1	*	*	14	11	2	**	13	14	**	14	1	-	5
	1%	1%	1%	1%	2%	1%	1%	2%	**	1%	1%	**	1%	1%	-%	3%
																b
Pinterest	5	5	-	-	-	5	2	2	**	4	3	**	5	1	1	1
	*%	1%	-%	-%	-%	*%	*%	2%	**	*%	*%	**	*%	1%	*%	1%
								a								
Reddit	3	2	-	*	-	3	3	-	**	3	3	**	3	-	-	2
	*%	*%	-%	1%	-%	*%	*%	-%	**	*%	*%	**	*%	-%	-%	1%
Tumblr	*	-	-	*	-	*	*	-	**	*	*	**	*	-	-	-
	*%	-%	-%	1%	-%	*%	*%	-%	**	*%	*%	**	*%	-%	-%	-%
				ae												

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

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

IN23. (SHOWCARD) And which one would you say is your main social media or messaging site or app – the one you use most often? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Significance Level: 95%																
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Twitch	*	-	-	-	*	*	*	-	**	*	*	**	*	-	*	-
	%	-%	-%	-%	1%	%	%	-%	**	%	%	**	%	-%	%	-%
					ae											
Other	3	3	-	*	-	3	3	-	**	3	3	**	3	-	*	-
	%	%	-%	%	-%	%	%	-%	**	%	%	**	%	-%	%	-%
Don't know	2	2	-	*	-	2	2	*	**	2	2	**	2	1	-	-
	%	%	-%	1%	-%	%	%	%	**	%	%	**	%	1%	-%	-%

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

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

IN24. (SHOWCARD) Thinking now about all the social media sites or apps you use, which one of these statements best describes your use of these sites or apps? (SINGLE CODE)

Base : Those with a profile or account on a social media site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1208	213	249	260	215	153	271	1208	531	675	281	419	236	272	700	508	1208
Effective Weighted Sample	955	168	196	205	173	130	218	955	422	531	233	332	190	209	557	398	955
Total	1026	181	226	229	188	120	202	1026	462	562	280	315	217	214	595	431	1026
I often share, post or comment on social media sites or apps	259	61	57	59	39	33	43	259	111	148	69	88	51	51	157	102	259
	25%	34%	25%	26%	21%	28%	21%	25%	24%	26%	25%	28%	23%	24%	26%	24%	25%
		dfg															
I sometimes share, post or comment on social media sites or apps	339	53	75	72	75	35	64	339	151	187	85	99	79	76	184	155	339
	33%	29%	33%	31%	40%	29%	32%	33%	33%	33%	30%	32%	37%	35%	31%	36%	33%
					a												
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	599	114	132	130	114	69	107	599	262	334	154	187	130	127	341	258	599
	58%	63%	58%	57%	61%	57%	53%	58%	57%	60%	55%	59%	60%	59%	57%	60%	58%
I usually just 'like' things on social media sites or apps	184	37	47	40	30	21	30	184	75	108	46	66	33	39	112	72	184
	18%	20%	21%	17%	16%	17%	15%	18%	16%	19%	16%	21%	15%	18%	19%	17%	18%
I tend to only read things on these sites or apps and rarely like or post anything	234	28	45	58	41	31	62	234	122	113	77	61	50	46	138	96	234
	23%	15%	20%	25%	22%	26%	31%	23%	26%	20%	28%	19%	23%	21%	23%	22%	23%
				a		a	abg	a	b		b						
Don't know	9	2	2	1	2	-	2	9	3	6	3	1	3	2	4	5	9
	1%	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%

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

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

IN24. (SHOWCARD) Thinking now about all the social media sites or apps you use, which one of these statements best describes your use of these sites or apps? (SINGLE CODE)

Base : Those with a profile or account on a social media site/ app

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1208	804	138	145	121	1208	1029	179	45	1107	1142	57	1199	162	300	177
Effective Weighted Sample	955	754	126	139	112	955	820	137	37	884	907	42	948	130	240	157
Total	1026	880	88	41	18	1026	895	131	38	955	981	38	1019	133	266	172
I often share, post or comment on social media sites or apps	259	209	31	16	4	259	225	34	**	244	250	**	256	35	78	37
	25%	24%	35%	38%	22%	25%	25%	26%	**	26%	26%	**	25%	26%	29%	22%
			ade	ade												
I sometimes share, post or comment on social media sites or apps	339	292	29	13	5	339	296	44	**	313	326	**	338	46	92	47
	33%	33%	33%	32%	31%	33%	33%	33%	**	33%	33%	**	33%	34%	35%	27%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	599	500	60	29	9	599	521	77	**	558	577	**	594	80	170	84
	58%	57%	69%	70%	53%	58%	58%	59%	**	58%	59%	**	58%	60%	64%	49%
			ade	ade											c	
I usually just 'like' things on social media sites or apps	184	162	12	7	3	184	164	20	**	170	176	**	184	25	45	37
	18%	18%	14%	17%	15%	18%	18%	16%	**	18%	18%	**	18%	18%	17%	21%
I tend to only read things on these sites or apps and rarely like or post anything	234	210	15	4	5	234	201	33	**	219	219	**	232	27	51	50
	23%	24%	17%	10%	31%	23%	22%	25%	**	23%	22%	**	23%	20%	19%	29%
		c			bc	c									b	
Don't know	9	7	1	1	*	9	9	-	**	7	9	**	9	2	*	1
	1%	1%	1%	3%	2%	1%	1%	-%	**	1%	1%	**	1%	1%	1%	1%
				a												

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

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

IN27. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS: I am confident in using the settings on my social media account to control who sees the photos and videos I share (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Strongly disagree	76 7%	16 9%	8 4%	15 7%	18 9%	11 8%	19 9%	76 7%	38 8%	38 7%	21 7%	22 7%	16 7%	17 8%	43 7%	33 7%	76 7%
Slightly disagree	80 8%	10 5%	15 6%	17 7%	21 11%	8 7%	17 8%	80 8%	44 9%	36 6%	17 6%	23 7%	25 11%	15 7%	40 7%	40 9%	80 8%
Neither agree nor disagree	133 13%	18 10%	30 13%	19 8%	27 14%	24 19%	40 18%	133 13%	54 11%	79 14%	34 12%	45 14%	26 11%	28 13%	79 13%	54 12%	133 13%
Slightly agree	215 20%	25 14%	53 23%	45 19%	41 21%	31 24%	51 23%	215 20%	98 20%	116 20%	54 18%	66 20%	52 23%	44 20%	119 19%	96 21%	215 20%
Strongly agree	550 52%	114 62%	127 54%	136 58%	83 43%	55 43%	88 40%	550 52%	243 50%	306 53%	163 56%	165 51%	110 48%	112 51%	328 53%	221 49%	550 52%
Don't know	8 1%	- -%	- -%	1 *%	3 1%	- -%	4 2%	8 1%	5 1%	4 1%	3 1%	2 1%	1 *%	3 1%	5 1%	4 1%	8 1%
SUMMARY CODES																	
TOTAL DISAGREE	156 15%	25 14%	23 10%	32 14%	39 20%	19 15%	36 16%	156 15%	82 17%	74 13%	38 13%	46 14%	40 18%	32 15%	84 14%	73 16%	156 15%
TOTAL AGREE	765 72%	139 76%	180 77%	181 78%	124 64%	86 67%	139 63%	765 72%	341 71%	422 73%	217 74%	231 71%	162 71%	155 71%	447 73%	317 71%	765 72%
TOTAL NEITHER/ DON'T KNOW	142 13%	18 10%	30 13%	20 9%	29 15%	24 19%	45 20%	142 13%	59 12%	83 14%	37 13%	47 15%	27 12%	31 14%	84 14%	58 13%	142 13%

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

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

IN27. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS: I am confident in using the settings on my social media account to control who sees the photos and videos I share (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Strongly disagree	76 7%	62 7%	6 7%	7 16%	2 8%	76 7%	62 7%	14 10%	** **	68 7%	75 7%	** **	76 7%	9 7%	25 9%	10 6%
				abde												
Slightly disagree	80 8%	69 8%	5 5%	4 10%	3 13%	80 8%	72 8%	9 6%	** **	74 8%	74 7%	** **	77 7%	6 4%	26 9%	12 7%
					abe											
Neither agree nor disagree	133 13%	117 13%	10 11%	3 7%	3 14%	133 13%	124 13%	10 7%	** **	123 12%	126 12%	** **	133 13%	18 13%	36 13%	21 12%
							b									
Slightly agree	215 20%	180 20%	21 23%	7 17%	7 35%	215 20%	184 20%	31 23%	** **	201 20%	201 20%	** **	213 20%	29 21%	71 25%	32 18%
					abce											
Strongly agree	550 52%	474 52%	49 54%	21 50%	6 30%	550 52%	477 52%	73 53%	** **	516 52%	531 52%	** **	548 52%	71 52%	117 42%	101 58%
			d	d	d	d										b
Don't know	8 1%	8 1%	- -%	- -%	- -%	8 1%	7 1%	1 1%	** **	7 1%	7 1%	** **	8 1%	3 2%	3 1%	- -%
SUMMARY CODES																
TOTAL DISAGREE	156 15%	131 14%	11 12%	11 26%	4 21%	156 15%	134 14%	23 17%	** **	142 14%	149 15%	** **	154 15%	15 11%	52 19%	22 12%
				abe	b											
TOTAL AGREE	765 72%	654 72%	70 77%	28 67%	13 65%	765 72%	661 71%	104 75%	** **	716 72%	732 72%	** **	761 72%	99 73%	189 67%	134 76%
			d													
TOTAL NEITHER/ DON'T KNOW	142 13%	126 14%	10 11%	3 7%	3 14%	142 13%	131 14%	11 8%	** **	130 13%	133 13%	** **	141 13%	21 15%	39 14%	21 12%
		c				c	b									

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

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IN28. (SHOWCARD) When you use social media, which one of these best applies? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
I often see views that I disagree with	177 17%	30 16%	37 16%	42 18%	29 15%	21 17%	39 18%	177 17%	94 20%	82 14%	51 17%	53 17%	45 20%	28 13%	104 17%	73 16%	177 17%
I sometimes see views that I disagree with	580 55%	105 57%	144 62%	128 55%	99 51%	68 53%	104 47%	580 55%	253 53%	325 56%	166 57%	179 55%	112 49%	122 56%	345 56%	234 52%	580 55%
I rarely see views that I disagree with	288 27%	44 24%	50 21%	63 27%	60 31%	38 30%	71 32%	288 27%	130 27%	158 27%	71 24%	88 27%	66 29%	63 29%	159 26%	129 29%	288 27%
Don't know	18 2%	4 2%	2 1%	1 *%	5 3%	1 1%	6 3%	18 2%	4 1%	14 2%	4 1%	3 1%	5 2%	6 3%	7 1%	11 3%	18 2%

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

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IN28. (SHOWCARD) When you use social media, which one of these best applies? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
I often see views that I disagree with	177 17%	153 17%	11 12%	12 28%	1 7%	177 17%	154 17%	23 17%	** **	171 17%	170 17%	** **	176 17%	13 10%	49 18%	38 21%
		d		abde	d										a	a
I sometimes see views that I disagree with	580 55%	495 54%	50 55%	24 57%	10 52%	580 55%	508 55%	71 52%	** **	539 55%	559 55%	** **	576 55%	79 59%	142 51%	100 57%
I rarely see views that I disagree with	288 27%	248 27%	28 31%	5 11%	7 38%	288 27%	245 26%	43 31%	** **	263 27%	269 27%	** **	286 27%	41 30%	88 31%	38 22%
		c	c		ace	c									c	
Don't know	18 2%	15 2%	2 2%	1 3%	1 3%	18 2%	18 2%	- -%	** **	15 2%	17 2%	** **	18 2%	2 1%	1 *%	* *%

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

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IN29. (SHOWCARD) When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
PROMPTED RESPONSES																	
Check if it was by an organisation I had heard of	346	55	70	90	54	47	77	346	173	173	124	112	62	49	235	111	346
	33%	30%	30%	39%	28%	37%	35%	33%	36%	30%	42%	34%	27%	22%	38%	25%	33%
				d					b		bcdgf	df			cdgf		df
Check if it was by an organisation I thought was trustworthy	322	59	69	78	62	35	55	322	159	163	107	108	57	50	215	108	322
	30%	32%	30%	33%	32%	27%	25%	30%	33%	28%	37%	33%	25%	23%	35%	24%	30%
											cdf	cdf			cdf		df
Check to see if the same information in the article appears anywhere else	285	49	72	74	41	36	49	285	123	161	100	89	49	46	189	96	285
	27%	27%	31%	32%	21%	28%	22%	27%	26%	28%	34%	28%	22%	21%	31%	21%	27%
			df	df							cdgf	f			cdf		f
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267	47	66	66	42	27	47	267	135	131	90	84	50	43	174	93	267
	25%	26%	28%	28%	22%	21%	21%	25%	28%	23%	31%	26%	22%	20%	28%	21%	25%
									b		cdf				df		
Look at the comments/ what people have said about the article	253	45	57	61	48	25	41	253	114	139	74	95	41	43	168	84	253
	24%	25%	25%	26%	25%	20%	19%	24%	24%	24%	25%	29%	18%	20%	27%	19%	24%
												cdgf			cdf		f

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

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Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Think about what the article is about to assess how likely it is to be true	252	39	47	62	48	35	55	252	131	121	85	85	37	46	170	82	252
	24%	22%	20%	27%	25%	27%	25%	24%	27%	21%	29%	26%	16%	21%	28%	18%	24%
									b		cdf	cf		cf		cf	
Think about whether the person who shared it was someone I trusted	215	31	42	50	41	30	51	215	120	95	69	71	40	35	140	75	215
	20%	17%	18%	22%	21%	23%	23%	20%	25%	16%	24%	22%	17%	16%	23%	17%	20%
									b		df			df			
Check to see if it is by someone who was there when it happened/ saw it for themselves	100	13	20	26	18	13	23	100	54	46	38	26	16	19	64	36	100
	9%	7%	9%	11%	9%	10%	11%	9%	11%	8%	13%	8%	7%	9%	10%	8%	9%
											cf						
UNPROMPTED RESPONSE																	
I would Google it	4	1	-	*	-	2	2	4	2	2	1	2	-	1	2	1	4
	*%	1%	-%	*%	-%	1%	1%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%
Other	16	2	3	6	3	1	2	16	5	10	5	5	1	3	11	5	16
	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	673	113	154	155	128	77	123	673	310	363	207	212	128	126	419	254	673
	63%	62%	66%	67%	66%	60%	56%	63%	64%	63%	71%	65%	56%	57%	68%	57%	63%
			f	f	f			f			cdfg	cf		cdf		f	

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

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Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
I wouldn't tend to check the information in the article to see if it was true	272	48	57	57	49	38	61	272	130	142	56	80	73	63	135	136	272
	26%	26%	24%	24%	25%	29%	28%	26%	27%	24%	19%	25%	32%	29%	22%	30%	26%
													ae	ae		ae	a
I don't see news stories/ articles on social media	95	17	15	18	12	12	32	95	32	63	26	26	20	23	52	42	95
	9%	9%	7%	8%	6%	9%	15%	9%	7%	11%	9%	8%	9%	10%	8%	9%	9%
							bcdg			a							
Don't know	24	5	7	4	4	2	3	24	10	12	3	6	8	7	8	15	24
	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	3%	1%	3%	2%
																ae	
ANY ORGANISATIONAL MEASURE	453	77	95	111	78	56	91	453	224	228	146	152	84	70	298	154	453
	43%	42%	41%	48%	41%	44%	41%	43%	46%	39%	50%	47%	37%	32%	48%	34%	43%
									b		cdg	cdf	37%	cdg		df	
ANY PEER MEASURES	357	62	78	87	66	39	65	357	178	179	107	126	63	61	233	125	357
	34%	34%	33%	37%	34%	30%	30%	34%	37%	31%	37%	39%	28%	28%	38%	28%	34%
									b		cdf	cdf			cdf		f

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

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	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
PROMPTED RESPONSES																
Check if it was by an organisation I had heard of	346	305	25	9	7	346	304	43	**	334	327	**	344	31	88	87
	33%	34%	27%	22%	37%	33%	33%	31%	**	34%	32%	**	33%	23%	31%	50%
		c			c	c										ab
Check if it was by an organisation I thought was trustworthy	322	287	21	10	5	322	289	33	**	309	310	**	320	36	74	80
	30%	31%	23%	23%	27%	30%	31%	24%	**	31%	31%	**	30%	26%	27%	46%
		b														ab
Check to see if the same information in the article appears anywhere else	285	245	22	15	3	285	252	33	**	271	276	**	283	26	83	59
	27%	27%	24%	36%	16%	27%	27%	24%	**	27%	27%	**	27%	19%	30%	34%
		d		abde		d									a	a
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267	236	16	12	3	267	238	29	**	258	257	**	267	26	74	62
	25%	26%	18%	29%	15%	25%	26%	21%	**	26%	25%	**	25%	19%	26%	35%
		bd		bd		d										a
Look at the comments/ what people have said about the article	253	219	14	15	4	253	227	26	**	244	243	**	250	24	69	57
	24%	24%	16%	37%	22%	24%	24%	19%	**	25%	24%	**	24%	18%	24%	32%
		b		abde		b										a

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

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Base : Those with a profile or account on a social media or messaging site/ app

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Think about what the article is about to assess how likely it is to be true	252	216	21	12	3	252	219	33	**	240	241	**	249	20	70	67
	24%	24%	23%	29%	16%	24%	24%	24%	**	24%	24%	**	24%	15%	25%	38%
				d											a	ab
Think about whether the person who shared it was someone I trusted	215	189	11	12	3	215	196	19	**	206	206	**	213	17	59	54
	20%	21%	12%	30%	16%	20%	21%	14%	**	21%	20%	**	20%	13%	21%	31%
		b		abde		b	b									ab
Check to see if it is by someone who was there when it happened/ saw it for themselves	100	88	3	7	2	100	89	11	**	97	94	**	100	11	22	23
	9%	10%	3%	17%	10%	9%	10%	8%	**	10%	9%	**	10%	8%	8%	13%
		b		abe	b	b										
UNPROMPTED RESPONSE																
I would Google it	4	1	2	1	-	4	3	1	**	4	4	**	4	1	*	-
	*%	*%	2%	2%	-%	*%	*%	*%	**	*%	*%	**	*%	1%	*%	-%
			ae	ae												
Other	16	13	2	*	-	16	12	3	**	14	15	**	16	2	2	3
	1%	1%	2%	1%	-%	1%	1%	2%	**	1%	1%	**	1%	2%	1%	2%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	673	581	50	28	14	673	598	75	**	632	646	**	670	71	174	137
	63%	64%	55%	67%	71%	63%	65%	55%	**	64%	64%	**	63%	53%	62%	78%
		b		b	b		b									ab

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

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	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
I wouldn't tend to check the information in the article to see if it was true	272	223	36	9	3	272	231	40	**	251	258	**	269	44	79	28
	26%	25%	39%	22%	17%	26%	25%	29%	**	25%	25%	**	26%	32%	28%	16%
			acde			d								c	c	
I don't see news stories/ articles on social media	95	88	3	2	*	95	81	14	**	87	86	**	93	16	23	9
	9%	10%	4%	6%	2%	9%	9%	10%	**	9%	8%	**	9%	12%	8%	5%
		bd				bd								c		
Don't know	24	18	2	2	2	24	15	8	**	19	24	**	24	4	4	2
	2%	2%	2%	5%	9%	2%	2%	6%	**	2%	2%	**	2%	3%	1%	1%
				ae	abe			a								
ANY ORGANISATIONAL MEASURE	453	395	34	14	10	453	403	50	**	432	431	**	450	47	113	98
	43%	43%	37%	34%	51%	43%	44%	36%	**	44%	42%	**	43%	34%	41%	56%
		c			bc										ab	
ANY PEER MEASURES	357	313	21	18	6	357	321	37	**	343	344	**	354	34	102	77
	34%	34%	23%	43%	31%	34%	35%	27%	**	35%	34%	**	34%	25%	36%	44%
		b		abde		b									a	a

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

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

IN29. (SHOWCARD) When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE)

Base : Those who see news content on social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	902	153	185	198	161	114	205	902	393	508	239	316	162	185	555	347	902
Effective Weighted Sample	712	122	147	156	126	95	164	712	313	398	194	251	130	144	439	273	712
Total	768	130	169	173	140	89	155	768	341	426	233	238	148	148	471	296	768
PROMPTED RESPONSES																	
Check if it was by an organisation I had heard of	346	55	70	90	54	47	77	346	173	173	124	112	62	49	235	111	346
	45%	42%	42%	52%	39%	53%	50%	45%	51%	41%	53%	47%	42%	33%	50%	37%	45%
			d		d				b		dfg	df			df		df
Check if it was by an organisation I thought was trustworthy	322	59	69	78	62	35	55	322	159	163	107	108	57	50	215	108	322
	42%	45%	41%	45%	45%	40%	35%	42%	47%	38%	46%	45%	39%	34%	46%	36%	42%
									b		df	df			df		
Check to see if the same information in the article appears anywhere else	285	49	72	74	41	36	49	285	123	161	100	89	49	46	189	96	285
	37%	38%	42%	43%	29%	41%	31%	37%	36%	38%	43%	37%	33%	31%	40%	32%	37%
			df	df							df				f		
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267	47	66	66	42	27	47	267	135	131	90	84	50	43	174	93	267
	35%	36%	39%	38%	30%	30%	30%	35%	40%	31%	39%	35%	34%	29%	37%	31%	35%
									b								
Look at the comments/ what people have said about the article	253	45	57	61	48	25	41	253	114	139	74	95	41	43	168	84	253
	33%	35%	34%	35%	34%	28%	26%	33%	33%	33%	32%	40%	28%	29%	36%	28%	33%
												cdfg			f		

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

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

IN29. (SHOWCARD) When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE)

Base : Those who see news content on social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 95%																	
Unweighted total	902	153	185	198	161	114	205	902	393	508	239	316	162	185	555	347	902
Effective Weighted Sample	712	122	147	156	126	95	164	712	313	398	194	251	130	144	439	273	712
Total	768	130	169	173	140	89	155	768	341	426	233	238	148	148	471	296	768
Think about what the article is about to assess how likely it is to be true	252	39	47	62	48	35	55	252	131	121	85	85	37	46	170	82	252
	33%	30%	28%	36%	35%	39%	35%	33%	38%	28%	36%	36%	25%	31%	36%	28%	33%
									b		cf	c			cf		
Think about whether the person who shared it was someone I trusted	215	31	42	50	41	30	51	215	120	95	69	71	40	35	140	75	215
	28%	24%	25%	29%	29%	33%	33%	28%	35%	22%	30%	30%	27%	24%	30%	25%	28%
									b								
Check to see if it is by someone who was there when it happened/ saw it for themselves	100	13	20	26	18	13	23	100	54	46	38	26	16	19	64	36	100
	13%	10%	12%	15%	13%	14%	15%	13%	16%	11%	16%	11%	11%	13%	14%	12%	13%
UNPROMPTED RESPONSE																	
I would Google it	4	1	-	*	-	2	2	4	2	2	1	2	-	1	2	1	4
	*%	1%	-%	*%	-%	2%	1%	*%	*%	*%	*%	1%	-%	1%	1%	*%	*%
Other	16	2	3	6	3	1	2	16	5	10	5	5	1	3	11	5	16
	2%	1%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	673	113	154	155	128	77	123	673	310	363	207	212	128	126	419	254	673
	88%	87%	91%	90%	91%	87%	79%	88%	91%	85%	89%	89%	87%	85%	89%	86%	88%
			f	f	f			f	b								
I don't see news stories/ articles on social media	95	17	15	18	12	12	32	95	32	63	26	26	20	23	52	42	95
	12%	13%	9%	10%	9%	13%	21%	12%	9%	15%	11%	11%	13%	15%	11%	14%	12%
							bcdg		a								

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

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IN29. (SHOWCARD) When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE)

Base : Those who see news content on social media

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	902	153	185	198	161	114	205	902	393	508	239	316	162	185	555	347	902
Effective Weighted Sample	712	122	147	156	126	95	164	712	313	398	194	251	130	144	439	273	712
Total	768	130	169	173	140	89	155	768	341	426	233	238	148	148	471	296	768
ANY ORGANISATIONAL MEASURE	453	77	95	111	78	56	91	453	224	228	146	152	84	70	298	154	453
	59%	59%	56%	64%	56%	63%	59%	59%	66%	54%	63%	64%	57%	47%	63%	52%	59%
									b		df	df		df		d	
ANY PEER MEASURES	357	62	78	87	66	39	65	357	178	179	107	126	63	61	233	125	357
	47%	47%	46%	50%	47%	44%	42%	47%	52%	42%	46%	53%	43%	41%	49%	42%	47%
									b			df					

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

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

IN29. (SHOWCARD) When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE)

Base : Those who see news content on social media

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	902	613	83	106	100	902	779	123	35	829	852	44	896	106	222	146
Effective Weighted Sample	712	575	77	102	92	712	620	93	27	664	675	32	707	86	177	131
Total	768	669	53	30	14	768	679	89	28	719	732	31	763	88	197	147
PROMPTED RESPONSES																
Check if it was by an organisation I had heard of	346 45%	305 46%	** **	9 30%	7 50%	346 45%	304 45%	43 48%	** **	334 46%	327 45%	** **	344 45%	31 35%	88 44%	87 60%
		c			c	c										ab
Check if it was by an organisation I thought was trustworthy	322 42%	287 43%	** **	10 32%	5 37%	322 42%	289 43%	33 38%	** **	309 43%	310 42%	** **	320 42%	36 41%	74 38%	80 55%
		c														ab
Check to see if the same information in the article appears anywhere else	285 37%	245 37%	** **	15 50%	3 22%	285 37%	252 37%	33 37%	** **	271 38%	276 38%	** **	283 37%	26 29%	83 42%	59 40%
		d		ade		d									a	
Look at how professional the article looks, e.g. are there spelling mistakes, do the images or videos look high quality	267 35%	236 35%	** **	12 39%	3 20%	267 35%	238 35%	29 33%	** **	258 36%	257 35%	** **	267 35%	26 30%	74 37%	62 42%
		d		d		d										
Look at the comments/ what people have said about the article	253 33%	219 33%	** **	15 51%	4 30%	253 33%	227 33%	26 29%	** **	244 34%	243 33%	** **	250 33%	24 28%	69 35%	57 39%
				ade												

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

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Base : Those who see news content on social media

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	902	613	83	106	100	902	779	123	35	829	852	44	896	106	222	146
Effective Weighted Sample	712	575	77	102	92	712	620	93	27	664	675	32	707	86	177	131
Total	768	669	53	30	14	768	679	89	28	719	732	31	763	88	197	147
Think about what the article is about to assess how likely it is to be true	252	216	**	12	3	252	219	33	**	240	241	**	249	20	70	67
	33%	32%	**	39%	22%	33%	32%	37%	**	33%	33%	**	33%	23%	35%	45%
		d		d		d									a	a
Think about whether the person who shared it was someone I trusted	215	189	**	12	3	215	196	19	**	206	206	**	213	17	59	54
	28%	28%	**	40%	22%	28%	29%	21%	**	29%	28%	**	28%	20%	30%	37%
				ade												a
Check to see if it is by someone who was there when it happened/ saw it for themselves	100	88	**	7	2	100	89	11	**	97	94	**	100	11	22	23
	13%	13%	**	24%	13%	13%	13%	13%	**	13%	13%	**	13%	13%	11%	16%
				ae												
UNPROMPTED RESPONSE																
I would Google it	4	1	**	1	-	4	3	1	**	4	4	**	4	1	*	-
	*%	*%	**	2%	-%	*%	*%	1%	**	*%	*%	**	*%	1%	*%	-%
				ae												
Other	16	13	**	*	-	16	12	3	**	14	15	**	16	2	2	3
	2%	2%	**	1%	-%	2%	2%	4%	**	2%	2%	**	2%	2%	1%	2%
ANY CHECKS MADE TO SEE IF THE NEWS ON SOCIAL MEDIA IS TRUE	673	581	**	28	14	673	598	75	**	632	646	**	670	71	174	137
	88%	87%	**	92%	97%	88%	88%	85%	**	88%	88%	**	88%	81%	88%	94%
					ae											a

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

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IN29. (SHOWCARD) When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media (MULTI CODE)

Base : Those who see news content on social media

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	902	613	83	106	100	902	779	123	35	829	852	44	896	106	222	146
Effective Weighted Sample	712	575	77	102	92	712	620	93	27	664	675	32	707	86	177	131
Total	768	669	53	30	14	768	679	89	28	719	732	31	763	88	197	147
I don't see news stories/ articles on social media	95	88	**	2	*	95	81	14	**	87	86	**	93	16	23	9
	12%	13%	**	8%	3%	12%	12%	15%	**	12%	12%	**	12%	19%	12%	6%
		d				d								c		
ANY ORGANISATIONAL MEASURE	453	395	**	14	10	453	403	50	**	432	431	**	450	47	113	98
	59%	59%	**	46%	70%	59%	59%	56%	**	60%	59%	**	59%	53%	57%	67%
		c			c	c										a
ANY PEER MEASURES	357	313	**	18	6	357	321	37	**	343	344	**	354	34	102	77
	47%	47%	**	59%	42%	47%	47%	41%	**	48%	47%	**	46%	38%	51%	52%
				ade											a	a

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

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

IN30A. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Yes, often	65 6%	8 5%	16 7%	13 6%	19 10%	6 5%	8 4%	65 6%	22 5%	42 7%	13 4%	21 6%	9 4%	22 10%	34 6%	31 7%	65 6%
					f								aceg				
Yes, sometimes	235 22%	39 21%	59 25%	43 18%	38 20%	38 29%	56 26%	235 22%	95 20%	141 24%	70 24%	75 23%	45 20%	46 21%	145 24%	91 20%	235 22%
					cd												
Yes, rarely	230 22%	39 22%	44 19%	67 29%	40 21%	24 18%	39 18%	230 22%	99 20%	131 23%	64 22%	75 23%	53 23%	37 17%	139 23%	90 20%	230 22%
				befg													
TOTAL - YES	529 50%	87 47%	119 51%	124 53%	97 50%	68 53%	103 47%	529 50%	215 45%	314 54%	147 50%	171 53%	107 47%	105 48%	318 52%	212 47%	529 50%
									a								
No, never	512 48%	92 50%	106 45%	106 45%	92 47%	61 47%	117 53%	512 48%	259 54%	251 43%	139 48%	146 45%	118 52%	108 49%	285 46%	227 51%	512 48%
									b								
Don't know	22 2%	4 2%	9 4%	4 2%	5 2%	- -%	- -%	22 2%	8 2%	14 2%	6 2%	6 2%	4 2%	6 3%	12 2%	10 2%	22 2%
		f	ef	f	f			f									

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

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

IN30A. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use? (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Yes, often	65 6%	54 6%	6 7%	4 9%	1 3%	65 6%	59 6%	6 4%	** **	61 6%	63 6%	** **	64 6%	17 12%	22 8%	10 6%
Yes, sometimes	235 22%	206 23%	16 17%	9 22%	4 22%	235 22%	212 23%	23 17%	** **	222 22%	221 22%	** **	233 22%	35 26%	49 17%	47 27% b
Yes, rarely	230 22%	197 22%	19 20%	9 22%	5 25%	230 22%	197 21%	32 23%	** **	219 22%	223 22%	** **	230 22%	21 15%	73 26%	33 19% a
TOTAL - YES	529 50%	458 50%	40 44%	21 52%	10 49%	529 50%	469 51%	61 44%	** **	501 51%	506 50%	** **	526 50%	72 53%	143 51%	90 51%
No, never	512 48%	439 48%	44 48%	19 47%	9 48%	512 48%	441 48%	71 51%	** **	475 48%	486 48%	** **	508 48%	63 47%	129 46%	82 46%
Don't know	22 2%	14 2%	7 7%	1 1%	* 2%	22 2%	16 2%	6 4%	** **	12 1%	22 2%	** **	22 2%	* *%	8 3%	4 2%

ace

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

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

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	621	111	131	132	112	85	135	621	250	370	146	217	117	141	363	258	621
Effective Weighted Sample	489	86	102	108	87	71	109	489	195	293	120	177	92	105	293	196	489
Total	529	87	119	124	97	68	103	529	215	314	147	171	107	105	318	212	529
I reported it through the report function or the block content function on the website	151 29%	35 40% dfg	45 38% df	33 27%	21 21%	** **	17 17%	151 29% f	54 25%	96 31%	49 33%	49 28%	23 21%	31 30%	97 31%	54 25%	151 29%
I blocked the person who shared the content or made the comments	145 27%	28 33%	28 24%	30 24%	27 28%	** **	33 32%	145 27%	62 29%	82 26%	37 25%	49 29%	32 30%	27 26%	86 27%	59 28%	145 27%
I responded publicly to the person who shared the content or made the comments	49 9%	11 12% b	4 3%	11 9%	12 12% b	** **	13 12% b	49 9% b	22 10%	27 9%	22 15% df	14 8%	8 7%	6 6%	36 11%	14 6%	49 9%
I responded privately to the person who shared the content or made the comments	39 7%	8 10%	6 5%	5 4%	9 10%	** **	10 10%	39 7%	20 9%	18 6%	10 7%	12 7%	11 11%	5 5%	22 7%	17 8%	39 7%
I shared it to highlight the issue to others	29 6%	8 9%	5 4%	5 4%	8 8%	** **	3 3%	29 6%	18 8% b	11 3%	9 6%	8 4%	9 8%	4 4%	17 5%	12 6%	29 6%
I stopped using that social media site	9 2%	2 2%	1 1%	* *% *	4 4%	** **	2 2%	9 2%	4 2%	6 2%	2 1%	6 4%	- -% f	1 1%	8 3%	1 1%	9 2%
TOTAL - TOOK ANY OF THESE ACTIONS	301 57%	59 68% cf	69 58%	65 52%	56 58%	** **	53 51%	301 57%	122 57%	179 57%	94 64% df	99 58%	59 55%	49 47%	193 61% df	108 51%	301 57%

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

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

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	621	111	131	132	112	85	135	621	250	370	146	217	117	141	363	258	621
Effective Weighted Sample	489	86	102	108	87	71	109	489	195	293	120	177	92	105	293	196	489
Total	529	87	119	124	97	68	103	529	215	314	147	171	107	105	318	212	529
I didn't take any of these actions	228	28	50	59	40	**	50	228	93	135	53	71	48	56	124	104	228
	43%	32%	42%	48%	42%	**	49%	43%	43%	43%	36%	42%	45%	53%	39%	49%	43%
		a		a		a		a		a		a		ae		ae	
Don't know	*	-	-	-	*	**	-	*	-	*	-	*	-	-	*	-	*
	*%	-%	-%	-%	*%	**	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%

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

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

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	b	~c
Unweighted total	621	416	61	78	66	621	535	86	20	572	589	26	615	87	166	94
Effective Weighted Sample	489	390	57	75	60	489	426	63	15	460	465	20	484	70	129	83
Total	529	458	40	21	10	529	469	61	15	501	506	20	526	72	143	90
I reported it through the report function or the block content function on the website	151 29%	125 27%	** **	** **	** **	151 29%	134 29%	** **	** **	146 29%	145 29%	** **	150 29%	** **	43 30%	** **
I blocked the person who shared the content or made the comments	145 27%	126 28%	** **	** **	** **	145 27%	127 27%	** **	** **	138 27%	139 28%	** **	144 27%	** **	33 23%	** **
I responded publicly to the person who shared the content or made the comments	49 9%	43 9%	** **	** **	** **	49 9%	43 9%	** **	** **	48 10%	49 10%	** **	49 9%	** **	17 12%	** **
I responded privately to the person who shared the content or made the comments	39 7%	33 7%	** **	** **	** **	39 7%	31 7%	** **	** **	34 7%	36 7%	** **	38 7%	** **	12 9%	** **
I shared it to highlight the issue to others	29 6%	26 6%	** **	** **	** **	29 6%	27 6%	** **	** **	29 6%	27 5%	** **	29 5%	** **	11 8%	** **
I stopped using that social media site	9 2%	8 2%	** **	** **	** **	9 2%	8 2%	** **	** **	8 2%	9 2%	** **	9 2%	** **	1 1%	** **
TOTAL - TOOK ANY OF THESE ACTIONS	301 57%	260 57%	** **	** **	** **	301 57%	267 57%	** **	** **	283 56%	289 57%	** **	300 57%	** **	90 63%	** **

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

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

IN30B. (SHOWCARD) Did you take any of the following actions as a result of seeing this upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	b	~c	
Unweighted total	621	416	61	78	66	621	535	86	20	572	589	26	615	87	166	94
Effective Weighted Sample	489	390	57	75	60	489	426	63	15	460	465	20	484	70	129	83
Total	529	458	40	21	10	529	469	61	15	501	506	20	526	72	143	90
I didn't take any of these actions	228	198	**	**	**	228	201	**	**	218	217	**	226	**	53	**
	43%	43%	**	**	**	43%	43%	**	**	44%	43%	**	43%	**	37%	**
Don't know	*	-	**	**	**	*	*	**	**	-	*	**	*	**	-	**
	*%	-%	**	**	**	*%	*%	**	**	-%	*%	**	*%	**	-%	**

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

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

IN30C. (SHOWCARD) Can I please ask if any of the following reasons apply as to why you didn't take any action about the upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months and have not reported it

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	~b	~c	~d	e	f	g
Unweighted total	269	35	53	64	49	37	68	269	115	154	54	88	60	67	142	127	269
Effective Weighted Sample	212	28	43	52	37	31	54	212	87	125	45	72	43	53	116	97	212
Total	228	28	50	59	40	29	50	228	93	135	53	71	48	56	124	104	228
PROMPTED RESPONSES																	
I didn't think they would do anything about it	90	**	**	**	**	**	**	90	35	55	**	**	**	**	49	41	90
	39%	**	**	**	**	**	**	39%	37%	41%	**	**	**	**	39%	40%	39%
I couldn't be bothered	47	**	**	**	**	**	**	47	29	18	**	**	**	**	30	17	47
	21%	**	**	**	**	**	**	21%	32%	13%	**	**	**	**	24%	17%	21%
									b								
I didn't have time	40	**	**	**	**	**	**	40	17	23	**	**	**	**	23	17	40
	18%	**	**	**	**	**	**	18%	19%	17%	**	**	**	**	19%	16%	18%
I expected other people to report it	19	**	**	**	**	**	**	19	5	14	**	**	**	**	9	10	19
	8%	**	**	**	**	**	**	8%	6%	10%	**	**	**	**	8%	9%	8%
I didn't know how to report it	11	**	**	**	**	**	**	11	4	8	**	**	**	**	3	9	11
	5%	**	**	**	**	**	**	5%	4%	6%	**	**	**	**	2%	8%	5%
															e		
I asked someone else to do it for me	3	**	**	**	**	**	**	3	*	2	**	**	**	**	2	1	3
	1%	**	**	**	**	**	**	1%	*%	2%	**	**	**	**	2%	1%	1%
UNPROMPTED RESPONSES																	
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	7	**	**	**	**	**	**	7	3	4	**	**	**	**	5	2	7
	3%	**	**	**	**	**	**	3%	3%	3%	**	**	**	**	4%	1%	3%

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

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

IN30C. (SHOWCARD) Can I please ask if any of the following reasons apply as to why you didn't take any action about the upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months and have not reported it

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	~b	~c	~d	e	f	g
Unweighted total	269	35	53	64	49	37	68	269	115	154	54	88	60	67	142	127	269
Effective Weighted Sample	212	28	43	52	37	31	54	212	87	125	45	72	43	53	116	97	212
Total	228	28	50	59	40	29	50	228	93	135	53	71	48	56	124	104	228
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	4 2%	** **	** **	** **	** **	** **	** **	4 2%	- -%	4 3%	** **	** **	** **	** **	4 4%	- -%	4 2%
No point/ something similar would get posted some other time	2 1%	** **	** **	** **	** **	** **	** **	2 1%	1 1%	1 1%	** **	** **	** **	** **	1 1%	1 1%	2 1%
Didn't want to get involved/ draw attention to myself by reporting it	2 1%	** **	** **	** **	** **	** **	** **	2 1%	2 2%	- -%	** **	** **	** **	** **	1 1%	1 1%	2 1%
Other	18 8%	** **	** **	** **	** **	** **	** **	18 8%	5 6%	13 9%	** **	** **	** **	** **	12 10%	6 6%	18 8%
Don't know	18 8%	** **	** **	** **	** **	** **	** **	18 8%	6 6%	13 9%	** **	** **	** **	** **	5 4%	14 13%	18 8%

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

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

IN30C. (SHOWCARD) Can I please ask if any of the following reasons apply as to why you didn't take any action about the upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months and have not reported it

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	~b	~c
Unweighted total	269	185	25	29	30	269	229	40	8	250	252	14	266	35	68	38
Effective Weighted Sample	212	172	23	27	27	212	184	29	6	202	200	10	210	30	49	34
Total	228	198	17	8	5	228	201	26	6	218	217	9	226	31	53	35
PROMPTED RESPONSES																
I didn't think they would do anything about it	90 39%	82 41%	** **	** **	** **	90 39%	84 42%	** **	** **	87 40%	86 40%	** **	90 40%	** **	** **	** **
I couldn't be bothered	47 21%	39 20%	** **	** **	** **	47 21%	41 20%	** **	** **	45 20%	44 20%	** **	47 21%	** **	** **	** **
I didn't have time	40 18%	38 19%	** **	** **	** **	40 18%	34 17%	** **	** **	38 17%	40 18%	** **	40 18%	** **	** **	** **
I expected other people to report it	19 8%	16 8%	** **	** **	** **	19 8%	16 8%	** **	** **	19 9%	19 9%	** **	19 8%	** **	** **	** **
I didn't know how to report it	11 5%	10 5%	** **	** **	** **	11 5%	9 5%	** **	** **	11 5%	10 5%	** **	10 4%	** **	** **	** **
I asked someone else to do it for me	3 1%	2 1%	** **	** **	** **	3 1%	3 1%	** **	** **	2 1%	2 1%	** **	3 1%	** **	** **	** **
UNPROMPTED RESPONSES																
Freedom of speech/ might only be me that considered it inappropriate/ don't agree with censorship	7 3%	7 3%	** **	** **	** **	7 3%	6 3%	** **	** **	6 3%	7 3%	** **	7 3%	** **	** **	** **

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

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

IN30C. (SHOWCARD) Can I please ask if any of the following reasons apply as to why you didn't take any action about the upsetting or offensive content? (MULTI CODE)

Base : Those with a profile or account on a social media or messaging site/ app who have seen something upsetting or offensive on social media in the past 12 months and have not reported it

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	~b	~c
Unweighted total	269	185	25	29	30	269	229	40	8	250	252	14	266	35	68	38
Effective Weighted Sample	212	172	23	27	27	212	184	29	6	202	200	10	210	30	49	34
Total	228	198	17	8	5	228	201	26	6	218	217	9	226	31	53	35
Just ignored it/ chose not to watch it/ look at it/ didn't occur to me to report it	4 2%	4 2%	** **	** **	** **	4 2%	3 2%	** **	** **	4 2%	4 2%	** **	4 2%	** **	** **	** **
No point/ something similar would get posted some other time	2 1%	1 1%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	2 1%	** **	2 1%	** **	** **	** **
Didn't want to get involved/ draw attention to myself by reporting it	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	2 1%	** **	2 1%	** **	** **	** **
Other	18 8%	16 8%	** **	** **	** **	18 8%	16 8%	** **	** **	18 8%	16 7%	** **	18 8%	** **	** **	** **
Don't know	18 8%	12 6%	** **	** **	** **	18 8%	15 7%	** **	** **	17 8%	18 8%	** **	18 8%	** **	** **	** **

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

Any break column with 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 REACTIONS TO UPSETTING OR OFFENSIVE CONTENT ON SOCIAL MEDIA IN PAST 12 MONTHS

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
SEEN SOMETHING AND TOOK SOME ACTION	301	59	69	65	56	39	53	301	122	179	94	99	59	49	193	108	301
	28%	32%	30%	28%	29%	30%	24%	28%	25%	31%	32% df	31% df	26%	22%	31% df	24%	28%
SEEN SOMETHING AND DID NOT TAKE ANY ACTION	228	28	50	59	40	29	50	228	93	135	53	71	48	56	124	104	228
	21%	15%	21%	25% a	21%	23%	23%	21%	19%	23%	18%	22%	21%	25%	20%	23%	21%
SEEN SOMETHING AND UNSURE IF TOOK ANY ACTION	*	-	-	-	*	-	-	*	-	*	-	*	-	-	*	-	*
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
TOTAL SEEN SOMETHING UPSETTING OR OFFENSIVE ON SOCIAL MEDIA IN PAST 12 MONTHS	529	87	119	124	97	68	103	529	215	314	147	171	107	105	318	212	529
	50%	47%	51%	53%	50%	53%	47%	50%	45%	54% a	50%	53%	47%	48%	52%	47%	50%
NOT SEEN UPSETTING OR OFFENSIVE CONTENT ON SOCIAL MEDIA IN PAST 12 MONTHS	512	92	106	106	92	61	117	512	259	251	139	146	118	108	285	227	512
	48%	50%	45%	45%	47%	47%	53%	48%	54% b	43%	48%	45%	52%	49%	46%	51%	48%
UNSURE IF SEEN UPSETTING OR OFFENSIVE CONTENT ON SOCIAL MEDIA IN PAST 12 MONTHS	22	4	9	4	5	-	-	22	8	14	6	6	4	6	12	10	22
	2%	2% f	4% ef	2% f	2% f	-%	-%	2% f	2%	2%	2%	2%	2%	3%	2%	2%	2%

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

Any break column with 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 REACTIONS TO UPSETTING OR OFFENSIVE CONTENT ON SOCIAL MEDIA IN PAST 12 MONTHS

Base : Those with a profile or account on a social media or messaging site/ app

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
SEEN SOMETHING AND TOOK SOME ACTION	301 28%	260 29%	23 25%	14 33%	5 25%	301 28%	267 29%	35 25%	** **	283 29%	289 28%	** **	300 28%	41 30%	90 32%	55 31%
SEEN SOMETHING AND DID NOT TAKE ANY ACTION	228 21%	198 22%	17 18%	8 19%	5 24%	228 21%	201 22%	26 19%	** **	218 22%	217 21%	** **	226 21%	31 23%	53 19%	35 20%
SEEN SOMETHING AND UNSURE IF TOOK ANY ACTION	* *%	- -%	* 1%	- -%	- -%	* *%	* *%	- -%	** **	- -%	* *%	** **	* *%	- -%	- -%	- -%
TOTAL SEEN SOMETHING UPSETTING OR OFFENSIVE ON SOCIAL MEDIA IN PAST 12 MONTHS	529 50%	458 50%	40 44%	21 52%	10 49%	529 50%	469 51%	61 44%	** **	501 51%	506 50%	** **	526 50%	72 53%	143 51%	90 51%
NOT SEEN UPSETTING OR OFFENSIVE CONTENT ON SOCIAL MEDIA IN PAST 12 MONTHS	512 48%	439 48%	44 48%	19 47%	9 48%	512 48%	441 48%	71 51%	** **	475 48%	486 48%	** **	508 48%	63 47%	129 46%	82 46%
UNSURE IF SEEN UPSETTING OR OFFENSIVE CONTENT ON SOCIAL MEDIA IN PAST 12 MONTHS	22 2%	14 2%	7 7%	1 1%	* 2%	22 2%	16 2%	6 4%	** **	12 1%	22 2%	** **	22 2%	* *%	8 3%	4 2%

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

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

IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Licence fee/ by the public	926	76	148	187	175	157	340	926	473	453	278	259	197	192	537	388	926
	63%	40%	59%	70%	74%	71%	64%	63%	65%	60%	75%	63%	60%	52%	69%	56%	63%
		a	abg	abfg	abg	a	a	b	bcdefg	df	d	bcdfg	df				
Advertising on the website	58	13	16	14	4	5	12	58	31	28	17	17	17	7	34	24	58
	4%	7%	6%	5%	2%	2%	2%	4%	4%	4%	5%	4%	5%	2%	4%	4%	4%
		def	def	df			f				d	d		d			
By the government	49	14	8	8	10	4	8	49	26	23	14	13	9	12	27	22	49
	3%	7%	3%	3%	4%	2%	2%	3%	4%	3%	4%	3%	3%	3%	3%	3%	3%
		cefg			f		f										
Sales of programmes and services to other channels/ countries	29	4	5	5	5	5	11	29	16	14	7	10	4	8	18	11	29
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
Advertisers pay to prioritise their entry on the list/ be first on the list	11	3	4	1	2	*	1	11	3	8	2	4	3	2	6	5	11
	1%	1%	2%	*%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		f	f														
Advertisers pay when users click through from sponsored links to their website	10	2	2	2	2	*	1	10	3	6	5	2	1	2	7	3	10
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	1%	1%	*%	1%
Other	9	3	2	1	2	2	2	9	2	7	3	1	4	1	4	5	9
	1%	2%	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%	1%	1%
Never heard of it	10	-	*	*	-	4	10	10	2	8	1	3	3	4	4	6	10
	1%	-%	*%	*%	-%	2%	2%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%
						d	dg			a							
Don't know	376	78	65	48	37	45	148	376	169	205	42	105	88	141	147	229	376
	25%	40%	26%	18%	16%	20%	28%	25%	23%	27%	11%	25%	27%	38%	19%	33%	25%
		bcdefg	cd				cde	cd				ae	ae	abceg	a	abeg	ae

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

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

IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
SUMMARY CODES																	
INCORRECT RESPONSE	167	38	38	31	25	16	35	167	81	86	48	47	38	33	96	71	167
	11%	20%	15%	12%	11%	7%	7%	11%	11%	11%	13%	11%	12%	9%	12%	10%	11%
		cdefg	ef	f			f										
TOTAL NEVER HEARD OF IT/ DON'T KNOW	386	78	65	49	37	49	158	386	171	214	43	108	91	145	151	235	386
	26%	40%	26%	18%	16%	22%	30%	26%	24%	28%	12%	26%	28%	39%	19%	34%	26%
		bcdefg	cd				cde	cd		a		ae	ae	abceg	a	abeg	ae

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

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

IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Licence fee/ by the public	926	796	79	34	16	926	802	124	**	798	773	114	887	102	250	173
	63%	63%	60%	58%	53%	63%	63%	62%	**	67%	65%	55%	63%	49%	66%	84%
		d			d					b		b		a	ab	
Advertising on the website	58	45	7	2	5	58	52	7	**	48	53	4	57	7	20	4
	4%	4%	5%	3%	16%	4%	4%	4%	**	4%	4%	2%	4%	3%	5%	2%
					abce											
By the government	49	45	2	1	1	49	45	4	**	46	46	2	48	9	10	3
	3%	4%	2%	1%	3%	3%	3%	2%	**	4%	4%	1%	3%	4%	3%	2%
											b		b			
Sales of programmes and services to other channels/ countries	29	21	6	1	2	29	28	1	**	22	26	4	29	7	10	2
	2%	2%	4%	2%	6%	2%	2%	1%	**	2%	2%	2%	2%	3%	3%	1%
			ae		ae											
Advertisers pay to prioritise their entry on the list/ be first on the list	11	9	2	-	1	11	9	3	**	8	11	-	11	2	2	1
	1%	1%	1%	-%	3%	1%	1%	1%	**	1%	1%	-%	1%	1%	*%	1%
					ace											
Advertisers pay when users click through from sponsored links to their website	10	8	1	*	1	10	8	2	**	8	9	*	9	2	3	-
	1%	1%	1%	1%	3%	1%	1%	1%	**	1%	1%	*%	1%	1%	1%	-%
					ae											
Other	9	8	-	1	-	9	8	1	**	8	8	1	9	*	5	-
	1%	1%	-%	2%	-%	1%	1%	*%	**	1%	1%	*%	1%	*%	1%	-%

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

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

IN31. How do you think the BBC's website is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Never heard of it	10 1%	8 1%	1 1%	* 1%	1 2%	10 1%	8 1%	2 1%	** **	1 *%	2 *%	4 2%	6 *%	1 1%	1 *%	1 *%
				ae							ac					
Don't know	376 25%	318 25%	35 26%	19 32%	4 14%	376 25%	322 25%	55 28%	** **	248 21%	265 22%	79 38%	344 25%	79 37%	80 21%	21 10%
		d	d	ade	d						ac		bc	c		
SUMMARY CODES																
INCORRECT RESPONSE	167 11%	135 11%	18 13%	5 9%	9 30%	167 11%	149 12%	18 9%	** **	140 12%	153 13%	10 5%	164 12%	28 13%	50 13%	11 5%
				abce							b		b	c	c	
TOTAL NEVER HEARD OF IT/ DON'T KNOW	386 26%	326 26%	36 27%	20 33%	5 16%	386 26%	330 26%	57 29%	** **	249 21%	266 22%	83 40%	349 25%	80 38%	81 21%	22 11%
		d	d	ade	d						ac		bc	c		

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

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

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Advertising on the website	662 45%	78 41%	120 48%	141 53%	117 49%	97 44%	205 39%	662 45%	348 48%	314 42%	201 54%	204 49%	134 41%	122 33%	406 52%	256 37%	662 45%
			f	aefg	f			f	b		cdgf	cdf	d		cdgf	df	
Advertisers pay to prioritise their entry on the list/ be first on the list	147 10%	13 7%	26 10%	39 14%	21 9%	26 12%	49 9%	147 10%	73 10%	73 10%	49 13%	36 9%	39 12%	23 6%	85 11%	62 9%	147 10%
				afg							bdf		d		d		d
Advertisers pay when users click through from sponsored links to their website	128 9%	20 10%	28 11%	20 8%	30 13%	15 7%	29 6%	128 9%	78 11%	50 7%	43 12%	44 11%	24 7%	17 5%	87 11%	41 6%	128 9%
		f	f		ef			f	b		df	df			df		df
Licence fee/ by the public	31 2%	5 3%	6 3%	7 3%	6 3%	3 1%	7 1%	31 2%	14 2%	18 2%	3 1%	7 2%	12 4%	9 2%	10 1%	21 3%	31 2%
													ae			ae	
By the government	24 2%	5 3%	4 2%	5 2%	7 3%	3 1%	3 1%	24 2%	10 1%	13 2%	6 2%	6 1%	5 1%	7 2%	11 1%	12 2%	24 2%
		f			f			f									
Selling content to other channels or countries	19 1%	6 3%	3 1%	4 1%	2 1%	3 1%	4 1%	19 1%	12 2%	7 1%	8 2%	5 1%	3 1%	3 1%	12 2%	6 1%	19 1%
		fg															
Other	38 3%	6 3%	7 3%	6 2%	5 2%	7 3%	14 3%	38 3%	14 2%	24 3%	11 3%	9 2%	10 3%	9 2%	20 3%	19 3%	38 3%
Never heard of it	18 1%	- -%	- -%	* *%	1 1%	3 1%	17 3%	18 1%	8 1%	10 1%	2 *%	2 *%	6 2%	9 3%	4 *%	15 2%	18 1%
						abcdg							e	abe		be	

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

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

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Don't know	411	59	56	44	48	65	204	411	167	242	47	101	92	171	148	263	411
	28%	31%	22%	17%	20%	29%	38%	28%	23%	32%	13%	24%	28%	46%	19%	38%	28%
		cd				cd	bcdeg	cd		a		ae	ae	abcefg	a	abceg	ae
SUMMARY CODES																	
CORRECT RESPONSES	790	98	149	162	147	112	235	790	427	364	244	249	158	139	493	298	790
	53%	51%	59%	61%	62%	50%	44%	53%	59%	48%	66%	60%	49%	38%	63%	43%	53%
			f	aefg	aefg			f	b		cdg	cdg	d		cdg		df
INCORRECT RESPONSES	259	35	46	60	41	42	77	259	123	135	76	63	69	51	139	120	259
	18%	18%	18%	22%	17%	19%	15%	18%	17%	18%	21%	15%	21%	14%	18%	17%	18%
				f							bd		bd				
TOTAL NEVER HEARD OF IT/ DON'T KNOW	429	59	56	45	49	68	220	429	175	253	49	103	98	180	152	278	429
	29%	31%	22%	17%	21%	31%	41%	29%	24%	34%	13%	25%	30%	49%	19%	40%	29%
		cd				bcd	abcdeg	bcd		a		ae	ae	abcefg	a	abceg	ae

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

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

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Advertising on the website	662	556	71	24	11	662	569	93	**	591	574	66	641	73	179	123
	45%	44%	53%	41%	38%	45%	44%	47%	**	50%	48%	32%	46%	35%	47%	60%
			acde								b		b		a	ab
Advertisers pay to prioritise their entry on the list/ be first on the list	147	122	17	6	2	147	129	18	**	136	134	13	147	17	42	22
	10%	10%	13%	10%	8%	10%	10%	9%	**	11%	11%	6%	10%	8%	11%	11%
											b		b			
Advertisers pay when users click through from sponsored links to their website	128	112	6	8	3	128	119	9	**	115	118	5	124	9	47	24
	9%	9%	4%	13%	9%	9%	9%	5%	**	10%	10%	3%	9%	4%	12%	12%
		b		be		b	b				b		b		a	a
Licence fee/ by the public	31	25	4	1	2	31	27	4	**	24	29	2	31	6	6	3
	2%	2%	3%	1%	5%	2%	2%	2%	**	2%	2%	1%	2%	3%	1%	2%
					ace											
By the government	24	21	1	1	1	24	22	2	**	22	21	1	23	6	3	3
	2%	2%	1%	1%	2%	2%	2%	1%	**	2%	2%	1%	2%	3%	1%	2%
														b		
Selling content to other channels or countries	19	16	-	1	2	19	17	1	**	15	17	2	19	2	4	2
	1%	1%	-%	1%	7%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%
					abce											
Other	38	36	1	1	*	38	26	12	**	37	32	6	38	7	9	7
	3%	3%	*%	2%	*%	3%	2%	6%	**	3%	3%	3%	3%	3%	2%	3%
		bd				d		a								

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

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

IN32. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Never heard of it	18 1%	13 1%	3 3%	1 2%	* 1%	18 1%	15 1%	3 2%	** **	2 **	2 **	7 3%	9 1%	5 2%	1 **	- -%
Don't know	411 28%	355 28%	30 22%	17 29%	9 31%	411 28%	356 28%	55 28%	** **	245 21%	266 22%	105 51%	371 26%	86 41%	91 24%	22 11%
SUMMARY CODES																
CORRECT RESPONSES	790 53%	668 53%	77 58%	32 54%	14 47%	790 53%	688 54%	102 52%	** **	707 60%	693 58%	72 35%	764 55%	82 39%	226 59%	146 71%
INCORRECT RESPONSES	259 18%	221 18%	23 17%	9 15%	6 22%	259 18%	221 17%	38 19%	** **	233 20%	233 20%	23 11%	256 18%	38 18%	63 17%	37 18%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	429 29%	369 29%	33 25%	18 31%	9 31%	429 29%	371 29%	58 29%	** **	246 21%	267 22%	112 54%	379 27%	90 43%	92 24%	22 11%

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

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

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Licence fee/ by the public	780	72	138	152	144	128	274	780	392	387	227	226	178	148	453	327	780
	53%	37%	55%	57%	61%	58%	52%	53%	54%	52%	61%	55%	55%	40%	58%	47%	53%
		a	a	afg	a	a	a	a	dfg	df	df	df	df	dfg	d	df	df
Advertising on the website	116	19	27	35	17	9	18	116	57	59	24	37	25	29	62	54	116
	8%	10%	11%	13%	7%	4%	3%	8%	8%	8%	7%	9%	8%	8%	8%	8%	8%
		ef	ef	defg	f			ef									
Sales of programmes and services to other channels/ countries	36	8	7	4	5	5	12	36	17	19	14	13	4	5	27	9	36
	2%	4%	3%	2%	2%	2%	2%	2%	2%	3%	4%	3%	1%	1%	3%	1%	2%
									cdf	f					cdf		
By the government	35	7	6	6	8	6	9	35	19	16	11	10	7	7	21	14	35
	2%	3%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%
Advertisers pay when users click through from sponsored links to their website	25	2	5	2	8	5	8	25	13	13	6	8	6	6	14	12	25
	2%	1%	2%	1%	4%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
					c												
Advertisers pay to prioritise their entry on the list/ be first on the list	20	2	4	5	*	4	9	20	16	5	10	5	1	4	15	6	20
	1%	1%	2%	2%	*%	2%	2%	1%	2%	1%	3%	1%	*%	1%	2%	1%	1%
				d		d			b		cf						
Other	12	4	*	1	3	2	3	12	5	7	5	3	2	2	8	5	12
	1%	2%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b															
Never heard of it	17	1	-	2	*	2	14	17	7	10	1	5	2	10	5	12	17
	1%	*%	-%	1%	*%	1%	3%	1%	1%	1%	*%	1%	1%	3%	1%	2%	1%
							bdg							aeg		a	

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

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

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Don't know	436	78	65	60	50	61	184	436	199	236	72	107	99	158	179	257	436
	29%	41%	26%	22%	21%	28%	34%	29%	27%	31%	19%	26%	31%	43%	23%	37%	29%
		bcdeg					bcdg	cd				a	ae	abceg		abeg	ae
SUMMARY CODES																	
INCORRECT RESPONSE	245	41	49	53	42	31	60	245	127	119	70	76	46	54	146	99	245
	17%	21%	20%	20%	18%	14%	11%	17%	17%	16%	19%	18%	14%	15%	19%	14%	17%
		f	f	f	f			f						f			
TOTAL NEVER HEARD OF IT/ DON'T KNOW	453	79	65	61	50	63	198	453	206	246	73	112	101	167	184	269	453
	31%	41%	26%	23%	21%	28%	37%	31%	28%	33%	20%	27%	31%	45%	24%	39%	31%
		bcdeg					bcdeg	cd				a	ae	abcefg		abceg	ae

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

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

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Licence fee/ by the public	780	675	61	31	12	780	682	98	**	689	660	94	754	85	209	147
	53%	54%	46%	53%	41%	53%	53%	50%	**	58%	55%	45%	54%	40%	55%	72%
		bd		d		d					b		b		a	ab
Advertising on the website	116	90	20	2	4	116	101	15	**	105	104	9	114	17	37	9
	8%	7%	15%	3%	14%	8%	8%	8%	**	9%	9%	4%	8%	8%	10%	5%
		c	ace		ace	c					b		b		c	
Sales of programmes and services to other channels/ countries	36	28	4	2	1	36	31	5	**	29	32	3	35	6	8	8
	2%	2%	3%	3%	5%	2%	2%	2%	**	2%	3%	2%	2%	3%	2%	4%
					ae											
By the government	35	28	5	1	1	35	31	4	**	28	32	2	34	4	7	5
	2%	2%	4%	1%	4%	2%	2%	2%	**	2%	3%	1%	2%	2%	2%	3%
Advertisers pay when users click through from sponsored links to their website	25	20	4	-	1	25	24	2	**	20	24	-	24	4	7	2
	2%	2%	3%	-%	5%	2%	2%	1%	**	2%	2%	-%	2%	2%	2%	1%
			c		ace						b		b			
Advertisers pay to prioritise their entry on the list/ be first on the list	20	19	-	*	1	20	19	1	**	18	20	*	20	3	10	2
	1%	2%	-%	*%	3%	1%	1%	1%	**	2%	2%	*%	1%	1%	3%	1%
					bce											
Other	12	11	-	1	-	12	8	4	**	8	9	4	12	2	5	1
	1%	1%	-%	2%	-%	1%	1%	2%	**	1%	1%	2%	1%	1%	1%	1%
								a								

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

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

IN33. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Never heard of it	17 1%	14 1%	2 2%	1 1%	1 3%	17 1%	13 1%	4 2%	** **	4 *%	5 *%	5 2%	10 1%	4 2%	1 *%	1 *%
												ac				
Don't know	436 29%	372 30%	35 27%	21 36%	7 25%	436 29%	372 29%	64 32%	** **	285 24%	307 26%	90 44%	398 28%	86 41%	96 25%	28 14%
				abde								ac		bc	c	
SUMMARY CODES																
INCORRECT RESPONSE	245 17%	196 16%	34 26%	6 9%	9 31%	245 17%	214 17%	31 16%	** **	208 18%	221 19%	18 9%	239 17%	36 17%	75 20%	29 14%
		c	ace		ace	c					b		b			
TOTAL NEVER HEARD OF IT/ DON'T KNOW	453 31%	385 31%	37 28%	22 38%	8 28%	453 31%	385 30%	68 35%	** **	289 24%	312 26%	96 46%	407 29%	89 42%	97 25%	29 14%
				abde								ac		bc	c	

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

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

IN34. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Advertising on the website	640	94	123	137	116	87	170	640	346	294	201	199	132	108	400	240	640
	43%	49%	49%	52%	49%	39%	32%	43%	48%	39%	54%	48%	40%	29%	51%	35%	43%
		ef	ef	efg	ef	f	f	f	b		cd	cd	d		cd		df
Advertisers pay when users click through from sponsored links to their website	164	16	30	40	33	27	44	164	84	80	49	50	38	26	100	64	164
	11%	8%	12%	15%	14%	12%	8%	11%	12%	11%	13%	12%	12%	7%	13%	9%	11%
				af	f						df	d	d		df		d
Advertisers pay to prioritise their entry on the list/ be first on the list	115	18	23	24	22	12	28	115	62	53	41	37	21	17	78	38	115
	8%	10%	9%	9%	9%	5%	5%	8%	9%	7%	11%	9%	6%	5%	10%	5%	8%
		f	f	f	f		f	f			cd	df			df		df
Licence fee/ by the public	25	5	7	5	2	2	6	25	10	15	3	4	11	7	7	18	25
	2%	3%	3%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	2%	1%	3%	2%
													abe			be	
Selling content to other channels or countries	16	2	4	4	3	2	3	16	5	11	4	6	3	4	9	7	16
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
By the government	7	1	2	*	2	2	2	7	3	5	2	-	3	3	2	6	7
	*%	*%	1%	*%	1%	1%	*%	*%	*%	1%	*%	-%	1%	1%	*%	1%	*%
													b				
Other	34	5	9	7	4	5	9	34	9	25	10	7	5	13	17	17	34
	2%	3%	4%	3%	2%	2%	2%	2%	1%	3%	3%	2%	1%	3%	2%	2%	2%
										a							
Never heard of it	29	-	-	2	1	2	25	29	14	15	2	4	5	18	5	23	29
	2%	-%	-%	1%	1%	1%	5%	2%	2%	2%	*%	1%	2%	5%	1%	3%	2%
							abcdeg	b						abceg		abeg	e

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

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

IN34. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Don't know	448	51	53	47	54	84	244	448	192	255	58	108	108	174	166	282	448
	30%	26%	21%	18%	23%	38%	46%	30%	26%	34%	16%	26%	33%	47%	21%	41%	30%
		c				abcdg	abcdeg	bcd		a		ae	abe	abcefg	a	abceg	ae
SUMMARY CODES																	
INCORRECT RESPONSES	362	48	76	80	65	49	93	362	173	189	109	104	80	69	212	150	362
	24%	25%	30%	30%	28%	22%	18%	24%	24%	25%	29%	25%	25%	19%	27%	22%	24%
		f	ef	ef	f		f				df	d			df		d
TOTAL NEVER HEARD OF IT/ DON'T KNOW	477	51	53	49	56	86	269	477	206	270	60	112	113	192	172	305	477
	32%	26%	21%	18%	24%	39%	51%	32%	28%	36%	16%	27%	35%	52%	22%	44%	32%
		c				abcdg	abcdeg	bcd		a		ae	abe	abcefg	a	abceg	abe

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

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

IN34. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Advertising on the website	640 43%	540 43%	62 46%	27 45%	11 38%	640 43%	553 43%	87 44%	** **	582 49%	568 48%	57 28%	626 45%	71 34%	167 44%	114 56%
Advertisers pay when users click through from sponsored links to their website	164 11%	134 11%	21 16% ace	5 9%	4 12%	164 11%	150 12% b	13 7%	** **	148 12%	155 13% b	6 3%	161 11% b	16 8%	48 13%	36 18% a
Advertisers pay to prioritise their entry on the list/ be first on the list	115 8%	105 8%	6 5%	3 5%	2 6%	115 8%	107 8% b	9 4%	** **	107 9%	105 9% b	9 5%	114 8% b	12 6%	36 9%	18 9%
Licence fee/ by the public	25 2%	18 1%	5 4% ae	1 1%	1 4% ae	25 2%	20 2%	5 3%	** **	18 2%	23 2%	1 1%	24 2%	2 1%	7 2%	3 1%
Selling content to other channels or countries	16 1%	14 1%	1 1%	1 1%	1 3% ae	16 1%	14 1%	2 1%	** **	14 1%	14 1%	3 1%	16 1%	2 1%	7 2%	2 1%
By the government	7 *% ae	5 *% ae	1 1%	* *% ae	1 3% ae	7 *% ae	7 1%	* *% ae	** **	6 *% ae	7 1%	1 *% ae	7 1%	3 1% b	- -% b	- -% b
Other	34 2%	31 2%	2 1%	1 2%	* 1%	34 2%	30 2%	4 2%	** **	32 3%	29 2%	4 2%	34 2%	9 4% c	11 3%	1 *%

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

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

IN34. How do you think YouTube is mainly funded? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Never heard of it	29 2%	23 2%	3 2%	2 3%	1 4%	29 2%	26 2%	3 1%	** **	2 *%	4 *%	12 6%	16 1%	6 3%	2 1%	- -%
					ae							ac	a	bc		
Don't know	448 30%	387 31%	32 24%	20 35%	9 29%	448 30%	374 29%	74 37%	** **	278 23%	287 24%	114 55%	402 29%	89 42%	103 27%	32 16%
				b				a				ac	a	bc	c	
SUMMARY CODES																
INCORRECT RESPONSES	362 24%	307 24%	37 28%	10 18%	8 28%	362 24%	328 26%	34 17%	** **	324 27%	333 28%	24 11%	357 25%	44 21%	109 29%	59 29%
		c	c		c	c	b				b		b		a	
TOTAL NEVER HEARD OF IT/ DON'T KNOW	477 32%	410 33%	35 26%	22 37%	10 33%	477 32%	400 31%	77 39%	** **	279 24%	291 24%	126 61%	418 30%	95 45%	105 28%	32 16%
				b				a				ac	a	bc	c	

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

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

IN35A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: Internet users must be protected from seeing inappropriate or offensive content (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Strongly disagree	42 3%	8 4%	10 4%	9 3%	7 3%	4 2%	9 2%	42 3%	32 5%	10 2%	13 4%	10 3%	14 5%	5 2%	24 3%	19 3%	42 3%
Slightly disagree	77 6%	11 6%	23 9%	6 2%	18 8%	9 5%	18 5%	77 6%	41 7%	36 5%	21 6%	21 5%	14 5%	21 8%	42 6%	35 6%	77 6%
Neither agree nor disagree	210 16%	36 19%	42 17%	38 14%	42 19%	29 16%	53 14%	210 16%	111 18%	99 15%	66 18%	61 16%	43 15%	40 15%	127 17%	83 15%	210 16%
Slightly agree	307 24%	57 30%	63 25%	70 27%	40 18%	41 22%	77 21%	307 24%	161 26%	146 22%	85 24%	93 24%	69 25%	60 22%	178 24%	129 23%	307 24%
Strongly agree	641 50%	74 39%	110 44%	137 53%	109 49%	99 54%	210 56%	641 50%	267 43%	373 56%	169 47%	195 51%	137 49%	139 51%	364 49%	277 50%	641 50%
Don't know	17 1%	3 2%	2 1%	2 1%	4 2%	2 1%	5 1%	17 1%	9 1%	8 1%	2 1%	4 1%	4 1%	6 2%	7 1%	10 2%	17 1%
SUMMARY CODES																	
TOTAL DISAGREE	119 9%	19 10%	34 13%	14 6%	25 11%	13 7%	27 7%	119 9%	73 12%	46 7%	34 10%	31 8%	28 10%	26 9%	66 9%	53 10%	119 9%
TOTAL AGREE	948 73%	131 69%	173 69%	206 79%	149 68%	140 76%	288 77%	948 73%	428 69%	518 77%	254 71%	288 75%	206 73%	200 74%	541 73%	406 74%	948 73%
TOTAL NEITHER/ DON'T KNOW	227 18%	39 21%	44 17%	40 15%	46 21%	31 17%	58 16%	227 18%	120 19%	107 16%	68 19%	66 17%	47 17%	46 17%	134 18%	93 17%	227 18%

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

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

IN35A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: Internet users must be protected from seeing inappropriate or offensive content (SINGLE CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Strongly disagree	42 3%	39 3%	- -%	2 5%	1 5%	42 3%	31 3%	11 6%	** **	41 3%	41 4%	* *%	41 3%	4 2%	12 3%	9 5%
Slightly disagree	77 6%	68 6%	4 3%	2 3%	3 13%	77 6%	64 6%	13 7%	** **	71 6%	71 6%	4 4%	76 6%	14 9%	20 6%	13 7%
Neither agree nor disagree	210 16%	174 16%	24 22%	7 13%	5 20%	210 16%	186 17%	24 14%	** **	193 16%	192 16%	16 15%	208 16%	29 18%	62 18%	33 17%
Slightly agree	307 24%	246 22%	38 35%	16 31%	7 25%	307 24%	273 25%	34 19%	** **	284 24%	280 24%	19 18%	299 24%	28 17%	80 23%	52 27%
Strongly agree	641 50%	564 51%	43 39%	24 47%	9 34%	641 50%	546 49%	94 53%	** **	586 49%	567 49%	64 60%	630 50%	84 51%	175 50%	88 45%
Don't know	17 1%	15 1%	1 1%	* *%	1 3%	17 1%	14 1%	3 2%	** **	12 1%	14 1%	3 2%	17 1%	5 3%	2 *%	- -%
SUMMARY CODES																
TOTAL DISAGREE	119 9%	106 10%	4 3%	4 8%	5 18%	119 9%	95 9%	23 13%	** **	112 9%	112 10%	5 5%	117 9%	18 11%	32 9%	23 12%
TOTAL AGREE	948 73%	810 73%	82 74%	40 78%	15 59%	948 73%	820 74%	128 71%	** **	869 73%	846 73%	83 78%	929 73%	112 68%	255 73%	141 72%
TOTAL NEITHER/ DON'T KNOW	227 18%	189 17%	25 23%	7 13%	6 23%	227 18%	199 18%	28 15%	** **	205 17%	206 18%	19 17%	224 18%	35 21%	63 18%	33 17%

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

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IN35B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: As long as the internet provides good websites and apps it doesn't really matter who owns the websites or apps or how they're funded (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Strongly disagree	230 18%	30 16%	45 18%	48 18%	36 16%	37 20%	72 19%	230 18%	103 17%	127 19%	77 22% df	67 17%	50 18%	36 13%	144 19% d	86 16%	230 18%
Slightly disagree	257 20%	38 20%	50 20%	56 22%	52 24% f	30 16%	60 16%	257 20%	119 19%	138 21%	78 22%	78 20%	53 19%	48 18%	156 21%	101 18%	257 20%
Neither agree nor disagree	301 23%	47 25%	54 22%	61 23%	54 24%	49 27%	85 23%	301 23%	148 24%	151 23%	74 21%	88 23%	64 23%	75 27%	162 22%	139 25%	301 23%
Slightly agree	278 22%	42 22%	61 24%	58 22%	40 18%	33 18%	77 21%	278 22%	135 22%	143 21%	80 22%	84 22%	59 21%	55 20%	164 22%	114 21%	278 22%
Strongly agree	157 12%	25 13%	29 12%	27 10%	22 10%	26 14%	53 14%	157 12%	84 14%	73 11%	33 9%	51 13%	36 13%	37 14%	84 11%	73 13%	157 12%
Don't know	70 5%	8 4%	11 4%	10 4%	16 7%	8 5%	25 7%	70 5%	31 5%	39 6%	14 4%	17 4%	18 7%	20 7% e	31 4%	38 7% e	70 5%
SUMMARY CODES																	
TOTAL DISAGREE	487 38%	68 36%	95 38%	104 40%	88 40%	67 36%	133 36%	487 38%	222 36% df	265 40%	155 44% df	144 38%	103 37%	84 31%	300 40% df	188 34%	487 38% d
TOTAL AGREE	435 34%	66 35%	91 36%	86 33%	62 28%	59 32%	130 35%	435 34%	219 35%	216 32%	113 32%	135 35%	95 34%	93 34%	248 33%	187 34%	435 34%
TOTAL NEITHER/ DON'T KNOW	371 29%	55 29%	64 26%	71 27%	70 32%	58 31%	110 30%	371 29%	179 29%	190 28%	88 25%	105 27%	83 29%	95 35% abeg	193 26%	177 32% ae	371 29%

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

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IN35B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: As long as the internet provides good websites and apps it doesn't really matter who owns the websites or apps or how they're funded (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Strongly disagree	230 18%	198 18%	16 15%	11 21%	5 20%	230 18%	189 17%	41 23%	** **	219 18%	208 18%	18 17%	226 18%	25 15%	47 13%	53 27% ab
Slightly disagree	257 20%	220 20%	21 19%	11 21%	6 22%	257 20%	221 20%	36 20%	** **	232 20%	236 20%	17 16%	253 20%	25 15%	74 21%	39 20%
Neither agree nor disagree	301 23%	247 22%	35 32% ace	11 21%	8 30% ace	301 23%	256 23%	45 25%	** **	277 23%	275 24%	22 21%	297 23%	48 29%	83 24%	54 27%
Slightly agree	278 22%	237 21%	27 24%	9 18%	5 18%	278 22%	244 22%	34 19%	** **	259 22%	248 21%	24 23%	272 21%	39 24%	91 26% c	31 16%
Strongly agree	157 12%	142 13% bd	6 6%	7 14% bd	1 4%	157 12% bd	143 13% b	14 8%	** **	143 12%	140 12%	14 13%	154 12%	19 11%	43 12%	17 9%
Don't know	70 5%	60 5%	6 5%	3 5%	1 5%	70 5%	60 5%	10 5%	** **	56 5%	57 5%	11 10% ac	68 5%	9 5% c	12 3%	2 1%
SUMMARY CODES																
TOTAL DISAGREE	487 38%	418 38%	37 33%	21 42%	11 42%	487 38%	410 37%	77 43%	** **	451 38%	444 38%	36 33%	479 38%	50 30%	121 35%	92 47% ab
TOTAL AGREE	435 34%	380 34% d	33 30%	17 32% d	6 22%	435 34% d	387 35% b	48 27%	** **	402 34%	388 33%	38 36%	426 34%	58 35% c	134 38% c	49 25%
TOTAL NEITHER/ DON'T KNOW	371 29%	307 28%	41 37% ace	13 26%	9 35% a	371 29%	316 28%	54 30%	** **	333 28%	332 29%	33 31%	365 29%	57 35%	95 27%	56 28%

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

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IN35C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think people should have the right to hide their identity online in order to express their views anonymously (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Strongly disagree	332 26%	34 18%	61 24%	64 25%	54 25%	55 30%	119 32%	332 26%	147 24%	183 27%	86 24%	108 28%	75 27%	64 24%	193 26%	138 25%	332 26%
						a	abcg	a									
Slightly disagree	208 16%	29 15%	37 15%	47 18%	34 16%	28 15%	60 16%	208 16%	93 15%	115 17%	60 17%	73 19%	42 15%	33 12%	133 18%	75 14%	208 16%
												df			df		
Neither agree nor disagree	277 21%	40 21%	57 23%	56 21%	54 25%	42 23%	70 19%	277 21%	130 21%	146 22%	79 22%	69 18%	60 21%	70 26%	147 20%	130 23%	277 21%
														be		b	
Slightly agree	239 18%	38 20%	52 21%	50 19%	39 18%	31 17%	60 16%	239 18%	119 19%	120 18%	74 21%	69 18%	50 18%	46 17%	143 19%	96 17%	239 18%
Strongly agree	197 15%	44 23%	35 14%	37 14%	33 15%	22 12%	49 13%	197 15%	113 18%	85 13%	53 15%	50 13%	45 16%	50 18%	103 14%	95 17%	197 15%
		bcdefg							b								
Don't know	40 3%	4 2%	8 3%	7 3%	6 3%	6 3%	15 4%	40 3%	18 3%	22 3%	5 1%	17 4%	10 4%	8 3%	22 3%	18 3%	40 3%
												a					
SUMMARY CODES																	
TOTAL DISAGREE	540 42%	63 33%	98 39%	111 43%	88 40%	82 45%	179 48%	540 42%	240 39%	298 44%	145 41%	181 47%	117 41%	97 36%	326 44%	214 39%	540 42%
				a		a	abg	a		a		df		d			
TOTAL AGREE	436 34%	82 44%	86 34%	87 33%	72 33%	53 29%	109 29%	436 34%	232 37%	204 30%	127 36%	119 31%	95 34%	96 35%	245 33%	191 35%	436 34%
		cdefg							b								
TOTAL NEITHER/ DON'T KNOW	317 25%	44 23%	66 26%	62 24%	60 27%	48 26%	85 23%	317 25%	148 24%	169 25%	84 24%	86 22%	70 25%	78 29%	170 23%	148 27%	317 25%

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

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IN35C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think people should have the right to hide their identity online in order to express their views anonymously (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Strongly disagree	332 26%	277 25%	28 25%	18 36%	8 32%	332 26%	284 25%	48 27%	** **	305 26%	290 25%	36 33%	326 26%	42 25%	93 27%	43 22%
			abe								a					
Slightly disagree	208 16%	172 16%	21 19%	9 18%	5 21%	208 16%	175 16%	33 18%	** **	189 16%	190 16%	15 14%	205 16%	20 12%	59 17%	45 23%
															a	
Neither agree nor disagree	277 21%	240 22%	24 22%	8 16%	4 17%	277 21%	239 21%	38 21%	** **	252 21%	255 22%	19 18%	273 22%	35 21%	80 23%	51 26%
Slightly agree	239 18%	210 19%	17 16%	8 15%	4 16%	239 18%	214 19%	25 14%	** **	227 19%	216 19%	18 17%	233 18%	38 23%	61 17%	34 17%
Strongly agree	197 15%	176 16%	14 13%	6 11%	2 6%	197 15%	169 15%	29 16%	** **	185 16%	180 16%	14 13%	194 15%	25 15%	50 14%	22 11%
		d	d		d											
Don't know	40 3%	30 3%	6 6%	2 5%	2 8%	40 3%	34 3%	6 4%	** **	28 2%	32 3%	6 6%	39 3%	5 3%	7 2%	1 1%
			a		ae											
SUMMARY CODES																
TOTAL DISAGREE	540 42%	449 41%	49 44%	28 54%	14 53%	540 42%	459 41%	81 45%	** **	494 42%	481 41%	51 47%	531 42%	62 38%	153 44%	88 45%
			ae		ae											
TOTAL AGREE	436 34%	386 35%	31 28%	13 26%	6 23%	436 34%	382 34%	54 30%	** **	412 35%	396 34%	31 29%	427 34%	63 38%	111 32%	56 28%
		cd			cd											
TOTAL NEITHER/ DON'T KNOW	317 25%	270 24%	31 28%	11 21%	7 25%	317 25%	273 24%	45 25%	** **	280 24%	287 25%	25 23%	312 25%	40 24%	86 25%	52 27%

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

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IN35D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think it is important that people can say what they want online even if it is controversial or hurtful to others (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Strongly disagree	403 31%	42 22%	70 28%	75 29%	70 32%	67 37%	145 39%	403 31%	156 25%	245 37%	103 29%	133 34%	78 28%	89 33%	235 32%	167 30%	403 31%
Slightly disagree	245 19%	33 17%	51 20%	55 21%	33 15%	38 21%	73 20%	245 19%	119 19%	126 19%	76 21%	75 20%	51 18%	42 16%	151 20%	94 17%	245 19%
Neither agree nor disagree	257 20%	44 23%	53 21%	42 16%	55 25%	35 19%	63 17%	257 20%	113 18%	143 21%	72 20%	69 18%	55 19%	61 22%	141 19%	116 21%	257 20%
Slightly agree	235 18%	40 21%	54 22%	53 20%	40 18%	26 14%	48 13%	235 18%	128 21%	108 16%	68 19%	72 19%	54 19%	41 15%	140 19%	95 17%	235 18%
Strongly agree	124 10%	24 13%	17 7%	33 13%	18 8%	12 7%	32 9%	124 10%	90 15%	34 5%	33 9%	27 7%	35 13%	29 11%	60 8%	65 12%	124 10%
Don't know	30 2%	6 3%	4 2%	3 1%	4 2%	5 3%	12 3%	30 2%	14 2%	16 2%	5 1%	9 2%	8 3%	9 3%	14 2%	16 3%	30 2%
SUMMARY CODES																	
TOTAL DISAGREE	647 50%	75 40%	121 48%	130 50%	103 47%	105 57%	218 59%	647 50%	275 44%	371 55%	178 50%	208 54%	129 46%	132 49%	387 52%	261 47%	647 50%
TOTAL AGREE	360 28%	65 34%	71 28%	86 33%	58 26%	38 21%	80 21%	360 28%	218 35%	142 21%	100 28%	100 26%	89 32%	70 26%	200 27%	160 29%	360 28%
TOTAL NEITHER/ DON'T KNOW	286 22%	49 26%	58 23%	45 17%	59 27%	40 22%	75 20%	286 22%	127 20%	159 24%	77 22%	77 20%	62 22%	70 26%	155 21%	132 24%	286 22%

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

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IN35D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: I think it is important that people can say what they want online even if it is controversial or hurtful to others (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Strongly disagree	403 31% c	348 31% c	34 31%	12 23%	9 34% c	403 31% c	341 31%	62 34%	** **	359 30%	347 30%	47 44% ac	394 31%	64 39% c	111 32%	52 26%
Slightly disagree	245 19%	201 18%	23 21%	13 25% ae	8 30% ae	245 19%	206 19%	39 22%	** **	229 19%	223 19%	17 16%	240 19%	22 13%	62 18%	50 25% ab
Neither agree nor disagree	257 20%	217 20%	25 22%	10 20%	4 17%	257 20%	226 20%	31 17%	** **	230 19%	235 20%	18 17%	253 20%	31 19%	74 21%	38 19%
Slightly agree	235 18%	201 18%	19 17%	11 22% d	3 13%	235 18%	204 18%	31 17%	** **	224 19%	223 19% b	9 9% b	233 18% b	28 17%	65 18%	42 21%
Strongly agree	124 10%	112 10% d	6 6%	5 9%	1 4%	124 10% d	111 10%	14 8%	** **	120 10%	110 9%	12 12%	123 10%	16 10%	34 10%	14 7%
Don't know	30 2%	25 2%	4 4%	1 1%	* 2%	30 2%	26 2%	4 2%	** **	24 2%	25 2%	3 3%	29 2%	5 3%	4 1%	1 1%
SUMMARY CODES																
TOTAL DISAGREE	647 50%	549 50%	57 51%	25 48%	17 64% abce	647 50%	547 49%	100 56%	** **	588 50%	570 49%	64 60% ac	634 50%	86 52%	173 49%	101 52%
TOTAL AGREE	360 28%	314 28% d	25 23%	16 31% d	5 18%	360 28% d	315 28%	45 25%	** **	344 29%	334 29% b	22 20%	355 28%	44 26%	98 28%	56 28%
TOTAL NEITHER/ DON'T KNOW	286 22%	242 22%	28 26%	11 21%	5 19%	286 22%	252 23%	34 19%	** **	254 21%	260 22%	21 20%	282 22%	35 21%	79 23%	39 20%

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

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IN35E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: When I visit websites or apps, I usually accept the terms & conditions without reading them (SINGLE CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Strongly disagree	140	15	31	22	29	20	44	140	52	87	44	41	18	37	85	55	140
	11%	8%	12%	8%	13%	11%	12%	11%	8%	13%	12%	11%	6%	14%	11%	10%	11%
										a	c		c	c		c	
Slightly disagree	148	22	22	27	24	31	53	148	68	79	44	40	33	31	84	63	148
	11%	12%	9%	10%	11%	17%	14%	11%	11%	12%	12%	10%	12%	11%	11%	11%	11%
						bcg											
Neither agree nor disagree	153	21	28	27	31	18	45	153	71	82	33	47	27	45	80	73	153
	12%	11%	11%	10%	14%	10%	12%	12%	11%	12%	9%	12%	10%	17%	11%	13%	12%
														aceg			
Slightly agree	345	41	75	82	58	48	89	345	179	164	93	94	91	66	187	157	345
	27%	21%	30%	31%	27%	26%	24%	27%	29%	24%	26%	24%	32%	24%	25%	28%	27%
				af									bde				
Strongly agree	495	89	92	102	77	66	136	495	245	249	141	156	109	89	297	199	495
	38%	47%	37%	39%	35%	36%	36%	38%	40%	37%	40%	40%	39%	33%	40%	36%	38%
		bdefg										d		d		d	
Don't know	13	1	2	1	1	2	8	13	5	9	*	7	3	4	7	6	13
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
												a					
SUMMARY CODES																	
TOTAL DISAGREE	287	37	53	48	53	51	96	287	121	167	88	81	51	67	169	118	287
	22%	19%	21%	19%	24%	28%	26%	22%	19%	25%	25%	21%	18%	25%	23%	21%	22%
						c	c			a							
TOTAL AGREE	840	130	167	184	135	113	224	840	424	414	234	250	200	155	484	356	840
	65%	68%	67%	70%	61%	62%	60%	65%	68%	62%	66%	65%	71%	57%	65%	64%	65%
				df					b		d	d	d		d	d	d
TOTAL NEITHER/ DON'T KNOW	166	23	30	29	32	19	52	166	75	91	33	54	30	49	88	79	166
	13%	12%	12%	11%	15%	11%	14%	13%	12%	14%	9%	14%	11%	18%	12%	14%	13%
														aceg		a	

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

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

IN35E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THE INTERNET: When I visit websites or apps, I usually accept the terms & conditions without reading them (SINGLE CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Strongly disagree	140 11%	120 11%	12 11%	6 12%	1 6%	140 11%	119 11%	21 12%	** **	127 11%	119 10%	19 18%	137 11%	26 16%	27 8%	15 8%
		d	d	d	d	d						ac		bc		
Slightly disagree	148 11%	121 11%	16 14%	8 16%	3 11%	148 11%	128 12%	20 11%	** **	127 11%	131 11%	16 15%	147 12%	14 8%	35 10%	22 11%
			a	a												
Neither agree nor disagree	153 12%	125 11%	17 15%	4 9%	6 23%	153 12%	134 12%	18 10%	** **	133 11%	131 11%	15 14%	146 11%	29 18%	30 9%	18 9%
					ace									bc		
Slightly agree	345 27%	294 27%	27 24%	15 30%	9 35%	345 27%	302 27%	43 24%	** **	320 27%	314 27%	24 22%	337 27%	37 22%	117 33%	51 26%
					abe										a	
Strongly agree	495 38%	436 39%	38 34%	16 32%	6 21%	495 38%	422 38%	74 41%	** **	471 40%	461 40%	29 28%	490 39%	58 35%	139 40%	91 46%
		d	d	d	d	d					b		b		a	
Don't know	13 1%	10 1%	2 2%	1 1%	1 4%	13 1%	9 1%	4 2%	** **	7 1%	9 1%	3 3%	12 1%	1 *%	3 1%	- -%
					ae							ac				
SUMMARY CODES																
TOTAL DISAGREE	287 22%	241 22%	28 25%	15 29%	4 17%	287 22%	247 22%	40 22%	** **	254 21%	249 21%	35 33%	285 22%	40 24%	62 18%	37 19%
				ad								ac				
TOTAL AGREE	840 65%	729 66%	64 58%	32 62%	15 56%	840 65%	723 65%	117 65%	** **	791 67%	775 67%	53 50%	828 65%	95 58%	255 73%	142 72%
		bd			d	d					b		b		a	a
TOTAL NEITHER/ DON'T KNOW	166 13%	135 12%	19 17%	5 10%	7 27%	166 13%	144 13%	22 13%	** **	141 12%	140 12%	18 17%	158 12%	30 18%	33 9%	18 9%
			c		abce									bc		

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

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

IN36. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS: When I use social media and messaging sites I usually accept the terms & conditions without reading them (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1260	215	257	265	225	167	298	1260	556	702	299	431	249	281	730	530	1260
Effective Weighted Sample	992	169	203	209	178	141	238	992	440	550	243	343	201	215	578	414	992
Total	1063	183	234	234	193	129	220	1063	482	579	291	324	229	219	615	448	1063
Strongly disagree	98 9%	13 7%	24 10%	21 9%	24 12%	9 7%	16 7%	98 9%	40 8%	58 10%	32 11%	25 8%	10 5%	31 14%	57 9%	41 9%	98 9%
											c			bceg	c	c	c
Slightly disagree	112 11%	18 10%	18 8%	27 11%	15 8%	19 15%	33 15%	112 11%	41 8%	71 12%	32 11%	35 11%	28 12%	17 8%	67 11%	45 10%	112 11%
						b	bd			a							
Neither agree nor disagree	111 10%	18 10%	22 10%	17 7%	26 13%	18 14%	28 13%	111 10%	48 10%	63 11%	25 9%	36 11%	22 10%	28 13%	61 10%	51 11%	111 10%
Slightly agree	323 30%	48 26%	86 37%	74 32%	62 32%	32 25%	53 24%	323 30%	152 32%	170 29%	95 33%	103 32%	73 32%	52 24%	198 32%	125 28%	323 30%
			aef								d	d			d		
Strongly agree	402 38%	85 46%	79 34%	92 39%	62 32%	50 39%	84 38%	402 38%	197 41%	205 35%	103 35%	121 38%	90 39%	88 40%	224 36%	178 40%	402 38%
		bdg															
Don't know	16 1%	1 1%	3 1%	2 1%	4 2%	2 1%	6 3%	16 1%	4 1%	12 2%	4 1%	4 1%	4 2%	4 2%	8 1%	8 2%	16 1%
SUMMARY CODES																	
TOTAL DISAGREE	210 20%	31 17%	43 18%	48 21%	39 20%	28 21%	49 22%	210 20%	81 17%	129 22%	64 22%	60 19%	39 17%	48 22%	124 20%	86 19%	210 20%
										a							
TOTAL AGREE	725 68%	132 72%	166 71%	166 71%	124 64%	82 64%	137 62%	725 68%	349 72%	375 65%	198 68%	224 69%	164 72%	139 64%	422 69%	303 68%	725 68%
		f								b							
TOTAL NEITHER/ DON'T KNOW	127 12%	19 10%	25 11%	19 8%	30 15%	19 15%	34 15%	127 12%	52 11%	75 13%	29 10%	40 12%	27 12%	32 15%	69 11%	59 13%	127 12%
					c	c	c										

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

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

IN36. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA/ MESSAGING SITES OR APPS: When I use social media and messaging sites I usually accept the terms & conditions without reading them (SINGLE CODE)

Base : Those with a profile or account on a social media or messaging site/ app

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1260	834	144	147	135	1260	1069	191	49	1152	1189	61	1250	168	316	182
Effective Weighted Sample	992	782	132	141	124	992	850	143	38	917	939	45	984	133	254	161
Total	1063	911	91	41	20	1063	925	138	40	989	1014	41	1056	136	280	176
Strongly disagree	98 9%	85 9%	8 9%	4 11%	* 2%	98 9%	85 9%	13 10%	** **	91 9%	92 9%	** **	98 9%	23 17%	21 7%	10 6%
		d	d	d	d	d								bc		
Slightly disagree	112 11%	93 10%	11 12%	6 15%	2 11%	112 11%	97 10%	15 11%	** **	100 10%	104 10%	** **	111 11%	13 10%	25 9%	13 8%
Neither agree nor disagree	111 10%	94 10%	12 14%	2 6%	3 16%	111 10%	102 11%	10 7%	** **	99 10%	104 10%	** **	110 10%	17 12%	30 11%	20 11%
			c		c											
Slightly agree	323 30%	279 31%	22 24%	14 34%	8 43%	323 30%	283 31%	40 29%	** **	305 31%	312 31%	** **	320 30%	34 25%	101 36%	52 29%
					abe										a	
Strongly agree	402 38%	347 38%	37 40%	14 33%	5 26%	402 38%	347 38%	55 40%	** **	379 38%	387 38%	** **	401 38%	46 34%	99 35%	81 46%
		d	d		d	d										ab
Don't know	16 1%	13 1%	2 2%	* 1%	1 3%	16 1%	11 1%	5 4%	** **	15 1%	15 2%	** **	16 1%	3 2%	4 2%	1 1%
								a								
SUMMARY CODES																
TOTAL DISAGREE	210 20%	178 20%	19 20%	11 26%	3 13%	210 20%	182 20%	29 21%	** **	190 19%	196 19%	** **	209 20%	36 26%	46 16%	23 13%
			d											bc		
TOTAL AGREE	725 68%	626 69%	58 64%	28 68%	13 69%	725 68%	631 68%	94 69%	** **	684 69%	698 69%	** **	721 68%	80 59%	200 71%	132 75%
															a	a
TOTAL NEITHER/ DON'T KNOW	127 12%	107 12%	14 16%	3 7%	4 18%	127 12%	113 12%	14 10%	** **	114 12%	120 12%	** **	125 12%	20 15%	34 12%	21 12%
			c		ace											

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

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

IN37. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - (SHOWCARD) Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those who go online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
All is truthful	24	*	7	6	4	2	8	24	12	13	5	6	7	6	11	13	24
	2%	3%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
		a	a														
Most is truthful	322	42	53	55	51	55	121	322	153	169	110	91	62	59	201	121	322
	25%	22%	21%	21%	23%	30%	32%	25%	25%	25%	31%	24%	22%	22%	27%	22%	25%
						bc	abcdg				bcdfg				f		
Some is truthful	760	108	159	171	131	107	192	760	360	400	213	231	166	150	444	316	760
	59%	57%	64%	65%	59%	58%	52%	59%	58%	60%	60%	60%	59%	55%	60%	57%	59%
			f	f				f									
Don't know	63	13	11	7	13	6	19	63	29	33	10	18	14	22	28	36	63
	5%	7%	4%	3%	6%	3%	5%	5%	5%	5%	3%	5%	5%	8%	4%	6%	5%
		c												aeg		ae	
Don't think about whether the information is truthful	123	25	21	22	23	14	33	123	67	56	18	40	32	34	58	66	123
	10%	13%	8%	8%	10%	7%	9%	10%	11%	8%	5%	10%	11%	12%	8%	12%	10%
											a	a	ae		ae	a	

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

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

IN37. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - (SHOWCARD) Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
All is truthful	24	20	2	1	*	24	22	3	**	23	20	3	24	7	7	3
	2%	2%	2%	3%	1%	2%	2%	2%	**	2%	2%	3%	2%	4%	2%	1%
Most is truthful	322	273	22	18	9	322	278	44	**	295	280	33	313	47	88	57
	25%	25%	20%	35%	33%	25%	25%	25%	**	25%	24%	31%	25%	28%	25%	29%
				abe	abe											
Some is truthful	760	650	68	28	14	760	651	110	**	706	697	55	752	86	210	123
	59%	59%	62%	54%	54%	59%	58%	61%	**	59%	60%	51%	59%	52%	60%	62%
Don't know	63	53	7	1	2	63	55	8	**	49	57	4	61	9	18	3
	5%	5%	6%	2%	7%	5%	5%	5%	**	4%	5%	4%	5%	6%	5%	2%
			c		c									c	c	
Don't think about whether the information is truthful	123	108	10	4	1	123	109	14	**	114	109	12	120	16	27	11
	10%	10%	9%	7%	6%	10%	10%	8%	**	10%	9%	11%	9%	10%	8%	6%

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

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

IN37. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - (SHOWCARD) Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those who go online - excluding those who do not consider whether the information is truthful

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1452	197	258	274	244	225	479	1452	679	771	367	476	283	326	843	609	1452
Effective Weighted Sample	1121	154	200	217	185	186	374	1121	524	596	292	375	223	243	657	464	1121
Total	1170	164	230	239	198	170	340	1170	553	615	338	345	249	238	683	486	1170
All is truthful	24	*	7	6	4	2	8	24	12	13	5	6	7	6	11	13	24
	2%	4%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%
		a															
Most is truthful	322	42	53	55	51	55	121	322	153	169	110	91	62	59	201	121	322
	28%	26%	23%	23%	26%	32%	35%	28%	28%	27%	32%	26%	25%	25%	29%	25%	28%
						bc	abcdg				f						
Some is truthful	760	108	159	171	131	107	192	760	360	400	213	231	166	150	444	316	760
	65%	66%	69%	71%	66%	63%	56%	65%	65%	65%	63%	67%	67%	63%	65%	65%	65%
		f	f	f	f			f									
Don't know	63	13	11	7	13	6	19	63	29	33	10	18	14	22	28	36	63
	5%	8%	5%	3%	7%	3%	6%	5%	5%	5%	3%	5%	5%	9%	4%	7%	5%
		c												abeg		ae	

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

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

IN37. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? IF YES - (SHOWCARD) Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : Those who go online - excluding those who do not consider whether the information is truthful

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE b	ALL c	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																
Unweighted total	1452	940	164	175	173	1452	1211	241	83	1296	1281	144	1425	189	378	194
Effective Weighted Sample	1121	875	150	166	158	1121	946	178	60	1017	992	110	1099	149	301	171
Total	1170	997	101	48	25	1170	1005	165	58	1072	1055	95	1150	149	323	186
All is truthful	24 2%	20 2%	2 2%	1 3%	* 1%	24 2%	22 2%	3 2%	** **	23 2%	20 2%	3 3%	24 2%	7 5%	7 2%	3 2%
Most is truthful	322 28%	273 27%	22 22%	18 37%	9 35%	322 28%	278 28%	44 27%	** **	295 28%	280 27%	33 35%	313 27%	47 32%	88 27%	57 31%
Some is truthful	760 65%	650 65%	68 68%	28 58%	14 57%	760 65%	651 65%	110 66%	** **	706 66%	697 66%	55 58%	752 65%	86 58%	210 65%	123 66%
Don't know	63 5%	53 5%	7 7%	1 2%	2 7%	63 5%	55 5%	8 5%	** **	49 5%	57 5%	4 4%	61 5%	9 6%	18 6%	3 2%

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

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

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

Base : Those who would consider whether the information they find online is truthful

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1371	182	247	266	229	217	447	1371	641	729	355	454	267	295	809	562	1371
Effective Weighted Sample	1061	144	192	210	174	179	349	1061	496	564	283	358	211	220	631	430	1061
Total	1107	151	219	232	185	164	321	1107	524	582	328	327	235	216	656	451	1107
PROMPTED RESPONSES																	
Check different websites to see if the same information appears on them all	487	68	108	108	76	70	127	487	232	255	166	144	90	87	310	177	487
	44%	45%	49%	46%	41%	43%	40%	44%	44%	44%	51%	44%	38%	40%	47%	39%	44%
			f								cd				cf		
Check that the website address looks genuine	357	53	66	84	59	56	95	357	178	177	128	111	66	52	239	118	357
	32%	35%	30%	36%	32%	34%	30%	32%	34%	31%	39%	34%	28%	24%	36%	26%	32%
											cd	df			cd		df
Check whether the site looks professional	265	36	58	60	50	34	62	265	127	137	97	69	56	42	166	99	265
	24%	24%	26%	26%	27%	21%	19%	24%	24%	24%	29%	21%	24%	20%	25%	22%	24%
											b						d
Check the credibility of the information (author's name or link to original publication)	262	38	55	72	36	36	60	262	135	126	117	72	39	34	188	74	262
	24%	25%	25%	31%	20%	22%	19%	24%	26%	22%	36%	22%	17%	16%	29%	16%	24%
				defg							bc	f			bc		cd
Check whether people I trust use the site or sites	223	34	49	44	45	32	51	223	107	116	79	64	42	38	143	80	223
	20%	23%	22%	19%	24%	20%	16%	20%	21%	20%	24%	20%	18%	17%	22%	18%	20%
					f						f						
Check whether the site is regularly updated	205	30	48	43	29	25	55	205	103	102	78	61	35	31	139	66	205
	19%	20%	22%	18%	16%	15%	17%	19%	20%	17%	24%	19%	15%	14%	21%	15%	19%
											cd				cd		

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

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

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

Base : Those who would consider whether the information they find online is truthful

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1371	182	247	266	229	217	447	1371	641	729	355	454	267	295	809	562	1371
Effective Weighted Sample	1061	144	192	210	174	179	349	1061	496	564	283	358	211	220	631	430	1061
Total	1107	151	219	232	185	164	321	1107	524	582	328	327	235	216	656	451	1107
UNPROMPTED RESPONSE																	
Ask other people/ family/ friends, see what they think	9	-	3	-	1	1	6	9	5	4	3	3	3	1	5	4	9
	1%	-%	1%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
Make checks in other ways	17	2	-	4	1	7	10	17	9	8	6	6	3	1	12	4	17
	2%	1%	-%	2%	1%	4%	3%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%
						bdg	b										
ANY CHECKS MADE	726	102	151	158	126	101	190	726	342	383	244	221	137	124	464	261	726
	66%	68%	69%	68%	68%	62%	59%	66%	65%	66%	74%	67%	58%	58%	71%	58%	66%
			f	f				f			cdfg	cdf		cdfg		cdf	
I don't make any checks	369	45	65	72	59	62	128	369	176	193	82	101	97	89	183	186	369
	33%	30%	30%	31%	32%	38%	40%	33%	34%	33%	25%	31%	41%	42%	28%	41%	33%
						abcg						abeg	abeg		abeg		ae
Don't know	12	3	3	2	*	1	3	12	6	6	3	6	1	2	9	3	12
	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

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

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

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

Base : Those who would consider whether the information they find online is truthful

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1371	889	151	172	159	1371	1141	230	72	1237	1212	134	1346	174	357	191
Effective Weighted Sample	1061	829	138	163	144	1061	894	170	52	973	940	104	1041	138	284	168
Total	1107	944	93	47	23	1107	950	157	50	1023	998	91	1089	140	305	182
PROMPTED RESPONSES																
Check different websites to see if the same information appears on them all	487	427	29	26	5	487	422	64	**	464	451	29	479	58	133	109
	44%	45%	31%	56%	23%	44%	44%	41%	**	45%	45%	31%	44%	42%	44%	60%
		bd		abde		bd					b		b			ab
Check that the website address looks genuine	357	314	24	14	4	357	306	50	**	340	332	21	353	37	91	90
	32%	33%	26%	30%	18%	32%	32%	32%	**	33%	33%	23%	32%	26%	30%	49%
		d		d		d					b					ab
Check whether the site looks professional	265	236	14	11	3	265	231	34	**	256	249	12	261	33	67	67
	24%	25%	15%	24%	13%	24%	24%	21%	**	25%	25%	13%	24%	24%	22%	36%
		bd		bd		bd					b		b			ab
Check the credibility of the information (author's name or link to original publication)	262	227	18	15	3	262	228	34	**	250	237	19	256	26	67	75
	24%	24%	19%	32%	12%	24%	24%	22%	**	24%	24%	21%	24%	18%	22%	41%
		d		abde		d										ab
Check whether people I trust use the site or sites	223	193	17	10	4	223	188	35	**	201	205	17	222	26	50	50
	20%	20%	18%	20%	18%	20%	20%	22%	**	20%	21%	19%	20%	18%	16%	28%
																b
Check whether the site is regularly updated	205	179	16	8	2	205	178	27	**	198	188	15	203	17	66	38
	19%	19%	17%	16%	10%	19%	19%	17%	**	19%	19%	16%	19%	12%	22%	21%
		d				d									a	a

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

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

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

Base : Those who would consider whether the information they find online is truthful

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1371	889	151	172	159	1371	1141	230	72	1237	1212	134	1346	174	357	191
Effective Weighted Sample	1061	829	138	163	144	1061	894	170	52	973	940	104	1041	138	284	168
Total	1107	944	93	47	23	1107	950	157	50	1023	998	91	1089	140	305	182
UNPROMPTED RESPONSE																
Ask other people/ family/ friends, see what they think	9	8	1	-	-	9	7	2	**	8	7	2	9	-	1	3
	1%	1%	1%	-%	-%	1%	1%	1%	**	1%	1%	2%	1%	-%	*%	2%
Make checks in other ways	17	16	1	-	*	17	11	6	**	16	15	2	17	2	2	6
	2%	2%	1%	-%	1%	2%	1%	4%	**	2%	1%	2%	2%	1%	1%	3%
								a								b
ANY CHECKS MADE	726	631	48	35	11	726	625	100	**	679	665	50	715	82	193	151
	66%	67%	52%	75%	49%	66%	66%	64%	**	66%	67%	55%	66%	59%	63%	83%
		bd		abde		bd					b		b			ab
I don't make any checks	369	303	43	11	11	369	316	54	**	333	323	40	363	57	108	31
	33%	32%	46%	25%	47%	33%	33%	34%	**	33%	32%	44%	33%	41%	35%	17%
			ace		ace	c					ac			c	c	
Don't know	12	9	2	*	1	12	9	3	**	10	9	2	11	1	4	-
	1%	1%	2%	*%	4%	1%	1%	2%	**	1%	1%	2%	1%	*%	1%	-%
					ace											

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
If the site looks secure (has the padlock symbol or uses 'https')	793	111	163	179	143	110	197	793	372	420	257	251	165	120	508	285	793
	61%	58%	65%	69%	65%	60%	53%	61%	60%	63%	72%	65%	59%	44%	69%	52%	61%
			f	afg	f			f			bcdg	df	d		cdg	d	df
If I'm familiar with the company or brand	598	85	130	123	93	87	166	598	279	318	196	195	117	90	391	206	598
	46%	45%	52%	47%	42%	48%	45%	46%	45%	47%	55%	51%	42%	33%	53%	37%	46%
			d								cdg	cd	d		cdg		df
If there is a link to another reputable service like PayPal	584	84	127	132	98	88	144	584	280	304	194	185	114	91	379	205	584
	45%	44%	51%	51%	44%	48%	39%	45%	45%	45%	55%	48%	40%	34%	51%	37%	45%
			f	f		f		f			cdg	df			cdg		df
If there is a guarantee my details won't be shared with anyone else.	384	47	86	89	53	64	109	384	188	195	148	108	67	61	256	128	384
	30%	25%	34%	34%	24%	35%	29%	30%	30%	29%	42%	28%	24%	23%	35%	23%	30%
			ad	d		ad					bcdg				bcdg		df
If the site is recommended by friends/family	273	35	65	54	46	48	74	273	123	149	83	93	46	50	177	96	273
	21%	19%	26%	21%	21%	26%	20%	21%	20%	22%	23%	24%	16%	18%	24%	17%	21%
											cf	cf			cf		
If the site is listed by a search engine such as Google or Bing	109	16	25	21	17	19	32	109	57	52	36	33	20	20	69	40	109
	8%	8%	10%	8%	8%	10%	8%	8%	9%	8%	10%	9%	7%	8%	9%	7%	8%
If it's the only way to get the service or product I want	101	16	19	16	20	19	30	101	49	52	34	32	18	16	67	34	101
	8%	8%	8%	6%	9%	10%	8%	8%	8%	8%	10%	8%	6%	6%	9%	6%	8%

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Other	17	2	4	8	1	1	3	17	11	6	2	3	5	6	6	11	17
	1%	1%	1%	3%	*%	*%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%
				def									e		e		
I enter my credit or debit card details online whenever they are required	46	7	10	7	7	3	16	46	27	19	10	10	12	14	20	26	46
	4%	3%	4%	3%	3%	2%	4%	4%	4%	3%	3%	3%	4%	5%	3%	5%	4%
													e				
I don't buy things online	164	33	18	14	18	30	80	164	89	76	24	39	40	61	63	102	164
	13%	18%	7%	5%	8%	16%	22%	13%	14%	11%	7%	10%	14%	23%	8%	18%	13%
		bcd				bcd	bcdg	bc					ae	abceg		abeg	ae
Don't know	15	2	3	5	2	2	3	15	6	7	3	3	4	6	6	10	15
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

226	32	43	43	43	30	64	226	118	108	70	65	48	43	135	91	226
17%	17%	17%	17%	20%	16%	17%	17%	19%	16%	20%	17%	17%	16%	18%	16%	17%

ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED

888	122	186	199	157	122	225	888	407	480	260	278	189	161	538	350	888
69%	64%	74%	76%	71%	66%	60%	69%	66%	72%	73%	72%	67%	59%	73%	63%	69%
		af	aefg	f			f		a	df	df			df		df

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

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
If the site looks secure (has the padlock symbol or uses 'https')	793	693	58	31	10	793	680	113	**	751	741	42	783	89	213	148
	61%	63%	52%	61%	39%	61%	61%	63%	**	63%	64%	39%	62%	54%	61%	75%
		bd	d	d		bd					b		b			ab
If I'm familiar with the company or brand	598	514	55	19	9	598	518	80	**	574	552	38	590	60	166	124
	46%	47%	49%	38%	35%	46%	46%	45%	**	48%	47%	36%	46%	36%	47%	63%
		cd	cd			cd					b		b		a	ab
If there is a link to another reputable service like PayPal	584	499	52	27	5	584	511	73	**	557	548	28	577	68	164	117
	45%	45%	47%	53%	21%	45%	46%	41%	**	47%	47%	27%	45%	41%	47%	60%
		d	d	ade		d					b		b			ab
If there is a guarantee my details won't be shared with anyone else.	384	339	27	13	5	384	334	49	**	366	356	23	380	41	98	80
	30%	31%	24%	26%	18%	30%	30%	28%	**	31%	31%	22%	30%	25%	28%	41%
		d				d					b					ab
If the site is recommended by friends/family	273	246	14	7	6	273	251	22	**	264	256	14	270	32	81	56
	21%	22%	13%	13%	24%	21%	23%	12%	**	22%	22%	13%	21%	19%	23%	29%
		bc			bc	bc	b				b		b			a
If the site is listed by a search engine such as Google or Bing	109	98	9	1	2	109	94	15	**	100	98	10	108	11	36	24
	8%	9%	8%	3%	6%	8%	8%	8%	**	8%	8%	9%	8%	7%	10%	12%
		c	c			c										

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

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
If it's the only way to get the service or product I want	101	90	4	6	2	101	92	9	**	99	91	7	99	8	27	22
	8%	8%	3%	11%	7%	8%	8%	5%	**	8%	8%	7%	8%	5%	8%	11%
		b		b		b										a
Other	17	12	5	*	-	17	14	3	**	16	15	2	17	2	4	5
	1%	1%	4%	*%	-%	1%	1%	2%	**	1%	1%	2%	1%	1%	1%	2%
			acde													
I enter my credit or debit card details online whenever they are required	46	36	5	1	3	46	41	5	**	44	42	3	46	11	13	5
	4%	3%	5%	3%	13%	4%	4%	3%	**	4%	4%	3%	4%	7%	4%	2%
					abce									c		
I don't buy things online	164	144	10	8	2	164	136	28	**	128	119	39	157	29	35	7
	13%	13%	9%	16%	9%	13%	12%	16%	**	11%	10%	36%	12%	17%	10%	4%
											ac			bc	c	
Don't know	15	12	2	1	1	15	13	2	**	11	15	-	15	3	4	-
	1%	1%	1%	2%	3%	1%	1%	1%	**	1%	1%	-%	1%	2%	1%	-%
SUMMARY CODES																
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	226	195	17	8	7	226	200	26	**	212	204	18	223	30	67	42
	17%	18%	15%	16%	26%	17%	18%	15%	**	18%	18%	17%	18%	18%	19%	21%
					abce											

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

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	888	754	83	34	16	888	765	122	**	835	826	50	875	104	244	147
	69%	68%	74%	67%	63%	69%	69%	68%	**	70%	71%	47%	69%	63%	70%	75%
			d								b		b			a

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

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

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

Base : Those who say they buy things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1372	187	262	283	242	204	398	1372	638	732	355	465	271	281	820	552	1372
Effective Weighted Sample	1067	147	203	223	187	168	314	1067	497	569	283	367	215	212	642	425	1067
Total	1129	156	232	247	202	154	292	1129	531	595	332	346	241	210	678	451	1129
If the site looks secure (has the padlock symbol or uses 'https')	793	111	163	179	143	110	197	793	372	420	257	251	165	120	508	285	793
	70%	71%	70%	73%	71%	72%	67%	70%	70%	71%	77%	73%	68%	57%	75%	63%	70%
											cdfg	df	d		dfg		df
If I'm familiar with the company or brand	598	85	130	123	93	87	166	598	279	318	196	195	117	90	391	206	598
	53%	55%	56%	50%	46%	57%	57%	53%	52%	53%	59%	56%	48%	43%	58%	46%	53%
			d			d	d				cdf	df			cdf		df
If there is a link to another reputable service like PayPal	584	84	127	132	98	88	144	584	280	304	194	185	114	91	379	205	584
	52%	54%	55%	53%	49%	57%	49%	52%	53%	51%	58%	53%	47%	44%	56%	45%	52%
											cdfg	df			cdf		df
If there is a guarantee my details won't be shared with anyone else.	384	47	86	89	53	64	109	384	188	195	148	108	67	61	256	128	384
	34%	30%	37%	36%	26%	42%	37%	34%	35%	33%	44%	31%	28%	29%	38%	28%	34%
			d	d		adg	d	d			bcdfg				bcd		f
If the site is recommended by friends/family	273	35	65	54	46	48	74	273	123	149	83	93	46	50	177	96	273
	24%	22%	28%	22%	23%	31%	25%	24%	23%	25%	25%	27%	19%	24%	26%	21%	24%
						cg						c			c		
If the site is listed by a search engine such as Google or Bing	109	16	25	21	17	19	32	109	57	52	36	33	20	20	69	40	109
	10%	10%	11%	8%	8%	12%	11%	10%	11%	9%	11%	10%	8%	10%	10%	9%	10%
If it's the only way to get the service or product I want	101	16	19	16	20	19	30	101	49	52	34	32	18	16	67	34	101
	9%	10%	8%	7%	10%	12%	10%	9%	9%	9%	10%	9%	8%	8%	10%	8%	9%
						c											

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

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

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

Base : Those who say they buy things online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1372	187	262	283	242	204	398	1372	638	732	355	465	271	281	820	552	1372
Effective Weighted Sample	1067	147	203	223	187	168	314	1067	497	569	283	367	215	212	642	425	1067
Total	1129	156	232	247	202	154	292	1129	531	595	332	346	241	210	678	451	1129
Other	17	2	4	8	1	1	3	17	11	6	2	3	5	6	6	11	17
	2%	1%	2%	3%	*%	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	3%	2%
				d									ae		e		
I enter my credit or debit card details online whenever they are required	46	7	10	7	7	3	16	46	27	19	10	10	12	14	20	26	46
	4%	4%	4%	3%	3%	2%	5%	4%	5%	3%	3%	3%	5%	7%	3%	6%	4%
														abe		e	
Don't know	15	2	3	5	2	2	3	15	6	7	3	3	4	6	6	10	15
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	2%	1%
														e			

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

226	32	43	43	43	30	64	226	118	108	70	65	48	43	135	91	226
20%	20%	19%	17%	21%	20%	22%	20%	22%	18%	21%	19%	20%	21%	20%	20%	20%

ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED

888	122	186	199	157	122	225	888	407	480	260	278	189	161	538	350	888
79%	78%	80%	81%	78%	79%	77%	79%	77%	81%	78%	80%	79%	77%	79%	78%	79%

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

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

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

Base : Those who say they buy things online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1372	889	162	156	165	1372	1154	218	53	1250	1248	103	1351	165	362	198
Effective Weighted Sample	1067	832	149	149	151	1067	908	162	39	991	975	79	1050	132	290	175
Total	1129	961	101	43	24	1129	978	151	36	1059	1045	68	1113	136	315	189
If the site looks secure (has the padlock symbol or uses 'https')	793	693	58	31	10	793	680	113	**	751	741	42	783	89	213	148
	70%	72%	58%	73%	43%	70%	70%	75%	**	71%	71%	61%	70%	65%	68%	78%
		bd	d	bd		bd										ab
If I'm familiar with the company or brand	598	514	55	19	9	598	518	80	**	574	552	38	590	60	166	124
	53%	54%	54%	45%	38%	53%	53%	53%	**	54%	53%	57%	53%	44%	53%	66%
		d	d			d										ab
If there is a link to another reputable service like PayPal	584	499	52	27	5	584	511	73	**	557	548	28	577	68	164	117
	52%	52%	52%	63%	23%	52%	52%	49%	**	53%	52%	42%	52%	50%	52%	62%
		d	d	abde		d										ab
If there is a guarantee my details won't be shared with anyone else.	384	339	27	13	5	384	334	49	**	366	356	23	380	41	98	80
	34%	35%	27%	31%	19%	34%	34%	33%	**	35%	34%	34%	34%	30%	31%	42%
		bd		d		d										ab
If the site is recommended by friends/family	273	246	14	7	6	273	251	22	**	264	256	14	270	32	81	56
	24%	26%	14%	15%	27%	24%	26%	15%	**	25%	24%	21%	24%	23%	26%	30%
		bc			bc	bc	b									
If the site is listed by a search engine such as Google or Bing	109	98	9	1	2	109	94	15	**	100	98	10	108	11	36	24
	10%	10%	8%	3%	7%	10%	10%	10%	**	9%	9%	14%	10%	8%	11%	13%
		c	c			c										

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

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

Base : Those who say they buy things online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1372	889	162	156	165	1372	1154	218	53	1250	1248	103	1351	165	362	198
Effective Weighted Sample	1067	832	149	149	151	1067	908	162	39	991	975	79	1050	132	290	175
Total	1129	961	101	43	24	1129	978	151	36	1059	1045	68	1113	136	315	189
If it's the only way to get the service or product I want	101	90	4	6	2	101	92	9	**	99	91	7	99	8	27	22
	9%	9%	4%	13%	8%	9%	9%	6%	**	9%	9%	11%	9%	6%	9%	12%
		b		b		b										
Other	17	12	5	*	-	17	14	3	**	16	15	2	17	2	4	5
	2%	1%	4%	1%	-%	2%	1%	2%	**	1%	1%	4%	2%	2%	1%	2%
			acde													
I enter my credit or debit card details online whenever they are required	46	36	5	1	3	46	41	5	**	44	42	3	46	11	13	5
	4%	4%	5%	3%	14%	4%	4%	3%	**	4%	4%	5%	4%	8%	4%	2%
					abce									c		
Don't know	15	12	2	1	1	15	13	2	**	11	15	-	15	3	4	-
	1%	1%	2%	2%	3%	1%	1%	2%	**	1%	1%	-%	1%	2%	1%	-%
SUMMARY CODES																
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	226	195	17	8	7	226	200	26	**	212	204	18	223	30	67	42
	20%	20%	16%	18%	28%	20%	20%	17%	**	20%	20%	27%	20%	22%	21%	22%
					abce											
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	888	754	83	34	16	888	765	122	**	835	826	50	875	104	244	147
	79%	79%	82%	79%	69%	79%	78%	81%	**	79%	79%	73%	79%	76%	78%	78%
		d	d	d		d										

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

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

Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
PROMPTED RESPONSES																	
If the site looks secure (has the padlock symbol or uses 'https')	765	108	153	189	126	100	188	765	364	401	242	229	155	138	471	294	765
	59%	57%	61%	73%	57%	55%	50%	59%	59%	60%	68%	60%	55%	51%	64%	53%	59%
			f	abdefg				f			bcdfg	df			cdf		df
If I'm familiar with the company or brand	597	79	116	131	96	88	175	597	278	319	200	178	114	106	378	220	597
	46%	42%	46%	50%	43%	48%	47%	46%	45%	48%	56%	46%	41%	39%	51%	40%	46%
											bcdfg				cdfg		df
If there is a link to another reputable service like PayPal	501	67	110	118	79	77	127	501	243	259	169	146	106	81	315	187	501
	39%	36%	44%	45%	36%	42%	34%	39%	39%	39%	47%	38%	38%	30%	42%	34%	39%
			f	df							bcdfg	d			df		df
If there is a guarantee my details won't be shared with anyone else.	469	68	100	100	79	63	122	469	230	238	169	141	84	75	310	158	469
	36%	36%	40%	38%	36%	35%	33%	36%	37%	36%	48%	37%	30%	27%	42%	29%	36%
											bcdfg	df			cdfg		df
If the site is recommended by friends/family	295	46	56	61	47	49	85	295	142	153	72	98	65	60	170	125	295
	23%	25%	22%	24%	21%	27%	23%	23%	23%	23%	20%	25%	23%	22%	23%	23%	23%
If it's the only way to get the service or product I want	143	19	30	25	28	18	41	143	83	59	49	38	29	28	87	56	143
	11%	10%	12%	9%	13%	10%	11%	11%	13%	9%	14%	10%	10%	10%	12%	10%	11%
									b								

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

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

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

Base : Those who go online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
If the site is listed by a search engine such as Google or Bing	100	18	25	21	8	10	28	100	58	42	30	31	19	20	61	39	100
	8%	9%	10%	8%	4%	6%	7%	8%	9%	6%	9%	8%	7%	7%	8%	7%	8%
		d	d					d	b								
UNPROMPTED RESPONSE																	
I don't do this/ I never register online/ I don't give out my personal details	40	6	5	2	6	6	21	40	19	21	6	12	10	11	18	21	40
	3%	3%	2%	1%	3%	3%	6%	3%	3%	3%	2%	3%	4%	4%	2%	4%	3%
						c	bcg										
Other	16	1	2	4	2	5	7	16	6	10	5	4	4	3	9	7	16
	1%	1%	1%	2%	1%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
I register my details online whenever they are required	59	13	13	7	10	10	16	59	28	31	7	16	16	20	23	36	59
	5%	7%	5%	3%	5%	6%	4%	5%	5%	5%	2%	4%	6%	7%	3%	7%	5%
		c										a	ae		ae	a	
Don't know	55	9	7	7	7	7	26	55	22	31	6	13	11	25	19	36	55
	4%	5%	3%	3%	3%	4%	7%	4%	4%	5%	2%	3%	4%	9%	3%	7%	4%
							bcg							abceg	abeg	ae	
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	270	43	60	46	44	35	77	270	154	115	79	74	59	58	153	117	270
	21%	23%	24%	17%	20%	19%	21%	21%	25%	17%	22%	19%	21%	21%	21%	21%	21%
									b								

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

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

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

Base : Those who go online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	929	131	178	206	163	135	250	929	425	504	265	285	200	178	551	378	929
	72%	69%	71%	79%	74%	74%	67%	72%	68%	75%	75%	74%	71%	66%	74%	68%	72%
				afg						a	d	d		df		d	

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

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

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

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
PROMPTED RESPONSES																
If the site looks secure (has the padlock symbol or uses 'https')	765	671	54	28	11	765	658	107	**	723	713	42	756	90	207	130
	59%	61%	49%	55%	43%	59%	59%	60%	**	61%	61%	40%	59%	54%	59%	66%
		bd		d		bd					b		b			a
If I'm familiar with the company or brand	597	508	59	20	10	597	524	74	**	573	542	47	589	61	171	116
	46%	46%	53%	39%	39%	46%	47%	41%	**	48%	47%	44%	46%	37%	49%	59%
			cd												a	ab
If there is a link to another reputable service like PayPal	501	434	42	21	4	501	436	66	**	475	469	26	495	58	139	91
	39%	39%	38%	42%	17%	39%	39%	37%	**	40%	40%	25%	39%	35%	40%	46%
		d	d	d		d					b		b			a
If there is a guarantee my details won't be shared with anyone else.	469	411	33	23	3	469	413	56	**	447	431	32	463	53	123	92
	36%	37%	29%	44%	11%	36%	37%	31%	**	38%	37%	30%	36%	32%	35%	47%
		d	d	bde		d										ab
If the site is recommended by friends/family	295	262	20	8	6	295	262	33	**	283	266	26	293	36	81	52
	23%	24%	18%	15%	22%	23%	24%	19%	**	24%	23%	24%	23%	22%	23%	27%
		c				c										

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

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

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

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
If it's the only way to get the service or product I want	143	120	15	6	3	143	128	15	**	141	128	13	141	13	44	31
	11%	11%	14%	11%	11%	11%	12%	8%	**	12%	11%	12%	11%	8%	13%	16% a
If the site is listed by a search engine such as Google or Bing	100	90	6	2	2	100	84	15	**	93	92	6	98	13	29	22
	8%	8%	5%	3%	7%	8%	8%	9%	**	8%	8%	6%	8%	8%	8%	11%
		c				c										
UNPROMPTED RESPONSE																
I don't do this/ I never register online/ I don't give out my personal details	40	35	1	3	1	40	26	14	**	31	25	12	37	9	9	3
	3%	3%	1%	5%	2%	3%	2%	8%	**	3%	2%	11%	3%	6%	3%	2%
			b					a				ac		c		
Other	16	15	1	1	-	16	13	3	**	14	13	3	16	1	3	4
	1%	1%	*%	1%	-%	1%	1%	2%	**	1%	1%	3%	1%	1%	1%	2%
I register my details online whenever they are required	59	48	5	3	4	59	53	6	**	53	55	3	58	16	13	3
	5%	4%	4%	6%	15%	5%	5%	3%	**	4%	5%	3%	5%	10%	4%	2%
					abce									bc		
Don't know	55	45	5	3	2	55	48	7	**	40	44	8	52	10	13	1
	4%	4%	4%	6%	8%	4%	4%	4%	**	3%	4%	8%	4%	6%	4%	*%
												a		c	c	

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

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

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

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE b	ALL c	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
SUMMARY CODES																
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	270 21%	227 21%	25 22%	10 19%	8 31% ace	270 21%	238 21%	32 18%	** **	255 21%	244 21%	20 19%	264 21%	37 22%	75 21%	51 26%
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	929 72%	797 72%	80 72%	36 71%	15 59%	929 72%	802 72%	126 70%	** **	861 73%	852 73%	67 63%	918 72%	109 66%	253 72%	141 72%

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

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

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Search engines – such as Google	1207	179	239	247	211	168	330	1207	590	615	325	371	261	250	696	511	1207
	93%	95%	96%	95%	96%	92%	89%	93%	95%	92%	91%	96%	93%	92%	94%	92%	93%
		f	f	f	f		f	f	b			acdfg					
Wikipedia	589	89	118	131	92	90	158	589	304	283	200	186	110	94	386	204	589
	46%	47%	47%	50%	42%	49%	42%	46%	49%	42%	56%	48%	39%	35%	52%	37%	46%
				f					b		bcdfg	cdf		cdfg		df	
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	574	75	109	128	96	95	166	574	269	303	192	183	111	88	375	199	574
	44%	40%	44%	49%	44%	52%	44%	44%	43%	45%	54%	48%	40%	32%	51%	36%	44%
						ag					cdg	cdf			cdg		df
YouTube	497	89	99	116	88	65	105	497	270	226	147	144	115	91	291	206	497
	38%	47%	39%	44%	40%	35%	28%	38%	43%	34%	41%	37%	41%	34%	39%	37%	38%
		efg	f	f	f		f	f	b								
Social media websites or apps (like Facebook, Twitter, Instagram)	424	81	99	94	63	50	87	424	197	227	110	123	99	92	233	191	424
	33%	43%	40%	36%	29%	27%	23%	33%	32%	34%	31%	32%	35%	34%	31%	35%	33%
		defg	defg	f			f	f									
A Government or local council website	388	35	69	78	70	80	135	388	185	203	148	113	70	57	261	127	388
	30%	19%	28%	30%	32%	44%	36%	30%	30%	30%	42%	29%	25%	21%	35%	23%	30%
			a	a	a	abcdg	abg	a			bcdg	df			bcdg		df
The BBC website/ app	383	44	63	94	63	60	119	383	203	179	160	110	65	48	270	113	383
	30%	23%	25%	36%	29%	33%	32%	30%	33%	27%	45%	29%	23%	18%	36%	20%	30%
				abg		a	a		b		bcdefg	df			bcdg		cdf
Newspaper websites/ apps like The Guardian or The Daily Mail etc	335	35	61	73	61	60	105	335	180	155	133	100	54	48	233	102	335
	26%	18%	24%	28%	28%	33%	28%	26%	29%	23%	37%	26%	19%	18%	31%	18%	26%
				a	a	ag	a	a	b		bcdg	cdf			bcdg		cdf

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

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

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Online articles on sites/ apps like Buzzfeed or Huffington Post etc	121	23	22	31	20	22	26	121	64	57	52	31	24	14	83	38	121
	9%	12%	9%	12%	9%	12%	7%	9%	10%	9%	15%	8%	9%	5%	11%	7%	9%
		f		f		f					bcd	f			df		d
ANY OF THESE	1258	182	246	257	215	179	358	1258	607	649	349	380	271	259	729	529	1258
	97%	96%	98%	99%	98%	98%	96%	97%	98%	97%	98%	99%	96%	95%	98%	96%	97%
				f								cdf			df		
None of these	35	7	4	3	5	4	15	35	13	22	7	5	10	12	12	23	35
	3%	4%	2%	1%	2%	2%	4%	3%	2%	3%	2%	1%	4%	5%	2%	4%	3%
							c						b	be		be	

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

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

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALITY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Search engines – such as Google	1207	1032	103	49	23	1207	1039	167	**	1116	1098	91	1189	155	327	191
	93%	93%	93%	95%	90%	93%	93%	93%	**	94%	94%	85%	94%	94%	93%	97%
											b		b			
Wikipedia	589	527	31	27	3	589	513	76	**	570	547	32	579	74	159	128
	46%	48%	28%	52%	13%	46%	46%	43%	**	48%	47%	30%	46%	45%	45%	65%
		bd	d	bd		bd					b		b			ab
Websites with user reviews, such as Amazon, TripAdvisor or OpenTable	574	496	45	25	8	574	493	81	**	543	532	37	569	61	153	128
	44%	45%	41%	49%	30%	44%	44%	45%	**	46%	46%	35%	45%	37%	44%	65%
		d	d	d		d					b		b			ab
YouTube	497	440	26	23	7	497	435	61	**	475	470	25	496	67	123	93
	38%	40%	23%	46%	28%	38%	39%	34%	**	40%	40%	24%	39%	41%	35%	47%
		bd		bd		bd					b		b			b
Social media websites or apps (like Facebook, Twitter, Instagram)	424	366	33	18	6	424	368	55	**	401	404	16	420	58	108	68
	33%	33%	30%	36%	21%	33%	33%	31%	**	34%	35%	15%	33%	35%	31%	35%
		d		d		d					b		b			
A Government or local council website	388	350	20	15	2	388	334	53	**	373	354	30	384	47	116	102
	30%	32%	18%	30%	9%	30%	30%	30%	**	31%	30%	28%	30%	29%	33%	52%
		bd	d	bd		bd										ab
The BBC website/ app	383	347	15	15	6	383	323	60	**	375	349	29	378	40	106	95
	30%	31%	14%	29%	22%	30%	29%	34%	**	32%	30%	27%	30%	25%	30%	48%
		bd		b		bd										ab

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

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

IN41. (SHOWCARD) Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online? (MULTI CODE)

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Newspaper websites/ apps like The Guardian or The Daily Mail etc	335	287	25	20	3	335	290	45	**	323	304	26	330	32	95	93
	26%	26%	23%	38%	13%	26%	26%	25%	**	27%	26%	25%	26%	19%	27%	48%
		d	d	abde		d										ab
Online articles on sites/ apps like Buzzfeed or Huffington Post etc	121	102	7	11	1	121	102	19	**	117	116	5	121	11	22	40
	9%	9%	6%	22%	4%	9%	9%	11%	**	10%	10%	5%	10%	7%	6%	20%
		d		abde		d										ab
ANY OF THESE	1258	1076	107	50	25	1258	1085	174	**	1161	1137	100	1237	160	343	194
	97%	97%	97%	97%	96%	97%	97%	97%	**	98%	98%	94%	97%	97%	98%	99%
											b		b			
None of these	35	29	4	2	1	35	29	6	**	25	27	7	34	5	7	2
	3%	3%	3%	3%	4%	3%	3%	3%	**	2%	2%	6%	3%	3%	2%	1%
												ac				

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Yes	1263	187	248	259	213	179	356	1263	609	652	351	378	273	261	729	534	1263
	98%	99%	99%	99%	97%	98%	95%	98%	98%	97%	99%	98%	97%	96%	98%	97%	98%
		f	f	f				f						df			
No	28	2	3	2	6	4	16	28	11	17	5	6	6	10	12	16	28
	2%	1%	1%	1%	3%	2%	4%	2%	2%	2%	1%	2%	2%	4%	2%	3%	2%
							abcg							e			
Don't know	3	-	-	-	2	-	1	3	-	3	-	1	2	1	1	2	3
	*%	-%	-%	-%	1%	-%	*%	*%	-%	*%	-%	*%	1%	*%	*%	*%	*%

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

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

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

Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Yes	1263	1079	107	50	26	1263	1088	175	**	1168	1142	100	1242	157	341	196
	98%	98%	97%	98%	98%	98%	98%	98%	**	98%	98%	94%	98%	95%	97%	100%
											b		b			a
No	28	23	3	1	*	28	24	4	**	17	20	6	26	8	10	-
	2%	2%	3%	2%	2%	2%	2%	2%	**	1%	2%	6%	2%	5%	3%	-%
												ac		c	c	
Don't know	3	3	-	-	-	3	3	-	**	2	2	-	2	-	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%	-%	-%	*%

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

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

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

Base : Those who have used search engines in the last year

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1555	219	279	297	264	239	496	1555	739	814	381	515	308	351	896	659	1555
Effective Weighted Sample	1209	174	217	235	202	197	391	1209	574	634	303	407	244	266	701	508	1209
Total	1263	187	248	259	213	179	356	1263	609	652	351	378	273	261	729	534	1263
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	257 20%	43 23%	45 18%	52 20%	46 21%	36 20%	72 20%	257 20%	133 22%	123 19%	57 16%	76 20%	65 24% a	59 22%	134 18%	124 23% ae	257 20%
I think that some of the websites will be accurate or unbiased and some won't be	728 58%	98 52%	153 62% a	150 58%	123 58%	110 61%	204 57%	728 58%	336 55%	391 60%	239 68% bcdfg	224 59% cf	130 47%	136 52%	462 63% cdfg	265 50%	728 58% cf
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	222 18%	38 20%	39 16%	46 18%	38 18%	26 14%	62 17%	222 18%	118 19%	104 16%	46 13%	62 16%	65 24% abeg	50 19% a	107 15%	115 22% abe	222 18%
Don't know	55 4%	9 5%	10 4%	11 4%	6 3%	9 5%	19 5%	55 4%	21 3%	34 5%	9 3%	16 4%	13 5%	16 6% a	25 3%	30 6% a	55 4%

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

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

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

Base : Those who have used search engines in the last year

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1555	1018	174	183	180	1555	1302	253	80	1395	1379	148	1527	197	396	205
Effective Weighted Sample	1209	949	160	174	165	1209	1024	188	58	1106	1075	115	1186	157	317	181
Total	1263	1079	107	50	26	1263	1088	175	53	1168	1142	100	1242	157	341	196
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	257 20%	222 21%	16 15%	8 16%	11 44%	257 20%	223 21%	34 19%	** **	234 20%	239 21%	15 15%	254 20%	36 23%	65 19%	38 19%
					abce											
I think that some of the websites will be accurate or unbiased and some won't be	728 58%	623 58%	63 59%	31 62%	10 38%	728 58%	629 58%	99 57%	** **	685 59%	657 58%	57 57%	715 58%	80 51%	216 63%	138 71%
		d	d	d		d									a	a
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	222 18%	189 18%	21 20%	8 16%	4 14%	222 18%	187 17%	35 20%	** **	199 17%	195 17%	23 23%	219 18%	30 19%	46 13%	18 9%
														c		
Don't know	55 4%	45 4%	7 6%	3 5%	1 4%	55 4%	49 4%	6 4%	** **	50 4%	50 4%	4 4%	55 4%	10 6%	14 4%	2 1%
														c	c	

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

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

IN47. (SHOWCARD) Here's an image from a Google search for 'walking boots'. Do any of these (SHOWCARD) apply to the first four results that are listed on the left? (MULTI CODE)

Base : Those who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1555	219	279	297	264	239	496	1555	739	814	381	515	308	351	896	659	1555
Effective Weighted Sample	1209	174	217	235	202	197	391	1209	574	634	303	407	244	266	701	508	1209
Total	1263	187	248	259	213	179	356	1263	609	652	351	378	273	261	729	534	1263
These are adverts/ sponsored links/ paid to appear here	757	109	156	162	124	112	206	757	386	369	234	234	161	128	468	289	757
	60%	58%	63%	63%	58%	62%	58%	60%	63%	57%	67%	62%	59%	49%	64%	54%	60%
									b		dfg	df	d		df		df
These are most popular results used by other people	295	46	51	66	50	45	83	295	123	172	85	81	54	75	166	129	295
	23%	24%	21%	25%	23%	25%	23%	23%	20%	26%	24%	21%	20%	29%	23%	24%	23%
										a				bc			
These are the best results/ the most relevant results	292	52	56	53	57	36	74	292	142	150	68	92	70	62	159	133	292
	23%	28%	23%	20%	27%	20%	21%	23%	23%	23%	19%	24%	26%	24%	22%	25%	23%
Other	6	-	1	4	1	*	*	6	4	2	3	1	2	-	4	2	6
	*%	-%	1%	2%	*%	*%	*%	*%	1%	*%	1%	*%	1%	-%	1%	*%	*%
				f													
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	620	82	133	131	103	90	170	620	320	299	190	193	131	106	384	237	620
	49%	44%	54%	51%	49%	50%	48%	49%	52%	46%	54%	51%	48%	41%	53%	44%	49%
			a						b		df	df			df		d
Don't know	119	19	18	19	13	18	49	119	49	70	20	33	32	34	53	66	119
	9%	10%	7%	7%	6%	10%	14%	9%	8%	11%	6%	9%	12%	13%	7%	12%	9%
													ae	ae		ae	a

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

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

IN47. (SHOWCARD) Here's an image from a Google search for 'walking boots'. Do any of these (SHOWCARD) apply to the first four results that are listed on the left? (MULTI CODE)

Base : Those who have used search engines in the last year

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1555	1018	174	183	180	1555	1302	253	80	1395	1379	148	1527	197	396	205
Effective Weighted Sample	1209	949	160	174	165	1209	1024	188	58	1106	1075	115	1186	157	317	181
Total	1263	1079	107	50	26	1263	1088	175	53	1168	1142	100	1242	157	341	196
These are adverts/ sponsored links/ paid to appear here	757	641	77	29	10	757	641	116	**	711	696	50	746	84	202	144
	60%	59%	71%	58%	39%	60%	59%	66%	**	61%	61%	50%	60%	54%	59%	74%
		d	acde	d		d					b		b			ab
These are most popular results used by other people	295	261	15	13	5	295	257	38	**	275	264	27	290	45	78	49
	23%	24%	14%	27%	20%	23%	24%	22%	**	24%	23%	27%	23%	28%	23%	25%
		b		b		b										
These are the best results/ the most relevant results	292	246	24	11	11	292	254	38	**	267	259	29	288	41	87	45
	23%	23%	23%	22%	42%	23%	23%	22%	**	23%	23%	29%	23%	26%	26%	23%
					abce											
Other	6	5	1	*	-	6	4	2	**	6	6	-	6	-	3	-
	*%	*%	1%	*%	-%	*%	*%	1%	**	1%	1%	-%	1%	-%	1%	-%
ONLY SELECTED THE CORRECT RESPONSE - ADVERTS/ SPONSORED LINKS/ PAID TO APPEAR	620	525	62	26	8	620	529	92	**	583	572	38	610	66	164	112
	49%	49%	58%	51%	32%	49%	49%	52%	**	50%	50%	38%	49%	42%	48%	57%
		d	ade	d		d					b		b			ab
Don't know	119	104	11	2	3	119	102	18	**	103	104	14	118	12	27	6
	9%	10%	10%	4%	10%	9%	9%	10%	**	9%	9%	14%	9%	8%	8%	3%
		c	c		c	c								c	c	

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Everyone will see exactly the same adverts as me	256	39	50	37	48	38	82	256	118	138	52	75	58	72	126	130	256
	20%	21%	20%	14%	22%	21%	22%	20%	19%	21%	14%	19%	21%	27%	17%	24%	20%
				c			c	c						abeg		ae	a
Some people might see different adverts from the ones that I see	787	124	167	185	133	100	178	787	395	390	244	245	160	138	489	298	787
	61%	65%	67%	71%	60%	54%	48%	61%	64%	58%	68%	64%	57%	51%	66%	54%	61%
		ef	ef	defg	f			f	b		cdfg	df			cdfg		df
Don't know	250	26	33	39	40	46	112	250	107	143	61	65	62	61	126	124	250
	19%	14%	13%	15%	18%	25%	30%	19%	17%	21%	17%	17%	22%	23%	17%	22%	19%
						abc	abcdg	b						e		be	

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

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Everyone will see exactly the same adverts as me	256	205	32	12	7	256	230	26	**	226	233	18	251	38	88	25
	20%	19%	29%	23%	28%	20%	21%	15%	**	19%	20%	17%	20%	23%	25%	13%
			ae		ae									c	c	
Some people might see different adverts from the ones that I see	787	683	57	35	12	787	678	109	**	744	725	51	775	100	204	147
	61%	62%	51%	69%	47%	61%	61%	61%	**	63%	62%	48%	61%	61%	58%	75%
		bd		bde		bd					b		b		ab	
Don't know	250	217	23	4	6	250	206	44	**	216	206	38	244	26	59	24
	19%	20%	20%	8%	25%	19%	19%	24%	**	18%	18%	35%	19%	16%	17%	12%
		c	c		c	c						ac				

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
I don't mind seeing any online ads	218 17%	43 23% ef	50 20% f	45 17%	35 16%	24 13%	46 12%	218 17% f	99 16%	119 18%	56 16%	65 17%	52 18%	46 17%	120 16%	98 18%	218 17%
I don't mind seeing online ads as long as they are for things I'm interested in	507 39%	88 47% bf	91 36%	97 37%	97 44%	72 39%	134 36%	507 39%	257 41%	250 37%	137 39%	159 41%	124 44% d	87 32%	296 40% d	211 38%	507 39% d
I dislike all online ads	546 42%	52 27%	107 43% a	115 44% a	85 38% a	87 47% a	186 50% adg	546 42% a	253 41%	290 43%	162 46% c	153 40%	99 35%	131 48% bc	316 43% c	230 42%	546 42% c
Don't know	22 2%	6 3% e	2 1%	4 1%	4 2%	* *%	6 2%	22 2%	11 2%	11 2%	1 *%	8 2% a	6 2% a	7 3% a	9 1%	13 2%	22 2% a

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

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
I don't mind seeing any online ads	218 17%	174 16%	24 22%	12 23%	9 35%	218 17%	187 17%	31 17%	** **	195 16%	200 17%	17 16%	217 17%	31 19%	64 18%	29 15%
			a	abce												
I don't mind seeing online ads as long as they are for things I'm interested in	507 39%	435 39%	44 40%	20 39%	8 31%	507 39%	441 40%	66 37%	** **	463 39%	462 40%	35 33%	498 39%	65 39%	129 37%	79 40%
		d			d											
I dislike all online ads	546 42%	477 43%	41 37%	19 38%	8 31%	546 42%	467 42%	79 44%	** **	514 43%	484 42%	50 47%	534 42%	68 41%	148 42%	86 44%
		d			d											
Don't know	22 2%	19 2%	2 2%	* 1%	1 3%	22 2%	18 2%	4 2%	** **	15 1%	18 2%	3 3%	22 2%	2 1%	9 3%	2 1%

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

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

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

Base : Those who go online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Say no/ don't tick the box allowing companies to send me "information on offers and news"	746	102	152	163	124	109	203	746	364	379	246	214	147	139	460	286	746
	58%	54%	61%	63%	56%	59%	55%	58%	59%	56%	69%	56%	52%	51%	62%	52%	58%
				f							bcdefg				bcdf		df
Used ad-blocking filters or software (software that prevents some types of ads appearing)	353	60	74	81	65	48	74	353	193	160	114	114	61	65	228	126	353
	27%	32%	30%	31%	29%	26%	20%	27%	31%	24%	32%	30%	22%	24%	31%	23%	27%
		f	f	f	f			f	b		cdf	cf			cdf		f
Used false information when registering for things online to avoid spam/ junk email	295	51	70	79	47	30	48	295	165	131	86	104	67	39	190	105	295
	23%	27%	28%	30%	21%	17%	13%	23%	27%	19%	24%	27%	24%	14%	26%	19%	23%
		ef	ef	defg	f			ef	b		d	df	d		df		d
ANY OF THESE STEPS TAKEN	930	133	190	205	159	130	244	930	457	471	286	273	193	178	559	371	930
	72%	70%	76%	79%	72%	71%	65%	72%	74%	70%	80%	71%	69%	65%	75%	67%	72%
			f	fg				f			bcdfg				cdf		df
None of these	340	51	56	52	60	49	122	340	152	189	68	103	82	87	171	169	340
	26%	27%	22%	20%	27%	27%	33%	26%	24%	28%	19%	27%	29%	32%	23%	31%	26%
							bcg	c				a	a	ae	ae	ae	a
Don't know	23	6	4	4	2	4	7	23	11	12	2	9	6	7	11	12	23
	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%

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

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

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

Base : Those who go online

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Say no/ don't tick the box allowing companies to send me "information on offers and news"	746	635	67	32	12	746	634	112	**	697	677	60	736	77	209	148
	58%	58%	60%	62%	44%	58%	57%	62%	**	59%	58%	56%	58%	47%	60%	75%
		d	d	d		d									a	ab
Used ad-blocking filters or software (software that prevents some types of ads appearing)	353	313	21	15	3	353	306	47	**	342	337	13	350	43	93	76
	27%	28%	19%	29%	13%	27%	27%	26%	**	29%	29%	12%	28%	26%	26%	39%
		bd		bd		bd					b		b			ab
Used false information when registering for things online to avoid spam/ junk email	295	266	19	6	4	295	252	44	**	280	280	11	291	32	83	63
	23%	24%	17%	11%	16%	23%	23%	24%	**	24%	24%	10%	23%	19%	24%	32%
		cd				cd					b		b			ab
ANY OF THESE STEPS TAKEN	930	800	76	39	16	930	791	139	**	870	851	67	918	99	255	176
	72%	72%	69%	75%	60%	72%	71%	78%	**	73%	73%	63%	72%	60%	73%	90%
		d		d		d					b		b		a	ab
None of these	340	286	32	12	10	340	302	38	**	300	291	39	330	63	89	19
	26%	26%	29%	24%	37%	26%	27%	21%	**	25%	25%	37%	26%	38%	25%	10%
					ace							ac		bc	c	
Don't know	23	19	3	*	1	23	21	2	**	16	22	1	23	2	6	1
	2%	2%	2%	1%	3%	2%	2%	1%	**	1%	2%	1%	2%	1%	2%	1%

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

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

IN51. (SHOWCARD) On sites like YouTube, Snapchat or Vimeo some vloggers or influencers with lots of followers like Zoella, Dan TDM or KSI, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1126	203	245	237	192	148	249	1126	545	580	273	380	231	242	653	473	1126
Effective Weighted Sample	892	159	193	188	152	125	203	892	432	459	226	303	184	188	521	370	892
Total	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
They are being paid by the company or brand to say this	741	138	179	165	116	89	142	741	368	373	222	226	166	126	449	292	741
	77%	81%	81%	79%	71%	76%	73%	77%	78%	76%	83%	79%	79%	65%	81%	72%	77%
		d	df								df	d	d		df		d
They think this information will be of interest or use to their followers	284	51	57	56	58	41	63	284	142	141	92	89	57	46	181	103	284
	30%	30%	26%	27%	35%	35%	32%	30%	30%	29%	34%	31%	27%	24%	33%	26%	30%
											df				df		
They like to use those particular products or brands because of their quality or value	183	40	39	36	33	22	35	183	94	88	69	48	29	38	116	66	183
	19%	23%	18%	17%	20%	19%	18%	19%	20%	18%	26%	17%	14%	20%	21%	16%	19%
											bcfg			c			
Other	6	-	2	3	*	-	-	6	2	3	2	3	-	1	5	1	6
	1%	-%	1%	1%	*%	-%	-%	1%	*%	1%	1%	1%	-%	*%	1%	*%	1%
Don't know	72	9	12	17	10	10	25	72	34	38	12	17	19	24	29	43	72
	8%	5%	5%	8%	6%	8%	13%	8%	7%	8%	4%	6%	9%	12%	5%	11%	8%
							abdg							abeg		abe	

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

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

IN51. (SHOWCARD) On sites like YouTube, Snapchat or Vimeo some vloggers or influencers with lots of followers like Zoella, Dan TDM or KSI, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
They are being paid by the company or brand to say this	741	629	68	33	11	741	635	106	**	699	707	**	737	82	197	144
	77%	77%	79%	83%	68%	77%	77%	77%	**	79%	77%	**	77%	72%	78%	81%
				d		d										
They think this information will be of interest or use to their followers	284	247	24	9	5	284	244	41	**	259	275	**	284	38	79	64
	30%	30%	28%	22%	31%	30%	30%	30%	**	29%	30%	**	30%	34%	31%	36%
		c														
They like to use those particular products or brands because of their quality or value	183	158	16	6	3	183	158	25	**	169	174	**	183	25	40	41
	19%	19%	19%	15%	17%	19%	19%	18%	**	19%	19%	**	19%	22%	16%	23%
Other	6	5	-	*	*	6	6	-	**	6	6	**	6	-	1	*
	1%	1%	-%	1%	1%	1%	1%	-%	**	1%	1%	**	1%	-%	1%	*%
Don't know	72	63	7	2	1	72	57	15	**	65	66	**	72	8	20	8
	8%	8%	8%	6%	4%	8%	7%	11%	**	7%	7%	**	8%	7%	8%	4%

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

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

Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Using 'cookies' to collect information about the websites people visit or what products and services interest them	1005	150	201	219	168	141	267	1005	500	503	302	318	209	176	620	385	1005
	78%	79%	80%	84%	76%	77%	71%	78%	81%	75%	85%	83%	74%	65%	84%	70%	78%
		f	f	defg				f	b		cdgf	cdgf	d		cdgf		df
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	798	127	165	170	134	112	202	798	392	405	244	251	158	145	494	303	798
	62%	67%	66%	65%	61%	61%	54%	62%	63%	60%	68%	65%	56%	54%	67%	55%	62%
		f	f	f				f			cdgf	cdf			cdgf		df
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	768	110	154	162	140	112	202	768	382	385	239	242	151	136	480	287	768
	59%	58%	61%	62%	63%	61%	54%	59%	62%	57%	67%	63%	54%	50%	65%	52%	59%
					f						cdgf	cdf			cdgf		df
Using apps on smartphones to collect data on users' locations or what products and services interest them	705	113	146	162	116	98	168	705	359	345	226	221	134	125	446	259	705
	55%	60%	58%	62%	53%	54%	45%	55%	58%	51%	63%	57%	48%	46%	60%	47%	55%
		f	f	dfg		f		f	b		cdgf	cdf			cdgf		cdf

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

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Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	1132	168	228	238	194	161	304	1132	553	576	334	344	242	213	678	454	1132
	88%	89%	91%	91%	88%	88%	81%	88%	89%	86%	94%	89%	86%	78%	91%	82%	88%
		f	f	f	f	f	f	f			bcdfg	df	d		cdfg		df
TOTAL - AWARE OF ALL OF THESE WAYS	507	77	102	121	84	70	122	507	273	233	169	163	91	84	331	175	507
	39%	41%	41%	46%	38%	38%	33%	39%	44%	35%	47%	42%	33%	31%	45%	32%	39%
			f	fg			f	f	b		cdfg	cdf			cdfg		cdf
Not aware of any of these / Not aware that companies collect information about what people do online	96	13	12	12	16	13	43	96	38	58	10	25	22	38	35	61	96
	7%	7%	5%	5%	7%	7%	12%	7%	6%	9%	3%	7%	8%	14%	5%	11%	7%
							bcg					a	a	abceg		abeg	ae
Don't know	66	7	11	11	10	9	26	66	29	37	12	16	17	20	28	37	66
	5%	4%	4%	4%	5%	5%	7%	5%	5%	5%	3%	4%	6%	7%	4%	7%	5%
														ae		ae	

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

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Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Using 'cookies' to collect information about the websites people visit or what products and services interest them	1005	869	83	44	10	1005	858	147	**	949	925	65	991	117	275	176
	78%	79%	75%	85%	37%	78%	77%	82%	**	80%	80%	61%	78%	71%	79%	89%
		d	d	abde		d					b		b			ab
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	798	696	62	32	8	798	675	123	**	755	738	49	787	93	202	161
	62%	63%	55%	63%	29%	62%	61%	69%	**	64%	63%	46%	62%	56%	58%	82%
		d	d	d		d		a			b		b			ab
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	768	661	63	33	11	768	646	122	**	729	700	55	755	80	205	154
	59%	60%	57%	64%	41%	59%	58%	68%	**	61%	60%	52%	59%	48%	58%	79%
		d	d	d		d		a							a	ab
Using apps on smartphones to collect data on users' locations or what products and services interest them	705	611	58	27	9	705	593	112	**	678	669	29	698	82	183	139
	55%	55%	52%	52%	35%	55%	53%	63%	**	57%	57%	27%	55%	50%	52%	71%
		d	d	d		d		a			b		b			ab

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Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	1132	975	91	47	19	1132	967	165	**	1057	1032	82	1114	135	312	189
	88%	88%	82%	91%	73%	88%	87%	92%	**	89%	89%	77%	88%	82%	89%	96%
		bd		bd		bd					b		b		a	ab
TOTAL - AWARE OF ALL OF THESE WAYS	507	443	42	21	2	507	423	84	**	493	477	26	503	47	131	116
	39%	40%	37%	41%	7%	39%	38%	47%	**	42%	41%	24%	40%	29%	37%	59%
		d	d	d		d		a			b		b			ab
Not aware of any of these / Not aware that companies collect information about what people do online	96	78	11	3	3	96	86	10	**	76	77	16	93	24	18	2
	7%	7%	10%	7%	13%	7%	8%	6%	**	6%	7%	15%	7%	15%	5%	1%
					ace							ac		bc	c	
Don't know	66	52	9	1	4	66	61	5	**	54	54	9	63	6	20	5
	5%	5%	8%	2%	14%	5%	5%	3%	**	5%	5%	8%	5%	3%	6%	2%
			ac		ace											

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Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
I can choose to opt-out at any point and they will stop using my data	369	62	85	76	60	46	86	369	167	202	129	116	64	61	244	125	369
	29%	33%	34%	29%	27%	25%	23%	29%	27%	30%	36%	30%	23%	22%	33%	23%	29%
		f	ef					f			cd	cd			cd		df
They are clear about how they will use my information	355	70	77	67	61	39	79	355	161	193	121	109	63	62	230	125	355
	27%	37%	31%	26%	28%	21%	21%	27%	26%	29%	34%	28%	23%	23%	31%	23%	27%
		cefg	ef					f			cd	f			cd		f
They reassure me they will not share my information with other companies	319	47	71	62	52	47	88	319	144	176	115	94	56	55	209	111	319
	25%	25%	28%	24%	24%	26%	23%	25%	23%	26%	32%	24%	20%	20%	28%	20%	25%
											bcd				cd		f
I get something like access to a free service in return - like access to their public WiFi network	240	61	51	56	43	18	29	240	126	112	70	81	53	36	151	89	240
	19%	32%	20%	21%	20%	10%	8%	19%	20%	17%	20%	21%	19%	13%	20%	16%	19%
		bcdefg	ef	ef	ef			ef			d	d			d		d
They use it to send me relevant special offers/ discounts for products/ services they think I might like	234	52	47	54	40	21	41	234	114	120	70	71	46	47	141	93	234
	18%	28%	19%	21%	18%	12%	11%	18%	18%	18%	20%	18%	16%	17%	19%	17%	18%
		bdefg	ef	ef	f			ef									

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

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Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
I get a personalised service in return – like a weather update on my phone (based on my location)	196	40	37	43	36	26	40	196	99	97	64	69	37	27	132	64	196
	15%	21%	15%	17%	16%	14%	11%	15%	16%	14%	18%	18%	13%	10%	18%	12%	15%
		fg		f	f			f			df	df			df		df
They use it to show me adverts or information that might be more relevant to me	164	28	37	46	26	17	27	164	85	79	49	49	33	34	97	67	164
	13%	15%	15%	18%	12%	9%	7%	13%	14%	12%	14%	13%	12%	13%	13%	12%	13%
		f	f	efg				f									
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	680	120	150	142	118	78	150	680	331	346	222	203	127	128	425	255	680
	53%	64%	60%	54%	54%	43%	40%	53%	53%	52%	62%	53%	45%	47%	57%	46%	53%
		efg	efg	ef	ef			ef			bcdfg	f			cdfg		cf
I am not happy for companies to collect and use my personal information	576	62	92	111	100	101	211	576	272	303	132	172	142	130	304	272	576
	45%	33%	37%	43%	45%	55%	56%	45%	44%	45%	37%	45%	50%	48%	41%	49%	45%
				a	a	abcdg	abcdg	ab				a	ae	ae		ae	a
Don't know	38	7	9	8	2	4	12	38	16	21	2	10	12	13	12	25	38
	3%	4%	3%	3%	1%	2%	3%	3%	3%	3%	1%	3%	4%	5%	2%	5%	3%
												a	ae	ae		ae	a

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

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Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
I can choose to opt-out at any point and they will stop using my data	369	320	28	15	7	369	312	57	**	359	344	24	368	44	92	95
	29%	29%	25%	29%	26%	29%	28%	32%	**	30%	30%	23%	29%	26%	26%	48% ab
They are clear about how they will use my information	355	315	19	16	5	355	305	49	**	341	330	21	351	48	92	84
	27%	28% bd	17%	31% bd	19%	27% bd	27%	28%	**	29%	28% b	20%	28%	29%	26%	43% ab
They reassure me they will not share my information with other companies	319	286	16	13	4	319	268	52	**	311	298	18	316	42	78	84
	25%	26% bd	14%	26% bd	15%	25% bd	24%	29%	**	26%	26% b	17%	25% b	26%	22%	43% ab
I get something like access to a free service in return - like access to their public WiFi network	240	204	18	13	5	240	202	38	**	227	233	7	240	26	55	50
	19%	19%	16%	26% abe	19%	19%	18%	21%	**	19%	20% b	7% b	19% b	16%	16%	26% ab
They use it to send me relevant special offers/ discounts for products/ services they think I might like	234	191	27	10	5	234	198	36	**	218	224	9	234	32	58	49
	18%	17%	24% ae	20%	20%	18%	18%	20%	**	18%	19% b	9% b	18% b	20%	17%	25% b

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

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Base : Those who go online

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
I get a personalised service in return – like a weather update on my phone (based on my location)	196	172	13	9	2	196	170	26	**	191	193	3	195	18	59	42
	15%	16%	12%	18%	8%	15%	15%	15%	**	16%	17%	2%	15%	11%	17%	21%
		d		d		d					b		b			a
They use it to show me adverts or information that might be more relevant to me	164	136	14	10	4	164	140	24	**	156	157	4	161	22	37	34
	13%	12%	12%	20%	14%	13%	13%	13%	**	13%	14%	4%	13%	14%	11%	17%
				abe							b		b			b
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	680	585	49	30	16	680	580	100	**	640	631	40	671	90	180	137
	53%	53%	45%	58%	59%	53%	52%	56%	**	54%	54%	37%	53%	54%	51%	70%
		b		b	b						b		b			ab
I am not happy for companies to collect and use my personal information	576	487	57	21	9	576	500	76	**	517	501	63	564	72	161	59
	45%	44%	52%	42%	36%	45%	45%	42%	**	44%	43%	59%	44%	44%	46%	30%
			d		d	d					ac		c	c		
Don't know	38	32	4	-	1	38	34	3	**	29	31	4	36	3	9	1
	3%	3%	4%	-%	4%	3%	3%	2%	**	2%	3%	4%	3%	2%	3%	*%
		c	c		c	c										

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

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

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.)	438	78	99	94	70	57	98	438	211	226	158	130	86	63	288	150	438
	34%	41%	39%	36%	32%	31%	26%	34%	34%	34%	44%	34%	31%	23%	39%	27%	34%
		ef	f	f				f			bcdgf	df			cdgf		df
Added filters to or edited a digital photo	423	101	106	95	55	42	66	423	201	221	134	134	85	70	268	156	423
	33%	53%	42%	36%	25%	23%	18%	33%	32%	33%	38%	35%	30%	26%	36%	28%	33%
		bcdg	defg	def	f			def			df	df			df		d
Made a video and shared it online	339	71	90	92	44	26	42	339	168	171	105	102	71	61	207	132	339
	26%	37%	36%	35%	20%	14%	11%	26%	27%	25%	29%	26%	25%	23%	28%	24%	26%
		defg	defg	defg	f			ef									
Created an online photo book, calendar, personalised birthday card	241	42	60	64	37	26	38	241	98	142	86	80	45	29	166	74	241
	19%	22%	24%	24%	17%	14%	10%	19%	16%	21%	24%	21%	16%	11%	22%	13%	19%
		ef	ef	defg	f			f		a	cdgf	df			cdgf		df
Live streamed videos on sites like Facebook Live, YouTube Live or 'Live' on Instagram Stories	196	61	45	39	23	21	30	196	117	79	53	60	46	38	112	84	196
	15%	32%	18%	15%	10%	11%	8%	15%	19%	12%	15%	15%	16%	14%	15%	15%	15%
		bcdg	df	f				f	b								
Made a meme or gif (an image, video or text that gets circulated online)	171	51	46	42	18	9	14	171	97	73	47	55	35	34	102	69	171
	13%	27%	18%	16%	8%	5%	4%	13%	16%	11%	13%	14%	12%	13%	14%	13%	13%
		bcdg	defg	def	f			def	b								

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

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

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

	Total	AGE						ALL UK		GENDER		SEG					
		16-24	25-34	35-44	45-54	55-64	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Made/ built/ modified a website or app	123	23	20	35	18	19	27	123	78	45	52	40	20	11	92	31	123
	10%	12%	8%	13%	8%	11%	7%	10%	13%	7%	15%	11%	7%	4%	12%	6%	10%
				f					b		cd	df			cd		df
Created an online scrapbook of ideas, on sites like Pinterest	95	17	27	30	8	7	12	95	28	67	42	30	16	8	71	24	95
	7%	9%	11%	12%	4%	4%	3%	7%	4%	10%	12%	8%	6%	3%	10%	4%	7%
		def	def	defg				f		a	cd	df			df		df
Made a blog or vlog (video blog)	82	27	14	22	8	6	11	82	53	28	27	30	10	14	57	24	82
	6%	14%	6%	8%	4%	3%	3%	6%	9%	4%	8%	8%	4%	5%	8%	4%	6%
		bdefg		def				f	b		c	cf			cf		
Made your own music online or changed/ edited somebody else's music (such as editing/ cutting or mixing tracks)	68	17	16	19	8	6	9	68	43	25	22	22	13	12	44	25	68
	5%	9%	6%	7%	3%	3%	2%	5%	7%	4%	6%	6%	5%	4%	6%	4%	5%
		defg	f	f				f	b								
TOTAL - ANY OF THESE	752	147	172	167	118	82	147	752	363	389	236	231	157	129	467	285	752
	58%	78%	69%	64%	54%	45%	40%	58%	59%	58%	66%	60%	56%	47%	63%	52%	58%
		bcdefg	defg	def	f			ef			cd	df			cd		df
None of these	530	41	76	91	101	99	221	530	252	276	120	149	122	139	269	261	530
	41%	21%	31%	35%	46%	54%	59%	41%	41%	41%	34%	39%	44%	51%	36%	47%	41%
			a	a	abc	abcg	abcdg	ab					ae	abeg		abeg	ae
Don't know	11	1	2	2	1	2	5	11	5	6	*	5	2	4	5	6	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.)	438	380	29	25	4	438	377	61	**	421	415	20	435	49	121	104
	34%	34%	26%	48%	16%	34%	34%	34%	**	35%	36%	19%	34%	29%	34%	53%
		bd	d	abde		bd					b		b		ab	
Added filters to or edited a digital photo	423	361	34	22	6	423	359	65	**	395	412	12	423	55	91	79
	33%	33%	31%	44%	23%	33%	32%	36%	**	33%	35%	11%	33%	33%	26%	40%
		d		abde		d					b		b		b	
Made a video and shared it online	339	284	32	19	5	339	285	54	**	318	329	7	336	36	84	64
	26%	26%	29%	36%	18%	26%	26%	30%	**	27%	28%	7%	26%	22%	24%	33%
		d	d	ade		d					b		b		ab	
Created an online photo book, calendar, personalised birthday card	241	202	23	13	2	241	211	30	**	236	236	3	239	25	65	58
	19%	18%	21%	26%	7%	19%	19%	16%	**	20%	20%	2%	19%	15%	19%	29%
		d	d	ade		d					b		b		ab	
Live streamed videos on sites like Facebook Live, YouTube Live or 'Live' on Instagram Stories	196	152	24	16	4	196	170	26	**	186	193	2	196	19	44	36
	15%	14%	22%	32%	14%	15%	15%	15%	**	16%	17%	2%	15%	12%	13%	18%
			ae	abde							b		b			

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

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

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Made a meme or gif (an image, video or text that gets circulated online)	171	139	17	12	3	171	147	24	**	163	168	1	169	26	30	32
	13%	13%	16%	24% ade	10%	13%	13%	13%	**	14%	14% b	1%	13% b	16% b	9% b	17% b
Made/ built/ modified a website or app	123	113	6	4	1	123	102	21	**	120	118	5	123	12	31	34
	10%	10% bd	5%	7%	4%	10% d	9%	12%	**	10%	10% b	5%	10%	7%	9% ab	17% ab
Created an online scrapbook of ideas, on sites like Pinterest	95	76	10	6	2	95	76	19	**	90	91	3	93	10	22	22
	7%	7%	9%	12% ae	8%	7%	7%	11%	**	8%	8% b	2%	7% b	6%	6% b	11% b
Made a blog or vlog (video blog)	82	67	9	4	1	82	69	13	**	80	78	3	82	12	14	15
	6%	6%	8%	9%	4%	6%	6%	7%	**	7%	7%	3%	6%	7%	4%	8%
Made your own music online or changed/ edited somebody else's music (such as editing/ cutting or mixing tracks)	68	59	3	4	1	68	57	11	**	67	66	1	67	5	17	19
	5%	5%	3%	9% b	4%	5%	5%	6%	**	6%	6% b	1%	5% b	3%	5% ab	10% ab
TOTAL - ANY OF THESE	752	639	68	35	11	752	643	110	**	700	715	33	748	84	196	139
	58%	58% d	61% d	68% ade	42%	58% d	58%	61%	**	59%	61% b	31%	59% b	51%	56% ab	71% ab
None of these	530	458	41	16	15	530	461	68	**	478	438	74	512	80	153	57
	41%	41% c	37%	31%	57% abce	41% c	41%	38%	**	40%	38%	69% ac	40%	48% c	44% c	29%

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

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

IN54. (SHOWCARD) Which if any of the following things have you ever done online? Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE b	ALL c	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Don't know	11	8	2	*	*	11	10	1	**	9	10	-	10	1	1	-
	1%	1%	2%	1%	*%	1%	1%	1%	**	1%	1%	-%	1%	*%	*%	-%

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 103

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

IN55. (SHOWCARD) Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : Those who go online

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Insurance (e.g. travel, life, home or car/van)	816	64	166	203	155	132	227	816	409	407	268	241	183	124	508	307	816
	63%	34%	66%	78%	71%	72%	61%	63%	66%	61%	75%	63%	65%	46%	69%	56%	63%
			a	abfg	afg	afg	a	a			bcdefg	df	df		bdfg	d	df
Travel (e.g. flights, hotels, holidays)	652	75	140	150	112	102	174	652	320	332	219	209	132	92	427	225	652
	50%	40%	56%	58%	51%	56%	47%	50%	52%	49%	61%	54%	47%	34%	58%	41%	50%
			af	afg	a	af		a			cdfg	df	d		cdfg		df
Utilities (e.g. gas, electricity, water)	560	20	103	152	113	93	173	560	273	286	196	157	120	87	353	207	560
	43%	11%	41%	58%	51%	51%	46%	43%	44%	43%	55%	41%	43%	32%	48%	37%	43%
			a	abfg	abg	a	a	a			bcdefg	d	d		bdf		df
Household communications services (e.g. broadband, pay TV, mobile phone, landline, postal services)	437	31	90	123	78	69	115	437	224	212	163	129	84	61	292	145	437
	34%	17%	36%	47%	35%	38%	31%	34%	36%	32%	46%	34%	30%	22%	39%	26%	34%
			a	abdefg	a	a	a	a			bcdfg	df	d		cdfg		df
Banking (e.g. loans, credit cards or mortgages)	317	27	61	100	53	49	76	317	155	162	114	98	55	50	212	105	317
	25%	14%	24%	38%	24%	27%	20%	25%	25%	24%	32%	26%	20%	18%	29%	19%	25%
			a	abdefg	a	a		a			cdfg	df			cdfg		df
Other	10	3	-	3	1	*	3	10	8	2	3	3	4	*	6	5	10
	1%	1%	-%	1%	1%	*%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%	1%
EVER USED A PRICE COMPARISON WEBSITE	979	108	204	224	173	146	271	979	480	499	299	305	212	164	604	376	979
	76%	57%	82%	86%	79%	79%	73%	76%	77%	74%	84%	79%	75%	61%	81%	68%	76%
			af	adfg	a	a	a	a			cdfg	df	df		cdfg	d	df

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

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

IN55. (SHOWCARD) Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : Those who go online

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1601	222	281	299	271	245	528	1601	756	843	387	529	317	368	916	685	1601
Effective Weighted Sample	1242	175	219	237	208	202	414	1242	587	654	308	416	251	278	715	527	1242
Total	1293	189	250	261	220	184	373	1293	620	671	356	385	281	271	741	552	1293
Have never used a price comparison website	305	79	45	35	47	37	100	305	137	167	56	76	69	105	132	173	305
	24%	42%	18%	14%	21%	20%	27%	24%	22%	25%	16%	20%	24%	39%	18%	31%	24%
		bcdefg		c		bc	c					ae	abcefg		abcefg	ae	
Don't know	9	2	2	2	*	1	3	9	4	5	2	3	1	2	5	3	9
	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

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

IN55. (SHOWCARD) Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
Insurance (e.g. travel, life, home or car/ van)	816	704	66	31	16	816	705	111	**	771	760	49	809	80	242	158
	63%	64%	59%	60%	60%	63%	63%	62%	**	65%	65%	46%	64%	49%	69%	80%
											b		b		a	ab
Travel (e.g. flights, hotels, holidays)	652	559	60	22	10	652	568	84	**	615	616	32	648	52	188	135
	50%	51%	54%	44%	40%	50%	51%	47%	**	52%	53%	30%	51%	31%	54%	69%
		d	d		d	d					b		b		a	ab
Utilities (e.g. gas, electricity, water)	560	494	42	19	4	560	476	84	**	530	523	31	554	56	168	115
	43%	45%	38%	37%	17%	43%	43%	47%	**	45%	45%	29%	44%	34%	48%	58%
		d	d	d		d					b		b		a	ab
Household communications services (e.g. broadband, pay TV, mobile phone, landline, postal services)	437	382	34	15	7	437	387	50	**	417	414	19	433	49	115	96
	34%	35%	30%	29%	26%	34%	35%	28%	**	35%	36%	18%	34%	30%	33%	49%
		d				d					b		b			ab
Banking (e.g. loans, credit cards or mortgages)	317	274	26	10	7	317	280	38	**	296	301	14	314	28	85	74
	25%	25%	24%	19%	27%	25%	25%	21%	**	25%	26%	13%	25%	17%	24%	38%
											b		b			ab
Other	10	9	*	1	-	10	7	4	**	9	8	2	10	-	3	2
	1%	1%	*%	2%	-%	1%	1%	2%	**	1%	1%	2%	1%	-%	1%	1%
								a								

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

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

IN55. (SHOWCARD) Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, Compare the Market, Go Compare etc. (MULTI CODE)

Base : Those who go online

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1601	1047	181	189	184	1601	1340	261	93	1425	1409	160	1569	209	408	206
Effective Weighted Sample	1242	973	166	180	168	1242	1051	194	68	1126	1096	124	1216	166	327	182
Total	1293	1105	111	51	26	1293	1114	179	63	1186	1164	107	1271	165	350	196
EVER USED A PRICE COMPARISON WEBSITE	979	838	88	35	18	979	846	133	**	922	904	66	969	107	284	176
	76%	76%	80%	69%	70%	76%	76%	74%	**	78%	78%	62%	76%	65%	81%	90%
			cd								b		b		a	ab
Have never used a price comparison website	305	260	22	16	7	305	260	45	**	259	252	41	293	56	65	20
	24%	24%	20%	30%	27%	24%	23%	25%	**	22%	22%	38%	23%	34%	19%	10%
			be									ac		bc	c	
Don't know	9	7	*	*	1	9	7	1	**	5	9	-	9	1	1	-
	1%	1%	*%	1%	4%	1%	1%	1%	**	*%	1%	-%	1%	1%	*%	-%
					abce											

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

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

IN57. (SHOWCARD) Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites or apps? When I use a price comparison website, I think that the deal or deals that are listed first could be... (MULTI CODE)

Base : Those who have ever used a price comparison website

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1172	124	225	250	212	190	361	1172	564	607	319	408	231	214	727	445	1172
Effective Weighted Sample	924	102	177	198	163	159	289	924	447	477	254	326	187	166	573	351	924
Total	979	108	204	224	173	146	271	979	480	499	299	305	212	164	604	376	979
....the cheapest deals	451	51	101	96	82	63	122	451	230	221	128	136	98	89	264	187	451
	46%	47%	49%	43%	47%	43%	45%	46%	48%	44%	43%	45%	47%	54%	44%	50%	46%
....the deals considered most suitable for my needs based on the information I provide	429	46	95	112	72	62	104	429	223	206	141	121	103	65	262	167	429
	44%	43%	47%	50%	41%	43%	38%	44%	47%	41%	47%	40%	48%	39%	43%	45%	44%
.....there because companies may have paid for their deal to appear first	380	47	80	80	66	60	107	380	189	190	124	128	75	52	252	127	380
	39%	43%	39%	36%	38%	41%	40%	39%	39%	38%	42%	42%	36%	32%	42%	34%	39%
None of these	9	-	1	3	2	2	3	9	2	7	1	3	*	3	5	4	9
	1%	-%	*%	1%	1%	2%	1%	1%	*%	1%	*%	1%	*%	2%	1%	1%	1%
Don't know	25	3	2	9	3	3	8	25	12	13	2	8	8	7	10	15	25
	3%	3%	1%	4%	2%	2%	3%	3%	3%	3%	1%	3%	4%	4%	2%	4%	3%
												a	ae		ae		

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

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

IN57. (SHOWCARD) Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites or apps? When I use a price comparison website, I think that the deal or deals that are listed first could be... (MULTI CODE)

Base : Those who have ever used a price comparison website

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1172	776	142	129	125	1172	986	186	40	1077	1066	91	1157	131	324	184
Effective Weighted Sample	924	727	131	123	114	924	785	141	27	863	843	71	913	106	261	162
Total	979	838	88	35	18	979	846	133	26	922	904	66	969	107	284	176
....the cheapest deals	451	387	45	13	6	451	398	54	**	431	408	**	446	53	144	76
	46%	46%	51%	38%	35%	46%	47%	40%	**	47%	45%	**	46%	50%	51%	43%
		d	cd			d										
....the deals considered most suitable for my needs based on the information I provide	429	369	30	20	11	429	367	63	**	399	403	**	426	41	126	89
	44%	44%	35%	55%	58%	44%	43%	47%	**	43%	45%	**	44%	38%	44%	50%
		b		abe	abe	b										
.....there because companies may have paid for their deal to appear first	380	335	27	15	2	380	330	50	**	370	351	**	376	41	105	78
	39%	40%	31%	42%	13%	39%	39%	38%	**	40%	39%	**	39%	38%	37%	44%
		d	d	d		d										
None of these	9	6	2	-	1	9	8	1	**	8	8	**	8	2	3	-
	1%	1%	2%	-%	4%	1%	1%	1%	**	1%	1%	**	1%	2%	1%	-%
					ace											
Don't know	25	20	3	2	-	25	19	6	**	22	22	**	24	3	3	4
	3%	2%	4%	5%	-%	3%	2%	4%	**	2%	2%	**	3%	3%	1%	2%
			d	d												

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

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

IN58A. You said earlier you watch videos on sites or apps like YouTube. Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1126	203	245	237	192	148	249	1126	545	580	273	380	231	242	653	473	1126
Effective Weighted Sample	892	159	193	188	152	125	203	892	432	459	226	303	184	188	521	370	892
Total	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
Yes	710	151	177	164	113	73	105	710	367	342	202	209	156	143	410	299	710
	74%	89%	80%	78%	68%	63%	54%	74%	78%	70%	75%	73%	74%	74%	74%	74%	74%
		bcdefg	def	def	f			ef	b								
No	229	18	37	42	49	39	83	229	98	132	67	68	49	46	135	95	229
	24%	11%	17%	20%	30%	33%	43%	24%	21%	27%	25%	24%	23%	24%	24%	23%	24%
				a	abc	abcg	abcdg	ab		a							
Don't know	21	1	7	3	3	4	6	21	6	14	1	10	6	3	11	9	21
	2%	1%	3%	1%	2%	4%	3%	2%	1%	3%	*%	4%	3%	2%	2%	2%	2%
												a	a				

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

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

IN58A. You said earlier you watch videos on sites or apps like YouTube. Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
Yes	710 74%	601 73%	66 77%	31 78%	11 71%	710 74%	611 74%	99 72%	** **	660 74%	686 75%	** **	707 74%	92 81% b	175 69%	127 72%
No	229 24%	200 24%	18 21%	8 19%	4 27%	229 24%	194 24%	36 26%	** **	213 24%	211 23%	** **	228 24%	22 19%	72 28%	47 27%
Don't know	21 2%	18 2%	2 2%	1 2%	* 2%	21 2%	17 2%	4 3%	** **	18 2%	19 2%	** **	21 2%	- -%	7 3%	2 1%

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

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

IN58B. Have you ever seen something on YouTube that you considered inappropriate? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1126	203	245	237	192	148	249	1126	545	580	273	380	231	242	653	473	1126
Effective Weighted Sample	892	159	193	188	152	125	203	892	432	459	226	303	184	188	521	370	892
Total	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
Yes	194	48	46	46	26	21	27	194	102	92	55	64	43	31	119	74	194
	20%	28%	21%	22%	16%	18%	14%	20%	22%	19%	20%	22%	20%	16%	21%	18%	20%
		defg		f			f										
No	744	121	166	161	131	93	165	744	363	380	212	214	160	157	427	317	744
	77%	71%	75%	77%	79%	80%	85%	77%	77%	78%	79%	75%	76%	81%	77%	79%	77%
							abcg										
Don't know	22	1	8	2	8	2	3	22	6	16	2	9	7	5	10	12	22
	2%	1%	4%	1%	5%	2%	1%	2%	1%	3%	1%	3%	4%	2%	2%	3%	2%
					acf								a				

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

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

IN58B. Have you ever seen something on YouTube that you considered inappropriate? (SINGLE CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Significance Level: 95%																
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
Yes	194	169	14	6	5	194	167	27	**	182	186	**	192	20	44	40
	20%	21%	16%	16%	29%	20%	20%	20%	**	20%	20%	**	20%	18%	17%	22%
					abce											
No	744	629	71	33	11	744	639	105	**	690	709	**	741	92	199	134
	77%	77%	83%	82%	68%	77%	78%	76%	**	77%	77%	**	78%	81%	79%	76%
			d	d		d										
Don't know	22	20	1	1	*	22	17	6	**	18	21	**	22	2	10	3
	2%	2%	1%	2%	2%	2%	2%	4%	**	2%	2%	**	2%	2%	4%	2%

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

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

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on YouTube

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	~b	~c	~d	e	~f	g
Unweighted total	222	56	54	54	28	23	30	222	118	104	53	77	48	44	130	92	222
Effective Weighted Sample	175	45	41	41	23	20	25	175	93	81	43	63	38	33	105	70	175
Total	194	48	46	46	26	21	27	194	102	92	55	64	43	31	119	74	194
I emailed/ sent a message to YouTube	11 6%	**	**	**	**	**	**	11 6%	4 4%	7 8%	**	**	**	**	6 5%	**	11 6%
I reported it through the reporting button/ flag on YouTube	72 37%	**	**	**	**	**	**	72 37%	37 37%	35 38%	**	**	**	**	49 41%	**	72 37%
I posted a comment on the site/ app under the inappropriate content	14 7%	**	**	**	**	**	**	14 7%	9 9%	5 6%	**	**	**	**	11 9%	**	14 7%
Other	3 2%	**	**	**	**	**	**	3 2%	1 1%	2 3%	**	**	**	**	3 3%	**	3 2%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	84 44%	**	**	**	**	**	**	84 44%	46 45%	38 41%	**	**	**	**	57 48%	**	84 44%
Don't know	* *%	**	**	**	**	**	**	* *%	- -%	* *%	**	**	**	**	- -%	**	* *%
I have not reported something inappropriate to YouTube	109 56%	**	**	**	**	**	**	109 56%	55 55%	54 58%	**	**	**	**	62 52%	**	109 56%

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

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

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on YouTube

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE ~b	ALL c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																
Unweighted total	222	149	19	21	33	222	189	33	9	202	214	6	220	25	51	39
Effective Weighted Sample	175	141	18	21	31	175	149	26	7	164	167	6	173	20	40	34
Total	194	169	14	6	5	194	167	27	8	182	186	6	192	20	44	40
I emailed/ sent a message to YouTube	11 6%	9 5%	** **	** **	** **	11 6%	10 6%	** **	** **	11 6%	11 6%	** **	11 6%	** **	** **	** **
I reported it through the reporting button/ flag on YouTube	72 37%	63 38%	** **	** **	** **	72 37%	67 40%	** **	** **	67 37%	71 38%	** **	72 38%	** **	** **	** **
I posted a comment on the site/ app under the inappropriate content	14 7%	14 8%	** **	** **	** **	14 7%	14 8%	** **	** **	14 8%	14 8%	** **	14 7%	** **	** **	** **
Other	3 2%	3 2%	** **	** **	** **	3 2%	2 1%	** **	** **	3 2%	3 2%	** **	3 2%	** **	** **	** **
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	84 44%	73 43%	** **	** **	** **	84 44%	77 46%	** **	** **	78 43%	83 45%	** **	84 44%	** **	** **	** **
Don't know	* *%	- -%	** **	** **	** **	* *%	* *%	** **	** **	- -%	* *%	** **	* *%	** **	** **	** **
I have not reported something inappropriate to YouTube	109 56%	96 57%	** **	** **	** **	109 56%	89 54%	** **	** **	104 57%	103 55%	** **	108 56%	** **	** **	** **

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

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

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1126	203	245	237	192	148	249	1126	545	580	273	380	231	242	653	473	1126
Effective Weighted Sample	892	159	193	188	152	125	203	892	432	459	226	303	184	188	521	370	892
Total	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
I emailed/ sent a message to YouTube	11 1%	2 1%	6 3% f	1 1%	1 1%	- -%	* *%	11 1%	4 1%	7 1%	4 2%	2 1%	3 1%	2 1%	6 1%	5 1%	11 1%
I reported it through the reporting button/ flag on YouTube	72 8%	23 13% defg	19 9% f	17 8% f	7 4%	5 4%	6 3%	72 8% f	37 8%	35 7%	26 10%	22 8%	15 7%	9 5%	49 9%	24 6%	72 8%
I posted a comment on the site/ app under the inappropriate content	14 1%	3 2%	3 1%	6 3% d	- -%	3 2%	3 1%	14 1%	9 2%	5 1%	8 3% df	4 1%	3 1%	* *%	11 2%	3 1%	14 1%
Other	3 *%	1 1%	* *%	- -%	- -%	- -%	2 1%	3 *%	1 *%	2 *%	1 *%	2 1%	- -%	- -%	3 1%	- -%	3 *%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	84 9%	26 15% defg	22 10% f	20 9% f	8 5%	6 5%	8 4%	84 9% f	46 10%	38 8%	31 12% df	26 9%	18 8%	9 5%	57 10% d	27 7%	84 9%
Don't know	* *%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%
I have not reported something inappropriate to YouTube	109 11%	22 13%	24 11%	26 13%	17 11%	15 13%	19 10%	109 11%	55 12%	54 11%	24 9%	38 13%	25 12%	22 11%	62 11%	47 12%	109 11%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE	766 80%	122 72%	174 79%	163 78%	139 84% a	95 82% a	168 86% acg	766 80% a	369 78%	396 81%	214 80%	223 78%	168 80%	161 84%	437 79%	329 82%	766 80%

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

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

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
I emailed/ sent a message to YouTube	11 1%	9 1%	2 2%	1 2%	* 1%	11 1%	10 1%	1 1%	** **	11 1%	11 1%	** **	11 1%	2 2%	2 1%	3 2%
I reported it through the reporting button/ flag on YouTube	72 8%	63 8%	4 5%	4 9%	1 8%	72 8%	67 8%	5 4%	** **	67 7%	71 8%	** **	72 8%	6 6%	16 6%	15 9%
I posted a comment on the site/ app under the inappropriate content	14 1%	14 2%	- -%	* 1%	* 2%	14 1%	14 2%	* *%	** **	14 2%	14 2%	** **	14 1%	- -%	2 1%	5 3%
Other	3 *%	3 *%	- -%	- -%	* 1%	3 *%	2 *%	1 1%	** **	3 *%	3 *%	** **	3 *%	- -%	1 1%	- -%
EVER REPORTED INAPPROPRIATE CONTENT TO YOUTUBE	84 9%	73 9%	6 7%	4 9%	2 12%	84 9%	77 9%	7 5%	** **	78 9%	83 9%	** **	84 9%	6 6%	20 8%	17 9%
Don't know	* *%	- -%	- -%	- -%	* 1%	* *%	* *%	- -%	** **	- -%	* *%	** **	* *%	- -%	- -%	- -%
					ae											
I have not reported something inappropriate to YouTube	109 11%	96 12%	8 10%	3 7%	3 17%	109 11%	89 11%	20 14%	** **	104 12%	103 11%	** **	108 11%	13 12%	24 9%	23 13%
					c											

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

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

IN61. Have you ever reported inappropriate content to YouTube? IF YES - (SHOWCARD) How did you report this inappropriate content to YouTube? (MULTI CODE)

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON YOUTUBE	766	650	71	34	11	766	655	111	**	708	729	**	763	94	209	137
	80%	79%	84%	84%	71%	80%	80%	80%	**	80%	80%	**	80%	82%	83%	78%
		d	d	d	d	d										

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

Any break column with 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 FOR REPORTING INAPPROPRIATE CONTENT - YOUTUBE

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1126	203	245	237	192	148	249	1126	545	580	273	380	231	242	653	473	1126
Effective Weighted Sample	892	159	193	188	152	125	203	892	432	459	226	303	184	188	521	370	892
Total	960	170	220	209	165	116	195	960	471	488	269	287	211	193	556	403	960
SEEN INAPPROPRIATE CONTENT AND REPORTED IT	84	26	22	20	8	6	8	84	46	38	31	26	18	9	57	27	84
	9%	15%	10%	9%	5%	5%	4%	9%	10%	8%	12%	9%	8%	5%	10%	7%	9%
		defg	f	f				f			df				d		
SEEN INAPPROPRIATE CONTENT AND NOT REPORTED IT	109	22	24	26	17	15	19	109	55	54	24	38	25	22	62	47	109
	11%	13%	11%	13%	11%	13%	10%	11%	12%	11%	9%	13%	12%	11%	11%	12%	11%
SEEN INAPPROPRIATE CONTENT AND UNSURE IF REPORTED IT	*	-	*	-	-	-	-	*	-	*	-	-	-	*	-	*	*
	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
TOTAL SEEN INAPPROPRIATE CONTENT	194	48	46	46	26	21	27	194	102	92	55	64	43	31	119	74	194
	20%	28%	21%	22%	16%	18%	14%	20%	22%	19%	20%	22%	20%	16%	21%	18%	20%
		defg		f				f									
NOT SEEN INAPPROPRIATE CONTENT	744	121	166	161	131	93	165	744	363	380	212	214	160	157	427	317	744
	77%	71%	75%	77%	79%	80%	85%	77%	77%	78%	79%	75%	76%	81%	77%	79%	77%
							abcg										
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT	22	1	8	2	8	2	3	22	6	16	2	9	7	5	10	12	22
	2%	1%	4%	1%	5%	2%	1%	2%	1%	3%	1%	3%	4%	2%	2%	3%	2%
					acf								a				

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

Any break column with 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 FOR REPORTING INAPPROPRIATE CONTENT - YOUTUBE

Base : Those who ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Significance Level: 95%																
Unweighted total	1126	742	132	142	110	1126	946	180	44	1028	1065	56	1121	135	286	181
Effective Weighted Sample	892	698	122	137	103	892	753	140	35	823	846	42	887	110	230	161
Total	960	818	85	40	16	960	822	138	37	891	915	40	955	114	253	177
SEEN INAPPROPRIATE CONTENT AND REPORTED IT	84 9%	73 9%	6 7%	4 9%	2 12%	84 9%	77 9%	7 5%	** **	78 9%	83 9%	** **	84 9%	6 6%	20 8%	17 9%
SEEN INAPPROPRIATE CONTENT AND NOT REPORTED IT	109 11%	96 12%	8 10%	3 7%	3 17% c	109 11%	89 11%	20 14%	** **	104 12%	103 11%	** **	108 11%	13 12%	24 9%	23 13%
SEEN INAPPROPRIATE CONTENT AND UNSURE IF REPORTED IT	* *%	- -%	- -%	- -%	* 1% ae	* *%	* *%	- -%	** **	- -%	* *%	** **	* *%	- -%	- -%	- -%
TOTAL SEEN INAPPROPRIATE CONTENT	194 20%	169 21%	14 16%	6 16%	5 29% abce	194 20%	167 20%	27 20%	** **	182 20%	186 20%	** **	192 20%	20 18%	44 17%	40 22%
NOT SEEN INAPPROPRIATE CONTENT	744 77%	629 77%	71 83% d	33 82% d	11 68%	744 77% d	639 78%	105 76%	** **	690 77%	709 77%	** **	741 78%	92 81%	199 79%	134 76%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT	22 2%	20 2%	1 1%	1 2%	* 2%	22 2%	17 2%	6 4%	** **	18 2%	21 2%	** **	22 2%	2 2%	10 4%	3 2%

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

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

IN59A. You said earlier you used Facebook. Did you know there is a reporting button or flag on Facebook which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Facebook profile

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1107	194	233	232	196	140	252	1107	478	627	250	377	220	260	627	480	1107
Effective Weighted Sample	869	150	183	181	157	118	203	869	380	489	207	295	175	201	495	375	869
Total	930	162	210	202	171	108	186	930	416	513	250	278	199	205	527	403	930
Yes	782	148	188	180	139	82	127	782	354	425	224	225	161	171	449	333	782
	84%	92%	89%	89%	81%	75%	68%	84%	85%	83%	90%	81%	81%	84%	85%	83%	84%
		defg	def	def	f		ef				bcfg						
No	136	12	21	22	27	24	54	136	55	81	22	49	37	29	70	66	136
	15%	8%	10%	11%	16%	23%	29%	15%	13%	16%	9%	17%	19%	14%	13%	16%	15%
		a			a	abcg	abcdg	a				a	a		a	a	a
Don't know	13	1	1	-	5	2	5	13	6	7	4	4	*	5	8	5	13
	1%	1%	1%	-%	3%	2%	3%	1%	1%	1%	2%	1%	*%	2%	2%	1%	1%
					c	c	c										

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

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

IN59A. You said earlier you used Facebook. Did you know there is a reporting button or flag on Facebook which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Facebook profile

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Significance Level: 95%																
Unweighted total	1107	722	134	136	115	1107	935	172	37	1018	1045	53	1098	153	274	151
Effective Weighted Sample	869	676	123	130	107	869	741	130	29	810	824	39	862	123	218	133
Total	930	790	86	38	17	930	806	124	30	872	887	36	924	126	239	145
Yes	782 84%	658 83%	76 89%	33 87%	14 84%	782 84%	674 84%	108 87%	** **	736 84%	756 85%	** **	778 84%	107 85%	187 78%	131 90% b
No	136 15%	120 15%	8 10%	5 13%	2 14%	136 15%	119 15%	16 13%	** **	126 14%	121 14%	** **	133 14%	15 12%	49 21% c	13 9%
Don't know	13 1%	11 1%	1 1%	- -%	* 2%	13 1%	13 2%	- -%	** **	11 1%	11 1%	** **	13 1%	3 2%	3 1%	1 1%

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

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

IN59B. Have you ever seen something on Facebook that you considered inappropriate? (SINGLE CODE)

Base : Those with a Facebook profile

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1107	194	233	232	196	140	252	1107	478	627	250	377	220	260	627	480	1107
Effective Weighted Sample	869	150	183	181	157	118	203	869	380	489	207	295	175	201	495	375	869
Total	930	162	210	202	171	108	186	930	416	513	250	278	199	205	527	403	930
Yes	365	71	98	75	63	42	58	365	154	209	96	116	70	84	212	154	365
	39%	44%	47%	37%	37%	39%	31%	39%	37%	41%	38%	42%	35%	41%	40%	38%	39%
		f	f					f									
No	553	89	111	124	103	66	126	553	257	296	152	156	126	119	308	245	553
	59%	55%	53%	61%	60%	61%	68%	59%	62%	58%	61%	56%	63%	58%	58%	61%	59%
							abg										
Don't know	12	2	1	3	5	-	2	12	5	8	2	6	3	1	8	5	12
	1%	1%	1%	1%	3%	-%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%

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

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

IN59B. Have you ever seen something on Facebook that you considered inappropriate? (SINGLE CODE)

Base : Those with a Facebook profile

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Significance Level: 95%																
Unweighted total	1107	722	134	136	115	1107	935	172	37	1018	1045	53	1098	153	274	151
Effective Weighted Sample	869	676	123	130	107	869	741	130	29	810	824	39	862	123	218	133
Total	930	790	86	38	17	930	806	124	30	872	887	36	924	126	239	145
Yes	365 39%	308 39%	33 39%	16 42%	8 48%	365 39%	323 40%	42 34%	** **	348 40%	351 40%	** **	361 39%	49 39%	104 44%	63 43%
No	553 59%	472 60%	51 59%	22 56%	8 49%	553 59%	470 58%	82 66%	** **	513 59%	524 59%	** **	551 60%	76 61%	131 55%	81 56%
Don't know	12 1%	10 1%	2 2%	1 1%	1 3%	12 1%	12 2%	* *%	** **	12 1%	12 1%	** **	12 1%	* *%	4 2%	1 1%

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

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

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Facebook

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	~c	~d	~e	~f	g	a	b	~a	b	~c	d	e	f	g
Unweighted total	442	92	113	90	72	53	75	442	182	258	98	155	78	111	253	189	442
Effective Weighted Sample	340	68	85	70	58	43	60	340	139	200	79	122	60	83	198	142	340
Total	365	71	98	75	63	42	58	365	154	209	96	116	70	84	212	154	365
I emailed/ sent a message to Facebook	40	**	13	**	**	**	**	40	18	22	**	11	**	7	24	16	40
	11%	**	13%	**	**	**	**	11%	12%	11%	**	10%	**	8%	11%	10%	11%
I reported it through the reporting button/ flag on Facebook	204	**	70	**	**	**	**	204	80	122	**	65	**	47	123	81	204
	56%	**	71%	**	**	**	**	56%	52%	59%	**	56%	**	56%	58%	52%	56%
			g														
I posted a comment on the site/ app under the inappropriate content	32	**	10	**	**	**	**	32	12	20	**	11	**	5	20	12	32
	9%	**	10%	**	**	**	**	9%	8%	9%	**	10%	**	6%	10%	8%	9%
Other	6	**	3	**	**	**	**	6	2	3	**	2	**	1	3	2	6
	2%	**	3%	**	**	**	**	2%	2%	1%	**	2%	**	2%	2%	2%	2%
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	236	**	79	**	**	**	**	236	94	140	**	75	**	53	141	95	236
	65%	**	81%	**	**	**	**	65%	61%	67%	**	65%	**	63%	67%	62%	65%
			g														
Don't know	1	**	-	**	**	**	**	1	-	1	**	-	**	1	-	1	1
	*%	**	-%	**	**	**	**	*%	-%	*%	**	-%	**	1%	-%	1%	*%
I have not reported something inappropriate to Facebook	128	**	19	**	**	**	**	128	60	68	**	41	**	30	70	58	128
	35%	**	19%	**	**	**	**	35%	39%	32%	**	35%	**	36%	33%	37%	35%

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

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

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Facebook

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	b	~c	
Unweighted total	442	277	51	57	57	442	379	63	13	412	424	12	436	61	124	67
Effective Weighted Sample	340	261	48	55	53	340	294	48	10	322	326	9	335	47	95	58
Total	365	308	33	16	8	365	323	42	10	348	351	10	361	49	104	63
I emailed/ sent a message to Facebook	40 11%	34 11%	** **	** **	** **	40 11%	38 12%	** **	** **	38 11%	38 11%	** **	39 11%	** **	12 12%	** **
I reported it through the reporting button/ flag on Facebook	204 56%	168 55%	** **	** **	** **	204 56%	180 56%	** **	** **	197 57%	198 56%	** **	202 56%	** **	63 61%	** **
I posted a comment on the site/ app under the inappropriate content	32 9%	27 9%	** **	** **	** **	32 9%	29 9%	** **	** **	30 9%	31 9%	** **	32 9%	** **	5 5%	** **
Other	6 2%	5 2%	** **	** **	** **	6 2%	5 2%	** **	** **	6 2%	6 2%	** **	6 2%	** **	1 1%	** **
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	236 65%	195 63%	** **	** **	** **	236 65%	210 65%	** **	** **	226 65%	229 65%	** **	234 65%	** **	71 68%	** **
Don't know	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	** **	** **	1 *%	1 *%	** **	1 *%	** **	- -%	** **
I have not reported something inappropriate to Facebook	128 35%	112 36%	** **	** **	** **	128 35%	112 35%	** **	** **	121 35%	121 34%	** **	126 35%	** **	33 32%	** **

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

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

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1107	194	233	232	196	140	252	1107	478	627	250	377	220	260	627	480	1107
Effective Weighted Sample	869	150	183	181	157	118	203	869	380	489	207	295	175	201	495	375	869
Total	930	162	210	202	171	108	186	930	416	513	250	278	199	205	527	403	930
I emailed/ sent a message to Facebook	40 4%	8 5%	13 6%	7 3%	5 3%	5 4%	7 4%	40 4%	18 4%	22 4%	13 5%	11 4%	9 5%	7 3%	24 5%	16 4%	40 4%
I reported it through the reporting button/ flag on Facebook	204 22%	39 24%	70 33%	41 20%	32 19%	19 18%	23 12%	204 22%	80 19%	122 24%	59 23%	65 23%	34 17%	47 23%	123 23%	81 20%	204 22%
I posted a comment on the site/ app under the inappropriate content	32 3%	10 6%	10 5%	5 2%	3 2%	4 3%	5 3%	32 3%	12 3%	20 4%	9 4%	11 4%	7 3%	5 2%	20 4%	12 3%	32 3%
Other	6 1%	* *%	3 1%	1 *%	1 *%	- -%	1 *%	6 1%	2 1%	3 1%	1 *%	2 1%	1 1%	1 1%	3 1%	2 1%	6 1%
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	236 25%	46 28%	79 38%	45 22%	39 23%	22 20%	27 15%	236 25%	94 23%	140 27%	66 26%	75 27%	42 21%	53 26%	141 27%	95 24%	236 25%
Don't know	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
I have not reported something inappropriate to Facebook	128 14%	25 15%	19 9%	30 15%	23 13%	20 18%	31 17%	128 14%	60 14%	68 13%	29 12%	41 15%	27 14%	30 15%	70 13%	58 14%	128 14%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK	565 61%	91 56%	112 53%	127 63%	108 63%	66 61%	128 69%	565 61%	262 63%	304 59%	154 62%	162 58%	129 65%	121 59%	316 60%	250 62%	565 61%

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

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

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Significance Level: 95%																
Unweighted total	1107	722	134	136	115	1107	935	172	37	1018	1045	53	1098	153	274	151
Effective Weighted Sample	869	676	123	130	107	869	741	130	29	810	824	39	862	123	218	133
Total	930	790	86	38	17	930	806	124	30	872	887	36	924	126	239	145
I emailed/ sent a message to Facebook	40 4%	34 4%	4 5%	2 4%	1 6%	40 4%	38 5%	2 2%	** **	38 4%	38 4%	** **	39 4%	6 4%	12 5%	10 7%
I reported it through the reporting button/ flag on Facebook	204 22%	168 21%	20 23%	12 32%	4 24%	204 22%	180 22%	24 19%	** **	197 23%	198 22%	** **	202 22%	27 22%	63 26%	38 26%
I posted a comment on the site/ app under the inappropriate content	32 3%	27 3%	4 5%	1 4%	* 1%	32 3%	29 4%	3 2%	** **	30 3%	31 3%	** **	32 3%	4 3%	5 2%	10 7% b
Other	6 1%	5 1%	1 1%	* 1%	- -%	6 1%	5 1%	* *%	** **	6 1%	6 1%	** **	6 1%	1 1%	1 *%	- -%
EVER REPORTED INAPPROPRIATE CONTENT TO FACEBOOK	236 25%	195 25%	24 28%	13 33%	5 29%	236 25%	210 26%	26 21%	** **	226 26%	229 26%	** **	234 25%	30 24%	71 30%	45 31%
Don't know	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	** **	1 *%	- -%	- -%	- -%
I have not reported something inappropriate to Facebook	128 14%	112 14%	9 11%	3 9%	3 19%	128 14%	112 14%	16 13%	** **	121 14%	121 14%	** **	126 14%	19 15%	33 14%	17 12%

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

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

IN62. Have you ever reported inappropriate content to Facebook? IF YES - (SHOWCARD) How did you report this inappropriate content to Facebook? (MULTI CODE)

Base : Those with a Facebook profile

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1107	722	134	136	115	1107	935	172	37	1018	1045	53	1098	153	274	151
Effective Weighted Sample	869	676	123	130	107	869	741	130	29	810	824	39	862	123	218	133
Total	930	790	86	38	17	930	806	124	30	872	887	36	924	126	239	145
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON FACEBOOK	565 61%	482 61%	53 61%	22 58%	9 52%	565 61%	483 60%	83 66%	** **	525 60%	537 60%	** **	563 61%	77 61%	135 56%	82 57%

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

Any break column with 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 FOR REPORTING INAPPROPRIATE CONTENT - FACEBOOK

Base : Those with a Facebook profile

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1107	194	233	232	196	140	252	1107	478	627	250	377	220	260	627	480	1107
Effective Weighted Sample	869	150	183	181	157	118	203	869	380	489	207	295	175	201	495	375	869
Total	930	162	210	202	171	108	186	930	416	513	250	278	199	205	527	403	930
SEEN INAPPROPRIATE CONTENT AND REPORTED IT	236	46	79	45	39	22	27	236	94	140	66	75	42	53	141	95	236
	25%	28%	38%	22%	23%	20%	15%	25%	23%	27%	26%	27%	21%	26%	27%	24%	25%
		f	cdefg		f			f									
SEEN INAPPROPRIATE CONTENT AND NOT REPORTED IT	128	25	19	30	23	20	31	128	60	68	29	41	27	30	70	58	128
	14%	15%	9%	15%	13%	18%	17%	14%	14%	13%	12%	15%	14%	15%	13%	14%	14%
						b	b										
SEEN INAPPROPRIATE CONTENT AND UNSURE IF REPORTED IT	1	-	-	-	1	-	-	1	-	1	-	-	-	1	-	1	1
	*%	-%	-%	-%	1%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
TOTAL SEEN INAPPROPRIATE CONTENT	365	71	98	75	63	42	58	365	154	209	96	116	70	84	212	154	365
	39%	44%	47%	37%	37%	39%	31%	39%	37%	41%	38%	42%	35%	41%	40%	38%	39%
		f	f					f									
NOT SEEN INAPPROPRIATE CONTENT	553	89	111	124	103	66	126	553	257	296	152	156	126	119	308	245	553
	59%	55%	53%	61%	60%	61%	68%	59%	62%	58%	61%	56%	63%	58%	58%	61%	59%
							abg										
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT	12	2	1	3	5	-	2	12	5	8	2	6	3	1	8	5	12
	1%	1%	1%	1%	3%	-%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%

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

Any break column with 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 FOR REPORTING INAPPROPRIATE CONTENT - FACEBOOK

Base : Those with a Facebook profile

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1107	722	134	136	115	1107	935	172	37	1018	1045	53	1098	153	274	151
Effective Weighted Sample	869	676	123	130	107	869	741	130	29	810	824	39	862	123	218	133
Total	930	790	86	38	17	930	806	124	30	872	887	36	924	126	239	145
SEEN INAPPROPRIATE CONTENT AND REPORTED IT	236	195	24	13	5	236	210	26	**	226	229	**	234	30	71	45
	25%	25%	28%	33%	29%	25%	26%	21%	**	26%	26%	**	25%	24%	30%	31%
			a													
SEEN INAPPROPRIATE CONTENT AND NOT REPORTED IT	128	112	9	3	3	128	112	16	**	121	121	**	126	19	33	17
	14%	14%	11%	9%	19%	14%	14%	13%	**	14%	14%	**	14%	15%	14%	12%
				c												
SEEN INAPPROPRIATE CONTENT AND UNSURE IF REPORTED IT	1	1	-	-	-	1	1	-	**	1	1	**	1	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	**	*%	-%	-%	-%
TOTAL SEEN INAPPROPRIATE CONTENT	365	308	33	16	8	365	323	42	**	348	351	**	361	49	104	63
	39%	39%	39%	42%	48%	39%	40%	34%	**	40%	40%	**	39%	39%	44%	43%
NOT SEEN INAPPROPRIATE CONTENT	553	472	51	22	8	553	470	82	**	513	524	**	551	76	131	81
	59%	60%	59%	56%	49%	59%	58%	66%	**	59%	59%	**	60%	61%	55%	56%
		d			d											
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT	12	10	2	1	1	12	12	*	**	12	12	**	12	*	4	1
	1%	1%	2%	1%	3%	1%	2%	*%	**	1%	1%	**	1%	*%	2%	1%

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

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

IN60A. You said earlier you used Twitter. Did you know there is a reporting button or flag on Twitter which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Twitter profile

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	~b	~c	~d	e	~f	g
Unweighted total	259	71	48	72	40	22	28	259	139	120	88	97	34	40	185	74	259
Effective Weighted Sample	215	59	39	58	35	19	24	215	118	97	78	80	28	32	156	59	215
Total	239	62	41	69	41	20	25	239	134	105	96	77	33	33	173	66	239
Yes	190	**	**	**	**	**	**	190	108	82	**	**	**	**	143	**	190
	80%	**	**	**	**	**	**	80%	81%	78%	**	**	**	**	83%	**	80%
No	42	**	**	**	**	**	**	42	22	20	**	**	**	**	25	**	42
	17%	**	**	**	**	**	**	17%	16%	19%	**	**	**	**	14%	**	17%
Don't know	7	**	**	**	**	**	**	7	4	3	**	**	**	**	4	**	7
	3%	**	**	**	**	**	**	3%	3%	3%	**	**	**	**	2%	**	3%

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

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

IN60A. You said earlier you used Twitter. Did you know there is a reporting button or flag on Twitter which can be used to report inappropriate content? (SINGLE CODE)

Base : Those with a Twitter profile

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	~b	~c
Unweighted total	259	177	37	28	17	259	227	32	3	240	255	4	259	19	63	64
Effective Weighted Sample	215	170	35	27	16	215	190	25	2	203	212	3	215	17	53	58
Total	239	204	25	8	2	239	213	25	2	228	235	4	239	17	61	66
Yes	190	162	**	**	**	190	169	**	**	183	187	**	190	**	**	**
	80%	80%	**	**	**	80%	79%	**	**	80%	79%	**	80%	**	**	**
No	42	35	**	**	**	42	38	**	**	38	41	**	42	**	**	**
	17%	17%	**	**	**	17%	18%	**	**	17%	18%	**	17%	**	**	**
Don't know	7	6	**	**	**	7	6	**	**	7	7	**	7	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%	**	**	**

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

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

IN60B. Have you ever seen something on Twitter that you considered inappropriate? (SINGLE CODE)

Base : Those with a Twitter profile

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	~b	~c	~d	e	~f	g
Unweighted total	259	71	48	72	40	22	28	259	139	120	88	97	34	40	185	74	259
Effective Weighted Sample	215	59	39	58	35	19	24	215	118	97	78	80	28	32	156	59	215
Total	239	62	41	69	41	20	25	239	134	105	96	77	33	33	173	66	239
Yes	61 26%	** **	** **	** **	** **	** **	** **	61 26%	41 31%	20 19%	** **	** **	** **	** **	47 27%	** **	61 26%
No	174 73%	** **	** **	** **	** **	** **	** **	174 73%	90 67%	84 80%	** **	** **	** **	** **	123 71%	** **	174 73%
Don't know	4 2%	** **	** **	** **	** **	** **	** **	4 2%	3 2%	1 1%	** **	** **	** **	** **	3 1%	** **	4 2%

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

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

IN60B. Have you ever seen something on Twitter that you considered inappropriate? (SINGLE CODE)

Base : Those with a Twitter profile

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	~b	~c	
Unweighted total	259	177	37	28	17	259	227	32	3	240	255	4	259	19	63	64
Effective Weighted Sample	215	170	35	27	16	215	190	25	2	203	212	3	215	17	53	58
Total	239	204	25	8	2	239	213	25	2	228	235	4	239	17	61	66
Yes	61 26%	52 26%	**	**	**	61 26%	56 26%	**	**	58 26%	60 26%	**	61 26%	**	**	**
No	174 73%	147 72%	**	**	**	174 73%	155 73%	**	**	167 73%	171 73%	**	174 73%	**	**	**
Don't know	4 2%	4 2%	**	**	**	4 2%	3 1%	**	**	3 1%	4 2%	**	4 2%	**	**	**

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

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

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Twitter

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~a	~b	~c	~d	~e	~f	~g
Unweighted total	68	22	15	18	8	4	5	68	43	25	22	30	7	9	52	16	68
Effective Weighted Sample	55	19	13	13	7	2	3	55	36	20	18	24	6	8	42	13	55
Total	61	18	16	16	8	3	4	61	41	20	23	24	6	8	47	14	61
I emailed/ sent a message to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I reported it through the reporting button/ flag on Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I posted a comment on the site/ app under the inappropriate content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I have not reported something inappropriate to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those who have ever seen anything inappropriate on Twitter

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK ~e	URBAN ~a	RURAL ~b	UNDER 5 YEARS ~a	5 YEARS+ ~b	SMART- PHONE ~a	NON SMART- PHONE ~b	ALL ~c	MOST ~a	POTEN- TIALY ~b	LEAST ~c
Significance Level: 95%																
Unweighted total	68	45	9	8	6	68	61	7	1	62	67	1	68	3	22	16
Effective Weighted Sample	55	43	9	8	6	55	50	6	1	52	54	1	55	3	19	13
Total	61	52	6	2	1	61	56	6	1	58	60	1	61	3	22	15
I emailed/ sent a message to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I reported it through the reporting button/ flag on Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I posted a comment on the site/ app under the inappropriate content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I have not reported something inappropriate to Twitter	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	~b	~c	~d	e	~f	g
Unweighted total	259	71	48	72	40	22	28	259	139	120	88	97	34	40	185	74	259
Effective Weighted Sample	215	59	39	58	35	19	24	215	118	97	78	80	28	32	156	59	215
Total	239	62	41	69	41	20	25	239	134	105	96	77	33	33	173	66	239
I emailed/ sent a message to Twitter	4 2%	** **	** **	** **	** **	** **	** **	4 2%	1 1%	3 2%	** **	** **	** **	** **	2 1%	** **	4 2%
I reported it through the reporting button/ flag on Twitter	38 16%	** **	** **	** **	** **	** **	** **	38 16%	25 19%	13 13%	** **	** **	** **	** **	30 17%	** **	38 16%
I posted a comment on the site/ app under the inappropriate content	7 3%	** **	** **	** **	** **	** **	** **	7 3%	4 3%	2 2%	** **	** **	** **	** **	3 1%	** **	7 3%
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	42 17%	** **	** **	** **	** **	** **	** **	42 17%	28 21%	13 13%	** **	** **	** **	** **	31 18%	** **	42 17%
I have not reported something inappropriate to Twitter	20 8%	** **	** **	** **	** **	** **	** **	20 8%	13 10%	7 6%	** **	** **	** **	** **	16 9%	** **	20 8%
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON TWITTER	177 74%	** **	** **	** **	** **	** **	** **	177 74%	92 69%	85 81%	** **	** **	** **	** **	126 73%	** **	177 74%

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

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

IN63. Have you ever reported inappropriate content to Twitter? IF YES - (SHOWCARD) How did you report this inappropriate content to Twitter? (MULTI CODE)

Base : Those with a Twitter profile

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	~b	~c
Significance Level: 95%																
Unweighted total	259	177	37	28	17	259	227	32	3	240	255	4	259	19	63	64
Effective Weighted Sample	215	170	35	27	16	215	190	25	2	203	212	3	215	17	53	58
Total	239	204	25	8	2	239	213	25	2	228	235	4	239	17	61	66
I emailed/ sent a message to Twitter	4 2%	4 2%	** **	** **	** **	4 2%	4 2%	** **	** **	4 2%	4 2%	** **	4 2%	** **	** **	** **
I reported it through the reporting button/ flag on Twitter	38 16%	33 16%	** **	** **	** **	38 16%	36 17%	** **	** **	38 17%	38 16%	** **	38 16%	** **	** **	** **
I posted a comment on the site/ app under the inappropriate content	7 3%	6 3%	** **	** **	** **	7 3%	7 3%	** **	** **	7 3%	7 3%	** **	7 3%	** **	** **	** **
EVER REPORTED INAPPROPRIATE CONTENT TO TWITTER	42 17%	37 18%	** **	** **	** **	42 17%	39 18%	** **	** **	41 18%	42 18%	** **	42 17%	** **	** **	** **
I have not reported something inappropriate to Twitter	20 8%	16 8%	** **	** **	** **	20 8%	16 8%	** **	** **	17 7%	18 8%	** **	20 8%	** **	** **	** **
HAVE NOT SEEN/ UNSURE WHETHER SEEN ANYTHING INAPPROPRIATE ON TWITTER	177 74%	151 74%	** **	** **	** **	177 74%	158 74%	** **	** **	170 74%	175 74%	** **	177 74%	** **	** **	** **

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

Any break column with 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 FOR REPORTING INAPPROPRIATE CONTENT - TWITTER

Base : Those with a Twitter profile

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	~b	~c	~d	e	~f	g
Unweighted total	259	71	48	72	40	22	28	259	139	120	88	97	34	40	185	74	259
Effective Weighted Sample	215	59	39	58	35	19	24	215	118	97	78	80	28	32	156	59	215
Total	239	62	41	69	41	20	25	239	134	105	96	77	33	33	173	66	239
SEEN INAPPROPRIATE CONTENT AND REPORTED IT	42 17%	** **	** **	** **	** **	** **	** **	42 17%	28 21%	13 13%	** **	** **	** **	** **	31 18%	** **	42 17%
SEEN INAPPROPRIATE CONTENT AND NOT REPORTED IT	20 8%	** **	** **	** **	** **	** **	** **	20 8%	13 10%	7 6%	** **	** **	** **	** **	16 9%	** **	20 8%
TOTAL SEEN INAPPROPRIATE CONTENT	61 26%	** **	** **	** **	** **	** **	** **	61 26%	41 31%	20 19%	** **	** **	** **	** **	47 27%	** **	61 26%
NOT SEEN INAPPROPRIATE CONTENT	174 73%	** **	** **	** **	** **	** **	** **	174 73%	90 67%	84 80%	** **	** **	** **	** **	123 71%	** **	174 73%
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT	4 2%	** **	** **	** **	** **	** **	** **	4 2%	3 2%	1 1%	** **	** **	** **	** **	3 1%	** **	4 2%

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

Any break column with 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 FOR REPORTING INAPPROPRIATE CONTENT - TWITTER

Base : Those with a Twitter profile

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	~b	~c
Unweighted total	259	177	37	28	17	259	227	32	3	240	255	4	259	19	63	64
Effective Weighted Sample	215	170	35	27	16	215	190	25	2	203	212	3	215	17	53	58
Total	239	204	25	8	2	239	213	25	2	228	235	4	239	17	61	66
SEEN INAPPROPRIATE CONTENT AND REPORTED IT	42 17%	37 18%	** **	** **	** **	42 17%	39 18%	** **	** **	41 18%	42 18%	** **	42 17%	** **	** **	** **
SEEN INAPPROPRIATE CONTENT AND NOT REPORTED IT	20 8%	16 8%	** **	** **	** **	20 8%	16 8%	** **	** **	17 7%	18 8%	** **	20 8%	** **	** **	** **
TOTAL SEEN INAPPROPRIATE CONTENT	61 26%	52 26%	** **	** **	** **	61 26%	56 26%	** **	** **	58 26%	60 26%	** **	61 26%	** **	** **	** **
NOT SEEN INAPPROPRIATE CONTENT	174 73%	147 72%	** **	** **	** **	174 73%	155 73%	** **	** **	167 73%	171 73%	** **	174 73%	** **	** **	** **
UNSURE WHETHER SEEN INAPPROPRIATE CONTENT	4 2%	4 2%	** **	** **	** **	4 2%	3 1%	** **	** **	3 1%	4 2%	** **	4 2%	** **	** **	** **

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

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

M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
No, do not have any concerns	924 62%	118 62%	165 66%	165 62%	150 63%	143 65%	326 61%	924 62%	471 65%	452 60%	206 56%	247 60%	213 66%	257 70%	453 58%	471 68%	924 62%
People using mobile phones while driving	148 10%	26 13%	21 8%	25 9%	22 9%	19 9%	55 10%	148 10%	68 9%	79 11%	43 12%	44 11%	35 11%	26 7%	87 11%	61 9%	148 10%
Children having phones at a young age	134 9%	12 6%	17 7%	34 13%	28 12%	22 10%	44 8%	134 9%	48 7%	86 11%	45 12%	46 11%	23 7%	21 6%	90 12%	44 6%	134 9%
Junk/ spam text messages	99 7%	17 9%	13 5%	24 9%	22 9%	11 5%	23 4%	99 7%	38 5%	61 8%	33 9%	29 7%	25 8%	12 3%	62 8%	36 5%	99 7%
Strangers contacting children	96 6%	14 7%	13 5%	26 10%	15 6%	14 6%	27 5%	96 6%	37 5%	59 8%	32 9%	31 8%	20 6%	13 3%	63 8%	32 5%	96 6%
Intrusion into other people's space/ public space	83 6%	8 4%	10 4%	14 5%	9 4%	12 5%	41 8%	83 6%	29 4%	54 7%	26 7%	25 6%	18 5%	14 4%	51 7%	31 4%	83 6%
Use of phone to film anti-social or inappropriate behaviour	61 4%	11 6%	7 3%	18 7%	10 4%	7 3%	16 3%	61 4%	22 3%	39 5%	18 5%	24 6%	13 4%	7 2%	42 5%	19 3%	61 4%

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

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

M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Getting viruses, trojans or malware installed on the phone	59 4%	7 4%	9 4%	13 5%	13 6%	7 3%	16 3%	59 4%	30 4%	29 4%	17 5%	23 6% df	11 3%	8 2%	40 5% df	19 3%	59 4%
Target for stealing mobile phone	58 4%	11 6%	11 4%	14 5%	7 3%	6 3%	16 3%	58 4%	28 4%	30 4%	18 5%	19 5%	11 3%	11 3%	37 5%	21 3%	58 4%
People using phones in quiet spaces	57 4%	3 2%	6 3%	7 3%	5 2%	12 5%	36 7% abcdg	57 4%	22 3%	35 5%	19 5%	18 4%	9 3%	11 3%	37 5%	21 3%	57 4%
Others could become addicted to using their mobiles	55 4%	11 6% d	8 3%	8 3%	5 2%	8 4%	23 4%	55 4%	24 3%	31 4%	18 5% f	19 5% f	7 2%	10 3%	38 5% f	17 2%	55 4%
Cost of new handsets	54 4%	9 5%	12 5%	13 5%	6 3%	6 3%	15 3%	54 4%	23 3%	32 4%	14 4%	16 4%	10 3%	15 4%	29 4%	25 4%	54 4%
Receiving targeted advertising based on my location	53 4%	7 4%	17 7% defg	13 5% f	6 3%	4 2%	10 2%	53 4% f	23 3%	30 4%	13 4%	18 4% d	15 5% d	6 2%	31 4% d	22 3%	53 4%
Cost of calls - generally	50 3%	3 2%	8 3%	12 5%	8 3%	8 4%	18 3%	50 3%	22 3%	28 4%	11 3%	13 3%	8 2%	18 5%	24 3%	26 4%	50 3%
Health concerns – using handset	50 3%	8 4% f	7 3%	13 5% ef	13 6% ef	3 2%	8 2%	50 3% f	19 3%	31 4%	15 4%	15 4%	9 3%	10 3%	30 4%	19 3%	50 3%

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

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

M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Cost of calls when abroad	46 3%	12 6% befg	4 2%	12 5% ef	10 4% ef	2 1%	8 1%	46 3% f	25 3%	21 3%	13 3%	15 4%	10 3%	8 2%	28 4%	18 3%	46 3%
Incurring unexpected additional charges through using apps/ applications	45 3%	7 4%	7 3%	12 5%	6 3%	6 3%	13 2%	45 3%	16 2%	30 4% a	16 4% df	18 4% cdf	6 2%	6 2%	34 4% cdf	11 2%	45 3% f
Health concerns – masts	44 3%	7 4%	5 2%	8 3% befg	13 6% befg	4 2%	11 2%	44 3%	19 3%	25 3%	18 5% df	13 3%	9 3%	4 1%	30 4% df	13 2%	44 3% d
Unsolicited text messages that charge a premium rate to respond	42 3%	5 3%	7 3%	8 3%	11 5%	5 2%	12 2%	42 3%	16 2%	26 4%	13 4% d	13 3%	12 4% d	4 1%	26 3% d	16 2%	42 3%
Health concerns – 5G technology	34 2%	6 3%	6 2%	12 4% f	4 2%	4 2%	7 1%	34 2%	15 2%	18 2%	13 4% df	11 3% d	8 3% d	2 *% d	24 3% df	10 1%	34 2% d
I could become addicted to using my mobile	32 2%	12 6% bcefg	2 1%	5 2%	10 4% bef	1 *% bef	5 1%	32 2% f	20 3%	13 2%	5 1%	18 4% adfg	7 2%	2 1%	23 3% df	9 1%	32 2% d
Cost of premium rate text messages	30 2%	3 2%	3 1%	6 2%	7 3%	4 2%	11 2%	30 2%	12 2%	19 2%	9 2%	11 3%	4 1%	6 2%	20 3%	10 1%	30 2%

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

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

M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Incurring unexpected costs due to exceeding the data plan/ going online too much	28 2%	6 3%	3 1%	5 2%	5 2%	5 2%	10 2%	28 2%	11 2%	17 2%	10 3%	9 2%	3 1%	6 2%	20 3%	9 1%	28 2%
Cost of using the phone to get online/ visit websites / data usage	21 1%	4 2%	3 1%	5 2%	3 1%	3 1%	5 1%	21 1%	9 1%	12 2%	4 1%	8 2%	2 1%	6 2%	12 2%	8 1%	21 1%
Being tracked through them/ people listening in to calls/ location tracking	27 2%	4 2%	10 4% cfg	2 1%	6 2%	3 1%	6 1%	27 2%	20 3%	7 1% b	6 2%	9 2%	9 3%	3 1%	15 2%	12 2%	27 2%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	25 2%	2 1%	8 3%	4 2%	2 1%	6 3%	9 2%	25 2%	15 2%	10 1%	10 3%	8 2%	4 1%	4 1%	18 2%	7 1%	25 2%
Unsolicited calls on the phone/ cold calling/ scams	12 1%	1 1%	- -%	1 *%	3 1%	4 2% b	7 1%	12 1%	4 1%	9 1%	2 1%	3 1%	3 1%	4 1%	5 1%	7 1%	12 1%
Signal/ Poor reception	8 1%	- -%	1 *%	1 *%	1 1%	* *%	5 1%	8 1%	6 1%	2 *%	3 1%	2 *%	2 1%	1 *%	5 1%	3 *%	8 1%

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 120

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

M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	6	1	*	-	2	1	3	6	1	5	1	4	-	1	5	1	6
	*%	*%	*%	-%	1%	*%	*%	*%	*%	1%	*%	1%	-%	*%	1%	*%	*%
Other	54	4	8	10	5	10	27	54	25	29	22	14	8	10	37	18	54
	4%	2%	3%	4%	2%	5%	5%	4%	3%	4%	6%	3%	2%	3%	5%	3%	4%
											cdf				f		
Don't know	29	2	3	3	5	7	16	29	10	18	7	10	5	7	17	12	29
	2%	1%	1%	1%	2%	3%	3%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
SUMMARY CODES																	
ANY CONCERNS	526	72	83	98	82	72	190	526	244	282	157	157	107	105	314	212	526
	36%	37%	33%	37%	35%	32%	36%	36%	34%	38%	42%	38%	33%	29%	40%	31%	36%
											cdfg	df			cdfg		df
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	233	36	30	49	35	32	83	233	101	131	73	71	49	40	144	89	233
	16%	19%	12%	18%	15%	14%	16%	16%	14%	17%	20%	17%	15%	11%	18%	13%	16%
											df	df			df		d
ANY AFFORDABILITY	153	23	23	32	27	22	49	153	70	83	37	49	28	38	86	66	153
	10%	12%	9%	12%	11%	10%	9%	10%	10%	11%	10%	12%	9%	10%	11%	10%	10%
ANY HEALTH	151	23	21	33	33	17	42	151	66	84	47	51	27	26	98	53	151
	10%	12%	8%	12%	14%	8%	8%	10%	9%	11%	13%	12%	8%	7%	13%	8%	10%
				f	ef						df	df			cdf		
ANY PRIVACY	149	18	29	23	19	18	59	149	62	87	42	51	32	23	94	56	149
	10%	10%	12%	8%	8%	8%	11%	10%	9%	12%	11%	12%	10%	6%	12%	8%	10%
											d	df			df		d
ANY SECURITY/ FRAUD	139	23	18	29	31	15	38	139	60	79	42	42	35	20	84	55	139
	9%	12%	7%	11%	13%	7%	7%	9%	8%	10%	11%	10%	11%	5%	11%	8%	9%
		f			bef						d	d	d		d		d

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

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

M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
No, do not have any concerns	924 62%	780 62%	88 66%	35 58%	21 71%	924 62%	818 64%	106 54%	** **	724 61%	746 63%	125 60%	871 62%	145 69%	224 59%	126 62%
People using mobile phones while driving	148 10%	129 10%	14 10%	2 4%	3 11%	148 10%	118 9%	30 15%	** **	124 10%	121 10%	23 11%	144 10%	15 7%	44 12%	23 11%
Children having phones at a young age	134 9%	114 9%	12 9%	6 10%	3 9%	134 9%	114 9%	20 10%	** **	110 9%	108 9%	19 9%	127 9%	18 9%	36 9%	18 9%
Junk/ spam text messages	99 7%	85 7%	8 6%	3 4%	3 9%	99 7%	78 6%	21 11%	** **	88 7%	91 8%	8 4%	99 7%	8 4%	35 9%	16 8%
Strangers contacting children	96 6%	85 7%	8 6%	1 2%	2 7%	96 6%	83 6%	13 7%	** **	86 7%	82 7%	12 6%	94 7%	9 4%	32 8%	15 8%
Intrusion into other people's space/ public space	83 6%	72 6%	7 5%	3 5%	1 2%	83 6%	71 6%	12 6%	** **	64 5%	59 5%	18 8%	76 5%	9 4%	21 5%	16 8%
Use of phone to film anti-social or inappropriate behaviour	61 4%	53 4%	6 4%	1 2%	2 6%	61 4%	51 4%	10 5%	** **	52 4%	53 4%	7 4%	60 4%	5 2%	20 5%	14 7%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Getting viruses, trojans or malware installed on the phone	59 4%	50 4%	7 5% c	1 2%	1 4%	59 4%	52 4%	8 4%	** **	57 5%	55 5% b	4 2%	59 4%	3 1%	23 6% a	11 5% a
Target for stealing mobile phone	58 4%	53 4%	3 2%	1 2%	* 2%	58 4%	50 4%	9 4%	** **	53 5%	55 5% b	3 1%	58 4% b	6 3%	16 4%	12 6%
People using phones in quiet spaces	57 4%	50 4%	4 3%	2 3%	1 4%	57 4%	50 4%	8 4%	** **	41 3%	32 3%	20 10% ac	52 4%	8 4%	17 4%	9 4%
Others could become addicted to using their mobiles	55 4%	46 4%	5 4%	2 4%	1 4%	55 4%	47 4%	7 4%	** **	40 3%	41 3%	11 5%	52 4%	5 3%	13 4%	8 4%
Cost of new handsets	54 4%	39 3%	10 7% ae	3 5%	2 7% ae	54 4%	46 4%	9 4%	** **	48 4%	44 4%	8 4%	52 4%	4 2%	20 5% a	10 5%
Receiving targeted advertising based on my location	53 4%	45 4%	6 4%	1 2%	1 3%	53 4%	43 3%	10 5%	** **	50 4%	47 4%	5 3%	52 4%	5 3%	19 5%	11 6%
Cost of calls - generally	50 3%	40 3%	8 6% ace	1 2%	1 2%	50 3%	46 4%	3 2%	** **	34 3%	34 3%	12 6% ac	46 3%	10 5%	16 4%	4 2%
Health concerns – using handset	50 3%	44 4%	4 3%	1 2%	1 2%	50 3%	36 3%	14 7% a	** **	42 4%	41 3%	7 3%	48 3%	4 2%	16 4%	7 3%

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

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Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Cost of calls when abroad	46 3%	39 3%	5 4%	1 2%	1 4%	46 3%	38 3%	8 4%	** **	39 3%	40 3%	5 3%	45 3%	4 2%	14 4%	5 3%
Incurring unexpected additional charges through using apps/ applications	45 3%	38 3%	4 3%	3 5%	1 2%	45 3%	40 3%	5 3%	** **	43 4%	41 3%	3 2%	45 3%	3 1%	15 4%	10 5% a
Health concerns – masts	44 3%	39 3%	3 2%	1 2%	* 2%	44 3%	36 3%	8 4%	** **	41 3%	40 3%	3 1%	43 3%	- -%	21 5% a	7 4% a
Unsolicited text messages that charge a premium rate to respond	42 3%	35 3%	6 4%	1 2%	1 2%	42 3%	36 3%	7 3%	** **	35 3%	34 3%	7 3%	41 3%	1 *%	16 4% a	11 5% a
Health concerns – 5G technology	34 2%	30 2%	3 2%	1 2%	* 1%	34 2%	27 2%	7 3%	** **	34 3%	32 3%	2 1%	34 2%	1 *%	12 3% a	11 5% a
I could become addicted to using my mobile	32 2%	29 2%	2 1%	1 2%	1 3%	32 2%	25 2%	7 4%	** **	30 3%	32 3% b	- -%	32 2% b	5 2%	12 3%	6 3%
Cost of premium rate text messages	30 2%	25 2%	3 3%	1 2%	* 2%	30 2%	24 2%	6 3%	** **	26 2%	25 2%	4 2%	29 2%	3 1%	6 1%	8 4%

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Incurring unexpected costs due to exceeding the data plan/ going online too much	28 2%	21 2%	3 3%	4 7% ade	* 1%	28 2%	23 2%	5 3%	** **	27 2%	26 2%	2 1%	28 2%	3 1%	9 2%	7 3%
Cost of using the phone to get online/ visit websites / data usage	21 1%	11 1%	4 3% a	5 9% abde	* 1%	21 1%	19 2%	1 1%	** **	18 2%	16 1%	4 2%	19 1%	4 2%	7 2%	2 1%
Being tracked through them/ people listening in to calls/ location tracking	27 2%	26 2%	1 1%	1 1%	* *% a	27 2%	18 1%	9 5% a	** **	27 2%	25 2%	1 *% a	26 2%	2 1%	6 2%	4 2%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	25 2%	23 2%	2 1%	* *% a	- -% a	25 2%	21 2%	4 2%	** **	24 2%	21 2%	4 2%	25 2%	4 2%	4 1%	8 4% b
Unsolicited calls on the phone/ cold calling/ scams	12 1%	12 1%	- -% a	* *% a	- -% a	12 1%	8 1%	5 2% a	** **	9 1%	7 1%	3 2%	11 1%	2 1%	3 1%	1 1%

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

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Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Signal/ Poor reception	8 1%	7 1%	- -%	1 1%	- -%	8 1%	3 *% a	5 2%	** **	8 1%	5 *%	3 2% a	8 1%	1 1%	3 1%	1 *%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	6 *%	3 *%	1 1%	1 2% ade	- -%	6 *%	5 *%	1 1%	** **	4 *%	5 *%	1 *%	6 *%	2 1%	1 *%	- -%
Other	54 4%	50 4% bd	1 1%	4 6% bd	- -%	54 4% bd	48 4%	6 3%	** **	45 4%	43 4%	7 3%	50 4%	4 2%	13 3%	6 3%
Don't know	29 2%	26 2%	1 *%	2 3% b	* 1%	29 2%	23 2%	6 3%	** **	23 2%	24 2%	2 1%	26 2%	3 1%	9 2%	4 2%
SUMMARY CODES																
ANY CONCERNS	526 36%	451 36% d	44 33%	23 38% d	8 28%	526 36% d	440 34%	86 43% a	** **	440 37%	423 35%	80 39%	503 36%	62 30%	148 39% a	75 36%
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	233 16%	200 16%	21 16%	7 11%	5 17%	233 16%	196 15%	37 19%	** **	194 16%	185 16%	37 18%	222 16%	27 13%	67 18%	35 17%
ANY AFFORDABILITY	153 10%	121 10%	20 15% a	8 14%	4 13%	153 10%	131 10%	22 11%	** **	125 11%	122 10%	25 12%	147 11%	19 9%	50 13%	23 11%
ANY HEALTH	151 10%	130 10%	13 10%	5 8%	3 9%	151 10%	117 9%	34 17% a	** **	127 11%	126 11%	20 10%	146 10%	12 6%	48 13% a	24 12% a

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

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Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
ANY PRIVACY	149	131	12	4	2	149	126	23	**	123	115	26	141	19	45	26
	10%	10%	9%	7%	7%	10%	10%	12%	**	10%	10%	13%	10%	9%	12%	12%
ANY SECURITY/ FRAUD	139	118	13	3	4	139	113	25	**	122	124	14	137	11	51	22
	9%	9%	10%	6%	13%	9%	9%	13%	**	10%	10%	7%	10%	5%	13%	11%
					c									a	a	

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1762	223	285	303	286	278	665	1762	839	921	396	554	355	457	950	812	1762
Effective Weighted Sample	1363	176	220	239	221	229	521	1363	650	712	313	437	279	349	739	624	1363
Total	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
No, do not have any concerns	871	118	163	164	148	137	278	871	436	434	199	237	203	232	436	435	871
	62%	62%	65%	62%	63%	65%	60%	62%	64%	60%	55%	59%	65%	71%	57%	68%	62%
													ae	abeg		abeg	ae
People using mobile phones while driving	144	26	21	25	22	19	51	144	66	77	41	44	34	25	86	58	144
	10%	14%	8%	9%	9%	9%	11%	10%	10%	11%	11%	11%	11%	7%	11%	9%	10%
Children having phones at a young age	127	12	17	34	27	20	37	127	46	81	44	45	20	18	89	39	127
	9%	6%	7%	13%	12%	10%	8%	9%	7%	11%	12%	11%	7%	5%	12%	6%	9%
				abf						a	cdf	cdf			cdf		df
Junk/ spam text messages	99	17	13	24	22	11	23	99	38	61	33	29	25	12	62	36	99
	7%	9%	5%	9%	9%	5%	5%	7%	6%	8%	9%	7%	8%	4%	8%	6%	7%
		f		f	f					a	df	d	d		d		d
Strangers contacting children	94	14	13	26	15	14	25	94	36	58	32	30	20	12	62	32	94
	7%	7%	5%	10%	7%	7%	6%	7%	5%	8%	9%	8%	6%	4%	8%	5%	7%
				f						a	df	d			df		d
Intrusion into other people's space/ public space	76	8	10	14	9	12	35	76	26	50	25	24	16	10	49	27	76
	5%	4%	4%	5%	4%	6%	8%	5%	4%	7%	7%	6%	5%	3%	7%	4%	5%
										a	d				d		
Use of phone to film anti-social or inappropriate behaviour	60	11	7	18	10	7	15	60	22	38	18	24	13	6	41	19	60
	4%	6%	3%	7%	4%	3%	3%	4%	3%	5%	5%	6%	4%	2%	5%	3%	4%
				bf							d	df			df		d
Getting viruses, trojans or malware installed on the phone	59	7	9	13	13	7	15	59	29	29	16	23	11	8	40	19	59
	4%	4%	4%	5%	6%	3%	3%	4%	4%	4%	4%	6%	4%	2%	5%	3%	4%
												df			df		

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

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Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1762	223	285	303	286	278	665	1762	839	921	396	554	355	457	950	812	1762
Effective Weighted Sample	1363	176	220	239	221	229	521	1363	650	712	313	437	279	349	739	624	1363
Total	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
Target for stealing mobile phone	58 4%	10 5%	11 4%	14 5%	7 3%	6 3%	15 3%	58 4%	28 4%	30 4%	18 5%	19 5%	11 3%	10 3%	37 5%	21 3%	58 4%
Receiving targeted advertising based on my location	52 4%	7 4%	17 7%	13 5%	6 3%	4 2%	9 2%	52 4%	22 3%	30 4%	12 3%	18 5%	15 5%	6 2%	30 4%	22 3%	52 4%
Cost of new handsets	52 4%	8 4%	12 5%	12 4%	6 3%	6 3%	14 3%	52 4%	21 3%	31 4%	13 4%	16 4%	10 3%	13 4%	29 4%	23 4%	52 4%
People using phones in quiet spaces	52 4%	3 2%	6 3%	7 3%	5 2%	12 6%	30 7%	52 4%	20 3%	32 4%	18 5%	18 4%	7 2%	9 3%	36 5%	16 3%	52 4%
Others could become addicted to using their mobiles	52 4%	11 6%	8 3%	8 3%	5 2%	8 4%	20 4%	52 4%	23 3%	29 4%	18 5%	19 5%	7 2%	7 2%	38 5%	14 2%	52 4%
Health concerns – using handset	48 3%	8 4%	7 3%	12 4%	13 6%	3 2%	8 2%	48 3%	18 3%	30 4%	15 4%	15 4%	9 3%	9 3%	30 4%	18 3%	48 3%
Cost of calls - generally	46 3%	3 2%	8 3%	12 4%	8 3%	7 3%	16 3%	46 3%	22 3%	25 3%	11 3%	13 3%	8 3%	15 4%	24 3%	23 4%	46 3%
Cost of calls when abroad	45 3%	12 6%	4 2%	12 5%	10 4%	2 1%	7 1%	45 3%	24 4%	21 3%	12 3%	15 4%	10 3%	8 2%	27 4%	18 3%	45 3%

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

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Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1762	223	285	303	286	278	665	1762	839	921	396	554	355	457	950	812	1762
Effective Weighted Sample	1363	176	220	239	221	229	521	1363	650	712	313	437	279	349	739	624	1363
Total	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
Incurring unexpected additional charges through using apps/ applications	45 3%	7 4%	7 3%	12 5%	6 3%	6 3%	12 3%	45 3%	15 2%	30 4%	15 4%	18 5%	6 2%	6 2%	33 4%	11 2%	45 3%
Health concerns – masts	43 3%	7 4%	5 2%	8 3%	13 6%	4 2%	10 2%	43 3%	19 3%	25 3%	18 5%	13 3%	9 3%	4 1%	30 4%	13 2%	43 3%
Unsolicited text messages that charge a premium rate to respond	41 3%	5 3%	7 3%	8 3%	11 5%	4 2%	10 2%	41 3%	15 2%	26 4%	12 3%	12 3%	12 4%	4 1%	25 3%	16 3%	41 3%
Health concerns – 5G technology	34 2%	6 3%	6 2%	12 4%	4 2%	4 2%	7 1%	34 2%	15 2%	18 3%	13 4%	11 3%	8 3%	2 1%	24 3%	10 2%	34 2%
I could become addicted to using my mobile	32 2%	12 6%	2 1%	5 2%	10 4%	1 *	5 1%	32 2%	20 3%	13 2%	5 1%	18 5%	7 2%	2 1%	23 3%	9 1%	32 2%
Cost of premium rate text messages	29 2%	3 2%	3 1%	6 2%	7 3%	4 2%	10 2%	29 2%	12 2%	18 2%	9 3%	11 3%	4 1%	5 2%	20 3%	9 1%	29 2%
Incurring unexpected costs due to exceeding the data plan/ going online too much	28 2%	6 3%	3 1%	5 2%	5 2%	5 2%	9 2%	28 2%	11 2%	17 2%	10 3%	9 2%	3 1%	6 2%	19 2%	9 1%	28 2%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1762	223	285	303	286	278	665	1762	839	921	396	554	355	457	950	812	1762
Effective Weighted Sample	1363	176	220	239	221	229	521	1363	650	712	313	437	279	349	739	624	1363
Total	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
Cost of using the phone to get online/ visit websites / data usage	19 1%	3 1%	3 1%	5 2%	3 1%	3 2%	5 1%	19 1%	7 1%	12 2%	4 1%	8 2%	2 1%	5 2%	12 2%	8 1%	19 1%
Being tracked through them/ people listening in to calls/ location tracking	26 2%	4 2%	10 4% cefg	2 1%	6 2%	2 1%	5 1%	26 2%	19 3%	7 1% b	6 2%	8 2%	9 3%	3 1%	14 2%	12 2%	26 2%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	25 2%	2 1%	8 3%	4 2%	2 1%	6 3%	9 2%	25 2%	15 2%	10 1%	10 3%	8 2%	4 1%	4 1%	18 2%	7 1%	25 2%
Unsolicited calls on the phone/ cold calling/ scams	11 1%	1 1%	- -%	1 *%	3 1%	3 1%	6 1%	11 1%	3 *%	8 1%	2 1%	3 1%	3 1%	3 1%	5 1%	6 1%	11 1%
Signal/ Poor reception	8 1%	- -%	1 *%	1 *%	1 1%	* *%	5 1%	8 1%	6 1%	2 *%	3 1%	2 *%	1 *%	1 *%	5 1%	3 *%	8 1%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	6 *%	1 *%	* *%	- -%	2 1%	1 *%	2 1%	6 *%	1 *%	5 1%	1 *%	4 1%	- -%	1 *%	5 1%	1 *%	6 *%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1762	223	285	303	286	278	665	1762	839	921	396	554	355	457	950	812	1762
Effective Weighted Sample	1363	176	220	239	221	229	521	1363	650	712	313	437	279	349	739	624	1363
Total	1400	191	250	263	234	212	462	1400	677	721	360	399	312	329	759	641	1400
Other	50	4	8	10	5	9	23	50	23	27	21	14	7	8	36	14	50
	4%	2%	3%	4%	2%	4%	5%	4%	3%	4%	6%	4%	2%	2%	5%	2%	4%
											cdf				f		
Don't know	26	2	3	3	5	7	13	26	10	16	7	8	5	6	15	10	26
	2%	1%	1%	1%	2%	3%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
SUMMARY CODES																	
ANY CONCERNS	503	70	83	97	82	68	170	503	232	271	154	153	104	91	308	195	503
	36%	37%	33%	37%	35%	32%	37%	36%	34%	38%	43%	38%	33%	28%	41%	30%	36%
											cdfg	df			cdfg		df
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	222	35	30	49	35	29	73	222	97	124	71	69	46	36	140	82	222
	16%	18%	12%	19%	15%	14%	16%	16%	14%	17%	20%	17%	15%	11%	18%	13%	16%
											df	df			df		d
ANY AFFORDABILITY	147	22	23	31	27	21	45	147	68	79	37	49	28	34	86	62	147
	11%	12%	9%	12%	11%	10%	10%	11%	10%	11%	10%	12%	9%	10%	11%	10%	11%
ANY HEALTH	146	23	21	31	32	17	39	146	64	81	47	51	27	22	98	48	146
	10%	12%	8%	12%	14%	8%	8%	10%	10%	11%	13%	13%	9%	7%	13%	8%	10%
					f						df	df			df		df
ANY PRIVACY	141	18	29	23	19	18	51	141	57	84	41	50	30	20	91	50	141
	10%	10%	12%	9%	8%	9%	11%	10%	8%	12%	11%	13%	10%	6%	12%	8%	10%
											d	df			df		d
ANY SECURITY/ FRAUD	137	23	18	29	31	14	36	137	60	78	41	41	35	20	82	55	137
	10%	12%	7%	11%	13%	7%	8%	10%	9%	11%	11%	10%	11%	6%	11%	9%	10%
					bef						d	d	d		d		d

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
No, do not have any concerns	871 62%	738 62%	80 67%	33 59%	21 71%	871 62%	772 64%	100 53%	** **	713 61%	746 63%	125 60%	871 62%	134 70%	219 59%	125 62%
People using mobile phones while driving	144 10%	124 10%	14 12%	2 4%	3 11%	144 10%	115 9%	29 15%	** **	122 10%	121 10%	23 11%	144 10%	13 7%	44 12%	23 11%
Children having phones at a young age	127 9%	108 9%	11 9%	5 9%	3 9%	127 9%	108 9%	19 10%	** **	108 9%	108 9%	19 9%	127 9%	16 8%	36 10%	17 9%
Junk/ spam text messages	99 7%	85 7%	8 7%	3 5%	3 9%	99 7%	78 6%	21 11%	** **	88 8%	91 8%	8 4%	99 7%	8 4%	35 9%	16 8%
Strangers contacting children	94 7%	84 7%	7 6%	1 2%	2 7%	94 7%	81 7%	13 7%	** **	86 7%	82 7%	12 6%	94 7%	9 5%	31 8%	15 8%
Intrusion into other people's space/ public space	76 5%	65 5%	7 6%	3 5%	1 2%	76 5%	65 5%	11 6%	** **	62 5%	59 5%	18 8%	76 5%	7 4%	20 5%	16 8%
Use of phone to film anti-social or inappropriate behaviour	60 4%	52 4%	5 4%	1 3%	2 6%	60 4%	50 4%	10 6%	** **	52 4%	53 4%	7 4%	60 4%	4 2%	20 5%	14 7%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
Getting viruses, trojans or malware installed on the phone	59 4%	49 4%	7 6% c	1 2%	1 4%	59 4%	51 4%	8 4%	** **	56 5%	55 5% b	4 2%	59 4%	3 1%	23 6% a	10 5% a
Target for stealing mobile phone	58 4%	53 4% d	3 2%	1 3%	* 1%	58 4%	49 4%	9 5%	** **	53 5%	55 5% b	3 1%	58 4% b	6 3%	16 4%	12 6%
Receiving targeted advertising based on my location	52 4%	45 4%	6 5%	1 2%	1 4%	52 4%	43 4%	10 5%	** **	50 4%	47 4%	5 3%	52 4%	5 3%	19 5%	11 5%
Cost of new handsets	52 4%	39 3%	8 7% ae	3 5%	2 7% ae	52 4%	43 4%	9 5%	** **	48 4%	44 4%	8 4%	52 4%	2 1%	20 5% a	9 4%
People using phones in quiet spaces	52 4%	45 4%	4 3%	2 3%	1 4%	52 4%	44 4%	8 4%	** **	40 3%	32 3%	20 10% ac	52 4%	7 3%	17 4%	8 4%
Others could become addicted to using their mobiles	52 4%	44 4%	4 4%	2 3%	1 4%	52 4%	44 4%	7 4%	** **	39 3%	41 3%	11 5%	52 4%	4 2%	13 4%	8 4%
Health concerns – using handset	48 3%	43 4%	3 2%	1 2%	1 2%	48 3%	34 3%	14 7% a	** **	42 4%	41 3%	7 3%	48 3%	2 1%	16 4% a	7 3%
Cost of calls - generally	46 3%	38 3%	7 6%	1 2%	1 2%	46 3%	43 4%	3 2%	** **	34 3%	34 3%	12 6% ac	46 3%	9 5%	16 4%	4 2%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
Cost of calls when abroad	45 3%	38 3%	5 4%	1 2%	1 4%	45 3%	37 3%	8 4%	** **	39 3%	40 3%	5 3%	45 3%	4 2%	14 4%	4 2%
Incurring unexpected additional charges through using apps/ applications	45 3%	38 3%	4 3%	3 5%	* 2%	45 3%	39 3%	5 3%	** **	42 4%	41 3%	3 2%	45 3%	3 1%	15 4%	9 5%
Health concerns – masts	43 3%	39 3%	3 2%	1 2%	* 2%	43 3%	35 3%	8 4%	** **	41 3%	40 3%	3 1%	43 3%	- -%	21 6% a	7 4% a
Unsolicited text messages that charge a premium rate to respond	41 3%	34 3%	6 5%	1 2%	1 2%	41 3%	35 3%	6 3%	** **	35 3%	34 3%	7 3%	41 3%	1 *% a	16 4% a	10 5% a
Health concerns – 5G technology	34 2%	30 2%	3 3%	1 2%	* 1%	34 2%	27 2%	7 3%	** **	34 3%	32 3%	2 1%	34 2%	1 1%	12 3% a	11 5% a
I could become addicted to using my mobile	32 2%	29 2%	2 2%	1 2%	1 3%	32 2%	25 2%	7 4%	** **	30 3%	32 3% b	- -% b	32 2% b	5 2%	12 3%	6 3%
Cost of premium rate text messages	29 2%	24 2%	3 3%	1 2%	* 2%	29 2%	23 2%	6 3%	** **	25 2%	25 2%	4 2%	29 2%	2 1%	6 2%	8 4%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
Incurring unexpected costs due to exceeding the data plan/ going online too much	28 2%	20 2%	3 3%	4 7% ade	* 1%	28 2%	23 2%	5 3%	** **	27 2%	26 2%	2 1%	28 2%	3 2%	9 2%	6 3%
Cost of using the phone to get online/ visit websites / data usage	19 1%	10 1%	3 3% a	5 9% abde	* 2%	19 1%	18 1%	1 1%	** **	18 2%	16 1%	4 2%	19 1%	4 2%	7 2%	1 1%
Being tracked through them/ people listening in to calls/ location tracking	26 2%	25 2%	1 1%	1 1%	* *%	26 2%	18 1%	8 4% a	** **	26 2%	25 2%	1 *%	26 2%	2 1%	6 2%	4 2%
Being hacked through phone/ not safe or secure to use/ people can access your information/ identity theft/ too much information on the phone	25 2%	23 2%	2 1%	* *%	- -%	25 2%	21 2%	4 2%	** **	24 2%	21 2%	4 2%	25 2%	4 2%	4 1%	8 4% b
Unsolicited calls on the phone/ cold calling/ scams	11 1%	11 1%	- -%	* *%	- -%	11 1%	7 1%	4 2% a	** **	9 1%	7 1%	3 2%	11 1%	2 1%	3 1%	1 1%

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

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

M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
Signal/ Poor reception	8 1%	7 1%	- -%	1 1%	- -%	8 1%	3 *% a	5 2%	** **	8 1%	5 *% a	3 2% a	8 1%	1 1%	3 1%	1 *%
Over reliance on phones/ addictive/ cannot put down/ less social interaction/ impact on social skills	6 *% ae	3 *% ae	1 1% ae	1 2% ae	- -% ae	6 *% ae	4 *% ae	1 1% ae	** **	4 *% ae	5 *% ae	1 *% ae	6 *% ae	1 1% ae	1 *% ae	- -% ae
Other	50 4% bd	46 4% bd	1 *% bd	3 6% bd	- -% bd	50 4% bd	44 4% bd	6 3% bd	** **	44 4% bd	43 4% bd	7 3% bd	50 4% bd	4 2% bd	13 3% bd	6 3% bd
Don't know	26 2%	23 2%	1 1%	2 4% b	* 1%	26 2%	20 2%	6 3%	** **	21 2%	24 2%	2 1%	26 2%	2 1%	7 2%	4 2%
SUMMARY CODES																
ANY CONCERNS	503 36%	434 36% d	40 33%	21 38% d	8 28%	503 36% d	419 35% d	84 44% a	** **	433 37%	423 35%	80 39%	503 36%	55 29%	147 39% a	73 36%
ANY RISKS TO OTHER PEOPLE/ RISKS TO SOCIETY	222 16%	192 16% c	19 16%	6 11%	5 17%	222 16%	186 15%	35 19%	** **	191 16%	185 16%	37 18%	222 16%	24 13%	66 18%	34 17%
ANY AFFORDABILITY	147 11%	118 10%	18 15%	8 15% a	4 13%	147 11%	125 10%	22 12%	** **	124 11%	122 10%	25 12%	147 11%	16 8%	50 13%	22 11%

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

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M1. Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who use a mobile phone

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1762	1147	199	209	207	1762	1477	285	90	1397	1454	308	1762	250	443	209
Effective Weighted Sample	1363	1067	183	198	188	1363	1158	208	65	1104	1127	245	1363	199	353	184
Total	1400	1195	120	56	29	1400	1211	189	61	1167	1193	207	1400	192	373	202
ANY HEALTH	146	128	12	4	3	146	113	34	**	125	126	20	146	9	48	24
	10%	11%	10%	8%	9%	10%	9%	18%	**	11%	11%	10%	10%	5%	13%	12%
							a							a	a	
ANY PRIVACY	141	123	12	4	2	141	119	22	**	120	115	26	141	17	44	25
	10%	10%	10%	7%	8%	10%	10%	12%	**	10%	10%	13%	10%	9%	12%	12%
ANY SECURITY/ FRAUD	137	117	13	3	4	137	113	25	**	121	124	14	137	11	51	21
	10%	10%	11%	6%	13%	10%	9%	13%	**	10%	10%	7%	10%	6%	14%	11%
					c									a		

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

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

M2A. Do you know how to check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1454	219	278	286	267	223	404	1454	687	765	336	486	290	342	822	632	1454
Effective Weighted Sample	1127	173	216	226	208	182	310	1127	534	592	271	380	230	257	642	485	1127
Total	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
Yes	829 69%	143 77%	179 73%	177 71%	151 68%	109 65%	178 62%	829 69%	395 69%	434 70%	231 72%	254 71%	175 68%	168 66%	485 72%	343 67%	829 69%
No	205 17%	16 8%	32 13%	32 13%	41 19%	42 25%	84 29%	205 17%	97 17%	107 17%	48 15%	53 15%	46 18%	58 23%	101 15%	104 20%	205 17%
Don't know	12 1%	1 *%	1 *%	2 1%	2 1%	2 1%	6 2%	12 1%	4 1%	8 1%	1 *%	5 1%	2 1%	3 1%	6 1%	6 1%	12 1%
Not applicable – I have unlimited data	147 12%	27 14%	33 14%	39 16%	28 13%	16 9%	20 7%	147 12%	77 13%	68 11%	41 13%	45 13%	36 14%	26 10%	86 13%	62 12%	147 12%

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

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

M2A. Do you know how to check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those who have a smartphone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1454	942	164	162	186	1454	1228	226	62	1270	1454	-	1454	183	366	200
Effective Weighted Sample	1127	882	151	156	170	1127	965	164	45	1007	1127	-	1127	144	290	176
Total	1193	1018	103	45	26	1193	1038	155	45	1079	1193	-	1193	146	313	192
Yes	829 69%	717 70%	68 66%	36 79%	9 33%	829 69%	737 71%	91 59%	** **	766 71%	829 69%	** **	829 69%	95 65%	225 72%	134 70%
		d	d	abde	d	b										
No	205 17%	179 18%	16 16%	5 11%	5 17%	205 17%	172 17%	33 21%	** **	172 16%	205 17%	** **	205 17%	36 24%	58 19%	29 15%
														c		
Don't know	12 1%	8 1%	2 2%	* 1%	1 5%	12 1%	9 1%	3 2%	** **	7 1%	12 1%	** **	12 1%	* *%	3 1%	1 *%
					ace											
Not applicable – I have unlimited data	147 12%	115 11%	16 16%	4 9%	12 45%	147 12%	120 12%	28 18%	** **	133 12%	147 12%	** **	147 12%	15 10%	27 9%	29 15%
					abce		a									b

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

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

M2B. And do you ever check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those with a smartphone who know how to check their mobile data allowance

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	942	164	199	191	165	136	223	942	448	494	224	323	187	208	547	395	942
Effective Weighted Sample	769	134	159	157	139	116	183	769	365	405	191	266	155	165	450	319	769
Total	829	143	179	177	151	109	178	829	395	434	231	254	175	168	485	343	829
Yes	618	109	145	124	111	88	130	618	286	332	163	190	131	134	353	265	618
	75%	76%	81%	70%	73%	80%	73%	75%	72%	77%	70%	75%	75%	80%	73%	77%	75%
			c										a				
No	208	35	34	52	40	20	47	208	106	102	66	64	44	34	130	78	208
	25%	24%	19%	29%	27%	19%	26%	25%	27%	23%	28%	25%	25%	20%	27%	23%	25%
			be														
Don't know	3	-	*	2	-	1	1	3	3	*	3	-	-	*	3	*	3
	*%	-%	*%	1%	-%	1%	1%	*%	1%	*%	1%	-%	-%	*%	1%	*%	*%

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

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

M2B. And do you ever check your data allowance to see how much data you have left? (SINGLE CODE)

Base : Those with a smartphone who know how to check their mobile data allowance

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	~d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	942	654	106	125	57	942	823	119	32	862	942	-	942	120	249	135
Effective Weighted Sample	769	616	99	121	53	769	678	92	27	709	769	-	769	94	204	121
Total	829	717	68	36	9	829	737	91	29	766	829	-	829	95	225	134
Yes	618 75%	530 74%	52 76%	31 87%	** **	618 75%	553 75%	66 72%	** **	573 75%	618 75%	** **	618 75%	78 82%	177 78%	98 73%
			abe													
No	208 25%	185 26%	16 24%	5 13%	** **	208 25%	182 25%	26 28%	** **	191 25%	208 25%	** **	208 25%	17 18%	49 22%	36 27%
		c	c			c										
Don't know	3 *%	3 *%	- -%	- -%	** **	3 *%	3 *%	- -%	** **	3 *%	3 *%	** **	3 *%	- -%	- -%	- -%

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

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

SUMMARY OF AWARENESS AND USE OF CHECKING DATA ALLOWANCE

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1454	219	278	286	267	223	404	1454	687	765	336	486	290	342	822	632	1454
Effective Weighted Sample	1127	173	216	226	208	182	310	1127	534	592	271	380	230	257	642	485	1127
Total	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
CHECKS DATA ALLOWANCE	618	109	145	124	111	88	130	618	286	332	163	190	131	134	353	265	618
	52%	58%	59%	49%	50%	52%	45%	52%	50%	54%	51%	53%	51%	52%	52%	52%	52%
		f	cf					f									
DOES NOT CHECK DATA ALLOWANCE	208	35	34	52	40	20	47	208	106	102	66	64	44	34	130	78	208
	17%	19%	14%	21%	18%	12%	16%	17%	19%	16%	20%	18%	17%	13%	19%	15%	17%
				e							d			d			
UNSURE WHETHER CHECKS DATA ALLOWANCE	3	-	*	2	-	1	1	3	3	*	3	-	-	*	3	*	3
	*%	-%	*%	1%	-%	1%	*%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	829	143	179	177	151	109	178	829	395	434	231	254	175	168	485	343	829
	69%	77%	73%	71%	68%	65%	62%	69%	69%	70%	72%	71%	68%	66%	72%	67%	69%
		ef	f	f				f									
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	217	17	33	34	43	44	90	217	100	116	49	57	49	61	107	110	217
	18%	9%	13%	14%	19%	26%	31%	18%	18%	19%	15%	16%	19%	24%	16%	21%	18%
					a	abcg	abcdg	a						abeg		ae	
NOT APPLICABLE - UNLIMITED DATA	147	27	33	39	28	16	20	147	77	68	41	45	36	26	86	62	147
	12%	14%	14%	16%	13%	9%	7%	12%	13%	11%	13%	13%	14%	10%	13%	12%	12%
		f	f	f	f			f									

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

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

SUMMARY OF AWARENESS AND USE OF CHECKING DATA ALLOWANCE

Base : Those who have a smartphone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1454	942	164	162	186	1454	1228	226	62	1270	1454	-	1454	183	366	200
Effective Weighted Sample	1127	882	151	156	170	1127	965	164	45	1007	1127	-	1127	144	290	176
Total	1193	1018	103	45	26	1193	1038	155	45	1079	1193	-	1193	146	313	192
CHECKS DATA ALLOWANCE	618	530	52	31	6	618	553	66	**	573	618	**	618	78	177	98
	52%	52%	50%	69%	23%	52%	53%	42%	**	53%	52%	**	52%	53%	56%	51%
		d	d	abde		d	b									
DOES NOT CHECK DATA ALLOWANCE	208	185	16	5	2	208	182	26	**	191	208	**	208	17	49	36
	17%	18%	16%	10%	9%	17%	18%	17%	**	18%	17%	**	17%	12%	15%	19%
		cd				cd										
UNSURE WHETHER CHECKS DATA ALLOWANCE	3	3	-	-	*	3	3	-	**	3	3	**	3	-	-	-
	*%	*%	-%	-%	1%	*%	*%	-%	**	*%	*%	**	*%	-%	-%	-%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	829	717	68	36	9	829	737	91	**	766	829	**	829	95	225	134
	69%	70%	66%	79%	33%	69%	71%	59%	**	71%	69%	**	69%	65%	72%	70%
		d	d	abde		d	b									
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	217	187	19	5	6	217	181	36	**	179	217	**	217	36	61	30
	18%	18%	18%	12%	22%	18%	17%	23%	**	17%	18%	**	18%	25%	20%	16%
					c									c		
NOT APPLICABLE - UNLIMITED DATA	147	115	16	4	12	147	120	28	**	133	147	**	147	15	27	29
	12%	11%	16%	9%	45%	12%	12%	18%	**	12%	12%	**	12%	10%	9%	15%
					abce		a									b

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

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

SUMMARY OF AWARENESS AND USE OF CHECKING DATA ALLOWANCE

Base : Those with a smartphone who do not have unlimited data

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1229	183	230	228	219	199	369	1229	568	660	282	406	246	295	688	541	1229
Effective Weighted Sample	983	149	185	188	180	164	287	983	458	524	234	331	200	228	556	426	983
Total	1045	160	212	211	194	153	268	1045	495	549	281	312	224	229	592	453	1045
CHECKS DATA ALLOWANCE	618	109	145	124	111	88	130	618	286	332	163	190	131	134	353	265	618
	59%	68%	68%	59%	57%	57%	49%	59%	58%	60%	58%	61%	59%	58%	60%	59%	59%
		dfg	defg	f				f									
DOES NOT CHECK DATA ALLOWANCE	208	35	34	52	40	20	47	208	106	102	66	64	44	34	130	78	208
	20%	22%	16%	24%	21%	13%	17%	20%	21%	19%	23%	20%	20%	15%	22%	17%	20%
		e		be				e			d				d		
UNSURE WHETHER CHECKS DATA ALLOWANCE	3	-	*	2	-	1	1	3	3	*	3	-	-	*	3	*	3
	*%	-%	*%	1%	-%	1%	*%	*%	1%	*%	1%	-%	-%	*%	*%	*%	*%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	829	143	179	177	151	109	178	829	395	434	231	254	175	168	485	343	829
	79%	90%	85%	84%	78%	71%	66%	79%	80%	79%	82%	82%	78%	73%	82%	76%	79%
		defg	ef	ef	f			ef			d	d			df		
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	217	17	33	34	43	44	90	217	100	116	49	57	49	61	107	110	217
	21%	10%	15%	16%	22%	29%	34%	21%	20%	21%	18%	18%	22%	27%	18%	24%	21%
					a	abcg	abcdg	a						abe		e	

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

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

SUMMARY OF AWARENESS AND USE OF CHECKING DATA ALLOWANCE

Base : Those with a smartphone who do not have unlimited data

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1229	839	139	147	104	1229	1052	177	55	1075	1229	-	1229	163	325	166
Effective Weighted Sample	983	785	129	141	95	983	852	133	41	879	983	-	983	130	263	149
Total	1045	903	86	41	15	1045	918	127	41	946	1045	-	1045	131	286	164
CHECKS DATA ALLOWANCE	618	530	52	31	6	618	553	66	**	573	618	**	618	78	177	98
	59%	59%	60%	76%	42%	59%	60%	52%	**	61%	59%	**	59%	59%	62%	60%
		d	d	abde		d										
DOES NOT CHECK DATA ALLOWANCE	208	185	16	5	2	208	182	26	**	191	208	**	208	17	49	36
	20%	20%	19%	11%	16%	20%	20%	20%	**	20%	20%	**	20%	13%	17%	22%
		c				c										a
UNSURE WHETHER CHECKS DATA ALLOWANCE	3	3	-	-	*	3	3	-	**	3	3	**	3	-	-	-
	*%	*%	-%	-%	1%	*%	*%	-%	**	*%	*%	**	*%	-%	-%	-%
TOTAL - AWARE OF HOW TO CHECK DATA ALLOWANCE	829	717	68	36	9	829	737	91	**	766	829	**	829	95	225	134
	79%	79%	78%	87%	60%	79%	80%	72%	**	81%	79%	**	79%	73%	79%	82%
		d	d	ade		d	b									
UNAWARE OF HOW TO CHECK DATA ALLOWANCE	217	187	19	5	6	217	181	36	**	179	217	**	217	36	61	30
	21%	21%	22%	13%	40%	21%	20%	28%	**	19%	21%	**	21%	27%	21%	18%
		c			abce	c	a									

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

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

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1454	219	278	286	267	223	404	1454	687	765	336	486	290	342	822	632	1454
Effective Weighted Sample	1127	173	216	226	208	182	310	1127	534	592	271	380	230	257	642	485	1127
Total	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
Yes, very often/ most months	64 5%	18 10%	17 7%	6 2%	11 5%	9 5%	12 4%	64 5%	33 6%	31 5%	15 5%	14 4%	19 7%	17 6%	29 4%	36 7%	64 5%
		cfg	c														
Yes, often/ not every month	57 5%	14 7%	8 3%	13 5%	10 5%	8 5%	12 4%	57 5%	23 4%	34 6%	15 5%	14 4%	19 7%	9 4%	29 4%	29 6%	57 5%
Yes, sometimes/ a couple of times a year	209 18%	46 24%	57 23%	50 20%	32 14%	15 9%	24 8%	209 18%	104 18%	106 17%	69 21%	74 21%	31 12%	35 14%	143 21%	66 13%	209 18%
		defg	def	ef	f		ef				cdf	cdf			cdf	cf	
TOTAL - YES	331 28%	77 41%	81 33%	70 28%	54 24%	32 19%	49 17%	331 28%	160 28%	171 28%	99 31%	102 29%	69 27%	61 24%	201 30%	130 25%	331 28%
		cdefg	def	ef	f		ef										
No, I never run out of data	698 59%	83 44%	129 53%	138 55%	135 61%	118 70%	212 74%	698 59%	329 57%	369 60%	182 57%	204 57%	151 58%	162 63%	386 57%	312 61%	698 59%
				a	a	abcbg	abcdg	a									
Don't know	16 1%	- -%	1 1%	3 1%	5 2%	3 2%	7 2%	16 1%	6 1%	10 2%	* *%	5 1%	4 2%	6 2%	6 1%	11 2%	16 1%
						a	a					a	a		a	a	
Not applicable – I have unlimited data	147 12%	27 14%	33 14%	39 16%	28 13%	16 9%	20 7%	147 12%	77 13%	68 11%	41 13%	45 13%	36 14%	26 10%	86 13%	62 12%	147 12%
		f	f	f	f		f										

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

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

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those who have a smartphone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Significance Level: 95%																
Unweighted total	1454	942	164	162	186	1454	1228	226	62	1270	1454	-	1454	183	366	200
Effective Weighted Sample	1127	882	151	156	170	1127	965	164	45	1007	1127	-	1127	144	290	176
Total	1193	1018	103	45	26	1193	1038	155	45	1079	1193	-	1193	146	313	192
Yes, very often/ most months	64 5%	57 6%	3 3%	4 9%	1 2%	64 5%	55 5%	9 6%	** **	53 5%	64 5%	** **	64 5%	10 7%	19 6%	4 2%
				bde										c	c	
Yes, often/ not every month	57 5%	47 5%	8 7%	1 3%	1 4%	57 5%	47 5%	10 7%	** **	53 5%	57 5%	** **	57 5%	7 5%	15 5%	10 5%
Yes, sometimes/ a couple of times a year	209 18%	181 18%	15 14%	11 24%	3 10%	209 18%	180 17%	30 19%	** **	201 19%	209 18%	** **	209 18%	21 14%	54 17%	52 27%
		d		bde		d										ab
TOTAL - YES	331 28%	285 28%	25 24%	17 37%	4 16%	331 28%	282 27%	49 32%	** **	307 28%	331 28%	** **	331 28%	38 26%	89 28%	65 34%
		d		abde		d										
No, I never run out of data	698 59%	604 59%	61 60%	24 52%	9 35%	698 59%	622 60%	76 49%	** **	629 58%	698 59%	** **	698 59%	92 63%	197 63%	96 50%
		d	d	d		d	b							c	c	
Don't know	16 1%	14 1%	- -%	1 2%	1 4%	16 1%	14 1%	2 2%	** **	9 1%	16 1%	** **	16 1%	2 1%	1 *%	2 1%
					abe											
Not applicable – I have unlimited data	147 12%	115 11%	16 16%	4 9%	12 45%	147 12%	120 12%	28 18%	** **	133 12%	147 12%	** **	147 12%	15 10%	27 9%	29 15%
					abce			a								b

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

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

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those with a smartphone who do not have unlimited data

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1229	183	230	228	219	199	369	1229	568	660	282	406	246	295	688	541	1229
Effective Weighted Sample	983	149	185	188	180	164	287	983	458	524	234	331	200	228	556	426	983
Total	1045	160	212	211	194	153	268	1045	495	549	281	312	224	229	592	453	1045
Yes, very often/ most months	64 6%	18 11%	17 8%	6 3%	11 6%	9 6%	12 5%	64 6%	33 7%	31 6%	15 5%	14 4%	19 9%	17 7%	29 5%	36 8%	64 6%
Yes, often/ not every month	57 5%	14 8%	8 4%	13 6%	10 5%	8 5%	12 5%	57 5%	23 5%	34 6%	15 5%	14 5%	19 9%	9 4%	29 5%	29 6%	57 5%
Yes, sometimes/ a couple of times a year	209 20%	46 29%	57 27%	50 24%	32 17%	15 10%	24 9%	209 20%	104 21%	106 19%	69 25%	74 24%	31 14%	35 15%	143 24%	66 15%	209 20%
TOTAL - YES	331 32%	77 48%	81 38%	70 33%	54 28%	32 21%	49 18%	331 32%	160 32%	171 31%	99 35%	102 33%	69 31%	61 27%	201 34%	130 29%	331 32%
No, I never run out of data	698 67%	83 52%	129 61%	138 66%	135 70%	118 77%	212 79%	698 67%	329 66%	369 67%	182 65%	204 65%	151 67%	162 70%	386 65%	312 69%	698 67%
Don't know	16 2%	- -%	1 1%	3 1%	5 3%	3 2%	7 3%	16 2%	6 1%	10 2%	* *%	5 2%	4 2%	6 3%	6 1%	11 2%	16 2%

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

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

M3. Do you ever use up your data allowance on your mobile phone? (SINGLE CODE)

Base : Those with a smartphone who do not have unlimited data

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c	
Unweighted total	1229	839	139	147	104	1229	1052	177	55	1075	1229	-	1229	163	325	166
Effective Weighted Sample	983	785	129	141	95	983	852	133	41	879	983	-	983	130	263	149
Total	1045	903	86	41	15	1045	918	127	41	946	1045	-	1045	131	286	164
Yes, very often/ most months	64 6%	57 6%	3 3%	4 10% b	1 4%	64 6%	55 6%	9 7%	** **	53 6%	64 6%	** **	64 6%	10 8% c	19 7%	4 2%
Yes, often/ not every month	57 5%	47 5%	8 9%	1 4%	1 7%	57 5%	47 5%	10 8%	** **	53 6%	57 5%	** **	57 5%	7 5%	15 5%	10 6%
Yes, sometimes/ a couple of times a year	209 20%	181 20%	15 17%	11 27%	3 19%	209 20%	180 20%	30 23%	** **	201 21%	209 20%	** **	209 20%	21 16%	54 19%	52 32% ab
TOTAL - YES	331 32%	285 32%	25 29%	17 41% abe	4 29%	331 32%	282 31%	49 39%	** **	307 33%	331 32%	** **	331 32%	38 29%	89 31%	65 40% a
No, I never run out of data	698 67%	604 67% c	61 71% c	24 57%	9 63%	698 67% c	622 68%	76 60%	** **	629 67%	698 67%	** **	698 67%	92 70%	197 69% c	96 59%
Don't know	16 2%	14 2%	- -%	1 2%	1 7%	16 2%	14 2%	2 2%	** **	9 1%	16 2%	** **	16 2%	2 1%	1 *% abce	2 1%

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

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

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE)

Base : Those with a smartphone who have ever used up their data allowance

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	~a	b	~c	~d	e	f	g
Unweighted total	382	96	90	76	59	43	61	382	184	198	88	131	76	87	219	163	382
Effective Weighted Sample	306	76	72	61	49	33	49	306	146	161	78	105	63	64	180	127	306
Total	331	77	81	70	54	32	49	331	160	171	99	102	69	61	201	130	331
Only go online when you can use Wi-Fi	169	**	**	**	**	**	**	169	83	86	**	57	**	**	111	58	169
	51%	**	**	**	**	**	**	51%	52%	51%	**	56%	**	**	55%	45%	51%
Use the phone less for going online so you can save your data	134	**	**	**	**	**	**	134	70	65	**	48	**	**	86	48	134
	41%	**	**	**	**	**	**	41%	43%	38%	**	47%	**	**	43%	37%	41%
Buy extra data	103	**	**	**	**	**	**	103	50	52	**	30	**	**	58	44	103
	31%	**	**	**	**	**	**	31%	31%	31%	**	30%	**	**	29%	34%	31%
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	78	**	**	**	**	**	**	78	40	37	**	28	**	**	53	25	78
	24%	**	**	**	**	**	**	24%	25%	22%	**	28%	**	**	26%	19%	24%
Avoid doing 'data-hungry' activities like playing videos or playing games	68	**	**	**	**	**	**	68	41	26	**	27	**	**	47	21	68
	20%	**	**	**	**	**	**	20%	26%	15%	**	26%	**	**	23%	16%	20%
									b								
Go to fewer sites or apps than you would usually/ use your browser less	58	**	**	**	**	**	**	58	36	21	**	23	**	**	38	19	58
	17%	**	**	**	**	**	**	17%	23%	12%	**	23%	**	**	19%	15%	17%
									b								
Other	11	**	**	**	**	**	**	11	5	5	**	3	**	**	4	6	11
	3%	**	**	**	**	**	**	3%	3%	3%	**	3%	**	**	2%	5%	3%
Don't know	10	**	**	**	**	**	**	10	3	7	**	2	**	**	4	6	10
	3%	**	**	**	**	**	**	3%	2%	4%	**	2%	**	**	2%	5%	3%

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

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

M4. (SHOWCARD) When you are at risk of running out of data do you ever do any of the following things? (MULTI CODE)

Base : Those with a smartphone who have ever used up their data allowance

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	b	~c
Unweighted total	382	257	38	58	29	382	320	62	13	346	382	-	382	48	103	64
Effective Weighted Sample	306	243	36	56	27	306	258	48	9	283	306	-	306	39	80	57
Total	331	285	25	17	4	331	282	49	10	307	331	-	331	38	89	65
Only go online when you can use Wi-Fi	169	142	**	**	**	169	141	**	**	157	169	**	169	**	59	**
	51%	50%	**	**	**	51%	50%	**	**	51%	51%	**	51%	**	66%	**
Use the phone less for going online so you can save your data	134	115	**	**	**	134	108	**	**	129	134	**	134	**	34	**
	41%	40%	**	**	**	41%	38%	**	**	42%	41%	**	41%	**	39%	**
Buy extra data	103	90	**	**	**	103	90	**	**	94	103	**	103	**	25	**
	31%	31%	**	**	**	31%	32%	**	**	31%	31%	**	31%	**	29%	**
Turn off or restrict automatic downloads of upgrades or automatic updates for apps	78	66	**	**	**	78	65	**	**	76	78	**	78	**	22	**
	24%	23%	**	**	**	24%	23%	**	**	25%	24%	**	24%	**	25%	**
Avoid doing 'data-hungry' activities like playing videos or playing games	68	58	**	**	**	68	57	**	**	66	68	**	68	**	27	**
	20%	20%	**	**	**	20%	20%	**	**	21%	20%	**	20%	**	30%	**
Go to fewer sites or apps than you would usually/ use your browser less	58	49	**	**	**	58	48	**	**	55	58	**	58	**	19	**
	17%	17%	**	**	**	17%	17%	**	**	18%	17%	**	17%	**	21%	**
Other	11	9	**	**	**	11	8	**	**	10	11	**	11	**	4	**
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%	**	4%	**
Don't know	10	8	**	**	**	10	7	**	**	9	10	**	10	**	1	**
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	**	3%	**	1%	**

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

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

M5. Do you ever use free public Wi-Fi? IF NECESSARY: Wi-Fi that is provided free of charge in public locations like coffee shops hotels or on trains. Some of these may require you to register or to log in to gain access to the public Wi-Fi. (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1454	219	278	286	267	223	404	1454	687	765	336	486	290	342	822	632	1454
Effective Weighted Sample	1127	173	216	226	208	182	310	1127	534	592	271	380	230	257	642	485	1127
Total	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
Yes	761	146	154	168	136	102	156	761	363	398	206	239	170	147	444	317	761
	64%	78%	63%	67%	61%	60%	54%	64%	63%	64%	64%	67%	66%	57%	66%	62%	64%
		bcdefg	f	f			f				d			d			
No	424	40	89	80	83	67	131	424	209	213	116	115	87	106	231	193	424
	36%	22%	36%	32%	37%	40%	46%	36%	37%	34%	36%	32%	34%	42%	34%	38%	36%
			a	a	a	a	abcg	a						be			
Don't know	7	-	1	1	4	*	1	7	*	7	-	3	2	3	3	4	7
	1%	-%	1%	1%	2%	*%	*%	1%	*%	1%	-%	1%	1%	1%	*%	1%	1%
										a							

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

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

M5. Do you ever use free public Wi-Fi? IF NECESSARY: Wi-Fi that is provided free of charge in public locations like coffee shops hotels or on trains. Some of these may require you to register or to log in to gain access to the public Wi-Fi. (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1454	942	164	162	186	1454	1228	226	62	1270	1454	-	1454	183	366	200
Effective Weighted Sample	1127	882	151	156	170	1127	965	164	45	1007	1127	-	1127	144	290	176
Total	1193	1018	103	45	26	1193	1038	155	45	1079	1193	-	1193	146	313	192
Yes	761	651	60	35	16	761	674	88	**	713	761	**	761	80	214	138
	64%	64%	58%	77%	62%	64%	65%	57%	**	66%	64%	**	64%	55%	68%	72%
				abde			b							a	a	
No	424	361	43	10	9	424	358	66	**	359	424	**	424	66	98	55
	36%	35%	42%	23%	36%	36%	35%	42%	**	33%	36%	**	36%	45%	31%	28%
		c	c		c	c								bc		
Don't know	7	6	-	*	1	7	6	2	**	6	7	**	7	*	1	-
	1%	1%	-%	*%	2%	1%	1%	1%	**	1%	1%	**	1%	*%	*%	-%
					e											

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

OFCOM MEDIA LITERACY TRACKER 2019 - ADULTS - 30th September to 11th November 2019.

Table 130

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

M6. (SHOWCARD) Using this card, please tell me the extent to which you agree or disagree with the following statement: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1454	219	278	286	267	223	404	1454	687	765	336	486	290	342	822	632	1454
Effective Weighted Sample	1127	173	216	226	208	182	310	1127	534	592	271	380	230	257	642	485	1127
Total	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
Strongly disagree	64 5%	13 7% f	12 5%	15 6%	16 7% f	5 3%	8 3%	64 5%	21 4%	44 7% a	16 5%	16 4%	13 5%	20 8%	32 5%	32 6%	64 5%
Slightly disagree	97 8%	24 13% defg	30 12% def	24 10% ef	12 5% f	6 4%	8 3%	97 8% ef	53 9%	44 7%	26 8%	32 9%	20 8%	20 8%	57 8%	40 8%	97 8%
Neither agree nor disagree	176 15%	34 18%	35 14%	40 16%	33 15% f	23 14%	35 12%	176 15% f	87 15%	89 14%	33 10%	54 15%	41 16%	48 19% ae	86 13%	90 17% ae	176 15% a
Slightly agree	297 25%	44 23%	64 26%	70 28% f	63 28% f	35 21%	56 20%	297 25% f	141 25%	155 25%	88 27% d	95 27% d	65 25%	50 19%	183 27% d	115 22%	297 25%
Strongly agree	483 40%	63 34%	95 39%	94 38% f	80 36% f	85 50% abcdg	150 52% abcdg	483 40% abcdg	239 42%	243 39%	154 48% bcdfg	141 40%	94 36%	94 37% f	295 44% f	188 36%	483 40%
Don't know	75 6%	9 5%	10 4%	8 3%	19 8% c	14 8% c	30 10% abcg	75 6% abcg	32 6%	43 7%	5 2%	19 5% a	27 10% abeg	24 9% ae	25 4%	50 10% abeg	75 6% ae
SUMMARY CODES																	
TOTAL DISAGREE	162 14%	37 20% defg	42 17% ef	39 16% ef	27 12% f	11 7%	16 6%	162 14% ef	74 13%	88 14%	42 13%	47 13%	33 13%	40 16%	89 13%	72 14%	162 14%
TOTAL AGREE	780 65%	107 57%	159 65%	164 65%	144 65% a	120 71% a	207 72% ag	780 65% a	380 66%	398 64%	242 75% bcdfg	236 66% df	159 61%	144 56%	477 70% cdfg	302 59%	780 65% df
TOTAL NEITHER/ DON'T KNOW	251 21%	43 23%	44 18%	47 19%	52 23%	37 22%	65 23%	251 21%	119 21%	132 21%	38 12%	73 21% a	68 26% ae	72 28% abeg	111 16%	140 27% abeg	251 21% ae

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

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

M6. (SHOWCARD) Using this card, please tell me the extent to which you agree or disagree with the following statement: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop (SINGLE CODE)

Base : Those who have a smartphone

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1454	942	164	162	186	1454	1228	226	62	1270	1454	-	1454	183	366	200
Effective Weighted Sample	1127	882	151	156	170	1127	965	164	45	1007	1127	-	1127	144	290	176
Total	1193	1018	103	45	26	1193	1038	155	45	1079	1193	-	1193	146	313	192
Strongly disagree	64 5%	57 6%	3 3%	4 9%	1 2%	64 5%	59 6%	6 4%	** **	59 6%	64 5%	** **	64 5%	10 7%	12 4%	9 5%
				bde												
Slightly disagree	97 8%	82 8%	8 8%	5 11%	2 9%	97 8%	88 8%	9 6%	** **	89 8%	97 8%	** **	97 8%	16 11%	24 8%	11 6%
Neither agree nor disagree	176 15%	142 14%	25 24%	4 10%	5 18%	176 15%	153 15%	23 15%	** **	152 14%	176 15%	** **	176 15%	29 20%	39 12%	24 13%
			ace		c									b		
Slightly agree	297 25%	250 25%	32 31%	9 20%	6 23%	297 25%	255 25%	42 27%	** **	272 25%	297 25%	** **	297 25%	32 22%	92 29%	45 23%
			c													
Strongly agree	483 40%	426 42%	28 27%	18 40%	11 40%	483 40%	423 41%	59 38%	** **	456 42%	483 40%	** **	483 40%	52 35%	130 41%	99 51%
		b		b	b	b									ab	
Don't know	75 6%	62 6%	7 7%	4 10%	2 7%	75 6%	59 6%	16 10%	** **	50 5%	75 6%	** **	75 6%	7 5%	17 6%	5 2%
								a								
SUMMARY CODES																
TOTAL DISAGREE	162 14%	138 14%	11 11%	9 21%	3 12%	162 14%	147 14%	15 10%	** **	149 14%	162 14%	** **	162 14%	26 18%	36 11%	20 10%
				abde												
TOTAL AGREE	780 65%	676 66%	59 58%	27 60%	17 64%	780 65%	679 65%	101 65%	** **	728 67%	780 65%	** **	780 65%	84 57%	222 71%	143 74%
		b													a	a
TOTAL NEITHER/ DON'T KNOW	251 21%	204 20%	32 31%	9 19%	7 25%	251 21%	212 20%	39 25%	** **	202 19%	251 21%	** **	251 21%	36 25%	56 18%	29 15%
			ace											c		

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

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

M7. (SHOWCARD) Using this card please tell me how often you complete a form or an application for something on your mobile phone (SINGLE CODE)

Base : Those who have a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1454	219	278	286	267	223	404	1454	687	765	336	486	290	342	822	632	1454
Effective Weighted Sample	1127	173	216	226	208	182	310	1127	534	592	271	380	230	257	642	485	1127
Total	1193	187	245	250	223	169	288	1193	572	618	321	356	259	255	678	515	1193
Most days	36 3%	8 4%	11 5%	10 4%	5 2%	2 1%	2 1%	36 3%	18 3%	18 3%	8 2%	5 1%	11 4%	12 5%	13 2%	23 5%	36 3%
		f	ef	ef			f						be	be		be	
Once or twice a week	112 9%	19 10%	30 12%	28 11%	24 11%	7 4%	11 4%	112 9%	45 8%	67 11%	30 9%	45 13%	24 9%	14 5%	75 11%	37 7%	112 9%
		ef	ef	ef	ef		ef					df			df		d
At least every 3 months	268 22%	45 24%	54 22%	74 30%	63 28%	25 15%	32 11%	268 22%	134 23%	132 21%	92 29%	79 22%	54 21%	44 17%	171 25%	98 19%	268 22%
		ef	f	efg	ef		ef				cd	fg			df		
Less often	444 37%	81 43%	95 39%	98 39%	75 34%	65 38%	95 33%	444 37%	221 39%	222 36%	112 35%	140 39%	95 37%	97 38%	252 37%	191 37%	444 37%
Never	333 28%	34 18%	54 22%	40 16%	56 25%	70 42%	148 51%	333 28%	154 27%	179 29%	80 25%	87 25%	76 29%	89 35%	168 25%	165 32%	333 28%
					c	abcdg	abcdeg	ac						abeg		abe	
SUMMARY CODES																	
EVER DO THIS	860 72%	153 82%	191 78%	210 84%	167 75%	99 58%	140 49%	860 72%	418 73%	439 71%	241 75%	269 75%	184 71%	166 65%	510 75%	350 68%	860 72%
		efg	ef	defg	ef	f	ef				df	df			df		d
AT LEAST WEEKLY	148 12%	27 14%	41 17%	38 15%	29 13%	9 5%	13 5%	148 12%	63 11%	85 14%	37 12%	50 14%	35 14%	26 10%	87 13%	61 12%	148 12%
		ef	ef	ef	ef		ef										
AT LEAST QUARTERLY	416 35%	72 38%	96 39%	112 45%	92 41%	34 20%	45 16%	416 35%	198 35%	217 35%	129 40%	129 36%	89 34%	70 27%	258 38%	158 31%	416 35%
		ef	ef	efg	ef		ef				df	d			df		d
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	712 60%	126 67%	149 61%	172 69%	138 62%	90 53%	126 44%	712 60%	355 62%	354 57%	204 63%	219 61%	148 57%	141 55%	423 62%	289 56%	712 60%
		ef	f	efg	f	f	f	f							df		

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

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

M7. (SHOWCARD) Using this card please tell me how often you complete a form or an application for something on your mobile phone (SINGLE CODE)

Base : Those who have a smartphone

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	~b	c	a	b	c
Unweighted total	1454	942	164	162	186	1454	1228	226	62	1270	1454	-	1454	183	366	200
Effective Weighted Sample	1127	882	151	156	170	1127	965	164	45	1007	1127	-	1127	144	290	176
Total	1193	1018	103	45	26	1193	1038	155	45	1079	1193	-	1193	146	313	192
Most days	36	31	4	1	-	36	32	4	**	30	36	**	36	5	12	6
	3%	3%	4%	2%	-%	3%	3%	3%	**	3%	3%	**	3%	3%	4%	3%
		d	d			d										
Once or twice a week	112	97	9	3	2	112	91	21	**	108	112	**	112	14	32	21
	9%	10%	9%	6%	9%	9%	9%	13%	**	10%	9%	**	9%	10%	10%	11%
At least every 3 months	268	232	23	9	4	268	242	27	**	252	268	**	268	36	68	63
	22%	23%	22%	20%	16%	22%	23%	17%	**	23%	22%	**	22%	25%	22%	33%
		d				d										b
Less often	444	381	38	16	9	444	394	49	**	411	444	**	444	51	117	72
	37%	37%	37%	35%	34%	37%	38%	32%	**	38%	37%	**	37%	35%	37%	37%
Never	333	277	28	17	11	333	279	54	**	278	333	**	333	40	85	29
	28%	27%	27%	37%	42%	28%	27%	35%	**	26%	28%	**	28%	27%	27%	15%
				ae	abe			a						c	c	
SUMMARY CODES																
EVER DO THIS	860	742	75	28	15	860	759	101	**	801	860	**	860	107	228	163
	72%	73%	73%	63%	58%	72%	73%	65%	**	74%	72%	**	72%	73%	73%	85%
		cd	d			cd	b									ab
AT LEAST WEEKLY	148	129	13	4	2	148	123	25	**	138	148	**	148	19	43	28
	12%	13%	13%	8%	9%	12%	12%	16%	**	13%	12%	**	12%	13%	14%	14%
AT LEAST QUARTERLY	416	361	36	12	6	416	364	52	**	390	416	**	416	55	111	91
	35%	35%	35%	28%	24%	35%	35%	33%	**	36%	35%	**	35%	38%	35%	47%
		d	d			d										b
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	712	613	61	25	13	712	636	76	**	663	712	**	712	87	185	135
	60%	60%	60%	55%	49%	60%	61%	49%	**	61%	60%	**	60%	60%	59%	70%
		d				d	b									ab

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

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

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	338	91	81	71	58	25	39	338	186	152	74	104	74	87	177	161	338
	23%	47%	32%	27%	24%	11%	7%	23%	26%	20%	20%	25%	23%	24%	23%	23%	23%
		bcdefg	efg	ef	ef	f		ef	b								
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	240	86	72	44	25	9	12	240	174	65	63	66	53	57	129	111	240
	16%	45%	29%	17%	10%	4%	2%	16%	24%	9%	17%	16%	16%	16%	16%	16%	16%
		bcdefg	cdefg	ef	ef			def	b								
On a desktop computer, laptop, or netbook	150	45	23	29	22	15	32	150	98	52	57	45	27	22	101	49	150
	10%	23%	9%	11%	9%	7%	6%	10%	13%	7%	15%	11%	8%	6%	13%	7%	10%
		bcdefg		f				f	b		cdfg	df			cdfg		df
On a tablet computer (such as an iPad)	149	28	27	28	25	21	42	149	71	78	42	52	21	33	94	54	149
	10%	14%	11%	10%	10%	9%	8%	10%	10%	10%	11%	13%	7%	9%	12%	8%	10%
		f									c	cf			cf		
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	93	31	23	22	9	1	7	93	65	28	25	27	20	21	52	40	93
	6%	16%	9%	8%	4%	1%	1%	6%	9%	4%	7%	7%	6%	6%	7%	6%	6%
		bcdefg	def	ef	ef			ef	b								
Through an app on a smart TV	26	10	8	3	4	1	1	26	16	11	10	9	4	4	18	8	26
	2%	5%	3%	1%	2%	*%	*%	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%
		cefg	ef		f			f									
On a virtual reality gaming headset / device	20	7	7	3	2	-	1	20	16	5	8	5	3	4	13	7	20
	1%	4%	3%	1%	1%	-%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		efg	ef					f	b								

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

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

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Using wearable technology like a smartwatch (such as an Apple Watch)	5	1	-	3	1	-	-	5	5	1	2	3	*	-	5	*	5
	*%	1%	-%	1%	1%	-%	-%	*%	1%	*%	1%	1%	*%	-%	1%	*%	*%
		f		f								f			f		
TOTAL - ANY GAMING	577	141	132	109	94	53	101	577	336	240	137	169	127	145	306	271	577
	39%	73%	52%	41%	40%	24%	19%	39%	46%	32%	37%	41%	39%	39%	39%	39%	39%
		bcdefg	cdefg	ef	ef			ef	b								
No, never	902	52	120	157	142	169	431	902	388	512	233	245	199	225	478	424	902
	61%	27%	48%	59%	60%	76%	81%	61%	54%	68%	63%	59%	61%	61%	61%	61%	61%
			a	ab	ab	abcdg	abcdg	ab		a							

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

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

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMARTPHONE	NON SMARTPHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	338	295	22	15	6	338	294	44	**	312	332	6	338	48	90	57
	23%	23%	16%	26%	19%	23%	23%	22%	**	26%	28%	3%	24%	23%	24%	28%
		b		b		b					bc		b			
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	240	201	22	12	4	240	208	32	**	226	233	6	239	28	65	36
	16%	16%	17%	20%	14%	16%	16%	16%	**	19%	20%	3%	17%	14%	17%	18%
											b		b			
On a desktop computer, laptop, or netbook	150	136	7	6	2	150	131	19	**	140	135	11	146	17	46	34
	10%	11%	5%	10%	6%	10%	10%	10%	**	12%	11%	6%	10%	8%	12%	17%
		b				b					b		b			a
On a tablet computer (such as an iPad)	149	132	8	6	2	149	131	17	**	137	133	15	148	25	42	33
	10%	10%	6%	11%	8%	10%	10%	9%	**	12%	11%	7%	11%	12%	11%	16%
On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	93	84	4	3	2	93	86	6	**	86	87	6	93	10	28	8
	6%	7%	3%	4%	7%	6%	7%	3%	**	7%	7%	3%	7%	5%	7%	4%
		b					b				b		b			
Through an app on a smart TV	26	21	5	1	1	26	24	3	**	26	26	-	26	2	5	6
	2%	2%	4%	1%	2%	2%	2%	1%	**	2%	2%	-%	2%	1%	1%	3%
											b		b			

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

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

G1. (SHOWCARD) Do you ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
On a virtual reality gaming headset / device	20 1%	19 1%	- -%	1 2% b	1 2% b	20 1%	18 1%	3 1%	** **	20 2%	20 2% b	- -%	20 1%	- -%	4 1%	5 2% a
Using wearable technology like a smartwatch (such as an Apple Watch)	5 *% **	4 *% **	1 1% **	- -% **	* 1% **	5 *% **	5 *% **	* *% **	** **	5 *% **	5 *% **	- -% **	5 *% **	- -% **	3 1% **	1 1% **
TOTAL - ANY GAMING	577 39%	494 39%	48 36%	24 41%	12 39%	577 39%	499 39%	79 40%	** **	529 45%	538 45% bc	35 17% b	573 41% b	78 37% b	153 40% b	89 44% b
No, never	902 61%	763 61%	85 64%	35 59%	18 61%	902 61%	782 61%	120 60%	** **	657 55%	654 55%	173 83% ac	827 59% a	132 63% a	228 60% a	116 56% a

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

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

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
No, do not have any concerns	874	128	159	137	139	136	312	874	465	409	176	239	214	246	415	460	874
	59%	67%	63%	51%	59%	61%	59%	59%	64%	54%	47%	58%	66%	66%	53%	66%	59%
		c	c			c		c	b			a	abeg	abeg		abeg	ae
Violent content	169	18	18	46	33	26	54	169	63	106	61	48	34	26	109	59	169
	11%	9%	7%	17%	14%	12%	10%	11%	9%	14%	17%	12%	10%	7%	14%	9%	11%
				abfg	b					a	bcdfg	d			df		df
Unsuitable for children	157	17	18	48	31	19	42	157	63	94	53	49	26	29	102	54	157
	11%	9%	7%	18%	13%	8%	8%	11%	9%	12%	14%	12%	8%	8%	13%	8%	11%
				abefg	bf					a	cdf	df			cdf		f
Others could become addicted to playing games	130	8	14	25	27	19	56	130	50	80	50	47	15	18	97	33	130
	9%	4%	5%	9%	11%	8%	11%	9%	7%	11%	14%	11%	5%	5%	12%	5%	9%
				a	ab		ab	a		a	cdfg	cdf			cdfg		cdf
Waste too much time playing games	128	19	16	25	27	18	40	128	64	63	48	34	29	17	82	46	128
	9%	10%	6%	10%	12%	8%	8%	9%	9%	8%	13%	8%	9%	5%	10%	7%	9%
					b						bdfg	d	d		df		d
Encourage children to stay indoors	113	12	16	32	19	13	35	113	41	72	33	32	22	26	65	48	113
	8%	6%	6%	12%	8%	6%	6%	8%	6%	10%	9%	8%	7%	7%	8%	7%	8%
				abefg						a							
Discourage creative play for children	100	9	15	27	13	12	35	100	39	61	33	32	22	12	65	34	100
	7%	5%	6%	10%	6%	5%	7%	7%	5%	8%	9%	8%	7%	3%	8%	5%	7%
				aeg						a	df	df	d		df		d
Encourages gambling style behaviour	88	7	7	15	23	12	36	88	37	51	38	29	12	9	67	21	88
	6%	4%	3%	6%	10%	5%	7%	6%	5%	7%	10%	7%	4%	2%	9%	3%	6%
					abg		b				cdfg	df			cdfg		df

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

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

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Cost of games	86 6%	16 8% ef	10 4%	23 9% bef	17 7% ef	6 3%	20 4%	86 6% ef	42 6%	44 6%	33 9% dfg	26 6% df	16 5%	10 3%	59 8% df	26 4%	86 6% df
Cost of in-game purchases	79 5%	17 9% ef	15 6% f	21 8% ef	11 5%	6 3%	15 3%	79 5% f	42 6%	37 5%	26 7% f	25 6%	13 4%	14 4%	52 7% f	27 4%	79 5%
I could become addicted to playing games	76 5%	11 6%	15 6%	10 4%	16 7%	8 4%	24 4%	76 5%	29 4%	47 6%	25 7% cf	27 6% cf	10 3%	15 4%	51 7% cf	24 4%	76 5%
Impact on social skills	67 5%	7 3%	8 3%	17 6%	12 5%	12 5%	24 4%	67 5%	28 4%	40 5%	27 7% cdfg	21 5%	11 3%	9 2%	47 6% df	20 3%	67 5%
Bad/ offensive language	66 4%	7 3%	9 4%	21 8% efg	15 6% f	7 3%	15 3%	66 4%	24 3%	42 6% a	22 6% f	21 5%	10 3%	12 3%	44 6% f	22 3%	66 4%
Cost of games consoles/ games players	49 3%	7 4% e	5 2% e	17 6% befg	10 4% ef	- -%	9 2% e	49 3% e	27 4%	22 3%	21 6% df	13 3%	12 4% d	4 1%	33 4% df	16 2%	49 3% d
Sexual content	47 3%	4 2%	8 3%	15 6% ef	13 5% ef	2 1%	8 2%	47 3% f	12 2%	35 5% a	17 5% cf	17 4% cf	5 2%	8 2%	34 4% cf	13 2%	47 3%
Health issues	47 3%	9 5%	11 4%	9 3%	9 4%	5 2%	10 2%	47 3%	20 3%	27 4%	17 5% df	17 4% df	7 2%	6 2%	34 4% df	13 2%	47 3%

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

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

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Contact with people I don't personally know/ I've never met in person	47 3%	3 2%	14 5%	15 6%	6 3%	2 1%	9 2%	47 3%	15 2%	32 4%	17 5%	15 4%	5 1%	10 3%	32 4%	14 2%	47 3%
			ef	aef						a	cf			cf			
Contributes to obesity	34 2%	1 1%	4 2%	6 2%	8 4%	8 3%	14 3%	34 2%	12 2%	22 3%	9 3%	14 3%	5 2%	6 2%	23 3%	11 2%	34 2%
												f					
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	13 1%	- -%	5 2%	- -%	3 1%	2 1%	5 1%	13 1%	9 1%	4 1%	5 1%	3 1%	2 1%	3 1%	8 1%	5 1%	13 1%
			c														
Gambling/betting games are too easy to use/ it's too easy to get into debt	4 *%	- -%	- -%	- -%	- -%	2 1%	4 1%	4 *%	- -%	4 *%	2 1%	1 *%	- -%	* *%	3 *%	* *%	4 *%
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%
Other	32 2%	3 1%	8 3%	6 2%	4 2%	3 2%	10 2%	32 2%	15 2%	17 2%	12 3%	10 2%	3 1%	6 2%	22 3%	10 1%	32 2%
											f						
Don't know	61 4%	6 3%	7 3%	10 4%	8 4%	12 5%	30 6%	61 4%	22 3%	38 5%	9 2%	18 4%	15 5%	20 5%	27 3%	34 5%	61 4%
														a			

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
SUMMARY CODES																	
ANY CONCERNS	543	58	85	119	89	74	191	543	238	305	185	157	96	104	342	201	543
	37%	30%	34%	45%	38%	33%	36%	37%	33%	41%	50%	38%	30%	28%	44%	29%	37%
				abefg						a	bcdfg	cdf			bcdfg		cdf
ANY OFFENSIVE CONTENT	263	29	34	70	51	34	79	263	105	158	84	77	51	51	161	102	263
	18%	15%	13%	26%	22%	15%	15%	18%	15%	21%	23%	19%	16%	14%	21%	15%	18%
				abefg	bf					a	cdfg				df		
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	219	22	26	52	41	28	78	219	94	125	79	67	37	36	146	73	219
	15%	12%	10%	20%	17%	13%	15%	15%	13%	17%	21%	16%	11%	10%	19%	10%	15%
				abe	b					a	cdfg	df			cdfg		df
ANY HEALTH	212	21	28	41	41	27	81	212	85	127	81	74	24	33	155	57	212
	14%	11%	11%	15%	18%	12%	15%	14%	12%	17%	22%	18%	7%	9%	20%	8%	14%
										a	cdfg	cdf			cdfg		cdf
ANY AFFORDABILITY	136	23	21	38	27	10	27	136	68	68	48	44	24	20	93	43	136
	9%	12%	8%	14%	12%	4%	5%	9%	9%	9%	13%	11%	7%	5%	12%	6%	9%
		ef		befg	ef			ef			cdfg	df			cdf		df

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
No, do not have any concerns	874 59%	739 59%	89 67%	28 47%	18 60%	874 59%	771 60%	103 52%	** **	677 57%	708 59%	114 55%	822 59%	135 64%	217 57%	111 54%
		c	ace		c	c	b							c		
Violent content	169 11%	147 12%	11 8%	7 11%	4 13%	169 11%	133 10%	36 18%	** **	143 12%	141 12%	19 9%	161 11%	20 9%	45 12%	33 16%
							a	a							a	a
Unsuitable for children	157 11%	132 10%	15 11%	6 11%	4 14%	157 11%	125 10%	32 16%	** **	138 12%	136 11%	16 8%	152 11%	21 10%	44 12%	20 10%
							a	a								
Others could become addicted to playing games	130 9%	109 9%	11 8%	7 12%	4 13%	130 9%	110 9%	20 10%	** **	115 10%	99 8%	24 12%	124 9%	12 6%	33 9%	23 11%
															a	a
Waste too much time playing games	128 9%	109 9%	6 4%	8 14%	4 14%	128 9%	97 8%	30 15%	** **	116 10%	112 9%	15 7%	127 9%	10 5%	27 7%	30 15%
		b		abe	abe	b		a							ab	ab
Encourage children to stay indoors	113 8%	85 7%	13 9%	11 19%	4 12%	113 8%	94 7%	19 9%	** **	94 8%	88 7%	22 11%	110 8%	12 6%	29 7%	16 8%
				abe	ae											
Discourage creative play for children	100 7%	84 7%	6 4%	7 11%	3 10%	100 7%	86 7%	13 7%	** **	85 7%	76 6%	20 10%	96 7%	8 4%	22 6%	12 6%
				abe	b											

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Encourages gambling style behaviour	88 6%	76 6%	3 2%	7 12%	2 6%	88 6%	74 6%	14 7%	** **	75 6%	68 6%	19 9%	86 6%	5 2%	23 6%	17 8%
		b		abe		b									a	a
Cost of games	86 6%	65 5%	12 9%	7 12%	2 6%	86 6%	71 6%	15 7%	** **	76 6%	75 6%	11 5%	85 6%	5 2%	22 6%	14 7%
			a	ade											a	a
Cost of in-game purchases	79 5%	60 5%	6 5%	11 18%	2 5%	79 5%	67 5%	12 6%	** **	75 6%	74 6%	4 2%	78 6%	8 4%	28 7%	10 5%
				abde							b		b			
I could become addicted to playing games	76 5%	65 5%	5 4%	4 7%	1 4%	76 5%	62 5%	14 7%	** **	69 6%	66 6%	8 4%	74 5%	10 5%	20 5%	14 7%
Impact on social skills	67 5%	55 4%	5 4%	5 8%	3 9%	67 5%	56 4%	12 6%	** **	56 5%	55 5%	12 6%	67 5%	4 2%	17 4%	11 5%
				ae	abe											
Bad/ offensive language	66 4%	55 4%	6 4%	2 4%	3 10%	66 4%	54 4%	12 6%	** **	56 5%	58 5%	6 3%	64 5%	2 1%	22 6%	15 7%
				abce											a	a
Cost of games consoles/ games players	49 3%	41 3%	4 3%	3 5%	2 6%	49 3%	41 3%	9 4%	** **	44 4%	42 4%	7 3%	49 4%	3 1%	14 4%	9 4%
Sexual content	47 3%	40 3%	4 3%	3 4%	1 4%	47 3%	37 3%	11 5%	** **	43 4%	46 4%	2 1%	47 3%	2 1%	15 4%	7 3%
							a				b		b			

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Health issues	47 3%	40 3%	4 3%	2 3%	1 5%	47 3%	39 3%	8 4%	** **	44 4%	45 4% b	3 1%	47 3%	2 1%	15 4% a	14 7% a
Contact with people I don't personally know/ I've never met in person	47 3%	37 3%	3 3%	4 7% abe	3 9% abe	47 3%	35 3%	11 6% a	** **	41 3%	42 3%	4 2%	46 3%	3 2%	18 5% a	7 3%
Contributes to obesity	34 2%	26 2%	3 2%	3 5% ae	2 5% ae	34 2%	26 2%	8 4%	** **	30 3%	28 2%	6 3%	34 2%	1 *%	7 2%	9 4% a
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	13 1%	12 1%	- -%	* 1%	- -%	13 1%	10 1%	3 2%	** **	13 1%	12 1%	1 1%	13 1%	2 1%	4 1%	1 1%
Gambling/betting games are too easy to use/ it's too easy to get into debt	4 *%	3 *%	- -%	* *% a	- -%	4 *%	1 *% a	2 1%	** **	4 *%	3 *%	1 *%	4 *%	1 *%	- -%	1 *%
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Other	32 2%	26 2%	3 2%	2 4%	* 1%	32 2%	26 2%	5 3%	** **	26 2%	27 2%	3 1%	30 2%	5 2%	8 2%	8 4%
Don't know	61 4%	51 4%	6 4%	3 6%	1 4%	61 4%	54 4%	7 3%	** **	42 4%	43 4%	15 7%	58 4%	12 6%	13 3%	7 3%
SUMMARY CODES																
ANY CONCERNS	543 37%	467 37%	38 28%	28 47%	11 36%	543 37%	455 36%	88 44%	** **	468 39%	442 37%	79 38%	521 37%	63 30%	151 40%	87 42%
		b		abde		b		a							a	a
ANY OFFENSIVE CONTENT	263 18%	226 18%	20 15%	10 17%	6 20%	263 18%	215 17%	48 24%	** **	225 19%	220 18%	33 16%	253 18%	32 15%	79 21%	41 20%
								a								
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	219 15%	186 15%	14 11%	14 24%	5 16%	219 15%	188 15%	31 16%	** **	185 16%	173 14%	40 19%	213 15%	19 9%	57 15%	31 15%
				abde											a	
ANY HEALTH	212 14%	184 15%	15 11%	9 16%	5 15%	212 14%	180 14%	33 17%	** **	188 16%	170 14%	34 17%	204 15%	23 11%	54 14%	38 19%
															a	
ANY AFFORDABILITY	136 9%	108 9%	14 10%	12 20%	3 9%	136 9%	116 9%	21 10%	** **	122 10%	122 10%	14 7%	136 10%	12 6%	43 11%	20 10%
				abde											a	

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	695	167	153	129	109	69	137	695	391	303	142	222	134	197	364	331	695
Effective Weighted Sample	542	130	118	100	87	56	109	542	306	236	115	177	108	148	288	254	542
Total	577	141	132	109	94	53	101	577	336	240	137	169	127	145	306	271	577
No, do not have any concerns	364 63%	93 66%	87 66%	59 54%	58 62%	** **	68 67%	364 63%	218 65%	146 61%	71 51%	106 63%	87 69%	101 69%	176 58%	188 69%	364 63%
Unsuitable for children	71 12%	14 10%	12 9%	20 19%	16 17%	** **	9 9%	71 12%	35 10%	36 15%	19 14%	25 15%	13 10%	14 10%	44 14%	27 10%	71 12%
Violent content	56 10%	11 8%	8 6%	16 15%	11 12%	** **	9 9%	56 10%	29 9%	27 11%	18 13%	15 9%	12 9%	11 7%	33 11%	23 8%	56 10%
Waste too much time playing games	53 9%	17 12%	8 6%	10 10%	12 12%	** **	5 5%	53 9%	32 10%	20 8%	17 12%	14 9%	15 12%	6 4%	31 10%	22 8%	53 9%
I could become addicted to playing games	39 7%	10 7%	9 7%	5 5%	9 10%	** **	5 5%	39 7%	17 5%	22 9%	11 8%	15 9%	5 4%	8 5%	26 9%	13 5%	39 7%
Others could become addicted to playing games	39 7%	7 5%	7 5%	6 6%	11 12%	** **	8 8%	39 7%	18 5%	20 8%	15 cdf	17 cdf	4 3%	2 2%	32 cdf	7 2%	39 7%
Cost of in-game purchases	38 7%	14 10%	6 4%	10 9%	6 7%	** **	2 2%	38 7%	26 8%	12 5%	9 7%	16 10%	5 4%	7 5%	26 8%	12 5%	38 7%
Encourage children to stay indoors	38 7%	10 7%	9 7%	7 7%	9 9%	** **	2 2%	38 7%	14 4%	24 10%	8 6%	14 8%	7 5%	9 6%	22 7%	16 6%	38 7%

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	695	167	153	129	109	69	137	695	391	303	142	222	134	197	364	331	695
Effective Weighted Sample	542	130	118	100	87	56	109	542	306	236	115	177	108	148	288	254	542
Total	577	141	132	109	94	53	101	577	336	240	137	169	127	145	306	271	577
Cost of games	37 6%	12 9%	5 4%	12 11%	6 6%	** **	2 2%	37 6%	24 7%	13 5%	13 9%	12 7%	6 5%	6 4%	25 8%	12 4%	37 6%
		f		bf				f			f						
Discourage creative play for children	29 5%	8 6%	7 5%	5 4%	6 7%	** **	3 3%	29 5%	12 3%	17 7%	10 7%	8 5%	9 7%	3 2%	17 6%	12 4%	29 5%
										a	d		d				
Encourages gambling style behaviour	26 5%	6 5%	1 1%	4 3%	10 11%	** **	5 4%	26 5%	17 5%	9 4%	11 8%	10 6%	5 4%	* *%	21 7%	5 2%	26 5%
				bcg							df	df	d		df		d
Bad/ offensive language	25 4%	7 5%	4 3%	5 5%	6 7%	** **	3 3%	25 4%	11 3%	14 6%	7 5%	9 5%	3 2%	6 4%	16 5%	9 3%	25 4%
Impact on social skills	24 4%	7 5%	5 4%	4 4%	5 5%	** **	3 3%	24 4%	10 3%	14 6%	10 7%	9 5%	2 2%	3 2%	18 6%	6 2%	24 4%
											f				f		
Health issues	21 4%	6 4%	4 3%	6 6%	4 4%	** **	1 1%	21 4%	10 3%	11 5%	7 5%	9 5%	3 2%	3 2%	15 5%	6 2%	21 4%
				f													
Sexual content	21 4%	4 3%	4 3%	5 5%	7 7%	** **	1 1%	21 4%	6 2%	15 6%	4 3%	9 5%	1 1%	6 4%	14 4%	7 3%	21 4%
					f					a							
Contact with people I don't personally know/ I've never met in person	20 3%	3 2%	7 5%	6 6%	3 3%	** **	* *%	20 3%	7 2%	12 5%	7 5%	6 4%	1 1%	5 4%	13 4%	6 2%	20 3%
			f	f													

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	695	167	153	129	109	69	137	695	391	303	142	222	134	197	364	331	695
Effective Weighted Sample	542	130	118	100	87	56	109	542	306	236	115	177	108	148	288	254	542
Total	577	141	132	109	94	53	101	577	336	240	137	169	127	145	306	271	577
Cost of games consoles/ games players	18 3%	7 5%	2 1%	6 5%	3 3%	** **	- -%	18 3%	15 4%	3 1%	6 5%	4 3%	5 4%	2 2%	11 4%	7 3%	18 3%
Contributes to obesity	12 2%	* *%	2 2%	3 2%	3 3%	** **	3 3%	12 2%	2 1%	10 4%	4 3%	5 3%	* *%	2 2%	9 3%	2 1%	12 2%
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	5 1%	- -%	3 2%	- -%	- -%	** **	2 2%	5 1%	4 1%	1 *%	2 1%	1 1%	- -%	1 1%	3 1%	1 1%	5 1%
Gambling/betting games are too easy to use/ it's too easy to get into debt	2 *%	- -%	- -%	- -%	- -%	** **	2 2%	2 *%	- -%	2 1%	1 1%	1 *%	- -%	- -%	2 1%	- -%	2 *%
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	1 *%	1 *%	- -%	- -%	1 1%	** **	- -%	1 *%	- -%	1 1%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%
Other	16 3%	3 2%	4 3%	3 3%	2 2%	** **	5 5%	16 3%	9 3%	7 3%	7 5%	5 3%	2 2%	2 2%	11 4%	5 2%	16 3%
Don't know	6 1%	1 1%	- -%	2 2%	1 1%	** **	1 1%	6 1%	3 1%	3 1%	1 *%	* *%	2 2%	3 2%	1 *%	5 2%	6 1%

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

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

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	695	167	153	129	109	69	137	695	391	303	142	222	134	197	364	331	695
Effective Weighted Sample	542	130	118	100	87	56	109	542	306	236	115	177	108	148	288	254	542
Total	577	141	132	109	94	53	101	577	336	240	137	169	127	145	306	271	577
SUMMARY CODES																	
ANY CONCERNS	207	47	44	48	35	**	32	207	116	91	66	63	37	41	128	78	207
	36%	33%	34%	44%	37%	**	32%	36%	34%	38%	48%	37%	29%	29%	42%	29%	36%
											cd				cd		
ANY OFFENSIVE CONTENT	102	21	16	27	24	**	14	102	54	48	30	30	20	23	60	42	102
	18%	15%	12%	25%	25%	**	14%	18%	16%	20%	22%	18%	15%	16%	20%	16%	18%
				bf	bf												
ANY HEALTH	76	16	14	15	17	**	13	76	38	38	26	30	10	9	56	20	76
	13%	12%	11%	14%	18%	**	13%	13%	11%	16%	19%	18%	8%	7%	18%	7%	13%
											cd	cd			cd		df
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	75	19	13	17	19	**	7	75	39	37	26	25	14	10	51	24	75
	13%	14%	10%	15%	21%	**	7%	13%	12%	15%	19%	15%	11%	7%	17%	9%	13%
					bf						df	d			df		d
ANY AFFORDABILITY	63	19	11	18	12	**	3	63	41	22	19	24	10	10	43	20	63
	11%	14%	9%	16%	13%	**	3%	11%	12%	9%	14%	14%	8%	7%	14%	7%	11%
		f		f	f			f			f	df			df		

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

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

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	b	~a	b	a	~b	c	a	b	~c
Unweighted total	695	454	76	86	79	695	588	107	31	617	639	50	689	105	177	93
Effective Weighted Sample	542	425	71	82	72	542	462	81	22	492	499	40	537	81	136	83
Total	577	494	48	24	12	577	499	79	22	529	538	35	573	78	153	89
No, do not have any concerns	364	309	**	**	**	364	323	41	**	329	339	**	361	51	91	**
	63%	63%	**	**	**	63%	65%	53%	**	62%	63%	**	63%	66%	60%	**
Unsuitable for children	71	61	**	**	**	71	57	14	**	67	67	**	71	13	22	**
	12%	12%	**	**	**	12%	11%	18%	**	13%	12%	**	12%	16%	14%	**
Violent content	56	49	**	**	**	56	46	10	**	53	54	**	56	8	15	**
	10%	10%	**	**	**	10%	9%	12%	**	10%	10%	**	10%	10%	10%	**
Waste too much time playing games	53	46	**	**	**	53	41	12	**	52	51	**	53	5	12	**
	9%	9%	**	**	**	9%	8%	15%	**	10%	10%	**	9%	6%	8%	**
I could become addicted to playing games	39	34	**	**	**	39	31	8	**	37	36	**	38	6	10	**
	7%	7%	**	**	**	7%	6%	10%	**	7%	7%	**	7%	8%	7%	**
Others could become addicted to playing games	39	29	**	**	**	39	30	8	**	38	37	**	39	4	10	**
	7%	6%	**	**	**	7%	6%	11%	**	7%	7%	**	7%	6%	6%	**
Cost of in-game purchases	38	29	**	**	**	38	35	3	**	37	38	**	38	5	16	**
	7%	6%	**	**	**	7%	7%	4%	**	7%	7%	**	7%	7%	10%	**
Encourage children to stay indoors	38	30	**	**	**	38	28	10	**	36	37	**	38	6	13	**
	7%	6%	**	**	**	7%	6%	12%	**	7%	7%	**	7%	8%	9%	**
Cost of games	37	29	**	**	**	37	32	5	**	34	36	**	37	3	10	**
	6%	6%	**	**	**	6%	6%	6%	**	6%	7%	**	6%	4%	7%	**

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

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G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	~b	~c	~d	e	a	b	~a	b	a	~b	c	a	b	~c	
Unweighted total	695	454	76	86	79	695	588	107	31	617	639	50	689	105	177	93
Effective Weighted Sample	542	425	71	82	72	542	462	81	22	492	499	40	537	81	136	83
Total	577	494	48	24	12	577	499	79	22	529	538	35	573	78	153	89
Discourage creative play for children	29 5%	25 5%	** **	** **	** **	29 5%	23 5%	6 7%	** **	29 5%	27 5%	** **	29 5%	4 5%	8 6%	** **
Encourages gambling style behaviour	26 5%	23 5%	** **	** **	** **	26 5%	20 4%	6 8%	** **	26 5%	24 5%	** **	26 5%	1 1%	10 6%	** **
Bad/ offensive language	25 4%	21 4%	** **	** **	** **	25 4%	21 4%	4 5%	** **	24 5%	25 5%	** **	25 4%	1 1%	7 4%	** **
Impact on social skills	24 4%	20 4%	** **	** **	** **	24 4%	19 4%	6 7%	** **	24 5%	23 4%	** **	24 4%	1 2%	8 5%	** **
Health issues	21 4%	19 4%	** **	** **	** **	21 4%	18 4%	3 4%	** **	21 4%	21 4%	** **	21 4%	2 2%	8 6%	** **
Sexual content	21 4%	18 4%	** **	** **	** **	21 4%	16 3%	4 6%	** **	20 4%	21 4%	** **	21 4%	2 2%	8 5%	** **
Contact with people I don't personally know/ I've never met in person	20 3%	15 3%	** **	** **	** **	20 3%	16 3%	4 5%	** **	18 3%	20 4%	** **	20 3%	2 2%	10 7%	** **
Cost of games consoles/ games players	18 3%	16 3%	** **	** **	** **	18 3%	15 3%	2 3%	** **	16 3%	18 3%	** **	18 3%	2 2%	4 2%	** **
Contributes to obesity	12 2%	9 2%	** **	** **	** **	12 2%	8 2%	4 5%	** **	11 2%	10 2%	** **	12 2%	1 1%	5 3%	** **

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

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

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	b	~a	b	a	~b	c	a	b	~c
Unweighted total	695	454	76	86	79	695	588	107	31	617	639	50	689	105	177	93
Effective Weighted Sample	542	425	71	82	72	542	462	81	22	492	499	40	537	81	136	83
Total	577	494	48	24	12	577	499	79	22	529	538	35	573	78	153	89
Concerned for children playing/ kids getting obsessed with playing/ spending too much time/ money /playing inappropriate games/ getting bullied	5 1%	5 1%	** **	** **	** **	5 1%	3 1%	2 2%	** **	5 1%	5 1%	** **	5 1%	1 2%	1 1%	** **
Gambling/betting games are too easy to use/ it's too easy to get into debt	2 *%	2 *%	** **	** **	** **	2 *%	1 *%	1 1%	** **	2 *%	2 *%	** **	2 *%	- -%	- -%	** **
Gaming is not safe/secure/ games can be hacked/ can suffer from fraud/ might get a virus	1 *%	1 *%	** **	** **	** **	1 *%	1 *%	- -%	** **	1 *%	1 *%	** **	1 *%	- -%	- -%	** **
Other	16 3%	13 3%	** **	** **	** **	16 3%	14 3%	2 2%	** **	15 3%	14 3%	** **	16 3%	2 2%	4 3%	** **
Don't know	6 1%	6 1%	** **	** **	** **	6 1%	6 1%	- -%	** **	6 1%	6 1%	** **	6 1%	1 1%	2 1%	** **
SUMMARY CODES																
ANY CONCERNS	207 36%	179 36%	** **	** **	** **	207 36%	170 34%	37 47%	** **	195 37%	193 36%	** **	206 36%	26 33%	59 39%	** **
ANY OFFENSIVE CONTENT	102 18%	90 18%	** **	** **	** **	102 18%	82 17%	20 25%	** **	96 18%	96 18%	** **	102 18%	17 21%	32 21%	** **

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

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

G2. Can you tell me if you have any concerns about gaming? IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices. IF YES – What sorts of things are you concerned about? (MULTI CODE)

Base : Those who play games on any type of gaming device

	Total	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	b	~a	b	a	~b	c	a	b	~c
Unweighted total	695	454	76	86	79	695	588	107	31	617	639	50	689	105	177	93
Effective Weighted Sample	542	425	71	82	72	542	462	81	22	492	499	40	537	81	136	83
Total	577	494	48	24	12	577	499	79	22	529	538	35	573	78	153	89
ANY HEALTH	76	64	**	**	**	76	62	14	**	73	70	**	75	13	18	**
	13%	13%	**	**	**	13%	12%	18%	**	14%	13%	**	13%	16%	12%	**
ANY RISKS TO OTHER PEOPLE/ TO SOCIETY	75	66	**	**	**	75	61	15	**	74	73	**	75	8	25	**
	13%	13%	**	**	**	13%	12%	19%	**	14%	14%	**	13%	11%	17%	**
ANY AFFORDABILITY	63	52	**	**	**	63	57	6	**	59	62	**	63	8	22	**
	11%	10%	**	**	**	11%	12%	7%	**	11%	12%	**	11%	10%	14%	**

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

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

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : Those who play games on any type of gaming device

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	695	167	153	129	109	69	137	695	391	303	142	222	134	197	364	331	695
Effective Weighted Sample	542	130	118	100	87	56	109	542	306	236	115	177	108	148	288	254	542
Total	577	141	132	109	94	53	101	577	336	240	137	169	127	145	306	271	577
Yes	244	91	68	40	24	**	21	244	176	67	57	66	54	66	123	120	244
	42%	65%	51%	36%	26%	**	21%	42%	52%	28%	41%	39%	43%	46%	40%	44%	42%
		bcdfg	cdf	f				df	b								
No	333	49	64	70	70	**	80	333	160	173	80	102	72	79	182	151	333
	58%	35%	49%	64%	74%	**	79%	58%	48%	72%	59%	61%	57%	54%	60%	56%	58%
		a	ab	abg			abcg	a	a								
Don't know	*	-	-	*	-	**	-	*	*	-	-	*	-	-	*	-	*
	*%	-%	-%	*%	-%	**	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
ALL WHO EVER PLAY GAMES	577	141	132	109	94	**	101	577	336	240	137	169	127	145	306	271	577
	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : Those who play games on any type of gaming device

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	~b	~c	~d	e	a	b	~a	b	a	~b	c	a	b	~c	
Unweighted total	695	454	76	86	79	695	588	107	31	617	639	50	689	105	177	93
Effective Weighted Sample	542	425	71	82	72	542	462	81	22	492	499	40	537	81	136	83
Total	577	494	48	24	12	577	499	79	22	529	538	35	573	78	153	89
Yes	244	201	**	**	**	244	207	36	**	231	233	**	242	31	53	**
	42%	41%	**	**	**	42%	42%	46%	**	44%	43%	**	42%	40%	34%	**
No	333	292	**	**	**	333	291	42	**	298	305	**	331	47	100	**
	58%	59%	**	**	**	58%	58%	54%	**	56%	57%	**	58%	60%	66%	**
Don't know	*	-	**	**	**	*	*	-	**	-	*	**	*	-	-	**
	*%	-%	**	**	**	*%	*%	-%	**	-%	*%	**	*%	-%	-%	**
ALL WHO EVER PLAY GAMES	577	494	**	**	**	577	499	79	**	529	538	**	573	78	153	**
	100%	100%	**	**	**	100%	100%	100%	**	100%	100%	**	100%	100%	100%	**

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

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

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Yes	244	91	68	40	24	10	21	244	176	67	57	66	54	66	123	120	244
	16%	48%	27%	15%	10%	5%	4%	16%	24%	9%	15%	16%	17%	18%	16%	17%	16%
		bcdefg	cdefg	ef	ef			def	b								
No	333	49	64	70	70	42	80	333	160	173	80	102	72	79	182	151	333
	23%	26%	25%	26%	30%	19%	15%	23%	22%	23%	22%	25%	22%	21%	23%	22%	23%
		f	f	f	efg			f									
Don't know	*	-	-	*	-	-	-	*	*	-	-	*	-	-	*	-	*
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
ALL WHO EVER PLAY GAMES	577	141	132	109	94	53	101	577	336	240	137	169	127	145	306	271	577
	39%	73%	52%	41%	40%	24%	19%	39%	46%	32%	37%	41%	39%	39%	39%	39%	39%
		bcdefg	cdefg	ef	ef			ef	b								
NEVER PLAY GAMES	902	52	120	157	142	169	431	902	388	512	233	245	199	225	478	424	902
	61%	27%	48%	59%	60%	76%	81%	61%	54%	68%	63%	59%	61%	61%	61%	61%	61%
			a	ab	ab	abcdg	abcdg	ab	a								

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

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

G3. Many games can be played online. Do you ever play games online with or against other people? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Yes	244 16%	201 16%	23 17%	14 23%	5 18%	244 16%	207 16%	36 18%	** **	231 19%	233 20%	9 4%	242 17%	31 15%	53 14%	26 13%
No	333 23%	292 23%	25 19%	10 17%	6 20%	333 23%	291 23%	42 21%	** **	298 25%	305 26%	26 13%	331 24%	47 22%	100 26%	63 31%
Don't know	* *%	- -%	- -%	- -%	* *%	* *%	* *%	- -%	** **	- -%	* *%	- -%	* *%	- -%	- -%	- -%
ALL WHO EVER PLAY GAMES	577 39%	494 39%	48 36%	24 41%	12 39%	577 39%	499 39%	79 40%	** **	529 45%	538 45%	35 17%	573 41%	78 37%	153 40%	89 44%
NEVER PLAY GAMES	902 61%	763 61%	85 64%	35 59%	18 61%	902 61%	782 61%	120 60%	** **	657 55%	654 55%	173 83%	827 59%	132 63%	228 60%	116 56%

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

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

C1. (SHOWCARD) Which one of these options best describes your gender? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Male	725	112	96	130	106	115	280	725	725	-	181	172	192	180	353	371	725
	49%	59%	38%	49%	45%	52%	53%	49%	100%	-%	49%	42%	59%	49%	45%	53%	49%
		bcdg		b		b	bd	b	b		b		abdeg	b		be	b
Female	752	79	154	137	130	107	252	752	-	752	189	242	132	189	431	321	752
	51%	41%	61%	51%	55%	48%	47%	51%	-%	100%	51%	58%	41%	51%	55%	46%	51%
			acefg	a		af		a			c	acdfg		c		cf	cf
Other/ prefer to use my own term	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%
Prefer not to say	2	-	2	-	-	-	-	2	-	-	-	-	2	-	-	2	2
	*%	-%	1%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%

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

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

C1. (SHOWCARD) Which one of these options best describes your gender? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE			FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Male	725 49%	615 49%	65 48%	29 50%	15 52%	725 49%	629 49%	95 48%	** **	577 49%	572 48%	105 50%	677 48%	89 43%	196 51%	108 53%
Female	752 51%	640 51%	68 51%	30 50%	14 48%	752 51%	649 51%	103 52%	** **	607 51%	618 52%	103 50%	721 51%	119 57%	185 49%	97 47%
Other/ prefer to use my own term	1 *%	- -%	1 *% a	- -%	- -%	1 *%	1 *%	- -%	** **	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%
Prefer not to say	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	** **	2 *%	2 *%	- -%	2 *%	2 1%	- -%	- -%

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

Any break column with 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. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
1	251 17%	7 4%	11 4%	21 8%	26 11%	54 24%	185 35%	251 17%	132 18%	119 16%	48 13%	63 15%	36 11%	104 28%	112 14%	140 20%	251 17%
					ab	abcdg	abcdeg	abcd						abcefg		abce	c
2	480 32%	29 15%	64 25%	48 18%	68 29%	113 51%	271 51%	480 32%	245 34%	233 31%	128 34%	129 31%	111 34%	112 30%	256 33%	224 32%	480 32%
			a		ac	abcdg	abcdg	abc									
3	316 21%	65 34%	91 36%	58 22%	57 24%	31 14%	45 9%	316 21%	147 20%	169 22%	73 20%	91 22%	84 26%	68 18%	164 21%	152 22%	316 21%
		cdefg	cdefg	ef	ef	f		ef					d				
4	282 19%	60 31%	52 21%	100 37%	52 22%	16 7%	19 4%	282 19%	129 18%	153 20%	82 22%	85 21%	64 20%	51 14%	168 21%	115 17%	282 19%
		bdefg	ef	bdefg	ef	f		ef			df	d	d		df		d
5-6	141 10%	27 14%	32 13%	38 14%	33 14%	8 4%	12 2%	141 10%	66 9%	75 10%	39 10%	42 10%	30 9%	31 8%	80 10%	61 9%	141 10%
		ef	ef	efg	efg			ef									
7-9	8 1%	4 2%	1 1%	1 *%	1 1%	- -%	- -%	8 1%	4 1%	3 *%	- -%	4 1%	- -%	4 1%	4 *%	4 1%	8 1%
		efg															
10 or more	* *%	* *%	- -%	- -%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
1	251 17%	212 17%	25 18%	12 20%	3 11%	251 17%	212 17%	39 20%	** **	149 13%	129 11%	82 40%	211 15%	63 30%	58 15%	21 10%
		d	d	d	d	d						ac	a	bc		
2	480 32%	408 32%	45 34%	18 31%	9 30%	480 32%	424 33%	56 28%	** **	358 30%	352 30%	95 46%	447 32%	38 18%	135 36%	92 45%
												ac			a	ab
3	316 21%	263 21%	34 26%	13 22%	6 21%	316 21%	264 21%	52 26%	** **	280 24%	300 25%	12 6%	312 22%	32 15%	98 26%	30 14%
											b		b		ac	
4	282 19%	240 19%	25 19%	11 19%	7 22%	282 19%	245 19%	37 19%	** **	263 22%	271 23%	10 5%	281 20%	33 16%	74 19%	45 22%
											b		b			
5-6	141 10%	127 10%	5 3%	4 7%	5 16%	141 10%	127 10%	14 7%	** **	129 11%	133 11%	8 4%	141 10%	41 20%	16 4%	17 8%
		b			abce	b					b		b	bc		
7-9	8 1%	8 1%	- -%	- -%	- -%	8 1%	8 1%	- -%	** **	7 1%	8 1%	- -%	8 1%	3 1%	- -%	1 1%
														b		
10 or more	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	** **	- -%	* *%	- -%	* *%	- -%	- -%	- -%
				ae												

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with 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. Do you have any children aged under 16 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
None	946	143	85	78	128	206	512	946	524	422	225	263	209	250	488	459	946
	64%	74%	34%	29%	54%	93%	96%	64%	72%	56%	61%	63%	64%	68%	62%	66%	64%
		bcdg		bc	abcdg	abcdg	bcd	b									
1	236	28	77	55	62	12	14	236	87	147	57	72	62	44	130	106	236
	16%	14%	31%	21%	26%	6%	3%	16%	12%	20%	15%	17%	19%	12%	17%	15%	16%
		ef	acefg	ef	aefg	f	ef	a				d	d		d		d
2	208	17	57	100	30	3	4	208	79	129	66	55	40	47	121	87	208
	14%	9%	23%	37%	13%	2%	1%	14%	11%	17%	18%	13%	12%	13%	15%	13%	14%
		ef	adefg	abdefg	ef		aef	a			f						
3	70	4	24	27	15	-	-	70	29	41	20	20	9	21	40	30	70
	5%	2%	10%	10%	6%	-%	-%	5%	4%	5%	5%	5%	3%	6%	5%	4%	5%
		ef	aefg	aefg	aef		ef										
4	16	1	5	7	2	-	2	16	6	10	2	4	6	5	5	11	16
	1%	*%	2%	2%	1%	-%	*%	1%	1%	1%	*%	1%	2%	1%	1%	2%	1%
			ef	ef													
5-6	2	-	2	-	-	-	-	2	-	2	-	-	-	2	-	2	2
	*%	-%	1%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	1%	-%	*%	*%
			f										e				

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. Do you have any children aged under 16 who live at home with you - where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
None	946	804	89	38	15	946	820	126	**	690	680	192	872	122	225	149
	64%	64%	67%	64%	51%	64%	64%	64%	**	58%	57%	92%	62%	58%	59%	72%
		d	d	d		d					ac	a			ab	
1	236	194	25	10	7	236	200	36	**	214	228	5	233	20	89	21
	16%	15%	19%	16%	23%	16%	16%	18%	**	18%	19%	2%	17%	9%	23%	10%
					ae						b		b		ac	
2	208	177	16	10	6	208	181	27	**	198	200	7	207	37	53	29
	14%	14%	12%	16%	19%	14%	14%	14%	**	17%	17%	3%	15%	17%	14%	14%
											b		b			
3	70	65	1	2	2	70	63	7	**	66	66	4	70	24	13	4
	5%	5%	1%	3%	5%	5%	5%	4%	**	6%	6%	2%	5%	12%	3%	2%
		b			b	b					b		b	bc		
4	16	16	-	-	*	16	15	2	**	16	16	-	16	7	-	3
	1%	1%	-%	-%	1%	1%	1%	1%	**	1%	1%	-%	1%	3%	-%	1%
														b		b
5-6	2	1	1	-	-	2	2	-	**	2	2	-	2	1	-	-
	*%	*%	1%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%	1%	-%	-%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with 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. And what age is this child/ are these children? (MULTI CODE)

Base : Those with children aged under 16 at home

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	567	58	168	190	126	21	25	567	215	351	132	180	122	133	312	255	567
Effective Weighted Sample	435	40	131	154	92	15	18	435	161	274	108	137	92	101	242	193	435
Total	532	49	166	189	109	16	20	532	201	330	145	151	117	120	296	236	532
Under 1 year old	44 8%	** **	24 15%	7 4%	- -%	** **	** **	44 8%	18 9%	27 8%	7 5%	7 5%	13 11%	17 14%	14 5%	30 13%	44 8%
			cdg	d			d						abe		abe		
1-4 years old	165 31%	** **	80 48%	53 28%	9 9%	** **	** **	165 31%	60 30%	105 32%	37 26%	50 33%	39 33%	39 33%	87 29%	78 33%	165 31%
			cdg	d			d										
5-7 years old	177 33%	** **	67 40%	85 45%	19 18%	** **	** **	177 33%	59 30%	116 35%	48 33%	48 32%	37 31%	44 36%	97 33%	80 34%	177 33%
			d	dg			d										
8-11 years old	202 38%	** **	58 35%	92 49%	41 38%	** **	** **	202 38%	78 39%	124 38%	59 41%	54 35%	37 32%	53 44%	112 38%	90 38%	202 38%
				bg													
12-15 years old	201 38%	** **	24 15%	69 37%	69 63%	** **	** **	201 38%	86 43%	115 35%	55 38%	56 37%	43 37%	47 40%	110 37%	91 38%	201 38%
				b	bcg		b										
Refused	12 2%	** **	3 2%	4 2%	5 5%	** **	** **	12 2%	4 2%	8 2%	6 4%	5 4%	1 1%	* *%	11 4%	1 1%	12 2%
											df	f			f		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. And what age is this child/ are these children? (MULTI CODE)

Base : Those with children aged under 16 at home

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	a	~b	c	~a	b	~c
Unweighted total	567	358	54	65	90	567	475	92	15	513	545	18	563	95	159	51
Effective Weighted Sample	435	340	51	64	84	435	370	67	11	403	418	14	432	77	124	45
Total	532	453	44	21	14	532	460	72	14	497	512	16	528	89	155	57
Under 1 year old	44	37	**	**	**	44	33	**	**	42	40	**	42	**	11	**
	8%	8%	**	**	**	8%	7%	**	**	8%	8%	**	8%	**	7%	**
1-4 years old	165	139	**	**	**	165	147	**	**	153	158	**	164	**	43	**
	31%	31%	**	**	**	31%	32%	**	**	31%	31%	**	31%	**	28%	**
5-7 years old	177	151	**	**	**	177	153	**	**	168	171	**	177	**	38	**
	33%	33%	**	**	**	33%	33%	**	**	34%	33%	**	33%	**	25%	**
8-11 years old	202	173	**	**	**	202	182	**	**	190	194	**	202	**	55	**
	38%	38%	**	**	**	38%	40%	**	**	38%	38%	**	38%	**	36%	**
12-15 years old	201	174	**	**	**	201	174	**	**	190	197	**	199	**	62	**
	38%	38%	**	**	**	38%	38%	**	**	38%	38%	**	38%	**	40%	**
Refused	12	12	**	**	**	12	7	**	**	11	12	**	12	**	1	**
	2%	3%	**	**	**	2%	2%	**	**	2%	2%	**	2%	**	1%	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5A. Are you currently working? IF YES – Is that full-time or part-time? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Working full-time (30 hours per week plus)	630	69	143	176	144	87	98	630	379	250	190	210	155	75	400	230	630
	43%	36%	57%	66%	61%	39%	18%	43%	52%	33%	51%	51%	48%	20%	51%	33%	43%
		f	aefg	abefg	aefg	f		f	b		dfg	dfg	df		dfg	d	df
Working part-time (Under 30 hours per week)	228	30	58	39	48	38	53	228	50	176	52	62	68	45	115	113	228
	15%	16%	23%	15%	20%	17%	10%	15%	7%	23%	14%	15%	21%	12%	15%	16%	15%
		f	cfg		f	f		f		a			abdeg				
Looking for work	39	16	5	10	6	2	2	39	24	15	13	4	6	16	17	21	39
	3%	8%	2%	4%	2%	1%	1%	3%	3%	2%	3%	1%	2%	4%	2%	3%	3%
		bcdefg	f	ef	f			f			b			be		b	
In full-time education	66	59	5	2	*	-	-	66	34	32	14	35	7	10	49	17	66
	4%	30%	2%	1%	1%	0%	0%	4%	5%	4%	4%	8%	2%	3%	6%	2%	4%
		bcdefg	def					cdef				acdfg			cdf		f
Retired	345	-	-	*	3	66	342	345	187	158	82	87	66	110	169	176	345
	23%	0%	0%	1%	1%	30%	64%	23%	26%	21%	22%	21%	20%	30%	22%	25%	23%
						abcdg	abcdeg	abcd		b				abceg			
Not working	171	18	41	39	36	28	38	171	51	121	19	16	24	113	34	137	171
	12%	9%	16%	15%	15%	12%	7%	12%	7%	16%	5%	4%	7%	31%	4%	20%	12%
			afg	f	f	f		f		a			b	abcefg		abceg	abce
Refused	*	-	-	*	*	-	-	*	*	-	-	*	-	*	*	*	*
	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5A. Are you currently working? IF YES – Is that full-time or part-time? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Working full-time (30 hours per week plus)	630 43%	529 42%	61 46%	22 37%	18 60%	630 43%	551 43%	79 40%	** **	582 49%	609 51%	18 9%	627 45%	35 17%	204 54%	151 73%
					abce						bc		b		a	ab
Working part-time (Under 30 hours per week)	228 15%	199 16%	18 13%	8 14%	3 10%	228 15%	193 15%	35 18%	** **	197 17%	206 17%	18 9%	225 16%	33 16%	59 15%	28 14%
		d									b		b			
Looking for work	39 3%	33 3%	3 2%	2 3%	* 1%	39 3%	35 3%	4 2%	** **	34 3%	35 3%	3 1%	37 3%	11 5%	6 2%	4 2%
														b		
In full-time education	66 4%	53 4%	7 6%	4 6%	1 3%	66 4%	57 4%	9 4%	** **	57 5%	65 5%	1 1%	66 5%	4 2%	5 1%	4 2%
											b		b			
Retired	345 23%	296 24%	29 22%	16 26%	4 14%	345 23%	289 23%	56 28%	** **	192 16%	142 12%	142 69%	284 20%	61 29%	91 24%	15 7%
		d	d	d		d						ac	a	c	c	
Not working	171 12%	146 12%	15 11%	8 13%	3 11%	171 12%	156 12%	16 8%	** **	125 11%	136 11%	25 12%	161 11%	66 31%	16 4%	4 2%
														bc		
Refused	* *%	- -%	- -%	* *%	* *%	* *%	* *%	- -%	** **	* *%	* *%	- -%	* *%	- -%	- -%	- -%
				a	ae											

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5B. Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Households with more than one adult where the respondent is not working

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	~e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	565	112	43	47	36	93	327	565	274	291	120	146	104	195	266	299	565
Effective Weighted Sample	447	90	31	39	29	79	260	447	215	232	93	124	83	152	214	233	447
Total	410	87	34	36	28	66	225	410	197	213	95	100	82	134	194	216	410
Yes, somebody in the household is working	174	65	**	**	**	**	47	174	66	107	52	47	39	36	99	75	174
	42%	75%	**	**	**	**	21%	42%	34%	50%	55%	47%	48%	27%	51%	35%	42%
		fg					f	f	a	dfg	df	df		dfg		d	
No members of the household are working	232	21	**	**	**	**	176	232	127	104	42	51	43	95	94	138	232
	56%	24%	**	**	**	**	78%	56%	65%	49%	45%	52%	52%	71%	48%	64%	56%
							ag	a	b				abceg		abe	ae	
Don't know/ refused to say	5	1	**	**	**	**	1	5	3	1	-	1	-	3	1	3	5
	1%	1%	**	**	**	**	1%	1%	2%	1%	-%	1%	-%	2%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5B. Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Households with more than one adult where the respondent is not working

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	~b	~c	~d	e	a	~b	~a	b	a	b	c	~a	b	~c	
Unweighted total	565	374	59	76	56	565	482	83	37	389	386	133	519	87	102	23
Effective Weighted Sample	447	353	56	73	52	447	387	61	28	308	301	108	408	73	86	21
Total	410	353	32	19	7	410	357	53	27	290	285	94	379	64	83	22
Yes, somebody in the household is working	174	150	**	**	**	174	153	**	**	139	150	19	169	**	33	**
	42%	43%	**	**	**	42%	43%	**	**	48%	53%	21%	45%	**	39%	**
											bc		b			
No members of the household are working	232	198	**	**	**	232	200	**	**	149	131	74	205	**	50	**
	56%	56%	**	**	**	56%	56%	**	**	51%	46%	79%	54%	**	61%	**
												ac	a			
Don't know/ refused to say	5	5	**	**	**	5	5	**	**	2	4	1	5	**	-	**
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	1%	1%	**	-%	**

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with 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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
I have no formal qualifications (and I am not still studying)	253	16	21	19	29	46	168	253	128	124	13	31	50	159	44	208	253
	17%	8%	8%	7%	12%	21%	32%	17%	18%	17%	4%	7%	15%	43%	6%	30%	17%
						abcd	abcdeg	abc				a	abe	abcefg		abcefg	abe
GCSE/ O' Level/ CSE – but not Maths and not English	86	14	18	10	20	14	24	86	39	47	6	19	29	32	25	61	86
	6%	7%	7%	4%	9%	6%	5%	6%	5%	6%	2%	5%	9%	9%	3%	9%	6%
					cf							a	abeg	abeg		abeg	ae
GCSE/ O' Level/ CSE – including Maths or English	214	35	40	36	47	27	56	214	93	121	33	58	58	65	91	123	214
	14%	18%	16%	13%	20%	12%	11%	14%	13%	16%	9%	14%	18%	18%	12%	18%	14%
		f	f		efg			f				a	ae	ae		ae	a
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	317	30	57	60	54	53	115	317	181	134	35	97	122	63	131	185	317
	21%	16%	23%	23%	23%	24%	22%	21%	25%	18%	9%	23%	38%	17%	17%	27%	21%
						a			b			ade	abdefg	a	a	adeg	ae
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	129	41	23	22	16	11	27	129	52	77	29	67	22	12	95	34	129
	9%	22%	9%	8%	7%	5%	5%	9%	7%	10%	8%	16%	7%	3%	12%	5%	9%
		bcdefg	f					f		a	d	acdfg	d		acdfg		df
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	128	15	27	25	17	20	43	128	57	71	35	58	19	16	92	36	128
	9%	8%	11%	9%	7%	9%	8%	9%	8%	9%	9%	14%	6%	4%	12%	5%	9%
											df	cdfg			cdfg		df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	229	18	46	65	37	32	63	229	108	121	144	60	16	9	204	25	229
	16%	9%	18%	25%	16%	15%	12%	16%	15%	16%	39%	14%	5%	2%	26%	4%	16%
			af	adefg				af			bcdefg	cdf			bcdfg		cdf
University higher degree (e.g. Masters, PhD or equivalent)	92	4	15	29	13	15	32	92	49	44	70	14	4	3	85	8	92
	6%	2%	6%	11%	5%	7%	6%	6%	7%	6%	19%	3%	1%	1%	11%	1%	6%
			a	adfg		a	a	a			bcdefg	df			bcdfg		bcdf
Still studying/ still at school	18	16	2	*	*	-	-	18	11	7	4	5	4	4	10	8	18
	1%	8%	1%	*%	*%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	f					f									
Refused	12	3	1	1	3	2	5	12	7	5	1	6	*	5	6	6	12
	1%	2%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
I have no formal qualifications (and I am not still studying)	253	207	24	16	5	253	221	32	**	117	125	81	206	76	35	8
	17%	16%	18%	28%	18%	17%	17%	16%	**	10%	10%	39%	15%	36%	9%	4%
				abde								ac	a	bc	c	
GCSE/ O' Level/ CSE – but not Maths and not English	86	71	11	3	1	86	77	10	**	77	80	4	84	13	27	4
	6%	6%	9%	4%	5%	6%	6%	5%	**	6%	7%	2%	6%	6%	7%	2%
											b		b	c	c	
GCSE/ O' Level/ CSE – including Maths or English	214	171	32	6	5	214	189	25	**	168	184	23	208	37	69	17
	14%	14%	24%	10%	17%	14%	15%	13%	**	14%	15%	11%	15%	17%	18%	8%
			ace		c									c	c	
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	317	279	20	14	3	317	262	54	**	267	258	49	308	43	95	33
	21%	22%	15%	24%	11%	21%	20%	27%	**	22%	22%	24%	22%	21%	25%	16%
		bd		bd		bd		a							c	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	129	114	10	2	3	129	110	19	**	115	111	15	126	9	41	13
	9%	9%	8%	4%	9%	9%	9%	10%	**	10%	9%	7%	9%	4%	11%	7%
		c			c	c									a	

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with 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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	128	105	18	4	2	128	111	17	**	114	112	13	125	14	39	19
	9%	8%	13%	6%	6%	9%	9%	9%	**	10%	9%	6%	9%	7%	10%	9%
			acde													
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	229	200	16	10	4	229	202	28	**	217	213	11	224	14	51	71
	16%	16%	12%	17%	13%	16%	16%	14%	**	18%	18%	6%	16%	7%	13%	35%
											b		b		a	ab
University higher degree (e.g. Masters, PhD or equivalent)	92	87	1	2	3	92	85	8	**	89	82	8	90	4	23	38
	6%	7%	1%	3%	10%	6%	7%	4%	**	8%	7%	4%	6%	2%	6%	19%
		bc			bce	bc									a	ab
Still studying/ still at school	18	15	1	2	*	18	16	2	**	16	18	-	18	1	-	-
	1%	1%	1%	3%	1%	1%	1%	1%	**	1%	2%	-%	1%	*%	-%	-%
				ae												
Refused	12	8	*	*	3	12	9	3	**	8	10	2	12	-	1	-
	1%	1%	*%	1%	10%	1%	1%	2%	**	1%	1%	1%	1%	-%	*%	-%
					abce											

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Very confident	1248	156	218	235	191	196	447	1248	597	649	350	369	263	265	719	528	1248
	84%	81%	87%	88%	81%	88%	84%	84%	82%	86%	95%	89%	81%	72%	92%	76%	84%
				ad		ad				a	bcdfg	cdfg	d		cdfg		df
Fairly confident	186	28	30	24	40	22	64	186	101	85	17	40	51	78	58	129	186
	13%	15%	12%	9%	17%	10%	12%	13%	14%	11%	5%	10%	16%	21%	7%	18%	13%
				ce							a	abe	abeg		abeg	ae	
Neither confident nor not confident	18	2	2	3	1	2	11	18	9	9	1	1	3	14	2	16	18
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	4%	1%	2%	1%
													abceg		abeg	be	
Not very confident	20	6	1	3	3	-	7	20	15	5	-	3	8	9	3	17	20
	1%	3%	1%	1%	1%	-%	1%	1%	2%	1%	-%	1%	2%	3%	1%	2%	1%
		be							b				abe	abe	abe	ae	
Not at all confident	6	-	-	1	2	1	3	6	2	4	1	1	*	4	2	4	6
	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				*													
Don't know	*	-	*	-	-	-	-	*	-	*	-	*	-	-	*	-	*
	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%
Refused	*	-	*	-	-	*	*	*	-	*	-	-	-	*	-	*	*
	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%
SUMMARY CODES																	
TOTAL CONFIDENT	1434	184	248	259	232	218	511	1434	698	734	368	409	314	343	777	657	1434
	97%	96%	99%	97%	98%	98%	96%	97%	96%	98%	99%	99%	97%	93%	99%	95%	97%
			f								cdfg	cdfg	d	cdfg		df	
TOTAL NOT CONFIDENT	26	6	1	4	4	1	10	26	17	9	1	4	8	13	5	21	26
	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%	1%	1%	3%	4%	1%	3%	2%
		be											ae	abeg	abe	e	
TOTAL NEITHER/ DON'T KNOW	18	2	2	3	1	2	11	18	9	9	1	1	3	14	2	16	18
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	4%	1%	2%	1%
													abceg		abeg	e	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Very confident	1248	1078	103	49	18	1248	1084	164	**	1036	1028	162	1191	160	331	191
	84%	86%	77%	83%	60%	84%	85%	83%	**	87%	86%	78%	85%	76%	87%	93%
		bd	d	d		bd					b		b		a	ab
Fairly confident	186	145	26	7	8	186	160	27	**	126	135	34	169	40	40	14
	13%	12%	20%	12%	26%	13%	12%	13%	**	11%	11%	17%	12%	19%	10%	7%
			ace		ace						a		bc			
Neither confident nor not confident	18	14	1	1	3	18	16	2	**	9	11	4	15	6	3	-
	1%	1%	1%	1%	8%	1%	1%	1%	**	1%	1%	2%	1%	3%	1%	-%
					abce								c			
Not very confident	20	16	2	1	1	20	16	4	**	12	16	4	20	3	6	-
	1%	1%	1%	2%	3%	1%	1%	2%	**	1%	1%	2%	1%	1%	1%	-%
Not at all confident	6	4	1	1	*	6	5	1	**	3	3	2	4	1	2	-
	*%	*%	*%	1%	2%	*%	*%	1%	**	*%	*%	1%	*%	1%	*%	-%
					ae											
Don't know	*	-	-	-	*	*	*	-	**	*	*	-	*	-	*	-
	*%	-%	-%	-%	*%	*%	*%	-%	**	*%	*%	-%	*%	-%	*%	-%
					ae											
Refused	*	-	-	-	*	*	*	-	**	-	*	-	*	-	-	-
	*%	-%	-%	-%	1%	*%	*%	-%	**	-%	*%	-%	*%	-%	-%	-%
					ae											
SUMMARY CODES																
TOTAL CONFIDENT	1434	1223	129	57	25	1434	1243	191	**	1162	1163	197	1360	200	370	205
	97%	97%	97%	96%	85%	97%	97%	96%	**	98%	98%	95%	97%	95%	97%	100%
		d	d	d		d					b				ab	
TOTAL NOT CONFIDENT	26	21	3	2	1	26	21	5	**	15	18	6	24	4	8	-
	2%	2%	2%	3%	5%	2%	2%	3%	**	1%	2%	3%	2%	2%	2%	-%
					ae											

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	UNDER 5 YEARS ~a	5 YEARS+ b	SMART- PHONE a	NON SMART- PHONE b	ALL c	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
TOTAL NEITHER/ DON'T KNOW	18	14	1	1	3	18	16	2	**	9	11	4	16	6	3	-
	1%	1%	1%	1%	9%	1%	1%	1%	**	1%	1%	2%	1%	3%	1%	-%
					abce									c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with 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. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Yes – English is first/ main language	1357	167	223	236	217	210	514	1357	661	693	344	385	303	325	728	628	1357
	92%	87%	89%	89%	92%	95%	96%	92%	91%	92%	93%	93%	93%	88%	93%	90%	92%
						abc	abcdg	a			d	d	d		d		d
No	122	25	28	30	20	11	19	122	63	58	26	29	22	44	55	66	122
	8%	13%	11%	11%	8%	5%	3%	8%	9%	8%	7%	7%	7%	12%	7%	10%	8%
		efg	ef	ef	f		f						abceg				
Refused	*	-	*	-	-	*	*	*	*	*	-	-	-	*	-	*	*
	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Yes – English is first/ main language	1357 92%	1147 91%	128 96% ace	53 90%	29 97% ace	1357 92%	1165 91%	192 97% a	** **	1088 92%	1078 90%	203 98% ac	1281 92%	191 91%	358 94%	191 93%
No	122 8%	110 9% bd	5 4%	6 10% bd	1 2%	122 8% bd	115 9% b	6 3%	** **	98 8%	114 10% b	4 2%	118 8% b	19 9%	23 6%	14 7%
Refused	* *%	- -%	- -%	- -%	* 1% ae	* *%	* *%	- -%	** **	- -%	* *%	- -%	* *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with 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. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Being bought on mortgage	456	54	82	139	119	49	61	456	205	250	159	149	99	48	308	147	456
	31%	28%	33%	52%	50%	22%	12%	31%	28%	33%	43%	36%	31%	13%	39%	21%	31%
		f	ef	abefg	abefg	f		ef		a	cdfg	dfg	df		cdfg	d	df
Owned outright by the household	390	17	16	13	25	109	319	390	214	176	140	101	81	68	241	149	390
	26%	9%	6%	5%	11%	49%	60%	26%	29%	23%	38%	24%	25%	18%	31%	21%	26%
					c	abcdg	abcdeg	abcd	b		bcdefg	d	d		bdfg		df
Rented from Local Authority/ Housing Association/ Trust	346	41	79	52	65	45	108	346	154	190	23	64	80	179	87	258	346
	23%	21%	31%	20%	28%	20%	20%	23%	21%	25%	6%	16%	25%	48%	11%	37%	23%
			acefg		cf							ae	abe	abcefg	a	abceg	abe
Rented from private landlord	258	64	70	59	27	17	38	258	133	125	35	92	62	68	128	130	258
	17%	33%	28%	22%	12%	7%	7%	17%	18%	17%	10%	22%	19%	18%	16%	19%	17%
		cdefg	defg	def	f			def				aeg	a	a	a	a	a
Other	10	3	1	*	*	2	6	10	7	3	3	2	1	3	5	5	10
	1%	1%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%
Don't know	20	14	4	2	-	-	1	20	13	8	9	5	2	4	14	6	20
	1%	7%	2%	1%	-%	-%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		bcdefg	f					f			f						

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. (SHOWCARD) Which of these options applies to your home? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Being bought on mortgage	456	380	50	13	13	456	394	61	**	414	435	16	452	24	130	118
	31%	30%	37%	22%	44%	31%	31%	31%	**	35%	36%	8%	32%	11%	34%	57%
		c	ac		ace	c					bc		b		a	ab
Owned outright by the household	390	341	26	18	5	390	328	61	**	283	245	101	346	30	110	44
	26%	27%	19%	30%	18%	26%	26%	31%	**	24%	21%	49%	25%	14%	29%	22%
		bd		bd		bd						ac	a		a	a
Rented from Local Authority/ Housing Association/ Trust	346	282	40	21	3	346	295	51	**	253	259	63	322	113	63	11
	23%	22%	30%	35%	10%	23%	23%	26%	**	21%	22%	30%	23%	54%	17%	5%
		d	ade	ade		d						ac		bc	c	
Rented from private landlord	258	230	16	5	6	258	238	20	**	215	228	24	252	41	75	31
	17%	18%	12%	9%	22%	17%	19%	10%	**	18%	19%	12%	18%	19%	20%	15%
		bc			bc	bc	b				b		b			
Other	10	8	1	*	1	10	9	1	**	5	6	3	9	*	2	1
	1%	1%	1%	1%	3%	1%	1%	*%	**	*%	*%	1%	1%	*%	*%	1%
					ae											
Don't know	20	17	1	1	1	20	17	4	**	16	20	-	20	2	1	-
	1%	1%	*%	2%	4%	1%	1%	2%	**	1%	2%	-%	1%	1%	*%	-%
					abe						b					

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with 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. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1883	225	286	308	289	290	775	1883	913	968	410	575	376	522	985	898	1883
Effective Weighted Sample	1459	178	221	243	223	240	613	1459	708	750	323	455	295	400	769	690	1459
Total	1479	192	251	266	237	222	532	1479	725	752	370	414	325	370	784	695	1479
Up to £199 / Up to £10,399	72 5%	8 4%	8 3%	10 4%	10 4%	10 5%	36 7%	72 5%	32 4%	39 5%	4 1%	10 2%	5 2%	53 14%	14 2%	58 8%	72 5%
														abcefg		abceg	abce
From £200 to £299 / From £10,400 to £15,599	139 9%	7 4%	26 11%	19 7%	24 10%	18 8%	63 12%	139 9%	60 8%	79 11%	5 1%	25 6%	30 9%	80 22%	30 4%	110 16%	139 9%
			a		a		ac	a				a	ae	abcefg	a	abceg	abe
From £300 to £499 / From £15,600 to £25,999	148 10%	10 5%	34 13%	20 8%	23 10%	20 9%	61 12%	148 10%	75 10%	74 10%	21 6%	48 12%	46 14%	34 9%	69 9%	80 12%	148 10%
			ac				a	a				a	adeg			a	a
From £500 to £699 / From £26,000 to £36,399	148 10%	9 4%	37 15%	26 10%	28 12%	28 12%	49 9%	148 10%	76 10%	72 10%	38 10%	60 15%	28 9%	21 6%	99 13%	49 7%	148 10%
			afg	a	a	a	a	a			d	cdfg			df		df
From £700 to £999 / From £36,400 to £51,999	136 9%	8 4%	28 11%	38 14%	34 14%	22 10%	28 5%	136 9%	71 10%	64 9%	50 14%	43 10%	34 10%	8 2%	93 12%	42 6%	136 9%
			af	afg	afg	af		af			dfg	df	df		dfg	d	df
£1,000 and above / £52,000 and above	153 10%	15 8%	25 10%	42 16%	34 14%	27 12%	36 7%	153 10%	80 11%	72 10%	86 23%	44 11%	15 5%	7 2%	130 17%	23 3%	153 10%
				afg	af	f		f			bcdefg	cdf	d		bcdfg		cdf
Don't know/ Refused	683 46%	135 70%	92 37%	113 42%	83 35%	97 44%	259 49%	683 46%	331 46%	351 47%	165 45%	185 45%	167 51%	165 45%	350 45%	333 48%	683 46%
		bcdefg					bd	bd					e				

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1883	1223	225	224	211	1883	1582	301	93	1425	1454	308	1762	282	453	213
Effective Weighted Sample	1459	1135	206	212	192	1459	1242	220	68	1126	1127	245	1363	224	362	188
Total	1479	1257	133	59	30	1479	1281	198	63	1186	1193	207	1400	210	381	205
Up to £199 / Up to £10,399	72 5%	58 5%	8 6%	6 10%	* 1%	72 5%	66 5%	6 3%	** **	42 4%	42 3%	22 11%	64 5%	72 34%	- -%	- -%
		d	d	ade		d						ac		bc		
From £200 to £299 / From £10,400 to £15,599	139 9%	128 10%	7 5%	3 6%	1 3%	139 9%	116 9%	24 12%	** **	95 8%	93 8%	35 17%	128 9%	74 35%	65 17%	- -%
		bd				d						ac		bc	c	
From £300 to £499 / From £15,600 to £25,999	148 10%	127 10%	12 9%	6 11%	3 10%	148 10%	132 10%	17 9%	** **	125 11%	113 9%	30 14%	143 10%	42 20%	106 28%	- -%
												ac		c	ac	
From £500 to £699 / From £26,000 to £36,399	148 10%	117 9%	20 15%	7 12%	4 12%	148 10%	125 10%	24 12%	** **	133 11%	131 11%	15 7%	146 10%	15 7%	123 32%	10 5%
			ae												ac	
From £700 to £999 / From £36,400 to £51,999	136 9%	119 9%	13 10%	2 4%	1 4%	136 9%	131 10%	5 2%	** **	131 11%	130 11%	6 3%	136 10%	6 3%	87 23%	42 21%
		cd	cd			cd	b				b		b		a	a
£1,000 and above / £52,000 and above	153 10%	139 11%	11 8%	2 4%	1 2%	153 10%	129 10%	23 12%	** **	139 12%	143 12%	7 3%	150 11%	- -%	- -%	153 74%
		cd	d			cd					b		b			ab
Don't know/ Refused	683 46%	569 45%	62 47%	32 54%	20 67%	683 46%	583 46%	100 50%	** **	521 44%	541 45%	93 45%	633 45%	- -%	- -%	- -%
				ae	abce											

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (giving their consent to answer this question)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1699	206	261	280	257	258	695	1699	821	876	371	523	333	472	894	805	1699
Effective Weighted Sample	1326	164	203	224	199	217	553	1326	642	683	296	417	262	365	703	623	1326
Total	1343	178	231	246	211	197	477	1343	655	686	338	374	290	341	712	632	1343
Hearing? Poor hearing, partial hearing, or are deaf	52 4%	2 1%	1 1%	1 *%	4 2%	5 2%	44 9%	52 4%	30 5%	22 3%	11 3%	12 3%	11 4%	17 5%	23 3%	29 5%	52 4%
							abcdeg	bc									
Eyesight? Poor vision, colour blindness, partial sight, or are blind	42 3%	3 1%	2 1%	3 1%	4 2%	3 2%	31 6%	42 3%	23 3%	20 3%	7 2%	9 2%	6 2%	20 6%	17 2%	26 4%	42 3%
							abcdeg							abceg			
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	114 9%	2 1%	3 1%	6 3%	15 7%	24 12%	88 18%	114 9%	51 8%	64 9%	22 7%	23 6%	19 7%	50 15%	45 6%	69 11%	114 9%
					abc	abc	abcdeg	abc						abceg		abe	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	34 2%	2 1%	1 1%	1 *%	7 4%	7 4%	22 5%	34 2%	11 2%	23 3%	4 1%	9 2%	4 2%	16 5%	13 2%	20 3%	34 2%
					bc	bc	abcg	c		a				aceg			
Breathing? Breathlessness or chest pains	57 4%	4 2%	4 2%	2 1%	10 5%	11 5%	36 8%	57 4%	28 4%	29 4%	8 2%	13 3%	10 3%	28 8%	20 3%	37 6%	57 4%
					c	bc	abcg	c						abceg		ae	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (giving their consent to answer this question)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1699	206	261	280	257	258	695	1699	821	876	371	523	333	472	894	805	1699
Effective Weighted Sample	1326	164	203	224	199	217	553	1326	642	683	296	417	262	365	703	623	1326
Total	1343	178	231	246	211	197	477	1343	655	686	338	374	290	341	712	632	1343
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	24 2%	5 3%	5 2%	3 1%	4 2%	6 3%	8 2%	24 2%	11 2%	14 2%	4 1%	5 1%	6 2%	10 3% e	8 1%	16 3%	24 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	10 1%	3 2%	1 1%	3 1%	2 1%	1 *%	2 *%	10 1%	4 1%	6 1%	1 *%	4 1%	1 *%	5 1%	5 1%	6 1%	10 1%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	84 6%	13 8%	17 7%	14 6%	14 7%	14 7%	26 5%	84 6%	47 7%	37 5%	17 5%	15 4%	11 4%	40 12% abcecg	33 5%	51 8% bce	84 6%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	80 6%	3 2%	4 2%	10 4%	7 3%	19 9% abcdg	55 12% abcdg	80 6% ab	42 6%	37 5%	16 5%	21 6%	17 6%	27 8%	36 5%	43 7%	80 6%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	309 23%	24 14%	30 13%	33 14%	45 21% bc	49 25% abc	177 37% abcdeg	309 23% abc	159 24%	150 22%	59 18%	73 20%	54 19%	123 36% abcefg	132 19%	177 28% abceg	309 23% ae

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (giving their consent to answer this question)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1699	206	261	280	257	258	695	1699	821	876	371	523	333	472	894	805	1699
Effective Weighted Sample	1326	164	203	224	199	217	553	1326	642	683	296	417	262	365	703	623	1326
Total	1343	178	231	246	211	197	477	1343	655	686	338	374	290	341	712	632	1343
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	978	148	193	203	154	141	279	978	474	502	263	286	229	200	549	429	978
	73%	83%	83%	83%	73%	72%	59%	73%	72%	73%	78%	76%	79%	59%	77%	68%	73%
		defg	defg	defg	f	f	f	f	df	df	df	df	dfg	dfg	dfg	d	df
Prefer not to say	44	3	5	6	11	6	19	44	20	24	15	10	5	15	25	19	44
	3%	2%	2%	3%	5%	3%	4%	3%	3%	4%	4%	3%	2%	4%	3%	3%	3%
Don't know	12	3	4	3	1	1	2	12	3	9	1	5	3	3	6	6	12
	1%	1%	2%	1%	*%	*%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (giving their consent to answer this question)

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	1699	1111	207	214	167	1699	1428	271	82	1301	1307	281	1588	262	418	199
Effective Weighted Sample	1326	1030	190	202	151	1326	1129	200	61	1029	1022	224	1239	206	335	176
Total	1343	1141	122	57	24	1343	1165	178	57	1081	1081	191	1272	193	352	192
Hearing? Poor hearing, partial hearing, or are deaf	52 4%	41 4%	5 4%	4 8%	1 6%	52 4%	41 4%	11 6%	** **	25 2%	19 2%	21 11%	40 3%	8 4%	14 4%	6 3%
				ae								ac	a			
Eyesight? Poor vision, colour blindness, partial sight, or are blind	42 3%	36 3%	2 2%	4 7%	1 3%	42 3%	34 3%	8 5%	** **	24 2%	20 2%	18 9%	38 3%	10 5%	9 3%	5 3%
				abe								ac				
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	114 9%	96 8%	9 7%	8 15%	1 4%	114 9%	91 8%	23 13%	** **	66 6%	53 5%	46 24%	99 8%	30 16%	25 7%	5 3%
				abde		d		a				ac	a	bc	c	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	34 2%	29 3%	1 1%	4 7%	* 1%	34 2%	27 2%	7 4%	** **	19 2%	19 2%	10 5%	30 2%	10 5%	8 2%	3 1%
				abde								ac		c		

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (giving their consent to answer this question)

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1699	1111	207	214	167	1699	1428	271	82	1301	1307	281	1588	262	418	199
Effective Weighted Sample	1326	1030	190	202	151	1326	1129	200	61	1029	1022	224	1239	206	335	176
Total	1343	1141	122	57	24	1343	1165	178	57	1081	1081	191	1272	193	352	192
Breathing? Breathlessness or chest pains	57 4%	48 4%	5 4%	3 6%	* 2%	57 4%	53 5%	5 3%	** **	34 3%	29 3%	24 13% ac	52 4%	14 7% c	13 4%	2 1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	24 2%	18 2%	3 3%	3 5% ade	* 1%	24 2%	22 2%	2 1%	** **	18 2%	18 2%	6 3%	24 2%	8 4% bc	5 1%	1 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	10 1%	7 1%	2 1%	1 3% ade	- -%	10 1%	10 1%	1 1%	** **	8 1%	9 1%	1 *%	9 1%	4 2%	2 1%	- -%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	84 6%	70 6%	10 8%	4 6%	1 3%	84 6%	71 6%	13 7%	** **	60 6%	62 6%	17 9%	78 6%	30 16% bc	18 5%	9 5%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C12. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents (giving their consent to answer this question)

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1699	1111	207	214	167	1699	1428	271	82	1301	1307	281	1588	262	418	199
Effective Weighted Sample	1326	1030	190	202	151	1326	1129	200	61	1029	1022	224	1239	206	335	176
Total	1343	1141	122	57	24	1343	1165	178	57	1081	1081	191	1272	193	352	192
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	80	65	5	9	1	80	65	15	**	49	47	22	69	16	19	9
	6%	6%	4%	16%	3%	6%	6%	8%	**	5%	4%	11%	5%	8%	5%	5%
				abde								ac				
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	309	254	31	21	4	309	258	52	**	194	179	93	272	76	68	29
	23%	22%	25%	38%	15%	23%	22%	29%	**	18%	17%	49%	21%	39%	19%	15%
		d	d	abde		d		a				ac	a	bc		
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	978	838	90	31	18	978	865	113	**	841	860	92	952	109	277	160
	73%	73%	73%	55%	78%	73%	74%	63%	**	78%	80%	48%	75%	56%	79%	83%
		c	c		c	c	b				bc		b		a	a
Prefer not to say	44	40	1	1	1	44	36	8	**	36	31	6	37	8	4	2
	3%	4%	1%	2%	6%	3%	3%	4%	**	3%	3%	3%	3%	4%	1%	1%
					bc									b		
Don't know	12	9	1	3	*	12	7	6	**	10	11	*	11	*	3	1
	1%	1%	*%	5%	1%	1%	1%	3%	**	1%	1%	*%	1%	*%	1%	*%
				abe				a								

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1792	215	275	292	273	278	737	1792	866	924	392	553	359	488	945	847	1792
Effective Weighted Sample	1406	172	216	235	212	232	589	1406	678	726	313	442	286	380	745	661	1406
Total	1428	187	245	259	223	215	514	1428	694	731	358	399	317	354	757	671	1428
WHITE - British	902	107	154	161	147	136	332	902	421	479	229	253	207	213	482	419	902
	63%	57%	63%	62%	66%	63%	65%	63%	61%	65%	64%	63%	65%	60%	64%	62%	63%
WHITE - English	177	17	19	24	15	40	101	177	103	73	48	46	40	43	94	83	177
	12%	9%	8%	9%	7%	19%	20%	12%	15%	10%	13%	12%	13%	12%	12%	12%	12%
						abcdg	abcdg	bd		b							
WHITE - Scottish	91	12	20	13	19	13	28	91	44	46	16	30	25	20	46	45	91
	6%	6%	8%	5%	8%	6%	5%	6%	6%	6%	4%	8%	8%	6%	6%	7%	6%
WHITE - Welsh	34	4	6	3	5	6	16	34	15	19	6	10	6	12	17	17	34
	2%	2%	2%	1%	2%	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%
WHITE - Irish	18	3	2	4	2	2	8	18	9	9	5	5	5	4	10	8	18
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	2	1	-	-	1	-	-	2	2	-	-	-	-	2	-	2	2
	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
WHITE - Any other white background	66	18	15	20	3	6	10	66	29	37	16	19	11	20	36	31	66
	5%	9%	6%	8%	1%	3%	2%	5%	4%	5%	4%	5%	4%	6%	5%	5%	5%
		defg	df	defg				df									
MIXED - White and Black Caribbean	5	1	2	1	-	-	1	5	1	4	-	3	1	1	3	2	5
	*%	1%	1%	*%	-%	-%	*%	*%	*%	1%	-%	1%	*%	*%	*%	*%	*%
MIXED - White and Black African	4	-	-	1	3	-	-	4	-	4	2	2	-	-	4	-	4
	*%	-%	-%	*%	1%	-%	-%	*%	-%	1%	*%	1%	-%	-%	*%	-%	*%
				fg													
MIXED - White and Asian	5	1	1	2	1	-	-	5	4	1	2	2	1	1	3	2	5
	*%	*%	*%	1%	*%	-%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
				f													

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1792	215	275	292	273	278	737	1792	866	924	392	553	359	488	945	847	1792
Effective Weighted Sample	1406	172	216	235	212	232	589	1406	678	726	313	442	286	380	745	661	1406
Total	1428	187	245	259	223	215	514	1428	694	731	358	399	317	354	757	671	1428
MIXED - Any other mixed background	6 *%	2 1%	- -%	1 1%	1 1%	1 1%	1 *%	6 *%	4 1%	2 *%	4 1%	1 *%	- -%	1 *%	5 1%	1 *%	6 *%
ASIAN AND BRITISH ASIAN - Indian	21 1%	5 3%	3 1%	6 2%	2 1%	2 1%	4 1%	21 1%	13 2%	7 1%	5 1%	7 2%	2 1%	7 2%	11 2%	9 1%	21 1%
ASIAN AND BRITISH ASIAN - Pakistani	20 1%	1 1%	8 3%	6 2%	4 2%	1 1%	1 *%	20 1%	8 1%	13 2%	6 2%	4 1%	3 1%	7 2%	10 1%	10 1%	20 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	5 *%	1 1%	1 *%	1 1%	- -%	2 1%	2 *%	5 *%	2 *%	4 *%	2 1%	1 *%	1 *%	1 *%	3 *%	2 *%	5 *%
ASIAN AND BRITISH ASIAN - Any other Asian background	17 1%	4 2%	1 *%	4 2%	6 3%	2 1%	2 *%	17 1%	11 2%	6 1%	4 1%	3 1%	3 1%	7 2%	7 1%	10 1%	17 1%
BLACK AND BLACK BRITISH - Caribbean	19 1%	2 1%	4 1%	5 2%	5 2%	1 1%	2 *%	19 1%	7 1%	11 2%	5 1%	2 1%	6 2%	6 2%	7 1%	11 2%	19 1%
BLACK AND BLACK BRITISH - African	26 2%	7 4%	4 2%	4 1%	7 3%	4 2%	4 1%	26 2%	14 2%	12 2%	6 2%	8 2%	6 2%	6 2%	14 2%	12 2%	26 2%
BLACK AND BLACK BRITISH - Any other black background	3 *%	- -%	- -%	- -%	2 1%	- -%	2 *%	3 *%	2 *%	2 *%	- -%	- -%	- -%	3 1%	- -%	3 *%	3 *%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1792	215	275	292	273	278	737	1792	866	924	392	553	359	488	945	847	1792
Effective Weighted Sample	1406	172	216	235	212	232	589	1406	678	726	313	442	286	380	745	661	1406
Total	1428	187	245	259	223	215	514	1428	694	731	358	399	317	354	757	671	1428
OTHER ETHNIC GROUP	8 1%	1 1%	6 2%	* *% cdefg	- -%	- -%	1 *% ab	8 1%	5 1%	3 *% ab	2 1%	2 *% d	- -%	4 1%	4 1%	4 1%	8 1%
Refused	1 *%	- -%	* *%	* *%	- -%	* *%	* *%	1 *%	1 *%	* *%	* *%	- -%	* *%	* *%	* *%	1 *%	1 *%
WHITE	1289 90%	162 87%	216 88%	226 87%	192 86%	202 94%	494 96%	1289 90%	623 90%	664 91%	320 89%	364 91%	293 93%	312 88%	685 90%	605 90%	1289 90%
NON-WHITE	138 10%	25 13%	29 12%	33 13%	31 14%	13 6%	20 4%	138 10%	70 10%	67 9%	38 10%	34 9%	23 7%	42 12%	72 10%	66 10%	138 10%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1792	1180	221	223	168	1792	1505	287	86	1376	1380	295	1675	275	442	210
Effective Weighted Sample	1406	1095	203	211	153	1406	1196	213	65	1091	1086	236	1314	217	354	185
Total	1428	1214	131	59	24	1428	1235	193	61	1148	1151	200	1351	204	370	202
WHITE - British	902	825	39	24	14	902	772	129	**	733	721	133	855	121	244	114
	63%	68%	30%	41%	58%	63%	63%	67%	**	64%	63%	67%	63%	59%	66%	56%
		bcde		b	bc	bc									c	
WHITE - English	177	174	1	2	-	177	147	29	**	131	125	34	160	20	49	33
	12%	14%	*%	4%	-%	12%	12%	15%	**	11%	11%	17%	12%	10%	13%	16%
		bcd		bd		bcd					ac					
WHITE - Scottish	91	7	83	*	1	91	77	14	**	67	70	15	85	11	29	13
	6%	1%	63%	1%	4%	6%	6%	8%	**	6%	6%	7%	6%	5%	8%	7%
			acde		a	ac										
WHITE - Welsh	34	3	-	31	-	34	25	8	**	27	25	7	31	8	7	2
	2%	*%	-%	52%	-%	2%	2%	4%	**	2%	2%	3%	2%	4%	2%	1%
				abde		ab		a								
WHITE - Irish	18	9	1	*	8	18	14	5	**	15	17	1	18	3	5	3
	1%	1%	1%	1%	35%	1%	1%	2%	**	1%	1%	1%	1%	1%	1%	1%
					abce											
WHITE - Gypsy, Traveller or Irish Traveller	2	2	-	-	-	2	2	-	**	2	2	-	2	1	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%	*%	-%	-%
WHITE - Any other white background	66	62	4	*	*	66	61	5	**	56	61	3	64	14	15	13
	5%	5%	3%	*%	*%	5%	5%	3%	**	5%	5%	2%	5%	7%	4%	6%
		cd	c			cd					b		b			
MIXED - White and Black Caribbean	5	5	-	-	-	5	5	-	**	4	4	1	5	1	2	1
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	1%	*%	1%	*%	*%
MIXED - White and Black African	4	4	-	-	-	4	4	-	**	4	4	-	4	-	3	-
	*%	*%	-%	-%	-%	*%	*%	-%	**	*%	*%	-%	*%	-%	1%	-%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Significance Level: 95%																
Unweighted total	1792	1180	221	223	168	1792	1505	287	86	1376	1380	295	1675	275	442	210
Effective Weighted Sample	1406	1095	203	211	153	1406	1196	213	65	1091	1086	236	1314	217	354	185
Total	1428	1214	131	59	24	1428	1235	193	61	1148	1151	200	1351	204	370	202
MIXED - White and Asian	5 *%	4 *%	1 *%	- -%	- -%	5 *%	5 *%	- -%	** **	5 *%	5 *%	- -%	5 *%	- -%	3 1%	1 *%
MIXED - Any other mixed background	6 *%	6 *%	- -%	- -%	- -%	6 *%	6 *%	- -%	** **	6 1%	6 1%	- -%	6 *%	1 1%	1 *%	2 1%
ASIAN AND BRITISH ASIAN - Indian	21 1%	20 2%	1 *%	* *%	- -%	21 1%	21 2%	- -%	** **	16 1%	18 2%	1 *%	19 1%	1 *%	1 *%	4 2%
ASIAN AND BRITISH ASIAN - Pakistani	20 1%	20 2%	- -%	- -%	* *%	20 1%	19 2%	1 1%	** **	18 2%	20 2%	- -%	20 1%	7 3%	2 *%	3 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	5 *%	5 *%	- -%	- -%	- -%	5 *%	5 *%	- -%	** **	4 *%	5 *%	- -%	5 *%	- -%	1 *%	1 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	17 1%	15 1%	1 1%	- -%	- -%	17 1%	17 1%	- -%	** **	15 1%	16 1%	1 *%	17 1%	4 2%	2 1%	2 1%
BLACK AND BLACK BRITISH - Caribbean	19 1%	19 2%	- -%	- -%	- -%	19 1%	19 1%	- -%	** **	15 1%	15 1%	4 2%	19 1%	5 2%	3 1%	5 3%
BLACK AND BLACK BRITISH - African	26 2%	26 2%	* *%	- -%	- -%	26 2%	26 2%	- -%	** **	23 2%	26 2%	- -%	26 2%	6 3%	4 1%	5 2%

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C14. (SHOWCARD) Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents (giving their consent to answer this question)

	NATION						LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX			
	Total	ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART-PHONE	NON SMART-PHONE	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	a	b	c	a	b	c
Unweighted total	1792	1180	221	223	168	1792	1505	287	86	1376	1380	295	1675	275	442	210
Effective Weighted Sample	1406	1095	203	211	153	1406	1196	213	65	1091	1086	236	1314	217	354	185
Total	1428	1214	131	59	24	1428	1235	193	61	1148	1151	200	1351	204	370	202
BLACK AND BLACK BRITISH - Any other black background	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	** **	3 *%	3 *%	- -%	3 *%	2 1%	- -%	- -%
OTHER ETHNIC GROUP	8 1%	7 1%	- -%	1 1%	- -%	8 1%	8 1%	- -%	** **	5 *%	8 1%	- -%	8 1%	2 1%	* *%	- -%
Refused	1 *%	- -%	- -%	- -%	1 3%	1 *%	* *%	1 *%	** **	* *%	* *%	* *%	1 *%	- -%	- -%	- -%
WHITE	1289 90%	1080 89%	128 98%	58 99%	23 97%	1289 90%	1098 89%	191 99%	** **	1030 90%	1021 89%	194 97%	1215 90%	177 87%	347 94%	178 88%
NON-WHITE	138 10%	134 11%	3 2%	1 1%	* *%	138 10%	136 11%	1 1%	** **	118 10%	130 11%	6 3%	136 10%	27 13%	23 6%	24 12%
		bcd	ae	ae	ae	bcd	b	a			b	ac	b	b	ac	b

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	55+	ALL UK	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	948	61	175	175	175	152	362	948	464	483	200	300	173	275	500	448	948
Effective Weighted Sample	771	50	141	140	141	132	305	771	381	389	172	247	142	218	413	358	771
Total	796	57	159	154	153	124	273	796	394	401	205	229	158	204	434	362	796
Most Financially Vulnerable	210	**	43	34	41	24	78	210	89	119	10	29	26	146	39	171	210
	26%	**	27%	22%	27%	19%	28%	26%	23%	30%	5%	12%	16%	71%	9%	47%	26%
							e		a			a	ae	abcefg		abceg	abce
Potentially Financially Vulnerable	381	**	82	68	68	58	138	381	196	185	91	139	100	50	231	150	381
	48%	**	51%	44%	44%	47%	51%	48%	50%	46%	45%	61%	64%	24%	53%	41%	48%
									d	adfg	d	adfg	adefg		df	d	df
Least Financially Vulnerable	205	**	34	52	45	42	57	205	108	97	103	62	32	9	164	41	205
	26%	**	22%	34%	29%	34%	21%	26%	28%	24%	50%	27%	20%	4%	38%	11%	26%
				bf		bf					bcddefg	df	df		bcdfg	d	df

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g

Any break column with 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

	NATION					LOCATION		USING INTERNET		MOBILE PHONE		FINANCIAL VULNERABILITY INDEX				
	Total	ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	UNDER 5 YEARS	5 YEARS+	SMART- PHONE	NON SMART- PHONE	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%	a	b	c	~d	e	a	b	~a	b	a	b	c	a	b	c	
Unweighted total	948	666	112	100	70	948	816	132	40	760	749	153	902	282	453	213
Effective Weighted Sample	771	620	102	96	65	771	666	106	32	625	610	128	735	224	362	188
Total	796	688	71	27	10	796	698	98	31	665	652	114	766	210	381	205
Most Financially Vulnerable	210 26%	183 27%	15 21%	11 38%	** **	210 26%	188 27%	22 22%	** **	152 23%	146 22%	45 40%	192 25%	210 100%	- -%	- -%
			abe								ac		bc			
Potentially Financially Vulnerable	381 48%	322 47%	40 56%	13 48%	** **	381 48%	333 48%	48 49%	** **	326 49%	313 48%	59 52%	373 49%	- -%	381 100%	- -%
												ac				
Least Financially Vulnerable	205 26%	184 27%	16 23%	4 14%	** **	205 26%	177 25%	28 29%	** **	187 28%	192 29%	10 9%	202 26%	- -%	- -%	205 100%
		c				c					b		b			ab

Columns Tested: a,b,c,d,e - a,b - a,b - a,b,c - a,b,c