

## VSP Survey

### ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 1  
**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Gender			Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
NET: Any	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80	202	156	165	131	89	171	246	262	158	60
	90%	89%	91%	97%hi	96%chi	93%ci	95%chi	90%ci	78%	92%	90%	89%	89%	91%	94%	87%	92%	92%	89%	88%	88%	90%	93%	88%	97%
YouTube	1593	795	798	192	297	282	301	220	302	447	457	301	388	135	68	162	124	146	112	79	129	225	222	136	55
	77%	78%	75%	83%hi	83%hi	85%hi	82%hi	71%ci	63%	79%kl	78%kl	71%	77%	77%	80%lu	70%	73%	81%pu	76%	78%	83%pqu	79%u	76%	88%pq	97%
Facebook	1420	620	800	186	272	231	263	202	266	394	409	295	322	124	58	147	121	118	90	69	129	195	197	129	43
	68%	61%	75%a	80%efgh	76%chi	69%ci	71%ci	66%ci	55%	69%	70%lm	70%	64%	71%	69%	63%	72%	66%	61%	69%	66%	72%sv	70%	72%	69%
Instagram	748	269	479	178	203	137	108	71	51	215	220	156	157	57	20	81	69	73	41	37	68	122	93	57	29
	36%	26%	45%a	77%efgh	57%efgh	41%ghi	29%ci	23%ci	11%	38%lm	38%lm	37%	31%	32%	24%	35%	41%os	41%os	28%	37%	35%	45%nos	33%	32%	46%os
Twitter	634	309	325	123	121	130	118	67	74	198	203	118	115	26	31	77	53	47	39	37	50	99	78	52	20
	30%	30%	30%	53%efgh	34%chi	39%chi	32%chi	22%ci	15%	35%lm	35%lm	28%	23%	31%	33%	32%	26%	26%	26%	37%	26%	36%ru	27%	29%	32%
Snapchat	361	126	235	144	112	46	30	23	6	103	110	84	64	36	12	38	39	49	15	21	25	53	35	24	16
	17%	12%	22%a	62%efgh	31%efgh	14%ghi	8%ci	7%ci	1%	18%lm	19%lm	20%lm	13%	20%sw	14%	16%	23%suw	27%ops	10%	20%ts	13%	19%sw	12%	13%	26%suwx
Pinterest	330	87	242	44	60	60	53	55	58	103	86	60	81	22	13	37	16	22	26	20	32	46	53	27	15
	16%	9%	23%a	19%ci	17%	18%ci	14%	18%ci	12%	18%	15%	14%	16%	13%	16%	9%	12%	17%	19%q	17%	17%	19%q	15%	25%nqr	
Reddit	196	113	83	56	61	44	23	9	3	58	58	44	37	20	6	21	17	20	10	7	14	23	28	22	7
	9%	11%b	8%	24%efgh	17%efgh	13%ghi	6%ci	3%ci	1%	10%	10%	10%	7%	11%	7%	9%	10%	11%	7%	7%	7%	8%	10%	12%	12%
TikTok	162	57	105	50	48	34	18	10	2	43	49	37	33	14	8	18	16	23	12	9	12	20	23	7	1
	8%	6%	10%a	22%efgh	13%ghi	10%ghi	5%ci	3%ci	*	8%	8%	9%	7%	8%	9%	8%	9%	13%xy	8%	9%	12	7%	8%	4%	1%
YouTube Kids	113	36	77	16	46	25	11	6	9	29	36	24	24	6	1	9	16	16	9	5	7	18	17	2	6
	5%	4%	7%a	7%hi	13%ghi	8%ghi	3%	2%	2%	5%	6%	6%	5%	4%	2%	4%	9%opux	9%opux	6%cx	5%	3%	7%cx	6%cx	1%	10%ox
Dailymotion	100	56	44	25	31	20	15	5	3	26	33	24	17	9	5	7	5	12	5	4	12	20	14	5	1
	5%	4%	4%	11%ghi	9%ghi	6%chi	4%ci	1%	1%	5%	6%	6%	3%	5%	6%	3%	3%	7%	3%	4%	6%	7%	5%	3%	1%
Vimeo	86	49	37	15	17	14	18	14	9	36	24	7	18	6	4	6	4	7	6	5	4	25	10	8	1
	4%	5%	3%	6%ci	5%	4%	5%hi	4%ci	2%	6%kl	4%	2%	4%	3%	5%	3%	2%	4%	4%	5%	2%	9%npqu	3%	4%	1%
Twitch	70	56	14	32	17	15	3	4	-	21	20	19	10	7	8	5	9	8	3	1	6	10	6	7	*
	3%	5%b	1%	14%efgh	5%ghi	5%ghi	1%	1%ci	-	4%	3%	4%	2%	4%	10%pstu	2%	5%	5%	2%	1%	3%	4%	2%	4%	1%
Imgur	33	25	8	10	9	9	3	1	1	14	6	3	10	3	-	3	4	5	*	3	3	2	6	5	-
	2%	2%b	1%	5%ghi	3%hi	3%hi	1%	*	*	2%	1%	1%	2%	1%	-	1%	3%	3%	*	3%	1%	1%	2%	3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1

**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Gender			Age							Social Grade				Region										
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	North- ern Ire- land (y)
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Periscope	23 1%	13 1%	11 1%	2 1% <sub>i</sub>	8 2% <sub>hi</sub>	9 3% <sub>hi</sub>	4 1% <sub>i</sub>	-	-	8 1%	6 1%	4 1%	5 1%	3 2%	-	3 1%	-	-	5 3% <sub>qrwx</sub>	4 4% <sub>qrwx</sub>	3 2%	2 1%	1 *	1 1%	1 1%
Mixer	11 1%	10 1% <sub>b</sub>	1 *	2 1% <sub>i</sub>	7 2% <sub>ghi</sub>	1 *	-	-	-	3 *	4 1%	3 1%	1 *	1 1%	1 1%	-	-	2 1%	1 1%	2 2% <sub>p</sub>	2 1%	1 *	1 *	-	-
LiveLeak/ iLeak	11 1%	8 1%	3 *	3 1% <sub>i</sub>	4 1%	4 1% <sub>i</sub>	-	-	-	1 *	5 1%	1 *	4 1%	2 1%	-	1 *	1 1%	3 2% <sub>v</sub>	-	-	2 1%	-	2 1%	-	-
Yubo	6 *	4 *	2 *	2 1%	1 *	2 *	1 *	-	-	2 *	-	2 1%	2 *	-	-	-	-	2 1%	-	-	1 1%	2 1%	1 *	-	-
younow	5 *	2 *	4 *	1 *	4 1%	1 *	-	-	-	3 1%	-	1 *	1 *	-	-	1 1%	-	3 1%	-	-	-	1 *	1 *	-	-
Other	27 1%	15 1%	12 1%	* *	* *	-	3 1%	12 4% <sub>defg</sub>	11 2% <sub>ef</sub>	7 1%	13 2% <sub>m</sub>	4 1%	3 1%	3 2%	-	1 1%	4 2%	1 1%	2 1%	2 2%	-	6 2%	4 2%	3 2%	* 1%
I have not visited or used video-sharing sites in the last 12 months	200 10%	107 11%	93 9%	6 3%	14 4%	23 7%	18 5%	32 10% <sub>deg</sub>	106 22% <sub>defgh</sub>	44 8%	57 10%	45 11%	54 11%	15 9%	5 6%	30 13%	14 8%	15 8%	17 11%	12 12%	23 12%	27 10%	20 7%	22 12%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



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Table 2

**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Total	Working Status				Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
		Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri mary (o)	Secund ary (p)	Univ ersity degree (q)	High er univ ersity degree (r)	Still in full time education (s)	White (t)	NET: Non white (u)	Mixed (v)	Asian (w)	Black (x)	Chin ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
NET: Any	1881	890	243	161	82	81	309	116	400	172	258	123	17	1437	13	11	1029	560	213	42	1697	165	37	85	28	10	5
	90%	94%ef	97%efg	93%	98%efg	69%	81%e	91%ef	88%	93%hjk	86%	86%	82%	91%hj	77%	78%	90%	90%	94%	100%pq	90%	100%	92%	97%	79%	100%	
YouTube	1593	755	206	142	74	62	256	98	329	158	204	100	14	1225	9	8	850	492	181	41	1429	151	34	76	26	10	5
	77%	80%ef	82%ef	82%	89%efg	53%	67%e	78%ef	72%j	85%hjk	68%	70%	78%hjk	52%	59%	74%	79%p	80%	80%	96%pqr	76%	86%t	94%t	82%	89%	73%	100%
Facebook	1420	686	195	124	58	61	210	86	308	142	193	101	11	1076	9	8	771	418	168	35	1291	116	29	55	19	8	4
	68%	72%ef	78%efg	72%	69%ef	52%	55%	68%ef	68%	76%hjm	64%	70%	52%	68%	55%	56%	67%	67%	74%	83%pq	69%	66%	80%uw	59%	66%	65%	73%
Instagram	748	403	116	82	46	12	43	46	127	74	70	40	4	598	2	4	377	235	94	32	649	90	21	45	15	8	2
	36%	43%ef	46%ef	47%	55%aef	10%	11%	37%ef	28%g	40%hjk	23%	28%	20%	38%hjk	15%	26%	33%	38%	41%p	76%pqr	34%	51%t	56%t	48%t	51%	62%	49%
Twitter	634	333	86	71	35	13	63	33	129	64	79	40	5	478	1	1	287	240	71	30	564	61	12	32	12	2	2
	30%	35%ef	34%ef	41%	42%efg	11%	17%	26%ef	28%	34%hj	26%	28%	26%	30%	5%	5%	25%	39%p	31%	72%pqr	30%	34%	33%	35%	41%	16%	45%
Snapchat	361	214	43	51	26	3	3	21	51	29	30	14	2	299	2	1	179	116	34	28	306	52	8	33	8	1	2
	17%	23%ef	17%ef	29%	32%befg	2%	1%	17%ef	11%	16%hj	10%	10%	9%	19%hjk	11%	10%	16%	19%	15%	67%pqr	16%	30%t	23%	35%t	26%	11%	49%
Pinterest	330	140	52	30	21	17	40	30	69	37	43	25	3	257	1	1	153	126	36	7	289	40	10	21	8	-	1
	16%	15%	21%af	17%	26%af	14%	10%	23%af	15%	20%h	14%	17%	13%	16%	5%	5%	13%	20%p	16%	16%	15%	23%t	27%	22%	28%	-	20%
Reddit	196	116	24	30	17	1	3	5	30	23	15	7	1	161	-	-	70	89	23	12	170	25	8	13	4	-	-
	9%	12%efg	10%ef	17%	20%befg	1%	1%	4%f	7%	12%hjk	5%	5%	5%	10%hjk	-	-	6%	14%p	10%	29%pqr	9%	14%t	21%t	14%	15%	-	-
TikTok	162	88	24	22	11	1	2	14	34	24	18	9	1	119	-	-	81	56	12	11	130	30	7	21	1	1	-
	8%	9%ef	9%ef	13%	13%ef	1%	*	11%ef	7%	13%hjk	6%	6%	6%	8%	-	-	7%	9%	5%	25%pqr	7%	17%t	20%t	22%t	4%	7%	-
YouTube Kids	113	60	21	2	2	2	5	20	13	9	7	3	-	95	1	-	57	39	12	2	90	23	6	13	2	1	2
	5%	6%f	8%ef	1%	3%	2%	1%	16%abde	3%	5%h	2%	2%	-	6%hj	5%	-	5%	6%	5%	4%	5%	13%t	16%t	14%t	6%	6%	36%
Dailymotion	100	57	14	17	7	-	2	4	21	11	11	5	1	74	-	-	37	42	12	7	78	20	6	8	5	-	2
	5%	6%ef	6%ef	10%	8%ef	-	*	3%f	5%	6%	4%	4%	6%	5%	-	-	3%	7%p	5%	18%pqr	4%	11%t	15%t	9%	16%	-	39%
Vimeo	86	49	13	5	6	3	9	2	16	11	10	7	-	65	-	2	16	41	18	5	72	13	3	6	3	1	-
	4%	5%f	5%	3%	7%fg	2%	2%	1%	4%	6%h	3%	5%	-	4%	-	12%	1%	7%p	8%p	11%p	4%	7%	7%	6%	9%	11%	-
Twitch	70	39	10	11	8	-	-	2	13	10	5	2	2	54	-	*	27	25	7	9	58	11	1	8	1	-	1
	3%	4%ef	4%ef	6%	10%abef	-	-	2%f	3%j	6%hjk	2%	1%	11%	3%	-	3%	2%	4%	3%	21%pqr	3%	6%t	2%	9%t	4%	-	25%
Imgur	33	13	7	6	5	1	1	-	11	9	6	3	*	21	-	-	9	15	4	2	30	4	1	1	1	-	-
	2%	1%	3%f	4%	6%aefg	1%	*	-	2%	5%hjm	2%	2%	2%	1%	-	-	1%	2%p	2%	6%p	2%	3%	2%	4%	-	-	-
Periscope	23	16	2	2	3	-	-	1	7	5	6	4	-	16	-	-	11	8	2	-	20	3	-	3	-	-	-
	1%	2%f	1%	1%	4%bef	-	-	*	2%	3%	2%	3%	-	1%	-	-	1%	1%	1%	-	1%	2%	-	4%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



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Table 2  
**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?											
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Primary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Mixer	11 1%	7 1%	2 1%	1 *	1 2%f	-	-	-	1 *	1 *	-	-	-	10 1%	-	-	6 1%	3 *	-	-	9 *	2 1%	-	2 2%	-	-	-
LiveLeak/ iLeak	11 1%	8 1%	-	3 2%	* 1%	-	-	-	2 1%	* *	2 1%	-	-	8 1%	-	-	7 1%	2 *	-	-	7 *	4 2%t	-	4 4%t	-	-	-
Yubo	6 *	4 *	1 1%	1 1%	-	-	-	-	1 *	-	1 *	-	-	5 *	-	-	6 *	1 *	-	-	4 *	3 1%t	1 3%t	1 2%t	-	-	-
younow	5 *	4 *	1 *	-	-	-	-	-	-	-	-	-	-	5 *	-	-	2 *	1 *	3 1%p	-	5 *	-	-	-	-	-	-
Other	27 1%	7 1%	8 3%ag	* *	- 1%	1 1%	10 3%a	-	8 2%i	* *	6 2%	2 1%	-	19 1%	-	-	10 1%	15 2%p	2 1%	-	24 1%	3 2%	1 2%	-	2 7%	-	
I have not visited or used video-sharing sites in the last 12 months	200 10%	59 6%	9 3%	13 7%	1 2%	36 31%cabd	71 19%abdg	11 9%bd	57 12%im	13 7%	42 14%im	19 14%i	4 18%	138 9%	4 23%	3 22%	113 10%g	61 10%g	14 6%	-	186 10%	11 6%	-	8 8%	1 3%	3 21%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 3  
**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 16 (b) (c)		NET: Any 5-18 (d) (e)		Any aged 5-10 (f) (g)		Any aged 11-15 (h) (i)		Yes (j)	No (k)	Up to £7,000 (l)	£7,001 to £14,000 (m)	£14,001 to £21,000 (n)	£21,001 to £28,000 (o)	£28,001 to £34,000 (p)	£34,001 to £41,000 (q)	£41,001 to £48,000 (r)	£48,001 to £55,000 (s)	£55,001 or more (t)
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	£14,001 to £21,000 (m)				£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
NET: Any	1881	1327	541	497	452	175	260	226	96	211	1670	71	224	324	435	366	158	60	45	96	
	90%	88%	96%a	95%	96%a	93%	96%a	97%a	96%	96%j	90%	91%	88%	89%	89%	92%	91%	95%	98%	95%	
YouTube	1593	1116	465	427	386	156	230	185	84	181	1412	68	186	257	363	327	129	53	40	85	
	77%	74%	82%a	82%	82%a	83%a	85%a	79%	84%	82%	76%	86%lmn	74%	70%	74%	82%lmn	75%	84%	88%	84%am	
Facebook	1420	986	423	387	348	140	197	183	74	152	1268	48	173	234	338	275	115	55	36	78	
	68%	66%	75%a	74%	74%a	74%a	72%	79%a	74%	69%	68%	61%	69%	64%	69%	69%	67%	87%klm nop	79%	78%ckm	
Instagram	748	504	235	222	183	89	112	102	33	110	638	29	72	97	169	137	69	37	23	67	
	36%	34%	42%ad	43%	39%	47%adh	41%a	44%a	33%	50%j	34%	37%	28%	26%	35%am	35%am	40%lm	59%klm nop	51%	67%klmnop	
Twitter	634	437	193	179	161	53	93	86	35	96	538	20	62	99	142	120	61	22	19	50	
	30%	29%	34%	34%	34%	28%	34%	37%a	35%	43%j	29%	26%	25%	27%	29%	30%	35%l	35%	41%	50%klmno	
Snapchat	361	238	117	112	85	49	53	50	12	58	303	12	35	46	59	61	30	16	17	53	
	17%	16%	21%adh	21%	18%	26%adh	19%	21%h	12%	26%j	16%	16%	14%	13%	12%	15%	18%	26%mn	37%	52%klmnopq	
Pinterest	330	227	103	95	77	37	46	40	22	50	280	13	44	57	73	49	25	18	7	18	
	16%	15%	18%ad	18%	16%	20%	17%	17%	22%	23%j	15%	17%	17%	16%	15%	12%	14%	29%mpno	16%	18%p	
Reddit	196	139	57	54	46	22	31	23	9	35	161	6	20	25	40	35	30	6	6	18	
	9%	9%	10%	10%	10%	12%	11%	10%	9%	16%j	9%	8%	8%	7%	8%	9%	18%lmno	9%	12%	18%lmno	
TikTok	162	85	77	74	60	31	39	34	8	52	110	5	17	19	42	29	13	4	7	18	
	8%	6%	14%a	14%	13%a	17%a	14%a	15%a	8%	24%j	6%	6%	7%	5%	9%	7%	7%	6%	15%	18%klmnop	
YouTube Kids	113	32	80	78	59	49	53	21	6	26	86	1	9	16	33	13	16	6	7	6	
	5%	2%	14%adh	15%	13%agh	26%abdh	20%abdh	9%a	6%	12%j	5%	1%	4%	4%	7%	3%	9%klo	10%ko	14%	5%	
Dailymotion	100	69	27	26	24	7	18	10	4	21	79	8	7	16	14	27	8	2	4	7	
	5%	5%	5%	5%	5%	4%	7%	4%	4%	9%j	4%	10%lmn	3%	4%	3%	7%ln	5%	3%	9%	7%	
Vimeo	86	63	23	22	18	9	11	10	5	17	68	3	7	10	24	22	6	2	3	4	
	4%	4%	4%	4%	4%	5%	4%	4%	5%	8%j	4%	4%	3%	3%	5%	6%	3%	4%	6%	4%	
Twitch	70	48	20	17	19	9	10	9	6	14	55	3	7	12	10	10	5	3	2	11	
	3%	3%	4%	3%	4%	5%	4%	4%	6%	7%j	3%	3%	3%	3%	2%	3%	3%	5%	4%	11%lmnop	
Imgur	33	29	4	4	4	1	4	3	1	5	28	4	1	4	7	6	4	-	-	6	
	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	5%lm	*	1%	1%	1%	3%	-	-	6%lmno	
Periscope	23	13	10	10	9	4	7	2	1	11	12	-	2	7	2	6	5	1	-	1	
	1%	1%	2%	2%	2%	2%	3%a	1%	1%	5%j	1%	-	1%	2%	*	1%	3%n	2%	-	1%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 3

**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																							
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 5-18 (c)		Any aged under 5 (d)		Any aged 5-10 (e)		Any aged 11-15 (f)		Any aged 16-18 (g)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)		£14,001 to £21,000 (m)		£21,001 to £28,000 (n)		£28,001 to £34,000 (o)		£34,001 to £41,000 (p)		£41,001 to £48,000 (q)		£48,001 to £55,000 (r)		£55,001 or more (s)				
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)				£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)														
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*																
Mixer	11 1%	7 *	4 1%	4 1%	2 *	3 2%	1 1%	1 *	-	5 2%j	6 *	-	1 1%	1 *	3 1%	3 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LiveLeak/ iLeak	11 1%	5 *	6 1%	6 1%	6 1%	3 1%	5 2%a	3 1%	1 1%	2 1%	9 *	1 1%	1 1%	2 1%	1 *	2 *	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yubo	6 *	3 *	4 1%	4 1%	4 1%	1 1%	2 1%	1 1%	1 1%a	4 2%j	2 *	-	-	3 1%	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
younow	5 *	2 *	4 1%	4 1%	4 1%a	3 1%a	4 1%a	3 1%a	-	4 2%j	2 *	-	-	1 *	3 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	27 1%	25 2%b	2 *	-	2 *	-	-	-	-	2 2%	2 1%	25 1%	-	4 2%	2 1%	10 2%	4 1%	3 2%	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have not visited or used video-sharing sites in the last 12 months	200 10%	174 12%bdg	25 4%	25 5%	18 4%	13 7%	11 4%	8 3%	4 4%	10 4%	190 10%i	7 9%	29 12%	41 11%	54 11%	31 8%	15 9%	3 5%	1 2%	5 2%	1 5%															

**Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 4

**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
NET: Any	1881	74	72	82	81	44	45	142	63	81	152	78	55	49	27	420	61	64	60	67	60	104
YouTube	1593	63	61	71	60	36	41	115	54	69	137	65	40	40	24	373	49	57	49	58	55	80
	77%	81%	75%	81% <sup>d</sup>	66%	77%	84% <sup>d</sup>	70%	74%	77%	83% <sup>dglw</sup>	73%	67%	74%	87%	80% <sup>dglw</sup>	72%	78%	74%	74%	88% <sup>dglp</sup>	69%
Facebook	1420	56	56	60	63	35	29	114	40	60	113	63	35	39	18	320	51	55	47	51	43	74
	68%	72%	68%	69%	70%	76% <sup>h</sup>	60%	69%	55%	67%	69%	71%	58%	72%	64%	68%	76% <sup>h</sup>	76% <sup>h</sup>	70%	66%	69%	64%
Instagram	748	28	22	21	36	23	15	63	24	22	69	40	22	18	11	181	24	25	16	30	29	29
	36%	36%	27%	24%	40% <sup>ciw</sup>	49% <sup>bcir</sup>	30%	38% <sup>w</sup>	33%	25%	42% <sup>bcir</sup>	45% <sup>bcir</sup>	37%	33%	40%	39% <sup>ciw</sup>	36%	34%	25%	39%	46% <sup>bcir</sup>	25%
Twitter	634	27	26	24	20	19	19	55	27	25	47	24	16	14	3	148	20	28	12	30	20	28
	30%	35%	31%	28%	22%	41% <sup>dr</sup>	39% <sup>r</sup>	34% <sup>r</sup>	38% <sup>r</sup>	28%	29%	27%	26%	27%	9%	32%	29%	39% <sup>dr</sup>	19%	39% <sup>drw</sup>	32%	24%
Snapchat	361	18	14	12	18	17	9	29	9	7	47	15	8	2	1	81	8	10	9	16	16	14
	17%	23% <sup>im</sup>	18% <sup>m</sup>	14% <sup>m</sup>	20% <sup>im</sup>	36% <sup>abcgh</sup>	18% <sup>m</sup>	18% <sup>m</sup>	12%	8%	28% <sup>chil</sup>	17% <sup>m</sup>	14%	3%	5%	17% <sup>im</sup>	11%	13%	14%	21% <sup>im</sup>	26% <sup>impw</sup>	12%
Pinterest	330	9	11	13	9	6	7	26	10	14	25	10	15	5	1	86	18	12	8	13	15	18
	16%	11%	13%	15%	10%	12%	14%	16%	14%	15%	15%	11%	25% <sup>dm</sup>	9%	2%	18%	26% <sup>adkml</sup>	7%	13%	17%	25% <sup>dkm</sup>	16%
Reddit	196	8	12	5	8	6	6	18	6	6	18	5	4	4	4	43	9	8	8	7	7	5
	9%	10%	15% <sup>w</sup>	6%	9%	14% <sup>w</sup>	12%	11%	8%	7%	11%	5%	7%	14%	9%	13% <sup>w</sup>	11%	12%	9%	12%	9%	4%
TikTok	162	7	6	8	8	6	5	14	9	7	22	4	6	6	2	34	6	1	-	6	1	6
	8%	9% <sup>r</sup>	8% <sup>r</sup>	9% <sup>r</sup>	9% <sup>r</sup>	12% <sup>qrv</sup>	10% <sup>qr</sup>	9% <sup>r</sup>	13% <sup>qrv</sup>	8% <sup>r</sup>	13% <sup>oqrv</sup>	5%	9% <sup>r</sup>	11% <sup>qrv</sup>	6%	7% <sup>r</sup>	8% <sup>r</sup>	1%	-	7% <sup>r</sup>	1%	5%
YouTube Kids	113	2	4	1	8	7	2	9	1	3	16	3	4	2	3	27	1	1	1	4	6	7
	5%	3%	5%	2%	9% <sup>cq</sup>	15% <sup>achik</sup>	4%	5%	2%	3%	10% <sup>cpqr</sup>	4%	6%	4%	12%	6%	2%	1%	1%	6%	10% <sup>ccqr</sup>	6%
DailyMotion	100	2	6	5	3	1	3	8	-	2	10	7	4	1	-	32	2	2	1	4	1	5
	5%	3%	8% <sup>h</sup>	6%	4%	3%	6%	5%	-	2%	6%	8% <sup>h</sup>	6%	3%	-	7% <sup>h</sup>	3%	3%	1%	6%	1%	4%
Vimeo	86	2	3	4	3	2	-	7	1	1	8	1	3	*	1	33	3	4	3	5	1	2
	4%	3%	4%	5%	3%	3%	-	4%	2%	2%	5%	1%	5%	1%	2%	7%	4%	5%	5%	6%	1%	2%
Twitch	70	2	5	6	6	1	4	6	1	3	6	1	2	-	-	16	2	5	2	1	*	1
	3%	2%	6%	7% <sup>w</sup>	7% <sup>w</sup>	2%	7% <sup>w</sup>	4%	1%	3%	4%	1%	3%	-	-	3%	3%	7%	3%	2%	1%	1%
Imgur	33	1	1	-	2	3	-	3	-	*	5	-	1	1	2	6	-	1	3	3	-	1
	2%	2%	2%	-	2%	6% <sup>co</sup>	-	2%	-	*	3%	-	1%	2%	9%	1%	-	2%	4%	4%	-	1%
Periscope	23	2	1	-	-	-	-	2	4	2	1	1	3	-	-	2	-	-	1	4	1	1
	1%	3%	1%	-	-	-	-	1%	5% <sup>jo</sup>	2%	*	1%	4% <sup>o</sup>	-	-	*	-	-	1%	5% <sup>djo</sup>	1%	1%
Mixer	11	1	-	-	1	-	-	-	-	1	2	-	-	1	-	3	1	-	-	2	-	-
	1%	2%	-	-	1%	-	-	-	-	1%	1%	-	-	1%	-	1%	1%	-	-	3%	-	-
LiveLeak/ iLeak	11	-	2	-	1	-	-	1	-	-	3	-	-	-	-	4	-	-	-	-	-	-
	1%	-	2%	-	1%	-	-	1%	-	-	2%	-	-	-	-	1%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 4

**Q.1 In the last 12 months, have you visited or used any of the following sites or apps that host user-generated videos? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Yubo	6	-	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	1%	-	-	-	-	-	-
younow	5	-	-	-	-	-	-	1	-	-	3	-	-	-	2	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	1%	-	-	2%	-	-	-	*	-	-	-	-	-	-	-
Other	27	2	-	-	4	-	-	1	1	2	1	-	-	1	-	8	2	1	1	*	*	3
	1%	3%	-	-	4%gj	-	-	*	1%	2%	*	-	-	1%	-	2%	2%	2%	1%	*	*	3%
I have not visited or used video-sharing sites in the last 12 months	200	4	9	5	9	3	4	22	9	8	12	11	5	5	-	49	7	9	6	11	2	12
	10%	5%	12%	6%	10%	6%	8%	13%	12%	9%	8%	12%	8%	8%	-	10%	10%	12%	9%	14%	3%	10%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 5  
**Q.2 In the last week, how often did you watch videos on these services?**

**Summary**  
**Base: All who visited/ used sites/ apps**

	Sites/ apps																						
	NET: Any VSP	NET: Youtube/ Facebook	NET: AV only	NET: Mixed	YouTube	YouTube Kids	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	DailyMotion	Reddit	Mixer	Yubo	Other
Unweighted base	1871	1832	1692	1595	1602	111	5	1416	727	333	144	651	76	339	90	35	9	19	101	189	10	6	26
Weighted base	1881	1835	1697	1602	1593	113	5	1420	748	361	162	634	70	330	86	33	11	23	100	196	11	6	27
Several times a day	854 45%	745 41%	573 34%	699 44%	415 26%	32 28%	3 59%	536 38%	306 41%	135 37%	46 28%	146 23%	13 18%	21 7%	4 4%	3 10%	1 13%	1 6%	1 1%	46 24%	3 26%	-	7 26%
Once a day	314 17%	320 17%	287 17%	269 17%	250 16%	15 13%	1 18%	259 18%	148 20%	76 21%	27 17%	116 18%	14 20%	30 9%	5 6%	2 5%	2 17%	5 20%	5 5%	13 7%	-	3 48%	4 14%
Several times a week	339 18%	366 20%	372 22%	271 17%	408 26%	21 18%	-	259 18%	106 14%	55 15%	35 22%	108 17%	8 12%	54 16%	6 7%	3 10%	2 17%	3 12%	18 18%	31 16%	1 6%	-	3 11%
Once a week	161 9%	179 10%	193 11%	138 9%	233 15%	14 12%	1 13%	126 9%	55 7%	25 7%	18 11%	83 13%	11 16%	57 17%	12 14%	4 12%	1 10%	2 9%	16 16%	23 12%	3 24%	1 22%	3 11%
Less often	144 8%	154 8%	192 11%	146 9%	211 13%	26 23%	1 10%	161 11%	91 12%	52 14%	34 21%	123 19%	19 28%	107 32%	46 54%	15 46%	5 43%	10 44%	50 50%	55 28%	3 30%	1 10%	7 27%
Never	63 3%	65 4%	77 5%	71 4%	73 5%	6 5%	-	74 5%	39 5%	16 4%	2 1%	54 9%	4 5%	61 18%	11 13%	5 14%	-	2 9%	9 9%	23 12%	2 14%	1 20%	3 11%
Don't know	7 *	7 *	4 *	7 *	5 *	-	-	5 *	2 *	2 1%	-	3 *	1 2%	*	2 2%	1 4%	-	-	1 1%	5 2%	-	-	-
NET: At least daily	1168 62%	1064 58%	860 51%	968 60%	664 42%	47 42%	4 77%	795 56%	454 61%	211 58%	73 45%	263 41%	27 38%	51 15%	9 10%	5 15%	3 29%	6 26%	6 6%	59 30%	3 26%	3 48%	11 40%
NET: At least weekly	1667 89%	1609 88%	1425 84%	1377 86%	1305 82%	81 72%	5 90%	1180 83%	615 82%	291 81%	126 78%	454 72%	46 66%	162 49%	27 31%	12 37%	6 57%	11 47%	40 40%	113 58%	6 56%	4 70%	17 62%
NET: Ever	1811 96%	1763 96%	1616 95%	1524 95%	1516 95%	107 95%	5 100%	1341 94%	706 94%	343 95%	160 99%	577 91%	65 93%	269 81%	73 85%	27 83%	11 100%	21 91%	90 90%	168 86%	9 86%	5 80%	24 89%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 6  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	854 45%	391 43%	463 48%	178 79% hi	224 65% i	167 54% ghi	136 39% hi	80 29% i	69 18%	227 43%	260 49%	170 45%	196 43%	69 43%	39 49% s	81 40%	80 51% sx	81 49% s	43 33%	40 44%	68 40%	144 58% np stuw	118 45% s	60 38%	32 53% s
Once a day	314 17%	163 18%	150 15%	31 14%	68 20%	49 16%	65 19%	37 13%	63 17%	101 19% k	74 14%	75 20%	64 14%	35 22% w	10 12%	32 16%	25 16%	30 18%	30 23% w	16 18%	29 17%	43 17%	29 11%	26 16%	11 17%
Several times a week	339 18%	182 20% b	156 16%	7 3%	39 11% d	64 21% de	77 22% de	66 24% de	87 23% de	99 19%	99 19%	63 17%	78 17%	25 16%	16 21%	38 19%	25 16%	26 16%	32 24% v	15 17%	37 21%	34 14%	54 21%	26 17%	10 16%
Once a week	161 9%	75 8%	86 9%	2 1%	7 2%	12 4%	39 11% def	40 14% def	60 16% def	38 7%	40 8%	33 9%	49 11%	15 9%	5 6%	22 11% v	9 6%	16 10%	14 10% v	8 9%	11 6%	11 4%	30 11% v	14 9%	7 11%
Less often	144 8%	62 7%	82 8%	5 2%	6 2%	13 4%	21 6% e	39 14% def	59 16% def	42 8%	35 7%	23 6%	44 10%	13 8%	7 8%	22 11% vry	15 10% ry	6 4%	8 6%	8 9% y	16 9% y	11 4%	15 6%	22 14% rvwy	* 1%
Never	63 3%	31 3%	32 3%	1 *	2 1%	3 1%	8 2%	15 5% def	33 9% def	15 3%	16 3%	11 3%	21 5%	4 2%	2 2%	7 4%	2 1%	6 4%	3 2%	2 2%	9 5% v	4 1%	15 6% qv	9 5% v	1 2%
Don't know	7 *	3 *	4 *	-	-	-	4 1%	-	3 1%	2 *	2 1%	3 1%	1 *	1 *	2 2%	-	-	-	1 1%	-	2 1%	-	1 *	1 1%	-
NET: At least daily	1168 62%	555 61%	613 63%	210 93% efg hi	292 84% fgh i	217 70% ghi	201 58% hi	116 42%	132 35%	328 63%	335 63%	245 65%	260 58%	103 64%	49 61%	113 56%	105 67% wx	111 67% pwx	73 56%	56 62%	96 56%	186 76% nop stuw	148 56%	86 54%	42 70%
NET: At least weekly	1667 89%	812 89%	855 88%	219 97% ghi	337 98% ghi	293 95% hi	317 91% hi	222 81%	279 74%	465 89%	474 90%	341 90%	387 86%	143 89% x	70 88%	173 85%	139 89% x	153 93% ux	118 91% x	79 89%	144 84%	231 94% puw x	231 88% x	126 80%	59 98% pux
NET: Ever	1811 96%	874 96%	937 96%	223 100% ghi	343 99% ghi	306 99% hi	338 97% i	261 95%	339 90%	507 97%	509 97%	364 96%	430 95%	156 97%	76 96%	195 96%	154 99% uw x	159 96%	127 97%	87 98%	160 94%	242 99% uw x	246 94%	148 94%	59 98%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 7  
**Q.2 In the last week, how often did you watch videos on these services?**  
NET: Any VSP  
Base: All who visited/ used sites/ apps

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	854	473	117	92	48	19	49	57	169	92	95	43	5	665	7	5	460	263	81	34	739	111	17	61	21	8	4
	45%	53%ef	48%ef	57%	59%ef	23%	16%	49%ef	42%j	53%hjk	37%	35%	28%	46%ijk	50%	50%	45%	47%	38%	81%pqr	44%	67%tv	46%	72%tv	75%	75%	80%
Once a day	314	162	33	28	11	15	54	11	65	25	47	22	1	242	3	3	159	96	48	4	284	26	8	13	4	-	1
	17%	18%g	13%	18%	13%	18%	17%g	9%	16%	15%	18%	18%	8%	17%	22%	24%	15%	17%	22%p	11%	17%	16%	23%	15%	13%	-	20%
Several times a week	339	149	48	20	11	16	76	20	73	33	47	23	4	256	-	2	193	100	42	2	315	21	9	9	1	3	-
	18%	17%	20%	12%	13%	19%	24%ad	17%	18%	19%	18%	19%	26%	18%	-	17%	19%as	18%as	20%as	4%	19%	13%	24%u	10%	3%	25%	-
Once a week	161	51	23	8	3	15	45	15	40	8	30	17	2	117	1	-	89	49	19	-	157	1	-	1	-	-	-
	9%	6%	10%a	5%	3%	19%abd	15%ad	13%ad	10%i	5%	12%i	14%im	11%	8%	2	-	9%	9%	9%	-	9%uw	1%	-	1%	-	-	-
Less often	144	37	16	10	7	9	56	8	35	12	23	14	5	104	2	-	86	34	16	2	135	6	2	1	2	-	-
	8%	4%	7%	7%	9%	11%a	18%abg	6%	9%	7%	9%	11%	27%	7%	15%	-	8%	6%	8%	5%	8%	4%	7%	1%	9%	-	-
Never	63	16	3	2	2	7	28	5	17	2	15	4	-	46	-	1	38	18	6	-	59	1	-	1	-	-	-
	3%	2%	1%	1%	2%	8%ab	9%abd	5%	4%i	1%	6%im	3%	-	3%	-	9%	4%	3%	3%	-	3%	1%	-	1%	-	-	-
Don't know	7	1	3	-	-	1	2	-	-	-	-	-	-	7	1	-	5	2	-	-	7	-	-	-	-	-	-
	*	*	1%a	-	-	1%	1%	-	-	-	-	-	-	*	4%	-	*	*	-	-	*	-	-	-	-	-	-
NET: At least daily	1168	635	149	120	59	34	103	68	234	117	142	65	6	907	9	8	619	358	129	38	1023	136	25	73	25	8	5
	62%	71%bef	61%ef	75%	72%ef	41%	33%	59%ef	58%	68%hjk	55%	53%	35%	63%jk	72%	74%	60%	64%	61%	91%pqr	60%	83%tv	69%	86%tv	88%	75%	100%
NET: At least weekly	1667	835	221	148	72	65	223	103	347	158	219	105	12	1280	11	10	900	507	190	40	1496	158	34	83	25	10	5
	89%	94%ef	91%ef	92%	89%ef	79%	72%	89%ef	87%	92%hjk	85%	85%	73%	89%	80%	91%	87%	91%	89%	95%	88%	96%t	93%	98%t	91%	100%	100%
NET: Ever	1811	872	237	158	80	74	279	110	383	170	243	120	17	1385	13	10	986	541	207	42	1631	164	37	84	28	10	5
	96%	98%ef	97%ef	99%	98%ef	91%	90%	95%	96%	99%hj	94%	97%	100%	96%	96%	91%	96%	97%	97%	100%	96%	99%t	100%	99%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 8  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																		
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,000 to £14,000	£14,000 to £21,000	£21,000 to £28,000	£28,000 to £34,000	£34,000 to £41,000	£41,000 to £48,000	£48,000 to £55,000	£55,000 or more			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)												(o)	(p)	(q)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77									
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*									
Several times a day	854 45%	536 40%	310 57% <sup>adg</sup>	290 58%	248 55% <sup>a</sup>	122 70% <sup>abd</sup>	158 75% <sup>ab</sup>	115 51% <sup>adg</sup>	45 51% <sup>a</sup>	133 47%	721 63% <sup>aj</sup>	35 43%	101 49%	123 45%	193 38%	151 44%	70 41%	40 44%	26 67% <sup>lmn</sup>	70 57%									
Once a day	314 17%	225 17%	85 16%	77 15%	74 16%	26 15%	37 14%	39 17%	18 19%	35 17%	279 17%	9 12%	33 15%	53 16%	73 17%	75 20%	30 19%	9 16%	4 9%	11 11%									
Several times a week	339 18%	248 19% <sup>e</sup>	91 17% <sup>e</sup>	86 17%	80 18% <sup>e</sup>	18 10%	45 17% <sup>e</sup>	44 20% <sup>e</sup>	15 16%	25 12%	314 19% <sup>ai</sup>	13 18%	41 18%	61 19%	84 19%	77 21%	23 15%	6 9%	12 26%	10 11%									
Once a week	161 9%	137 10% <sup>bdef</sup>	23 4% <sup>f</sup>	19 4%	22 5% <sup>f</sup>	3 2%	6 2%	15 6% <sup>ef</sup>	7 7%	9 4%	152 9% <sup>ai</sup>	6 8%	19 9%	37 11%	34 8%	26 7%	19 12%	3 5%	3 8%	3 4%									
Less often	144 8%	122 9% <sup>bdefg</sup>	21 4%	20 4%	17 4%	5 3%	12 4%	10 5%	4 4%	5 3%	138 8% <sup>ai</sup>	8 12% <sup>qs</sup>	24 11% <sup>qs</sup>	33 10% <sup>s</sup>	35 8% <sup>s</sup>	24 7% <sup>s</sup>	8 5%	1 1%	-	-									
Never	63 3%	56 4% <sup>bdefg</sup>	7 1%	2 *	7 2%	* *	- -	2 1%	6 6% <sup>bdefg</sup>	3 1%	60 4%	1 1%	5 2%	18 5%	14 3%	12 3%	7 5%	1 2%	-	-									
Don't know	7 *	3 *	4 1%	4 1%	4 1%	- -	3 1%	1 *	1 1%	1 1%	6 *	- -	1 *	- -	2 *	2 *	1 1%	-	-	2 4 <sup>m</sup>									
NET: At least daily	1168 62%	760 57%	396 73% <sup>a</sup>	366 74%	322 71% <sup>a</sup>	148 85% <sup>abd</sup>	195 75% <sup>a</sup>	154 68% <sup>a</sup>	63 66%	168 79% <sup>aj</sup>	1000 60%	44 62%	134 60%	176 54%	266 61%	225 62%	100 63%	50 83% <sup>klm</sup>	30 67%	81 84% <sup>klmnop</sup>									
NET: At least weekly	1667 89%	1146 86%	509 94% <sup>ah</sup>	471 95%	424 94% <sup>a</sup>	169 97% <sup>ah</sup>	246 95% <sup>a</sup>	213 94% <sup>a</sup>	85 89%	202 96% <sup>aj</sup>	1465 88%	62 87%	194 87%	274 85%	384 88%	328 90%	142 90%	58 98% <sup>lm</sup>	45 100%	94 98% <sup>klmnop</sup>									
NET: Ever	1811 96%	1268 96%	530 98% <sup>ah</sup>	491 99%	441 98% <sup>h</sup>	174 100% <sup>abh</sup>	258 99% <sup>ah</sup>	223 99% <sup>h</sup>	89 93%	207 98%	1604 96%	71 99%	218 97%	307 95%	419 96%	352 96%	149 95%	59 98%	45 100%	94 98%									

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 9  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	854 45%	37 50%w	26 36%	37 46%w	43 53%ipw	18 41%	21 48%w	59 42%w	32 50%w	28 34%	82 54%bipw	35 45%w	24 44%w	23 48%w	11 40%	218 52%bipw	20 33%	27 42%	22 37%	31 46%w	32 53%ipw	27 26%
Once a day	314 17%	15 20%	18 25%q	12 14%	15 19%	5 10%	11 25%q	28 20%	6 10%	18 22%	24 16%	14 18%	6 11%	10 21%	4 15%	62 15%	10 16%	6 9%	12 21%	13 20%	11 17%	14 13%
Several times a week	339 18%	12 17%	12 16%	17 20%	12 15%	12 26%	4 10%	26 18%	11 18%	18 22%	23 15%	17 22%	15 26%	8 16%	9 34%	63 15%	16 26%fo	8 13%	9 15%	11 16%	10 16%	26 25%o
Once a week	161 9%	7 9%	6 8%	5 6%	2 3%	3 6%	4 9%	16 11%	4 6%	11 14%do	17 11%	5 7%	4 8%	5 10%	3 11%	28 7%	7 12%	8 13%	2 4%	4 6%	7 11%	13 12% <sup>d</sup>
Less often	144 8%	3 4%	8 12% <sup>jkv</sup>	8 9% <sup>j</sup>	7 9% <sup>j</sup>	7 16% <sup>ijkmv</sup>	3 8%	11 8% <sup>j</sup>	7 10% <sup>lv</sup>	3 4%	3 2%	1 1%	5 9% <sup>j</sup>	1 1%	-	32 8% <sup>j</sup>	4 7%	8 12% <sup>jkv</sup>	13 21% <sup>agijk</sup>	6 9% <sup>lv</sup>	* 1%	13 13% <sup>ijkmv</sup>
Never	63 3%	1 1%	1 1%	2 2% <sup>o</sup>	1 1%	-	1 1%	2 1%	4 6%	2 3%	3 2%	5 6%	1 1%	2 5%	-	17 4%	4 7%	7 11% <sup>abd</sup>	-	2 3%	1 2%	9 8% <sup>gjr</sup>
Don't know	7 *	-	1 1%	2 2% <sup>o</sup>	-	-	-	-	-	1 1% <sup>o</sup>	-	-	-	-	-	-	-	-	1 2% <sup>o</sup>	-	-	2 2% <sup>o</sup>
NET: At least daily	1168 62%	52 70% <sup>pw</sup>	44 62% <sup>w</sup>	49 60% <sup>w</sup>	59 72% <sup>epqw</sup>	23 52%	32 73% <sup>pqw</sup>	88 62% <sup>w</sup>	38 60% <sup>w</sup>	46 57% <sup>w</sup>	105 69% <sup>pqw</sup>	49 63% <sup>w</sup>	31 55%	34 69% <sup>w</sup>	15 55%	280 67% <sup>pqw</sup>	30 48%	32 51%	35 58%	44 66% <sup>w</sup>	42 70% <sup>pw</sup>	41 39%
NET: At least weekly	1667 89%	71 95% <sup>qvw</sup>	62 86%	71 87%	73 90% <sup>w</sup>	37 84%	41 91%	129 91% <sup>qvw</sup>	53 84%	75 92% <sup>qvw</sup>	146 96% <sup>bceh</sup>	72 92% <sup>qvw</sup>	49 90%	46 94% <sup>qvw</sup>	27 100%	371 88% <sup>qvw</sup>	53 86%	49 77%	46 77%	59 88%	59 98% <sup>bceh</sup>	79 76% <sup>pqrw</sup>
NET: Ever	1811 96%	73 99% <sup>qvw</sup>	70 98%	78 96%	80 99% <sup>qvw</sup>	44 100% <sup>w</sup>	44 99%	140 99% <sup>qvw</sup>	60 94%	78 96%	149 98% <sup>qw</sup>	73 94%	54 99%	47 95%	27 100%	403 96% <sup>qvw</sup>	57 93%	57 89%	59 98%	65 97%	59 98%	93 89%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 10  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	
Unweighted base	1832	869	963	224	274	303	354	293	384	513	549	280	490	139	77	183	155	170	138	99	174	233	258	146	60	
Weighted base	1835	884	952	214	334	305	345	270	369	511	517	360	447	160	76*	198	146	163	126	88*	163	242	258	156	60*	
Several times a day	745 41%	330 37%	414 44%a	140 65% i	200 60% fgh i	143 47% ghi	121 35% i	75 28% i	65 18%	193 38%	226 44%	142 39%	184 41%	62 39%	34 45%	70 32%	67 48% psx	40 41%	36 32%	59 41%	36 36%	59 54% npr suwx	130 41%	105 35%	54 44%	26 44%
Once a day	320 17%	180 20% b	140 15%	43 20% h	69 21% h	56 18% h	63 18% h	29 11%	60 16%	100 20% m	79 15%	81 23% km	59 13%	35 22% w	12 15%	36 18%	21 15%	37 23% w	26 21% w	16 18%	25 15%	41 17%	32 12%	31 20%	8 13%	
Several times a week	366 20%	196 22% b	170 18%	16 8%	49 15% d	69 23% de	83 24% de	64 24% de	86 23% de	110 22%	105 20%	66 18%	85 19%	29 18%	15 19%	42 21%	29 20%	30 19%	29 23%	17 19%	43 26% v	37 15%	53 21%	27 17%	14 24%	
Once a week	179 10%	80 9%	99 10%	7 3%	8 3%	16 5%	41 12% def	45 17% def	61 17% def	45 9%	48 10%	37 11%	49 11%	16 10%	6 8%	24 12%	13 9%	15 13% u	16 13% u	7 8%	9 6%	16 6%	36 14% uv	14 9%	7 11%	
Less often	154 8%	61 7%	92 10%	6 3%	4 1%	17 6% e	24 7% e	42 16% defg	61 16% defg	45 9%	42 8%	21 6%	46 10%	12 8%	7 9%	24 12% rww	11 8%	8 5%	10 8%	12 13% rww	18 11%	13 5%	15 6%	22 14% rww	4 6%	
Never	65 4%	34 4%	32 3%	1 1%	2 1%	3 1%	10 3%	16 6% defg	16 9% defg	16 3%	10 3%	23 5%	5 3%	2 2%	10 5%	2 1%	6 4%	3 2%	1 1%	8 5%	4 2%	16 7% qv	9 6%	1 2%		
Don't know	7 *	3 *	4 *	- *	1 *	- *	3 1%	- 1%	3 1%	3 1%	1 *	3 1%	1 *	1 *	2 2%	- *	- *	- *	1 1%	- *	2 1%	1 *	1 *	- *	- *	
NET: At least daily	1064 58%	510 58%	555 58%	183 86% fgh i	269 81% fgh i	199 65% ghi	184 53% hi	104 38%	125 34%	292 57%	305 59%	223 62%	244 54%	97 61%	45 60%	99 50%	91 62% p	104 64% pu	66 53%	52 58%	83 51%	171 71% pst uwx	137 53%	85 54%	34 57%	
NET: At least weekly	1609 88%	786 89%	823 87%	207 97% ghi	326 98% fgh i	284 93% hi	308 89% hi	212 79%	272 74%	448 88%	458 89%	326 91% m	377 84%	142 89%	66 87%	164 83%	133 91% x	149 92% pux	112 89%	76 86%	136 83%	224 93% pux	227 88%	126 81%	55 92%	
NET: Ever	1763 96%	847 96%	916 96%	213 99% ghi	330 99% hi	301 99% hi	332 96% i	254 94%	333 90%	493 96%	500 97%	347 96%	424 95%	154 97%	72 96%	188 95%	144 99% uw	157 96%	122 97%	87 99%	154 94%	237 98% w	242 94%	147 94%	59 98%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 11  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1832	665	335	192	95	82	332	131	459	206	293	150	20	1329	14	11	1006	539	201	48	1650	161	39	82	27	7	6
Weighted base	1835	861	239	157	80*	80*	305	112	388	170	249	122	17**	1404	13**	11**	1001	546	211	41*	1656	161	37*	84*	26**	10**	5**
Several times a day	745	401	106	74	48	19	45	53	153	85	88	42	3	573	7	5	403	229	72	24	653	88	16	47	15	7	3
	41%	47%ef	44%ef	47%	60%abe	23%	15%	47%ef	39%j	50%hjk	35%	34%	15%	41%	50%	47%	40%	42%	34%	60%ppqr	39%	54%t	44%	56%t	58%	73%	55%
Once a day	320	165	33	35	8	13	52	13	60	27	42	18	1	254	2	3	168	90	47	9	282	34	8	22	2	-	1
	17%	19%ad	14%	22%	10%	17%	17%	12%	16%	16%	17%	14%	8%	18%	15%	27%	17%	16%	22%	22%	17%	21%	23%	27%	9%	-	11%
Several times a week	366	173	48	22	13	15	75	20	81	36	49	25	6	276	-	2	197	117	46	5	336	27	9	11	4	1	2
	20%	20%	20%	14%	17%	19%	24%	17%	21%	21%	20%	21%	39%	20%	-	17%	20%	21%	22%	12%	20%	17%	23%	14%	16%	11%	34%
Once a week	179	63	28	9	3	14	48	14	39	9	28	19	2	137	2	-	96	58	20	-	171	5	-	2	2	2	-
	10%	7%	12%ad	6%	4%	17%ad	16%ad	13%ad	10%ai	5%	11%ai	16%shim	11%	10%	15%	-	10%ss	11%ss	9%	-	10%uw	3%	-	2%	8%	16%	-
Less often	154	43	17	12	7	11	56	8	38	10	28	14	5	111	2	-	92	33	20	2	145	6	3	1	1	-	-
	8%	5%	7%	7%	8%	14%a	18%abdg	7%	10%ai	6%	11%ai	12%ai	27%	8%	15%	-	9%	6%	10%	6%	9%uw	4%	9%	1%	5%	-	-
Never	65	16	4	5	2	8	27	5	17	2	15	4	-	46	-	1	41	18	6	-	61	1	-	1	-	-	-
	4%	2%	2%	3%	2%	10%ab	9%abd	4%	4%ai	1%	6%him	3%	-	3%	-	9%	4%	3%	3%	-	4%	1%	-	1%	-	-	-
Don't know	7	1	3	-	-	1	2	-	-	-	-	-	-	7	1	-	5	2	-	-	6	1	-	-	1	-	-
	*	*	1%a	-	-	1%	1%	-	-	-	-	-	-	*	4%	-	*	*	-	-	*	1%	-	-	4%	-	-
NET: At least daily	1064	565	139	110	55	32	97	66	213	113	129	60	4	826	9	8	571	318	119	33	935	122	25	69	17	7	3
	58%	66%bef	58%ef	70%	69%ef	40%	32%	59%ef	55%	66%hjk	52%	49%	23%	59%k	65%	74%	57%	58%	57%	82%ppqr	56%	75%t	67%	82%t	67%	73%	66%
NET: At least weekly	1609	801	215	141	72	61	220	100	333	157	206	104	12	1240	11	10	863	494	184	38	1443	153	33	83	23	10	5
	88%	93%ef	90%ef	90%	90%ef	76%	72%	89%ef	86%j	93%hjk	83%	85%	73%	88%j	80%	91%	86%	90%p	87%	94%	87%	95%t	91%	98%t	91%	100%	100%
NET: Ever	1763	844	233	152	78	72	276	108	371	167	234	118	17	1351	13	10	955	527	205	41	1588	159	37	84	25	10	5
	96%	98%ef	97%ef	97%	98%ef	89%	91%	96%	96%j	99%hj	94%	97%	100%	96%	96%	91%	95%	96%	97%	100%	96%	99%	100%	99%	96%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 12  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	1832	1313	509	460	431	165	241	215	99	181	1651	90	273	362	408	332	114	51	31	76
Weighted base	1835	1296	528	484	443	167	255	223	94*	198	1638	70*	222	315	426	360	147*	60*	44**	95*
Several times a day	745 41%	469 36%	267 51% <sup>adg</sup>	248 51%	211 48% <sup>a</sup>	106 63% <sup>abd</sup>	131 51% <sup>a</sup>	96 43%	42 45%	107 54% <sup>j</sup>	637 39%	30 43%	90 40%	107 34%	175 41%	137 38%	55 37%	37 61% <sup>lmn</sup>	23 52%	60 63% <sup>klmnop</sup>
Once a day	320 17%	222 17%	95 18%	87 18%	81 18%	31 19%	44 17%	46 21%	16 17%	42 21%	278 17%	12 17%	38 17%	52 17%	73 17%	70 19%	24 17%	13 22%	5 11%	16 17%
Several times a week	366 20%	264 20% <sup>e</sup>	103 19% <sup>e</sup>	97 20%	92 21% <sup>e</sup>	21 12%	53 21% <sup>e</sup>	47 21% <sup>e</sup>	19 20%	28 14%	338 21%	12 17%	42 19%	63 20%	87 21%	85 24% <sup>qs</sup>	30 21%	6 9%	13 29%	11 12%
Once a week	179 10%	150 12% <sup>bdef</sup>	28 5%	23 5%	27 6%	4 2%	12 5%	17 8%	6 7%	11 6%	167 10%	6 8%	21 10%	39 12%	36 9%	30 8%	22 15%	3 5%	3 8%	5 6%
Less often	154 8%	129 10% <sup>bdef</sup>	24 5%	23 5%	21 5%	5 3%	13 5%	12 5%	4 5%	6 3%	148 9% <sup>i</sup>	8 12% <sup>qs</sup>	26 12% <sup>opq</sup>	35 11% <sup>qs</sup>	39 9% <sup>s</sup>	24 7%	7 5%	1 1%	-	1 2%
Never	65 4%	58 4% <sup>bdefg</sup>	7 1%	2 *	7 2%	* *	- -	2 1%	6 6% <sup>bdefg</sup>	3 2%	62 4%	3 4%	4 2%	18 6% <sup>ls</sup>	14 3%	13 4%	7 5%	1 2%	-	-
Don't know	7 *	3 *	4 1%	4 1%	4 1%	- -	3 1%	2 1%	1 1%	- -	7 *	- -	1 *	- *	2 *	2 *	1 1%	- -	- -	2 2%
NET: At least daily	1064 58%	691 53%	362 69% <sup>ad</sup>	334 69%	292 66% <sup>a</sup>	137 82% <sup>abd</sup>	175 69% <sup>a</sup>	142 64% <sup>a</sup>	58 62%	149 76% <sup>ej</sup>	915 56%	41 59%	128 58%	160 51%	247 58%	207 57%	79 54%	50 83% <sup>klm</sup>	28 63%	75 79% <sup>klmnop</sup>
NET: At least weekly	1609 88%	1105 85%	493 93% <sup>ah</sup>	454 94%	411 93% <sup>a</sup>	162 97% <sup>abh</sup>	239 94% <sup>a</sup>	207 93% <sup>a</sup>	83 88%	188 95% <sup>ej</sup>	1421 87%	59 84%	191 86%	262 83%	371 87%	322 89% <sup>m</sup>	132 90%	58 98% <sup>kl</sup>	44 100%	92 97% <sup>klmn</sup>
NET: Ever	1763 96%	1234 95%	517 98% <sup>ah</sup>	477 99%	433 98% <sup>h</sup>	167 100% <sup>abh</sup>	252 99% <sup>ah</sup>	219 98% <sup>h</sup>	87 93%	195 98%	1569 96%	67 96%	217 98%	297 94%	410 96%	346 96%	139 94%	59 98%	44 100%	94 98%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 13  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1832	60	63	83	77	41	46	128	60	88	160	72	53	52	19	408	66	58	60	75	60	103
Weighted base	1835	73*	72*	79*	74*	41*	45*	141	60*	77*	149	75*	51*	48*	27**	413	60*	64*	59*	66*	60*	104*
Several times a day	745 41%	34 46%w	23 32%	35 45%w	36 48%gpw	17 41%	18 40%	45 32%	25 42%w	26 33%	67 45%pw	33 45%w	20 39%	21 43%w	8 29%	197 48%bgipw	17 28%	23 36%	22 37%	29 43%w	26 44%w	25 24%
Once a day	320 17%	14 19%	19 26%ehlo	11 14%	16 21%	3 7%	11 26%ehl	35 25%ehlo	5 8%	14 18%	31 21%	13 17%	4 8%	10 21%	7 27%	60 14%	11 19%	10 15%	12 20%	13 19%	8 13%	14 14%
Several times a week	366 20%	15 21%	13 18%	15 19%	13 18%	12 30%	5 12%	27 19%	16 27%	16 21%	26 18%	20 26%	18 35%fjoqs	8 16%	9 34%	68 17%	14 24%	8 13%	10 17%	11 16%	14 24%	26 25%
Once a week	179 10%	7 9%	7 9%	6 8%	3 5%	3 8%	6 13%	18 13%	2 3%	12 16%dh	17 11%	4 5%	5 10%	7 14%	3 11%	36 9%	8 14%	8 13%	2 4%	5 7%	7 11%	12 11%
Less often	154 8%	2 3%	8 12%jk	8 10%	4 6%	6 15%jkm	3 8%	13 9%	8 13%jk	6 8%	5 3%	1 2%	3 6%	1 1%	-	33 8%	5 8%	8 12%jk	13 22%adgijkmov	8 12%jkm	4 6%	16 15%ajkmo
Never	65 4%	1 2%	1 1%	2 2%	1 1%	-	1 1%	3 2%	5 8%	2 3%	3 2%	4 5%	1 1%	2 5%	-	17 4%	5 8%	7 11%bdgjr	-	1 2%	1 2%	9 8%jr
Don't know	7 *	-	1 1%	2 2%	-	-	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	-	2 2%o
NET: At least daily	1064 58%	47 65%w	42 59%w	47 59%w	51 70%ehilpqw	19 48%	29 66%w	80 57%w	30 50%	39 51%	98 66%lpw	46 61%w	24 47%	31 64%w	15 55%	257 62%pw	28 47%	32 51%	34 57%w	41 63%w	34 57%w	39 38%
NET: At least weekly	1609 88%	69 95%hqrw	62 86%	68 86%	68 93%qrw	35 85%	41 91%w	125 89%w	48 80%	68 88%w	141 95%chopqwr	69 93%qrw	47 92%w	45 94%qrw100%	27 88%qw	362 85%	50 77%	49 78%	46 78%	57 86%	55 92%qw	77 74%
NET: Ever	1763 96%	72 98%	70 98%	75 96%	73 99%qw	41 100%	44 99%	138 98%qw	55 92%	74 96%	146 98%qw	71 95%	50 99%	46 95%	27 100%	395 96%w	55 92%	57 89%	59 100%qw	65 98%w	59 98%	93 89%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 14  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1692	833	859	226	269	292	326	257	322	476	518	257	441	123	74	165	142	162	130	92	152	228	234	132	58
Weighted base	1697	839	858	217	324	292	316	235	313	476	493	329	399	142*	74*	178	133	155	119	84*	144	235	231	143	59*
Several times a day	573 34%	297 35%	276 32%	141 65%efg hi	153 47%ghi	117 40%ghi	84 27%i	49 21%i	29 9%	153 32%	176 36%	118 36%	125 31%	48 34%	30 41%ux	56 31%	45 33%	64 41% y	32 27%	26 31%	36 25%	115 49% stuwxy	74 32%	33 23%	14 24%
Once a day	287 17%	138 16%	149 17%	42 19%	73 23% ghi	57 19%	44 14%	30 13%	41 13%	88 18%	75 15%	64 19%	61 15%	31 22% ow	4 5%	29 16% o	24 18% o	19 12%	24 20% o	15 18% o	28 20% o	42 18% o	28 12%	28 19% o	15 26% orw
Several times a week	372 22%	201 24%	171 20%	22 10%	69 21% d	76 26% d	75 24% d	57 24% d	72 23% d	109 22%	110 22%	70 21%	83 21%	30 21%	18 24%	34 19%	32 24%	34 21%	17 28% v	37 21%	37 26%	39 17%	59 25% v	32 22%	10 17%
Once a week	193 11%	86 10%	107 12%	4 2%	9 3%	21 7% de	50 16% def	37 16% def	71 23% def	56 12%	54 11%	35 11%	48 12%	17 12%	8 10%	21 12%	16 12%	15 10%	15 12%	12 14%	14 10%	17 7%	30 13%	15 10%	13 23% ruvwx
Less often	192 11%	83 10%	109 13%	4 2%	15 4%	15 5%	43 14% def	47 20% def	68 22% def	52 11%	58 12%	24 7%	58 15% l	15 11%	10 13%	23 13%	13 10%	19 12%	12 10%	13 15% v	18 12%	17 7%	24 10%	24 17% v	4 7%
Never	77 5%	32 4%	45 5%	3 1%	6 2%	6 2%	17 5% de	15 7% def	30 10% def	16 3%	19 4%	18 5%	24 6%	1 1%	3 4%	15 9% nstv	4 3%	6 4%	2 2%	1 1%	11 8% ntv	5 2%	17 7% ntv	10 7% nv	2 4%
Don't know	4 *	3 *	1 *	-	-	-	2 1%	-	2 1%	2 *	1 *	1 *	-	-	2 2% vw	-	-	-	1 1%	-	-	-	-	1 1%	-
NET: At least daily	860 51%	435 52%	425 50%	183 84% efg hi	226 70% fgh i	174 59% ghi	128 41%i	79 34%i	69 22%	241 51%	251 51%	182 55%	186 47%	79 56%	34 46%	84 47%	69 52%	83 54%	56 47%	41 49%	64 45%	158 67% opq rstuwxy	102 44%	61 43%	30 50%
NET: At least weekly	1425 84%	722 86% b	703 82%	209 97% ghi	304 94% ghi	271 93% ghi	254 80%i	173 74%	213 68%	406 85% m	415 84%	286 87% m	317 79%	126 89% px	59 81%	139 78%	117 88% x	130 84%	104 87% x	70 84%	115 80%	213 91% opu wx	191 82%	107 75%	53 90% x
NET: Ever	1616 95%	805 96%	812 95%	214 99% ghi	319 98% ghi	286 98% ghi	297 94%	220 93%	281 90%	458 96%	473 96%	311 94%	375 94%	141 99% opu wx	69 94%	163 91%	130 97%	149 96%	116 97%	83 99% puw x	133 92% x	230 98% puw x	215 93%	132 92%	57 96%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 15  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Working Status				Disability								What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1692	636	306	187	92	63	285	123	416	195	262	134	18	1235	9	9	909	515	188	50	1515	159	37	80	28	8	6
Weighted base	1697	822	215	153	77*	63*	263	105	352	162	224	109	15**	1305	9**	9**	911	521	194	42*	1524	158	34*	82*	26**	10**	5**
Several times a day	573	322	72	67	39	4	29	39	114	70	61	28	3	441	4	4	293	185	56	27	480	89	11	54	15	6	3
	34%	39%ef	33%ef	44%	51%bef	7%	11%	37%ef	32%kj	43%hjk	27%	26%	17%	34%	44%	49%	32%	35%	29%	64%pqr	31%	56%tv	33%	66%tuv	58%	57%	55%
Once a day	287	159	28	28	13	7	36	15	52	18	37	12	3	228	1	3	129	99	45	8	252	31	8	14	6	2	2
	17%	19%b	13%	18%	18%	11%	14%	15%	15%	11%	17%	11%	18%	18%ai	14%	33%	14%	19%p	23%p	20%	17%	20%	24%	17%	22%	19%	31%
Several times a week	372	187	51	27	14	10	64	19	77	43	47	26	4	292	*	-	218	105	44	5	345	25	11	11	2	1	1
	22%	23%	24%	17%	18%	17%	24%	18%	22%	26%	21%	24%	26%	22%	4%	-	24%	20%	23%	11%	23%	16%	32%uw	13%	7%	10%	14%
Once a week	193	65	29	11	3	18	49	17	48	11	33	18	2	139	2	-	111	59	20	-	190	2	-	2	-	-	-
	11%	8%	14%ad	7%	4%	29%abd	19%ad	16%ad	14%ai	7%	15%ai	17%ai	11%	11%	22%	-	12%as	11%as	10%as	-	12%uvw	1%	-	2%	-	-	-
Less often	192	60	27	14	5	13	61	11	46	17	33	21	4	140	1	-	111	48	26	1	181	8	4	1	3	-	-
	11%	7%	13%a	9%	7%	21%ad	23%abd	10%g	13%	11%	15%	20%him	29%	11%	15%	-	12%	9%	13%	2%	12%uw	5%w	11%w	1%	13%	-	-
Never	77	26	6	7	2	9	23	4	15	4	12	4	-	61	-	2	47	22	4	1	73	2	-	1	-	2	-
	5%	3%	3%	4%	2%	15%abd	9%ab	3%	4%	2%	6%ai	3%	-	5%	-	19%	5%	4%	2%	2%	5%	1%	-	1%	-	14%	-
Don't know	4	1	1	-	-	-	2	-	-	-	-	-	-	4	-	-	2	2	-	-	4	-	-	-	-	-	-
	*	*	1%	-	-	-	1%	-	-	-	-	-	-	*	-	-	*	*	-	-	*	-	-	-	-	-	-
NET: At least daily	860	482	100	95	53	12	65	55	166	88	98	40	5	669	5	7	422	284	100	36	732	121	20	68	21	8	4
	51%	59%bef	46%ef	62%	69%bef	18%	25%	52%ef	47%k	54%hjk	44%	37%	35%	51%k	58%	81%	46%	55%p	52%	85%pqr	48%	76%tv	57%	83%tv	80%	75%	86%
NET: At least weekly	1425	734	180	133	70	40	177	91	291	142	179	84	11	1100	7	7	751	448	164	40	1266	148	31	81	23	9	5
	84%	89%bef	84%ef	87%	91%ef	64%	67%	86%ef	83%	87%hjk	80%	77%	71%	84%	85%	81%	82%	86%	85%	95%p	83%	93%t	89%	98%tu	87%	86%	100%
NET: Ever	1616	794	207	146	75	53	239	101	337	159	211	106	15	1240	9	7	861	497	190	41	1447	156	34	82	26	9	5
	95%	97%ef	97%ef	96%	98%ef	85%	91%	97%e	96%	98%kj	94%	97%	100%	95%	100%	81%	95%	95%	98%	98%	95%	99%	100%	99%	100%	86%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 16  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under	NET: Yes		NET: Under 5		Any aged 5-10		Any aged 11-15		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)				(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base	1692	1196	485	440	409	163	235	197	93	188	1504	90	245	320	371	309	110	49	31	74	
Weighted base	1697	1183	502	463	420	167	247	204	88*	205	1492	69*	196	282	386	338	140*	59*	43**	91*	
Several times a day	573 34%	363 31%	205 41% adg	189 41%	159 38% ag	89 53% abd fgh	107 43% adg	63 31%	26 29%	114 55% j	459 31%	24 34%	67 34%	77 27%	124 32%	98 29%	47 33%	30 50% mno	19 44%	57 63% klmnop	
Once a day	287 17%	189 16%	95 19%	91 20%	80 19%	38 23%	50 20%	38 19%	16 18%	31 15%	256 17%	10 14%	29 15%	44 16%	60 16%	66 20%	29 21%	9 16%	8 19%	10 11%	
Several times a week	372 22%	263 22%	108 22%	102 22%	95 23%	27 16%	49 20%	58 28% bde	19 21%	30 15%	342 23% i	15 22%	45 23%	61 22%	85 22%	87 26% s	28 20%	11 19%	10 23%	12 13%	
Once a week	193 11%	149 13% bef	41 8% e	37 8%	38 9% e	7 4%	16 6%	25 12% bef	12 14% e	14 7%	179 12%	9 12%	25 13%	40 14%	43 11%	37 11%	18 12%	4 6%	3 8%	6 7%	
Less often	192 11%	153 13% bde	38 8% e	34 7%	35 8% e	5 3%	21 9% e	15 8%	9 10% e	10 5%	182 12% i	9 13% s	23 12% s	37 13% s	55 14% ps	38 11% s	9 6%	4 8%	2 5%	2 2%	
Never	77 5%	67 6% bdef	10 2%	5 1%	9 2%	1 1%	4 2%	6 6% bdef	6 3%	71 5%	3 5%	7 5%	23 4%	17 8% lo	10 4%	9 3%	1 6%	1 2%	1 1%	2 2%	
Don't know	4 *	-	4 1% a	4 1%	4 1% a	-	3 1% a	1 1% a	1 1% a	1 1%	3 *	-	-	-	-	1 *	1 1%	-	-	2 2% n	
NET: At least daily	860 51%	551 47%	300 60% adg	280 61%	238 57% ag	126 76% abd fgh	157 63% adg	101 49%	42 48%	144 70% j	716 48%	33 48%	96 49%	121 43%	184 48%	165 49%	76 54%	39 66% lmn	27 63%	68 74% klmnop	
NET: At least weekly	1425 84%	963 81%	450 90% ah	419 91%	371 88% a	160 96% abd fgh	221 89% a	183 90% a	73 82%	189 92% j	1236 83%	57 83%	165 84%	222 78%	313 81%	289 86% m	122 87%	54 91%	41 94%	86 95% klmn	
NET: Ever	1616 95%	1116 94%	487 97% ah	453 98%	407 97% h	166 99% ah	242 98% ah	199 97% h	82 92%	199 97%	1418 95%	66 95%	189 96% m	259 92%	368 96%	327 97% m	130 93%	58 98%	43 99%	88 96%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 17  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																	None of these (w)				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton-Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)		Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)
Unweighted base	1692	55	54	78	70	39	45	115	56	81	157	67	46	18	385	57	53	55	69	58	88	
Weighted base	1697	67*	62*	75*	66*	39*	44*	124*	57*	73*	146	69*	47*	41*	25**	390	51*	58*	55*	62*	59*	88*
Several times a day	573 34%	25 38% <sub>r</sub>	18 29%	28 38% <sub>pr</sub>	24 36% <sub>r</sub>	10 27%	15 33%	39 31%	25 44% <sub>ipr</sub>	17 23%	66 45% <sub>gjkp</sub>	17 25%	15 31%	16 40% <sub>pr</sub>	4 17%	164 42% <sub>ikpr</sub>	10 19%	17 29%	9 17%	18 28%	14 24%	23 26%
Once a day	287 17%	16 23% <sub>c</sub>	14 22% <sub>c</sub>	5 7%	15 23% <sub>cj</sub>	3 7%	12 28% <sub>cej</sub>	24 19% <sub>c</sub>	9 15%	12 17%	17 11%	15 22% <sub>c</sub>	5 11%	7 17%	4 16%	60 16%	10 20%	5 9%	17 31% <sub>cej</sub>	11 18%	15 26% <sub>cej</sub>	10 11%
Several times a week	372 22%	11 16%	18 28%	18 23%	11 17%	14 35% <sub>o</sub>	8 18%	27 21%	10 18%	20 27%	29 20%	21 31%	18 38% <sub>adjm</sub>	6 16%	10 39%	75 19%	17 33% <sub>o</sub>	9 16%	10 19%	14 22%	10 17%	19 21%
Once a week	193 11%	10 15%	9 13%	10 13%	8 13%	5 13%	4 9%	13 10%	4 6%	12 17%	16 11%	7 11%	3 7%	4 9%	3 12%	37 9%	6 12%	9 15%	3 6%	9 14%	13 23% <sub>hor</sub>	11 12%
Less often	192 11%	5 8%	6 10%	11 14%	4 6%	7 18% <sub>k</sub>	5 11%	16 13%	6 11%	8 11%	14 10%	2 3%	4 9%	2 5%	4 16%	36 9%	7 14%	11 19% <sub>k</sub>	12 22% <sub>djkm</sub>	10 16% <sub>k</sub>	4 7%	17 19% <sub>dko</sub>
Never	77 5%	-	1 2%	2 2%	3 4%	-	1 1%	7 6%	3 6%	2 3%	4 3%	6 8%	1 3%	5 13% <sub>abcej</sub>	-	18 5%	1 3%	8 13% <sub>abcej</sub>	2 4%	1 1%	2 4%	9 10% <sub>ajs</sub>
Don't know	4 *	-	-	2 2% <sub>o</sub>	-	-	-	-	-	1 2% <sub>o</sub>	-	-	-	-	-	-	-	-	1 2% <sub>o</sub>	-	-	-
NET: At least daily	860 51%	41 61% <sub>eipq</sub>	32 51%	34 45%	39 59% <sub>eipq</sub>	13 34%	27 61% <sub>eipq</sub>	62 50%	33 59% <sub>ew</sub>	29 40%	83 57% <sub>eipq</sub>	32 47%	20 43%	23 57%	8 33%	224 58% <sub>eipq</sub>	20 38%	22 38%	26 48%	29 47%	30 50%	33 37%
NET: At least weekly	1425 84%	61 92% <sub>qrw</sub>	55 89% <sub>qw</sub>	61 81%	59 89% <sub>qrw</sub>	32 82%	39 88% <sub>qw</sub>	101 82%	47 83%	61 84%	128 87% <sub>qrw</sub>	61 88% <sub>qw</sub>	41 88% <sub>q</sub>	33 81%	21 84%	336 86% <sub>qrw</sub>	43 84%	40 68%	40 72%	52 83%	53 90% <sub>qrw</sub>	62 70%
NET: Ever	1616 95%	67 100% <sub>mqw</sub>	62 98% <sub>mq</sub>	72 96%	63 96%	39 100% <sub>mq</sub>	44 99%	117 94%	53 94%	69 95%	142 97% <sub>mqw</sub>	63 92%	45 97%	35 87%	25 100%	372 95% <sub>mq</sub>	50 97%	51 87%	52 94%	62 99% <sub>mqw</sub>	57 96%	79 90%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 18  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade							Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	
Unweighted base	1595	698	897	221	250	273	308	241	302	442	482	257	414	121	68	157	139	146	111	89	148	209	228	126	53	
Weighted base	1602	709	892	215	305	274	298	220	289	440	454	338	369	138*	63*	173	134	140	101*	79*	143	213	228	136*	54*	
Several times a day	699 44%	293 41%	406 45%	156 72% hi	186 61% i	134 49% ghi	104 35% i	59 27%	60 21%	192 44%	208 46%	141 42%	158 43%	56 41%	29 46%	77 44% s	69 52% sux	65 46% s	31 30%	36 46% s	50 35%	107 50% sux	102 45% s	49 36%	27 51% s	
Once a day	269 17%	132 19%	137 15%	34 16%	64 21% h	41 15%	63 21% h	22 10%	44 15%	88 20% k	63 14%	62 18%	56 15%	26 19% w	12 19%	24 14%	19 14%	28 20% w	23 23% w	11 14%	28 20% w	49 23% w	22 10%	19 14%	7 13%	
Several times a week	271 17%	130 18%	141 16%	16 8%	31 10%	62 23% de	43 19% de	63 20% de	71 22% de	86 16%	52 19%	62 15%	20 17%	8 14%	36 13%	23 21%	20 17%	21 21%	13 17%	29 20%	27 13%	43 19%	19 14%	12 21%		
Once a week	138 9%	66 9%	72 8%	1 1%	8 3%	14 5% d	34 11% def	32 15% def	48 17% def	31 7%	37 8%	36 11%	34 9%	14 10% v	6 9%	16 9% v	8 6%	10 7%	6 13% v	10 7%	8 4%	25 11% v	16 12% v	8 14% v		
Less often	146 9%	61 9%	86 10%	6 10%	14 5%	18 7%	28 9% d	39 14% def	41 10% def	43 9%	40 9%	30 9%	33 9%	17 13% y	6 10%	15 9%	13 9%	9 6%	8 8%	7 9%	16 11% y	14 6%	20 9%	21 16% rvy	* 1%	
Never	71 4%	27 4%	44 5%	1 1%	2 1%	4 1%	10 3% e	24 11% def	31 11% def	15 3%	19 4%	14 4%	23 6%	4 3%	2 3%	5 3%	3 2%	7 5%	3 3%	5 7%	8 5%	9 4%	14 6%	12 9% q	-	
Don't know	7 *	-	7 1% ca	-	-	2 1%	3 1%	-	1 *	-	1 *	3 1%	3 1%	1 *	-	-	-	1 1%	1 1%	-	2 1%	-	3 1%	-	-	
NET: At least daily	968 60%	425 60%	543 61%	190 88% fgh	250 82% fgh	175 64% shi	167 56% hi	82 37%	105 36%	280 64%	271 60%	203 60%	214 58%	82 60%	41 66%	101 58%	88 66% x	93 67% wx	54 53%	48 60%	79 55%	155 73% nps	125 55%	68 50%	34 64%	
NET: At least weekly	1377 86%	621 88%	756 85%	208 97% fgh	289 95% ghi	251 91% hi	257 86% hi	157 71%	216 75%	382 87%	394 87%	291 86%	310 84%	116 84%	55 87%	152 88% x	119 89% x	123 88% x	88 87% x	67 85%	118 83%	190 89% x	193 84%	103 76%	53 99% enopqrstuvw	
NET: Ever	1524 95%	682 96%	842 94%	214 99% ghi	303 99% ghi	268 98% hi	285 95% hi	196 89%	257 89%	425 97% m	435 96%	321 95%	343 93%	133 96%	61 97%	168 97%	131 98% x	132 95%	96 96%	74 93%	134 93%	204 96%	212 93%	124 91%	54 100%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 19  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1595	591	302	176	84	68	253	121	402	183	252	131	15	1152	12	7	881	460	177	48	1436	141	36	67	26	7	5
Weighted base	1602	769	216	146	72*	67*	230	102*	340	152	214	105	12**	1220	11**	8**	875	469	187	40*	1448	138	34**	67*	24**	9**	4**
Several times a day	699 44%	378 49%ef	97 45%ef	80 55%	40 56%ef	18 27%	41 18%	46 45%ef	136 40%	71 47%hjk	80 38%	37 35%	5 38%	547 45%	7 61%	3 37%	378 43%	214 46%	68 36%	27 68%pq	615 42%	81 59%t	13 39%	46 68%t	14 57%	6 60%	2 59%
Once a day	269 17%	149 19%g	34 16%	21 14%	7 10%	14 20%g	35 15%	9 9%	52 15%	23 15%	33 15%	19 18%	-	211 17%	2 15%	3 40%	136 16%	79 17%	44 23%p	4 9%	241 17%	23 17%	7 20%	11 16%	3 14%	1 15%	1 25%
Several times a week	271 17%	116 15%	42 19%	22 15%	9 13%	13 19%	52 23%a	17 17%	66 19%	34 23%am	39 18%	19 18%	2	194 16%	-	2 23%	150 17%	76 16%	34 18%	6 16%	254 18%	15 11%	4 13%	7 10%	3 12%	2 16%	-
Once a week	138 9%	53 7%	22 10%d	7 5%	2 2%	10 14%ad	32 14%ad	14 13%ad	32 9%l	7 5%	23 11%i	11 10%i	2 20%	104 9%	-	-	86 10%	36 8%	13 7%	1 2%	132 9%w	6 4%	4 11%	-	1 5%	1 9%	-
Less often	146 9%	55 7%	15 7%	10 7%	10 14%a	7 10%	43 19%abg	7 6%	35 10%	15 10%	21 13%	14 26%	3 26%	108 9%	2 19%	-	78 9%	42 9%	21 11%	2 5%	137 9%	9 7%	5 14%	4 6%	-	-	1 16%
Never	71 4%	18 2%	3 2%	5 3%	4 5%	6 9%ab	26 11%ab	9 9%ab	17 5%i	2 1%	16 8%chim	5 5%i	-	51 4%	-	-	41 5%	23 5%	7 4%	-	63 4%	4 3%	1 2%	-	3 12%	-	-
Don't know	7 *	-	3 1%a	2 1%	-	1 1%a	1 *	1 1%a	2 1%	-	2 1%	-	-	5 *	1 5%	-	6 1%	-	-	-	7 *	-	-	-	-	-	-
NET: At least daily	968 60%	527 69%bef	131 61%f	100 69%	47 66%ef	32 47%f	76 33%	55 54%f	188 55%	94 62%hj	113 53%	56 53%	5 38%	758 62%hj	8 76%	6 77%	514 59%	293 62%	112 60%	31 77%pr	855 59%	104 75%t	20 60%	57 84%tu	17 71%	7 75%	3 84%
NET: At least weekly	1377 86%	696 90%def	195 90%def	129 89%	58 81%	54 80%	160 70%	85 84%f	286 84%	135 89%hjk	175 82%	86 82%	9 74%	1056 87%	8 76%	8 100%	749 86%	405 86%	159 85%	38 95%	1241 86%	125 91%	28 84%	63 94%	21 88%	9 100%	3 84%
NET: Ever	1524 95%	751 98%efg	210 97%efg	139 95%	69 95%	60 90%	203 88%	92 90%	321 94%j	150 99%hjk	196 92%	100 95%	12 100%	1164 95%j	10 95%	8 100%	828 95%	447 95%	180 96%	40 100%	1378 95%	135 97%	33 98%	67 100%	21 88%	9 100%	4 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 20  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1595	1125	460	417	382	151	214	195	86	167	1428	78	233	306	362	277	106	49	30	72				
Weighted base	1602	1116	474	436	388	157	225	201	80*	179	1423	59*	191	268	374	299	137*	57*	42**	91*				
Several times a day	699	440	251	235	201	96	129	100	37	110	589	28	80	92	153	125	66	32	22	60				
	44%	39%	53%a	54%	52%a	61%ab	57%ad	50%a	47%	62%j	41%	48%	42%	34%	41%	42%	48% <sub>m</sub>	57% <sub>m</sub>	52%	66% <sub>klmnop</sub>				
Once a day	269	192	74	66	60	28	31	29	12	34	235	9	27	40	65	62	24	9	6	13				
	17%	17%	16%	15%	15%	18%	14%	15%	16%	19%	16%	15%	14%	15%	17%	21%	18%	16%	13%	14%				
Several times a week	271	190	82	76	70	20	40	39	15	21	250	11	27	51	64	55	21	11	9	12				
	17%	17%	17%	17%	18%	13%	18%	20%	19%	12%	18%	18%	14%	19%	17%	19%	15%	20%	21%	14%				
Once a week	138	113	25	24	25	2	12	16	4	8	130	2	19	33	36	19	10	3	6	3				
	9%	10% <sub>be</sub>	5% <sub>e</sub>	6%	6% <sub>be</sub>	1%	5% <sub>e</sub>	8% <sub>e</sub>	5%	5%	9%	4%	10%	12% <sub>os</sub>	10%	6%	7%	5%	14%	3%				
Less often	146	117	29	27	20	11	10	4	5	142	7	7	30	30	39	21	9	1	-	3				
	9%	10% <sub>bd</sub>	6%	6%	5%	7%	5%	5%	5%	3%	10% <sub>i</sub>	13% <sub>qs</sub>	16% <sub>opq</sub>	11% <sub>q</sub>	10%	7%	7%	1%	-	3%				
Never	71	61	10	5	9	1	-	4	5	-	71	2	7	20	16	15	6	1	-	-				
	4%	5% <sub>bdef</sub>	2%	1%	2%	1%	-	2%	6% <sub>bef</sub>	-	5% <sub>i</sub>	3%	4%	7% <sub>s</sub>	4%	5%	5%	2%	-	-				
Don't know	7	3	4	4	4	-	2	2	2	-	7	-	1	3	2	1	1	-	-	-				
	*	*	1%	1%	1%	-	1%	1%	2% <sub>a</sub>	-	*	-	*	1%	*	*	1%	-	-	-				
NET: At least daily	968	632	324	301	261	124	160	129	50	144	824	37	107	132	218	187	91	41	27	73				
	60%	57%	68% <sub>a</sub>	69%	67% <sub>a</sub>	79% <sub>abd</sub>	71% <sub>a</sub>	65%	62%	81% <sub>kj</sub>	58%	63%	56%	49%	58% <sub>m</sub>	63% <sub>m</sub>	66% <sub>m</sub>	72% <sub>m</sub>	65%	80% <sub>klmno</sub>				
NET: At least weekly	1377	935	431	401	356	145	212	184	70	174	1204	50	153	216	318	262	121	56	42	88				
	86%	84%	91% <sub>a</sub>	92%	92% <sub>a</sub>	92% <sub>a</sub>	94% <sub>a</sub>	92% <sub>a</sub>	87%	97% <sub>j</sub>	85%	85%	80%	81%	85%	88% <sub>lm</sub>	88%	97% <sub>kl</sub>	100%	97% <sub>klmno</sub>				
NET: Ever	1524	1052	460	427	376	156	223	194	73	179	1345	57	183	246	357	283	130	56	42	91				
	95%	94%	97% <sub>ah</sub>	98%	97% <sub>h</sub>	99% <sub>ah</sub>	99% <sub>abd</sub>	97% <sub>h</sub>	92%	100% <sub>j</sub>	95%	97%	96%	92%	95%	95%	95%	98%	100%	100% <sub>m</sub>				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 21  
**Q.2 In the last week, how often did you watch videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1595	54	54	71	72	38	35	111	54	75	143	62	42	45	17	360	60	52	50	68	53	79
Weighted base	1602	65*	60*	63*	70*	39**	34**	126*	55*	67*	133	68*	43*	43*	23**	359	55*	58*	49*	60*	54*	80*
Several times a day	699 44%	33 51%w	21 34%	28 44%	36 52%pw	17 44%	19 56%	52 42%	31 57%bipq w	23 34%	64 48%w	28 42%	19 43%	20 46%	11 47%	164 46%w	18 32%	19 33%	20 41%	28 47%w	27 51%w	21 27%
Once a day	269 17%	11 17%	13 21%q	13 21%q	11 16%	5 12%	4 11%	23 18%q	4 8%	16 24%hqw	25 19%q	15 22%q	6 14%	7 17%	4 18%	67 19%q	9 16%	3 5%	8 15%	10 17%	7 13%	8 10%
Several times a week	271 17%	11 17%	6 10%	9 14%	12 16%	11 30%	3 10%	27 21%	9 16%	12 18%	19 14%	12 18%	7 16%	8 19%	7 28%	51 14%	12 22%	9 15%	6 12%	9 15%	12 21%	21 26%bo
Once a week	138 9%	5 8%	8 12%	6 9%	2 2%	2 5%	4 12%	14 11%	2 4%	10 16%do	11 9%	5 7%	3 8%	4 10%	2 7%	19 5%	7 13%do	10 18%do	3 7%	4 6%	8 14%do	9 11%
Less often	146 9%	3 5%	12 20%agij knv	6 10%	8 11%v	3 7%	4 11%	9 7%	4 7%	2 3%	7 5%	3 4%	6 15%v	1 2%	-	40 11%v	4 8%	9 16%ijmv mv	10 21%agijk mv	4 8%	* 1%	11 14%ijmv
Never	71 4%	1 2%	1 1%	2 3%	2 2%	1 3%	-	* *	4 8%g	3 4%	6 4%	5 7%g	2 4%	2 5%g	-	17 5%	5 9%gv	8 13%abdgo	2 5%	4 7%g	-	7 8%g
Don't know	7 *	-	1 1%	-	-	-	-	-	-	1 2%	1 1%	-	-	-	-	2 1%	-	-	-	-	-	2 3%
NET: At least daily	968 60%	44 69%qw	33 55%	41 65%qw	48 68%pqw	22 56%	22 67%	75 60%qw	35 65%qw	39 58%w	89 67%pqw	43 64%qw	25 57%	27 63%qw	15 65%	230 64%pqw	26 48%	22 38%	27 56%	38 64%qw	34 64%qw	30 37%
NET: At least weekly	1377 86%	61 94%bqvw	47 78%	55 87%q	61 87%	35 91%	30 89%	116 93%boqr w	46 85%	61 91%qrw	119 90%qrw	60 89%q	35 82%	40 93%qrw	23 100%	301 84%q	46 83%	41 71%	36 75%	51 85%	53 99%bcdh jlopqrs w	59 74%
NET: Ever	1524 95%	63 98%q	59 98%	62 97%	69 98%q	38 97%	34 100%	125 100%hijk mopqsw	50 92%	64 94%	126 95%	63 93%	42 96%	41 95%	23 100%	340 95%q	50 91%	50 87%	46 95%	55 93%	54 100%pqw	71 88%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 22  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
Several times a day	415 26%	226 28%	189 24%	82 43% <sub>ij</sub>	115 39% <sub>gh</sub>	91 32% <sub>ghi</sub>	67 22% <sub>hi</sub>	38 17% <sub>ij</sub>	22 7%	106 24%	128 28%	78 26%	102 26%	34 25%	20 30%	34 21%	35 29%	38 26%	24 22%	21 26%	32 25%	92 41% <sub>npqrstuwxy</sub>	53 24%	24 18%	7 13%
Once a day	250 16%	133 17%	117 15%	38 20% <sub>hi</sub>	57 19% <sub>hi</sub>	56 20% <sub>hi</sub>	41 14%	24 11%	34 11%	75 17%	63 14%	58 19%	53 14%	28 20%	8 12%	26 16%	16 13%	26 18%	20 18%	14 17%	20 15%	37 16%	26 12%	22 16%	7 13%
Several times a week	408 26%	217 27%	191 24%	32 17%	80 27% <sub>d</sub>	83 29% <sub>d</sub>	83 28% <sub>d</sub>	56 25%	74 25%	124 28%	115 25%	77 25%	93 24%	35 26%	17 24%	44 27%	36 29%	36 25%	31 28%	19 24%	33 25%	48 21%	59 27%	37 27%	15 27%
Once a week	233 15%	102 13%	130 16%	20 11%	25 8%	26 9%	48 16% <sub>ef</sub>	43 19% <sub>defg</sub>	71 24% <sub>defg</sub>	66 15%	70 15%	44 15%	53 14%	21 16%	8 11%	22 14%	20 16%	18 12%	16 15%	10 13%	16 12%	26 12%	44 20% <sub>v</sub>	18 13%	14 25% <sub>ruv</sub>
Less often	211 13%	84 11%	127 16% <sub>a</sub>	17 9%	15 5%	18 6%	46 15% <sub>ef</sub>	46 21% <sub>defg</sub>	69 23% <sub>defg</sub>	54 12%	62 13%	30 10%	65 17% <sub>l</sub>	14 11%	12 18% <sub>v</sub>	24 15% <sub>v</sub>	14 11%	22 15% <sub>v</sub>	17 15% <sub>v</sub>	13 17% <sub>v</sub>	19 14%	17 7%	26 12%	25 18% <sub>w</sub>	8 15%
Never	73 5%	30 4%	43 5%	2 1%	4 1%	8 3%	16 5% <sub>de</sub>	13 6% <sub>de</sub>	30 10% <sub>def</sub>	17 4%	19 4%	14 5%	22 6%	3 2%	2 3%	12 7% <sub>v</sub>	3 2%	5 4%	2 2%	2 2%	10 8% <sub>nv</sub>	5 2%	15 7% <sub>v</sub>	9 7%	4 7%
Don't know	5 *	4 *	1 *	1 *	1 *	- *	1 *	- *	2 1%	4 1%	1 *	- *	- *	- *	2 2% <sub>w</sub>	- *	- *	1 1%	- *	- *	- *	1 *	- *	1 1%	- *
NET: At least daily	664 42%	358 45% <sub>b</sub>	306 38%	119 62% <sub>ghi</sub>	172 58% <sub>ghi</sub>	147 52% <sub>ghi</sub>	108 36% <sub>i</sub>	62 28% <sub>i</sub>	56 18%	182 41%	192 42%	136 45%	155 40%	62 46% <sub>y</sub>	28 41%	60 37%	51 41%	64 44% <sub>y</sub>	45 40%	35 44%	52 40%	129 57% <sub>opqrstuvwxy</sub>	78 35%	46 34%	15 27%
NET: At least weekly	1305 82%	678 85% <sub>b</sub>	627 79%	172 89% <sub>ghi</sub>	277 93% <sub>ghi</sub>	256 91% <sub>ghi</sub>	238 79% <sub>i</sub>	160 73%	201 67%	372 83%	376 82%	256 85% <sub>m</sub>	301 78%	118 87% <sub>x</sub>	52 77%	126 78%	107 86% <sub>x</sub>	118 81%	92 82%	64 81%	100 78%	203 90% <sub>oprstuvwxy</sub>	181 81%	100 74%	43 78%
NET: Ever	1516 95%	762 96%	754 95%	189 98% <sub>hi</sub>	292 98% <sub>ghi</sub>	274 97% <sub>i</sub>	284 94% <sub>i</sub>	207 94%	271 90%	426 95%	438 96%	286 95%	366 94%	132 98% <sub>u</sub>	64 95%	150 93%	121 98%	140 96%	109 98%	77 98%	119 92%	219 97% <sub>u</sub>	207 93%	125 92%	51 93%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 23  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Working Status				Disability									What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Priv- ate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
Several times a day	415 26%	227 30%ef	56 27%ef	47 33%	33 44%abef	4 7%	17 7%	30 31%ef	88 27%jkm	58 37%hjk	46 22%	18 18%	2 15%	314 26%	3 36%	4 45%	214 25%	129 26%	44 24%	16 40%p	344 24%	66 44%tv	9 28%	38 50%tv	12 47%	4 40%	3 55%
Once a day	250 16%	133 18%	27 13%	27 19%	10 14%	5 8%	31 12%	17 17%	39 12%	18 11%	26 13%	9 9%	1 17%hk	205 14%	1 36%	3 14%	118 14%	82 17%	34 19%	10 25%	207 15%	39 26%t	9 26%	23 30%t	3 13%	3 33%	1 11%
Several times a week	408 26%	207 27%	52 25%	33 24%	18 24%	12 19%	65 25%	20 21%	88 27%	45 29%	56 28%	29 29%	5 38%	315 26%	1 13%	-	233 27%	119 24%	47 26%	8 19%	379 26%uw	28 19%	10 29%	11 14%	5 20%	1 11%	1 14%
Once a week	233 15%	91 12%	34 17%d	14 10%	5 7%	18 30%abd	54 21%ad	16 16%	49 15%i	14 9%	30 15%i	20 20%i	12 12%	175 14%	2 22%	1 8%	125 15%	81 16%	22 12%	2 5%	226 16%uw	5 4%	1 4%	2 3%	2 8%	-	-
Less often	211 13%	71 9%	29 14%	15 11%	6 8%	14 22%ad	64 25%abd	11 12%	51 15%i	17 11%	35 17%	21 21%im	4 27%	155 13%	1 15%	-	117 14%	57 11%	29 16%	2 6%	199 14%uw	9 6%w	5 14%w	1 1%	2 9%	-	1 20%
Never	73 5%	23 3%	7 4%	5 4%	2 2%	8 14%abdg	23 9%ab	4 4%	15 4%	5 3%	11 6%	2 2%	-	57 5%	-	1 12%	42 5%	23 5%	5 3%	1 2%	69 5%	2 2%	-	1 1%	-	2 16%	-
Don't know	5 -	2 -	-	1 1%	-	-	2 1%	-	-	-	-	-	-	5 -	-	-	1 -	3 1%	-	1 2%p	4 -	1 1%	-	-	1 4%	-	-
NET: At least daily	664 42%	360 48%ef	83 40%ef	74 52%	43 58%bef	10 15%	48 19%	47 48%ef	126 38%k	76 48%hjk	72 35%	27 27%	3 24%	519 42%k	4 50%	7 80%	332 39%	211 43%	78 43%	26 65%pqr	552 39%	105 70%tv	18 53%	61 80%tuv	15 60%	7 73%	3 66%
NET: At least weekly	1305 82%	659 87%ef	170 82%ef	121 85%	66 89%ef	40 64%	167 65%	83 85%ef	263 80%	135 86%hjk	158 77%	76 76%	10 73%	1009 82%	7 85%	7 88%	690 81%	410 83%	147 81%	36 89%	1157 81%	138 92%t	30 86%	74 97%tuv	22 87%	8 84%	4 80%
NET: Ever	1516 95%	730 97%ef	199 96%ef	136 96%	72 98%ef	53 86%	231 90%	95 96%e	314 96%	153 97%	193 94%	98 98%	14 100%	1164 95%	9 100%	7 88%	807 95%	467 95%	176 97%	39 95%	1356 95%	147 98%	34 100%	75 99%	25 96%	8 84%	5 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 24  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 18		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 18 (c)	NET: Any 5-18 (d)	Any aged under 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69				
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*				
Several times a day	415	263	147	133	109	67	69	40	22	73	342	16	52	65	93	72	32	23	8	37				
	26%	24%	32% <sup>adg</sup>	31%	28% <sup>g</sup>	43% <sup>abd</sup>	30% <sup>g</sup>	22%	26%	40% <sup>aj</sup>	24%	24%	28%	25%	26%	22%	25%	43% <sup>k</sup>	20%	43% <sup>klmnop</sup>				
Once a day	250	159	87	84	72	39	50	37	12	38	211	15	23	36	56	62	16	6	7	12				
	16%	14%	19% <sup>a</sup>	20%	19%	25% <sup>ab</sup>	22% <sup>a</sup>	20%	14%	21%	15%	22%	12%	14%	16%	19%	12%	12%	17%	14%				
Several times a week	408	278	129	124	115	29	66	62	21	37	371	14	49	59	97	98	33	11	15	14				
	26%	25%	28% <sup>ae</sup>	29%	30% <sup>ae</sup>	19%	29% <sup>e</sup>	34% <sup>abe</sup>	25%	20%	26%	21%	26%	23%	27%	30% <sup>s</sup>	26%	21%	37%	16%				
Once a week	233	177	54	48	48	11	25	27	13	19	214	8	27	39	50	48	27	6	8	9				
	15%	16% <sup>e</sup>	12%	11%	13%	7%	11%	15% <sup>e</sup>	15%	10%	15%	12%	14%	15%	14%	15%	21%	12%	20%	11%				
Less often	211	174	36	31	31	8	16	14	11	10	201	10	28	39	52	35	13	6	2	8				
	13%	16% <sup>bdefg</sup>	8%	7%	8%	5%	7%	8%	13%	6%	14% <sup>ai</sup>	10%	15%	15%	14%	11%	10%	11%	5%	9%				
Never	73	63	10	5	8	1	2	3	6	5	68	4	8	19	14	12	9	1	-	3				
	5%	6% <sup>bdefg</sup>	2%	1%	2% <sup>f</sup>	1%	1%	2%	1%	7% <sup>bdefg</sup>	3%	5%	6%	4%	7%	4%	4%	7%	2%	-	4%			
Don't know	5	2	3	3	3	-	3	1	-	-	5	-	-	-	1	1	-	-	-	3				
	*	*	1%	1%	1%	-	1% <sup>a</sup>	1%	-	-	*	-	-	-	*	*	-	-	-	3% <sup>lmn</sup>				
NET: At least daily	664	422	234	217	181	106	119	77	33	111	553	31	75	101	149	134	48	29	15	49				
	42%	38%	50% <sup>adg</sup>	51%	47% <sup>a</sup>	68% <sup>abd</sup>	52% <sup>ag</sup>	42%	40%	61% <sup>aj</sup>	39%	46%	40%	39%	41%	41%	37%	55%	37%	57% <sup>lmnop</sup>				
NET: At least weekly	1305	877	417	389	344	146	210	166	68	166	1139	53	150	199	296	279	107	46	38	72				
	82%	79%	90% <sup>ah</sup>	91%	89% <sup>ah</sup>	94% <sup>ah</sup>	91% <sup>ah</sup>	90% <sup>ah</sup>	80%	92% <sup>aj</sup>	81%	78%	81%	77%	82%	85% <sup>am</sup>	83%	87%	95%	84%				
NET: Ever	1516	1051	453	420	375	154	226	180	78	176	1340	63	179	238	348	314	120	53	40	79				
	95%	94%	97% <sup>ah</sup>	98%	97% <sup>ah</sup>	99% <sup>ah</sup>	98% <sup>a</sup>	98%	93%	97%	95%	94%	96%	93%	96%	96%	93%	98%	100%	93%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 25  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
Several times a day	415 26%	17 27%	13 22%	20 28% <sub>cf</sub>	19 32% <sub>lv</sub>	8 24%	8 19%	23 20%	17 31% <sub>cf</sub>	14 21%	40 29% <sub>rv</sub>	16 24%	13 32% <sub>cf</sub>	12 31% <sub>cf</sub>	3 12%	128 34% <sub>gjp</sub> ww	8 16%	12 21%	5 11%	14 24%	7 13%	17 21%
Once a day	250 16%	11 18%	15 25% <sub>cl</sub>	7 10%	12 21%	2 5%	10 23%	23 20%	6 11%	9 13%	25 19%	12 19%	3 7%	7 17%	4 17%	51 14%	8 17%	5 8%	12 25% <sub>clq</sub>	10 18%	7 13%	10 12%
Several times a week	408 26%	17 27%	17 28%	17 23%	13 21%	14 39%	9 21%	31 27%	17 32%	19 27%	31 23%	19 28%	15 38%	9 23%	10 40%	85 23%	14 29%	11 20%	14 27%	14 24%	15 27%	20 25%
Once a week	233 15%	13 21%	6 11%	10 14%	8 14%	6 16%	7 18%	13 11%	5 9%	13 19%	18 13%	10 16%	5 11%	4 11%	3 12%	52 14%	10 20%	11 19%	4 8%	7 12%	14 25% <sub>gr</sub>	13 16%
Less often	211 13%	4 7%	7 12%	14 19% <sub>k</sub>	5 9%	6 17%	7 17% <sub>k</sub>	17 14%	5 10%	11 16% <sub>k</sub>	18 13%	2 3%	4 11%	2 6%	4 19%	39 11%	6 13%	11 19% <sub>k</sub>	13 26% <sub>adm</sub> o	11 9% <sub>k</sub>	8 15%	15 19% <sub>k</sub>
Never	73 5%	1 1%	2 3%	2 3%	2 3%	- -	1 2%	7 6%	3 6%	2 4%	3 2%	6 9%	1 2%	5 14% <sub>acjo</sub>	- 4%	17 3%	1 3%	8 13% <sub>acjo</sub>	1 3%	2 3%	4 7%	5 7%
Don't know	5 *	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	1 2%	- -	- -	- -	- -	- -
NET: At least daily	664 42%	28 44%	28 47%	27 38%	31 53% <sub>iqvw</sub>	10 29%	17 43%	47 41%	23 42%	23 34%	65 48% <sub>qv</sub>	28 43%	15 38%	19 47%	7 29%	180 48% <sub>iqvw</sub>	16 34%	16 29%	18 36%	24 42%	15 27%	26 33%
NET: At least weekly	1305 82%	58 92% <sub>cqrw</sub>	52 85%	54 76%	52 88% <sub>qr</sub>	30 83%	33 91%	91 79%	45 84%	55 80%	114 84% <sub>q</sub>	57 88% <sub>q</sub>	35 88%	32 81%	19 81%	316 85% <sub>qrw</sub>	40 82%	38 68%	35 71%	45 78%	43 78%	59 74%
NET: Ever	1516 95%	63 99% <sub>mq</sub>	59 97%	67 95%	58 97%	36 100%	40 98%	108 94%	50 94%	66 96%	132 97% <sub>mq</sub>	59 91%	39 98%	34 86%	24 100%	356 95% <sub>mq</sub>	46 95%	49 87%	48 97%	56 97%	51 93%	74 93%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 26  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube Kids**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	111	32	79	13	43	27	14	7	7	27	35	18	31	5	1	8	15	14	11	7	8	18	16	3	5
Weighted base	113*	36**	77*	16**	46*	25**	11**	6**	9**	29**	36**	24**	24**	6**	1**	9**	16**	16**	9**	5**	7**	18**	17**	2**	6**
Several times a day	32	9	23	4	14	9	4	*	1	7	9	8	9	2	-	2	3	10	3	1	1	6	4	1	-
	28%	26%	30%	24%	31%	36%	33%	8%	9%	24%	24%	32%	37%	32%	-	18%	18%	59%	27%	28%	21%	32%	23%	48%	-
Once a day	15	1	14	4	5	5	1	-	-	3	3	5	5	-	-	3	-	1	2	-	1	7	-	-	1
	13%	4%	18%	23%	11%	20%	12%	-	-	10%	8%	20%	19%	-	-	40%	-	9%	17%	-	18%	37%	-	-	13%
Several times a week	21	9	11	1	11	6	2	1	1	6	5	3	7	4	-	2	4	4	1	1	1	1	*	1	2
	18%	26%	14%	5%	24%	24%	14%	9%	7%	20%	13%	14%	28%	68%	-	27%	27%	22%	9%	15%	8%	4%	3%	23%	34%
Once a week	14	2	12	1	4	-	3	2	5	4	4	4	2	-	1	-	3	-	3	1	-	1	4	-	2
	12%	5%	15%	4%	10%	-	23%	27%	49%	12%	12%	16%	9%	-	100%	-	17%	-	29%	12%	-	4%	23%	-	30%
Less often	26	13	13	4	10	4	2	3	3	10	13	1	1	-	-	1	5	2	-	2	4	4	5	1	2
	23%	36%	16%	23%	21%	15%	18%	56%	34%	35%	36%	5%	6%	-	-	15%	32%	10%	-	45%	53%	24%	31%	29%	24%
Never	6	1	5	3	2	1	-	-	-	-	3	3	-	-	-	-	1	-	2	-	-	-	3	-	-
	5%	3%	7%	21%	4%	4%	-	-	-	-	7%	14%	-	-	-	-	6%	-	17%	-	-	-	20%	-	-
NET: At least daily	47	11	36	7	19	14	5	*	1	10	12	12	14	2	-	5	3	11	4	1	3	12	4	1	1
	42%	30%	47%	47%	42%	57%	45%	8%	9%	34%	32%	51%	56%	32%	-	58%	18%	68%	44%	28%	39%	68%	23%	48%	13%
NET: At least weekly	81	22	59	9	34	20	9	3	6	19	21	19	23	6	1	7	10	15	8	3	3	14	8	2	5
	72%	62%	77%	55%	75%	81%	82%	44%	66%	65%	57%	81%	94%	100%	100%	85%	62%	90%	83%	55%	47%	76%	49%	71%	76%
NET: Ever	107	35	72	12	44	24	11	6	9	29	33	20	24	6	1	9	15	16	8	5	7	18	14	2	6
	95%	97%	93%	79%	96%	96%	100%	100%	100%	100%	93%	86%	100%	100%	100%	100%	94%	100%	83%	100%	100%	100%	80%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 27  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube Kids**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condition (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	111	45	29	3	2	2	4	26	16	9	10	5	-	92	1	-	58	37	11	2	89	22	5	12	2	1	2
Weighted base	113*	60*	21**	2*	2**	2**	5**	20**	13**	9**	7**	3**	**	95*	1**	**	57*	39**	12**	2**	90*	23**	6**	13**	2**	1**	2**
Several times a day	32	18	5	-	-	-	1	9	3	2	1	*	-	29	1	-	17	10	5	-	21	11	3	7	-	1	-
	28%	29%	22%	-	-	-	18%	45%	20%	24%	17%	12%	-	30%	100%	-	29%	25%	38%	-	24%	46%	44%	56%	-	100%	-
Once a day	15	9	3	-	-	-	-	3	2	2	1	-	-	13	-	-	9	5	2	-	9	6	3	1	1	-	1
	13%	15%	12%	-	-	-	-	16%	19%	18%	11%	-	-	13%	-	-	15%	12%	14%	-	10%	26%	56%	11%	56%	-	30%
Several times a week	21	10	4	-	2	-	1	4	4	2	3	1	-	16	-	-	12	7	2	-	16	4	-	4	1	-	-
	18%	16%	18%	-	100%	-	14%	18%	34%	25%	43%	39%	-	17%	-	-	21%	18%	16%	-	18%	19%	-	29%	44%	-	-
Once a week	14	5	6	-	-	1	-	2	-	-	-	-	-	14	-	-	9	4	1	-	13	1	-	1	-	-	-
	12%	8%	27%	-	-	61%	-	10%	-	-	-	-	-	15%	-	-	15%	11%	5%	-	15%	3%	-	5%	-	-	-
Less often	26	13	4	2	-	1	3	2	4	3	2	1	-	21	-	-	8	12	2	2	24	1	-	-	-	-	1
	23%	21%	20%	100%	-	39%	67%	11%	28%	32%	29%	49%	-	22%	-	-	13%	31%	13%	100%	27%	5%	-	-	-	-	70%
Never	6	6	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	1	2	-	6	-	-	-	-	-	-
	5%	10%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	6%	3%	14%	-	7%	-	-	-	-	-	-
NET: At least daily	47	27	7	-	-	1	12	5	4	2	*	-	-	42	1	-	26	14	6	-	30	17	6	9	1	1	1
	42%	45%	34%	-	-	18%	61%	38%	42%	28%	12%	-	-	44%	100%	-	45%	37%	52%	-	34%	73%	100%	66%	56%	100%	30%
NET: At least weekly	81	42	17	-	2	1	2	18	10	6	5	2	-	71	1	-	46	26	9	-	59	22	6	13	2	1	1
	72%	69%	80%	-	100%	61%	33%	89%	72%	68%	71%	51%	-	75%	100%	-	81%	66%	73%	-	66%	95%	100%	100%	100%	100%	30%
NET: Ever	107	54	21	2	2	2	5	20	13	9	7	3	-	93	1	-	54	38	10	2	84	23	6	13	2	1	2
	95%	90%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	97%	100%	-	94%	97%	86%	100%	93%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 28  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube Kids**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Unweighted base	111	26	84	82	64	50	57	22	6	20	91	2	11	18	32	16	12	5	4	5				
Weighted base	113*	32**	80*	78*	59*	49*	53*	21**	6**	26**	86*	1**	9**	16**	33**	13**	16**	6**	7**	6**				
Several times a day	32	2	30	28	23	17	20	9	2	13	19	*	6	6	8	3	1	1	1	3				
	28%	7%	37%	36%	39%	36%	37%	44%	40%	48%	22%	41%	65%	39%	23%	22%	9%	16%	19%	51%				
Once a day	15	2	13	13	8	11	8	5	1	6	9	1	2	*	6	1	4	-	-	1				
	13%	5%	17%	17%	14%	22%	15%	23%	20%	23%	11%	59%	20%	2%	19%	6%	26%	-	-	16%				
Several times a week	21	2	18	18	12	13	11	2	2	2	19	-	1	4	2	5	3	3	-	-				
	18%	7%	23%	23%	21%	26%	20%	11%	28%	6%	22%	-	15%	28%	6%	36%	20%	42%	-	-				
Once a week	14	10	4	4	3	4	3	2	1	3	11	-	-	1	7	2	1	1	2	-				
	12%	30%	5%	5%	7%	6%	10%	12%	11%	13%	-	-	-	8%	21%	12%	9%	9%	29%	-				
Less often	26	13	12	12	12	3	11	2	-	3	22	-	-	4	7	3	6	2	-	2				
	23%	40%	14%e	15%	20%be	5%	21%be	8%	-	12%	26%	-	-	22%	22%	24%	36%	33%	-	32%				
Never	6	3	3	3	1	2	1	1	-	-	6	-	-	-	3	-	-	-	3	-				
	5%	11%	3%	3%	2%	3%	2%	5%	-	7%	-	-	-	8%	-	-	-	-	52%	-				
NET: At least daily	47	4	43	41	31	28	28	14	3	19	28	1	8	7	14	4	6	1	1	4				
	42%	12%	54%	53%	53%	58%	52%	67%	60%	71%	33%	100%	85%	41%	43%	27%	35%	16%	19%	68%				
NET: At least weekly	81	16	66	63	47	45	41	18	6	23	58	1	9	12	23	10	10	4	3	4				
	72%	50%	82%	82%	79%	91%bdf	77%	87%	100%	88%	67%	100%	100%	78%	70%	76%	64%	67%	48%	68%				
NET: Ever	107	29	77	75	58	47	52	20	6	26	81	1	9	16	30	13	16	6	3	6				
	95%	89%	97%	97%	98%	97%	98%	95%	100%	100%	93%	100%	100%	100%	92%	100%	100%	100%	48%	100%				

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 29  
**Q.2 In the last week, how often did you watch videos on these services?**  
**YouTube Kids**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	111	2	3	1	9	5	3	7	2	3	15	5	3	3	3	26	1	1	1	6	5	7
Weighted base	113*	2**	4**	1**	8**	7**	2**	9**	1**	3**	16**	3**	4**	2**	3**	27**	1**	1**	1**	4**	6**	7**
Several times a day	32 28%	2 100%	-	-	3 35%	-	-	3	-	*	9	1	1	1	8	1	-	-	1	-	-	1
Once a day	15 13%	-	-	-	-	-	*	3	-	1	2	1	-	-	7	-	-	-	-	-	1	-
Several times a week	21 18%	-	4 100%	-	3 40%	1 12%	1 51%	2 19%	1 54%	-	4 23%	1 16%	-	-	1 4%	-	1 100%	-	*	6%	2 34%	* 6%
Once a week	14 12%	-	-	1 100%	2 25%	-	1 32%	-	-	1 56%	-	-	1 36%	1 42%	4 13%	-	-	-	-	1 13%	2 30%	-
Less often	26 23%	-	-	-	-	5 74%	-	1 8%	1 46%	-	2 10%	-	-	1 25%	3 76%	7 27%	-	-	1 100%	2 50%	2 24%	3 38%
Never	6 5%	-	-	-	-	1 14%	-	-	-	-	-	-	2 45%	-	-	-	-	-	-	-	-	3 47%
NET: At least daily	47 42%	2 100%	-	-	3 35%	-	* 17%	7 72%	-	1 44%	11 67%	3 84%	1 19%	1 33%	1 24%	15 55%	1 100%	-	-	1 31%	1 13%	1 8%
NET: At least weekly	81 72%	2 100%	4 100%	1 100%	8 100%	1 12%	2 100%	8 92%	1 54%	3 100%	14 90%	3 100%	2 55%	2 75%	1 24%	20 73%	1 100%	1 100%	-	2 50%	5 76%	1 15%
NET: Ever	107 95%	2 100%	4 100%	1 100%	8 100%	6 86%	2 100%	9 100%	1 100%	3 100%	16 100%	3 100%	2 55%	2 100%	3 100%	27 100%	1 100%	1 100%	1 100%	4 100%	6 100%	4 53%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 30  
**Q.2 In the last week, how often did you watch videos on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
Several times a day	3	-	3	-	3	1	-	-	3	-	-	-	-	-	3	-	-	-	1	-	-
	59%	-	86%	-	72%	48%	-	-	100%	-	-	-	-	-	100%	-	-	-	100%	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-
Less often	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	1	3	-	4	1	-	-	3	-	1	-	-	-	3	-	-	-	1	1	-
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	100%	-	-	-	100%	100%	-
NET: At least weekly	5	2	3	-	4	1	-	-	3	-	1	1	-	1	3	-	-	-	1	1	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	-	100%	100%	-
NET: Ever	5	2	4	1	4	1	-	-	3	-	1	1	-	1	3	-	-	-	1	1	-
	100%	100%	100%	100%	100%	100%	-	-	100%	-	100%	100%	-	100%	100%	-	-	-	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 31  
**Q.2 In the last week, how often did you watch videos on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	-	2	2	1	-	5	-	-	-	-	-	-
Weighted base	5*	4**	1**	*	**	**	**	**	**	**	**	**	**	5**	**	**	2**	1**	3**	**	5**	**	**	**	**	**	**
Several times a day	3	3	1	-	-	-	-	-	-	-	-	-	-	3	-	-	-	1	3	-	3	-	-	-	-	-	-
	59%	60%	55%	-	-	-	-	-	-	-	-	-	-	59%	-	-	-	55%	100%	-	59%	-	-	-	-	-	-
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	18%	23%	-	-	-	-	-	-	-	-	-	-	-	18%	-	-	59%	-	-	-	18%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	13%	16%	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	41%	-	-	-	13%	-	-	-	-	-	-
Less often	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	45%	-	-	10%	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	-	1	1	3	-	4	-	-	-	-	-	-
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	-	59%	55%	100%	-	77%	-	-	-	-	-	-
NET: At least weekly	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	-	2	1	3	-	5	-	-	-	-	-	-
	90%	100%	55%	-	-	-	-	-	-	-	-	-	-	90%	-	-	100%	55%	100%	-	90%	-	-	-	-	-	-
NET: Ever	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	-	2	1	3	-	5	-	-	-	-	-	-
	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	100%	-	-	100%	100%	100%	-	100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 32  
**Q.2 In the last week, how often did you watch videos on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	NET: Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)				
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-	-	-	-	-	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	-**	4**	2**	-**	-**	1**	3**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Several times a day	3	1	3	3	3	3	3	3	-	3	1	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-
	59%	35%	72%	72%	72%	100%	72%	100%	-	72%	35%	-	-	100%	83%	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	13%	37%	-	-	-	-	-	-	-	37%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	1	-	-	-	-	-	-	-	-	-	-
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	100%	-	-	-	-	-	-	-	-	-	-
NET: Ever	5	2	4	4	4	3	4	3	-	4	2	-	-	1	3	-	1	-	-	-	-	-	-	-	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	-	-	100%	100%	-	100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 33  
**Q.2 In the last week, how often did you watch videos on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																			
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Not- tingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)
Unweighted base	5	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	..*	..*	..*	..*	..*	1**	..*	..*	3**	..*	..*	..*	..*	2**	..*	..*	..*	..*	..*
Several times a day	3 59%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	1 39%	-	-	-	-	-
Once a day	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 61%	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 13%	-	-	-	-	-	1 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 10%	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4 77%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-
NET: At least weekly	5 90%	-	-	-	-	-	1 57%	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-
NET: Ever	5 100%	-	-	-	-	-	1 100%	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 34  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
Several times a day	536 38%	201 32%	335 42%a	93 50%ghi	149 55%ghi	103 44%ghi	83 32%ai	52 26%	56 21%	139 35%	160 39%	101 34%	136 42%	47 38%	22 38%	50 34%	55 46%ux	46 39%	28 31%	29 42%	38 29%	79 41%	78 40%	40 31%	24 56%psux
Once a day	259 18%	133 21%b	126 16%	42 23%h	63 23%hi	43 18%h	53 20%h	18 9%	40 15%	79 20%	65 16%	68 23%lm	47 15%	26 21%	13 23%	28 19%	17 14%	27 23%w	19 21%	9 14%	21 17%	46 24%w	25 12%	24 19%	4 9%
Several times a week	259 18%	127 20%	132 17%	22 12%	32 12%	50 22%de	56 21%de	41 20%de	58 22%de	72 18%	82 20%	47 16%	58 18%	18 15%	6 11%	31 21%	23 19%	19 16%	16 18%	16 23%	34 27%nov	29 15%	38 19%	20 15%	9 20%
Once a week	126 9%	55 9%	71 9%	13 7%	7 3%	7 3%	28 11%ef	28 14%def	42 16%def	35 9%	33 8%	33 11%	26 8%	9 7%	7 12%	16 11%	11 9%	7 6%	10 11%	3 5%	6 5%	13 6%	25 13%u	14 11%	5 11%
Less often	161 11%	71 11%	90 11%	13 7%	17 6%	24 11%	28 11%	36 18%def	42 16%de	53 14%	23 12%	35 8%	18 11%	7 14%	18 12%	11 9%	11 9%	10 9%	13 14%	9 13%	19 15%	21 11%	16 8%	18 14%	2 5%
Never	74 5%	32 5%	41 5%	3 2%	3 1%	4 2%	11 4%	26 13%def	26 10%defg	17 4%	19 5%	20 7%	18 6%	5 4%	2 4%	4 3%	4 3%	8 7%	3 4%	3 4%	8 6%	8 4%	14 7%	13 10%p	-
Don't know	5 *	* *	5 1%	* *	- -	- -	3 1%	- -	1 1%	- -	1 *	3 1%	2 1%	1 *	- -	- -	- -	1 1%	1 1%	- -	2 1%	- -	1 *	- -	- -
NET: At least daily	795 56%	334 54%	461 58%	135 73%ghi	213 78%fgh	145 63%ghi	136 52%chi	70 35%	96 36%	218 55%	225 55%	169 57%	183 57%	73 59%	36 61%	78 53%	72 60%	72 61%u	47 52%	39 56%	59 46%	125 64%uw	103 52%	64 49%	28 64%
NET: At least weekly	1180 83%	516 83%	664 83%	170 91%ghi	252 93%ghi	202 88%hi	221 84%hi	139 69%	196 74%	324 82%	340 83%	249 84%	267 83%	100 81%	49 84%	125 85%	107 88%x	98 83%	73 81%	58 84%	100 77%	166 85%	166 84%	98 76%	41 95%sx
NET: Ever	1341 94%	587 95%	754 94%	183 98%chi	269 99%ghi	227 98%hi	249 95%chi	176 87%	239 90%	378 96%	389 95%	272 92%	302 94%	118 95%	56 96%	143 97%x	117 97%	109 92%	86 95%	67 96%	119 92%	187 96%	182 92%	116 90%	43 100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 35  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private person (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
Several times a day	536	286	77	52	29	17	35	40	113	59	70	34	3	411	6	3	301	158	53	13	483	52	12	29	6	5	-
	38%	42%f	39%f	42%	50%ef	28%	17%	47%ef	37%	42%	36%	34%	24%	38%	64%	37%	39%	38%	32%	37%	45%	40%	53%t	33%	56%	-	-
Once a day	259	145	30	27	4	12	32	9	52	27	29	15	-	203	1	3	135	73	37	9	231	24	6	14	3	1	-
	18%	21%dg	15%	22%	6%	19%	15%	11%	17%	19%	15%	15%	-	19%	8%	40%	17%	17%	22%	27%	18%	21%	19%	25%	17%	17%	-
Several times a week	259	118	39	22	8	12	48	12	65	33	37	19	2	187	-	2	132	86	30	8	241	16	3	8	3	-	2
	18%	17%	20%	18%	14%	19%	23%	14%	21%	23%	19%	19%	18%	17%	-	23%	17%	20%	18%	22%	19%	14%	11%	14%	16%	-	47%
Once a week	126	45	23	10	2	7	30	9	22	5	15	11	2	101	-	-	73	36	12	2	115	10	4	*	2	2	1
	9%	7%	12%a	8%	3%	12%	14%ad	10%	7%i	4%	8%i	11%i	18%	9%i	-	-	10%	9%	7%	9%	9%w	12%	1%	13%	27%	34%	
Less often	161	67	19	9	11	7	41	7	37	11	26	16	4	120	2	-	81	41	31	2	150	11	4	4	2	-	1
	11%	10%	10%	7%	19%abg	11%	20%abg	8%	12%i	8%	14%i	16%i	40%	11%	21%	-	11%	10%	18%pq	7%	12%	9%	15%	7%	10%	-	19%
Never	74	25	5	4	3	5	23	8	19	5	14	5	-	50	-	-	44	25	5	-	66	3	1	-	2	-	-
	5%	4%	3%	3%	6%	9%	11%ab	9%ab	6%	4%	7%	5%	-	5%	-	-	6%	6%	3%	-	5%	3%	3%	-	11%	-	-
Don't know	5	-	3	-	*	1	1	1	*	*	-	-	-	5	1	-	5	-	-	-	5	-	-	-	-	-	-
	*	-	1%a	-	1%a	1%a	* 1%a	*	*	*	-	-	-	*	6%	-	1%	-	-	-	*	-	-	-	-	-	-
NET: At least daily	795	431	107	79	33	29	67	50	165	86	100	49	3	614	7	6	436	231	90	22	714	76	18	43	9	6	-
	56%	63%bef	55%f	63%	57%f	47%f	32%	58%ef	54%	61%hjk	52%	49%	24%	57%	73%	77%	57%	55%	54%	64%	55%	66%	60%	78%tu	50%	73%	-
NET: At least weekly	1180	593	169	111	43	48	145	71	252	125	153	79	6	902	7	8	641	352	132	32	1070	102	24	51	15	8	3
	83%	86%df	86%df	89%	74%	78%	69%	82%ef	82%	88%hjk	79%	79%	60%	84%	73%	100%	83%	84%	79%	93%	83%	88%	83%	93%	78%	100%	81%
NET: Ever	1341	661	187	120	54	55	187	77	289	136	179	95	11	1022	9	8	722	393	163	35	1220	113	29	55	17	8	4
	94%	96%efg	96%fg	97%	93%	90%	89%	90%	94%	96%	93%	95%	100%	95%	94%	100%	94%	94%	97%	100%	95%	97%	97%	100%	89%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 36  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)			
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64						
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*						
Several times a day	536	329	201	189	160	79	102	80	32	75	461	20	63	74	122	103	45	25	17	43						
	38%	33%	48%a	49%	46%a	56%abd	52%ad	44%a	43%	49%aj	36%	42%	37%	32%	36%	37%	39%	45%	49%	55%lmno						
Once a day	259	178	78	70	63	31	33	33	11	40	219	10	30	37	63	52	20	13	3	16						
	18%	18%	18%	18%	18%	22%	17%	18%	15%	27%j	17%	20%	18%	16%	19%	19%	17%	23%	9%	21%						
Several times a week	259	182	77	72	67	20	38	36	16	20	239	8	27	45	63	56	22	13	6	9						
	18%	18%	18%	19%	14%	19%	20%	22%	13%	19%	17%	17%	16%	19%	19%	20%	19%	24%	17%	11%						
Once a week	126	106	19	17	19	1	6	12	5	9	117	1	15	29	31	19	10	3	7	5						
	9%	11%bdef	4%e	4%	5%e	1%	3%	7%e	7%e	6%	9%	2%	8%	12%k	9%	7%	9%	5%	18%	6%						
Less often	161	128	33	30	26	8	14	15	3	8	153	8	27	31	43	27	9	1	2	5						
	11%	13%bde	8%	8%	8%	5%	7%	8%	5%	5%	12%ai	17%aq	16%q	13%q	13%q	10%	8%	1%	4%	7%						
Never	74	60	13	8	12	2	3	6	5	-	74	1	9	16	15	18	7	1	1	-						
	5%	6%bf	3%	2%	3%f	1%	1%	3%	6%	-	6%i	1%	5%	7%g	4%	7%	6%	2%	3%	-						
Don't know	5	3	2	2	2	-	-	2	2	-	5	*	1	1	2	1	1	-	-	-						
	*	*	*	*	1%	-	-	1%	3%abf	-	*	1%	*	*	*	*	1%	-	-	-						
NET: At least daily	795	507	279	259	223	109	135	113	43	115	680	30	94	112	185	155	65	37	21	60						
	56%	51%	66%a	67%	64%a	78%abd	69%aa	61%aa	58%	76%j	54%	62%	54%	48%	55%	56%	57%	68%em	58%	76%lmno						
NET: At least weekly	1180	795	375	348	309	130	179	160	64	143	1037	39	136	185	279	230	97	54	34	73						
	83%	81%	89%a	90%	89%a	93%a	91%a	88%	87%	95%j	82%	81%	78%	79%	82%	84%	85%	97%klm	93%	93%lmn						
NET: Ever	1341	923	408	378	335	138	194	175	68	152	1189	47	163	216	321	257	107	54	35	78						
	94%	94%	97%ah	97%	96%h	99%ah	99%adh	96%	91%	100%j	94%	98%	94%	93%	95%	93%	93%	98%	97%	100%mo						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 37  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
Several times a day	536 38%	28 49% pqw	18 32%	24 40% pw	27 43% pw	15 42%	14 48%	36 31%	18 45% pw	21 35%	45 40% pw	25 40%	14 40%	14 36%	8 45%	122 38% pw	11 21%	14 26%	19 41%	23 45% pw	24 56% bpgq	16 22%
Once a day	259 18%	10 18%	14 24%	12 21%	13 21%	3 8%	4 13%	27 23%	4 10%	12 20%	24 21%	11 18%	4 11%	8 22%	4 23%	63 20%	12 23%	7 12%	7 14%	8 16%	4 9%	8 11%
Several times a week	259 18%	9 16%	7 12%	7 11%	12 19%	11 30%	1 4%	21 19%	9 24%	11 19%	18 16%	14 22%	9 25%	8 20%	4 24%	51 16%	12 23%	9 17%	6 13%	11 21%	9 20%	20 27% co
Once a week	126 9%	3 5%	5 9%	7 12% h	4 7%	2 6%	4 14%	16 14% h	-	7 12% h	9 8%	3 5%	6 9%	8 20% hkor	2 9%	23 7%	7 14% h	10 18% ho	2 4%	3 6%	5 11%	6 8%
Less often	161 11%	4 8%	11 20% jm	7 12%	4 7%	3 7%	6 21%	14 12%	6 15%	5 8%	8 7%	6 9%	5 13%	1 2%	-	43 13%	4 9%	5 9%	11 22% djmv	5 9%	2 5%	12 17% m
Never	74 5%	2 3%	1 2%	2 4%	2 3%	2 7%	-	* 7% g	3 4%	3 4%	8 7% g	4 6%	1 4%	1 2%	-	19 6% g	5 9% g	9 17% bcdgm osv	2 5%	2 4%	-	8 11% g
Don't know	5 *	-	1 1%	-	-	-	-	-	-	1 2% o	1 1%	-	-	-	-	-	-	-	-	-	-	2 3% o
NET: At least daily	795 56%	38 68% pqw	31 56% w	36 61% qw	40 64% qw	18 50%	18 61%	62 55% w	22 55% w	33 55% w	69 61% qw	37 58% w	18 51%	22 57% w	12 67%	185 58% qw	23 45%	21 39%	26 56% w	31 61% qw	28 64% qw	25 34%
NET: At least weekly	1180 83%	50 89% w	43 78%	50 84%	57 91% qrw	31 86%	23 79%	99 87% w	31 78%	51 85% w	96 85% w	54 85%	28 82%	37 97% bho qrw	18 100%	258 81%	42 82%	40 74%	34 73%	45 87% w	41 95% bhoq rw	51 69%
NET: Ever	1341 94%	54 97%	54 97% q	57 96% q	61 97% qw	33 93%	29 100%	113 100% hijo pqw	37 93%	56 94%	104 92%	59 94%	33 96%	38 98% q	18 100%	301 94% qw	47 91%	45 83%	45 95%	49 96% q	43 100% qw	63 86%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 38  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
Several times a day	306 41%	94 35%	212 44%a	106 60% <sup>d</sup> <sub>gh</sub>	103 51% <sup>f</sup> <sub>gh</sub>	51 37% <sup>h</sup> <sub>hi</sub>	26 24%	14 20%	6 11%	95 44%	92 42%	63 40%	56 36%	16 28%	7 36%	33 41%	30 43%	33 46%	12 28%	15 40%	24 36%	62 51% <sup>ns</sup>	38 41%	22 38%	13 46%
Once a day	148 20%	57 21%	91 19%	35 20%	42 21%	24 17%	26 24%	14 19%	7 14%	45 21%	34 16%	35 22%	33 21%	20 35% <sup>ptx</sup>	3 15%	12 15%	12 17%	17 23%	7 17%	5 14%	14 21%	29 24%	17 18%	8 14%	4 15%
Several times a week	106 14%	41 15%	65 14%	16 9%	22 11%	26 19% <sup>d</sup>	24 22% <sup>d</sup> <sub>de</sub>	9 13%	9 18%	20 9%	33 15%	25 16%	28 18% <sup>j</sup>	9 16%	20 28%	10 25% <sup>rv</sup>	6 14%	7 9%	4 17%	4 12%	14 21%	11 9%	11 11%	5 10%	2 8%
Once a week	55 7%	22 8%	33 7%	2 1%	14 7% <sup>d</sup>	10 7% <sup>d</sup>	8 8% <sup>d</sup>	11 15% <sup>d</sup>	11 22% <sup>d</sup> <sub>defg</sub>	16 8%	17 8%	11 7%	11 7%	2 3%	1 3%	4 5%	7 10%	4 5%	6 14%	5 14%	5 7%	7 5%	7 8%	7 13%	1 4%
Less often	91 12%	39 15%	52 11%	15 8%	19 9%	15 11%	18 16%	13 18% <sup>d</sup>	11 22% <sup>d</sup> <sub>de</sub>	26 12%	32 15%	11 7%	22 14%	10 17%	2 12%	7 9%	7 10%	10 13%	8 20%	5 14%	6 9%	12 10%	12 13%	8 14%	3 12%
Never	39 5%	15 5%	25 5%	4 2%	3 2%	9 7% <sup>e</sup>	6 5%	10 15% <sup>d</sup> <sub>e</sub>	7 14% <sup>d</sup> <sub>de</sub>	11 5%	11 5%	10 7%	8 5%	-	1 6%	4 5%	4 6%	3 4%	2 4%	3 7% <sup>v</sup>	5 7% <sup>v</sup>	1 1%	8 8% <sup>v</sup>	7 12% <sup>nv</sup>	3 9%
Don't know	2 *	1 *	2 *	-	1 *	2 1%	-	-	-	2 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	2 6%
NET: At least daily	454 61%	151 56%	302 63%	142 80% <sup>d</sup> <sub>gh</sub>	145 71% <sup>f</sup> <sub>gh</sub>	74 54% <sup>i</sup>	52 48% <sup>i</sup>	28 39%	13 25%	140 65%	126 58%	98 63%	89 57%	36 63%	10 51%	46 56%	41 60%	50 69% <sup>s</sup>	18 45%	20 53%	39 56%	91 75% <sup>pst</sup> <sub>uw</sub>	55 60%	30 52%	18 61%
NET: At least weekly	615 82%	214 80%	401 84%	159 90% <sup>g</sup> <sub>hi</sub>	181 89% <sup>g</sup> <sub>hi</sub>	110 81% <sup>i</sup>	84 78%	48 67%	32 64%	177 82%	176 80%	134 86%	128 81%	47 83%	16 82%	70 86%	58 84%	60 83%	31 75%	29 79%	58 85%	109 89% <sup>x</sup>	73 79%	42 74%	21 73%
NET: Ever	706 94%	253 94%	453 94%	174 98% <sup>f</sup> <sub>hi</sub>	199 98% <sup>f</sup> <sub>hi</sub>	126 92%	102 95%	61 85%	44 86%	202 94%	209 95%	146 93%	150 95%	57 100% <sup>x</sup>	19 94%	77 95%	65 94%	70 96%	39 95%	35 93%	64 93%	121 99% <sup>t</sup> <sub>uw</sub>	85 92%	50 88%	25 85%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 39  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condi- tion (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**
Several times a day	306 41%	168 42% <sup>f</sup>	44 38% <sup>f</sup>	46 57%	21 46% <sup>f</sup>	-	5 11%	23 49% <sup>f</sup>	39 31% <sup>k</sup>	22 30%	24 34% <sup>k</sup>	8 19%	3 78%	265 44% <sup>h</sup> 69%	2 61%	2 40%	149 40%	100 42%	33 35%	18 57%	260 40%	44 49%	6 31%	23 51%	8 58%	4 54%	2 100%
Once a day	148 20%	97 24% <sup>g</sup>	21 18%	10 12%	7 15%	2 20%	7 15%	4 9%	25 19%	12 17%	12 17%	10 26%	-	115 19%	1 31%	1 39%	76 20%	44 19%	20 21%	6 17%	119 18%	26 28%	6 30%	14 32%	4 26%	1 17%	-
Several times a week	106 14%	53 13%	19 17%	11 13%	6 13%	3 25%	6 15%	8 17%	22 17%	13 10%	10 14%	7 18%	1 22%	79 13%	-	-	62 16%	30 13%	11 11%	4 11%	97 15%	8 9%	4 21%	2 4%	1 5%	2 19%	-
Once a week	55 7%	27 7%	10 9%	3 4%	1 3%	2 17%	11 25% <sup>abd</sup> 3%	2 3%	9 7%	4 6%	9 12% <sup>h</sup>	4 10%	-	44 7%	-	-	26 7%	14 6%	12 13%	1 4%	53 8%	2 2%	-	-	1 9%	1 10%	-
Less often	91 12%	39 10%	19 16%	7 9%	7 16%	2 20%	9 20%	8 17%	20 16% <sup>j</sup>	16 22% <sup>jm</sup>	7 10%	7 16%	-	67 11%	-	-	43 11%	31 13%	14 14%	4 11%	80 12%	10 18%	4 12%	6 3%	-	-	-
Never	39 5%	18 4%	3 3%	5 6%	4 8%	2 18%	6 14% <sup>ab</sup> 4%	2 4%	11 9%	6 8%	9 12% <sup>m</sup>	4 10%	-	26 4%	-	-	21 5%	16 7%	3 3%	-	37 6%	-	-	1 4%	-	-	-
Don't know	2 *	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-	-	1 *	2 2% <sup>p</sup>	-	2 *	-	-	-	-	-	-
NET: At least daily	454 61%	264 65% <sup>f</sup>	65 56% <sup>f</sup>	56 61% <sup>f</sup>	28 61% <sup>f</sup>	2 20%	11 27%	27 58% <sup>f</sup>	64 50%	35 47%	36 51%	18 45%	3 78%	379 63% <sup>hi</sup> 100%	2 100%	4 100%	225 60%	143 61%	52 56%	24 74%	379 58%	70 77% <sup>t</sup>	13 61%	37 83% <sup>t</sup>	12 83%	6 71%	2 100%
NET: At least weekly	615 82%	344 85% <sup>f</sup>	94 81%	70 86%	35 76%	7 62%	29 66%	37 79%	95 75%	52 70%	54 77%	29 73%	4 100%	503 84% <sup>hi</sup> 100%	2 100%	4 100%	313 83%	187 80%	75 80%	29 89%	529 82%	80 89%	17 82%	39 87%	14 97%	8 100%	2 100%
NET: Ever	706 94%	383 95% <sup>f</sup>	113 97% <sup>f</sup>	77 94%	42 92%	10 82%	37 86%	44 96%	116 91%	68 92%	61 88%	36 90%	4 100%	570 95% <sup>j</sup> 100%	2 100%	4 100%	356 95%	219 93%	89 95%	32 100%	610 94%	90 100%	21 100%	44 99%	15 100%	8 100%	2 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 40  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£14,000 to £21,000	£21,000 to £28,000	£28,000 to £34,000	£34,000 to £41,000	£41,000 to £48,000	£48,000 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	623	40	92	102	162	126	58	32	16	53
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	638	29**	72*	97*	169	137*	69*	37**	23**	67*
Several times a day	306	203	98	93	73	43	52	33	11	47	258	12	258	12	31	24	64	43	32	18	13	40
	41%	40%	42%g	42%	40%	48%g	47%g	33%	34%	43%	41%	41%	41%	41%	44%am	24%	38%	31%	47%am	48%	54%	60%mmo
Once a day	148	96	48	45	40	17	22	23	10	31	117	8	117	8	16	24	23	34	11	9	6	12
	20%	19%	21%	20%	22%	19%	20%	23%	30%	28%j	18%	26%	22%	25%an	13%	25%an	17%	24%	25%	18%		
Several times a week	106	72	33	32	29	10	13	22	7	16	90	3	90	3	8	18	28	25	9	4	2	5
	14%	14%	14%	15%	16%	11%	11%	21%bdf	20%	15%	14%	11%	11%	10%	18%	16%	18%	13%	12%	11%		8%
Once a week	55	42	14	12	14	1	7	6	2	4	51	1	51	1	3	6	22	11	3	2	2	3
	7%	8%e	6%e	6%	7%e	1%	6%e	6%	5%	4%	8%	2%	8%	2%	5%	7%	13%	8%	4%	5%	8%	5%
Less often	91	59	32	30	21	15	13	12	2	10	81	5	81	5	8	16	27	16	10	2	1	4
	12%	12%	14%	14%	11%	16%	11%	12%	6%	9%	13%	17%	17%	11%	17%	16%	11%	15%	6%	2%		6%
Never	39	30	9	8	7	3	5	5	1	1	38	1	38	1	6	9	7	9	4	2	-	1
	5%	6%	4%	4%	4%	4%	5%	5%	4%	1%	6%	4%	6%	4%	8%	9%	4%	6%	5%	5%	-	1%
Don't know	2	2	1	1	-	1	-	-	-	-	2	-	2	-	-	-	-	1	-	-	-	2
	*	*	*	*	-	1%	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	3%
NET: At least daily	454	299	147	138	112	60	74	57	21	78	375	19	375	19	47	48	86	77	44	27	18	52
	61%	59%	62%	62%	62%	68%	67%	56%	64%	71%j	59%	67%	67%	67%	66%mn	50%	51%	56%	63%	71%	79%	78%mmo
NET: At least weekly	615	413	193	183	155	71	94	85	30	99	516	23	516	23	58	72	136	112	55	33	23	61
	82%	82%	82%	82%	85%	79%	84%	83%	90%	90%	81%	80%	81%	80%	81%	74%	80%	82%	80%	89%	98%	90%am
NET: Ever	706	472	226	213	175	85	106	96	32	109	597	28	597	28	66	88	163	128	65	35	23	65
	94%	94%	96%	96%	96%	96%	95%	95%	96%	99%	94%	96%	96%	96%	92%	91%	96%	93%	95%	95%	100%	97%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 41  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
Several times a day	306	6	7	8	21	7	3	26	8	8	35	13	8	7	5	87	7	8	8	13	13	7
	41%	23%	34%	40%	57%	29%	24%	42%	32%	37%	51%	32%	37%	39%	47%	48%	28%	32%	47%	43%	46%	24%
Once a day	148	13	7	3	3	5	6	10	3	3	18	10	1	5	2	37	5	-	3	4	4	6
	20%	48%	31%	14%	8%	20%	39%	16%	13%	14%	26%	26%	5%	27%	18%	20%	21%	-	20%	14%	15%	19%
Several times a week	106	6	1	6	4	6	-	12	10	4	4	10	6	1	-	20	4	4	-	4	2	4
	14%	20%	4%	27%	11%	24%	-	18%	42%	18%	6%	25%	25%	3%	-	11%	16%	16%	-	12%	8%	15%
Once a week	55	-	2	1	3	1	3	6	1	3	3	2	2	-	2	12	3	3	1	3	1	2
	7%	-	9%	2%	10%	3%	19%	10%	4%	12%	5%	5%	11%	-	22%	7%	13%	13%	5%	11%	4%	9%
Less often	91	3	5	2	4	3	3	8	2	3	6	3	4	2	1	21	3	4	4	5	3	3
	12%	9%	23%	12%	11%	12%	18%	13%	7%	12%	8%	7%	19%	11%	13%	12%	14%	17%	24%	15%	12%	10%
Never	39	-	-	1	1	3	-	*	1	2	3	2	1	3	-	5	2	6	1	1	3	6
	5%	-	-	6%	4%	12%	-	1%	2%	7%	4%	5%	3%	19%	-	3%	8%	22%	4%	5%	9%	21%
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	2%
NET: At least daily	454	20	14	11	23	11	9	36	11	11	53	23	9	12	7	123	12	8	11	17	18	13
	61%	71%	64%	54%	65%	49%	63%	58%	44%	51%	77%	58%	42%	66%	65%	68%	50%	32%	67%	57%	61%	44%
NET: At least weekly	615	25	17	17	31	18	12	54	22	18	61	35	18	12	10	156	19	15	12	24	21	19
	82%	91%	77%	83%	86%	76%	82%	86%	91%	81%	87%	88%	78%	69%	87%	86%	61%	72%	80%	73%	67%	67%
NET: Ever	706	28	22	20	35	20	15	62	23	20	66	38	22	14	11	176	23	19	16	29	25	22
	94%	100%	100%	94%	96%	88%	100%	99%	98%	93%	96%	95%	97%	81%	100%	97%	92%	78%	96%	95%	85%	77%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 42  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
Several times a day	135 37%	41 33%	94 40%	73 51% <sup>f</sup>	40 35%	13 29%	5 16%	4 17%	-	43 42%	39 35%	31 36%	22 35%	7 20%	5 45%	12 32%	14 36%	22 46%	6 41%	9 45%	6 23%	19 37%	17 49%	9 39%	7 41%
Once a day	76 21%	34 27%	42 18%	31 21%	23 21%	8 18%	8 28%	2 10%	3 45%	15 15%	26 23%	25 29%	10 15%	15 42%	2 16%	13 35%	7 18%	10 20%	1 4%	3 14%	6 25%	8 14%	3 8%	5 19%	4 25%
Several times a week	55 15%	20 16%	35 15%	20 14%	24 22%	5 11%	3 9%	4 17%	-	13 13%	23 21%	8 9%	12 18%	5 13%	3 25%	2 4%	5 12%	7 15%	3 17%	2 12%	7 29%	11 20%	9 25%	3 12%	-
Once a week	25 7%	8 6%	17 7%	10 7%	3 3%	7 14% <sup>e</sup>	4 13%	1 5%	1 12%	7 7%	7 7%	4 5%	6 10%	2 4%	1 10%	2 6%	8 20% <sup>r</sup>	2 4%	2 11%	1 6%	1 5%	3 5%	1 3%	1 6%	1 9%
Less often	52 14%	20 16%	32 14%	8 6%	20 18% <sup>d</sup>	10 22% <sup>d</sup>	8 26%	4 17%	2 32%	18 18%	12 11%	9 11%	13 20%	7 18%	* 3%	6 15%	5 14%	6 12%	2 14%	5 23%	2 6%	9 17%	3 8%	6 24%	2 14%
Never	16 4%	2 2%	13 6%	2 2%	1 1%	3 6%	1 5%	8 34%	1 12%	4 4%	4 3%	6 8%	2 3%	1 2%	- 9%	3 9%	- 4%	2 4%	1 7%	- 12%	3 4%	2 4%	2 6%	- 11%	2 11%
Don't know	2 1%	1 1%	1 *	- 1%	1 -	- 4%	1 -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	1 7%	- -	- -	1 2%	- -	- -	- -
NET: At least daily	211 58%	75 60%	135 58%	104 72% <sup>ef</sup>	63 56%	22 47%	13 44%	6 27%	3 45%	58 57%	65 59%	55 66%	32 50%	22 62%	7 61%	25 67%	21 54%	32 66%	7 44%	12 59%	12 48%	27 51%	20 58%	14 58%	11 66%
NET: At least weekly	291 81%	103 82%	188 80%	133 93% <sup>ef</sup>	91 81%	33 72%	20 66%	11 49%	3 57%	79 77%	95 86%	68 80%	50 78%	28 79%	11 97%	29 77%	33 86%	41 85%	11 72%	16 77%	21 82%	40 77%	30 86%	18 76%	12 75%
NET: Ever	343 95%	123 97%	220 94%	142 98%	111 99%	43 94%	27 92%	15 66%	5 88%	97 95%	107 97%	77 91%	62 97%	35 98%	12 100%	34 91%	39 100%	47 96%	13 86%	21 100%	22 88%	50 94%	33 94%	24 100%	15 89%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 43  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-ary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
Several times a day	135	75	17	27	11	-	-	6	18	11	11	5	1	112	2	1	68	44	7	12	109	26	4	20	1	-	1
	37%	35%	39%	54%	40%	-	-	30%	35%	37%	36%	39%	60%	37%	81%	49%	38%	38%	20%	43%	36%	50%	49%	61%	12%	-	50%
Once a day	76	52	3	9	6	-	3	3	11	4	8	2	-	63	-	-	28	31	9	7	60	14	2	10	2	-	1
	21%	24%b	6%	17%	24%	-	80%	15%	21%	12%	26%	12%	-	21%	-	-	16%	27%	28%	24%	20%	26%	19%	31%	22%	-	22%
Several times a week	55	40	7	3	3	-	-	3	6	4	2	1	-	48	-	-	33	13	8	2	52	2	1	*	1	-	-
	15%	19%	16%	6%	12%	-	-	12%	12%	8%	7%	-	-	16%	-	-	18%	11%	23%	9%	17%u	4%	11%	1%	9%	-	-
Once a week	25	9	3	9	2	-	1	2	6	5	3	1	-	19	-	-	8	8	4	5	25	1	1	-	-	-	-
	7%	4%	7%	17%	8%	-	20%	11%	13%	17%	10%	10%	-	6%	-	-	4%	7%	13%	18%	8%	2%	10%	-	-	-	-
Less often	52	26	11	3	4	2	-	6	9	6	4	4	1	41	*	-	31	16	3	2	44	9	1	2	3	1	1
	14%	12%	26%a	7%	14%	73%	-	29%	17%	20%	15%	32%	40%	14%	19%	-	17%	14%	9%	6%	14%	16%	11%	7%	42%	100%	28%
Never	16	12	2	-	*	1	-	1	*	1	-	-	-	13	-	1	9	3	2	-	16	-	-	-	-	-	-
	4%	6%	4%	-	2%	27%	-	3%	2%	1%	4%	-	-	5%	-	51%	5%	3%	7%	-	5%	-	-	-	-	-	-
Don't know	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	1	1	-	-	1	-	-
	1%	1%	3%	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-	*	2%	-	-	14%	-	-
NET: At least daily	211	126	19	36	17	-	3	10	28	14	18	7	1	175	2	1	96	76	16	19	169	40	6	30	3	-	2
	58%	59%	45%	71%	64%	-	80%	45%	56%	50%	62%	51%	60%	59%	81%	49%	54%	65%	48%	67%	55%	76%t	68%	91%	34%	-	72%
NET: At least weekly	291	175	29	47	22	-	3	14	41	23	24	9	1	242	2	1	136	97	28	26	246	43	7	30	3	-	2
	81%	82%b	68%	93%	84%	-	100%	68%	81%	79%	81%	68%	60%	81%	81%	49%	76%	83%	84%	94%	80%	82%	89%	93%	43%	-	72%
NET: Ever	343	201	40	51	26	2	3	21	49	28	28	14	2	283	2	1	167	112	31	28	289	51	8	33	6	1	2
	95%	94%	94%	100%	98%	73%	100%	97%	98%	99%	96%	100%	100%	95%	100%	49%	94%	97%	93%	100%	95%	98%	100%	100%	86%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 44  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*
Several times a day	135	87	47	44	31	22	20	17	4	31	104	3	12	11	22	18	11	10	9	29
	37%	36%	40%	40%	36%	45%	38%	34%	33%	52% <sup>j</sup>	34%	25%	34%	23%	38%	29%	35%	59%	55%	54% <sup>mo</sup>
Once a day	76	53	19	18	18	3	10	11	4	15	61	3	9	14	5	12	9	4	4	7
	21%	22% <sup>e</sup>	16% <sup>e</sup>	17%	21% <sup>e</sup>	6%	19%	21%	35%	25%	20%	28%	25%	29% <sup>n</sup>	8%	20%	29%	22%	21%	14%
Several times a week	55	39	16	16	13	6	9	9	-	6	50	2	5	4	8	13	5	-	2	10
	15%	16%	14%	15%	16%	12%	17%	17%	-	10%	16%	16%	15%	10%	13%	21%	17%	-	15%	18%
Once a week	25	14	10	10	6	6	2	4	-	4	22	2	3	1	7	6	1	1	-	2
	7%	6%	9%	9%	7%	12%	5%	9%	-	7%	7%	17%	8%	2%	12%	10%	3%	5%	-	4%
Less often	52	32	20	18	14	12	9	5	2	3	49	2	4	10	14	11	4	1	-	3
	14%	14%	17%	16%	17%	24%	17%	11%	19%	6%	16%	14%	12%	23%	23%	18%	13%	9%	-	6%
Never	16	13	2	2	2	1	1	2	*	*	15	-	2	6	3	*	-	1	2	2
	4%	6%	2%	2%	2%	1%	2%	3%	4%	1%	5%	-	6%	13% <sup>o</sup>	5%	1%	-	5%	9%	3%
Don't know	2	-	2	2	2	-	1	2	1	-	2	-	-	-	-	1	1	-	-	-
	1%	-	2%	2%	3% <sup>a</sup>	-	2%	4% <sup>a</sup>	9%	-	1%	-	-	-	-	2%	4%	-	-	-
NET: At least daily	211	140	66	63	48	25	30	28	8	45	165	6	21	24	27	30	19	13	13	36
	58%	59%	57%	56%	57%	51%	57%	55%	67%	77% <sup>j</sup>	55%	52%	58%	53%	46%	50%	64%	81%	76%	68%
NET: At least weekly	291	193	93	89	67	36	42	41	8	55	237	10	29	30	42	49	25	14	15	47
	81%	81%	79%	80%	79%	75%	79%	81%	67%	94% <sup>j</sup>	78%	86%	81%	65%	72%	80%	84%	86%	91%	90% <sup>m</sup>
NET: Ever	343	225	112	107	81	48	51	46	10	58	286	12	33	40	56	60	29	15	15	51
	95%	94%	96%	96%	96%	99%	96%	92%	86%	99%	94%	100%	94%	87%	95%	97%	96%	95%	91%	97%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 45  
**Q.2 In the last week, how often did you watch videos on these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
Several times a day	135 37%	3 16%	4 30%	5 42%	6 36%	5 30%	5 53%	9 30%	4 50%	4 60%	24 52%	1 7%	2 19%	- 100%	1 41%	33 41%	2 32%	4 44%	2 25%	7 40%	7 41%	5 36%
Once a day	76 21%	8 46%	5 38%	3 21%	6 34%	1 5%	- -	12 41%	1 14%	- -	7 16%	3 20%	- 100%	2 -	- -	13 16%	1 12%	- -	4 41%	3 18%	4 25%	2 14%
Several times a week	55 15%	3 17%	1 10%	3 24%	* 3%	4 23%	3 32%	2 5%	2 28%	- -	4 9%	8 54%	5 64%	- -	- -	14 17%	1 19%	1 8%	2 17%	2 10%	- -	- -
Once a week	25 7%	- -	1 7%	1 10%	2 12%	6 33%	* 4%	2 7%	- -	* 6%	2 4%	1 3%	- -	- -	- -	4 5%	1 9%	1 15%	- -	1 7%	1 9%	1 10%
Less often	52 14%	3 15%	2 16%	* 3%	3 15%	2 10%	1 12%	5 17%	1 7%	1 12%	7 15%	- -	1 8%	- -	- -	12 15%	2 20%	3 33%	2 18%	4 25%	2 14%	2 16%
Never	16 4%	1 5%	- -	- -	- -	- -	- -	- -	1 8%	2 5%	2 15%	2 8%	1 8%	- -	- -	3 4%	1 8%	- -	- -	- -	2 11%	3 23%
Don't know	2 1%	- -	- -	- -	- -	- -	- -	- -	1 15%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
NET: At least daily	211 58%	11 62%	10 68%	8 63%	12 70%	6 34%	5 53%	21 71%	6 65%	4 60%	32 68%	4 27%	2 19%	2 100%	1 100%	47 57%	3 44%	4 44%	6 65%	9 58%	11 66%	7 51%
NET: At least weekly	291 81%	15 80%	12 84%	12 97%	15 85%	15 90%	8 88%	24 83%	8 93%	5 65%	38 81%	13 85%	7 84%	2 100%	1 100%	64 79%	6 73%	6 67%	7 82%	12 75%	12 75%	9 61%
NET: Ever	343 95%	17 95%	14 100%	12 100%	18 100%	17 100%	9 100%	29 100%	9 100%	6 78%	44 95%	13 85%	8 92%	2 100%	1 100%	77 94%	10 92%	10 100%	9 100%	16 100%	15 89%	11 77%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 46  
**Q.2 In the last week, how often did you watch videos on these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
Several times a day	46	13	33	15	16	9	5	1	-	13	13	12	8	1	7	7	3	13	2	2	1	4	5	2	-
	28%	23%	31%	29%	34%	27%	25%	14%	-	30%	27%	32%	24%	7%	91%	41%	20%	58%	13%	27%	4%	18%	21%	23%	-
Once a day	27	10	17	11	4	8	-	4	-	9	9	4	5	2	-	1	5	3	*	2	3	5	3	2	-
	17%	17%	17%	22%	9%	24%	-	39%	-	21%	18%	11%	17%	15%	-	6%	30%	14%	3%	25%	27%	26%	12%	26%	-
Several times a week	35	16	19	10	12	7	5	1	1	10	11	9	5	9	-	7	1	2	3	2	2	5	3	2	-
	22%	28%	18%	21%	24%	20%	25%	9%	46%	24%	23%	25%	14%	65%	-	38%	8%	10%	23%	23%	20%	24%	11%	23%	-
Once a week	18	4	14	4	7	2	3	1	-	3	4	4	5	1	-	2	2	1	3	2	1	3	3	-	-
	11%	6%	13%	7%	15%	7%	17%	12%	-	8%	9%	12%	16%	5%	-	9%	15%	3%	24%	25%	8%	15%	14%	-	-
Less often	34	15	20	9	8	7	6	2	1	7	11	7	10	1	1	4	3	4	-	5	4	9	1	1	1
	21%	25%	19%	19%	17%	21%	33%	25%	54%	17%	21%	18%	29%	9%	9%	6%	27%	15%	37%	-	42%	18%	39%	14%	100%
Never	2	-	2	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-
	1%	-	1%	2%	1%	-	-	-	-	2%	2%	-	-	-	-	-	-	-	-	-	-	-	3%	14%	-
NET: At least daily	73	23	50	26	20	17	5	5	-	22	22	16	13	3	7	8	8	16	2	4	4	9	8	3	-
	45%	40%	48%	51%	43%	51%	25%	53%	-	51%	45%	43%	40%	22%	91%	47%	50%	72%	16%	52%	31%	44%	34%	49%	-
NET: At least weekly	126	43	83	40	39	27	12	7	1	35	38	29	23	12	7	17	12	19	8	9	7	17	13	5	-
	78%	75%	80%	79%	81%	79%	67%	75%	46%	83%	77%	80%	71%	91%	94%	94%	73%	85%	63%	100%	58%	82%	58%	72%	-
NET: Ever	160	57	103	49	47	34	18	10	2	43	48	36	33	14	8	18	16	23	12	9	12	20	22	6	1
	99%	100%	99%	98%	99%	100%	100%	100%	100%	100%	98%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	97%	86%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 47  
**Q.2 In the last week, how often did you watch videos on these services?**  
**TikTok**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-	
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	**	**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	**	
Several times a day	46	28	9	2	1	-	-	6	6	3	5	1	-	40	-	-	26	13	3	4	34	12	3	9	-	1	-	
	28%	31%	39%	10%	5%	-	-	44%	18%	13%	28%	11%	-	33%	-	-	32%	23%	26%	36%	26%	41%	36%	43%	-	100%	-	
Once a day	27	15	*	9	2	-	-	1	11	6	6	2	-	15	-	-	16	4	5	3	19	7	4	4	-	-	-	
	17%	17%	2%	39%	15%	-	-	10%	32%	27%	34%	19%	-	13%	-	-	20%	7%	38%	25%	15%	24%	48%	18%	-	-	-	
Several times a week	35	23	1	4	3	1	1	1	11	9	5	2	1	24	-	-	14	17	1	2	31	5	-	5	-	-	-	
	22%	26%	5%	20%	30%	100%	46%	10%	31%	38%	29%	26%	57%	20%	-	-	17%	31%	11%	19%	23%	15%	-	22%	-	-	-	
Once a week	18	5	6	3	2	-	-	2	3	1	1	2	-	15	-	-	9	8	1	-	16	1	-	*	1	-	-	
	11%	5%	25%	13%	17%	-	-	17%	7%	6%	6%	25%	-	12%	-	-	11%	15%	6%	-	12%	4%	-	2%	57%	-	-	
Less often	34	18	7	3	4	-	1	2	4	4	1	2	1	24	-	-	16	14	2	1	30	5	1	3	1	-	-	
	21%	21%	29%	13%	34%	-	54%	15%	11%	16%	3%	20%	43%	20%	-	-	19%	24%	18%	11%	23%	16%	16%	14%	43%	-	-	
Never	2	-	-	1	-	-	-	1	-	-	-	-	-	2	-	-	1	-	-	1	2	-	-	-	-	-	-	
	1%	-	-	4%	-	-	-	4%	-	-	-	-	-	1%	-	-	1%	-	-	9%	1%	-	-	-	-	-	-	
NET: At least daily	73	42	10	11	2	-	-	8	17	9	11	3	-	55	-	-	42	17	8	6	52	20	6	13	-	1	-	
	45%	48%	41%	50%	19%	-	-	54%	50%	40%	63%	29%	-	46%	-	-	52%q	30%	65%	61%	40%	65%	84%	61%	-	100%	-	
NET: At least weekly	126	70	17	18	7	1	1	11	30	20	17	7	1	94	-	-	64	42	10	8	99	25	6	18	1	1	-	
	78%	79%	71%	83%	66%	100%	46%	81%	89%	84%	97%	80%	57%	79%	-	-	80%	76%	82%	80%	76%	84%	84%	86%	57%	100%	-	
NET: Ever	160	88	24	21	11	1	2	14	34	24	18	9	1	118	-	-	80	56	12	10	129	30	7	21	1	1	-	
	99%	100%	100%	96%	100%	100%	100%	96%	100%	100%	100%	100%	100%	99%	-	-	99%	100%	100%	91%	99%	100%	100%	100%	100%	100%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 48  
**Q.2 In the last week, how often did you watch videos on these services?**  
**TikTok**  
**Base: All who visited/ used sites/ apps**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
		No children aged 18 or under (a)	NET: Yes (b)	Under 16 (c)	NET: 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15	
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**	
Several times a day	46	16	30	28	20	18	16	11	3	27	19	2	8	6	13	5	3	1	*	5	
	28%	19%	38%a	38%	34%	57%	41%	31%	33%	52%j	17%	53%	48%	31%	31%	19%	20%	30%	6%	28%	
Once a day	27	14	14	14	11	2	4	9	1	9	18	1	6	-	8	3	1	1	-	7	
	17%	16%	18%	18%	19%	7%	10%	26%	14%	17%	17%	14%	33%	-	19%	10%	9%	40%	-	37%	
Several times a week	35	24	11	10	10	3	6	5	1	6	29	*	-	6	11	4	5	-	3	3	
	22%	29%	14%	14%	16%	8%	15%	14%	17%	12%	26%	9%	-	30%	25%	15%	39%	-	44%	18%	
Once a week	18	5	12	11	12	3	9	6	1	6	12	1	2	3	2	6	1	-	-	1	
	11%	6%	16%	15%	19%	9%	22%	18%	12%	11%	11%	11%	12%	14%	4%	22%	12%	-	-	5%	
Less often	34	24	10	10	7	5	5	3	2	4	30	1	1	4	8	10	3	1	3	1	
	21%	28%d	14%	14%	12%	17%	12%	10%	24%	9%	27%i	12%	7%	21%	20%	35%	20%	30%	50%	7%	
Never	2	1	1	1	-	1	-	-	-	-	2	-	-	1	-	-	-	-	-	1	
	1%	1%	1%	1%	-	2%	-	-	-	-	1%	-	-	3%	-	-	-	-	-	5%	
NET: At least daily	73	30	43	42	31	20	20	20	4	36	37	3	14	6	21	8	4	2	*	12	
	45%	35%	56%a	56%	53%	64%	51%	57%	47%	69%j	34%	67%	81%	31%	51%	29%	29%	70%	6%	65%	
NET: At least weekly	126	60	66	63	53	25	34	31	6	48	78	4	16	14	33	19	10	2	3	16	
	78%	71%	86%	85%	88%a	81%	88%	90%	76%	91%j	71%	88%	93%	76%	80%	65%	80%	70%	50%	88%	
NET: Ever	160	84	77	73	60	31	39	34	8	52	108	5	17	18	42	29	13	4	7	17	
	99%	99%	99%	99%	100%	98%	100%	100%	100%	100%	99%	100%	100%	97%	100%	100%	100%	100%	100%	95%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 49  
**Q.2 In the last week, how often did you watch videos on these services?**

TikTok

Base: All who visited/ used sites/ apps

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	-**	6**	1**	6**
Several times a day	46 28%	1 14%	-	7 91%	3 34%	* 7%	-	6 40%	4 42%	1 14%	13 60%	-	1 25%	* 7%	2 20%	7 20%	1 15%	-	-	-	-	-
Once a day	27 17%	1 21%	-	-	2 20%	* 8%	3 56%	3 19%	1 9%	-	2 9%	2 53%	-	1 16%	-	8 24%	2 31%	-	-	1 25%	-	1 11%
Several times a week	35 22%	4 55%	5 81%	-	1 15%	1 14%	1 -	3 22%	4 38%	2 30%	2 11%	-	4 70%	-	-	5 15%	1 11%	1 100%	-	2 36%	-	1 10%
Once a week	18 11%	1 10%	-	-	1 6%	2 33%	-	2 12%	-	1 22%	2 8%	1 22%	* 5%	2 35%	-	3 9%	-	-	-	2 39%	-	1 19%
Less often	34 21%	-	1 19%	1 9%	2 25%	2 38%	2 44%	1 7%	1 11%	2 35%	2 11%	1 25%	-	3 41%	-	11 31%	1 16%	-	-	-	1 100%	3 60%
Never	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 27%	-	-	-	-	-
NET: At least daily	73 45%	2 35%	-	7 91%	4 54%	1 15%	3 56%	8 59%	5 51%	1 14%	15 70%	2 53%	1 25%	1 24%	2 100%	15 44%	3 46%	-	-	1 25%	-	1 11%
NET: At least weekly	126 78%	7 100%	5 81%	7 91%	6 75%	4 62%	3 56%	13 93%	8 89%	4 65%	19 89%	3 75%	6 100%	4 59%	2 100%	23 69%	3 57%	1 100%	-	6 100%	-	2 40%
NET: Ever	160 99%	7 100%	6 100%	8 100%	8 100%	6 100%	5 100%	14 100%	9 100%	7 100%	22 100%	4 100%	6 100%	6 100%	2 100%	34 100%	4 73%	1 100%	-	6 100%	1 100%	6 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 50  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Twitter**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
Several times a day	146 23%	95 31%b	51 16%	50 40%efg hi	22 18%	29 23%i	24 21%i	14 21%	7 9%	58 29%k	40 20%	25 21%	23 20%	11 19%	13 50%	23 30%u	15 28%u	15 33%ux	4 11%	11 29%u	4 7%	25 25%u	18 23%u	7 14%	1 7%
Once a day	116 18%	53 17%	63 20%	31 25%h	23 19%	27 20%h	22 18%	5 7%	9 13%	37 19%	37 18%	19 16%	23 20%	5 9%	3 13%	16 22%	13 23%	15 33%nw	7 19%	6 16%	8 17%	17 15%	12 16%	8 16%	5 25%
Several times a week	108 17%	57 18%	51 16%	16 13%	28 23%	22 17%	16 14%	13 19%	14 18%	28 14%	44 22%	17 15%	18 16%	12 21%	3 13%	16 21%	8 14%	3 6%	8 20%	3 7%	11 21%	19 19%	17 22%r	5 9%	5 23%
Once a week	83 13%	33 11%	50 15%	8 7%	17 14%	17 13%	21 18% d	6 9%	13 18% d	21 10%	31 15%	15 13%	17 14%	10 17% r	2 7%	4 6%	10 19% r	* 1%	4 11%	9 23% prv	11 22% pr	9 9%	8 10%	10 19% r	6 28%
Less often	123 19%	49 16%	74 23%	13 10%	27 22% d	25 20%	27 23% d	15 22% d	16 21%	37 19%	37 18%	27 23%	23 20%	18 31% qw	3 10%	13 16%	5 9%	8 16%	12 32%	7 18%	16 32% qw	18 18%	11 14%	11 20%	4 17%
Never	54 9%	21 7%	33 10%	6 5%	3 3%	9 7%	7 6%	14 21% def g	14 19% defg	18 9%	13 6%	13 11%	10 9%	1 2%	2 8%	4 5%	4 7%	4 9%	3 8%	3 7%	1 1%	9 9%	12 15% nu	11 22% nu	- -
Don't know	3 *	1 *	2 1%	- -	1 1%	* *	1 1%	- -	1 1%	- *	2 1%	1 1%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	2 2%	- -	- -	- -
NET: At least daily	263 41%	148 48% b	115 35%	80 65% efg hi	46 38% i	56 43% i	46 39% i	19 28%	16 22%	95 48%	78 38%	44 37%	46 40%	16 28%	16 62%	39 51% nux	27 51% nu	31 66% nuv wx	12 30%	17 45%	12 23%	42 42% u	30 38%	16 30%	6 32%
NET: At least weekly	454 72%	239 77% b	216 66%	104 85% ghi	90 74% hi	95 73% h	83 71%	38 56%	43 59%	144 73%	153 75%	77 65%	81 71%	37 66%	22 82%	60 79% x	45 84% x	34 73%	24 61%	28 75%	33 67%	70 71%	55 71%	30 58%	17 83%
NET: Ever	577 91%	288 93%	289 89%	117 95% hi	117 97% hi	121 93% hi	110 93% hi	53 79%	59 80%	181 91%	190 93%	103 88%	104 90%	55 98% wx	24 92%	73 95% x	50 93%	42 89%	36 92%	35 93%	49 99% wx	88 89%	66 85%	41 78%	20 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 51  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Twitter**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2	
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**	
Several times a day	146	86	14	21	11	-	12	2	29	14	19	10	1	114	1	-	62	62	15	6	122	23	2	14	5	2	-	
	23%	26%g	16%	30%	31%bg	-	19%	7%	22%	21%	24%	24%	10%	24%	100%	-	22%	26%	21%	20%	22%	38%t	17%	43%	41%	100%	-	
Once a day	116	65	17	13	8	3	5	5	24	15	13	5	1	87	-	-	49	41	18	9	100	13	2	8	1	-	1	
	18%	19%	20%f	19%	22%	23%	9%	15%	19%	23%	16%	12%	26%	18%	-	-	17%	17%	25%	30%	18%	21%	20%	25%	9%	-	45%	
Several times a week	108	64	11	10	4	3	13	4	16	9	9	6	1	88	-	1	47	42	9	6	100	8	2	5	1	-	-	
	17%	19%	13%	14%	10%	21%	20%	14%	12%	15%	11%	14%	14%	18%	-	100%	16%	17%	13%	21%	18%	13%	20%	15%	4%	-	-	
Once a week	83	40	14	7	3	1	10	8	19	7	12	5	-	60	-	-	45	28	8	1	80	2	1	1	-	-	-	
	13%	12%	17%	10%	7%	9%	16%	24%	15%	11%	16%	14%	-	13%	-	-	16%	12%	11%	5%	14%u	4%	6%	4%	-	-	-	
Less often	123	59	24	13	6	3	11	6	25	14	14	9	3	92	-	-	52	49	16	6	109	14	4	4	5	-	1	
	19%	18%	27%a	18%	18%	26%	18%	19%	19%	22%	18%	23%	51%	19%	-	-	18%	21%	22%	19%	19%	23%	36%	12%	40%	-	55%	
Never	54	19	6	6	4	3	11	6	16	5	11	5	-	34	-	-	32	17	5	1	51	1	-	-	1	-	-	
	9%	6%	7%	8%	11%	21%	18%ab	18%ab	13%	8%	15%am	13%	-	7%	-	-	11%	7%	3%	9%	1%	-	-	-	6%	-	-	
Don't know	3	-	-	1	-	-	1	1	-	-	-	-	-	3	-	-	1	*	-	1	2	-	-	-	-	-	-	
	*	-	-	2%	-	-	1%a	2%a	-	-	-	-	-	1%	-	-	*	*	-	2%	*	-	-	-	-	-	-	
NET: At least daily	263	151	31	34	19	3	17	7	53	28	31	15	2	201	1	-	111	103	33	15	222	36	5	22	6	2	1	
	41%	45%fg	36%	49%	54%fg	23%	27%	22%	41%	44%	40%	37%	35%	42%	100%	-	39%	43%	46%	50%	39%	59%t	37%	69%	50%	100%	45%	
NET: At least weekly	454	255	57	51	25	7	40	20	88	44	53	26	3	349	1	1	203	173	50	23	402	46	8	28	6	2	1	
	72%	77%bfg	66%	72%	71%	53%	63%	60%	68%	70%	67%	64%	49%	73%	100%	100%	71%	72%	71%	75%	71%	75%	64%	88%	54%	100%	45%	
NET: Ever	577	314	81	64	31	10	51	26	113	58	67	35	5	442	1	1	254	223	66	28	511	60	12	32	11	2	2	
	91%	94%fg	93%fg	90%	89%	79%	81%	80%	87%	92%	85%	87%	100%	92%	100%	100%	89%	93%	93%	95%	91%	99%	100%	100%	94%	100%	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 52  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Twitter**  
**Base: All who visited/ used sites/ apps**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
		No children aged 18 or under	NET: Yes	NET: Under 16	NET: 18-5	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
													(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41	
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*	
Several times a day	146	103	43	38	37	12	24	16	7	39	107	7	17	14	20	27	21	7	3	20	
	23%	24%	22%	21%	23%	23%	26%	18%	20%	41% <sub>aj</sub>	20%	36%	27% <sub>an</sub>	14%	14%	22%	34% <sub>mn</sub>	32%	16%	41% <sub>mmo</sub>	
Once a day	116	72	44	41	36	16	21	17	10	20	97	3	14	11	25	26	13	5	2	11	
	18%	16%	23%	23%	22%	30% <sub>a</sub>	22%	20%	29%	21%	18%	13%	22%	11%	18%	21%	21%	25%	10%	23%	
Several times a week	108	75	33	30	26	9	9	14	10	11	97	2	7	18	22	26	9	1	6	7	
	17%	17%	17% <sub>f</sub>	17%	16% <sub>f</sub>	10%	10%	16%	28% <sub>df</sub>	11%	18%	9%	12%	19%	15%	22%	14%	6%	34%	14%	
Once a week	83	55	28	27	24	7	17	16	3	16	68	4	9	14	24	16	3	2	2	5	
	13%	13%	14%	15%	15%	13%	19%	19%	8%	16%	13%	18%	14%	15%	17%	14%	5%	9%	12%	10%	
Less often	123	89	32	29	25	8	15	13	4	9	114	3	12	26	36	16	10	4	4	6	
	19%	20%	16%	16%	15%	16%	17%	15%	10%	9%	21% <sub>i</sub>	16%	19%	27% <sub>o</sub>	25% <sub>o</sub>	14%	16%	17%	23%	11%	
Never	54	42	12	12	12	1	5	10	1	2	52	2	4	13	15	7	6	2	1	1	
	9%	10%	6%	7%	7%	2%	5%	11% <sub>b</sub>	2%	2%	10% <sub>i</sub>	9%	7%	13% <sub>s</sub>	11%	6%	10%	10%	5%	1%	
Don't know	3	1	2	2	2	-	1	1	1	-	3	-	-	2	-	1	-	-	-	-	
	*	*	1%	1%	1%	-	1%	1%	3% <sub>a</sub>	-	1%	-	-	2%	-	1%	-	-	-	-	
NET: At least daily	263	175	86	78	73	28	45	33	17	59	204	10	30	25	45	53	33	12	5	31	
	41%	40%	45%	44%	45%	53%	48%	38%	49%	61% <sub>aj</sub>	38%	48%	48% <sub>mn</sub>	25%	31%	44% <sub>m</sub>	55% <sub>mn</sub>	57%	26%	63% <sub>mn</sub>	
NET: At least weekly	454	305	147	135	122	43	72	63	30	85	369	15	46	58	91	95	45	16	13	44	
	72%	70%	76%	76%	76%	82%	77%	73%	84%	89% <sub>aj</sub>	69%	75%	74% <sub>m</sub>	59%	64%	79% <sub>mn</sub>	74%	73%	72%	88% <sub>mn</sub>	
NET: Ever	577	394	179	165	147	52	87	75	33	94	483	18	58	84	127	112	55	20	18	49	
	91%	90%	93% <sub>g</sub>	92%	91%	98%	94%	87%	94%	98% <sub>aj</sub>	90%	91%	93%	85%	89%	93%	90%	90%	95%	99% <sub>m</sub>	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 53  
**Q.2 In the last week, how often did you watch videos on these services?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
Several times a day	146 23%	7 24%	3 12%	11 45%	6 28%	4 20%	8 44%	14 26%	12 43%	2 7%	17 35%	1 5%	4 24%	6 42%	2 61%	34 23%	-	3 12%	2 18%	6 21%	1 7%	3 12%
Once a day	116 18%	3 10%	2 9%	3 14%	5 23%	4 18%	4 23%	13 23%	7 26%	6 23%	12 26%	4 18%	2 11%	1 7%	-	28 19%	6 30%	4 15%	1 12%	5 17%	5 25%	* 2%
Several times a week	108 17%	7 27%	4 17%	3 14%	3 14%	3 16%	4 21%	15 28%j	4 13%	4 15%	2 5%	6 26%	5 30%	1 4%	-	28 19%j	6 30%	1 2%	1 5%	3 8%	5 23%	5 16%
Once a week	83 13%	4 13%	6 22%	2 7%	4 19%	5 25%	2 8%	4 8%	-	4 17%	3 5%	4 18%	1 8%	4 30%	-	13 9%	2 11%	5 19%	1 11%	9 29%	6 28%	5 17%
Less often	123 19%	6 20%	10 40%	3 11%	2 12%	1 8%	1 4%	8 15%	4 15%	7 26%	9 18%	7 31%	3 22%	-	1 39%	30 20%	2 11%	6 22%	4 35%	6 19%	4 17%	8 30%
Never	54 9%	1 5%	-	2 8%	1 4%	3 13%	-	-	1 2%	3 12%	4 9%	1 2%	2 4%	2 17%	-	13 9%	4 18%	9 30%	2 19%	2 5%	-	6 23%
Don't know	3 *	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	2 1%	-	-	-	-	-	-
NET: At least daily	263 41%	10 35%	6 22%	14 51%	10 51%	7 38%	13 68%	27 49%	19 70%	8 30%	29 61%o	5 23%	5 35%	7 49%	2 61%	62 42%	6 30%	8 27%	4 29%	12 38%	6 32%	4 14%
NET: At least weekly	454 72%	20 75%	15 60%	20 81%	17 84%	15 79%	18 96%	47 85%	22 83%	15 62%	34 71%	16 67%	11 73%	12 83%	2 61%	103 69%	14 71%	14 48%	6 46%	23 76%	17 83%	13 48%
NET: Ever	577 91%	26 95%	26 100%	22 92%	19 96%	17 87%	19 100%	55 100%jo	27 98%	22 88%	42 89%	23 98%	15 96%	12 83%	3 100%	133 90%	16 82%	20 70%	10 81%	29 95%	20 100%	22 77%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 54  
**Q.2 In the last week, how often did you watch videos on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	***
Several times a day	13	9	4	1	5	5	1	1	2	2	6	3	2	2	1	1	1	-	-	-	1	2	1	*
	18%	16%	28%	4%	29%	29%	31%	37%	9%	11%	32%	26%	34%	21%	18%	17%	17%	-	-	-	7%	41%	17%	100%
Once a day	14	12	2	9	4	1	-	-	3	6	3	2	-	2	-	1	3	-	-	3	-	2	2	-
	20%	22%	12%	27%	23%	9%	-	-	13%	32%	15%	20%	-	23%	-	14%	37%	-	-	62%	-	36%	33%	-
Several times a week	8	7	1	7	1	1	-	-	1	4	2	2	-	-	-	4	*	-	-	1	2	-	1	-
	12%	13%	7%	21%	7%	3%	-	-	5%	19%	8%	17%	-	-	-	40%	5%	-	-	22%	26%	-	9%	-
Once a week	11	10	1	6	2	2	1	-	7	2	1	*	1	4	1	*	*	-	-	-	2	1	*	-
	16%	17%	9%	19%	10%	15%	38%	-	34%	10%	7%	4%	15%	49%	22%	5%	5%	-	-	-	22%	23%	6%	-
Less often	19	16	3	7	5	4	1	2	8	4	4	3	4	1	1	2	2	1	1	1	3	-	3	-
	28%	29%	20%	21%	31%	29%	31%	63%	39%	22%	20%	28%	50%	7%	20%	24%	31%	57%	100%	17%	33%	-	35%	-
Never	4	*	3	2	-	1	-	-	-	1	2	*	-	-	2	-	*	1	-	-	-	-	-	-
	5%	1%	23%	8%	-	7%	-	-	-	5%	11%	4%	-	-	40%	-	5%	43%	-	-	-	-	-	-
Don't know	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	2%	2%	-	-	-	8%	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	12%	-	-	-
NET: At least daily	27	21	6	10	9	6	1	1	5	9	9	5	2	4	1	3	4	-	-	3	1	4	4	*
	38%	38%	40%	31%	52%	39%	31%	37%	22%	43%	47%	46%	34%	44%	18%	31%	55%	-	-	62%	7%	77%	50%	100%
NET: At least weekly	46	38	8	22	11	9	2	1	13	15	12	7	4	8	2	7	5	-	-	5	5	6	5	*
	66%	68%	57%	71%	69%	56%	69%	37%	61%	73%	62%	67%	50%	93%	40%	76%	65%	-	-	83%	54%	100%	65%	100%
NET: Ever	65	54	11	29	17	13	3	4	21	19	15	9	7	8	3	9	8	1	1	6	8	6	7	*
	93%	97%	77%	92%	100%	85%	100%	100%	100%	95%	83%	96%	100%	100%	60%	100%	95%	57%	100%	100%	88%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 55  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Twitch**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	**	**	2**	13**	10**	5**	2**	2**	54*	**	***	27**	25**	7**	9**	58*	11**	1**	8**	1**	**	1**
Several times a day	13	7	2	2	1	-	-	-	1	1	*	-	-	11	-	*	6	5	1	-	10	3	-	3	-	-	-
	18%	18%	23%	18%	18%	-	-	-	9%	11%	8%	-	-	20%	-	100%	21%	22%	18%	-	17%	26%	-	36%	-	-	-
Once a day	14	10	2	1	*	-	-	1	3	2	*	-	-	11	-	-	3	5	2	2	12	1	-	1	-	-	-
	20%	26%	16%	11%	6%	-	-	32%	19%	20%	9%	-	-	21%	-	-	13%	20%	24%	21%	22%	13%	-	18%	-	-	-
Several times a week	8	5	1	1	1	-	-	-	2	1	*	-	-	7	-	-	5	2	-	2	7	1	1	-	-	-	-
	12%	12%	13%	8%	18%	-	-	-	12%	5%	16%	13%	-	12%	-	-	18%	7%	-	17%	13%	8%	100%	-	-	-	-
Once a week	11	7	*	1	*	-	-	1	1	1	-	-	-	9	-	-	3	7	-	1	9	1	-	1	-	-	-
	16%	19%	4%	13%	5%	-	-	68%	8%	11%	-	-	-	17%	-	-	12%	26%	-	13%	16%	10%	-	14%	-	-	-
Less often	19	9	3	3	4	-	-	-	4	3	3	2	2	14	-	-	9	6	3	2	15	4	-	3	1	-	1
	28%	22%	33%	27%	54%	-	-	-	31%	25%	59%	87%	100%	26%	-	-	32%	24%	40%	20%	25%	40%	-	32%	63%	-	100%
Never	4	-	1	2	-	-	-	-	3	3	*	-	-	1	-	-	1	-	-	2	3	-	-	-	*	-	-
	5%	-	11%	22%	-	-	-	-	21%	27%	8%	-	-	1%	-	-	4%	-	-	28%	5%	3%	-	-	37%	-	-
Don't know	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-
	2%	3%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	18%	-	2%	-	-	-	-	-	-
NET: At least daily	27	17	4	3	2	-	-	1	4	3	1	-	-	22	-	*	9	11	3	2	22	4	-	4	-	-	-
	38%	44%	38%	30%	23%	-	-	32%	28%	32%	17%	-	-	41%	-	100%	34%	42%	42%	21%	38%	38%	-	54%	-	-	-
NET: At least weekly	46	29	5	6	4	-	-	2	6	5	2	*	-	38	-	*	17	19	3	5	39	6	1	5	-	-	-
	66%	75%	55%	51%	46%	-	-	100%	48%	47%	33%	13%	-	70%	-	100%	64%	76%	42%	52%	67%	56%	100%	68%	-	-	-
NET: Ever	65	38	9	9	8	-	-	2	11	8	4	2	2	52	-	*	26	25	6	6	54	11	1	8	1	-	1
	93%	97%	89%	78%	100%	-	-	100%	79%	73%	92%	100%	100%	97%	-	100%	96%	100%	82%	72%	92%	97%	100%	100%	63%	-	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 56  
**Q.2 In the last week, how often did you watch videos on these services?**

**Twitch**

Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
													(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	5**	3**	2**	11**	
Several times a day	13	8	4	3	4	3	3	-	1	4	9	1	3	4	1	2	-	-	-	
	18%	17%	21%	17%	23%	32%	30%	-	24%	28%	15%	44%	38%	38%	14%	20%	-	-	-	
Once a day	14	9	5	5	4	2	4	3	-	6	8	-	1	-	1	-	4	1	-	
	20%	19%	23%	27%	21%	23%	41%	32%	-	39%	15%	-	14%	-	9%	-	77%	37%	-	
Several times a week	8	3	5	4	5	-	1	4	1	2	7	-	2	3	-	2	-	*	-	
	12%	7%	24%	26%	26%	-	8%	37%	20%	11%	12%	-	20%	27%	-	21%	-	15%	-	
Once a week	11	9	2	2	2	1	1	2	1	2	9	1	-	1	1	1	-	2	2	
	16%	18%	12%	15%	13%	15%	14%	26%	20%	11%	17%	31%	-	9%	13%	14%	23%	-	100%	
Less often	19	15	3	2	2	2	1	1	1	1	18	1	2	1	4	4	-	1	-	
	28%	30%	16%	12%	13%	22%	7%	5%	23%	10%	32%	25%	22%	10%	43%	44%	-	49%	-	
Never	4	3	1	1	1	1	-	-	1	-	4	-	*	1	2	-	-	-	-	
	5%	6%	3%	4%	4%	8%	-	-	12%	-	6%	-	5%	6%	21%	-	-	-	-	
Don't know	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	
	2%	2%	-	-	-	-	-	-	-	-	2%	-	-	10%	-	-	-	-	-	
NET: At least daily	27	18	9	7	8	5	7	3	1	10	17	1	4	4	2	2	4	1	-	
	38%	37%	44%	44%	44%	55%	71%	32%	24%	67%	31%	44%	52%	38%	23%	20%	77%	37%	-	
NET: At least weekly	46	30	16	14	15	6	9	9	4	13	33	2	5	9	4	6	5	1	2	
	66%	61%	80%	84%	83%	70%	93%	95%	64%	90%	59%	75%	72%	74%	37%	56%	100%	51%	100%	
NET: Ever	65	44	19	16	18	8	10	9	5	14	50	3	7	10	8	10	5	3	2	
	93%	92%	97%	96%	96%	92%	100%	100%	88%	100%	91%	100%	95%	84%	79%	100%	100%	100%	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 57  
**Q.2 In the last week, how often did you watch videos on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	-**	-**	16**	2**	5**	2**	1**	***	1**
Several times a day	13 18%	2 100%	1 17%	2 28%	1 23%	-	-	1 17%	-	-	1 22%	-	-	-	-	2 14%	1 39%	1 26%	-	-	*	-
Once a day	14 20%	-	-	2 30%	1 20%	-	-	2 28%	-	-	1 22%	1 54%	1 46%	-	-	3 21%	*	2 48%	-	-	-	-
Several times a week	8 12%	-	-	-	1 13%	*	2 64%	-	-	-	*	1 46%	*	21%	-	2 15%	1 34%	-	-	-	-	*
Once a week	11 16%	-	1 23%	2 32%	2 32%	*	-	1 20%	-	-	*	-	-	-	3 21%	-	-	*	24%	-	-	-
Less often	19 28%	-	3 60%	1 9%	1 12%	-	1 36%	-	1 100%	1 57%	2 38%	-	1 33%	-	3 22%	-	1 26%	1 76%	1 100%	-	-	1 75%
Never	4 5%	-	-	-	-	-	2 36%	-	-	1 43%	*	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-
NET: At least daily	27 38%	2 100%	1 17%	4 59%	3 42%	-	-	3 45%	-	-	3 43%	1 54%	1 46%	-	-	6 35%	1 66%	4 74%	-	-	*	100%
NET: At least weekly	46 66%	2 100%	2 40%	6 91%	6 88%	1 100%	2 64%	4 64%	-	-	4 56%	1 100%	1 67%	-	-	11 71%	2 100%	4 74%	*	24%	-	* 100%
NET: Ever	65 93%	2 100%	5 100%	6 100%	6 100%	1 100%	4 100%	4 64%	1 100%	1 57%	6 94%	1 100%	2 100%	-	-	15 93%	2 100%	5 100%	2 100%	1 100%	1 100%	1 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 58  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	21	33	49	57	26	16
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
Several times a day	21 7%	5 5%	17 7%	3 8%	7 12%h	7 11%h	1 2%	-	3 6%	5 5%	3 4%	6 10%	7 9%	1 5%	-	1 1%	2 12%	5 21%	1 3%	2 10%	1 3%	4 8%	4 7%	2 7%	-
Once a day	30 9%	14 16%b	15 6%	3 6%	4 7%	10 16%h	7 14%	2 3%	4 7%	9 8%	6 7%	10 17%	5 6%	3 12%	1 9%	5 14%	1 3%	1 5%	-	3 15%	4 12%	5 11%	3 6%	2 6%	2 14%
Several times a week	54 16%	11 13%	43 18%	12 26%	12 20%	11 18%	6 10%	6 12%	7 12%	15 15%	15 17%	11 18%	13 16%	6 27%	3 25%	11 30%	1 6%	3 16%	5 21%	-	3 9%	10 21%	10 19%	1 2%	-
Once a week	57 17%	11 13%	46 19%	5 12%	17 28%f	7 11%	7 14%	8 14%	14 23%	19 18%	16 19%	9 16%	13 16%	3 14%	1 4%	8 22%	3 18%	5 23%	7 27%	1 4%	5 16%	8 17%	11 20%	4 15%	2 14%
Less often	107 32%	29 33%	78 32%	12 28%	14 23%	17 28%	23 44%e	25 46%ei	15 26%	36 35%	34 39%l	12 19%	25 31%	6 27%	7 51%	5 14%	6 39%	5 21%	9 35%	9 44%	10 31%	12 25%	20 37%	12 43%	7 44%
Never	61 18%	17 20%	43 18%	9 20%	6 10%	8 14%	9 16%	14 25%	15 25%	19 18%	11 13%	12 20%	18 23%	3 15%	2 11%	7 19%	3 21%	3 14%	3 13%	5 27%	9 29%	7 16%	5 10%	7 27%	4 28%
Don't know	* *	- -	* *	- -	- -	* 1%	- -	- -	- -	- -	- 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	- -	- -
NET: At least daily	51 15%	19 22%	32 13%	6 14%	11 18%h	16 27%h	8 16%h	2 3%	7 13%	14 13%	9 11%	16 27%k	12 15%	4 17%	1 9%	6 15%	3 16%	6 26%	1 3%	5 25%	5 15%	9 19%	7 13%	4 13%	2 14%
NET: At least weekly	162 49%	41 47%	121 50%	23 52%h	40 67%gh	34 57%h	21 40%	16 29%	28 48%	48 46%	40 47%	36 61%	38 46%	13 59%	5 37%	24 67%	6 40%	14 65%	13 52%	6 29%	13 40%	27 58%	28 53%	8 30%	4 28%
NET: Ever	269 81%	70 80%	199 82%	35 80%	54 90%	51 85%	45 84%	41 75%	43 75%	84 82%	74 86%	48 80%	62 77%	19 85%	12 89%	30 81%	13 79%	19 86%	22 87%	14 73%	23 71%	38 83%	48 90%	20 73%	11 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 59  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	**	1**
Several times a day	21	12	1	-	2	2	1	3	4	1	3	2	-	18	-	-	10	10	1	1	17	5	1	4	-	-	-
	7%	9%	2%	-	8%	15%	2%	9%	6%	2%	6%	8%	-	7%	-	-	7%	8%	2%	8%	6%	12%	6%	20%	-	-	-
Once a day	30	19	1	5	-	1	2	2	6	2	3	2	-	23	1	-	13	10	4	2	22	6	*	6	-	-	-
	9%	14%b	3%	15%	-	5%	5%	5%	8%	6%	8%	8%	-	9%	100%	-	9%	8%	11%	27%	8%	16%	4%	28%	-	-	-
Several times a week	54	27	5	5	2	4	4	6	12	8	6	3	1	41	-	-	32	16	2	1	48	5	1	1	3	-	1
	16%	19%	10%	17%	11%	27%	9%	22%	17%	23%	14%	13%	40%	16%	-	-	21%	13%	6%	11%	17%	14%	13%	2%	33%	-	100%
Once a week	57	18	13	6	5	2	6	8	16	9	11	6	1	42	-	1	30	22	3	1	50	7	2	5	-	-	-
	17%	13%	25%	20%	25%	10%	14%	26%	23%	24%	26%	22%	27%	16%	-	100%	19%	17%	7%	23%	17%	22%	23%	-	-	-	-
Less often	107	42	20	8	11	1	18	6	19	11	12	9	1	86	-	-	41	38	2	93	14	5	5	4	-	-	-
	32%	30%	38%	26%	49%	8%	46%g	21%	28%	31%	29%	36%	33%	34%	-	-	27%	30%	64%	23%	32%	34%	47%	25%	47%	-	-
Never	61	22	11	6	1	6	10	5	13	5	7	3	-	47	-	-	25	30	4	*	58	3	1	*	2	-	-
	18%	15%	22%	20%	5%	35%	24%	17%	19%	14%	17%	13%	-	18%	-	-	17%	23%	10%	8%	20%	7%	8%	2%	21%	-	-
Don't know	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-
	*	-	-	2%	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-
NET: At least daily	51	32	3	5	2	3	3	4	10	3	6	4	-	41	1	-	24	20	5	2	39	11	1	10	-	-	-
	15%	23%b	5%	15%	8%	20%	7%	15%	14%	8%	14%	16%	-	16%	100%	-	16%	15%	13%	35%	14%	28%t	10%	48%	-	-	-
NET: At least weekly	162	76	21	16	10	9	12	18	37	20	23	13	2	124	1	1	86	58	9	5	138	23	4	15	3	-	1
	49%	54%f	40%	52%	45%	57%	30%	62%bf	53%	56%	54%	51%	67%	48%	100%	100%	56%	46%	26%	69%	48%	59%	44%	73%	33%	-	100%
NET: Ever	269	119	41	24	20	11	30	25	56	32	35	22	3	210	1	1	127	96	32	6	231	37	9	20	6	-	1
	81%	85%	78%	79%	95%	65%	76%	83%	81%	86%	83%	87%	100%	82%	100%	100%	83%	76%	90%	92%	80%	93%	92%	98%	79%	-	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 60  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: 18-5 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)	
													(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15	
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**	
Several times a day	21 7%	7 3%	14 14% <sup>ad</sup>	14 14%	7 9% <sup>a</sup>	9 26%	6 12% <sup>a</sup>	5 13% <sup>a</sup>	2 10%	2 5%	19 7%	1 8%	1 3%	8 14%	3 4%	4 8%	1 6%	1 6%	- -	1 7%	
Once a day	30 9%	20 9%	10 9%	10 10%	8 11%	2 6%	3 7%	5 12%	2 9%	10 21% <sup>j</sup>	19 7%	4 27%	3 7%	5 9%	6 8%	5 10%	1 5%	- -	- -	2 12%	
Several times a week	54 16%	34 15%	19 19%	18 19%	12 16%	9 25%	10 22%	6 14%	4 18%	13 25%	41 15%	1 9%	8 12%	7 14%	10 17%	8 13%	7 14%	1 30%	1 6%	3 15%	3 18%
Once a week	57 17%	44 19%	13 13%	12 13%	13 16%	2 5%	5 11%	7 19%	3 12%	5 9%	53 19%	3 23%	6 13%	9 15%	13 18%	6 13%	3 14%	7 37%	2 21%	3 15%	
Less often	107 32%	74 33%	32 31%	30 32%	26 34%	10 26%	15 33%	12 29%	8 37%	17 34%	90 32%	3 26%	13 30%	14 25%	28 39%	19 40%	7 28%	7 36%	4 51%	6 35%	
Never	61 18%	47 21%	13 13%	11 12%	9 12%	5 13%	6 13%	4 11%	3 12%	3 6%	58 21% <sup>i</sup>	1 7%	12 26%	15 26%	12 17%	6 12%	5 18%	3 16%	1 13%	2 13%	
Don't know	* *	- -	* *	* 1%	* 1%	- -	* 1%	* 1%	* 2%	- -	* *	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	
NET: At least daily	51 15%	28 12%	24 23% <sup>a</sup>	23 24%	15 20%	11 31%	9 20%	10 25%	4 19%	13 25%	38 14%	5 35%	5 10%	13 22%	9 12%	8 17%	3 10%	1 6%	- -	3 19%	
NET: At least weekly	162 49%	106 47%	56 55%	53 56%	40 53%	22 61%	24 53%	23 58%	11 49%	30 60%	132 47%	9 67%	18 42%	28 49%	32 44%	23 47%	13 54%	9 48%	3 36%	9 52%	
NET: Ever	269 81%	179 79%	89 86%	83 88%	67 87%	32 87%	39 86%	35 88%	19 86%	47 94% <sup>j</sup>	222 79%	12 93%	31 72%	42 74%	61 83%	42 87%	20 82%	15 84%	6 87%	16 87%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 61  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
Several times a day	21 7%	1 13%	-	-	1 6%	-	1 20%	1 3%	1 5%	-	7 27%	-	3 19%	1 17%	-	4 5%	-	-	1 7%	-	-	2 12%
Once a day	30 9%	1 10%	2 17%	-	2 18%	-	-	5 18%	1 13%	-	1 5%	*	2 15%	-	-	8 10%	2 10%	-	-	2 17%	2 14%	1 6%
Several times a week	54 16%	5 62%	-	3 25%	1 10%	-	-	9 36%	2 16%	2 18%	5 -	-	4 24%	-	-	19 22%	1 3%	1 5%	-	-	-	3 14%
Once a week	57 17%	-	2 23%	2 12%	1 9%	1 22%	3 40%	4 15%	3 29%	5 37%	5 21%	3 30%	3 17%	1 8%	1 100%	14 16%	7 38%	-	1 9%	1 6%	2 14%	1 4%
Less often	107 32%	1 8%	5 49%	7 52%	4 44%	2 39%	3 40%	5 18%	2 22%	3 20%	5 19%	2 18%	3 20%	2 48%	-	28 32%	6 35%	7 54%	5 61%	6 50%	7 44%	5 26%
Never	61 18%	1 7%	1 11%	2 11%	1 12%	2 39%	-	3 11%	2 15%	3 25%	3 11%	5 48%	1 5%	1 27%	-	13 15%	2 14%	5 40%	2 23%	3 27%	4 28%	7 38%
Don't know	* *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
NET: At least daily	51 15%	2 23%	2 17%	-	2 24%	-	1 20%	5 21%	2 18%	-	8 31%	*	5 34%	1 17%	-	12 14%	2 10%	-	1 7%	2 17%	2 14%	3 19%
NET: At least weekly	162 49%	7 85%	4 40%	5 37%	4 43%	1 22%	4 60%	19 72%	6 63%	7 55%	18 70%	3 34%	11 75%	1 24%	1 100%	45 52%	9 51%	1 5%	1 16%	3 23%	4 28%	7 36%
NET: Ever	269 81%	8 93%	9 89%	12 89%	8 88%	3 61%	7 100%	23 89%	9 85%	10 75%	22 89%	5 52%	14 95%	3 73%	1 100%	72 84%	15 86%	7 60%	7 77%	9 73%	11 72%	11 62%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 62  
**Q.2 In the last week, how often did you watch videos on these services?**

Vimeo  
 Base: All who visited/ used sites/ apps

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
Several times a day	4 4%	1 3%	2 6%	-	-	4 25%	-	-	-	1 2%	-	1 21%	1 8%	-	-	1 12%	1 35%	-	-	-	-	1 3%	1 7%	-	-
Once a day	5 6%	4 9%	1 3%	1 10%	-	2 16%	1 4%	1 6%	-	2 6%	1 3%	-	2 12%	-	-	-	-	1 19%	-	1 17%	-	1 4%	1 13%	1 8%	-
Several times a week	6 7%	3 6%	3 8%	2 13%	2 13%	-	2 11%	-	-	1 3%	4 16%	1 17%	-	-	-	-	-	-	-	-	2 46%	3 12%	-	1 15%	-
Once a week	12 14%	8 17%	4 10%	3 20%	5 31%	1 8%	2 10%	1 6%	-	8 22%	2 8%	1 17%	1 5%	2 30%	2 56%	1 11%	-	*	1 10%	1 26%	-	4 18%	*	-	-
Less often	46 54%	23 47%	23 63%	6 41%	8 50%	5 35%	10 56%	10 77%	7 75%	20 55%	12 51%	1 16%	13 69%	2 36%	2 44%	3 43%	1 35%	3 37%	5 90%	3 57%	1 34%	14 58%	7 69%	4 54%	1 100%
Never	11 13%	8 16%	4 10%	2 14%	1 6%	2 17%	2 13%	1 11%	2 25%	4 12%	4 18%	2 30%	1 3%	2 35%	-	2 35%	1 30%	2 32%	-	-	1 20%	2 6%	1 7%	1 9%	-
Don't know	2 2%	2 3%	-	*	-	-	1 6%	-	-	-	1 4%	-	*	-	-	-	-	*	-	-	-	-	-	1 14%	-
NET: At least daily	9 10%	6 11%	3 8%	1 10%	-	6 40%	1 4%	1 6%	-	3 8%	1 3%	1 21%	4 20%	-	-	1 12%	1 35%	1 19%	-	1 17%	-	2 6%	2 21%	1 8%	-
NET: At least weekly	27 31%	17 34%	10 26%	6 42%	7 44%	7 48%	4 25%	2 12%	-	12 32%	6 26%	4 54%	5 25%	2 30%	2 56%	1 23%	1 35%	2 25%	1 10%	2 43%	2 46%	9 36%	2 24%	2 23%	-
NET: Ever	73 85%	40 81%	33 90%	12 83%	16 94%	12 83%	14 81%	12 89%	7 75%	32 88%	19 78%	5 70%	17 94%	4 65%	4 100%	4 65%	3 70%	5 62%	6 100%	5 100%	3 80%	23 94%	9 93%	6 77%	1 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 63  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	**	65*	**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	**
Several times a day	4	3	1	-	-	-	-	-	-	-	-	-	-	4	-	-	1	3	-	1	2	-	2	-	-	-	-
	4%	6%	5%	-	-	-	-	-	-	-	-	-	-	5%	-	-	4%	7%	-	2%	17%	-	37%	-	-	-	-
Once a day	5	3	1	-	-	1	-	-	1	1	1	1	-	3	-	-	2	3	-	4	1	-	1	-	-	-	-
	6%	7%	9%	-	-	34%	-	-	8%	8%	13%	12%	-	4%	-	-	10%	8%	-	5%	11%	-	24%	-	-	-	-
Several times a week	6	6	-	-	-	-	-	-	-	-	-	-	-	6	-	-	4	-	-	6	-	-	-	-	-	-	-
	7%	12%	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	10%	-	-	8%	-	-	-	-	-	-	-
Once a week	12	10	*	1	1	-	*	-	-	-	-	-	-	12	-	-	2	5	3	3	11	1	1	*	-	-	-
	14%	20%	3%	12%	15%	-	4%	-	-	-	-	-	-	18%	-	-	13%	12%	14%	55%	15%	10%	32%	7%	-	-	-
Less often	46	22	9	3	4	2	6	2	12	8	8	7	-	32	-	2	8	20	14	-	39	7	2	2	2	1	-
	54%	46%	70%	49%	62%	66%	63%	100%	73%	70%	80%	88%	-	49%	-	100%	51%	48%	79%	-	54%	55%	68%	33%	68%	100%	-
Never	11	4	2	2	1	-	3	-	3	2	1	-	-	8	-	-	2	6	1	2	10	1	-	-	1	-	-
	13%	8%	13%	39%	16%	-	33%	-	17%	19%	6%	-	-	12%	-	-	12%	15%	8%	45%	13%	6%	-	-	32%	-	-
Don't know	2	1	-	-	*	-	-	-	*	*	-	-	-	1	-	-	2	-	-	2	-	-	-	-	-	-	-
	2%	2%	-	-	7%	-	-	-	3%	4%	-	-	-	2%	-	-	9%	-	-	2%	-	-	-	-	-	-	-
NET: At least daily	9	6	2	-	-	1	-	-	1	1	1	1	-	6	-	-	2	6	-	-	5	4	-	4	-	-	-
	10%	12%	14%	-	-	34%	-	-	8%	8%	13%	12%	-	10%	-	-	15%	15%	-	-	7%	28%	-	60%	-	-	-
NET: At least weekly	27	22	2	1	1	1	*	-	1	1	1	1	-	24	-	-	5	15	3	3	22	5	1	4	-	-	-
	31%	44%	17%	12%	15%	34%	4%	-	8%	8%	13%	12%	-	37%	-	-	28%	37%	14%	55%	30%	38%	32%	67%	-	-	-
NET: Ever	73	44	11	3	5	3	6	2	13	9	9	7	-	57	-	2	13	35	17	3	61	12	3	6	2	1	-
	85%	90%	87%	61%	77%	100%	67%	100%	81%	77%	94%	100%	-	86%	-	100%	78%	85%	92%	55%	85%	94%	100%	100%	68%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 64  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	3	
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**	
Several times a day	4	1	3	3	3	2	3	1	-	2	1	-	1	2	-	-	1	-	-	-	
	4%	1%	12%	13%	16%	25%	27%	7%	-	12%	2%	-	10%	21%	-	-	12%	-	-	-	
Once a day	5	2	3	3	3	1	2	2	1	1	4	1	*	-	-	2	1	-	1	-	
	6%	4%	12%	13%	16%	16%	21%	21%	15%	6%	6%	22%	7%	-	-	8%	24%	-	34%	-	
Several times a week	6	4	2	2	1	1	-	1	-	1	5	-	-	-	2	1	-	1	-	-	
	7%	6%	9%	9%	6%	11%	-	10%	-	6%	7%	-	-	-	5%	5%	-	42%	-	-	
Once a week	12	10	2	2	1	1	-	1	-	5	7	*	1	*	4	3	-	-	-	2	
	14%	15%	10%	10%	4%	17%	-	8%	-	26%	11%	14%	7%	4%	18%	15%	-	-	-	49%	
Less often	46	37	9	9	7	3	3	5	3	7	39	2	4	7	9	14	4	1	2	2	
	54%	59%	40%	42%	37%	31%	24%	54%	67%	43%	57%	50%	66%	66%	37%	62%	64%	58%	66%	51%	
Never	11	9	3	2	3	-	2	-	1	-	11	-	1	1	9	1	-	-	-	-	
	13%	14%	12%	9%	15%	-	18%	-	18%	-	17%	-	9%	9%	36%	6%	-	-	-	-	
Don't know	2	*	1	1	1	-	1	-	-	1	*	*	-	-	-	1	-	-	-	-	
	2%	1%	5%	5%	6%	-	10%	-	-	6%	1%	14%	-	-	-	5%	-	-	-	-	
NET: At least daily	9	3	6	6	6	4	5	3	1	3	5	1	1	2	-	2	2	-	1	-	
	10%	5%	25%	26%	32%	41%	48%	29%	15%	19%	8%	22%	17%	21%	-	8%	36%	-	34%	-	
NET: At least weekly	27	17	10	10	7	6	5	4	1	9	18	1	2	2	6	6	2	1	1	2	
	31%	26%	43%	45%	42%	69%	48%	46%	15%	51%	26%	36%	24%	25%	27%	27%	36%	42%	34%	49%	
NET: Ever	73	54	19	19	14	9	8	10	4	16	57	3	6	9	15	20	6	2	3	4	
	85%	85%	83%	86%	78%	100%	72%	100%	82%	94%	83%	86%	91%	91%	64%	89%	100%	100%	100%	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 65  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (g)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	***	1**	33**	3**	4**	3**	5**	1**	2**
Several times a day	4 4%	-	-	-	1 55%	-	-	1 11%	-	-	-	-	1 24%	-	-	1 2%	-	-	-	-	-	-
Once a day	5 6%	-	-	-	-	-	-	-	-	1 18%	-	-	-	-	-	2 7%	-	-	1 21%	1 17%	-	-
Several times a week	6 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	5 15%	-	1 30%	-	-	-	-	
Once a week	12 14%	-	2 59%	2 56%	-	-	1 10%	-	-	-	* 6%	-	-	-	5 14%	-	-	-	1 26%	-	1 24%	
Less often	46 54%	2 100%	-	2 44%	1 45%	* 18%	-	3 49%	1 100%	1 100%	3 40%	-	2 76%	* 100%	19 57%	3 100%	3 70%	1 20%	3 57%	1 100%	1 41%	
Never	11 13%	-	1 41%	-	-	1 82%	-	2 31%	-	-	2 31%	1 100%	-	-	1 100%	2 5%	-	-	1 24%	-	-	1 35%
Don't know	2 2%	-	-	-	-	-	-	-	-	-	* 5%	-	-	-	-	-	-	-	1 35%	-	-	-
NET: At least daily	9 10%	-	-	-	1 55%	-	1 11%	-	-	1 18%	-	1 24%	-	-	3 9%	-	-	-	1 21%	1 17%	-	-
NET: At least weekly	27 31%	-	2 59%	2 56%	1 55%	-	1 20%	-	-	2 24%	-	1 24%	-	-	12 38%	-	1 30%	1 21%	2 43%	-	-	1 24%
NET: Ever	73 85%	2 100%	2 59%	4 100%	3 100%	* 18%	-	5 69%	1 100%	1 100%	5 64%	-	3 100%	* 100%	31 95%	3 100%	4 100%	4 41%	1 100%	5 100%	1 100%	2 65%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 66  
**Q.2 In the last week, how often did you watch videos on these services?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	**	3**	4**	5**	***	3**	3**	2**	6**	5**
Several times a day	3	3	1	-	-	2	1	-	-	1	-	-	2	-	-	-	1	-	-	-	*	1	*	*
	10%	10%	8%	-	-	29%	24%	-	-	10%	-	-	18%	-	-	-	31%	-	-	-	9%	32%	8%	9%
Once a day	2	2	-	2	-	-	-	-	-	2	-	-	-	-	-	1	-	-	-	-	-	-	*	-
	5%	7%	-	16%	-	-	-	-	-	12%	-	-	-	-	-	29%	-	-	-	-	-	-	8%	-
Several times a week	3	3	-	3	-	1	-	-	-	-	3	-	1	-	-	-	1	-	1	2	-	-	-	-
	10%	13%	-	24%	-	10%	-	-	-	-	44%	-	7%	-	-	-	14%	-	28%	67%	-	-	-	-
Once a week	4	4	-	-	3	-	-	1	-	3	-	-	1	*	-	3	-	-	1	-	-	-	-	-
	12%	16%	-	-	34%	-	-	100%	-	19%	-	-	13%	17%	-	61%	-	-	29%	-	-	-	-	-
Less often	15	11	5	3	6	2	2	-	1	8	3	-	4	2	-	1	*	2	*	*	1	1	4	2
	46%	42%	59%	31%	66%	28%	76%	-	100%	59%	50%	-	37%	83%	-	32%	11%	46%	100%	12%	24%	68%	72%	53%
Never	5	2	3	3	-	2	-	-	-	-	*	3	1	-	-	2	-	*	-	1	-	-	1	1
	14%	8%	33%	28%	-	19%	-	-	-	-	6%	100%	12%	-	68%	-	9%	-	31%	-	-	12%	12%	11%
Don't know	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1
	4%	5%	-	-	-	14%	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	26%
NET: At least daily	5	4	1	2	-	2	1	-	-	3	-	-	2	-	-	1	1	-	-	*	1	1	*	*
	15%	17%	8%	16%	-	29%	24%	-	-	22%	-	-	18%	-	-	29%	31%	-	-	9%	32%	15%	9%	9%
NET: At least weekly	12	12	1	4	3	3	1	1	-	6	3	-	4	*	-	4	2	-	2	2	2	1	1	*
	37%	46%	8%	41%	34%	39%	24%	100%	-	41%	44%	-	38%	17%	-	89%	45%	-	57%	76%	32%	15%	9%	9%
NET: Ever	27	22	5	7	9	6	3	1	1	14	6	-	8	3	-	1	4	4	*	2	3	2	5	3
	83%	87%	67%	72%	100%	67%	100%	100%	100%	100%	94%	-	76%	100%	-	32%	100%	91%	100%	69%	100%	100%	88%	63%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 67  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Imgur**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	**	11**	9**	6**	3**	***	21**	**	**	9**	15**	4**	2**	30**	4**	1**	1**	1**	**	**
Several times a day	3	1	1	*	-	-	-	-	*	-	*	*	-	3	-	-	1	2	-	-	2	1	-	1	-	-	-
	10%	11%	20%	7%	-	-	-	-	4%	-	7%	13%	-	13%	-	-	8%	17%	-	-	6%	38%	-	100%	-	-	-
Once a day	2	-	*	1	-	-	-	-	*	-	*	-	-	1	-	-	1	*	-	-	2	-	-	-	-	-	-
	5%	-	7%	20%	-	-	-	-	4%	-	8%	-	-	6%	-	-	14%	3%	-	-	6%	-	-	-	-	-	-
Several times a week	3	3	1	-	-	-	-	-	1	-	1	1	-	3	-	-	1	1	-	-	3	-	-	-	-	-	-
	10%	21%	10%	-	-	-	-	-	7%	-	14%	25%	-	12%	-	-	7%	6%	-	-	11%	-	-	-	-	-	-
Once a week	4	3	*	-	-	1	-	-	1	1	1	1	*	3	-	-	1	3	-	-	4	-	-	-	-	-	-
	12%	21%	7%	-	-	100%	-	-	12%	10%	15%	26%	100%	12%	-	-	15%	18%	-	-	13%	-	-	-	-	-	-
Less often	15	5	3	2	3	-	1	-	3	2	1	1	-	12	-	-	4	6	4	-	13	2	1	-	1	-	-
	46%	40%	50%	34%	62%	-	100%	-	27%	28%	12%	36%	-	54%	-	-	42%	43%	100%	-	45%	51%	100%	-	63%	-	-
Never	5	1	1	2	1	-	-	-	4	4	1	-	-	1	-	-	1	1	-	-	2	4	-	-	*	-	-
	14%	7%	8%	39%	14%	-	-	-	36%	48%	22%	-	-	2%	-	-	14%	6%	-	-	100%	14%	11%	-	-	37%	-
Don't know	1	-	-	-	1	-	-	-	1	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	4%	-	-	-	24%	-	-	-	11%	14%	21%	-	-	-	-	-	-	8%	-	-	4%	-	-	-	-	-	-
NET: At least daily	5	1	2	2	-	-	-	-	1	-	1	*	-	4	-	-	2	3	-	-	3	1	-	1	-	-	-
	15%	11%	27%	27%	-	-	-	-	8%	-	15%	13%	-	19%	-	-	22%	20%	-	-	12%	38%	-	100%	-	-	-
NET: At least weekly	12	7	3	2	-	1	-	-	3	1	3	2	*	9	-	-	4	6	-	-	11	1	-	1	-	-	-
	37%	53%	43%	27%	-	100%	-	-	27%	10%	45%	64%	100%	43%	-	-	44%	43%	-	-	37%	38%	-	100%	-	-	-
NET: Ever	27	12	6	4	3	1	1	-	6	3	3	3	*	21	-	-	8	13	4	-	24	3	1	1	1	-	-
	83%	93%	92%	61%	62%	100%	100%	-	54%	38%	57%	100%	100%	98%	-	-	86%	86%	100%	-	82%	89%	100%	100%	63%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 68  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Imgur**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)	(m)	(n)											
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	-	-	-	-	-	5	
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	**	**	**	**	**	**	**	6**	
Several times a day	3	2	1	1	1	1	1	1	-	-	3	1	-	1	-	-	2	-	-	-	-	-	-	-	-	
	10%	6%	34%	34%	34%	100%	34%	42%	-	-	11%	19%	-	18%	-	-	41%	-	-	-	-	-	-	-	-	
Once a day	2	2	-	-	-	-	-	-	-	*	1	-	*	-	-	-	-	-	-	-	-	-	-	-	1	
	5%	6%	-	-	-	-	-	-	-	8%	5%	-	55%	-	-	-	-	-	-	-	-	-	-	-	22%	
Several times a week	3	3	1	1	1	-	1	-	-	1	2	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	10%	9%	20%	20%	20%	-	20%	-	-	27%	7%	-	-	18%	-	14%	-	-	-	-	-	-	-	-	-	
Once a week	4	4	-	-	-	-	-	-	-	4	-	-	-	*	1	3	-	-	-	-	-	-	-	-	-	
	12%	14%	-	-	-	-	-	-	-	14%	-	-	-	6%	15%	59%	-	-	-	-	-	-	-	-	-	
Less often	15	13	2	2	2	-	2	2	1	4	12	1	*	1	4	4	-	-	-	-	-	-	-	-	4	
	46%	46%	46%	46%	46%	-	46%	58%	100%	64%	42%	33%	45%	39%	54%	70%	-	-	-	-	-	-	-	-	78%	
Never	5	5	-	-	-	-	-	-	-	5	1	-	1	3	-	-	-	-	-	-	-	-	-	-	-	
	14%	16%	-	-	-	-	-	-	-	16%	14%	-	25%	40%	-	-	-	-	-	-	-	-	-	-	-	
Don't know	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	4%	4%	-	-	-	-	-	-	-	4%	33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: At least daily	5	3	1	1	1	1	1	1	-	*	4	1	*	1	-	2	-	-	-	-	-	-	-	-	1	
	15%	12%	34%	34%	34%	100%	34%	42%	-	8%	16%	19%	55%	18%	-	41%	-	-	-	-	-	-	-	-	22%	
NET: At least weekly	12	10	2	2	2	1	2	1	-	2	10	1	*	1	2	4	-	-	-	-	-	-	-	-	1	
	37%	34%	54%	54%	54%	100%	54%	42%	-	36%	37%	19%	55%	36%	6%	30%	100%	-	-	-	-	-	-	-	22%	
NET: Ever	27	23	4	4	4	1	4	3	1	5	22	2	1	3	4	6	4	-	-	-	-	-	-	-	6	
	83%	80%	100%	100%	100%	100%	100%	100%	100%	79%	52%	100%	75%	60%	100%	100%	100%	-	-	-	-	-	-	-	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 69  
**Q.2 In the last week, how often did you watch videos on these services?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Not- ting- ham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
Several times a day	3 10%	-	-	-	-	-	-	-	-	-	1 31%	-	-	*	-	1 15%	-	-	-	-	*
Once a day	2 5%	-	-	-	1 73%	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-
Several times a week	3 10%	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	2 32%	-	-	-	-	1 28%	-
Once a week	4 12%	-	*	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 29%	-
Less often	15 46%	1 100%	1 64%	-	*	-	1 32%	-	*	2 46%	-	1 100%	-	2 100%	3 45%	-	1 100%	1 36%	1 12%	*	1 57%
Never	5 14%	-	-	-	-	-	2 68%	-	-	*	-	-	-	1 61%	-	-	-	-	1 19%	1 31%	-
Don't know	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 45%	-	-
NET: At least daily	5 15%	-	-	-	1 73%	-	-	-	-	1 31%	-	-	-	*	1 23%	-	-	-	-	-	*
NET: At least weekly	12 37%	-	*	-	1 73%	3 100%	-	-	-	2 45%	-	-	-	*	3 55%	-	-	-	-	2 57%	*
NET: Ever	27 83%	1 100%	1 100%	-	2 100%	3 100%	-	1 32%	-	*	4 91%	-	1 100%	*	2 100%	6 100%	-	1 100%	1 36%	2 69%	1 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 70  
**Q.2 In the last week, how often did you watch videos on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Gender			Age					Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of England (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	**	**	1**	5**	1**	4**	2**	**	1**	1**	3**	**	2**	2**	**
Several times a day	1 13%	1 17%	-	-	-	1 32%	-	-	-	-	-	1 38%	-	-	-	-	1 43%	-	-	-	-
Once a day	2 17%	1 17%	* 15%	* 16%	1 36%	-	-	-	-	* 9%	1 100%	-	-	-	-	* 45%	1 44%	-	-	-	-
Several times a week	2 17%	2 23%	-	2 69%	-	-	-	-	-	2 39%	-	-	-	-	-	-	-	-	2 100%	-	-
Once a week	1 10%	1 14%	-	-	-	1 26%	-	-	1 100%	-	-	-	-	-	1 100%	-	-	-	-	-	-
Less often	5 43%	2 29%	2 85%	* 15%	2 64%	2 42%	-	-	-	2 52%	-	2 62%	2 100%	-	-	1 55%	* 13%	-	-	2 100%	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3 29%	3 34%	* 15%	* 16%	1 36%	1 32%	-	-	-	* 9%	1 100%	1 38%	-	-	-	* 45%	3 87%	-	-	-	-
NET: At least weekly	6 57%	6 71%	* 15%	2 85%	1 36%	3 58%	-	-	1 100%	2 48%	1 100%	1 38%	-	-	1 100%	* 45%	3 87%	-	2 100%	-	-
NET: Ever	11 100%	8 100%	3 100%	3 100%	4 100%	4 100%	-	-	1 100%	5 100%	1 100%	4 100%	2 100%	-	1 100%	1 100%	3 100%	-	2 100%	2 100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 71  
**Q.2 In the last week, how often did you watch videos on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-
Weighted base	11*	8**	..	3*	***	..	..	..	2**	***	2**	..	..	8**	..	..	7**	2**	..	..	7**	4**	..	4**	..	..	..
Several times a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-
	13%	18%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	73%	-	-	-	36%	-	36%	-	-	-
Once a day	2	1	-	*	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	*	1	-	1	-	-	-
	17%	18%	-	15%	-	-	-	-	-	-	-	-	-	17%	-	-	21%	-	-	-	6%	36%	-	36%	-	-	-
Several times a week	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-
	17%	24%	-	-	-	-	-	-	-	-	-	-	-	23%	-	-	-	-	-	-	27%	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-
	10%	14%	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	17%	-	-	-	-	29%	-	29%	-	-	-
Less often	5	2	-	2	*	-	-	-	2	*	2	-	-	2	-	-	4	1	-	-	5	-	-	-	-	-	-
	43%	25%	-	85%	100%	-	-	-	100%	100%	100%	-	-	30%	-	-	63%	27%	-	-	67%	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3	3	-	*	-	-	-	-	-	-	-	-	-	3	-	-	1	1	-	-	*	3	-	3	-	-	-
	29%	36%	-	15%	-	-	-	-	-	-	-	-	-	34%	-	-	21%	73%	-	-	6%	71%	-	71%	-	-	-
NET: At least weekly	6	6	-	*	-	-	-	-	-	-	-	-	-	6	-	-	3	1	-	-	2	4	-	4	-	-	-
	57%	75%	-	15%	-	-	-	-	-	-	-	-	-	70%	-	-	37%	73%	-	-	33%	100%	-	100%	-	-	-
NET: Ever	11	8	-	3	*	-	-	-	2	*	2	-	-	8	-	-	7	2	-	-	7	4	-	4	-	-	-
	100%	100%	-	100%	100%	-	-	-	100%	100%	100%	-	-	100%	-	-	100%	100%	-	-	100%	100%	-	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 72  
**Q.2 In the last week, how often did you watch videos on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)			
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	1	1	1	1	2	-	-	-	-	-
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	3**	3**	3**	3**	3**	3**	3**	3**	3**
Several times a day	1	-	1	1	1	1	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	13%	-	24%	24%	24%	50%	30%	55%	-	-	15%	-	-	-	-	55%	-	-	-	-	55%	-	-	-	-	-
Once a day	2	*	1	1	1	1	1	1	-	1	*	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	17%	8%	24%	24%	24%	50%	30%	-	-	73%	5%	51%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	17%	36%	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	1	1	1	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	10%	-	19%	19%	19%	-	-	45%	100%	-	12%	-	-	-	-	-	-	-	-	-	45%	-	-	-	-	-
Less often	5	3	2	2	2	-	2	-	-	1	4	*	-	2	1	2	-	-	-	-	-	-	-	-	-	-
	43%	56%	32%	32%	32%	-	40%	-	-	27%	47%	49%	-	100%	100%	100%	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3	*	3	3	3	3	3	1	-	1	2	*	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	29%	8%	48%	48%	48%	100%	60%	55%	-	73%	20%	51%	100%	-	-	55%	-	-	-	55%	-	-	-	-	-	-
NET: At least weekly	6	2	4	4	4	3	3	3	1	1	5	*	1	-	-	-	-	-	-	3	-	-	-	-	-	-
	57%	44%	68%	68%	68%	100%	60%	100%	100%	73%	53%	51%	100%	-	-	100%	-	-	-	100%	-	-	-	-	-	-
NET: Ever	11	5	6	6	6	3	5	3	1	2	9	1	1	2	1	2	3	-	-	3	-	-	-	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 73  
**Q.2 In the last week, how often did you watch videos on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	-.**	2**	-.**	1**	-.**	-.**	1**	-.**	-.**	3**	-.**	-.**	-.**	-.**	4**	-.**	-.**	-.**	-.**	-.**
Several times a day	1 13%	-	-	-	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-
Once a day	2 17%	-	-	-	*	-	-	-	-	-	1 44%	-	-	-	-	-	-	-	-	-	-
Several times a week	2 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 50%	-	-	-	-	-	-
Once a week	1 10%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	5 43%	-	2 100%	-	1 55%	-	-	-	-	-	*	-	-	-	2 50%	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3 29%	-	-	-	*	-	-	-	-	-	3 87%	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	6 57%	-	-	-	*	-	-	1 100%	-	-	3 87%	-	-	-	2 50%	-	-	-	-	-	-
NET: Ever	11 100%	-	2 100%	-	1 100%	-	-	1 100%	-	-	3 100%	-	-	-	4 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 74  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	**	8**	6**	4**	5**	3**	**	3**	**	**	5**	4**	3**	2**	1**	1**	1**
Several times a day	1	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	6%	6%	6%	31%	-	7%	-	-	18%	-	-	-	-	-	-	-	-	17%	-	-	32%	-	-	-
Once a day	5	2	3	-	5	-	-	-	2	3	-	-	-	-	-	-	-	2	3	-	-	-	-	-
	20%	17%	24%	-	62%	-	-	-	27%	42%	-	-	-	-	-	-	-	48%	83%	-	-	-	-	-
Several times a week	3	2	1	*	1	1	1	-	1	1	1	-	1	-	-	-	-	1	-	-	-	-	-	1
	12%	15%	8%	12%	11%	9%	18%	-	10%	19%	22%	-	34%	-	-	-	-	19%	-	-	-	-	-	100%
Once a week	2	2	-	-	-	1	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-
	9%	18%	-	-	-	12%	26%	-	14%	-	-	20%	35%	-	-	-	-	-	-	-	-	100%	-	-
Less often	10	6	5	1	-	6	2	-	2	2	3	2	1	-	3	-	-	2	1	1	1	-	1	-
	44%	44%	44%	57%	-	71%	56%	-	31%	39%	78%	43%	30%	-	100%	-	-	40%	33%	17%	68%	-	100%	-
Never	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-
	9%	-	19%	-	27%	-	-	-	-	-	-	37%	-	-	-	-	-	44%	-	-	-	-	-	-
NET: At least daily	6	3	3	1	5	1	-	-	4	3	-	-	-	-	-	-	-	1	2	3	1	-	-	-
	26%	23%	30%	31%	62%	7%	-	-	45%	42%	-	-	-	-	-	-	-	17%	48%	83%	32%	-	-	-
NET: At least weekly	11	7	4	1	6	3	2	-	5	4	1	1	2	-	-	-	-	1	3	3	1	1	-	1
	47%	56%	38%	43%	73%	29%	44%	-	69%	61%	22%	20%	70%	-	-	-	-	17%	67%	83%	32%	100%	-	100%
NET: Ever	21	13	9	2	6	9	4	-	8	6	4	3	3	-	3	-	-	3	4	3	2	1	1	1
	91%	100%	81%	100%	73%	100%	100%	-	100%	100%	100%	63%	100%	-	100%	-	-	56%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 75  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-
Weighted base	23*	16**	2**	2*	3**	**	**	1**	7**	5**	6**	4**	**	16**	**	**	11**	8**	2**	**	20**	3**	**	3**	**	**	**
Several times a day	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	-	-	-	-	-	-
	6%	5%	35%	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	8%	35%	-	7%	-	-	-	-	-	-
Once a day	5	5	-	-	-	-	-	-	-	-	-	-	-	5	-	-	5	-	-	-	5	-	-	-	-	-	-
	20%	30%	-	-	-	-	-	-	-	-	-	-	-	29%	-	-	41%	-	-	-	23%	-	-	-	-	-	-
Several times a week	3	2	*	1	-	-	-	-	2	1	2	1	-	*	-	-	1	2	-	3	-	-	-	-	-	-	-
	12%	10%	16%	38%	-	-	-	-	34%	18%	25%	23%	-	2%	-	-	10%	20%	-	14%	-	-	-	-	-	-	-
Once a week	2	1	-	-	1	-	-	-	-	-	-	-	-	2	-	-	1	1	-	2	-	-	-	-	-	-	-
	9%	7%	-	-	35%	-	-	-	-	-	-	-	-	14%	-	-	10%	14%	-	11%	-	-	-	-	-	-	-
Less often	10	7	1	1	-	-	-	1	3	2	3	3	-	7	-	-	4	2	1	9	1	-	1	-	-	-	-
	44%	47%	50%	62%	-	-	100%	38%	39%	43%	77%	-	46%	-	-	39%	32%	65%	-	44%	41%	-	41%	-	-	-	-
Never	2	-	-	-	2	-	-	-	2	2	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-
	9%	-	-	-	65%	-	-	-	28%	43%	32%	-	-	-	-	-	-	26%	-	-	59%	-	-	59%	-	-	-
NET: At least daily	6	5	1	-	-	-	-	-	-	-	-	-	-	6	-	-	5	1	1	6	-	-	-	-	-	-	-
	26%	35%	35%	-	-	-	-	-	-	-	-	-	-	38%	-	-	41%	8%	35%	-	31%	-	-	-	-	-	-
NET: At least weekly	11	8	1	1	1	-	-	-	2	1	2	1	-	9	-	-	7	3	1	11	-	-	-	-	-	-	-
	47%	53%	50%	38%	35%	-	-	-	34%	18%	25%	23%	-	54%	-	-	61%	43%	35%	-	56%	-	-	-	-	-	-
NET: Ever	21	16	2	2	1	-	-	1	5	3	4	4	-	16	-	-	11	6	2	20	1	-	1	-	-	-	-
	91%	100%	100%	100%	35%	-	-	100%	72%	57%	68%	100%	-	100%	-	-	100%	74%	100%	-	100%	41%	-	41%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 76  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5-10 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1				
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	-**	2**	7**	2**	6**	5**	1**	-**	1**				
Several times a day	1	1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	1				
	6%	5%	7%	8%	-	18%	-	-	-	7%	5%	-	-	10%	-	-	-	-	-	100%				
Once a day	5	2	3	3	3	3	3	-	-	5	-	-	-	3	-	2	-	-	-	-				
	20%	16%	25%	26%	29%	60%	36%	-	-	42%	-	-	-	37%	-	37%	-	-	-	-				
Several times a week	3	2	1	1	1	-	1	-	-	2	1	-	-	2	-	1	-	-	-	-				
	12%	15%	8%	9%	10%	-	12%	-	-	15%	9%	-	-	28%	-	15%	-	-	-	-				
Once a week	2	1	1	1	1	-	-	1	-	-	2	-	1	1	-	-	-	-	-	-				
	9%	9%	11%	11%	13%	-	-	68%	-	-	18%	-	68%	16%	-	-	-	-	-	-				
Less often	10	5	5	4	4	1	4	1	1	4	6	-	1	1	2	3	3	1	-	-				
	44%	40%	49%	46%	48%	21%	51%	32%	100%	36%	51%	-	32%	9%	100%	48%	60%	100%	-	-				
Never	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-				
	9%	16%	-	-	-	-	-	-	-	-	17%	-	-	-	-	-	40%	-	-	-				
NET: At least daily	6	3	3	3	3	3	3	-	-	5	1	-	-	3	-	2	-	-	-	1				
	26%	21%	32%	34%	29%	79%	36%	-	-	49%	5%	-	-	47%	-	37%	-	-	-	100%				
NET: At least weekly	11	6	5	5	4	3	3	1	-	7	4	-	1	6	-	3	-	-	-	1				
	47%	45%	51%	54%	52%	79%	49%	68%	-	64%	33%	-	68%	91%	-	52%	-	-	-	100%				
NET: Ever	21	11	10	10	9	4	7	2	1	11	10	-	2	7	2	6	3	1	-	1				
	91%	84%	100%	100%	100%	100%	100%	100%	100%	100%	83%	-	100%	100%	100%	100%	60%	100%	-	100%				

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 77  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	1	-	-	2	-	-	1	3	1	1
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
Several times a day	1 6%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 32%	-	-	-	-	-	-
Once a day	5 20%	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	2 55%	-	-
Several times a week	3 12%	1 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 22%	1 100%	-
Once a week	2 9%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%
Less often	10 44%	1 47%	-	-	-	-	2 100%	4 100%	-	-	1 100%	-	-	-	1 68%	-	-	1 100%	1 23%	-	-	-
Never	2 9%	-	-	-	-	-	-	-	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	6 26%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	-	-
NET: At least weekly	11 47%	1 53%	1 100%	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	3 77%	1 100%	1 100%
NET: Ever	21 91%	2 100%	1 100%	-	-	-	2 100%	4 100%	-	1 100%	1 100%	3 100%	-	-	2 100%	-	-	1 100%	4 100%	1 100%	1 100%	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 78  
**Q.2 In the last week, how often did you watch videos on these services?**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
Several times a day	1	*	1	*	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	*	-	-
	1%	1%	1%	2%	-	3%	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	3%	3%	-	-
Once a day	5	4	1	-	2	1	1	-	-	-	2	1	-	-	-	-	-	3	-	-	-	-	1	1	-
	5%	6%	2%	-	7%	7%	5%	-	-	-	3%	9%	8%	-	-	-	23%	-	-	-	-	-	6%	19%	-
Several times a week	18	5	13	5	7	3	2	*	1	3	5	8	3	-	1	3	1	2	-	1	2	3	5	1	*
	18%	9%	30%a	18%	24%	15%	13%	10%	23%	13%	15%	31%	16%	-	10%	37%	26%	13%	-	19%	16%	15%	34%	24%	50%
Once a week	16	11	5	5	4	3	2	1	-	3	6	4	3	1	-	1	1	3	2	1	-	4	1	1	-
	16%	21%	10%	20%	13%	16%	14%	30%	-	12%	19%	15%	19%	10%	-	9%	26%	26%	45%	33%	-	21%	8%	19%	-
Less often	50	31	19	12	16	10	8	2	3	17	16	8	9	7	4	2	1	4	2	2	9	10	6	2	*
	50%	57%	43%	47%	51%	48%	55%	42%	77%	67%	49%	32%	54%	83%	90%	26%	12%	30%	42%	48%	77%	50%	46%	38%	50%
Never	9	3	6	3	1	2	2	1	-	1	5	3	*	1	-	2	2	1	-	-	1	2	*	-	-
	9%	5%	13%	13%	3%	10%	12%	18%	-	2%	15%	13%	3%	7%	-	28%	36%	9%	-	-	7%	10%	3%	-	-
Don't know	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	1%	-	-	2%	-	-	-	-	2%	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-
NET: At least daily	6	4	2	*	2	2	1	-	-	1	1	2	1	-	-	-	3	-	-	-	-	1	1	1	-
	6%	7%	4%	2%	7%	10%	5%	-	-	4%	3%	9%	8%	-	-	-	23%	-	-	-	-	3%	9%	19%	-
NET: At least weekly	40	20	20	10	14	8	5	2	1	7	12	13	7	1	1	3	3	7	2	2	2	8	7	3	*
	40%	37%	44%	40%	44%	42%	33%	40%	23%	28%	36%	55%	43%	10%	10%	46%	53%	61%	45%	52%	16%	40%	51%	62%	50%
NET: Ever	90	52	39	22	30	18	13	4	3	25	28	21	17	8	5	5	3	11	4	4	11	18	14	5	1
	90%	93%	87%	87%	95%	90%	88%	82%	100%	96%	85%	87%	97%	93%	100%	72%	64%	91%	88%	100%	93%	90%	97%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 79  
**Q.2 In the last week, how often did you watch videos on these services?**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	101	46	21	18	8	-	3	5	21	10	13	6	1	77	-	-	35	42	15	7	77	22	6	8	6	-	2
Weighted base	100*	57*	14**	17*	7**	**	2**	4**	21**	11**	11**	5**	1**	74*	**	**	37**	42*	12**	7**	78*	20**	6**	8**	5**	**	2**
Several times a day	1 1%	- -	1 8%	- -	- -	- -	- -	- -	* 2%	- -	* 4%	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Once a day	5 5%	5 8%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 6%	- -	- -	2 6%	1 3%	1 8%	- -	2 2%	3 14%	- -	3 35%	- -	- -	- -
Several times a week	18 18%	13 22%	1 9%	3 15%	1 14%	- -	1 42%	* 11%	3 12%	1 5%	2 15%	2 40%	- -	12 17%	- -	- -	9 26%	6 15%	2 18%	1 8%	16 21%	1 7%	1 12%	1 10%	- -	- -	- -
Once a week	16 16%	8 15%	3 22%	3 18%	* 7%	- -	- -	1 27%	3 14%	2 14%	2 15%	1 22%	- -	13 18%	- -	- -	6 16%	7 18%	2 15%	1 14%	13 16%	3 16%	3 53%	- -	* 9%	- -	- -
Less often	50 50%	28 50%	8 54%	8 50%	4 64%	- -	1 58%	1 19%	13 62%	7 64%	8 66%	2 38%	1 100%	37 50%	- -	- -	18 49%	20 47%	7 60%	3 42%	39 50%	11 55%	2 36%	4 49%	3 73%	- -	2 100%
Never	9 9%	3 5%	1 7%	3 16%	1 15%	- -	- -	2 44%	2 10%	2 18%	- -	- -	- -	6 8%	- -	- -	1 3%	5 13%	- -	3 36%	7 8%	1 7%	- -	1 18%	- -	- -	- -
Don't know	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
NET: At least daily	6 6%	5 8%	1 8%	- -	- -	- -	- -	- 2%	- -	* 4%	- -	- -	- -	5 7%	- -	- -	2 6%	3 6%	1 8%	- -	3 4%	3 14%	- -	3 35%	- -	- -	- -
NET: At least weekly	40 40%	25 45%	6 39%	6 34%	1 21%	- -	1 42%	1 38%	6 28%	2 18%	4 34%	3 62%	- -	31 42%	- -	- -	18 48%	16 38%	5 40%	2 22%	32 41%	8 38%	4 64%	4 44%	* 9%	- -	- -
NET: Ever	90 90%	54 94%	13 93%	14 84%	6 85%	- -	2 100%	2 56%	19 90%	9 82%	11 100%	5 100%	1 100%	68 91%	- -	- -	36 97%	36 86%	12 100%	5 64%	71 91%	19 93%	6 100%	8 93%	4 82%	- -	2 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 80  
**Q.2 In the last week, how often did you watch videos on these services?**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: 16-18		Any aged 18-24		Any aged 25-34		Any aged 35-44		Any aged 45-54		Yes		No		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	1 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6								
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**								
Several times a day	1	1	-	-	-	-	-	-	-	*	1	-	*	1	-	-	-	-	-	-								
	1%	2%	-	-	-	-	-	-	-	2%	1%	-	7%	4%	-	-	-	-	-	-								
Once a day	5	2	3	3	3	3	3	1	-	2	2	-	1	1	1	-	1	-	-	-								
	5%	2%	11%	11%	12%	42%	15%	14%	-	11%	3%	-	21%	5%	7%	-	17%	-	-	-								
Several times a week	18	14	4	4	4	1	3	2	*	2	16	1	3	2	4	2	1	-	3	2								
	18%	21%	15%	15%	16%	12%	15%	18%	10%	11%	20%	16%	49%	12%	26%	9%	7%	-	86%	27%								
Once a week	16	11	5	5	4	1	3	3	1	6	11	1	1	1	2	7	-	-	1	-								
	16%	15%	20%	21%	19%	14%	14%	31%	31%	27%	13%	8%	10%	7%	16%	28%	-	-	14%	-								
Less often	50	34	12	12	11	1	10	2	1	10	40	5	1	10	2	15	5	2	-	5								
	50%	49%	45%	47%	46%	16%	52%	37%	49%	51%	68%	13%	64%	16%	56%	63%	100%	-	73%	-								
Never	9	7	2	1	2	*	1	1	-	9	1	-	1	5	1	1	-	-	-	-								
	9%	10%	7%	4%	8%	7%	3%	11%	21%	-	11%	7%	-	7%	36%	5%	13%	-	-	-								
Don't know	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-								
	1%	-	2%	2%	-	9%	-	-	-	1%	-	-	-	-	-	2%	-	-	-	-								
NET: At least daily	6	3	3	3	3	3	3	1	-	3	3	-	2	1	1	-	1	-	-	-								
	6%	4%	11%	11%	12%	42%	15%	14%	-	14%	4%	-	27%	9%	7%	-	17%	-	-	-								
NET: At least weekly	40	28	12	12	11	5	8	6	2	10	30	2	6	5	7	10	2	-	4	2								
	40%	40%	45%	47%	46%	68%	44%	64%	42%	51%	37%	24%	87%	29%	48%	37%	24%	-	100%	27%								
NET: Ever	90	62	24	24	22	6	18	9	3	21	70	7	7	15	9	25	7	2	4	7								
	90%	90%	91%	94%	92%	84%	97%	89%	79%	100%	88%	93%	100%	93%	64%	93%	87%	100%	100%	100%								

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 81  
**Q.2 In the last week, how often did you watch videos on these services?**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Notl-ingham (i)	Bir-mingham (j)	Norwich (k)	Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	-**	2**	10**	7**	4**	1**	-**	32**	2**	2**	1**	4**	1**	5**
Several times a day	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-
Once a day	5 5%	-	-	-	-	-	-	-	-	3 27%	-	-	-	-	-	1 3%	1 40%	-	-	-	-	-
Several times a week	18 18%	-	-	1 10%	1 41%	-	-	3 34%	-	2 15%	1 17%	1 22%	-	-	5 14%	-	1 49%	-	1 19%	*	3 50%	3 67%
Once a week	16 16%	-	1 14%	-	1 41%	-	2 80%	1 17%	-	2 24%	-	-	-	-	6 17%	1 40%	-	-	-	1 33%	-	-
Less often	50 50%	2 100%	5 76%	4 90%	1 18%	-	-	2 23%	-	2 100%	2 23%	5 70%	3 78%	1 100%	17 54%	*	1 20%	1 51%	1 100%	2 48%	*	1 50%
Never	9 9%	-	1 10%	-	-	1 100%	1 20%	2 26%	-	-	1 11%	1 12%	-	-	3 8%	-	-	-	-	-	-	-
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 12%
NET: At least daily	6 6%	-	-	-	-	-	-	-	-	3 27%	-	-	-	-	2 6%	1 40%	-	-	-	-	-	-
NET: At least weekly	40 40%	-	1 14%	1 10%	3 82%	-	2 80%	4 51%	-	-	7 66%	1 17%	1 22%	-	12 38%	2 80%	1 49%	-	2 52%	*	3 50%	3 67%
NET: Ever	90 90%	2 100%	6 90%	5 100%	3 100%	-	2 80%	6 74%	-	2 100%	9 89%	6 88%	4 100%	1 100%	29 92%	2 100%	2 100%	1 100%	4 100%	1 100%	4 100%	4 88%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 82  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Reddit**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	16	20	9	8	12	24	32	21	4	
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**	
Several times a day	46 24%	36 32%b	10 12%	17 31%	17 28%	11 25%	* 1%	- -	- -	11 19%	15 26%	13 30%	7 18%	4 26%	2 29%	6 46%	8 32%	6 -	- 11%	1 49%	7 23%	5 12%	3 13%	3 25%	2	
Once a day	13 7%	7 7%	6 7%	2 4%	7 11%	2 6%	1 5%	1 9%	- -	10 18%km	-	2 5%	1 2%	- -	- 5%	1 10%	2 10%	2 10%	2 22%	1 12%	1 9%	2 11%	- -	2 7%	- -	-
Several times a week	31 16%	16 14%	14 17%	15 26%	7 12%	5 12%	2 9%	1 14%	- -	8 13%	7 13%	10 23%	5 14%	1 4%	1 11%	7 32%	3 15%	4 21%	- 25%	2 2%	* 4%	1 19%	5 33%	7 -	- -	-
Once a week	23 12%	14 12%	9 11%	6 10%	9 15%	2 4%	5 21%	2 18%	- -	8 15%	6 10%	4 8%	6 15%	2 9%	2 30%	3 14%	- -	4 22%	2 19%	1 20%	- -	5 22%	1 2%	2 7%	2 23%	-
Less often	55 28%	27 24%	28 33%	11 19%	14 23%	11 24%	12 53%	4 45%	3 100%	14 24%	22 37%	9 20%	11 29%	10 51%	2 32%	4 18%	3 20%	2 11%	3 25%	2 32%	3 19%	7 33%	12 41%	5 25%	1 19%	-
Never	23 12%	10 9%	14 16%	5 9%	6 10%	8 18%	3 11%	1 13%	- -	6 11%	6 10%	5 12%	6 15%	4 19%	- 2%	* 9%	2 4%	1 4%	1 7%	- 21%	3 8%	2 20%	6 15%	3 32%	2	
Don't know	5 2%	2 2%	3 3%	- -	- -	5 11%de	- -	- -	- -	- -	2 4%	1 2%	2 5%	- -	- -	- -	- -	- -	3 27%	- -	- -	- -	2 7%	- -	- -	-
NET: At least daily	59 30%	44 39%b	16 19%	19 35%	24 40%	14 31%	1 6%	1 9%	- -	21 37%	15 26%	15 35%	8 21%	4 18%	2 26%	7 34%	10 56%	8 42%	2 22%	2 23%	8 58%	8 33%	3 12%	4 20%	2 25%	-
NET: At least weekly	113 58%	74 65%b	40 47%	40 72%f	41 67%	20 47%	8 36%	4 42%	- -	38 65%	28 49%	29 66%	18 50%	6 30%	4 68%	17 80%	12 71%	17 85%	4 41%	5 68%	8 60%	14 60%	9 33%	13 60%	4 49%	-
NET: Ever	168 86%	101 89%	67 81%	50 91%f	55 90%f	31 71%	20 89%	8 87%	3 100%	51 89%	50 86%	38 86%	29 80%	16 81%	6 100%	21 98%	15 91%	19 96%	7 66%	7 100%	11 79%	21 92%	21 74%	18 85%	5 68%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 83  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Reddit**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	**	**	70*	89*	23**	12**	170	25**	8**	13**	4**	**	**
Several times a day	46	34	6	4	3	-	-	-	3	1	2	1	-	42	-	-	15	22	7	1	39	7	1	5	1	-	-
	24%	29%	23%	14%	16%	-	-	-	12%	7%	13%	12%	-	26%	-	-	21%	24%	30%	9%	23%	28%	18%	37%	23%	-	-
Once a day	13	6	2	3	1	1	-	-	1	1	1	1	-	12	-	-	5	7	1	-	11	2	-	2	1	-	-
	7%	6%	10%	9%	4%	100%	-	-	3%	4%	6%	13%	-	8%	-	-	7%	8%	3%	-	6%	9%	-	12%	16%	-	-
Several times a week	31	17	3	7	4	-	-	-	8	7	2	1	-	23	-	-	9	10	6	6	27	3	2	1	-	-	-
	16%	15%	11%	23%	24%	-	-	-	25%	31%	15%	17%	-	14%	-	-	13%	11%	26%	50%	16%	13%	27%	10%	-	-	-
Once a week	23	15	2	4	2	-	-	1	3	3	2	-	*	20	-	-	6	11	4	3	20	3	1	3	-	-	-
	12%	13%	8%	13%	12%	-	-	12%	11%	13%	13%	-	45%	12%	-	-	8%	12%	18%	23%	12%	14%	11%	19%	-	-	-
Less often	55	31	7	7	6	-	2	3	9	8	4	2	1	42	-	-	24	23	5	2	49	6	1	3	2	-	-
	28%	26%	30%	23%	35%	-	53%	51%	30%	35%	29%	32%	55%	26%	-	-	34%	26%	22%	19%	29%	24%	16%	22%	44%	-	-
Never	23	11	4	4	1	-	1	1	4	2	2	2	-	19	-	-	9	14	-	-	19	3	2	-	1	-	-
	12%	10%	17%	12%	9%	-	47%	25%	12%	10%	12%	26%	-	12%	-	-	13%	16%	-	-	11%	12%	28%	-	18%	-	-
Don't know	5	2	-	2	-	-	-	1	2	-	2	-	-	3	-	-	3	2	-	-	5	-	-	-	-	-	-
	2%	2%	-	6%	-	-	-	13%	6%	-	12%	-	-	2%	-	-	4%	2%	-	-	3%	-	-	-	-	-	-
NET: At least daily	59	40	8	7	3	1	-	-	4	2	3	2	-	55	-	-	20	29	8	1	50	10	1	7	2	-	-
	30%	35%	34%	23%	20%	100%	-	-	15%	10%	19%	25%	-	34%	-	-	28%	33%	34%	9%	29%	38%	18%	49%	38%	-	-
NET: At least weekly	113	72	13	18	9	1	-	1	15	12	7	3	*	98	-	-	35	50	18	10	97	16	4	10	2	-	-
	58%	62%	53%	59%	56%	100%	-	12%	51%	55%	47%	42%	45%	61%	-	-	50%	55%	78%	81%	57%	65%	56%	78%	38%	-	-
NET: Ever	168	103	20	25	15	1	2	3	24	20	12	5	1	140	-	-	58	73	23	12	146	22	6	13	4	-	-
	86%	88%	83%	82%	91%	100%	53%	63%	82%	90%	76%	74%	100%	87%	-	-	84%	82%	100%	100%	86%	88%	72%	100%	82%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 84  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Reddit**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 5-18 (c)		Any aged under 5-10 (d)		Any aged 11-15 (e)		Yes (f)	No (g)	Up to £7,000 (h)	£7,001 to £14,000 (i)	£14,001 to £21,000 (j)	£21,001 to £28,000 (k)	£28,001 to £34,000 (l)	£34,001 to £41,000 (m)	£41,001 to £48,000 (n)	£48,001 to £55,000 (o)	£55,001 or more (p)
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	NET: Under 5 (e)	NET: Any 5-10 (f)	NET: Any 11-15 (g)	NET: Any 16-18 (h)												
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15	
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**	
Several times a day	46	31	16	14	14	7	9	8	2	13	33	2	4	9	8	5	10	2	2	4	
	24%	22%	27%	25%	31%	31%	30%	34%	22%	37%	21%	24%	21%	35%	19%	14%	32%	27%	39%	19%	
Once a day	13	10	3	3	2	1	2	2	2	2	11	-	1	1	3	4	3	-	-	2	
	7%	7%	5%	6%	5%	6%	4%	7%	19%	6%	7%	-	3%	2%	8%	13%	9%	-	-	11%	
Several times a week	31	21	9	9	6	3	3	4	1	10	21	2	4	3	11	5	1	-	-	4	
	16%	15%	17%	16%	13%	15%	8%	18%	8%	28%	13%	26%	20%	11%	27%	14%	2%	-	-	21%	
Once a week	23	20	4	4	4	1	4	-	-	4	19	-	3	1	3	6	6	1	-	4	
	12%	14%	6%	7%	8%	6%	12%	-	-	13%	12%	-	14%	4%	7%	16%	19%	10%	-	19%	
Less often	55	41	14	14	9	6	7	5	3	4	51	3	6	7	8	11	10	3	3	3	
	28%	29%	24%	25%	20%	29%	23%	23%	38%	13%	31%	50%	28%	28%	21%	30%	31%	48%	61%	17%	
Never	23	14	9	9	8	3	5	4	1	22	-	-	3	3	8	2	2	1	-	2	
	12%	10%	15%	16%	17%	12%	15%	18%	14%	3%	14%	-	14%	13%	20%	6%	7%	15%	-	13%	
Don't know	5	2	3	3	3	-	3	-	-	-	5	-	-	2	-	3	-	-	-	-	
	2%	2%	4%	5%	6%	-	8%	-	-	3%	-	-	-	7%	-	8%	-	-	-	-	
NET: At least daily	59	41	19	17	17	8	10	9	3	15	44	2	5	9	11	9	12	2	2	6	
	30%	29%	33%	31%	36%	38%	33%	41%	40%	43%	27%	24%	24%	37%	26%	26%	40%	27%	39%	30%	
NET: At least weekly	113	82	32	29	26	13	17	13	4	30	84	3	11	13	24	20	19	2	2	13	
	58%	59%	56%	54%	58%	59%	54%	59%	48%	84%	52%	50%	57%	52%	60%	56%	62%	37%	39%	71%	
NET: Ever	168	122	45	43	36	20	24	19	7	34	134	6	17	20	33	30	28	5	6	16	
	86%	88%	80%	79%	77%	88%	76%	82%	86%	97%	83%	100%	86%	80%	80%	86%	93%	85%	100%	87%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 85  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Reddit**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Noti-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
Several times a day	46 24%	3 33%	1 7%	* 9%	2 30%	4 57%	3 49%	5 26%	3 53%	- -	5 26%	2 44%	3 83%	1 31%	- -	8 18%	1 13%	2 30%	1 6%	1 11%	2 25%	- -
Once a day	13 7%	- -	- -	- 22%	2 30%	- -	- -	1 6%	- -	1 24%	3 16%	- -	1 17%	- -	2 39%	3 7%	- -	- -	- -	1 12%	- -	- -
Several times a week	31 16%	1 9%	- -	1 14%	1 16%	1 19%	- -	6 35%	1 9%	- -	4 23%	- -	- -	1 15%	2 61%	4 8%	3 38%	1 15%	3 33%	2 25%	- -	- -
Once a week	23 12%	- 15%	2 38%	2 38%	- -	- -	- -	3 16%	- -	2 33%	4 24%	- -	- -	1 16%	- -	5 12%	1 11%	- -	1 8%	1 20%	2 23%	- -
Less often	55 28%	3 31%	8 64%	2 40%	3 32%	- 14%	1 15%	3 38%	2 38%	1 6%	1 31%	2 31%	- -	1 38%	- -	16 38%	2 19%	3 38%	2 26%	2 32%	1 19%	3 61%
Never	23 12%	2 27%	2 14%	- -	- -	2 24%	- -	* 2%	- -	1 11%	1 4%	1 25%	- -	- -	- -	6 13%	2 20%	1 16%	2 26%	- -	2 32%	2 39%
Don't know	5 2%	- -	- -	- -	- -	- 37%	2 -	- -	- -	1 11%	- -	- -	- -	- -	- -	2 4%	- -	- -	- -	- -	- -	- -
NET: At least daily	59 30%	3 33%	1 7%	* 9%	4 52%	4 57%	3 49%	6 32%	3 53%	1 24%	7 41%	2 44%	4 100%	1 31%	2 39%	11 25%	1 13%	2 30%	1 6%	2 23%	2 25%	- -
NET: At least weekly	113 58%	3 42%	3 21%	3 60%	6 68%	5 76%	3 49%	15 83%	4 62%	3 57%	16 89%	2 44%	4 100%	2 62%	4 100%	19 45%	5 62%	3 46%	4 48%	5 68%	4 49%	- -
NET: Ever	168 86%	6 73%	10 86%	5 100%	8 100%	5 76%	4 63%	18 98%	6 100%	5 78%	17 96%	4 75%	4 100%	4 100%	4 100%	36 83%	7 80%	6 84%	6 74%	7 100%	5 68%	3 61%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 86  
**Q.2 In the last week, how often did you watch videos on these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	-	2	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	-**	-**	3**	4**	3**	1**	1**	1**	-**	-**	2**	1**	2**	2**	1**	1**	-**
Several times a day	3	2	1	-	1	1	-	-	1	-	2	-	-	-	-	-	1	1	-	-	1	-	-
	26%	21%	100%	-	20%	100%	-	-	24%	-	65%	-	-	-	-	-	79%	100%	-	-	100%	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	7%	-	-	9%	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	-	54%	-
Once a week	3	3	-	1	2	-	-	-	2	1	-	-	-	-	-	-	-	-	2	-	-	1	-
	24%	26%	-	23%	30%	-	-	-	76%	16%	-	-	-	-	-	-	-	-	100%	-	-	46%	-
Less often	3	3	-	2	1	-	-	-	2	-	-	1	1	-	-	-	-	-	2	-	-	-	-
	30%	32%	-	77%	20%	-	-	-	54%	-	100%	100%	-	-	-	-	-	-	100%	-	-	-	-
Never	2	2	-	-	2	-	-	-	*	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	14%	15%	-	-	22%	-	-	-	11%	35%	-	-	100%	-	-	21%	-	-	-	-	-	-	-
NET: At least daily	3	2	1	-	1	1	-	-	1	-	2	-	-	-	-	1	1	-	-	1	-	-	-
	26%	21%	100%	-	20%	100%	-	-	24%	-	65%	-	-	-	-	79%	100%	-	-	100%	-	-	-
NET: At least weekly	6	6	1	1	4	1	-	-	3	1	2	-	-	-	-	1	1	2	-	1	1	-	-
	56%	53%	100%	23%	59%	100%	-	-	100%	36%	65%	-	-	-	-	79%	100%	100%	-	100%	100%	-	-
NET: Ever	9	9	1	2	6	1	-	-	3	3	2	1	1	-	-	1	1	2	2	1	1	-	-
	86%	85%	100%	100%	78%	100%	-	-	100%	89%	65%	100%	100%	-	-	79%	100%	100%	100%	100%	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 87  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Mixer**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	**	**	**	1**	1**	**	**	**	10**	**	**	6**	3**	**	**	9**	2**	**	2**	**	**	**
Several times a day	3	1	1	-	-	-	-	-	1	1	-	-	-	2	-	-	2	1	-	-	1	1	-	1	-	-	-
	26%	19%	79%	-	-	-	-	-	100%	100%	-	-	-	20%	-	-	34%	24%	-	-	16%	71%	-	71%	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	6%	9%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	25%	-	-	7%	-	-	-	-	-	-
Once a week	3	2	-	1	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-	2	1	-	1	-	-	-
	24%	29%	-	100%	-	-	-	-	-	-	-	-	-	26%	-	-	42%	-	-	-	23%	29%	-	29%	-	-	-
Less often	3	2	-	-	1	-	-	-	-	-	-	-	-	3	-	-	-	1	-	-	3	-	-	-	-	-	-
	30%	26%	-	-	100%	-	-	-	-	-	-	-	-	32%	-	-	-	51%	-	-	36%	-	-	-	-	-	-
Never	2	1	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	2	-	-	-	-	-	-
	14%	16%	21%	-	-	-	-	-	-	-	-	-	-	15%	-	-	24%	-	-	-	17%	-	-	-	-	-	-
NET: At least daily	3	1	1	-	-	-	-	-	1	1	-	-	-	2	-	-	2	1	-	-	1	1	-	1	-	-	-
	26%	19%	79%	-	-	-	-	-	100%	100%	-	-	-	20%	-	-	34%	24%	-	-	16%	71%	-	71%	-	-	-
NET: At least weekly	6	4	1	1	-	-	-	-	1	1	-	-	-	5	-	-	5	1	-	-	4	2	-	2	-	-	-
	56%	58%	79%	100%	-	-	-	-	100%	100%	-	-	-	53%	-	-	76%	49%	-	-	46%	100%	-	100%	-	-	-
NET: Ever	9	6	1	1	1	-	-	-	1	1	-	-	-	9	-	-	5	3	-	-	7	2	-	2	-	-	-
	86%	84%	79%	100%	100%	-	-	-	100%	100%	-	-	-	85%	-	-	76%	100%	-	-	83%	100%	-	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 88  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Mixer**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)							
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-	-	-	-	-	-	-	-
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Several times a day	3	1	2	2	2	1	1	1	-	1	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-
	26%	9%	54%	54%	100%	43%	100%	100%	-	26%	25%	-	100%	63%	23%	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	-	24%	-	-	-	-	-	-	-	-	-	-	-
Once a week	3	3	-	-	-	-	-	-	-	2	1	-	-	-	-	2	-	-	-	2	-	1	-	-	-	-	-
	24%	38%	-	-	-	-	-	-	-	39%	10%	-	-	-	-	76%	-	-	-	-	-	100%	-	-	-	-	-
Less often	3	3	-	-	-	-	-	-	-	-	3	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	30%	47%	-	-	-	-	-	-	-	-	58%	-	-	-	42%	-	-	-	-	-	-	-	-	-	-	-	-
Never	2	*	1	1	-	1	-	-	-	1	*	-	-	*	1	-	-	-	*	1	-	-	-	-	-	-	-
	14%	5%	29%	29%	-	36%	-	-	-	22%	7%	-	-	-	37%	35%	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3	1	2	2	2	1	1	1	-	1	1	-	1	1	1	-	-	-	-	1	-	-	-	-	-	-	-
	26%	9%	54%	54%	100%	43%	100%	100%	-	26%	25%	-	100%	63%	23%	-	-	-	-	100%	-	-	-	-	-	-	-
NET: At least weekly	6	3	3	3	2	2	1	1	-	4	2	-	1	1	1	3	-	-	1	3	-	1	-	-	-	-	-
	56%	48%	71%	71%	100%	64%	100%	100%	-	78%	35%	-	100%	63%	23%	100%	-	-	100%	-	-	100%	-	-	-	-	-
NET: Ever	9	7	3	3	2	2	1	1	-	4	5	-	1	1	2	3	-	-	1	2	3	-	1	-	-	-	-
	86%	95%	71%	71%	100%	64%	100%	100%	-	78%	93%	-	100%	63%	65%	100%	-	-	100%	-	-	100%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 89  
**Q.2 In the last week, how often did you watch videos on these services?**

Mixer

Base: All who visited/ used sites/ apps

	Which of the following cities do you live in, or nearest to?																None of these (w)				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)		Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
Several times a day	3 26%	-	-	-	-	-	-	-	-	1 100%	1 79%	-	-	-	-	1 26%	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
Once a week	3 24%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	2 100%	-
Less often	3 30%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 74%	-	-	-	-	-
Never	2 14%	-	-	-	1 100%	-	-	-	-	-	* 21%	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3 26%	-	-	-	-	-	-	-	-	1 100%	1 79%	-	-	-	-	1 26%	-	-	-	-	-
NET: At least weekly	6 56%	-	-	-	-	-	-	-	-	1 100%	1 79%	-	-	1 100%	-	1 26%	1 100%	-	-	2 100%	-
NET: Ever	9 86%	1 100%	-	-	-	-	-	-	-	1 100%	1 79%	-	-	1 100%	-	3 100%	1 100%	-	-	2 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 90  
**Q.2 In the last week, how often did you watch videos on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	**	2**	**	2**	2**	**	**	**	2**	**	1**	2**	1**	**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	3	2	1	-	1	2	-	-	1	-	2	-	-	-	-	1	-	2	-	-	
	48%	53%	35%	-	100%	100%	-	-	32%	-	100%	-	-	-	68%	-	-	100%	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	
	22%	32%	-	-	-	100%	-	68%	-	-	-	-	-	-	-	-	100%	-	-	-	
Less often	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	
	10%	15%	-	35%	-	-	-	-	-	-	35%	-	-	-	32%	-	-	-	-	-	
Never	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	
	20%	-	65%	65%	-	-	-	-	-	-	65%	-	-	-	-	-	-	-	100%	-	
NET: At least daily	3	2	1	-	1	2	-	-	1	-	2	-	-	-	1	-	-	2	-	-	
	48%	53%	35%	-	100%	100%	-	-	32%	-	100%	-	-	-	68%	-	-	100%	-	-	
NET: At least weekly	4	4	1	-	1	2	1	-	2	-	2	-	-	-	1	-	1	2	-	-	
	70%	85%	35%	-	100%	100%	100%	-	100%	-	100%	-	-	-	68%	-	100%	100%	-	-	
NET: Ever	5	4	1	1	1	2	1	-	2	-	2	1	-	-	2	-	1	2	-	-	
	80%	100%	35%	35%	100%	100%	100%	-	100%	-	100%	35%	-	-	100%	-	100%	100%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 91  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Yubo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time educa-tion (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)
Unweighted base	6	3	2	1	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-
Weighted base	6*	4**	1**	1*	**	**	**	1**	**	1**	**	**	5**	**	**	6**	1**	**	**	4**	3**	1**	1**	**	**	**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	3	2	1	-	-	-	-	1	-	1	-	-	2	-	-	2	1	-	-	2	1	-	1	-	-	-
	48%	63%	50%	-	-	-	-	100%	-	100%	-	-	39%	-	-	42%	100%	-	-	43%	54%	-	100%	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	22%	37%	-	-	-	-	-	-	-	-	-	-	26%	-	-	25%	-	-	-	38%	-	-	-	-	-	-
Less often	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	10%	-	50%	-	-	-	-	-	-	-	-	-	12%	-	-	12%	-	-	-	18%	-	-	-	-	-	-
Never	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-	-	-	-
	20%	-	-	100%	-	-	-	-	-	-	-	-	23%	-	-	22%	-	-	-	-	46%	100%	-	-	-	-
NET: At least daily	3	2	1	-	-	-	-	1	-	1	-	-	2	-	-	2	1	-	-	2	1	-	1	-	-	-
	48%	63%	50%	-	-	-	-	100%	-	100%	-	-	39%	-	-	42%	100%	-	-	43%	54%	-	100%	-	-	-
NET: At least weekly	4	4	1	-	-	-	-	1	-	1	-	-	3	-	-	4	1	-	-	3	1	-	1	-	-	-
	70%	100%	50%	-	-	-	-	100%	-	100%	-	-	65%	-	-	66%	100%	-	-	82%	54%	-	100%	-	-	-
NET: Ever	5	4	1	-	-	-	-	1	-	1	-	-	4	-	-	4	1	-	-	4	1	-	1	-	-	-
	80%	100%	100%	-	-	-	-	100%	-	100%	-	-	77%	-	-	78%	100%	-	-	100%	54%	-	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 92  
**Q.2 In the last week, how often did you watch videos on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under	NET: Under 16		NET: Any 18-5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)			
Unweighted base	6	3	3	3	1	2	1	1	4	2	-	2	2	2	-	-	-	-	-	-	-	-	
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**	-**	-**	-**	
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a day	3	1	2	2	2	1	2	-	2	1	-	1	1	1	-	-	-	-	-	-	-	-	
	48%	26%	63%	63%	63%	100%	100%	-	55%	32%	-	54%	50%	39%	-	-	-	-	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	1	-	1	1	-	-	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
	22%	-	37%	37%	37%	-	100%	100%	-	68%	-	-	-	61%	-	-	-	-	-	-	-	-	
Less often	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	
	10%	26%	-	-	-	-	-	-	16%	-	-	-	50%	-	-	-	-	-	-	-	-	-	
Never	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	
	20%	48%	-	-	-	-	-	-	29%	-	-	46%	-	-	-	-	-	-	-	-	-	-	
NET: At least daily	3	1	2	2	2	1	2	-	2	1	-	1	1	1	-	-	-	-	-	-	-	-	
	48%	26%	63%	63%	63%	100%	100%	-	55%	32%	-	54%	50%	39%	-	-	-	-	-	-	-	-	
NET: At least weekly	4	1	4	4	4	1	2	1	2	2	-	1	1	2	-	-	-	-	-	-	-	-	
	70%	26%	100%	100%	100%	100%	100%	100%	55%	100%	-	54%	50%	100%	-	-	-	-	-	-	-	-	
NET: Ever	5	1	4	4	4	1	2	1	1	3	2	-	1	1	2	-	-	-	-	-	-	-	
	80%	52%	100%	100%	100%	100%	100%	100%	71%	100%	-	54%	100%	100%	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 93  
**Q.2 In the last week, how often did you watch videos on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-	-
Weighted base	6*	..**	..**	..**	..**	..**	..**	..**	..**	2**	1**	..**	..**	..**	3**	..**	..**	..**	..**	..**	..**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	3 48%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	2 56%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 22%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Less often	1 10%	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-	-	-	-	-
Never	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 44%	-	-	-	-	-	-
NET: At least daily	3 48%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	2 56%	-	-	-	-	-	-
NET: At least weekly	4 70%	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	2 56%	-	-	-	-	-	-
NET: Ever	5 80%	-	-	-	-	-	-	-	-	2 100%	1 100%	-	-	-	2 56%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 94  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Other**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	**	1**	4**	1**	2**	2**	**	6**	4**	3**	***
Several times a day	7	2	5	-	-	-	-	3	4	1	6	-	-	1	-	-	-	-	-	-	-	3	2	1	-
	26%	17%	37%	-	-	-	-	26%	35%	12%	47%	-	-	30%	-	-	-	-	-	-	-	57%	37%	46%	-
Once a day	4	3	1	-	-	-	-	4	-	*	1	3	-	-	-	-	3	-	-	-	-	-	-	1	*
	14%	18%	9%	-	-	-	-	30%	-	5%	5%	64%	-	-	-	-	67%	-	-	-	-	-	-	24%	100%
Several times a week	3	1	2	-	*	-	-	1	2	2	1	-	*	*	-	-	-	1	-	-	1	1	-	-	-
	11%	6%	19%	-	100%	-	-	9%	14%	25%	6%	-	18%	16%	-	-	-	53%	-	-	15%	16%	-	-	-
Once a week	3	2	1	-	-	-	2	1	-	-	1	1	1	-	-	-	-	1	1	-	1	-	-	-	-
	11%	14%	8%	-	-	-	55%	11%	-	-	11%	16%	37%	-	-	-	100%	47%	-	-	13%	-	-	-	-
Less often	7	5	2	*	-	-	1	2	3	2	4	-	1	2	-	-	-	-	2	-	-	1	1	-	-
	27%	32%	21%	100%	-	-	45%	18%	30%	29%	30%	-	45%	54%	-	100%	-	-	100%	-	-	29%	30%	-	-
Never	3	2	1	-	-	-	-	1	2	2	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-
	11%	14%	7%	-	-	-	-	7%	20%	29%	-	20%	-	-	-	-	33%	-	-	-	15%	17%	-	-	-
NET: At least daily	11	5	6	-	-	-	-	7	4	1	7	3	-	1	-	-	3	-	-	-	3	2	2	*	*
	40%	35%	46%	-	-	-	-	56%	35%	17%	52%	64%	-	30%	-	-	67%	-	-	-	57%	37%	70%	100%	100%
NET: At least weekly	17	8	9	-	*	-	2	9	5	3	9	3	1	1	-	-	3	1	2	-	5	2	2	*	*
	62%	54%	72%	-	100%	-	55%	75%	50%	42%	70%	80%	55%	46%	-	-	67%	100%	100%	-	85%	53%	70%	100%	100%
NET: Ever	24	13	11	*	*	-	3	12	9	5	13	3	3	3	-	1	3	1	2	2	-	5	4	3	*
	89%	86%	93%	100%	100%	-	100%	93%	80%	71%	100%	80%	100%	100%	-	100%	67%	100%	100%	100%	-	85%	83%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 95  
**Q.2 In the last week, how often did you watch videos on these services?**  
**Other**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	**	1**	10**	**	8**	***	6**	2**	**	19**	**	**	10**	15**	2**	**	24**	3**	1**	**	2**	**	**
Several times a day	7	3	1	-	-	-	2	-	2	-	2	-	-	5	-	-	1	6	-	-	5	2	-	-	2	-	-
	26%	43%	17%	-	-	-	24%	-	21%	-	28%	-	-	28%	-	-	13%	38%	-	-	20%	71%	-	-	100%	-	-
Once a day	4	3	*	-	-	-	-	-	3	-	3	-	-	1	-	-	3	1	-	-	4	-	-	-	-	-	-
	14%	46%	5%	-	-	-	-	-	35%	-	47%	-	-	5%	-	-	31%	5%	-	-	16%	-	-	-	-	-	-
Several times a week	3	-	*	-	-	-	3	-	-	-	-	-	-	3	-	-	1	2	-	-	3	-	-	-	-	-	-
	11%	-	6%	-	-	-	25%	-	-	-	-	-	-	16%	-	-	11%	13%	-	-	13%	-	-	-	-	-	-
Once a week	3	-	2	-	-	-	1	-	2	-	2	-	1	-	-	1	1	1	-	3	-	-	-	-	-	-	-
	11%	-	30%	-	-	-	6%	-	30%	-	12%	100%	-	4%	-	-	14%	5%	41%	-	13%	-	-	-	-	-	-
Less often	7	-	3	*	-	1	2	-	*	*	-	-	-	7	-	-	3	4	-	-	7	-	-	-	-	-	-
	27%	-	42%	100%	-	100%	23%	-	5%	100%	-	-	-	36%	-	-	31%	28%	-	-	30%	-	-	-	-	-	-
Never	3	1	-	-	-	-	2	-	1	-	1	-	2	-	-	-	2	1	-	2	1	1	-	-	-	-	-
	11%	11%	-	-	-	-	21%	-	10%	-	13%	-	11%	-	-	-	11%	59%	-	9%	29%	100%	-	-	-	-	-
NET: At least daily	11	7	2	-	-	2	-	4	-	4	-	-	6	-	-	4	6	-	-	9	2	-	-	2	-	-	
	40%	89%	22%	-	-	24%	-	56%	-	75%	-	-	33%	-	-	44%	43%	-	-	36%	71%	-	-	100%	-	-	
NET: At least weekly	17	7	5	-	-	6	-	7	-	5	2	-	10	-	-	7	9	1	-	15	2	-	-	2	-	-	
	62%	89%	58%	-	-	56%	-	86%	-	87%	100%	-	53%	-	-	69%	61%	41%	-	61%	71%	-	-	100%	-	-	
NET: Ever	24	7	8	*	-	1	8	-	7	*	5	2	17	-	-	10	13	1	-	22	2	-	-	2	-	-	
	89%	89%	100%	100%	-	100%	79%	-	90%	100%	87%	100%	-	89%	-	-	100%	89%	41%	-	91%	71%	-	-	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 96  
**Q.2 In the last week, how often did you watch videos on these services?**

**Other****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
													(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-
Weighted base	27*	25**	2**	.*	2**	.*	.*	.*	2**	2**	25**	.*	4**	2**	10**	4**	3**	2**	.*	.*
Several times a day	7	7	-	-	-	-	-	-	-	2	5	-	-	-	1	2	-	2	-	-
	26%	28%	-	-	-	-	-	-	-	100%	20%	-	-	-	11%	66%	-	100%	-	-
Once a day	4	3	1	-	1	-	-	-	1	-	4	-	-	-	1	-	3	-	-	-
	14%	12%	42%	-	42%	-	-	-	42%	-	15%	-	-	-	11%	-	100%	-	-	-
Several times a week	3	3	-	-	-	-	-	-	-	-	3	-	-	1	2	-	-	-	-	-
	11%	12%	-	-	-	-	-	-	-	-	12%	-	-	35%	23%	-	-	-	-	-
Once a week	3	2	1	-	1	-	-	-	1	-	3	-	1	-	2	-	-	-	-	-
	11%	8%	58%	-	58%	-	-	-	58%	-	12%	-	32%	-	17%	-	-	-	-	-
Less often	7	7	-	-	-	-	-	-	-	-	7	-	3	2	1	1	-	-	-	-
	27%	28%	-	-	-	-	-	-	-	-	29%	-	68%	65%	9%	34%	-	-	-	-
Never	3	3	-	-	-	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-
	11%	12%	-	-	-	-	-	-	-	-	12%	-	-	-	30%	-	-	-	-	-
NET: At least daily	11	10	1	-	1	-	-	-	1	2	9	-	-	-	2	2	3	2	-	-
	40%	40%	42%	-	42%	-	-	-	42%	100%	35%	-	-	-	22%	66%	100%	100%	-	-
NET: At least weekly	17	15	2	-	2	-	-	-	2	2	15	-	1	1	6	2	3	2	-	-
	62%	60%	100%	-	100%	-	-	-	100%	100%	59%	-	32%	35%	62%	66%	100%	100%	-	-
NET: Ever	24	22	2	-	2	-	-	-	2	2	22	-	4	2	7	4	3	2	-	-
	89%	88%	100%	-	100%	-	-	-	100%	100%	88%	-	100%	100%	70%	100%	100%	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 97  
**Q.2 In the last week, how often did you watch videos on these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	**	**	3**
Several times a day	7 26%	1 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	5 57%	-	1 100%	-	-	-	-
Once a day	4 14%	-	-	-	3 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	*	-
Several times a week	3 11%	-	-	-	-	-	-	-	-	1 53%	-	-	-	-	-	1 10%	1 45%	-	-	-	-	*
Once a week	3 11%	-	-	-	-	-	1 100%	-	1 47%	1 100%	-	-	-	-	1 9%	-	-	-	-	-	-	-
Less often	7 27%	2 65%	-	-	-	-	-	1 100%	-	-	-	-	-	-	1 15%	1 55%	-	-	-	*	-	2 84%
Never	3 11%	-	-	-	1 33%	-	-	-	-	-	-	-	-	1 100%	1 10%	-	-	-	-	-	-	-
NET: At least daily	11 40%	1 35%	-	-	3 67%	-	-	-	-	-	-	-	-	-	-	5 57%	-	1 100%	1 100%	-	*	-
NET: At least weekly	17 62%	1 35%	-	-	3 67%	-	1 100%	-	2 100%	1 100%	-	-	-	-	6 75%	1 45%	1 100%	1 100%	-	*	*	16%
NET: Ever	24 89%	2 100%	-	-	3 67%	-	1 100%	1 100%	2 100%	1 100%	-	-	-	-	8 90%	2 100%	1 100%	1 100%	*	*	*	3 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 98  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Summary**  
**Base: All who visited/ used sites/ apps**

	Sites/ apps																					
	NET: Any VSP	NET: Youtube/ Facebook	NET: AV only	NET: Mixed	YouTube	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	DailyMotion	Reddit	Mixer	Yubo	Other
Unweighted base	1869	1832	1687	1595	1602	5	1416	727	333	144	651	76	339	90	35	9	19	101	189	10	6	26
Weighted base	1879	1835	1693	1602	1593	5	1420	748	361	162	634	70	330	86	33	11	23	100	196	11	6	27
Several times a day	108 6%	75 4%	75 4%	76 5%	46 3%	3 59%	57 4%	38 5%	29 8%	7 4%	19 3%	4 6%	7 2%	3 4%	2 6%	3 25%	1 3%	2 2%	7 3%	3 25%	2 25%	-
Once a day	77 4%	55 3%	61 4%	63 4%	28 2%	1 18%	51 4%	42 6%	29 8%	9 6%	14 2%	7 10%	3 1%	1 1%	-	1 10%	5 23%	3 3%	5 3%	1 13%	1 23%	3 10%
Several times a week	93 5%	56 3%	80 5%	61 4%	36 2%	-	43 3%	26 3%	44 12%	13 8%	16 3%	3 4%	4 1%	1 1%	1 2%	-	*	2 2%	4 2%	1 6%	-	1 3%
Once a week	121 6%	85 5%	77 5%	93 6%	37 2%	1 13%	68 5%	43 6%	33 9%	17 11%	18 3%	3 4%	5 2%	1 1%	*	-	-	-	3 1%	-	1 22%	1 4%
Less often	357 19%	349 19%	218 13%	340 21%	178 11%	-	297 21%	189 25%	73 20%	19 12%	79 13%	6 8%	23 7%	10 11%	5 16%	-	1 3%	12 12%	14 7%	-	-	7 25%
Never	1109 59%	1201 65%	1170 69%	961 60%	1255 79%	1 10%	894 63%	406 54%	149 41%	97 60%	483 76%	47 68%	286 87%	69 80%	25 75%	7 64%	16 69%	80 80%	163 83%	6 56%	2 30%	16 58%
Don't know	14 1%	14 1%	12 1%	9 1%	14 1%	-	11 1%	4 *	3 1%	*	4 1%	*	1 *	2 2%	-	-	-	2 2%	-	-	-	-
NET: At least daily	185 10%	130 7%	135 8%	138 9%	74 5%	4 77%	107 8%	80 11%	58 16%	16 10%	33 5%	11 16%	10 3%	4 4%	2 6%	4 36%	6 26%	5 5%	12 6%	4 38%	3 48%	3 10%
NET: At least weekly	399 21%	271 15%	292 17%	292 18%	147 9%	5 90%	218 15%	149 20%	136 38%	46 28%	67 11%	16 24%	20 6%	6 7%	3 9%	4 36%	6 27%	7 7%	19 10%	5 44%	4 70%	5 17%
NET: Ever	756 40%	621 34%	510 30%	632 39%	325 20%	5 90%	515 36%	338 45%	209 58%	65 40%	147 23%	22 32%	43 13%	15 18%	8 25%	4 36%	7 31%	19 19%	33 17%	5 44%	4 70%	11 42%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 99  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1869	889	980	232	282	308	358	298	391	525	559	292	493	140	81	186	159	173	142	100	178	238	263	148	61
Weighted base	1879	906	973	224	344	310	350	276	375	523	526	378	452	161	80*	202	154	165	131	89*	170	246	262	158	60*
Several times a day	108 6%	68 8%b	40 4%	28 13%ghi	33 10%ghi	28 9%ghi	10 3%ai	6 2%	2 1%	33 6%	27 5%	26 7%	22 5%	5 3%	5 6%	13 7%	14 9%nuw	13 8%	8 6%	4 5%	5 3%	25 10%nuwx	9 3%	5 3%	2 3%
Once a day	77 4%	42 5%	35 4%	21 10%fghi	21 6%hi	14 4%i	11 3%	5 2%	5 1%	24 5%	16 3%	21 5%	17 4%	10 6%	1 1%	7 3%	10 7%	8 5%	3 2%	2 2%	12 7%w	14 6%	6 2%	4 3%	-
Several times a week	93 5%	42 5%	51 5%	18 8%hi	26 8%i	14 4%	16 5%	10 4%	9 2%	29 5%	30 6%	13 3%	22 5%	8 5%	3 4%	11 5%	8 5%	9 6%x	4 3%	10 11%lux	5 3%	16 6%x	13 5%	2 1%	5 8%x
Once a week	121 6%	55 6%	66 7%	14 6%	36 10%hi	21 7%	22 6%	12 4%	16 4%	33 6%	35 7%	32 9%	20 5%	6 4%	7 8%x	14 7%	12 7%x	10 6%	10 8%x	7 8%	15 9%x	25 10%nw	11 4%	3 2%	2 3%
Less often	357 19%	166 18%	191 20%	49 22%ai	95 28%fhi	61 20%ai	71 20%ai	41 15%	40 11%	98 19%	112 21%	60 16%	86 19%	39 24%u	11 14%	48 24%u	28 18%	34 20%u	21 16%	19 21%u	19 11%	46 19%	56 21%u	30 19%	8 13%
Never	1109 59%	524 58%	584 60%	91 41%	131 38%	170 55%de	213 61%de	201 73%def	304 81%def	305 58%	304 58%	220 58%	280 62%	92 57%	53 67%v	109 54%	81 53%	90 54%	85 65%tv	46 51%	113 66%pqr	118 48%	163 62%v	113 72%npq	45 74%npqrv
Don't know	14 1%	9 1%	5 1%	2 1%	2 *	2 1%	7 2%ai	1 *	-	2 *	3 1%	5 1%	4 1%	-	-	1 *	1 1%	1 1%	1 *	2 2%	2 1%	2 1%	4 1%	1 1%	-
NET: At least daily	185 10%	110 12%b	75 8%	49 22%cfghi	54 16%ghi	42 14%ghi	21 6%ai	12 4%	7 2%	56 11%	43 8%	47 12%	39 9%	15 9%	5 6%	20 10%	25 16%wxy	21 13%wy	10 8%	6 7%	17 10%	39 16%wxy	15 6%	9 6%	2 3%
NET: At least weekly	399 21%	207 23%	192 20%	82 37%fghi	116 34%fgh	77 25%ghi	59 17%ai	33 12%	32 8%	118 23%	107 20%	92 24%	82 18%	30 18%x	15 19%x	45 22%x	44 29%wxy	40 24%wx	24 18%x	23 25%wx	37 22%x	80 33%nop	39 15%	14 9%	8 13%
NET: Ever	756 40%	373 41%	383 39%	131 59%cfghi	211 61%fgh	138 44%hi	130 37%hi	74 27%i	72 19%	217 41%	219 42%	153 40%	168 37%	68 43%xy	26 33%	93 46%luxy	72 47%luxy	74 45%luxy	45 34%	42 47%luxy	55 33%	126 51%osu	95 36%	44 28%	16 26%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 100  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri mary (o)	Sec ondary (p)	Univ ersity degree (q)	High er univ ersity degree (r)	Still in full time education (s)	White (t)	NET: Non white (u)	Mixed (v)	Asian (w)	Black (x)	Chin ese (y)	Other (z)
Unweighted base	1869	683	341	195	96	83	337	134	467	208	298	151	20	1357	14	11	1029	549	203	50	1682	165	39	83	29	8	6
Weighted base	1879	888	243	161	82*	81*	309	116	400	172	258	123	17**	1435	13**	11**	1029	558	213	42*	1695	165	37*	85*	28**	10**	5**
Several times a day	108 6%	73 8%ef	12 5%ef	12 8%	2 2%	-	3 1%	5 4%f	21 5%	12 7%	10 4%	6 5%	-	86 6%	3 24%	2 19%	54 5%	24 4%	18 9%q	6 15%pq	85 5%	23 14%t	3 9%	15 18%t	2 9%	1 8%	1 30%
Once a day	77 4%	51 6%fg	9 4%fg	8 5%	7 8%efg	1 1%	2 1%	-	21 5%	8 5%	14 6%	6 5%	-	56 4%	1 8%	1 13%	39 4%	22 4%	10 5%	1 1%	60 4%	14 8%t	5 13%t	6 7%	4 13%	-	-
Several times a week	93 5%	51 6%f	12 5%	13 8%	5 6%	1 2%	7 4%	4 2%	20 5%	11 6%	13 5%	7 5%	1 8%	69 5%	1 6%	2 20%	52 5%	25 4%	8 4%	6 14%pqr	79 5%	12 7%	2 6%	9 10%t	1 4%	-	-
Once a week	121 6%	69 8%f	16 7%f	8 5%	3 4%	5 7%	9 3%	10 8%f	23 6%k	13 7%k	16 6%k	3 2%	-	92 6%	2 13%	-	66 6%	36 6%	13 6%	4 10%	109 6%	9 6%	4 11%	5 6%	1 2%	-	-
Less often	357 19%	189 21%ef	59 24%ef	28 18%	21 26%ef	3 3%	39 13%e	18 16%e	72 18%	38 22%	44 17%	19 16%	3 17%	280 19%	1 11%	1 7%	189 18%	111 20%	43 20%	9 22%	318 19%	37 22%	8 21%	20 23%	6 21%	1 10%	2 49%
Never	1109 59%	444 50%	132 54%	90 56%	44 53%	71 88%abd	249 81%abd	79 68%abd	243 61%ci	90 52%	159 62%i	83 67%ci	12 75%	840 59%	4 29%	4 41%	621 60%g	337 60%g	120 57%g	16 38%	1033 61%uvw	66 40%	15 40%	28 33%	13 47%	8 81%	1 20%
Don't know	14 1%	10 1%	3 1%f	1 1%	-	-	-	-	1 *	-	1 *	-	-	12 1%	1 9%	-	8 1%	3 1%	2 1%	-	11 1%	4 2%	-	2 3%t	1 4%	-	-
NET: At least daily	185 10%	125 14%bdefg	21 9%ef	20 12%	9 11%ef	1 1%	5 2%	4 4%	41 10%	20 12%	25 10%	12 9%	-	142 10%	4 32%	3 32%	93 9%	46 8%	28 13%	7 16%	145 9%	37 22%t	8 22%t	21 24%t	6 22%	1 8%	1 30%
NET: At least weekly	399 21%	244 28%bdef	49 20%ef	41 26%	17 21%ef	7 9%	21 7%	19 16%f	84 21%	44 25%k	54 21%	21 17%	1 8%	303 21%	7 51%	6 53%	211 21%	107 19%	48 23%	17 40%pqr	334 20%	59 36%t	14 39%t	34 40%t	8 28%	1 8%	1 30%
NET: Ever	756 40%	433 49%efg	108 45%efg	70 43%	38 47%efg	10 12%	60 19%	37 32%ef	156 39%	82 48%hjk	98 38%	40 33%	4 25%	583 41%	8 62%	6 59%	400 39%	218 39%	91 43%	26 62%pqr	651 38%	96 58%t	22 60%t	54 64%t	14 49%	2 19%	4 80%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 101  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	1869	1338	520	471	438	170	246	218	100	191	1678	93	275	368	417	337	120	51	31	77						
Weighted base	1879	1325	541	497	452	175	260	226	96*	209	1670	71*	224	323	435	366	158*	60*	44**	96*						
Several times a day	108	50	56	53	43	28	28	24	7	46	62	8	17	15	25	9	14	4	1	11						
	6%	4%	10%a	11%	10%a	16%abcd	11%a	11%a	7%	22%j	4%	12%mo	8%o	4%	6%o	3%	9%o	7%	2%	12%mo						
Once a day	77	52	22	21	17	12	11	5	3	20	57	4	7	11	12	11	16	3	-	9						
	4%	4%	4%	4%	4%	7%g	4%	2%	3%	10%j	3%	6%	3%	3%	3%	10%lmno	6%	-	-	9%lmno						
Several times a week	93	62	31	26	25	9	14	10	8	19	74	4	11	16	16	15	4	2	8	13						
	5%	5%	6%	5%	5%	5%	5%	4%	9%	9%j	4%	6%	5%	5%	4%	4%	2%	3%	19%	13%lmnop						
Once a week	121	61	57	54	50	15	33	22	10	23	98	3	16	16	38	20	8	4	1	10						
	6%	5%	11%a	11%	11%a	8%	13%a	10%a	10%a	11%j	6%	4%	7%	5%	9%	5%	7%	3%	10%	10%						
Less often	357	237	118	113	94	41	55	49	13	45	312	12	36	54	75	79	34	21	3	17						
	19%	18%	22%h	23%	21%	23%	21%	22%	13%	22%	19%	17%	16%	17%	17%	22%	21%	35%klmns	8%	18%						
Never	1109	858	247	224	214	69	116	113	50	54	1055	38	136	207	268	229	82	25	30	35						
	59%	65%bde	46%	45%	47%	40%	45%	50%	52%	26%	63%i	54%e	61%qs	64%pqs	62%qs	63%qs	52%	42%	68%	36%						
Don't know	14	5	9	6	9	2	3	3	5	2	12	1	2	5	2	3	-	-	-	2						
	1%	*	2%a	1%	2%a	1%	1%	2%	5%ab	1%	1%	2%	1%	1%	1%	1%	-	-	-	2%						
NET: At least daily	185	102	79	74	60	39	40	29	10	66	119	13	24	25	37	20	30	8	1	20						
	10%	8%	15%a	15%	13%a	23%abcd	15%a	13%a	10%	32%j	7%	18%mno	11%o	8%	9%	5%	19%lmno	13%	2%	21%lmno						
NET: At least weekly	399	225	167	154	135	63	86	60	28	108	291	19	50	58	90	55	42	13	10	43						
	21%	17%	31%a	31%	30%a	36%a	33%a	27%a	30%a	52%j	17%	27%o	22%o	18%	21%	15%	27%o	22%	24%	44%klmnop						
NET: Ever	756	462	285	267	229	104	141	109	41	153	603	32	86	111	165	134	76	35	14	60						
	40%	35%	53%a	54%	51%a	60%adg	54%a	48%a	43%	73%j	36%	45%	38%	35%	38%	37%	48%mo	58%lmno	32%	62%klmno						

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 102  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1869	61	63	86	81	42	46	129	62	91	164	74	55	53	19	416	68	58	61	76	61	103
Weighted base	1879	74*	72*	82*	81*	43*	45*	142	63*	81*	152	77*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	108 6%	3 4%	2 2%	3 4%	8 9%pw	* 1%	6 13%bepw	13 9%pw	3 4%	7 9%pw	14 9%pw	6 8%pw	4 7%w	1 2%	1 2%	27 6%w	-	4 6%	2 3%	3 4%	2 3%	* *
Once a day	77 4%	4 6%	6 8%cpw	1 1%	5 7%w	5 12%cfmpw	-	6 4%	1 2%	4 5%	6 4%	3 4%	4 8%cpw	-	-	24 6%w	-	1 2%	3 5%	2 3%	-	1 1%
Several times a week	93 5%	5 7%	3 4%	3 4%	2 2%	4 9%kq	4 9%kq	8 5%	5 8%q	3 4%	7 4%	* 1%	3 6%	* 1%	-	24 6%	4 6%	-	1 1%	6 10%kq	5 8%	6 5%
Once a week	121 6%	4 5%	3 4%	8 9%q	5 6%	3 7%	4 9%q	8 6%	5 8%q	6 7%	11 7%	10 14%qw	2 4%	1 2%	3 10%	34 8%q	2 3%	-	2 3%	5 7%q	2 3%	3 3%
Less often	357 19%	20 26%ikmq	19 26%ikq	11 14%	15 18%	9 21%	8 17%	31 22%iq	18 28%ikmqw	7 8%	34 23%ikq	8 10%	10 19%	5 10%	11 39%	81 19%iq	15 24%ikq	5 7%	14 23%iq	16 24%ikq	8 13%	14 13%
Never	1109 59%	38 52%	40 56%	56 68%ghjos	47 58%	20 48%	23 51%	74 52%	31 49%	54 66%rs	79 52%	50 64%	31 57%	41 83%abde fghijkl rs	11 39%	227 54%	41 67%rs	54 85%abcd efghijk loprs	39 64%	32 48%	45 74%ae fghjos	77 75%abdefghijos
Don't know	14 1%	-	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	-	1 2%	3 9%	2 1%	-	-	1 2%	2 3%	-	2 2%
NET: At least daily	185 10%	8 10%pw	7 10%pw	4 5%	13 16%cmpv w	5 13%pw	6 13%pw	19 14%mpww	4 6%	12 15%mpww	20 13%mpww	9 12%pw	8 15%mpww	1 2%	1 2%	51 12%pw	-	5 8%p	4 7%	5 7%pw	2 3%	1 1%
NET: At least weekly	399 21%	16 22%m	13 18%	15 18%	20 24%mpqw w	13 29%mpqr ww	14 32%mpqr ww	35 25%mpqw	14 23%mqw	21 26%mpqw	38 25%mpqw	20 26%mpqw	13 24%mpqw	3 5%	3 12%	110 26%mpqrv w	6 9%	5 8%	7 11%	16 24%mpqw13%	8 13%	10 10%
NET: Ever	756 40%	36 48%mqww 44%mqw	32 44%mqw	26 32%mq	34 42%mqw	22 50%mqww	22 49%mqww	67 47%mqww 47%mqww	32 51%cmqv w	27 34%mq	72 47%cmqv w	27 36%mq	24 43%mqw	7 15%	14 52%	191 45%cmqv w	20 33%mq	10 15%	21 34%mq	33 49%mqww 26%	16 26%	24 23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 103  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade							Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	
Unweighted base	1832	869	963	224	274	303	354	293	384	513	549	280	490	139	77	183	155	170	138	99	174	233	258	146	60	
Weighted base	1835	884	952	214	334	305	345	270	369	511	517	360	447	160	76*	198	146	163	126	88*	163	242	258	156	60*	
Several times a day	75 4%	49 5% <sup>b</sup>	26 3%	15 7% <sup>ghi</sup>	25 7% <sup>ghi</sup>	20 7% <sup>ghi</sup>	8 2% <sup>i</sup>	5 2%	2 *	17 3%	20 4%	18 5%	19 4%	2 5%	3 3%	7 8% <sup>nx</sup>	11 7% <sup>en</sup>	3 3%	2 2%	4 3%	20 8% <sup>nuwx</sup>	7 3%	3 2%	3 1%	*	
Once a day	55 3%	33 4%	23 2%	12 6% <sup>hi</sup>	12 4% <sup>i</sup>	15 5% <sup>hi</sup>	10 3%	3 1%	3 1%	20 4% <sup>k</sup>	8 2%	19 5% <sup>km</sup>	8 2%	10 6% <sup>w</sup>	-	7 4%	3 2%	7 4%	2 2%	1 1%	6 4%	14 6% <sup>w</sup>	3 1%	3 2%	-	
Several times a week	56 3%	29 3%	27 3%	4 2%	8 2%	13 4%	15 4%	8 3%	9 2%	15 3%	15 3%	6 2%	20 4%	2 2%	2 2%	10 5%	6 4%	5 3%	3 2%	5 6% <sup>x</sup>	5 3%	9 4%	6 2%	2 1%	1 2%	
Once a week	85 5%	47 5%	38 4%	4 2%	23 7% <sup>d</sup>	17 5%	15 4%	10 4%	16 4%	25 5%	25 5%	21 6%	13 3%	6 4%	3 4%	11 6%	5 3%	7 4%	8 6%	6 7%	8 5%	15 6%	11 4%	4 3%	2 3%	
Less often	349 19%	158 18%	191 20%	44 21% <sup>i</sup>	104 31% <sup>dfg</sup>	70 19% <sup>i</sup>	39 20% <sup>i</sup>	33 15% <sup>i</sup>	102 9%	99 20%	102 19%	99 17%	61 20%	87 21%	34 20%	15 23% <sup>ux</sup>	30 20%	32 20%	21 16%	22 25% <sup>ux</sup>	20 12%	53 22% <sup>ux</sup>	51 20%	20 13%	7 11%	
Never	1201 65%	560 63%	641 67%	132 62% <sup>e</sup>	160 48%	179 59% <sup>e</sup>	220 64% <sup>ee</sup>	203 75% <sup>def</sup>	307 83% <sup>def</sup>	329 64% <sup>g</sup>	347 67%	230 64%	296 66%	105 66% <sup>v</sup>	52 69% <sup>v</sup>	116 59%	91 63%	99 61%	89 71% <sup>tv</sup>	50 57%	118 73% <sup>p</sup>	128 53%	177 69% <sup>v</sup>	124 79% <sup>npq</sup>	50 83% <sup>npq</sup>	
Don't know	14 1%	8 1%	6 1%	2 1%	2 1%	3 1%	6 2% <sup>i</sup>	1 *	-	3 1%	2 *	5 1%	4 1%	-	-	1 *	1 1%	1 1%	1 *	2 2%	2 1%	3 1%	4 1%	-	-	
NET: At least daily	130 7%	81 9% <sup>b</sup>	49 5%	27 13% <sup>ghi</sup>	37 11% <sup>ghi</sup>	35 12% <sup>ghi</sup>	18 5% <sup>i</sup>	8 3%	5 1%	37 7%	28 6%	38 10% <sup>k</sup>	27 6%	12 8%	3 5%	14 7%	14 9% <sup>y</sup>	18 11% <sup>wxy</sup>	5 4%	3 4%	10 6%	34 14% <sup>pstu</sup>	10 4%	6 4%	*	
NET: At least weekly	271 15%	157 18% <sup>b</sup>	114 12%	36 17% <sup>hi</sup>	67 20% <sup>hi</sup>	64 21% <sup>ghi</sup>	48 14% <sup>i</sup>	26 10%	30 8%	77 15%	69 13%	64 18%	61 14%	20 13%	8 11%	35 18% <sup>xy</sup>	24 17% <sup>x</sup>	31 19% <sup>wxy</sup>	16 12%	14 16%	23 14%	58 24% <sup>nos</sup>	27 10%	12 8%	3 6%	
NET: Ever	621 34%	316 36%	305 32%	80 37% <sup>hi</sup>	172 51% <sup>dfg</sup>	123 40% <sup>hi</sup>	118 34% <sup>hi</sup>	65 24% <sup>i</sup>	62 17%	180 35%	168 32%	125 35%	148 33%	54 34% <sup>xy</sup>	23 31%	81 41% <sup>suw</sup>	54 37% <sup>xy</sup>	62 38% <sup>uxy</sup>	36 29%	36 41% <sup>luxy</sup>	43 26%	111 46% <sup>nos</sup>	77 30%	32 21%	10 17%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 104  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1832	665	335	192	95	82	332	131	459	206	293	150	20	1329	14	11	1006	539	201	48	1650	161	39	82	27	7	6
Weighted base	1835	861	239	157	80*	80*	305	112	388	170	249	122	17**	1404	13**	11**	1001	546	211	41*	1656	161	37*	84*	26**	10**	5**
Several times a day	75 4%	50 6%ef	11 4%f	7 4%	2 2%	- -	2 1%	4 4%f	14 4%	10 6%j	7 3%	4 3%	- -	60 4%	3 24%	2 15%	39 4%	15 3%	13 6%	2 6%	56 3%	19 12%t	3 8%	13 15%t	2 8%	- -	1 30%
Once a day	55 3%	43 5%bfg	4 2%	4 2%	2 2%	1 1%	2 1%	- -	12 3%	3 2%	8 3%	5 4%	- -	44 3%	1 8%	1 13%	1 2%	16 3%	11 5%	1 2%	46 3%	7 4%	3 9%t	2 2%	2 7%	- -	- -
Several times a week	56 3%	27 3%	7 3%	8 5%	4 2%	1 2%	6 2%	3 2%	13 3%	8 5%	10 4%	6 5%	- -	42 3%	- -	2 14%	38 4%	10 2%	6 3%	1 2%	48 3%	7 4%	1 3%	4 5%	1 5%	- -	- -
Once a week	85 5%	47 5%	17 7%df	2 1%	1 1%	5 7%	8 3%	5 5%	22 6%k	11 7%k	16 6%k	3 2%	- -	59 4%	2 13%	1 10%	45 5%	25 5%	11 5%	- -	76 5%	7 4%	3 8%	4 4%	1 2%	- -	- -
Less often	349 19%	193 22%ef	53 22%ef	27 17%	21 26%ef	3 3%	35 11%e	18 16%e	73 19%	38 22%	46 19%	20 16%	4 25%	271 19%	2 17%	1 7%	190 19%	99 18%	41 20%	10 25%	309 19%	37 24%	9 23%	19 21%	5 11%	1 49%	2
Never	1201 65%	493 57%	144 60%	109 69%	51 63%	71 88%abd	252 83%abd	83 73%ab	255 66%l	99 59%	162 65%	85 70%i	12 75%	917 65%	4 29%	4 41%	656 66%	378 69%r	127 60%	26 64%	1111 67%uvw	80 50%	17 48%	40 47%	13 53%	8 89%	1 20%
Don't know	14 1%	9 1%	4 2%f	1 1%	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	12 1%	1 9%	- -	7 1%	3 1%	2 1%	1 1%	10 1%	4 2%t	- -	2 3%t	1 4%	- -	- -
NET: At least daily	130 7%	93 11%befg	15 6%f	10 7%	4 5%	1 1%	4 1%	4 4%	25 6%	13 8%	14 6%	8 7%	- -	104 7%	4 32%	3 29%	63 6%	31 6%	24 11%pq	3 8%	102 6%	26 16%t	6 17%t	15 17%t	4 15%	- -	1 30%
NET: At least weekly	271 15%	167 19%efg	39 16%f	20 13%	8 10%	7 9%	18 6%	12 11%	60 15%	33 19%	40 16%	17 14%	- -	205 15%	6 45%	6 53%	147 15%	66 12%	41 19%q	4 10%	226 14%	40 25%t	10 28%t	23 27%t	6 22%	- -	1 30%
NET: Ever	621 34%	360 42%efg	92 38%efg	47 30%	29 37%ef	10 12%	53 17%	30 27%ef	132 34%	70 41%hk	86 35%	37 30%	4 25%	475 34%	8 62%	6 59%	337 34%	166 30%	82 39%q	14 35%	535 32%	77 48%t	19 52%t	42 50%t	11 43%	1 11%	4 80%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 105  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted base	1832	1313	509	460	431	165	241	215	99	181	1651	90	273	362	408	332	114	51	31	76			
Weighted base	1835	1296	528	484	443	167	255	223	94*	198	1638	70*	222	315	426	360	147*	60*	44**	95*			
Several times a day	75 4%	30 2%	44 8%a	40 8%	37 8%a	21 12%a	26 10%a	19 8%a	6 6%a	26 13%j	49 3%	8 11% <sub>mno</sub>	11 5% <sub>o</sub>	9 3%	16 4%	7 2%	10 7% <sub>o</sub>	4 6%	1 2%	8 9% <sub>mno</sub>			
Once a day	55 3%	36 3%	19 4% <sub>dg</sub>	18 4%	10 2%	12 7% <sub>abdf</sub>	6 2%	3 2%	2 3%	19 10% <sub>j</sub>	36 2%	1 2%	6 3%	9 3%	15 3%	7 2%	9 6%	2 3%	-	6 6%			
Several times a week	56 3%	35 3%	21 4%	16 3%	19 4%	5 3%	8 3%	10 4%	7 8% <sub>a</sub>	11 5%	45 3%	4 5%	9 4%	13 4%	10 2%	8 2%	4 2%	-	-	* 1%	5 5%		
Once a week	85 5%	44 3%	38 7% <sub>a</sub>	36 7%	35 8% <sub>a</sub>	10 6%	20 8% <sub>a</sub>	17 8% <sub>a</sub>	8 8% <sub>a</sub>	21 11% <sub>j</sub>	64 4%	3 5%	8 4%	15 5%	26 6%	16 5%	4 3%	6 10%	1 3%	3 3%			
Less often	349 19%	221 17%	124 24% <sub>a</sub>	120 25%	105 24% <sub>a</sub>	37 22%	64 25% <sub>a</sub>	51 23%	15 16%	55 28% <sub>j</sub>	294 18%	12 17%	39 17%	50 16%	75 18%	81 23% <sub>m</sub>	35 24%	16 26%	1 2%	28 29% <sub>lmn</sub>			
Never	1201 65%	926 71% <sub>bde</sub>	272 51%	247 51%	230 52%	80 48%	128 50%	119 53%	52 55%	65 33%	1137 69% <sub>i</sub>	41 58%	148 66% <sub>s</sub>	214 68% <sub>s</sub>	282 66% <sub>s</sub>	239 66% <sub>s</sub>	86 58%	33 55%	40 92%	44 46%			
Don't know	14 1%	5 *	9 2% <sub>a</sub>	6 1%	8 2% <sub>a</sub>	2 1%	3 1%	3 2%	5 5% <sub>ab</sub>	1 1%	12 1%	1 2%	2 1%	5 2%	2 1%	2 *	-	-	-	2 2%			
NET: At least daily	130 7%	66 5%	63 12% <sub>ad</sub>	58 12%	47 11% <sub>a</sub>	33 20% <sub>abd</sub>	32 13% <sub>a</sub>	22 10% <sub>a</sub>	8 9%	45 23% <sub>j</sub>	86 5%	9 13% <sub>o</sub>	17 8%	19 6%	31 7%	14 4%	18 12% <sub>mo</sub>	5 9%	1 2%	14 15% <sub>mno</sub>			
NET: At least weekly	271 15%	145 11%	123 23% <sub>a</sub>	110 23%	100 23% <sub>a</sub>	48 29% <sub>a</sub>	60 24% <sub>a</sub>	49 22% <sub>a</sub>	23 25% <sub>a</sub>	76 39% <sub>j</sub>	195 12%	16 23% <sub>o</sub>	34 15%	47 15%	67 16%	38 11%	26 18%	11 19%	3 6%	22 23% <sub>o</sub>			
NET: Ever	621 34%	365 28%	247 47% <sub>a</sub>	231 48%	205 46% <sub>a</sub>	85 51% <sub>a</sub>	124 49% <sub>a</sub>	101 45% <sub>a</sub>	38 40% <sub>a</sub>	132 67% <sub>j</sub>	489 30%	28 40%	73 33%	97 31%	142 33%	120 33%	61 42%	27 45%	4 8%	50 52% <sub>lmno</sub>			

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 106  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1832	60	63	83	77	41	46	128	60	88	160	72	53	52	19	408	66	58	60	75	60	103
Weighted base	1835	73*	72*	79*	74*	41*	45*	141	60*	77*	149	75*	51*	48*	27**	413	60*	64*	59*	66*	60*	104*
Several times a day	75 4%	2 3%	-	3 4%	5 6%w	* 1%	3 8%bpw	7 5%	3 5%	6 7%bpw	11 7%bw	6 8%bpw	2 4%	1 1%	1 2%	21 5%	-	1 2%	2 3%	1 1%	* 1%	* 1%
Once a day	55 3%	4 6%	6 8%cw	-	3 4%	-	-	7 5%	-	2 3%	5 4%	3 4%	2 4%	-	-	19 5%	-	2 4%	1 2%	1 1%	-	1 1%
Several times a week	56 3%	1 2%	1 2%	2 2%	1 1%	2 4%	5 11%dkmo qrw	7 5%	3 5%	2 3%	3 2%	* 1%	3 6%	-	-	15 4%	2 3%	-	1 1%	4 7%	1 2%	2 2%
Once a week	85 5%	1 2%	4 6%	4 5%	3 5%	1 3%	1 2%	7 5%	4 6%	4 6%	8 5%	6 8%	1 3%	-	3 10%	21 5%	3 4%	-	3 5%	5 8%q	2 3%	2 2%
Less often	349 19%	13 18%q	20 27%iqvw	15 19%q	12 16%q	13 31%ikqv w	6 14%	32 22%q	17 28%iqvw	10 13%	32 21%q	10 13%	10 20%q	6 12%	8 28%	87 21%q	10 16%q	2 4%	10 18%q	19 28%ikqv w	7 11%	13 13%
Never	1201 65%	50 69%	41 57%	55 69%	50 68%	24 59%	29 65%	80 57%	34 56%	53 69% s	89 60%	50 67%	32 63%	41 85% hijos	14 50%	247 60%	46 76% os	57 90% efghijklors	43 73% s	35 52%	50 83% jlos	82 79% beghjos
Don't know	14 1%	-	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	-	1 2%	3 9%	3 1%	-	-	-	2 3%	-	2 2%
NET: At least daily	130 7%	6 9%pw	6 8%w	3 4%	7 10% pww	* 1%	3 8%p	14 10% pw	3 5%	8 10% pww	16 11% pww	9 12% pww	4 8% pw	1 1%	1 2%	40 10% pww	-	4 6%	2 4%	2 2%	* 1%	1 1%
NET: At least weekly	271 15%	9 13%	11 16% m	9 12% m	11 15% mw	3 8%	9 21% mqvw	28 20% mpqv w	10 16% m	14 18% mw	27 18% mqvw	15 21% mqvw	9 17% mw	1 1%	3 12%	77 19% mpqw w	4 6%	6 10%	11 17% mw	3 6%	6 6%	
NET: Ever	621 34%	23 31% q	31 43% mpqv w	24 31% mq	23 32% mq	16 39% mqvw	15 35% mq	60 42% mpqv w	26 44% mpqv w	23 31% mq	59 40% mpqv w	25 33% mq	19 37% mqvw	6 13%	11 40%	163 40% mpqv w	14 24%	6 10%	16 27% q	30 45% mpqv w	10 17%	19 19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 107  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1687	831	856	225	267	291	325	257	322	475	515	256	441	123	74	165	140	162	129	92	151	228	233	132	58
Weighted base	1693	837	856	216	322	292	315	235	313	475	490	328	399	142*	74*	178	131	155	119	84*	143	235	230	143	59*
Several times a day	75 4%	46 6%b	28 3%	19 9%ghi	24 7%ghi	19 6%ghi	8 3%i	4 2%i	*	23 5%	17 4%	15 5%	19 5%	4 3%	2 6%	10 2%	7 6%	11 7%uw	5 4%	4 5%	2 1%	19 8%uwy	4 2%	5 4%	-
Once a day	61 4%	37 4%	24 3%	22 10%fghi	16 5%hi	10 3%	7 2%	3 1%	3 1%	21 4%	15 3%	13 4%	11 3%	9 6%	1 1%	4 2%	7 6%	5 3%	5 4%	1 1%	7 5%	13 5%	6 3%	4 3%	-
Several times a week	80 5%	44 5%	36 4%	17 8%ghi	25 8%hi	16 6%i	11 4%	5 2%	7 2%	20 4%	28 6%	19 6%	14 3%	7 5%	2 3%	6 3%	9 7%ax	11 7%ax	4 3%	7 8%ax	5 3%	13 6%ax	13 5%ax	1 1%	3 5%
Once a week	77 5%	31 4%	46 5%	10 4%	26 8%fi	10 3%	13 4%	9 4%	9 3%	23 5%	19 4%	20 6%	14 4%	3 2%	5 7%	11 6%	14 10%nswx	8 5%	2 2%	5 6%	10 7%wx	11 5%	5 2%	2 1%	1 2%
Less often	218 13%	108 13%	110 13%	39 18%hi	55 17%i	41 14%i	25 12%i	19 11%	19 6%	62 13%	43 13%	50 13%	50 13%	17 12%	10 13%	30 17%u	12 9%	19 12%	12 11%	17 20%qu	10 7%	37 16%u	33 14%	15 11%	5 9%
Never	1170 69%	564 67%	606 71%	108 50%	173 54%	194 66%de	234 74%de	187 80%def	275 88%def	323 68%	343 70%	215 65%	289 72%	101 71%	54 74%	116 65%	81 62%	100 64%	89 75%qtv	48 57%	108 76%qtv	140 59%	169 73%qtv	114 80%pqrtv	49 84%pqrtv
Don't know	12 1%	7 1%	6 1%	2 1%	3 1%	3 1%	3 1%	1 *	-	3 1%	4 1%	4 1%	2 1%	1 1%	-	2 1%	1 1%	1 1%	2 2%	-	2 1%	1 *	1 1%	1 -	-
NET: At least daily	135 8%	83 10%b	52 6%	41 19%fghi	40 12%ghi	28 10%ghi	15 5%i	8 3%	3 1%	44 9%	32 7%	28 9%	30 8%	13 9%y	3 4%	14 8%	15 11%wy	16 10%wy	10 8%y	5 7%	9 6%	32 14%owy	10 4%	9 6%	-
NET: At least weekly	292 17%	158 19%	134 16%	67 31%fghi	91 28%fgh	54 19%hi	40 13%i	22 9%	19 6%	87 18%	79 16%	67 20%	58 15%	23 16%	10 13%	30 17%	38 29%nop	35 22%wxy	15 13%	17 20%x	24 17%	56 24%swx	27 12%	12 9%	4 7%
NET: Ever	510 30%	266 32%	244 28%	106 49%fgh	146 45%fgh	95 33%hi	79 25%i	47 20%i	38 12%	149 31%	142 29%	110 34%	108 27%	40 29%	19 26%	60 34%xy	49 37%suw	54 35%xy	28 23%	34 41%suw	34 24%	93 40%suw	60 26%	27 19%	10 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 108  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1687	632	306	187	92	63	285	122	414	194	261	134	18	1232	9	9	907	512	188	50	1510	159	37	80	28	8	6
Weighted base	1693	818	215	153	77*	63*	263	104	350	161	223	109	15**	1302	9**	9**	909	518	194	42*	1519	158	34*	82*	26**	10**	5**
Several times a day	75 4%	47 6%f	10 5%f	10 7%	2 3%	-	2 1%	4 4%f	16 5%	9 5%	9 4%	3 3%	-	58 4%	3 36%	2 18%	35 4%	18 4%	11 6%	5 13%pq	57 4%	18 11%t	2 6%	12 15%t	2 6%	1 8%	1 30%
Once a day	61 4%	40 5%fg	5 3%	7 5%	5 7%fg	-	2 1%	* *	12 3%	6 4%	8 4%	5 4%	-	49 4%	1 13%	1 16%	27 3%	19 4%	8 4%	1 3%	45 3%	13 8%t	5 13%t	7 8%t	2 7%	-	-
Several times a week	80 5%	53 7%f	10 5%	7 4%	3 4%	1 1%	5 2%	2 2%	14 4%	7 2%	9 4%	5 5%	-	61 5%	1 9%	1 7%	45 5%	22 4%	6 3%	6 14%pqr	68 4%	11 7%	2 6%	8 9%	1 5%	-	-
Once a week	77 5%	47 6%f	7 3%	5 4%	4 6%	2 3%	5 2%	5 5%	10 3%	4 2%	7 3%	2 2%	-	64 5%	1 15%	* 4%	45 5%	23 4%	6 3%	* 1%	66 4%	9 6%	2 7%	6 7%	1 2%	-	-
Less often	218 13%	114 14%ef	40 18%ef	17 11%	16 21%ef	1 2%	17 6%	13 13%ef	49 14%	27 16%	27 12%	14 13%	3 19%	166 13%	-	-	114 13%	68 13%	25 13%	8 20%	187 12%	29 18%	6 19%	16 16%	4 10%	1 10%	2 36%
Never	1170 69%	508 62%	142 66%	105 69%	47 61%	58 93%abd	233 88%abd	78 75%ad	248 71%	109 67%	162 73%	80 73%	12 81%	894 69%	1 10%	5 54%	639 70%gs	363 70%gs	136 70%gs	21 49%	1089 72%uvw	75 47%	17 50%	32 38%	15 60%	8 81%	2 34%
Don't know	12 1%	9 1%	2 1%	1 1%	-	-	-	1 1%	2 *	1 *	1 *	-	-	10 1%	1 14%	-	5 1%	5 1%	2 1%	-	9 1%	4 2%t	-	2 3%t	1 4%	-	-
NET: At least daily	135 8%	87 11%efg	15 7%ef	17 11%	7 9%ef	-	4 1%	4 4%	28 8%	15 9%	17 7%	8 7%	-	107 8%	4 48%	3 35%	62 7%	37 7%	19 10%	7 16%p	102 7%	31 20%t	7 19%t	19 23%t	3 13%	1 8%	1 30%
NET: At least weekly	292 17%	188 23%bef	32 15%ef	30 19%	14 19%ef	3 4%	14 5%	12 11%f	52 15%	25 16%	33 15%	15 14%	-	231 18%	6 72%	4 46%	152 17%	82 16%	32 16%	13 31%pqr	235 15%	51 32%t	11 32%t	32 39%t	5 20%	1 8%	1 30%
NET: Ever	510 30%	302 37%efg	72 33%ef	47 31%	30 39%efg	4 7%	30 12%	25 24%ef	101 29%	52 32%	60 27%	30 27%	3 19%	398 31%	7 76%	4 46%	266 29%	150 29%	57 29%	21 51%pqr	422 28%	80 51%t	17 50%t	48 59%t	9 36%	2 19%	3 66%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 109  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1687	1193	483	438	407	162	233	197	93	186	1501	90	245	319	368	309	110	49	30	74				
Weighted base	1693	1180	500	461	418	166	246	204	88*	203	1489	69*	196	281	383	338	140*	59*	42**	91*				
Several times a day	75 4%	34 3%	40 8% <sup>ah</sup>	38 8%	28 7% <sup>a</sup>	26 15% <sup>abdf</sup>	23 9% <sup>a</sup>	12 6%	2 3%	37 18% <sup>j</sup>	37 3%	6 9% <sup>o</sup>	15 8% <sup>o</sup>	12 4%	18 5%	6 2%	6 5%	2 4%	1 2%	6 7% <sup>o</sup>				
Once a day	61 4%	39 3%	21 4%	21 5%	17 4%	10 6%	12 5%	7 3%	2 3%	21 11% <sup>j</sup>	39 3%	3 5%	6 3%	8 3%	9 2%	8 2%	13 9% <sup>lmno</sup>	3 5%	-	6 7%				
Several times a week	80 5%	52 4%	29 6%	26 6%	24 6%	6 4%	15 6%	13 6%	6 7%	18 9% <sup>j</sup>	62 4%	1 2%	7 4%	11 4%	12 3%	16 5%	9 6%	1 2%	8 18%	13 14% <sup>klmnoq</sup>				
Once a week	77 5%	36 3%	37 7% <sup>a</sup>	35 8%	31 7% <sup>a</sup>	11 7% <sup>a</sup>	11 8% <sup>a</sup>	20 6%	12 6%	6 8% <sup>j</sup>	60 4%	3 5%	8 4%	10 4%	25 7%	17 5%	5 4%	1 2%	-	3 3%				
Less often	218 13%	150 13%	65 13%	61 13%	57 14%	16 9%	32 13%	29 14%	10 12%	36 17%	182 12%	10 14%	21 11%	32 11%	43 11%	40 12%	19 13%	13 22%	5 11%	18 20%				
Never	1170 69%	865 73% <sup>bde</sup>	300 60%	273 59%	255 61%	94 57%	141 57%	128 63%	60 67%	71 35%	1099 74% <sup>ai</sup>	44 64% <sup>s</sup>	138 70% <sup>s</sup>	206 73% <sup>s</sup>	274 72% <sup>s</sup>	247 73% <sup>s</sup>	88 63%	39 66%	29 69%	43 47%				
Don't know	12 1%	4 *	9 2% <sup>a</sup>	8 2%	7 2% <sup>a</sup>	3 2% <sup>a</sup>	4 2% <sup>a</sup>	3 2% <sup>a</sup>	2 2% <sup>a</sup>	3 1%	9 1%	1 2%	2 1%	2 1%	2 *	4 1%	-	-	-	2 2%				
NET: At least daily	135 8%	74 6%	61 12% <sup>ah</sup>	59 13%	45 11% <sup>a</sup>	35 21% <sup>abdf</sup>	35 14% <sup>adh</sup>	19 9%	5 5%	59 29% <sup>j</sup>	77 5%	9 13% <sup>o</sup>	20 10% <sup>o</sup>	20 7%	27 7%	14 4%	19 14% <sup>o</sup>	5 9%	1 2%	12 14% <sup>o</sup>				
NET: At least weekly	292 17%	161 14%	126 25% <sup>a</sup>	120 26%	99 24% <sup>a</sup>	53 32% <sup>abd</sup>	69 28% <sup>ad</sup>	44 21% <sup>a</sup>	17 19%	93 46% <sup>j</sup>	199 13%	13 20%	35 18%	41 15%	64 17%	47 14%	33 24% <sup>od</sup>	7 12%	9 20%	29 31% <sup>lmnoq</sup>				
NET: Ever	510 30%	312 26%	192 38% <sup>a</sup>	180 39%	156 37% <sup>a</sup>	69 41% <sup>a</sup>	101 41% <sup>a</sup>	72 35% <sup>a</sup>	27 30%	129 63% <sup>j</sup>	381 26%	23 34%	56 29%	73 26%	108 28%	87 26%	52 37% <sup>mo</sup>	20 34%	13 31%	47 51% <sup>klmno</sup>				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 110  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1687	55	54	78	69	38	45	115	56	80	157	66	46	46	17	385	57	53	55	69	58	88
Weighted base	1693	67*	62*	75*	65*	38**	44*	124*	57*	72*	146	68*	47*	41*	24**	390	51*	58*	55*	62*	59*	88*
Several times a day	75 4%	2 3%	2 3%	2 3%	5 7%w	* 1%	3 7%w	10 8%w	1 2%	3 5%	12 8%pw	1 2%	2 5%	1 3%	-	20 5%	-	4 6%	2 3%	3 4%	-	* 1%
Once a day	61 4%	3 5%	6 9%cvw	1 1%	3 4%	3 8%	2 3%	4 3%	1 2%	3 5%	3 2%	1 2%	3 7%w	-	-	23 6%w	-	1 2%	3 5%	1 2%	-	-
Several times a week	80 5%	4 6%	3 5%	2 3%	3 4%	1 2%	5 10%gq	2 2%	6 10%gq	5 6%	9 6%	5 7%	4 9%	-	-	18 5%	2 4%	-	1 1%	5 8%	3 5%	4 4%
Once a week	77 5%	1 1%	2 4%	6 8%	4 6%	6 16%	4 9%qr	6 5%	3 6%	1 2%	7 5%	9 13%aimoq rw	1 1%	-	3 12%	15 4%	1 3%	-	-	5 7%	1 2%	2 2%
Less often	218 13%	8 11%	9 14%q	10 13%q	6 10%	5 13%	3 6%	19 16%iq	14 25%fiklq vw	3 4%	21 14%iq	3 5%	4 8%	3 8%	4 16%	63 16%ikq	7 15%q	1 1%	8 14%q	13 20%ikq	5 9%	8 10%
Never	1170 69%	48 72%	41 65%	55 73% s	45 69%	21 57%	28 63%	81 65%	31 55%	56 78%hjos	91 62%	48 71%	33 70%	35 87% bfgh jos	17 72%	248 64%	40 79% hjos	53 90% abcd s	41 75%	34 55%	49 84% bfgh jos	73 83% bfghjos
Don't know	12 1%	1 1%	-	-	-	1 3%	-	2 1%	-	-	2 1%	-	-	1 3%	-	2 1%	-	-	1 2%	2 3%	-	1 1%
NET: At least daily	135 8%	5 8%w	7 12%pvw	3 4%	7 11%pvw	3 9%	5 11%pvw	14 11%pvw	2 4%	7 9%pvw	16 11%pvw	3 4%	5 12%pvw	1 3%	-	43 11%pvw	-	5 8%w	4 8%w	4 6%	-	* 1%
NET: At least weekly	292 17%	10 15%	13 21%mw	11 14%	14 21%mpw	10 27%	13 30%mpqr ww	22 18%mw	11 20%mw	13 17% m	32 22%mpw	16 24%mpw	10 22% mw	1 3%	3 12%	76 19%mpw	3 7%	5 8%	5 9%	13 21%mpw	4 7%	6 7%
NET: Ever	510 30%	18 27%q	22 35%mqw	20 27%q	20 31%mq	15 41%	16 37%mqw	41 33%mqw	25 45%impq	16 22%	53 36%imqv w	20 29%mq	14 30%q	4 10%	7 28%	139 36%imqv w	11 21%	6 10%	13 23%	26 42%impq vw	10 16%	14 16%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 111  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	1595	698	897	221	250	273	308	241	302	442	482	257	414	121	68	157	139	146	111	89	148	209	228	126	53
Weighted base	1602	709	892	215	305	274	298	220	289	440	454	338	369	138*	63*	173	134	140	101*	79*	143	213	228	136*	54*
Several times a day	76 5%	46 7%b	29 3%	19 9%ghi	21 7%ghi	24 9%ghi	7 2%	3 1%	2 1%	25 6%	18 4%	17 5%	15 4%	3 2%	5 7%	9 5%	12 9%nuwx	8 6%	4 4%	2 2%	3 2%	19 9%nuwx	8 3%	2 2%	1 2%
Once a day	63 4%	33 5%	29 3%	15 7%hi	17 5%hi	12 4%	11 4%	3 2%	5 2%	17 4%	12 3%	21 6%k	13 3%	10 7%wx	1 1%	9 5%	3 3%	9 7%wx	3 3%	2 2%	8 6%w	14 6%wx	3 1%	1 1%	-
Several times a week	61 4%	27 4%	34 4%	13 6%i	11 4%	11 4%	14 5%	7 3%	5 2%	21 5%l	18 4%	5 2%	16 4%	2 1%	2 3%	11 6%	6 4%	6 4%	2 2%	5 6%	7 5%	10 5%	7 3%	2 1%	2 4%
Once a week	93 6%	47 7%	46 5%	13 6%	24 8%	20 7%	17 6%	7 3%	11 4%	26 6%	30 7%	23 7%	14 4%	7 5%	5 8%	10 6%	4 3%	9 6%	7 7%	7 8%	12 8%	18 8%	10 4%	4 3%	1 2%
Less often	340 21%	150 21%	190 21%	52 24%hi	103 34%fgh	124 21%l	114 22%l	52 14%	32 11%	93 21%	109 24%	60 18%	78 21%	36 26%u	8 13%	46 27%u	35 26%u	33 24%u	17 17%	19 24%u	15 10%	45 21%u	53 23%u	27 20%	6 12%
Never	961 60%	401 57%	560 63%a	101 47%	129 42%	149 54%e	179 60%de	167 76%def	235 81%def	256 58%	267 59%	206 61%	231 63%	80 58%	43 68%pv	89 51%	72 54%	74 53%	68 67%prv	44 56%	96 67%pqr	106 50%	145 63%pv	100 74%npqr	43 80%npqr
Don't know	9 1%	5 1%	4 *	2 1%	1 *	2 1%	5 2%i	-	-	2 *	1 *	4 1%	3 1%	-	-	-	1 2%i	1 1%	1 1%	2 2%	2 1%	1 *	3 1%	-	-
NET: At least daily	138 9%	80 11%b	59 7%	34 16%ghi	38 12%ghi	36 13%ghi	18 6%i	6 3%	7 2%	42 10%	30 7%	39 11%k	28 8%	13 10%x	5 8%	18 10%x	16 12%wx	17 12%wx	6 6%	3 4%	11 8%	33 15%stwx	11 5%	3 2%	1 2%
NET: At least weekly	292 18%	153 22%b	138 16%	60 28%ghi	73 24%ghi	67 24%ghi	49 16%hi	21 9%	23 8%	89 20%	78 17%	67 20%	58 16%	22 16%x	12 19%x	38 22%wxy	26 19%x	32 23%wxy	15 15%	15 18%x	30 21%wxy	61 29%nsx	28 12%	9 7%	4 8%
NET: Ever	632 39%	303 43%b	329 37%	112 52%ghi	176 58%fgh	124 45%hi	114 38%hi	52 24%	54 19%	182 41%	186 41%	127 38%	136 37%	58 42%xy	20 32%	84 49%osu	61 45%luxy	65 46%luxy	32 32%	33 42%xy	45 31%	106 50%osu	81 35%	36 26%	11 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 112  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1595	591	302	176	84	68	253	121	402	183	252	131	15	1152	12	7	881	460	177	48	1436	141	36	67	26	7	5
Weighted base	1602	769	216	146	72*	67*	230	102*	340	152	214	105	12**	1220	11**	8**	875	469	187	40*	1448	138	34**	67*	24**	9**	4**
Several times a day	76 5%	51 7%ef	10 5%f	7 5%	2 3%	-	3 1%	3 3%	11 3%	5 3%	7 3%	2 2%	-	64 5%	3 29%	-	35 4%	17 4%	17 9%ppq	4 9%	59 4%	16 12%t	3 9%	11 17%t	1 5%	1 9%	-
Once a day	63 4%	47 6%bfg	5 2%	5 3%	3 4%	1 1%	3 1%	-	18 5%	6 4%	11 5%	5 5%	-	45 4%	-	3 40%	35 4%	15 3%	8 4%	1 2%	53 4%	10 7%	3 10%	4 5%	3 11%	-	-
Several times a week	61 4%	32 4%	8 4%	12 8%	3 5%	1 2%	3 1%	2 2%	13 4%	8 5%	10 4%	4 4%	1 11%	46 4%	-	2 20%	37 4%	10 2%	5 2%	4 9%q	49 3%	9 10%	3 7%	5 2%	1 2%	-	-
Once a week	93 6%	51 7%f	16 7%f	6 4%	2 2%	5 7%	5 2%	9 9%f	26 8%k	14 9%k	16 8%k	3 3%	-	62 5%	*	1 8%	46 5%	30 6%	10 6%	4 11%	85 6%	6 4%	2 5%	4 5%	1 3%	-	-
Less often	340 21%	179 23%ef	57 26%ef	32 22%	25 34%aefg	1 2%	29 13%e	17 17%e	65 19%	38 25%hk	40 19%	15 14%	2 17%	269 22%	4 33%	1 9%	183 21%	99 21%	42 22%	11 28%	302 21%	37 27%	8 23%	19 29%	7 28%	-	3 75%
Never	961 60%	404 53%	117 54%	85 58%	38 52%	59 88%abd	188 82%abd	70 69%abd	209 61%g	80 53%	130 61%	75 71%hij	9 72%	725 59%	4 35%	2 23%	533 61%st	296 63%st	103 55%	16 41%	891 62%uw	61 44%	14 43%	24 36%	12 52%	8 91%	1 25%
Don't know	9 1%	6 1%	4 2%f	-	-	-	-	-	-	-	-	-	-	8 1%	-	-	5 1%	2 *	2 1%	1 1%	9 1%	*	-	*	-	-	-
NET: At least daily	138 9%	98 13%bdefg	15 7%f	12 8%	5 6%	1 1%	5 2%	3 3%	28 8%	11 7%	17 8%	8 7%	-	109 9%	3 29%	3 40%	70 8%	32 7%	26 14%ppq	4 11%	112 8%	26 19%t	6 19%	15 22%t	4 16%	1 9%	-
NET: At least weekly	292 18%	180 23%efg	38 18%f	30 20%	10 13%f	7 10%	13 6%	14 14%f	67 20%	33 22%	43 20%	16 15%	1 11%	217 18%	3 32%	5 68%	154 18%	72 15%	41 22%	12 30%pq	246 17%	40 29%t	11 34%	23 34%t	5 21%	1 9%	-
NET: Ever	632 39%	359 47%efg	95 44%efg	61 42%	34 48%efg	8 12%	42 18%	31 31%ef	132 39%k	71 47%hk	84 39%k	31 29%	3 28%	486 40%k	7 65%	6 77%	336 38%	171 36%	83 44%	23 58%pq	548 38%	77 56%t	19 57%	43 63%t	12 48%	1 9%	3 75%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 113  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5- 18	Any aged 5 under	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	1595	1125	460	417	382	151	214	195	86	167	1428	78	233	306	362	277	106	49	30	72
Weighted base	1602	1116	474	436	388	157	225	201	80*	179	1423	59*	191	268	374	299	137*	57*	42**	91*
Several times a day	76 5%	32 3%	43 9%a	40 9%	34 9%a	18 12%a	21 9%a	22 11%a	6 7%	27 15%j	49 3%	6 9%mo	10 5%o	9 3%	17 5%o	4 1%	14 10%mo	4 8%o	1 2%	9 10%mo
Once a day	63 4%	37 3%	23 5%g	21 5%	17 4%g	14 9%abdg	11 5%	4 2%	4 5%	21 12%j	41 3%	3 5%	11 6%	10 4%	15 4%	9 3%	7 5%	1 2%	- -	6 7%
Several times a week	61 4%	42 4%	19 4%	14 3%	14 4%	7 4%	8 3%	5 2%	7 9%abdg	16 9%j	45 3%	3 6%	6 3%	12 5%	12 3%	6 2%	5 4%	1 2%	2 5%	8 9%o
Once a week	93 6%	49 4%	41 9%a	38 9%	37 9%a	9 6%	21 10%a	18 9%a	9 11%a	21 12%j	72 5%	3 6%	11 6%	15 5%	26 7%	11 4%	8 6%	5 8%	1 3%	8 9%
Less often	340 21%	217 19%	121 25%ah	119 27%	99 25%ah	41 26%h	64 28%ah	49 24%h	10 12%	46 26%	294 21%	14 23%	32 17%	49 18%	81 27%lmn	32 23%	20 34%lmn	3 8%	21 23%	
Never	961 60%	736 66%bde	222 47%	201 46%	184 47%	67 42%	98 44%	101 51%	42 53%	49 27%	912 64%i	30 51%	121 63%o	170 63%o	233 62%o	188 63%o	73 53%	27 47%	35 82%	37 40%
Don't know	9 1%	4 *	6 1%	3 1%	5 1%	2 1%	2 1%	1 1%	3 3%a	-	9 1%	-	1 1%	4 1%	2 1%	1 *	-	-	-	2 2%
NET: At least daily	138 9%	69 6%	65 14%a	61 14%	50 13%a	32 21%abd	32 14%a	27 13%a	9 12%	48 27%j	90 6%	8 14%o	20 11%o	19 7%	32 9%	13 4%	20 15%mo	5 9%	1 2%	16 17%mmo
NET: At least weekly	292 18%	159 14%	125 26%a	113 26%	101 26%a	48 31%a	62 27%a	49 25%a	25 32%a	84 47%j	208 15%	15 26%o	37 20%o	46 17%o	70 19%o	30 10%	33 24%o	11 19%	4 9%	32 35%lmno
NET: Ever	632 39%	376 34%	246 52%a	232 53%	200 51%a	89 57%a	125 56%a	98 49%a	35 44%	130 73%j	502 35%	29 49%	69 36%	94 35%	139 37%	111 37%	65 47%	30 53%lm	7 18%	53 58%lmno

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 114  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1595	54	54	71	72	38	35	111	54	75	143	62	42	45	17	360	60	52	50	68	53	79
Weighted base	1602	65*	60*	63*	70*	39**	34**	126*	55*	67*	133	68*	43*	43*	23**	359	55*	58*	49*	60*	54*	80*
Several times a day	76 5%	3 5%	-	3 6%	7 9%b	* psw	4 1%	9 12%	3 5%	5 8%sw	8 6%	5 8%	3 8%	1 1%	1 2%	21 6%	-	2 4%	-	-	1 2%	* 1%
Once a day	63 4%	4 7%	6 9%pw	1 1%	1 2%	2 5%	1 3%	9 7%	-	2 4%	10 7%	2 2%	4 10%ch	-	-	17 5%	-	1 1%	1 1%	2 3%	-	1 1%
Several times a week	61 4%	2 3%	-	2 3%	1 1%	3 8%	2 6%	8 6%	2 4%	2 4%	3 2%	* 1%	3 7%	* 1%	-	19 5%	2 4%	1 2%	-	4 7%	2 4%	2 2%
Once a week	93 6%	4 6%	3 5%	5 8%	2 3%	1 3%	2 7%	7 5%	5 9%	4 6%	10 7%	8 12%q	1 3%	1 2%	2 7%	26 7%	3 5%	-	2 4%	5 8%q	1 2%	2 3%
Less often	340 21%	16 26%q	18 30%ikm	9 15%	17 24%q	11 28%	9 28%	27 22%	17 32%ikm	8 11%	33 25%ikq	7 10%	10 24%	4 10%	12 52%	75 21%	15 27%ikq	5 8%	11 23%	17 28%ikm	6 12%	11 14%
Never	961 60%	35 54%	33 55%	43 68%j	43 61%	20 52%	15 45%	66 53%	27 50%	46 68%j	68 52%	46 67%	21 48%	37 86%abdg hjlops	7 28%	200 56%	35 64%	49 86%abcd ghijlop s	35 72%j	31 51%	43 80%abdg hjlos	61 76%abghjlos
Don't know	9 1%	-	-	-	-	1 3%	-	-	-	-	1 1%	-	-	-	3 11%	1	-	-	-	2 3%o	-	2 3%o
NET: At least daily	138 9%	8 12%pw	6 9%p	4 6%	8 11%pw	2 6%	5 15%	18 14%mprsv w	3 5%	8 11%pw	18 13%mprs ww	7 10%pw	8 18%mprsv w	1 1%	1 2%	37 10%pw	-	3 5%	1 1%	2 3%	1 2%	1 1%
NET: At least weekly	292 18%	13 21%mw	9 14%	11 17%	11 15%	7 17%	9 28%	32 26%mpqr ww	10 18%	14 20%mqw	30 23%mpqr ww	15 23%mqw	12 28%mpqr w	2 5%	2 9%	83 23%mpqr w	5 9%	4 6%	3 6%	10 18%	4 8%	5 7%
NET: Ever	632 39%	30 46%mqw	27 45%mqw	20 32%q	27 39%mqw	17 5%	19 55%	60 47%mqw	27 50%mqw	22 32%q	63 48%mqw	22 33%	23 52%mqw	6 14%	14 61%	158 44%mqw	20 36%mq	8 14%	14 28%	27 45%mqw	11 20%	17 21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 115  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
Several times a day	46 3%	32 4%b	14 2%	8 4%i	16 5%hi	13 5%i	6 2%	3 1%	* *	9 2%	12 3%	10 3%	16 4%	2 2%	1 2%	4 2%	5 4%	6 4%	3 3%	2 3%	1 1%	16 7%nuw	3 1%	3 2%	- -
Once a day	28 2%	17 2%	11 1%	6 3%i	6 2%	6 2%	2 2%	2 1%	2 1%	12 3%	5 1%	7 2%	4 1%	2 2%	- *	1 1%	2 1%	4 3%	2 2%	- -	3 2%	12 5%pw	1 *	2 2%	- -
Several times a week	36 2%	26 3%b	10 1%	2 1%	7 2%	10 4%	8 3%	4 2%	5 2%	6 1%	13 3%	7 2%	10 2%	2 2%	* 2%	2 4%	5 4%	5 4%	3 2%	3 3%	1 1%	5 2%	7 3%	1 1%	1 1%
Once a week	37 2%	16 2%	21 3%	1 *	8 3%	4 2%	7 2%	8 4%d	9 3%	13 3%	11 2%	6 2%	7 2%	2 2%	2 3%	6 4%	6 5%	3 2%	1 1%	4 5%	3 2%	4 2%	3 1%	2 2%	* 1%
Less often	178 11%	108 14%b	69 9%	23 12%i	43 14%i	34 12%i	38 13%i	23 10%i	16 5%	49 11%	45 10%	37 12%	47 12%	11 8%	9 13%ix	27 16%ix	12 10%	15 11%ix	10 9%	11 14%ix	14 11%ix	31 14%ix	29 13%ix	5 4%	3 5%
Never	1255 79%	587 74%	667 84%a	149 78%	215 72%	208 74%	234 78%	179 82%e	269 89%defgh	352 79%	370 81%	231 77%	302 78%	112 83%v	55 81%	121 75%	93 75%	112 77%	92 82%v	57 72%	107 83%v	154 68%	179 81%v	122 90%pqrtw	51 93%pqrtv
Don't know	14 1%	8 1%	6 1%	2 1%	3 1%	6 2%i	2 1%	1 *	- -	6 1%	3 1%	4 1%	2 1%	3 2%	- -	2 1%	1 1%	1 1%	1 1%	2 2%	- -	3 1%	1 *	- -	- -
NET: At least daily	74 5%	50 6%b	25 3%	14 7%hi	22 7%hi	19 7%hi	12 4%i	5 2%	2 1%	21 5%	17 4%	17 6%	20 5%	4 3%	1 2%	5 3%	7 5%	9 6%w	5 4%	2 3%	4 3%	28 12%nops tuwxy	4 2%	5 4%	- -
NET: At least weekly	147 9%	92 12%b	55 7%	17 9%	37 12%i	34 12%i	27 9%	16 7%	16 5%	41 9%	40 9%	30 10%	36 9%	9 7%	4 5%	13 8%	18 15%uwyl	17 12%	9 8%	9 11%	8 6%	37 17%nops uwxy	13 6%	9 6%	1 2%
NET: Ever	325 20%	200 25%b	124 16%	40 21%i	79 27%hi	68 24%i	65 22%i	39 18%i	33 11%	89 20%	85 19%	67 22%	84 22%	20 15%	13 19%	40 24%xy	30 24%xy	33 22%xy	18 16%	20 25%xy	22 17%	69 30%nsu wxy	42 19%	14 10%	4 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 116  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
Several times a day	46	29	7	5	2	-	*	3	8	6	4	1	-	37	3	2	21	13	6	2	31	15	2	11	1	-	1
	3%	4%f	3%f	4%	3%f	-	*	3%f	2%	4%	2%	1%	-	3%	36%	20%	2%	3%	3%	4%	2%	10%t	4%	14%t	5%	-	30%
Once a day	28	23	-	1	2	-	1	*	6	3	3	1	-	22	1	1	10	9	4	1	19	7	3	2	2	-	-
	2%	3%bf	-	1%	2%b	-	*	*	2%	2%	2%	1%	-	2%	13%	17%	1%	2%	2%	3%	1%	5%t	10%t	2%	7%	-	-
Several times a week	36	21	5	2	3	1	4	1	7	4	5	3	-	28	-	-	23	9	4	-	30	5	1	3	1	-	-
	2%	3%	2%	1%	4%	1%	1%	1%	2%	2%	3%	3%	-	2%	-	-	3%	2%	2%	-	2%	4%	2%	4%	5%	-	-
Once a week	37	20	4	1	1	2	5	3	6	*	5	1	-	30	1	*	23	7	5	1	30	7	2	4	-	-	-
	2%	3%	2%	1%	2%	4%	2%	3%	2%i	*	2%i	1%	-	2%	15%	5%	3%	1%	3%	2%	2%	5%	7%	6%	-	-	-
Less often	178	98	33	14	7	1	15	9	46	24	25	17	3	129	-	-	96	50	22	5	156	19	4	7	4	1	2
	11%	13%ef	16%ef	10%	10%	2%	6%	10%	14%	15%	12%	18% <sup>m</sup>	20%	11%	-	-	11%	10%	12%	13%	11%	12%	13%	10%	15%	11%	36%
Never	1255	554	155	118	59	58	231	81	255	120	161	76	11	967	2	5	674	399	138	31	1152	95	22	46	16	8	2
	79%	73%	75%	83%	80%	93% <sup>abd</sup>	90% <sup>abd</sup>	82%	77%	76%	79%	76%	80%	79%	23%	58%	79%	81%	76%	76%	81% <sup>uvw</sup>	63%	64%	61%	64%	89%	34%
Don't know	14	10	2	1	-	-	-	1	2	1	1	-	-	12	1	-	4	7	2	1	11	4	-	2	1	-	-
	1%	1%	1%	1%	-	-	-	1%	*	*	*	-	-	1%	14%	-	*	1%	1%	1%	1%	2%	-	3%t	4%	-	-
NET: At least daily	74	52	7	6	4	-	1	3	14	9	7	2	-	59	4	3	30	21	10	3	50	22	5	12	3	-	1
	5%	7%f	3%f	5%	5%f	-	1%	4%f	4%	6%	4%	2%	-	5%	48%	37%	4%	4%	6%	8%	4%	14%t	14%t	16%t	12%	-	30%
NET: At least weekly	147	93	17	9	8	3	10	7	26	13	17	6	-	118	6	3	77	37	19	4	110	34	8	20	4	-	1
	9%	12%f	8%	6%	11%f	4%	4%	7%	8%	8%	8%	6%	-	10%	63%	42%	9%	7%	11%	10%	8%	22%t	24%t	26%t	17%	-	30%
NET: Ever	325	191	49	23	15	4	25	17	73	37	42	24	3	247	6	3	173	87	41	9	266	52	12	27	8	1	3
	20%	25%ef	24%ef	16%	20%ef	7%	10%	17%	22%	23%	21%	24%	20%	20%	63%	42%	20%	18%	23%	22%	19%	35%t	36%t	36%t	32%	11%	66%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 117  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: 18-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*
Several times a day	46 3%	16 1%	29 6%a	28 6%	22 6%a	17 11%abdg h	16 7%a	8 4%a	2 3%	19 10%j	28 2%	5 7%no	10 5%o	8 3%	9 2%	3 1%	5 4%	1 1%	1 2%	4 5%
Once a day	28 2%	18 2%	10 2%	10 2%	7 2%	3 2%	6 3%	3 2%	1 1%	12 7%j	16 1%	2 2%	1 *	2 1%	7 2%	5 1%	6 5%lm	-	-	5 6%lm
Several times a week	36 2%	22 2%	14 3%	13 3%	13 3%	2 2%	8 3%	9 5%a	3 4%	6 4%	29 2%	* 1%	4 2%	7 3%	4 1%	7 2%	8 6%n	-	-	2 2%
Once a week	37 2%	23 2%	13 3%	12 3%	12 3%	6 4%	9 4%	3 2%	2 2%	11 6%j	26 2%	3 5%p	4 2%	9 3%	10 3%	9 3%	-	1 2%	-	1 1%
Less often	178 11%	119 11%	54 12%	49 12%	44 11%	16 10%	25 11%	18 10%	12 15%	45 25%j	132 9%	8 12%	20 11%	26 10%	44 12%	35 11%	17 13%	5 9%	2 5%	13 15%
Never	1255 79%	913 82%bde f	335 72%	306 72%	280 72%	106 68%	161 70%	139 75%	61 73%	86 47%	1169 83%i	48 71%	147 79%	202 79%	287 79%	263 80%	92 72%	47 87%	38 93%	59 70%
Don't know	14 1%	4 *	10 2%a	10 2%	9 2%a	6 4%a	6 2%a	3 2%a	2 2%a	2 1%	12 1%	1 2%	2 1%	2 1%	2 1%	5 1%	-	-	-	2 2%
NET: At least daily	74 5%	34 3%	40 9%a	38 9%	28 7%a	21 13%abd gh	22 10%a	11 6%	3 3%	30 17%j	44 3%	7 10%o	11 6%	10 4%	15 4%	8 2%	11 9%o	1 1%	1 2%	9 11%mo
NET: At least weekly	147 9%	80 7%	67 14%a	62 15%	53 14%a	29 18%a	39 17%a	24 13%a	8 10%	48 26%j	99 7%	10 15%o	18 10%	26 10%	30 8%	24 7%	19 15%o	2 4%	1 2%	11 13%
NET: Ever	325 20%	199 18%	121 26%a	112 26%	97 25%a	45 29%a	64 28%a	42 23%	21 24%	93 51%j	231 16%	19 27%	38 20%	53 21%	74 20%	59 18%	37 28%o	7 13%	3 7%	24 28%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 118  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
Several times a day	46 3%	2 3%	-	1 1%	2 4%	* 1%	2 5%	4 3%	1 2%	3 4%	7 5%	1 2%	1 2%	1 1%	-	17 5%	-	1 3%	2 3%	1 1%	-	* 1%
Once a day	28 2%	-	2 4%	-	2 3%	-	-	2 2%	-	1 2%	1 1%	1 2%	1 2%	-	-	15 4%	-	1 2%	1 2%	-	-	-
Several times a week	36 2%	1 2%	1 2%	* 1%	1 2%	-	3 6%	1 1%	1 2%	4 5%	4 3%	5 7%	2 4%	-	-	8 2%	1 1%	-	1 1%	3 5%	1 1%	* 1%
Once a week	37 2%	-	2 4%	3 4%	3 5%	3 7%	1 2%	3 3%	1 3%	1 2%	2 1%	1 1%	-	-	3 12%	7 2%	1 3%	-	* 1%	4 7%o	* 1%	1 1%
Less often	178 11%	3 5%	8 14%q	9 13%q	7 12%q	3 8%	1 3%	17 15%q	13 24%afipq nw	4 6%	15 11%q	9 13%q	5 12%q	3 7%	2 10%	55 15%q	3 5%	* 1%	3 7%	9 15%q	3 5%	6 7%
Never	1255 79% s	57 89% dgho	44 73% 81%	57 81% 81%	44 73% 81%	29 81% 83%	34 83% 83%	85 74% 85%	37 69% 80%	55 80% 80%	106 77% 80%	48 75% 80%	32 80% 80%	35 89% 89%	19 78% 78%	270 72% 72%	44 90% 90% bdgh os	53 94% 94% abcdg hijkos	43 86% 86%	40 69% 69%	51 93% 93% bdgh jkos	72 90% 90% bdghj kjos
Don't know	14 1%	1 1%	2 4%	-	-	1 3%	-	2 1%	-	-	2 1%	-	-	1 3%	-	3 1%	-	-	-	2 3%	-	1 1%
NET: At least daily	74 5%	2 3%	2 4%	1 1%	4 7%	* 1%	2 5%	6 5%	1 2%	4 6%	8 6%	3 4%	1 3%	1 1%	-	32 8% pww	-	3 5%	2 5%	1 1%	-	* 1%
NET: At least weekly	147 9%	3 5%	6 10%	5 7%	9 14% mw	3 8%	6 14% vw	11 9%	4 7%	9 14% vw	14 10% w	8 12% w	3 8%	1 1%	3 12% w	46 12% vw	2 4%	3 5%	3 7%	7 12% w	1 2%	1 2%
NET: Ever	325 20%	6 10%	14 23% qw	14 19% q	16 27% ampq w	6 6%	7 17%	28 24% apqv w	13 31% ampq 0% q	29 21% qw	16 25% qw	8 20%	3 8%	5 22%	101 27% ampq 10% w	5 10%	3 6%	7 14%	16 28% ampqv w	4 7%	7 9%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 119  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	**	**	3**	**	1**	1**	**	1**	**	3**	**	**	1**	1**	**
Several times a day	3	-	3	-	3	1	-	-	3	-	-	-	-	-	-	3	-	-	1	-	-
	59%	-	86%	-	72%	48%	-	-	100%	-	-	-	-	-	-	100%	-	-	100%	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-
NET: At least daily	4	1	3	-	4	1	-	-	3	-	1	-	-	-	3	-	-	1	1	-	-
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	100%	-	-	100%	100%	-	-
NET: At least weekly	5	2	3	-	4	1	-	-	3	-	1	1	-	1	3	-	-	1	1	-	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	100%	100%	-	-
NET: Ever	5	2	3	-	4	1	-	-	3	-	1	1	-	1	3	-	-	1	1	-	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	100%	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 120  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	2	2	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	.*	.*	.*	.*	.*	.*	.*	.*	.*	.*	5**	.*	2**	1**	3**	.*	5**	.*	.*	.*	.*	.*	.*	.*
Several times a day	3	3	1	-	-	-	-	-	-	-	-	-	-	3	-	-	1	3	-	3	-	-	-	-	-	-	
	59%	60%	55%	-	-	-	-	-	-	-	-	-	-	59%	-	-	55%	100%	-	59%	-	-	-	-	-	-	
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	
	18%	23%	-	-	-	-	-	-	-	-	-	-	-	18%	-	59%	-	-	-	18%	-	-	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	
	13%	16%	-	-	-	-	-	-	-	-	-	-	-	13%	-	41%	-	-	-	13%	-	-	-	-	-	-	
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	45%	-	-	10%	-	-	-	-	-	-	
NET: At least daily	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	1	1	3	-	4	-	-	-	-	-	-	
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	59%	55%	100%	-	77%	-	-	-	-	-	-	
NET: At least weekly	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	2	1	3	-	5	-	-	-	-	-	-	
	90%	100%	55%	-	-	-	-	-	-	-	-	-	-	90%	-	100%	55%	100%	-	90%	-	-	-	-	-	-	
NET: Ever	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	2	1	3	-	5	-	-	-	-	-	-	
	90%	100%	55%	-	-	-	-	-	-	-	-	-	-	90%	-	100%	55%	100%	-	90%	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 121  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 16 Yes (b)	NET: Under 18 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	..*	4**	2**	..*	..*	1**	3**	..*	1**	..*	..*	..*
Several times a day	3	1	3	3	3	3	3	3	-	3	1	-	-	1	3	-	-	-	-	-
	59%	35%	72%	72%	72%	100%	72%	100%	-	72%	35%	-	-	100%	83%	-	-	-	-	-
Once a day	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	13%	37%	-	-	-	-	-	-	-	37%	-	-	-	-	-	-	100%	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-
NET: At least daily	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-
NET: At least weekly	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	1	-	-	-
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	100%	-	-	-
NET: Ever	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	1	-	-	-
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 122  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																			
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Not- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)
Unweighted base	5	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	..**	..**	..**	..**	..**	1**	..**	..**	3**	..**	..**	..**	..**	2**	..**	..**	..**	..**	..**
Several times a day	3	-	-	-	-	-	-	-	-	3	-	-	-	-	1	-	-	-	-	-
	59%	-	-	-	-	-	-	-	-	100%	-	-	-	-	39%	-	-	-	-	-
Once a day	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	57%	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	-	-	-	-	-	-	-	-	3	-	-	-	-	2	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	100%	-	-	-	-	100%	-	-	-	-	-
NET: At least weekly	5	-	-	-	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
	90%	-	-	-	-	-	57%	-	-	100%	-	-	-	-	100%	-	-	-	-	-
NET: Ever	5	-	-	-	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
	90%	-	-	-	-	-	57%	-	-	100%	-	-	-	-	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 123  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
Several times a day	57 4%	33 5%b	24 3%	13 7%ghi	18 7%ghi	18 8%ghi	5 2%	2 1%	1 *	15 4%	16 4%	13 5%	12 4%	2 1%	3 6%	7 5%	9 8%nsx	6 5%	*	2 2%	3 3%	16 8%nsx	7 4%	1 1%	*
Once a day	51 4%	31 5%b	19 2%	10 5%i	9 3%	15 6%hi	10 4%	3 2%	4 1%	15 4%	7 2%	19 7%k	9 3%	10 8%oqwx	-	7 5%	1 1%	9 7%qwx	2 2%	2 2%	4 3%	12 6%w	3 2%	2 1%	-
Several times a week	43 3%	21 3%	22 3%	4 2%	7 3%	10 4%	11 4%	6 3%	5 2%	12 3%	13 3%	5 2%	12 4%	1 1%	1 2%	9 6%wx	5 4%	3 2%	1 1%	4 6%	5 4%	9 5%	3 1%	1 1%	*
Once a week	68 5%	38 6%b	29 4%	5 3%	18 7%	15 7%	12 4%	6 3%	11 4%	19 5%	21 5%	18 6%	10 3%	4 4%	2 1%	7 5%	2 2%	6 5%	6 7%	5 7%	7 6%	13 6%	9 5%	4 3%	1 3%
Less often	297 21%	119 19%	178 22%	41 22%i	88 32%dfg	48 21%i	61 23%i	31 15%	28 10%	83 21%	93 23%	51 17%	70 22%	31 25%u	10 17%	38 26%u	29 24%	15 24%u	15 17%	19 28%u	17 13%	43 22%	21 21%	20 16%	5 13%
Never	894 63%	370 60%	524 65%	111 60%e	129 47%	124 54%	160 61%e	153 76%def	217 82%def	250 63%	255 62%	184 62%	206 64%	75 61%	41 70%ptv	78 53%	72 59%	65 55%	65 73%prt	36 52%	91 71%prt	103 53%	131 67%ptv	101 78%npq	35 82%npqrv
Don't know	11 1%	7 1%	4 1%	2 1%	2 1%	2 1%	5 2%i	-	-	2 *	3 1%	4 1%	3 1%	-	-	-	3 2%	1 1%	1 1%	2 3%	2 1%	1 *	3 1%	-	-
NET: At least daily	107 8%	64 10%b	43 5%	23 12%ghi	27 10%hi	32 14%ghi	15 6%i	5 3%	5 2%	30 8%	23 6%	33 11%k	22 7%	12 10%x	3 6%	14 9%x	11 9%x	15 13%swx	2 2%	3 5%	7 5%	28 14%stuw	10 5%	3 2%	*
NET: At least weekly	218 15%	124 20%b	94 12%	32 17%hi	52 19%hi	57 25%ghi	37 14%i	18 9%	21 8%	60 15%	58 14%	56 19%	44 14%	18 14%	7 12%	30 21%wxy	18 15%x	23 20%x	9 10%	12 17%x	19 15%x	49 25%nsx	22 11%	8 6%	2 5%
NET: Ever	515 36%	242 39%	272 34%	73 39%hi	141 52%dgh	106 46%hi	98 37%hi	49 24%	49 18%	143 36%	151 37%	107 36%	113 35%	48 39%xy	17 30%	68 47%osu	47 39%xy	52 44%su	24 27%	31 45%su	36 28%	92 47%osu	63 32%	28 22%	8 18%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 124  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: Yes (h)	Yes - mental condi tion (i)	Yes - phys ical condi tion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educa tion (n)	Prim ary (o)	Sec ondary (p)	Univ ersity degree (q)	High er univ ersity degree (r)	Still in full time educa tion (s)	White (t)	NET: Non white (u)	Mixed (v)	Asian (w)	Black (x)	Chin ese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
Several times a day	57 4%	37 5%f	8 4%f	4 4%	2 3%	-	1 1%	3 4%f	9 3%	5 4%	5 2%	2 2%	-	47 4%	3 28%	-	29 4%	11 3%	12 7%q	2 6%	45 3%	12 10%t	3 10%	8 14%t	1 7%	-	-
Once a day	51 4%	39 6%bfg	4 2%	4 3%	1 1%	1 1%	3 1%	-	13 4%	4 3%	9 5%	4 4%	-	38 4%	-	3 40%	25 3%	13 3%	9 5%	1 2%	43 3%	8 7%	3 9%	4 8%	1 4%	-	-
Several times a week	43 3%	23 3%	5 2%	7 5%	2 3%	1 2%	3 2%	2 2%	10 3%	6 4%	9 4%	4 4%	-	32 3%	-	2 20%	30 4%q	5 1%	4 2%	1 2%	35 3%	6 5%	2 7%	3 6%	1 3%	-	-
Once a week	68 5%	39 6%	13 7%f	2 1%	1 1%	5 8%	5 4%	4 4%	21 7%g	11 8%g	14 7%g	3 3%	-	42 4%	*	1 8%	36 5%	22 5%	8 5%	-	63 5%	4 3%	1 2%	2 4%	1 3%	-	-
Less often	297 21%	159 23%ef	47 24%ef	27 22%	20 35%efg	1 2%	28 13%e	15 18%e	59 19%	34 24%k	39 20%	15 15%	2 19%	231 21%	4 37%	1 9%	161 21%	83 20%	36 21%	10 29%	264 20%	31 27%	9 30%	14 26%	6 31%	-	3 72%
Never	894 63%	381 56%	114 58%	81 65%	32 56%	53 87%abd	171 81%abd	62 72%ab	197 64%i	81 57%	117 61%	72 72%hij	9 81%	676 63%	3 31%	2 23%	483 63%	283 68%	97 58%	20 59%	831 64%uw	55 48%	13 43%	23 41%	10 53%	8 100%	1 28%
Don't know	11 1%	7 1%	4 2%f	-	-	-	-	-	-	-	-	-	-	10 1%	-	-	7 1%	2 *	2 1%	1 2%	11 1%	*	-	*	-	-	-
NET: At least daily	107 8%	76 11%efg	13 6%f	8 7%	3 5%	1 1%	4 2%	3 4%	22 7%	10 7%	14 7%	6 6%	-	85 8%	3 28%	3 40%	54 7%	24 6%	21 12%pq	3 8%	88 7%	5 17%t	12 19%	2 22%t	2 10%	-	-
NET: At least weekly	218 15%	138 20%dfg	30 16%f	17 13%	5 9%	7 11%	12 6%	9 10%	52 17%	27 19%	36 19%	14 14%	-	159 15%	3 31%	5 68%	120 16%	51 12%	33 20%q	3 10%	185 14%	29 25%t	8 27%	18 32%t	3 16%	-	-
NET: Ever	515 36%	297 43%efg	78 40%ef	43 35%	25 44%ef	8 13%	39 19%	24 28%e	112 36%k	61 43%hk	76 39%k	28 28%	2 19%	390 36%	6 69%	6 77%	281 36%	134 32%	69 41%	14 39%	449 35%	60 52%t	17 57%	32 58%t	9 47%	-	3 72%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 125  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*
Several times a day	57 4%	20 2%	35 8%a	33 8%	28 8%a	15 11%a	20 10%a	17 9%a	4 6%a	19 13%j	37 3%	5 11%mo	6 4%	7 3%	13 4%	4 1%	8 7%o	3 6%	1 2%	8 11%mmo
Once a day	51 4%	31 3%	19 5%	18 5%	13 4%	9 9%abdg	4 5%	4 2%	3 4%	15 10%j	36 3%	1 1%	8 5%	8 4%	15 4%	7 3%	6 5%	2 3%	-	3 4%
Several times a week	43 3%	25 3%	17 4%	12 3%	13 4%	5 4%	5 3%	7 4%	7 g	7 10%abdf	35 3%	3 7%o	7 4%	10 4%	4 3%	4 1%	4 4%	-	*	3 4%
Once a week	68 5%	32 3%	33 8%a	30 8%	31 9%a	6 4%	17 9%a	15 8%a	8 11%a	18 12%j	49 4%	3 5%	6 4%	13 5%	23 7%	8 3%	4 4%	5 8%	1 3%	3 4%
Less often	297 21%	186 19%	106 25%ah	106 27%	87 25%ah	35 25%ah	56 28%ah	45 25%h	8 11%	44 29%j	253 20%	12 26%	30 17%	44 19%	61 26%ln	73 21%	24 31%	17 3%	1 3%	24 30%ln
Never	894 63%	685 69%bde	206 49%	185 48%	170 49%	63 45%	88 45%	94 51%	41 55%	48 32%	847 67%i	24 50%	115 66%ks	148 63%ks	214 63%ks	177 64%ks	68 59%	29 53%	32 90%	35 45%
Don't know	11 1%	5 1%	6 1%	3 1%	5 2%	2 1%	2 1%	1 1%	3 3%a	-	11 1%	-	1 1%	4 2%	2 1%	2 1%	-	-	-	2 2%
NET: At least daily	107 8%	52 5%	55 13%a	50 13%	41 12%a	28 20%abd	29 15%a	21 12%a	7 10%	34 23%j	73 6%	6 12%o	15 8%	15 6%	28 8%	11 4%	15 13%o	5 8%	1 2%	12 15%mo
NET: At least weekly	218 15%	109 11%	105 25%a	93 24%	86 25%a	39 28%a	51 26%a	43 24%a	22 30%a	60 40%j	158 12%	12 24%o	27 16%o	38 16%o	61 18%o	24 9%	23 20%o	9 17%	3 7%	18 23%o
NET: Ever	515 36%	296 30%	211 50%a	199 51%	173 50%a	75 53%a	107 54%a	88 48%a	31 42%	104 68%j	411 32%	24 50%l	57 33%	82 35%	122 36%	96 35%	47 41%	26 47%	4 10%	42 53%lmno

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 126  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Not-t-ingham (i)	Brim-ingham (j)	Norwich (k)	Milton Keynes (l)	Bright-on (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
Several times a day	57 4%	2 3%	-	3 6%	4 6%	* 1%	3 9%	7 6%	3 7%	4 6%	5 4%	5 8%	2 6%	-	1 3%	16 5%	-	1 2%	-	-	* 1%	* 1%
Once a day	51 4%	4 8%	6 10%cpw	-	1 2%	-	-	7 6%	-	1 1%	9 8%c	2 3%	2 5%	-	-	15 5%	-	2 3%	-	2 3%	-	1 1%
Several times a week	43 3%	1 2%	-	1 2%	-	2 5%	3 12%	7 6%	2 6%	1 2%	2 2%	* 1%	1 4%	-	-	13 4%	2 4%	-	-	3 6%	* 1%	2 3%
Once a week	68 5%	1 3%	3 5%	2 4%	2 3%	* 1%	1 3%	6 5%	2 6%	3 5%	7 6%	6 9%	1 4%	-	2 9%	19 6%	3 5%	-	2 5%	4 8%q	1 3%	2 3%
Less often	297 21%	13 23%q	18 32%kq	11 19%q	10 17%	13 35%	7 24%	26 23%q	12 29%kq	9 14%	28 24%q	7 11%	8 24%	5 12%	7 37%	70 22%q	9 18%	2 4%	11 24%q	16 32%ikmq	5 13%	11 15%
Never	894 63%	35 62%	29 53%	41 69% <sup>s</sup>	44 69% <sup>s</sup>	19 55%	15 52%	62 54%	21 52%	43 71% <sup>s</sup>	62 55%	43 69% <sup>s</sup>	19 56%	34 88%abghjos	6 36%	186 58%	38 74%gjs	50 91%abcdghijkop rsw	33 71% <sup>s</sup>	24 47%	35 82% <sup>bghj</sup> os	55 74% <sup>bghjos</sup>
Don't know	11 1%	-	-	-	2 3% <sup>o</sup>	1 3%	-	-	-	-	1 1%	-	-	-	3 15%	1 *	-	-	-	2 4% <sup>o</sup>	-	2 3% <sup>o</sup>
NET: At least daily	107 8%	6 11% <sup>p</sup>	6 10% <sup>p</sup>	3 6%	5 8%	* 1%	3 9%	14 12% <sup>prw</sup>	3 7%	4 7%	14 13% <sup>mprw</sup>	7 11% <sup>p</sup>	4 12%	-	1 3%	32 10% <sup>pw</sup>	-	3 5%	-	2 3%	* 1%	1 1%
NET: At least weekly	218 15%	9 16% <sup>m</sup>	9 16% <sup>m</sup>	7 12% <sup>m</sup>	7 11%	2 7%	7 24%	26 23% <sup>mqrw</sup>	7 19% <sup>m</sup>	9 15% <sup>m</sup>	23 20% <sup>mqrw</sup>	13 21% <sup>m</sup>	7 20%	-	2 12%	64 20% <sup>mqrw</sup>	4 9%	3 5%	2 5%	9 18% <sup>m</sup>	2 5%	5 7%
NET: Ever	515 36%	22 38% <sup>m</sup>	26 47% <sup>mqrw</sup>	18 31% <sup>q</sup>	17 28% <sup>q</sup>	15 42%	14 48%	52 46% <sup>dmpq</sup>	19 48% <sup>mqrw</sup>	17 29% <sup>q</sup>	50 44% <sup>mpqw</sup>	20 31% <sup>q</sup>	15 44%	5 12%	9 49%	133 42% <sup>mqrw</sup>	13 26% <sup>q</sup>	5 9%	13 29% <sup>q</sup>	25 49% <sup>dimp</sup>	8 18%	17 23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 127  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
Several times a day	38 5%	17 6%	21 4%	8 5%	10 5%	11 8%	6 5%	2 3%	* 1%	16 8%	10 4%	4 3%	8 5%	- -	1 7%	5 6%	2 3%	4 6%	3 7%	*	2 2%	13 11% <sub>n</sub>	6 6%	1 2%	1 2%
Once a day	42 6%	21 8%	21 4%	15 8%	15 7%	6 5%	3 3%	2 2%	1 2%	13 6%	6 3%	14 9% <sub>k</sub>	8 5%	7 12% <sub>wx</sub>	- -	10 13% <sub>wx</sub>	4 5%	4 6%	2 5%	1 2%	3 4%	10 8%	2 2%	- -	- -
Several times a week	26 3%	12 4%	14 3%	10 6%	6 3%	6 4%	3 3%	- -	- -	13 6% <sub>d</sub>	9 4%	1 1%	4 2%	1 2%	- -	3 4%	4 5%	3 4%	- -	1 2%	4 5%	4 3%	3 3%	2 4%	2 8%
Once a week	43 6%	17 6%	26 5%	10 6%	12 9%	12 9%	7 7%	2 2%	- -	14 6%	16 7%	7 4%	7 5%	2 4%	5 25%	6 7%	1 2%	6 8%	3 6%	4 10%	5 7%	6 5%	3 3%	3 5%	1 3%
Less often	189 25%	69 26%	120 25%	47 26%	73 36% <sub>fgh</sub>	31 23%	21 20%	10 14%	8 15%	55 26%	57 26%	34 22%	43 27%	14 25%	4 18%	23 28%	16 24%	15 20%	9 22%	10 28%	15 21%	33 27%	28 31%	17 29%	5 17%
Never	406 54%	132 49%	274 57%	85 48%	87 43%	69 50%	67 62% <sub>de</sub>	56 79% <sub>def</sub>	41 82% <sub>def</sub>	103 48%	122 55%	94 60%	87 55%	33 58%	10 50%	34 42%	41 59%	41 56%	24 58%	19 52%	42 61%	56 46%	51 55%	35 61%	20 69%
Don't know	4 *	1 *	3 1%	2 1%	1 *	1 1%	- -	- -	- -	1 *	1 *	2 1%	- -	- -	- -	1 1%	- -	1 1%	2 5% <sub>w</sub>	- -	- -	- -	- -	- -	- -
NET: At least daily	80 11%	38 14% <sub>b</sub>	41 9%	23 13%	25 12%	18 13%	9 8%	4 5%	2 3%	29 14%	16 7%	18 12%	16 10%	7 12%	1 7%	15 18% <sub>tx</sub>	6 9%	8 12%	5 12%	1 3%	4 6%	23 19% <sub>lux</sub>	7 8%	1 2%	1 2%
NET: At least weekly	149 20%	67 25% <sub>b</sub>	82 17%	44 24% <sub>hi</sub>	43 21% <sub>hi</sub>	36 26% <sub>hi</sub>	19 18% <sub>i</sub>	5 8%	2 3%	56 26%	40 18%	26 17%	27 17%	10 17%	6 32%	24 30% <sub>wx</sub>	11 16%	17 23%	8 18%	6 15%	12 18%	33 27% <sub>x</sub>	13 14%	6 10%	4 13%
NET: Ever	338 45%	136 51%	202 42%	90 51% <sub>hi</sub>	116 57% <sub>ghi</sub>	67 49% <sub>hi</sub>	41 38% <sub>hi</sub>	15 21%	9 18%	111 52%	97 44%	60 39%	70 45%	24 42%	10 50%	47 58%	27 39%	32 44%	17 40%	16 43%	27 39%	66 54%	41 45%	22 39%	9 31%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 128  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-ary (o)	Sec-ndary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**
Several times a day	38 5%	24 6%	5 5%	5 6%	* 1%	-	1 3%	2 5%	6 5%	3 4%	6 9%h	1 3%	-	31 5%	1 55%	-	16 4%	8 4%	10 10%q	2 8%	30 5%	8 8%	1 3%	6 14%t	-	1 11%	-
Once a day	42 6%	34 9%b	2 2%	2 3%	1 2%	-	1 3%	1 1%	9 7%	3 4%	5 7%	4 11%	-	33 6%	-	1 39%	20 5%	10 4%	9 10%	1 2%	33 5%	8 9%	3 16%	3 6%	2 13%	-	-
Several times a week	26 3%	16 4%	2 2%	5 6%	2 4%	-	* 1%	-	4 3%	1 2%	2 3%	1 3%	1 33%	22 4%	-	-	12 3%	8 3%	2 3%	3 8%	19 3%	6 6%	4 21%	1 3%	-	-	-
Once a week	43 6%	23 6%	6 5%	7 8%	1 2%	-	-	7 14%abdf	6 5%	5 6%	2 3%	* 1%	-	34 6%	-	-	23 6%	9 4%	7 7%	4 13%	36 5%	6 6%	1 5%	5 10%	-	-	-
Less often	189 25%	95 24%f	37 32%f	24 29%	14 31%f	2 13%	3 8%	14 30%f	29 23%	20 27%	14 19%	6 16%	-	156 26%	1 45%	2 61%	94 25%	57 24%	25 26%	10 33%	162 25%	26 29%	5 25%	15 33%	4 27%	-	2 100%
Never	406 54%	207 51%	63 54%	39 48%	27 59%	10 87%	37 85%abdg	23 50%	73 58%	43 58%	42 59%	26 66%	3 67%	318 53%	-	-	210 56%	141 60%r	40 43%	12 36%	365 56%uw	37 41%	6 29%	15 33%	9 60%	7 89%	-
Don't know	4 *	3 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1%	-	-	1 *	1 *	2 2%	-	3 *	* *	- -	* 1%	-	-	-
NET: At least daily	80 11%	58 14%bd	8 7%	7 9%	1 3%	-	3 6%	3 6%	15 11%	5 7%	11 15%	5 14%	-	64 11%	1 55%	1 39%	37 10%	18 8%	19 20%pq	3 10%	64 10%	15 17%	4 19%	9 20%	2 13%	1 11%	-
NET: At least weekly	149 20%	98 24%bdf	16 13%	19 23%	4 9%	-	3 7%	9 20%	25 20%	12 16%	15 21%	7 18%	1 33%	120 20%	1 55%	1 39%	71 19%	36 15%	27 29%q	10 31%	119 18%	27 30%t	9 45%	15 33%t	2 13%	1 11%	-
NET: Ever	338 45%	193 48%f	53 46%f	43 52%	19 41%f	2 13%	6 15%	23 50%f	54 42%	31 42%	28 41%	14 34%	1 33%	277 46%	2 100%	4 100%	165 44%	93 39%	52 55%q	20 64%	281 43%	53 59%t	15 71%	30 66%t	6 40%	1 11%	2 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 129  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																		
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00	£55,00 1 or more		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)						
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53									
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*									
Several times a day	38 5%	22 4%	15 6%	14 6%	14 8%	7 7%	10 9%	9 9%	3 8%	11 10%	27 4%	3 12%	6 8%	3 3%	6 3%	1 1%	10 15%	3 mno	- 7%	5 7%									
Once a day	42 6%	22 4%	17 7%	17 dg	9 8%	13 15%	9 abd	3 g	2 8%	18 3%	24 3%	1 4%	6 4%	5 5%	10 6%	6 4%	6 9%	1 3%	- -	7 11%									
Several times a week	26 3%	18 4%	8 3%	8 4%	7 4%	2 3%	5 4%	3 3%	- -	13 11%	13 2%	- -	2 2%	2 2%	6 3%	2 2%	* 1%	1 2%	2 8%	8 12%									
Once a week	43 6%	23 5%	20 8%	18 8%	16 9%	6 7%	9 8%	9 9%	5 16%	12 11%	32 5%	2 7%	7 9%	3 3%	9 5%	4 3%	5 8%	2 5%	1 5%	6 9%									
Less often	189 25%	120 24%	64 27%	62 28%	55 30%	18 20%	36 33%	27 e	6 27%	26 19%	163 24%	9 30%	16 22%	23 24%	30 18%	50 37%	17 ln	8 24%	3 22%	16 15%									
Never	406 54%	296 59%	109 bdf	101 46%	80 44%	42 48%	42 38%	49 48%	51 51%	30 27%	376 59%	13 46%	36 50%	61 63%	108 64%	74 54%	31 44%	22 60%	17 72%	24 35%									
Don't know	4 *	2 *	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%	- -	1 1%	3 *	- -	- -	- -	1 1%	1 *	- -	- -	- -	2 2%									
NET: At least daily	80 11%	44 9%	32 14%	31 14%	23 13%	20 22%	19 abd	12 7%	4 12%	29 26%	51 8%	5 16%	12 16%	8 8%	15 9%	6 5%	16 23%	4 mno	- 10%	12 18%									
NET: At least weekly	149 20%	86 17%	60 26%	57 26%	46 25%	28 32%	32 29%	25 24%	10 30%	53 48%	96 15%	7 23%	20 28%	13 13%	30 18%	13 9%	22 32%	6 17%	3 13%	26 39%									
NET: Ever	338 45%	205 41%	124 53%	119 54%	101 55%	46 52%	69 61%	52 ab	16 51%	79 49%	259 72%	15 41%	36 54%	36 50%	61 37%	63 46%	38 56%	15 40%	7 28%	42 63%									

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 130

**Q.3 In the last week, how often did you upload videos you have created to these services?****Instagram****Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
Several times a day	38 5%	-	-	1 7%	2 6%	-	-	4 7%	1 2%	1 7%	5 7%	4 9%	3 15%	1 3%	-	14 8%	-	1 4%	-	-	1 2%	*
Once a day	42 6%	3 12%	3 15%	-	1 4%	2 10%	1 7%	11 17% <sup>o</sup>	1 5%	2 9%	4 5%	1 2%	-	-	-	12 7%	-	-	-	1 2%	-	-
Several times a week	26 3%	1 3%	-	-	1 4%	1 6%	1 5%	1 2%	2 10%	-	1 2%	-	2 7%	*	-	8 5%	1 4%	1 6%	-	1 3%	2 8%	1 4%
Once a week	43 6%	1 5%	1 4%	5 24%	-	1 4%	1 4%	3 5%	4 15%	1 6%	7 9%	2 6%	-	1 6%	2 14%	9 5%	-	-	1 6%	3 9%	1 3%	1 4%
Less often	189 25%	4 14%	9 43%	4 17%	9 24%	5 23%	4 29%	15 24%	8 31%	3 13%	16 23%	8 20%	8 34%	2 14%	9 78%	51 28%	10 41%	2 10%	4 24%	9 29%	5 17%	6 21%
Never	406 54%	19 66%	8 38%	11 52%	22 63%	12 52%	8 55%	29 46%	9 37%	14 65%	37 54%	25 63%	10 44%	13 75%	1 8%	87 48%	13 55%	20 81%	11 69%	15 51%	20 69%	20 68%
Don't know	4 *	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 6%	-	1 2%
NET: At least daily	80 11%	3 12%	3 15%	1 7%	4 10%	2 10%	1 7%	15 24%	2 7%	3 15%	8 12%	4 10%	3 15%	1 3%	-	26 14%	-	1 4%	-	1 2%	1 2%	*
NET: At least weekly	149 20%	6 20%	4 20%	6 30%	5 14%	5 20%	2 16%	19 30%	8 32%	5 21%	16 23%	6 16%	5 22%	2 11%	2 14%	43 24%	1 4%	2 10%	1 6%	4 14%	4 13%	3 10%
NET: Ever	338 45%	9 34%	14 62%	10 48%	13 37%	10 43%	7 45%	34 54%	15 63%	8 35%	32 46%	15 37%	13 56%	4 25%	10 92%	94 52%	11 45%	5 19%	5 31%	13 43%	9 31%	9 30%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 131  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region													
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
Several times a day	29	13	15	12	8	7	2	-	-	10	9	3	7	2	2	6	2	7	1	*	*	4	3	1	-
	8%	11%	7%	8%	7%	15%	8%	-	-	9%	8%	4%	10%	5%	21%	16%	5%	13%	9%	2%	2%	7%	10%	4%	-
Once a day	29	19	10	16	7	1	2	1	2	6	9	9	6	7	-	2	6	2	2	1	2	3	4	1	-
	8%	15% <sup>ab</sup>	4%	11%	6%	2%	8%	7%	19%	5%	8%	11%	9%	19%	-	5%	15%	3%	14%	5%	7%	6%	11%	5%	-
Several times a week	44	18	27	16	23	5	-	2	-	13	17	9	6	5	1	2	3	9	2	4	1	6	9	1	2
	12%	14%	11%	11%	20%	10%	-	7%	-	12%	16%	11%	9%	14%	8%	6%	7%	18%	14%	21%	4%	11%	26%	3%	14%
Once a week	33	10	23	11	14	4	2	1	-	11	9	11	3	2	1	2	6	3	-	3	5	8	1	1	1
	9%	8%	10%	8%	13%	9%	8%	5%	-	11%	8%	13%	4%	6%	4%	6%	16%	5%	-	14%	21%	14%	4%	6%	6%
Less often	73	20	53	29	23	10	6	3	1	21	26	13	13	7	4	7	3	6	6	6	4	10	8	9	3
	20%	16%	23%	20%	21%	22%	21%	15%	14%	20%	24%	16%	20%	21%	32%	19%	7%	11%	38%	30%	16%	19%	24%	35%	21%
Never	149	44	105	58	36	19	17	15	4	41	40	37	31	13	4	19	19	23	4	4	13	22	9	11	10
	41%	35%	45%	40%	32%	42%	56%	66%	67%	40%	37%	44%	48%	35%	35%	49%	50%	48%	26%	18%	50%	41%	25%	47%	59%
Don't know	3	2	2	2	1	-	-	-	-	1	-	2	*	-	-	-	-	*	-	2	-	1	-	-	-
	1%	1%	1%	2%	1%	-	-	-	-	1%	-	2%	1%	-	-	-	-	1%	-	10%	-	2%	-	-	-
NET: At least daily	58	33	25	28	15	8	5	2	1	15	18	13	12	8	2	8	8	8	3	2	2	7	7	2	-
	16%	26% <sup>ab</sup>	11%	19%	13%	17%	16%	7%	19%	15%	16%	15%	19%	24%	21%	20%	17%	22%	8%	9%	13%	21%	9%	-	-
NET: At least weekly	136	61	75	55	52	17	7	4	1	39	44	32	20	16	4	12	17	19	5	9	9	20	18	4	3
	38%	48% <sup>ab</sup>	32%	38%	46%	36%	24%	19%	19%	38%	40%	38%	32%	44%	33%	32%	44%	40%	36%	43%	34%	38%	51%	18%	20%
NET: Ever	209	81	128	84	75	27	13	8	2	60	70	46	33	23	8	19	20	25	11	15	13	30	26	13	7
	58%	64%	55%	58%	67%	58%	44%	34%	33%	58%	63%	54%	52%	65%	65%	51%	50%	51%	74%	73%	50%	57%	75%	53%	41%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 132  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-ary (o)	Sec-ndary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
Several times a day	29	18	5	4	-	-	1	6	4	3	2	-	22	1	-	13	10	3	2	22	7	*	6	*	-	-	
	8%	9%	12%	8%	-	-	6%	12%	13%	10%	15%	-	7%	43%	-	7%	9%	8%	8%	7%	13%	6%	18%	4%	-	-	
Once a day	29	15	3	6	3	-	1	9	3	8	4	-	20	-	-	12	10	5	-	24	5	2	3	-	-		
	8%	7%	7%	13%	12%	-	34%	18% <sup>m</sup>	11%	27%	27%	-	7%	-	-	7%	9%	16%	-	8%	10%	25%	10%	-	-		
Several times a week	44	33	5	5	1	-	1	4	2	2	1	-	36	1	1	22	11	4	6	37	7	1	5	-	-		
	12%	15%	11%	10%	2%	-	7%	8%	7%	8%	4%	-	12%	39%	49%	12%	10%	11%	21%	12%	13%	15%	17%	-	-		
Once a week	33	23	1	6	4	-	-	2	2	2	1	-	31	-	-	19	14	-	*	30	2	1	1	1	-		
	9%	11%	2%	11%	14%	-	-	4%	8%	7%	4%	-	10%	-	-	10%	12%	-	2%	10%	5%	10%	3%	8%	-		
Less often	73	39	11	10	6	-	1	5	7	3	2	-	66	*	-	36	23	6	8	60	13	2	7	2	-		
	20%	18%	26%	19%	23%	-	25%	25%	13%	7%	10%	11%	22%	19%	-	20%	20%	17%	29%	19%	25%	26%	23%	23%	-		
Never	149	83	17	20	12	3	1	13	22	15	11	5	2	121	-	1	76	47	14	11	131	17	2	9	4		
	41%	39%	40%	39%	47%	100%	41%	62%	44%	54%	37%	40%	100%	40%	-	51%	43%	40%	43%	40%	43%	32%	19%	28%	51%		
Don't know	3	3	*	-	*	-	-	*	*	*	-	-	3	-	-	2	*	2	-	2	1	-	*	1	-		
	1%	1%	1%	-	2%	-	-	1%	1%	1%	-	-	1%	-	-	1%	*	5%	-	1%	3%	-	1%	14%	-		
NET: At least daily	58	34	8	10	3	-	1	1	15	7	11	6	-	42	1	-	25	20	8	2	46	12	3	9	*		
	16%	16%	20%	20%	12%	-	34%	6%	30% <sup>m</sup>	23%	36%	42%	-	14%	43%	-	14%	17%	24%	8%	15%	23%	30%	28%	4%		
NET: At least weekly	136	89	14	21	8	-	1	3	21	11	15	7	-	109	2	1	66	46	12	9	113	21	5	16	1		
	38%	42%	33%	41%	29%	-	34%	13%	42%	38%	52%	49%	-	36%	81%	49%	37%	40%	35%	31%	37%	41%	55%	48%	12%		
NET: Ever	209	129	25	31	14	-	2	8	28	13	18	8	-	175	2	1	101	69	18	17	173	34	7	23	3		
	58%	60%	59%	61%	51%	-	59%	38%	55%	45%	62%	60%	-	59%	100%	49%	57%	59%	52%	60%	56%	65%	81%	71%	35%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 133  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*
Several times a day	29	13	15	15	9	11	8	7	1	17	11	1	6	7	9	1	1	1	-	3
	8%	6%	13% <sup>a</sup>	13%	11%	23% <sup>ab</sup>	14%	14%	8%	30% <sup>j</sup>	4%	7%	16% <sup>o</sup>	14% <sup>o</sup>	15% <sup>o</sup>	1%	5%	9%	-	7%
Once a day	29	26	3	3	3	1	1	2	-	7	22	*	5	4	3	4	5	2	-	3
	8%	11% <sup>b</sup>	3%	3%	4%	2%	2%	4%	-	12%	7%	3%	15%	8%	5%	6%	17%	15%	-	5%
Several times a week	44	28	17	16	14	4	9	7	3	13	32	1	4	3	3	7	5	1	8	12
	12%	12%	15%	14%	16%	9%	17%	14%	27%	21%	11%	6%	10%	7%	6%	12%	18%	5%	46%	23% <sup>n</sup>
Once a week	33	14	16	16	13	5	8	5	-	5	28	1	1	2	9	13	-	-	-	5
	9%	6%	14% <sup>a</sup>	14%	15% <sup>a</sup>	10%	16%	10%	-	9%	9%	8%	3%	4%	16%	21% <sup>lm</sup>	-	-	-	9%
Less often	73	47	23	23	18	8	12	11	*	9	64	2	5	8	7	14	5	8	3	11
	20%	20%	20%	21%	21%	17%	23%	22%	4%	15%	21%	14%	14%	18%	13%	22%	17%	48%	17%	21%
Never	149	108	41	38	27	19	14	17	7	7	142	7	15	22	27	22	13	4	6	17
	41%	45%	35%	34%	31%	39%	26%	34%	60%	12%	47% <sup>il</sup>	59%	42%	49%	46%	36%	43%	23%	37%	33%
Don't know	3	2	1	1	1	-	1	1	-	-	3	*	-	-	-	1	-	-	-	2
	1%	1%	1%	1%	1%	-	2%	2%	-	-	1%	3%	-	-	-	2%	-	-	-	3%
NET: At least daily	58	39	19	18	12	12	9	9	1	24	34	1	11	10	12	4	6	4	-	6
	16%	17%	16%	16%	14%	25%	16%	18%	8%	42% <sup>j</sup>	11%	10%	31% <sup>o</sup>	22%	20%	7%	21%	24%	-	12%
NET: At least weekly	136	81	51	50	39	21	26	21	4	42	93	3	15	15	24	24	12	5	8	23
	38%	34%	44%	44%	46%	44%	50%	43%	36%	73% <sup>j</sup>	31%	24%	44%	33%	41%	40%	39%	29%	46%	43%
NET: Ever	209	128	75	73	57	30	38	32	5	51	157	5	20	24	32	38	17	13	11	34
	58%	54%	64%	65%	67%	61%	72%	64%	40%	88% <sup>j</sup>	52%	38%	58%	51%	54%	62%	57%	77%	63%	64%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 134  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
Several times a day	29	-	2	2	1	-	2	6	-	2	7	-	1	1	-	5	-	1	-	-	-	*
	8%	-	12%	20%	3%	-	27%	20%	-	20%	14%	-	14%	36%	-	6%	-	10%	-	-	-	3%
Once a day	29	3	3	-	1	3	2	1	1	2	*	-	-	-	-	10	-	-	1	1	-	-
	8%	18%	24%	-	5%	21%	17%	5%	6%	27%	1%	-	-	-	-	12%	-	-	14%	7%	-	-
Several times a week	44	3	2	1	1	1	4	2	2	1	6	4	2	-	-	8	1	-	-	2	2	3
	12%	16%	14%	7%	8%	4%	8%	13%	26%	12%	14%	23%	20%	-	-	10%	17%	-	-	13%	14%	24%
Once a week	33	-	2	1	3	3	-	-	1	-	3	4	2	-	-	9	-	1	-	3	1	1
	9%	-	16%	4%	17%	20%	-	-	12%	-	6%	25%	18%	-	-	11%	-	15%	-	18%	6%	7%
Less often	73	3	3	4	1	3	2	4	2	-	8	1	1	-	1	18	3	*	5	5	3	3
	20%	18%	24%	31%	7%	15%	25%	15%	27%	-	17%	7%	8%	-	100%	23%	34%	4%	57%	33%	21%	19%
Never	149	9	2	5	11	7	2	14	2	3	22	7	3	1	-	30	4	7	3	3	10	6
	41%	47%	11%	39%	61%	40%	23%	48%	28%	40%	47%	44%	40%	64%	-	37%	49%	71%	29%	17%	59%	46%
Don't know	3	-	-	-	-	-	-	-	-	-	*	-	-	-	-	1	-	-	-	2	-	-
	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	12%	-	-
NET: At least daily	58	3	5	2	1	3	4	7	1	4	7	-	1	1	-	15	-	1	1	1	-	*
	16%	18%	36%	20%	7%	21%	44%	25%	6%	47%	15%	-	14%	36%	-	18%	-	10%	14%	7%	-	3%
NET: At least weekly	136	6	9	4	6	8	5	11	4	4	16	7	4	1	-	32	1	2	1	6	3	5
	38%	35%	65%	31%	32%	45%	52%	37%	45%	60%	35%	48%	52%	36%	-	39%	17%	25%	14%	37%	20%	35%
NET: Ever	209	10	13	8	7	10	7	15	6	4	24	8	5	1	1	50	4	3	6	11	7	8
	58%	53%	89%	61%	39%	60%	77%	52%	72%	60%	52%	56%	60%	36%	100%	62%	51%	29%	71%	70%	41%	54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 135  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
Several times a day	7 4%	3 5%	4 4%	1 1%	3 5%	2 6%	1 7%	-	-	5 11%k	-	-	2 6%	-	-	-	1 3%	4 18%	-	-	-	1 7%	1 3%	-	-
Once a day	9 6%	4 7%	5 5%	3 6%	4 8%	2 5%	1 3%	-	-	4 9%	4 9%	-	1 3%	-	-	2 9%	-	1 7%	1 12%	-	-	2 12%	2 7%	1 8%	-
Several times a week	13 8%	1 3%	11 11%	7 14%	4 9%	1 2%	1 5%	-	-	1 2%	4 8%	8 22%	-	-	-	4 24%	-	-	1 9%	2 27%	2 20%	1 4%	1 6%	1 9%	-
Once a week	17 11%	7 13%	10 10%	4 7%	7 16%	5 15%	-	1 12%	-	4 9%	3 6%	4 10%	7 21%	-	4 50%	-	3 21%	4 17%	1 6%	-	1 8%	2 8%	1 5%	2 23%	-
Less often	19 12%	6 10%	13 12%	8 15%	5 10%	2 6%	* 2%	3 31%	1 46%	7 17%	5 10%	3 8%	4 11%	-	2 24%	1 8%	3 20%	3 13%	2 13%	-	3 27%	1 6%	3 13%	-	-
Never	97 60%	36 63%	61 58%	28 56%	25 52%	22 65%	15 82%	5 57%	1 54%	22 52%	34 68%	22 60%	19 58%	14 100%	2 26%	10 59%	9 56%	10 45%	7 60%	6 69%	6 46%	12 61%	15 66%	4 60%	1 100%
Don't know	* *	- *	* *	* 1%	- -	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	- -	- -	- 5%	- -	- -	- -	- -	- -	- -
NET: At least daily	16 10%	7 12%	9 8%	4 7%	6 13%	4 11%	2 10%	-	-	8 19%	4 9%	-	3 10%	-	2 9%	1 3%	5 24%	1 12%	-	-	4 20%	2 10%	1 8%	-	-
NET: At least weekly	46 28%	16 27%	30 29%	14 28%	18 38%	10 29%	3 15%	1 12%	-	13 31%	11 22%	12 32%	10 31%	-	4 50%	6 33%	4 24%	9 42%	3 27%	2 27%	3 27%	6 32%	5 21%	3 40%	-
NET: Ever	65 40%	21 37%	43 41%	22 43%	23 48%	12 35%	3 18%	4 43%	1 46%	20 47%	16 32%	15 40%	14 42%	-	6 74%	7 41%	7 44%	12 55%	5 40%	2 27%	7 54%	8 39%	8 34%	3 40%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 136  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time educa-tion (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	-**	-**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	-**
Several times a day	7 4%	6 7%	1 2%	-	-	-	-	-	1 3%	-	1 5%	-	-	6 5%	-	-	1 1%	4 6%	3 21%	-	3 2%	3 12%	-	3 13%	-	1 100%	-
Once a day	9 6%	5 6%	3 11%	1 6%	-	-	-	-	2 6%	2 7%	1 5%	1 6%	-	7 6%	-	-	3 9%	5 9%	-	1 13%	7 5%	2 7%	-	2 10%	-	-	-
Several times a week	13 8%	10 11%	2 9%	-	1 6%	-	-	-	2 5%	-	2 10%	1 10%	-	11 9%	-	-	13 16%q	-	-	-	13 10%	-	-	-	-	-	-
Once a week	17 11%	11 13%	1 2%	2 8%	-	-	-	4 25%	5 14%	4 15%	2 9%	1 13%	-	12 10%	-	-	12 14%	6 10%	-	-	12 10%	4 14%	2 28%	2 11%	-	-	-
Less often	19 12%	6 6%	4 17%	5 22%	2 20%	-	1 46%	1 8%	6 17%	3 14%	4 23%	2 19%	-	13 11%	-	-	11 14%q	* 1%	4 29%	4 36%	15 12%	3 11%	-	3 13%	1 57%	-	-
Never	97 60%	50 57%	13 56%	14 64%	8 74%	1 100%	1 54%	9 66%	19 55%	15 64%	9 48%	5 52%	1 100%	70 59%	-	-	42 52%	41 73%	6 50%	5 51%	79 61%	17 55%	5 72%	11 52%	1 43%	-	-
Don't know	* *	- -	* 2%	-	-	-	-	-	-	-	-	-	-	* *	-	-	-	* 1%	-	-	* 1%	-	* 2%	-	-	-	-
NET: At least daily	16 10%	11 13%	3 13%	1 6%	-	-	-	-	3 9%	2 7%	2 10%	1 6%	-	13 11%	-	-	3 4%	9 15%	3 21%	1 13%	10 8%	5 18%	-	5 22%	-	1 100%	-
NET: At least weekly	46 28%	33 37%	6 25%	3 14%	1 6%	-	-	4 25%	9 28%	5 22%	5 29%	3 29%	-	36 30%	-	-	27 34%	14 26%	3 21%	1 13%	36 27%	10 33%	2 28%	7 33%	-	1 100%	-
NET: Ever	65 40%	38 43%	10 42%	8 36%	3 26%	-	1 46%	5 34%	15 45%	9 36%	9 52%	4 48%	-	49 41%	-	-	38 48%q	15 26%	6 50%	5 49%	51 39%	13 44%	2 28%	9 46%	1 57%	1 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 137

**Q.3 In the last week, how often did you upload videos you have created to these services?****TikTok****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)											
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	3	15			
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**				
Several times a day	7	1	5	5	5	4	5	5	1	4	3	-	1	1	3	-	1	-	-	1				
	4%	2%	7%	7%	9%	13%	13%	15%	6%	8%	2%	-	4%	3%	8%	-	11%	-	-	3%				
Once a day	9	7	2	2	2	-	-	2	1	5	4	1	3	1	1	-	3	1	-	1				
	6%	9%	2%	2%	3%	-	-	5%	14%	10%	4%	12%	17%	3%	1%	-	21%	30%	-	5%				
Several times a week	13	3	10	9	4	8	3	1	1	8	5	1	2	3	4	-	-	-	-	3				
	8%	3%	13% <sup>d</sup>	12%	7%	24%	7%	2%	11%	16%	4%	18%	14%	10%	-	-	-	-	-	16%				
Once a week	17	2	16	16	13	4	9	6	-	12	5	1	4	3	6	2	1	-	-	2				
	11%	2%	20% <sup>a</sup>	21%	22% <sup>a</sup>	14%	23%	18%	-	23% <sup>j</sup>	5%	11%	23%	14%	15%	6%	6%	-	-	9%				
Less often	19	13	6	6	5	2	3	3	1	4	15	-	1	3	4	5	*	1	-	4				
	12%	15%	8%	8%	8%	8%	7%	9%	16%	8%	13%	-	4%	16%	9%	17%	4%	30%	-	21%				
Never	97	58	39	36	30	13	19	17	4	19	78	3	7	9	24	22	7	1	7	8				
	60%	69%	50%	49%	51%	41%	50%	50%	53%	36%	71% <sup>l</sup>	59%	39%	50%	57%	77%	59%	40%	100%	46%				
Don't know	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-				
	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-				
NET: At least daily	16	9	7	7	7	4	5	7	2	9	7	1	4	1	4	-	4	1	-	2				
	10%	11%	9%	9%	12%	13%	13%	20%	20%	18%	6%	12%	21%	6%	10%	-	32%	30%	-	9%				
NET: At least weekly	46	14	32	32	24	16	17	14	3	29	17	2	10	6	14	2	5	1	-	6				
	28%	16%	42% <sup>a</sup>	43%	41% <sup>a</sup>	51%	44%	40%	31%	56% <sup>j</sup>	15%	41%	57%	34%	34%	6%	38%	30%	-	34%				
NET: Ever	65	26	38	38	29	18	19	17	4	33	31	2	10	10	18	7	5	2	-	10				
	40%	31%	50%	51%	49%	59%	50%	50%	47%	64% <sup>j</sup>	29%	41%	61%	50%	43%	23%	41%	60%	-	54%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 138  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Keynes (l)	Milton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	-**	6**	1**	6**
Several times a day	7 4%	-	-	-	1 6%	-	-	-	-	-	4 19%	-	1 13%	-	-	1 4%	-	-	-	-	-	-
Once a day	9 6%	-	-	-	-	-	1 8%	1 6%	1 22%	1 7%	-	-	-	-	4 12%	-	1 60%	-	-	-	-	
Several times a week	13 8%	-	-	-	-	-	4 30%	2 25%	-	1 5%	-	2 42%	-	-	2 6%	1 11%	-	-	-	-	-	
Once a week	17 11%	-	-	4 50%	1 17%	-	2 40%	-	-	4 18%	1 22%	1 12%	-	2 100%	3 9%	-	-	-	-	-	-	
Less often	19 12%	-	-	2 24%	1 15%	1 20%	1 16%	1 7%	1 5%	3 14%	3 16%	1 25%	1 24%	-	4 12%	1 15%	-	-	-	-	-	
Never	97 60%	7 100%	6 100%	2 26%	5 62%	5 80%	2 44%	8 56%	6 64%	4 65%	8 35%	2 53%	5 27%	5 76%	-	19 57%	4 74%	1 40%	-	5 93%	1 100%	6 100%
Don't know	* *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	-
NET: At least daily	16 10%	-	-	-	1 6%	-	-	1 8%	1 6%	1 22%	5 26%	-	1 13%	-	-	5 16%	-	1 60%	-	-	-	-
NET: At least weekly	46 28%	-	-	4 50%	2 23%	-	2 40%	5 38%	3 30%	1 22%	10 49%	1 22%	4 67%	-	2 100%	11 31%	1 11%	1 60%	-	-	-	-
NET: Ever	65 40%	-	-	6 74%	3 38%	1 20%	3 56%	6 44%	3 36%	2 35%	14 65%	2 47%	4 73%	1 24%	2 100%	15 43%	1 26%	1 60%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 139  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
Several times a day	19	13	6	5	2	7	3	1	-	7	5	3	5	*	-	2	4	3	1	*	-	5	1	2	-
	3%	4%	2%	4%	2%	6%	3%	2%	-	3%	2%	2%	4%	1%	-	3%	7%	7%	3%	1%	-	5%	1%	4%	-
Once a day	14	9	5	7	1	5	1	-	*	7	1	5	1	2	1	4	2	1	-	-	1	2	1	1	-
	2%	3%	2%	6% <sup>ee</sup>	*	4%	1%	-	1%	4%	1%	4%	1%	4%	2%	6%	4%	1%	-	-	1%	2%	1%	1%	-
Several times a week	16	12	4	2	4	5	3	1	2	5	6	4	2	1	1	2	2	2	2	-	-	3	1	1	-
	3%	4%	1%	1%	3%	3%	3%	1%	3%	2%	3%	3%	1%	2%	3%	3%	4%	4%	6%	-	-	4%	2%	1%	-
Once a week	18	14	4	4	4	4	6	-	-	9	4	4	1	3	1	3	2	3	-	-	3	1	-	2	-
	3%	4% <sup>b</sup>	1%	3%	3%	3%	5%	-	-	4%	2%	4%	1%	6%	5%	4%	4%	7% <sup>vw</sup>	-	-	6%	1%	-	3%	-
Less often	79	43	36	18	15	18	17	6	5	32	19	14	14	4	6	17	9	7	2	6	3	10	8	5	2
	13%	14%	11%	14%	13%	14%	14%	9%	7%	16% <sup>k</sup>	9%	12%	13%	7%	23%	23% <sup>nu</sup>	17%	14%	4%	17%	7%	10%	11%	9%	11%
Never	483	217	265	86	95	89	88	59	66	138	167	85	92	45	18	47	32	31	34	29	43	78	66	42	18
	76%	70%	82% <sup>a</sup>	70%	78%	68%	74%	88% <sup>cd</sup>	90% <sup>dfg</sup>	70%	82% <sup>ej</sup>	73%	80%	80% <sup>q</sup>	67%	61%	60%	67%	87%	77%	86% <sup>pqr</sup>	79% <sup>pq</sup>	86% <sup>pqr</sup>	82% <sup>pq</sup>	89%
Don't know	4	1	3	2	1	2	-	-	-	-	2	2	-	-	-	-	2	-	-	2	-	1	-	-	-
	1%	*	1%	1%	1%	2%	-	-	-	1%	2%	2%	-	-	-	-	4%	-	-	4%	-	1%	-	-	-
NET: At least daily	33	22	11	12	3	12	4	1	*	14	6	8	6	3	1	7	6	4	1	*	1	7	2	3	-
	5%	7%	3%	10% <sup>ei</sup>	2%	9% <sup>ei</sup>	4%	2%	1%	7%	3%	7%	5%	5%	2%	9%	11% <sup>w</sup>	9%	3%	1%	1%	7%	2%	5%	-
NET: At least weekly	67	48	19	18	11	21	14	2	3	27	16	16	9	7	3	12	10	9	3	*	4	11	3	5	-
	11%	16% <sup>b</sup>	6%	14% <sup>hi</sup>	9%	16% <sup>hi</sup>	11%	3%	4%	14%	8%	13%	8%	13%	10%	16% <sup>tw</sup>	19% <sup>tw</sup>	19% <sup>tw</sup>	9%	1%	7%	11%	4%	10%	-
NET: Ever	147	91	56	36	26	40	30	8	8	60	34	30	23	11	9	30	19	16	5	7	7	21	11	9	2
	23%	29% <sup>b</sup>	17%	29% <sup>hi</sup>	21%	30% <sup>hi</sup>	26% <sup>hi</sup>	12%	10%	30% <sup>k</sup>	17%	25%	20%	20%	33%	39% <sup>uw</sup>	36% <sup>uw</sup>	33% <sup>uw</sup>	13%	18%	14%	21%	14%	18%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 140  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
Several times a day	19	12	2	3	-	-	1	*	3	1	3	-	-	16	1	-	7	6	4	2	12	7	1	6	-	-	-
	3%	4%	2%	4%	-	-	2%	1%	2%	1%	4%	-	-	3%	100%	-	2%	2%	5%	7%	2%	11% <sup>t</sup>	7%	18%	-	-	-
Once a day	14	9	2	1	2	-	*	-	*	-	-	-	-	14	-	-	11	4	-	11	3	-	2	1	-	-	-
	2%	3%	3%	1%	4%	-	1%	-	*	-	1%	-	-	3%	-	-	4%	2%	-	-	2%	5%	-	7%	6%	-	-
Several times a week	16	13	1	-	1	1	2	-	3	1	1	1	-	13	-	-	9	6	1	1	12	3	1	1	1	-	-
	3%	4%	1%	-	2%	4%	3%	-	2%	1%	1%	3%	-	3%	-	-	3%	2%	1%	3%	2%	5%	10%	4%	4%	-	-
Once a week	18	13	2	1	-	-	-	1	5	3	3	1	-	10	-	-	7	9	1	1	15	1	1	-	-	-	-
	3%	4%	3%	1%	-	-	-	4%	4%	5%	4%	2%	-	2%	-	-	3%	4%	2%	2%	3%	1%	7%	-	-	-	-
Less often	79	40	12	12	8	-	4	4	19	8	12	4	1	57	-	-	39	24	11	6	71	7	1	4	*	1	1
	13%	12%	14%	17%	23% <sup>f</sup>	-	6%	12%	15%	13%	16%	10%	26%	12%	-	-	13%	10%	16%	19%	13%	12%	6%	13%	3%	41%	55%
Never	483	242	67	53	25	12	56	27	99	50	59	34	4	364	-	1	214	191	52	20	437	40	9	19	10	1	1
	76%	73%	77%	75%	71%	96%	89% <sup>ad</sup>	83%	76%	79%	75%	85%	74%	76%	-	100%	74%	80%	74%	66%	78%	66%	70%	58%	87%	59%	45%
Don't know	4	4	-	1	-	-	-	-	-	-	-	-	-	3	-	-	1	1	2	1	4	-	-	-	-	-	-
	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	*	*	2%	2%	1%	-	-	-	-	-	-
NET: At least daily	33	21	4	4	2	-	2	*	3	1	3	-	-	30	1	-	17	9	4	2	24	10	1	8	1	-	-
	5%	6%	5%	6%	4%	-	2%	1%	3%	1%	4%	-	-	6%	100%	-	6%	4%	5%	7%	4%	16% <sup>t</sup>	7%	25%	6%	-	-
NET: At least weekly	67	47	8	5	2	1	3	2	11	5	7	2	-	54	1	-	33	24	6	4	51	13	3	9	1	-	-
	11%	14%	9%	7%	6%	4%	5%	5%	9%	8%	9%	5%	-	11%	100%	-	12%	10%	8%	12%	9%	22% <sup>t</sup>	24%	29%	10%	-	-
NET: Ever	147	87	20	17	10	1	7	6	31	13	20	6	1	111	1	-	72	48	17	10	123	21	4	14	2	1	1
	23%	26% <sup>f</sup>	23%	23%	29% <sup>f</sup>	4%	11%	17%	24%	21%	25%	15%	26%	23%	100%	-	25%	20%	24%	32%	22%	34% <sup>t</sup>	30%	42%	13%	41%	55%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 141  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Yes	NET: Under 16	NET: Any 16-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41		
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*		
Several times a day	19 3%	9 2%	10 5%a	10 6%	8 5%	7 13%ab	6 7%a	3 4%	* 1%	4 4%	15 3%	2 10%	3 5%o	5 5%o	1 1%	- -	4 7%no	- -	1 5%	2 3%		
Once a day	14 2%	3 1%	11 6%a	10 6%	7 5%a	6 11%a	4 4%a	4 4%a	3 8%a	5 6%j	9 2%	1 3%	2 3%	1 1%	5 3%	3 3%	1 2%	1 3%	- -	1 2%		
Several times a week	16 3%	11 2%	5 3%	5 3%	5 3%	- -	4 5%	3 4%	1 3%	9 9%j	8 1%	- -	- -	1 1%	6 4%	2 1%	3 6%	- -	- -	2 5%		
Once a week	18 3%	8 2%	10 5%	10 5%	10 6%a	1 3%	5 5%	7 8%a	2 7%	10 10%j	8 1%	1 3%	1 1%	4 4%	4 3%	1 1%	5 8%	- -	- -	2 5%		
Less often	79 13%	53 12%	25 13%	23 13%	23 14%	5 10%	14 15%	11 12%	4 13%	23 23%j	57 11%	2 11%	9 15%	7 7%	16 11%	14 12%	10 17%	2 11%	1 7%	11 22%am		
Never	483 76%	352 81%bde	130 67%	118 66%	105 65%	33 62%	57 62%	58 67%	24 68%	44 46%	439 82%i	15 74%	46 74%	81 82%ps	109 77%	99 82%ps	37 61%	19 86%	16 89%	30 61%		
Don't know	4 1%	2 *	3 1%	3 2%	3 2%	1 2%	3 3%a	1 1%	- -	1 1%	3 1%	- -	1 2%	- -	1 1%	1 1%	- -	- -	- -	2 3%		
NET: At least daily	33 5%	12 3%	21 11%a	20 11%	15 9%a	12 24%abd	10 11%a	7 8%a	3 9%a	10 10%j	24 4%	3 13%	5 8%	6 6%	6 4%	3 3%	5 9%	1 3%	1 3%	2 5%		
NET: At least weekly	67 11%	31 7%	36 19%a	35 20%	30 19%a	14 26%a	19 21%a	17 20%a	7 19%a	28 30%j	39 7%	3 16%	6 9%	11 11%	16 11%	6 5%	13 22%o	1 3%	1 5%	7 14%		
NET: Ever	147 23%	84 19%	61 32%a	58 33%	53 33%a	19 36%a	33 36%a	28 32%a	11 32%	51 53%j	96 18%	5 26%	15 24%	18 18%	32 22%	21 17%	24 39%mmo	3 14%	2 11%	18 36%mo		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 142  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
Several times a day	19 3%	* 1%	-	-	2 11%	-	1 7%	2 4%	-	-	3 7%	-	2 12%	-	-	5 3%	-	2 8%	-	-	-	*
Once a day	14 2%	-	2 9%	1 2%	1 3%	* 2%	2 8%	4 8%	-	-	1 1%	-	1 4%	-	-	3 2%	-	-	1 5%	-	-	-
Several times a week	16 3%	1 4%	-	1 3%	1 4%	-	1 6%	-	2 9%	2 10%	2 4%	-	-	-	-	5 3%	1 3%	-	-	-	-	-
Once a week	18 3%	1 3%	3 10%	1 5%	1 4%	-	1 7%	2 4%	1 2%	-	3 6%	2 10%	-	-	2 61%	1 1%	-	-	-	-	-	-
Less often	79 13%	2 8%	2 7%	6 25%	2 11%	4 21%	3 15%	11 20%	9 33%	-	5 11%	1 3%	1 5%	1 10%	-	18 12%	4 21%	-	-	5 16%	2 11%	3 10%
Never	483 76%	23 84%	19 73%	16 65%	13 67%	13 67%	11 56%	35 63%	15 56%	23 90%	33 70%	21 87%	12 80%	13 90%	1 39%	116 78%	15 76%	26 92%	12 95%	24 79%	18 89%	25 88%
Don't know	4 1%	-	-	-	-	2 10%	-	-	-	-	-	-	-	-	-	1 *	-	-	-	2 5%	-	-
NET: At least daily	33 5%	* 1%	2 9%	1 2%	3 14%	* 2%	3 15%	7 13%	-	-	4 8%	-	2 16%	-	-	7 5%	-	2 8%	1 5%	-	-	*
NET: At least weekly	67 11%	2 8%	5 19%	3 10%	4 22%	* 2%	5 29%	9 17%	3 11%	2 10%	9 19%	2 10%	2 16%	-	2 61%	14 9%	1 3%	2 8%	1 5%	-	-	*
NET: Ever	147 23%	4 16%	7 27%	9 35%	7 33%	4 23%	8 44%	20 37%	12 44%	2 10%	14 30%	3 13%	3 20%	1 10%	2 61%	32 21%	5 24%	2 8%	1 5%	5 16%	2 11%	3 12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 143  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	***
Several times a day	4 6%	3 5%	1 7%	2 6%	- -	2 14%	- -	- -	2 9%	* 1%	2 8%	* 4%	* 4%	- -	1 22%	2 17%	- -	- -	- -	- -	1 7%	- -	- -	* 100%
Once a day	7 10%	6 11%	1 4%	2 7%	2 12%	3 17%	- -	- -	2 8%	2 9%	1 8%	2 20%	- -	- -	1 10%	3 35%	- -	- -	1 11%	1 10%	* 8%	1 17%	- -	
Several times a week	3 4%	3 5%	- -	1 3%	* 3%	1 8%	- -	- -	* 2%	1 5%	1 8%	- -	- -	* 5%	- -	* 4%	- -	- -	- -	1 -	- -	1 12%	- 9%	- -
Once a week	3 4%	2 3%	1 9%	2 5%	1 8%	- -	- -	- -	2 8%	1 7%	- -	- -	1 16%	- -	- -	2 20%	- -	- -	- -	- -	- -	- -	- -	- -
Less often	6 8%	4 7%	2 11%	2 6%	2 12%	2 12%	- -	- -	3 12%	2 11%	- -	1 8%	1 15%	2 23%	- -	1 9%	- -	- -	1 12%	- -	1 14%	* 6%	- -	
Never	47 68%	38 68%	9 65%	23 72%	11 65%	8 50%	3 100%	4 100%	14 68%	13 65%	13 71%	7 68%	6 81%	5 56%	4 78%	5 60%	4 45%	3 100%	1 68%	4 77%	7 71%	4 78%	5 68%	- -
Don't know	* 1%	- -	* 3%	* 1%	- -	- -	- -	- -	* 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 32%	- -	- -	- -	- -	- -
NET: At least daily	11 16%	9 17%	2 12%	4 13%	2 12%	5 31%	- -	- -	3 17%	2 10%	3 16%	2 24%	* 4%	- -	1 22%	2 27%	3 35%	- -	- -	1 11%	2 17%	* 8%	1 17%	* 100%
NET: At least weekly	16 24%	13 24%	3 21%	7 21%	4 23%	6 39%	- -	- -	4 18%	5 24%	5 29%	2 24%	* 4%	2 21%	1 22%	3 31%	4 55%	- -	- -	1 11%	3 29%	* 8%	2 26%	* 100%
NET: Ever	22 32%	17 32%	5 32%	9 27%	6 35%	8 50%	- -	- -	6 30%	7 35%	5 29%	3 32%	1 19%	4 44%	1 22%	4 40%	4 55%	- -	- -	1 23%	3 29%	1 22%	2 32%	* 100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 144  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	**	**	2**	13**	10**	5**	2**	2**	54*	**	***	27**	25**	7**	9**	58*	11**	1**	8**	1**	**	1**
Several times a day	4	3	1	*	-	-	-	*	*	*	-	-	4	-	*	3	1	-	-	3	1	-	1	-	-	-	
	6%	7%	10%	3%	-	-	-	3%	4%	8%	-	-	7%	-	100%	11%	3%	-	-	5%	10%	-	14%	-	-	-	
Once a day	7	6	*	-	-	-	1	1	1	*	-	-	6	-	-	2	4	1	-	3	4	1	3	-	-	-	
	10%	15%	5%	-	-	-	32%	8%	6%	9%	-	-	11%	-	-	8%	15%	18%	-	6%	33%	100%	35%	-	-	-	
Several times a week	3	1	*	-	1	-	-	-	-	-	-	-	3	-	-	1	*	1	-	3	-	-	-	-	-	-	
	4%	3%	5%	-	12%	-	-	-	-	-	-	-	5%	-	-	4%	2%	18%	-	4%	-	-	-	-	-	-	
Once a week	3	2	-	-	-	-	1	-	-	-	-	-	3	-	-	1	-	2	-	3	-	-	-	-	-	-	
	4%	4%	-	-	-	-	68%	-	-	-	-	-	5%	-	-	5%	-	24%	-	5%	-	-	-	-	-	-	
Less often	6	5	*	-	1	-	-	1	-	1	-	-	4	-	-	2	2	-	2	5	1	-	-	1	-	-	
	8%	12%	4%	-	8%	-	-	6%	-	16%	-	-	7%	-	-	7%	7%	-	21%	8%	6%	-	-	63%	-	-	
Never	47	23	7	11	6	-	-	11	9	3	2	2	35	-	-	18	18	3	7	41	5	-	4	*	-	1	
	68%	59%	73%	97%	79%	-	-	83%	90%	67%	100%	100%	64%	-	-	66%	72%	40%	79%	71%	47%	-	46%	37%	-	100%	
Don't know	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-	-	-	
	1%	-	4%	-	-	-	-	-	-	-	-	-	1%	-	-	-	2%	-	-	-	4%	-	5%	-	-	-	
NET: At least daily	11	8	1	*	-	-	1	1	1	1	-	-	9	-	*	5	4	1	-	6	5	1	4	-	-	-	
	16%	22%	15%	3%	-	-	32%	11%	10%	17%	-	-	17%	-	100%	19%	17%	18%	-	11%	43%	100%	49%	-	-	-	
NET: At least weekly	16	11	2	*	1	-	2	1	1	1	-	-	15	-	*	7	5	4	-	12	5	1	4	-	-	-	
	24%	29%	19%	3%	12%	-	100%	11%	10%	17%	-	-	28%	-	100%	27%	19%	60%	-	20%	43%	100%	49%	-	-	-	
NET: Ever	22	16	2	*	2	-	2	2	1	2	-	-	19	-	*	9	7	4	2	17	5	1	4	1	-	-	
	32%	41%	23%	3%	21%	-	100%	17%	10%	33%	-	-	35%	-	100%	34%	26%	60%	21%	29%	49%	100%	49%	63%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 145  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			Yes	NET: Under 16	NET: Any 5-18	Any aged under 5-10	Any aged 11-15	Any aged 16-18	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)			
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	6	9	16	10	11	3	3	1	10		
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	5**	3**	2**	11**				
Several times a day	4	1	3	3	3	-	-	3	1	-	4	*	2	1	-	-	1	-	-	-	-		
	6%	3%	13%	16%	14%	-	-	28%	20%	-	7%	14%	20%	8%	-	-	23%	-	-	-	-		
Once a day	7	3	4	4	4	3	3	2	-	5	2	-	2	1	-	1	1	-	-	-	1		
	10%	5%	21%	25%	20%	38%	29%	24%	-	32%	4%	-	33%	10%	-	8%	29%	-	-	-	8%		
Several times a week	3	2	1	1	1	-	-	1	-	-	3	-	*	2	-	-	-	-	-	-	-		
	4%	4%	3%	4%	3%	-	-	7%	-	-	5%	-	6%	18%	-	-	-	-	-	-	-		
Once a week	3	-	3	3	3	1	3	3	-	3	-	-	-	-	1	-	-	-	-	-	2		
	4%	-	15%	17%	16%	15%	31%	31%	-	20%	-	-	-	-	13%	-	-	-	-	-	14%		
Less often	6	5	1	1	1	-	1	-	-	3	3	*	-	1	1	1	-	-	-	-	2		
	8%	10%	4%	5%	4%	-	8%	-	-	18%	5%	15%	-	9%	7%	8%	-	-	-	-	17%		
Never	47	37	9	6	8	4	3	1	4	4	43	2	3	6	8	8	8	2	3	2	7		
	68%	77%	44%	33%	43%	47%	32%	11%	80%	30%	78%	70%	41%	54%	54%	80%	84%	48%	100%	100%	60%		
Don't know	*	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-		
	1%	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-		
NET: At least daily	11	4	7	7	6	3	3	5	1	5	6	*	4	2	-	1	3	-	-	-	1		
	16%	8%	35%	41%	34%	38%	29%	52%	20%	32%	12%	14%	54%	19%	-	8%	52%	-	-	-	8%		
NET: At least weekly	16	6	10	10	10	5	6	8	1	7	9	*	4	4	1	1	3	-	-	-	3		
	24%	12%	52%	62%	53%	53%	60%	89%	20%	52%	16%	14%	59%	37%	13%	8%	52%	-	-	-	23%		
NET: Ever	22	11	11	11	11	5	7	8	1	10	12	1	4	5	2	2	3	-	-	-	4		
	32%	22%	56%	67%	57%	53%	68%	89%	20%	70%	22%	30%	59%	46%	20%	16%	52%	-	-	-	40%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 146  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	-**	-**	16**	2**	5**	2**	1**	***	1**
Several times a day	4 6%	* 18%	-	-	-	-	2 43%	1 20%	-	-	-	-	-	-	-	1 4%	-	-	-	-	*	-
Once a day	7 10%	-	-	-	1 13%	-	-	-	-	-	3 43%	1 54%	-	-	-	1 9%	-	1 26%	-	-	-	-
Several times a week	3 4%	-	-	* 7%	-	* 43%	-	-	-	-	-	-	-	-	-	1 7%	1 34%	-	-	-	-	-
Once a week	3 4%	-	-	1 21%	-	-	2 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	6 8%	-	1 23%	2 30%	-	-	1 21%	-	-	-	-	-	1 33%	-	-	1 5%	-	-	* 24%	-	-	-
Never	47 68%	1 82%	4 77%	3 42%	6 87%	* 57%	3 36%	3 53%	1 100%	3 100%	4 57%	1 46%	1 67%	-	-	12 75%	1 66%	4 74%	1 76%	1 68%	-	1 100%
Don't know	* 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-
NET: At least daily	11 16%	* 18%	-	-	1 13%	-	2 43%	1 20%	-	-	3 43%	1 54%	-	-	-	2 13%	-	1 26%	-	-	*	-
NET: At least weekly	16 24%	* 18%	-	2 28%	1 13%	* 43%	2 43%	3 47%	-	-	3 43%	1 54%	-	-	-	3 20%	1 34%	1 26%	-	-	*	-
NET: Ever	22 32%	* 18%	1 23%	4 58%	1 13%	* 43%	2 64%	3 47%	-	-	3 43%	1 54%	1 33%	-	-	4 25%	1 34%	1 26%	1 24%	*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 147  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	21	33	49	57	26	16
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
Several times a day	7 2%	5 5%	3 1%	2 4%	1 1%	4 7%	1 2%	-	-	3 3%	1 2%	-	3 4%	1 5%	-	-	2 12%	1 6%	-	*	-	1 3%	1 2%	-	-
Once a day	3 1%	2 2%	1 1%	-	1 2%	-	1 1%	-	1 2%	1 1%	1 1%	1 1%	-	-	-	1 3%	1 5%	-	-	-	-	1 3%	-	-	-
Several times a week	4 1%	2 2%	2 1%	1 2%	1 2%	1 1%	1 1%	1 1%	-	2 2%	-	1 2%	1 1%	-	-	1 3%	*	1 4%	1 4%	-	-	*	1 1%	-	-
Once a week	5 2%	3 4%	2 1%	-	1 2%	2 4%	1 1%	1 1%	-	3 3%	-	2 3%	1 1%	-	-	2 5%	-	-	1 6%	-	-	1 3%	1 2%	-	-
Less often	23 7%	8 9%	15 6%	3 8%	4 7%	5 9%	4 8%	1 2%	4 8%	7 7%	6 7%	4 7%	6 7%	-	1 9%	3 8%	-	3 13%	-	3 13%	1 2%	5 10%	6 11%	2 8%	-
Never	286 87%	68 78%	218 90%a	38 86%	51 84%	47 79%	46 86%	52 95%f	52 90%	87 85%	78 90%	52 87%	69 85%	21 95%	12 91%	31 85%	13 82%	16 72%	23 90%	16 83%	31 96%	37 81%	44 84%	25 92%	15 100%
Don't know	1 *	-	1 *	*	1 1%	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	*	-	-	-	-
NET: At least daily	10 3%	6 7%b	4 2%	2 4%	2 3%	4 7%	2 3%	-	1 2%	3 3%	2 2%	1 1%	4 5%	1 5%	-	2 15%	2 11%	-	*	-	-	3 6%	1 2%	-	-
NET: At least weekly	20 6%	11 13%b	8 3%	3 6%	5 8%	7 12%i	3 5%	1 2%	1 2%	8 8%	2 2%	4 6%	6 7%	1 5%	-	3 7%	3 18%	3 15%	3 10%	*	-	4 9%	2 5%	-	-
NET: Ever	43 13%	19 22%b	24 10%	6 13%	9 15%	13 21%h	7 14%	2 5%	6 10%	15 15%	8 10%	8 13%	12 14%	1 5%	1 9%	6 15%	3 18%	6 28%	3 10%	3 15%	1 2%	9 19%	8 16%	2 8%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 148  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	**	1**
Several times a day	7	5	1	-	-	-	1	1	-	1	-	-	6	-	-	2	6	-	-	3	4	-	4	-	-	-	-
	2%	4%	2%	-	-	-	4%	2%	-	3%	-	-	2%	-	-	1%	5%	-	-	1%	10%	-	20%	-	-	-	-
Once a day	3	-	1	1	1	-	-	-	1	1	-	-	2	-	-	2	1	-	-	2	1	-	1	-	-	-	-
	1%	-	1%	4%	5%	-	-	-	2%	3%	-	-	1%	-	-	1%	*	-	-	11%	1%	3%	-	5%	-	-	-
Several times a week	4	2	*	1	*	-	-	-	1	1	1	-	4	-	-	4	*	-	-	4	-	-	-	-	-	-	-
	1%	1%	1%	5%	2%	-	-	-	1%	1%	1%	-	1%	-	-	2%	*	-	-	1%	-	-	-	-	-	-	-
Once a week	5	5	-	1	-	-	-	-	1	1	1	1	5	-	-	2	1	1	-	4	1	-	1	-	-	-	-
	2%	3%	-	2%	-	-	-	-	1%	2%	1%	2%	2%	-	-	2%	1%	3%	-	1%	3%	-	5%	-	-	-	-
Less often	23	10	8	1	-	2	2	1	5	4	3	*	16	-	-	15	6	2	-	21	1	1	-	*	-	-	
	7%	7%	15%	4%	-	9%	5%	4%	8%	10%	6%	2%	6%	-	-	10%	5%	5%	-	7%	3%	7%	-	4%	-	-	-
Never	286	119	42	25	20	15	38	27	60	30	37	23	3	225	1	1	128	111	33	6	255	32	9	14	8	-	1
	87%	85%	81%	84%	93%	91%	95% <sup>b</sup>	92%	86%	83%	87%	94%	100%	87%	100%	100%	83%	88%	92%	89%	88%	88%	68%	96%	-	-	100%
Don't know	1	-	*	*	-	-	-	-	*	*	*	*	-	*	-	*	*	-	-	-	1	*	*	-	-	-	-
	*	-	1%	2%	-	-	-	-	1%	1%	1%	2%	-	*	-	*	*	-	-	-	2%	5%	2%	-	-	-	-
NET: At least daily	10	5	2	1	1	-	1	3	1	1	-	-	8	-	-	3	6	-	1	5	5	-	5	-	-	-	-
	3%	4%	3%	4%	5%	-	4%	4%	3%	3%	-	-	3%	-	-	2%	5%	-	11%	2%	13%	-	25%	-	-	-	-
NET: At least weekly	20	12	2	3	2	-	1	4	2	3	1	-	16	-	-	10	8	1	1	13	6	-	6	-	-	-	-
	6%	8%	4%	11%	7%	-	4%	5%	6%	6%	2%	-	6%	-	-	6%	6%	3%	11%	5%	16%	-	30%	-	-	-	-
NET: Ever	43	21	10	4	2	2	2	2	9	6	5	1	32	-	-	25	14	3	1	35	7	1	6	*	-	-	
	13%	15%	19%	15%	7%	9%	5%	8%	13%	16%	12%	4%	12%	-	-	16%	11%	8%	11%	12%	18%	7%	30%	4%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 149

**Q.3 In the last week, how often did you upload videos you have created to these services?****Pinterest****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15					
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**					
Several times a day	7	1	6	6	4	4	3	3	*	2	5	1	1	2	1	1	-	-	-	-	-	-	-	-	
	2%	*	6%a	6%	6%a	10%	6%a	8%a	2%	5%	2%	4%	3%	4%	2%	1%	6%	-	-	-	-	-	-	-	
Once a day	3	1	2	2	2	-	2	1	1	1	2	2	-	1	-	1	-	-	-	-	-	-	-	-	
	1%	*	2%	2%	3%a	-	5%a	1%	2%	1%	1%	13%	-	1%	-	2%	-	-	-	-	-	-	-	-	
Several times a week	4	3	2	2	2	2	2	-	-	1	3	-	*	2	-	-	1	-	-	-	-	-	-	-	
	1%	1%	1%	2%	2%	4%	3%	-	-	3%	1%	-	-	3%	-	-	5%	-	-	-	-	-	-	-	
Once a week	5	3	2	1	2	-	-	1	2	1	4	-	1	2	-	-	3	-	-	-	-	-	-	-	
	2%	2%	2%	1%	2%	-	-	3%	8%	3%	1%	-	1%	3%	-	-	10%	-	-	-	-	-	-	-	
Less often	23	18	5	4	4	1	2	2	2	7	16	1	4	3	4	1	3	1	-	1	-	-	-	1	
	7%	8%	4%	4%	5%	3%	5%	4%	11%	13%	6%	5%	9%	6%	6%	2%	11%	6%	-	-	-	-	-	7%	
Never	286	201	86	80	63	30	37	33	17	37	249	10	37	47	67	46	17	17	7	17	-	-	-	17	
	87%	88%	83%	84%	82%	82%	80%	84%	78%	75%	89%i	78%	86%	83%	92%	95%	69%	94%	100%	100%	93%	-	-	-	93%
Don't know	1	*	*	*	-	*	-	-	-	-	1	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	*	-	1%	-	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	10	2	9	8	7	4	5	4	1	3	8	2	1	3	2	1	1	-	-	-	-	-	-	-	-
	3%	1%	9%a	9%	9%a	10%	11%a	9%a	4%	6%	3%	17%	3%	4%	2%	3%	6%	-	-	-	-	-	-	-	-
NET: At least weekly	20	8	12	11	10	5	7	5	3	6	14	2	2	6	2	1	5	-	-	-	-	-	-	-	-
	6%	3%	12%a	12%	13%a	14%	14%a	12%a	12%	12%	5%	17%	5%	11%	2%	3%	21%	-	-	-	-	-	-	-	-
NET: Ever	43	26	16	15	14	6	9	6	5	12	30	3	6	9	6	2	8	1	-	1	-	-	-	1	
	13%	11%	16%	15%	18%	17%	20%	16%	22%	25%j	11%	22%	14%	16%	8%	5%	31%	6%	-	-	-	-	-	7%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 150

**Q.3 In the last week, how often did you upload videos you have created to these services?****Pinterest****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18	
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**	
Several times a day	7 2%	1 13%	-	-	1 6%	-	1 20%	-	-	-	1 6%	-	1 5%	-	-	2 2%	-	-	-	-	-	-	*
Once a day	3 1%	-	-	-	1 5%	-	-	-	-	-	1 4%	-	-	-	1 2%	-	-	-	-	-	-	-	-
Several times a week	4 1%	-	-	-	*	-	-	1 4%	-	-	2 7%	-	-	-	-	1 1%	-	-	-	-	-	-	-
Once a week	5 2%	-	-	-	-	-	1 4%	1 6%	1 11%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-
Less often	23 7%	-	-	1 9%	-	-	-	2 6%	3 29%	-	3 11%	-	1 5%	1 31%	-	9 11%	2 13%	-	-	1 8%	-	-	-
Never	286 87%	8 87%	11 100%	12 91%	8 84%	6 100%	6 80%	22 86%	7 66%	12 89%	18 71%	10 100%	13 87%	3 69%	1 100%	71 82%	16 87%	12 100%	8 100%	11 89%	15 100%	18 98%	
Don't know	1 *	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-
NET: At least daily	10 3%	1 13%	-	-	1 12%	-	1 20%	-	-	-	2 10%	-	1 5%	-	-	3 4%	-	-	-	-	-	-	*
NET: At least weekly	20 6%	1 13%	-	-	2 16%	-	1 20%	2 8%	1 6%	1 11%	4 17%	-	1 5%	-	6 7%	-	-	-	-	-	-	-	2%
NET: Ever	43 13%	1 13%	-	1 9%	2 16%	-	1 20%	4 14%	3 34%	1 11%	7 29%	-	1 10%	1 31%	-	15 18%	2 13%	-	-	1 8%	-	-	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 151

**Q.3 In the last week, how often did you upload videos you have created to these services?****Vimeo****Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
Several times a day	3 4%	3 7%	-	1 7%	-	2 15%	-	-	-	1 3%	-	-	2 11%	-	-	1 11%	-	1 19%	-	-	-	-	1 12%	-	-
Once a day	1 1%	-	1 2%	-	-	1 5%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Several times a week	1 1%	1 2%	-	-	-	1 6%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-
Once a week	1 1%	1 2%	-	-	-	-	1 5%	-	-	1 3%	-	-	-	1 15%	-	-	-	-	-	-	-	-	-	-	-
Less often	10 11%	8 16%	2 5%	2 13%	1 6%	3 18%	2 14%	2 12%	-	3 8%	4 18%	-	2 13%	-	2 45%	1 16%	-	1 10%	-	1 18%	1 16%	3 13%	* 5%	1 8%	-
Never	69 80%	35 71%	34 92%	11 77%	15 91%	8 57%	13 75%	12 88%	9 100%	29 80%	19 77%	7 100%	14 76%	5 85%	2 55%	4 73%	4 100%	5 71%	5 90%	4 74%	3 84%	21 84%	7 75%	6 78%	1 100%
Don't know	2 2%	2 3%	* 1%	* 3%	1 4%	-	1 6%	-	-	1 3%	1 4%	-	-	-	-	-	-	-	1 10%	* 8%	-	-	-	1 14%	-
NET: At least daily	4 4%	3 7%	1 2%	1 7%	-	3 19%	-	-	-	2 5%	-	-	2 11%	-	-	1 11%	-	1 19%	-	-	-	1 3%	1 12%	-	-
NET: At least weekly	6 7%	5 10%	1 2%	1 7%	-	4 25%	1 5%	-	-	3 10%	-	-	2 11%	1 15%	-	1 11%	-	1 19%	-	-	-	1 3%	2 21%	-	-
NET: Ever	15 18%	13 26%	3 7%	3 20%	1 6%	6 43%	3 19%	2 12%	-	6 17%	4 18%	-	4 24%	1 15%	2 45%	2 27%	-	2 29%	-	1 18%	1 16%	4 16%	2 25%	1 8%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 152  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	**	65*	**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	**
Several times a day	3	2	*	1	-	-	-	-	*	-	*	-	-	3	-	-	-	3	-	1	1	2	-	2	-	-	-
	4%	4%	4%	12%	-	-	-	-	3%	-	4%	-	-	4%	-	-	-	6%	-	14%	2%	17%	-	35%	-	-	-
Once a day	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-
	1%	-	5%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	2%	-	1%	-	-	-	-	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	5%	-	-	1%	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	2%	-	1%	-	-	-	-	-	-	-
Less often	10	7	1	1	1	-	-	-	2	2	1	-	-	7	-	2	-	4	2	2	8	1	1	-	1	-	
	11%	15%	9%	12%	11%	-	-	-	14%	15%	7%	-	-	11%	-	100%	-	11%	9%	41%	11%	10%	24%	-	25%	-	
Never	69	36	10	4	6	3	9	2	14	9	9	7	-	51	-	-	14	31	17	2	59	9	2	3	2	1	
	80%	74%	80%	75%	89%	100%	100%	100%	83%	85%	89%	100%	-	78%	-	-	88%	77%	91%	45%	81%	70%	76%	58%	75%	100%	
Don't know	2	2	*	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	2	*	-	*	-	-	-	
	2%	3%	3%	-	-	-	-	-	-	-	-	-	-	3%	-	-	7%	2%	-	2%	3%	-	7%	-	-	-	
NET: At least daily	4	2	1	1	-	-	-	-	*	-	*	-	-	3	-	-	-	3	-	1	2	2	-	2	-	-	
	4%	4%	9%	12%	-	-	-	-	3%	-	4%	-	-	5%	-	-	-	8%	-	14%	2%	17%	-	35%	-	-	
NET: At least weekly	6	4	1	1	-	-	-	-	*	-	*	-	-	5	-	-	1	4	-	1	3	2	-	2	-	-	
	7%	8%	9%	12%	-	-	-	-	3%	-	4%	-	-	8%	-	-	5%	10%	-	14%	5%	17%	-	35%	-	-	
NET: Ever	15	11	2	1	1	-	-	-	3	2	1	-	-	12	-	2	1	8	2	3	12	3	1	2	1	-	
	18%	23%	17%	25%	11%	-	-	-	17%	15%	11%	-	-	19%	-	100%	5%	21%	9%	55%	16%	27%	24%	35%	25%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 153

**Q.3 In the last week, how often did you upload videos you have created to these services?****Vimeo****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	2	3			
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**				
Several times a day	3	1	2	2	2	1	2	2	-	2	1	-	1	-	-	-	-	-	1	-	-	-		
	4%	2%	9%	9%	12%	16%	20%	22%	-	10%	2%	-	17%	-	-	-	-	-	24%	-	-	-		
Once a day	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-		
	1%	1%	-	-	-	-	-	-	-	-	1%	-	-	-	7%	-	-	-	-	-	-	-		
Several times a week	1	-	1	1	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-		
	1%	-	4%	4%	5%	-	8%	-	-	-	1%	-	-	-	-	-	-	4%	-	-	-	-		
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-		
	1%	1%	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-	4%	-	-	-	-		
Less often	10	8	2	2	1	1	-	1	1	3	6	1	2	-	2	3	*	-	-	-	2			
	11%	13%	7%	7%	4%	10%	-	7%	15%	19%	9%	44%	24%	-	7%	12%	8%	-	-	-	49%			
Never	69	52	17	16	13	6	7	7	4	10	58	2	4	9	23	16	4	2	3	2				
	80%	82%	73%	72%	74%	67%	63%	71%	85%	59%	85%	56%	58%	93%	93%	73%	69%	100%	100%	51%				
Don't know	2	*	2	2	1	1	1	-	-	1	1	-	-	-	-	2	-	-	-	-	-			
	2%	1%	7%	8%	6%	7%	10%	-	-	6%	1%	-	-	-	8%	-	-	-	-	-				
NET: At least daily	4	2	2	2	2	1	2	2	-	2	2	-	1	1	-	-	-	1	-	-	-			
	4%	3%	9%	9%	12%	16%	20%	22%	-	10%	3%	-	17%	7%	-	-	-	24%	-	-				
NET: At least weekly	6	3	3	3	3	1	3	2	-	3	3	-	1	1	-	2	1	-	-	-	-			
	7%	4%	13%	13%	16%	16%	27%	22%	-	16%	4%	-	17%	7%	-	8%	24%	-	-	-				
NET: Ever	15	11	4	4	4	2	3	3	1	6	9	1	3	1	2	4	2	-	-	2				
	18%	17%	19%	20%	20%	26%	27%	29%	15%	34%	13%	44%	42%	7%	7%	20%	31%	-	-	49%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 154  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	**	1**	33**	3**	4**	3**	5**	1**	2**
Several times a day	3 4%	-	-	-	-	-	-	1 10%	-	-	1 18%	-	1 24%	-	-	*	-	-	-	-	-	-
Once a day	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-
Several times a week	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-
Once a week	1 1%	-	1 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	10 11%	-	-	2 45%	-	-	-	1 14%	-	-	1 10%	-	1 22%	*	3 10%	-	-	-	1 21%	1 18%	-	-
Never	69 80%	2 100%	2 70%	2 55%	3 100%	2 100%	-	5 76%	1 100%	1 100%	6 72%	1 100%	2 54%	-	1 100%	27 84%	3 100%	4 100%	1 43%	4 74%	1 100%	2 76%
Don't know	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 35%	*	8%	1 24%
NET: At least daily	4 4%	-	-	-	-	-	-	1 10%	-	-	1 18%	-	1 24%	-	-	1 3%	-	-	-	-	-	-
NET: At least weekly	6 7%	-	1 30%	-	-	-	-	1 10%	-	-	1 18%	-	1 24%	-	-	2 6%	-	-	-	-	-	-
NET: Ever	15 18%	-	1 30%	2 45%	-	-	-	2 24%	-	-	2 28%	-	1 46%	*	-	5 16%	-	-	1 21%	1 18%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 155  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	**	3**	4**	5**	***	3**	3**	2**	6**	5**
Several times a day	2	1	1	-	-	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-
	6%	6%	8%	-	-	24%	-	-	-	5%	-	-	14%	-	-	-	-	31%	-	-	-	32%	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	2%	3%	-	6%	-	-	-	-	-	-	-	7%	-	-	-	-	14%	-	-	-	-	-	-	-
Once a week	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-
	1%	2%	-	4%	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	8%	-
Less often	5	5	-	-	3	1	1	-	-	4	1	-	*	-	-	1	3	-	-	-	1	-	*	*
	16%	20%	-	-	30%	13%	49%	-	-	27%	16%	-	4%	-	-	32%	61%	-	-	-	24%	-	8%	9%
Never	25	18	7	9	6	5	1	1	1	9	5	3	7	3	-	2	2	2	*	3	2	1	5	4
	75%	70%	92%	89%	70%	63%	51%	100%	100%	65%	84%	100%	75%	100%	-	68%	39%	55%	100%	100%	84%	76%	68%	85%
NET: At least daily	2	1	1	-	-	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-
	6%	6%	8%	-	-	24%	-	-	-	5%	-	-	14%	-	-	-	-	31%	-	-	-	32%	-	-
NET: At least weekly	3	2	1	1	-	2	-	-	-	1	-	-	2	-	-	-	-	2	-	-	-	1	*	-
	9%	10%	8%	11%	-	24%	-	-	-	8%	-	-	21%	-	-	-	-	45%	-	-	-	32%	8%	-
NET: Ever	8	8	1	1	3	3	1	-	-	5	1	-	2	-	-	1	3	2	-	-	1	1	1	*
	25%	30%	8%	11%	30%	37%	49%	-	-	35%	16%	-	25%	-	-	32%	61%	45%	-	-	24%	32%	15%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 156  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-	
Weighted base	33*	13**	7**	6*	5**	1**	1**	-**	11**	9**	6**	3**	**	21**	-**	-**	9**	15**	4**	2**	30**	4**	1**	1**	1**	-**	-**	
Several times a day	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	1	1	-	1	-	-	-	-	
	6%	11%	10%	-	-	-	-	-	-	-	-	-	-	10%	-	-	14%	-	-	2%	38%	-	100%	-	-	-	-	
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	2%	-	10%	-	-	-	-	-	-	-	-	-	-	3%	-	-	7%	-	-	2%	-	-	-	-	-	-	-	-
Once a week	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-
	1%	-	7%	-	-	-	-	-	4%	-	8%	-	-	-	-	-	-	3%	-	2%	-	-	-	-	-	-	-	-
Less often	5	4	*	*	1	-	-	-	*	-	*	-	-	5	-	-	1	4	-	4	1	-	-	1	-	-	-	
	16%	28%	7%	7%	13%	-	-	-	4%	-	7%	13%	-	22%	-	-	16%	25%	-	15%	18%	-	-	63%	-	-	-	
Never	25	8	5	6	4	1	1	-	10	9	5	3	-	14	-	-	7	9	4	2	23	2	1	-	*	-	-	
	75%	61%	68%	93%	87%	100%	100%	-	92%	100%	85%	87%	100%	65%	-	-	77%	58%	100%	100%	79%	43%	100%	-	37%	-	-	
NET: At least daily	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	1	1	-	1	-	-	-	-	
	6%	11%	10%	-	-	-	-	-	-	-	-	-	-	10%	-	-	14%	-	-	2%	38%	-	100%	-	-	-	-	
NET: At least weekly	3	1	2	-	-	-	-	-	*	-	*	-	-	3	-	-	1	3	-	2	1	-	1	-	-	-	-	
	9%	11%	26%	-	-	-	-	-	4%	-	8%	-	-	13%	-	-	7%	17%	-	6%	38%	-	100%	-	-	-	-	
NET: Ever	8	5	2	*	1	-	-	-	1	-	1	*	-	7	-	-	2	6	-	6	2	-	1	1	-	-		
	25%	39%	32%	7%	13%	-	-	-	8%	-	15%	13%	-	35%	-	-	23%	42%	-	21%	57%	-	100%	63%	-	-		

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 157  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	-	-	5		
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	**	**	**	**	6**		
Several times a day	2	1	1	1	1	1	1	1	-	-	2	-	-	1	-	-	1	-	-	-	-	-		
	6%	2%	34%	34%	34%	100%	34%	42%	-	-	7%	-	-	18%	-	-	31%	-	-	-	-	-		
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Several times a week	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-		
	2%	2%	-	-	-	-	-	-	-	12%	-	-	-	18%	-	-	-	-	-	-	-	-		
Once a week	*	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-		
	1%	2%	-	-	-	-	-	-	-	8%	-	-	55%	-	-	-	-	-	-	-	-	-		
Less often	5	5	-	-	-	-	-	-	-	5	*	*	-	1	1	-	3	-	-	-	-	-		
	16%	18%	-	-	-	-	-	-	-	19%	12%	-	27%	10%	-	69%	-	-	-	-	-	-		
Never	25	22	3	3	3	-	3	2	1	4	21	3	*	1	6	6	-	-	-	-	6			
	75%	76%	66%	66%	66%	-	66%	58%	100%	80%	74%	88%	45%	38%	90%	100%	-	-	-	-	-	100%		
NET: At least daily	2	1	1	1	1	1	1	1	-	-	2	-	-	1	-	-	1	-	-	-	-	-		
	6%	2%	34%	34%	34%	100%	34%	42%	-	-	7%	-	-	18%	-	-	31%	-	-	-	-	-		
NET: At least weekly	3	2	1	1	1	1	1	1	-	1	2	-	*	1	-	-	1	-	-	-	-	-		
	9%	6%	34%	34%	34%	100%	34%	42%	-	20%	7%	-	55%	36%	-	-	31%	-	-	-	-	-		
NET: Ever	8	7	1	1	1	1	1	1	-	1	7	*	*	2	1	-	4	-	-	-	-	-		
	25%	24%	34%	34%	34%	100%	34%	42%	-	20%	26%	12%	55%	62%	10%	-	100%	-	-	-	-	-		

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 158

**Q.3 In the last week, how often did you upload videos you have created to these services?****Imgur****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Not- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
Several times a day	2 6%	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1 2%	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Once a week	* 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-
Less often	5 16%	-	-	-	-	3	-	1	-	-	-	-	1	*	-	-	-	-	-	-	*
Never	25 75%	1 100%	1 100%	-	2 100%	-	-	2 68%	-	*	2 55%	-	-	1 61%	2 100%	5 81%	-	1 100%	3 100%	3 100%	1 57%
NET: At least daily	2 6%	-	-	-	-	-	-	-	-	-	1 31%	-	-	-	1 11%	-	-	-	-	-	-
NET: At least weekly	3 9%	-	-	-	-	-	-	-	-	-	2 45%	-	-	-	1 19%	-	-	-	-	-	-
NET: Ever	8 25%	-	-	-	-	3 100%	-	1 32%	-	-	2 45%	-	1 100%	*	1 19%	-	-	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 159  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of England (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	**	**	1**	5**	1**	4**	2**	**	1**	1**	3**	**	2**	2**	**
Several times a day	3	3	-	-	1	1	-	-	-	-	1	1	-	-	-	-	3	-	-	-	-
	25%	34%	-	-	36%	32%	-	-	-	-	100%	38%	-	-	-	-	87%	-	-	-	-
Once a day	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	10%	14%	-	-	-	26%	-	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7	4	3	3	2	2	-	-	-	5	-	2	2	-	-	1	-	-	2	2	-
	64%	52%	100%	100%	64%	42%	-	-	-	100%	-	62%	100%	-	-	100%	13%	-	100%	100%	-
NET: At least daily	4	4	-	-	1	3	-	-	1	-	1	1	-	-	1	-	3	-	-	-	-
	36%	48%	-	-	36%	58%	-	-	100%	-	100%	38%	-	-	100%	-	87%	-	-	-	-
NET: At least weekly	4	4	-	-	1	3	-	-	1	-	1	1	-	-	1	-	3	-	-	-	-
	36%	48%	-	-	36%	58%	-	-	100%	-	100%	38%	-	-	100%	-	87%	-	-	-	-
NET: Ever	4	4	-	-	1	3	-	-	1	-	1	1	-	-	1	-	3	-	-	-	-
	36%	48%	-	-	36%	58%	-	-	100%	-	100%	38%	-	-	100%	-	87%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 160  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-
Weighted base	11*	8**	..	3*	***	..	..	..	2**	***	2**	..	..	8**	..	..	7**	2**	..	..	7**	4**	..	4**	..	..	
Several times a day	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	1	1	-	-	-	3	-	3	-	-	
	25%	36%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	21%	73%	-	-	-	71%	-	71%	-	-	
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-		
	10%	14%	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	17%	-	-	-	29%	-	29%	-	-		
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Never	7	4	-	3	-	-	-	-	2	-	2	-	-	4	-	-	4	1	-	-	7	-	-	-	-		
	64%	49%	-	100%	100%	-	-	-	100%	100%	100%	-	-	53%	-	-	63%	27%	-	-	100%	-	-	-	-		
NET: At least daily	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	3	1	-	-	4	-	4	-	-		
	36%	51%	-	-	-	-	-	-	-	-	-	-	-	47%	-	-	37%	73%	-	-	100%	-	100%	-	-		
NET: At least weekly	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	3	1	-	-	4	-	4	-	-		
	36%	51%	-	-	-	-	-	-	-	-	-	-	-	47%	-	-	37%	73%	-	-	100%	-	100%	-	-		
NET: Ever	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	3	1	-	-	4	-	4	-	-		
	36%	51%	-	-	-	-	-	-	-	-	-	-	-	47%	-	-	37%	73%	-	-	100%	-	100%	-	-		

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 161  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																		
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more			
		(a)	NET: Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)						
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-	-	-	-	-	-	-	-		
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	3**	3**	3**	3**	3**	3**	3**	3**	3**	3**		
Several times a day	3	-	3	3	3	3	3	1	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-		
	25%	-	48%	48%	48%	100%	60%	55%	-	73%	15%	-	100%	-	-	-	-	-	-	-	-	55%	-	-	-	-	-		
Once a day	1	-	1	1	1	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-		
	10%	-	19%	19%	19%	-	-	45%	100%	-	12%	-	-	-	-	-	-	-	-	-	-	45%	-	-	-	-	-		
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never	7	5	2	2	2	-	2	-	-	1	7	1	-	2	1	2	-	-	-	-	-	-	-	-	-	-	-	-	
	64%	100%	32%	32%	32%	-	40%	-	-	27%	72%	100%	-	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	
NET: At least daily	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
NET: At least weekly	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
NET: Ever	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 162  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	-.**	2**	-.**	1**	-.**	-.**	1**	-.**	-.**	3**	-.**	-.**	-.**	-.**	4**	-.**	-.**	-.**	-.**	-.**
Several times a day	3 25%	-	-	-	-	-	-	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-
Once a day	1 10%	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7 64%	-	2 100%	-	1 100%	-	-	-	-	-	* 13%	-	-	-	4 100%	-	-	-	-	-	-
NET: At least daily	4 36%	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	4 36%	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-
NET: Ever	4 36%	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 163  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
Several times a day	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	3%	-	6%	-	-	7%	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	32%	-	-	-
Once a day	5	3	3	1	5	-	-	-	3	3	-	-	-	-	-	-	-	1	2	3	-	-	-	-
	23%	23%	24%	31%	62%	-	-	-	37%	42%	-	-	-	-	-	-	-	17%	48%	83%	-	-	-	-
Several times a week	*	*	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	12%	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	3%	6%	-	-	-	-	18%	-	10%	-	-	-	25%	-	-	-	-	-	-	-	-	-	-	-
Never	16	9	8	1	3	8	4	-	4	3	4	5	2	-	3	-	-	4	2	1	1	1	1	1
	69%	68%	70%	57%	38%	93%	82%	-	45%	53%	100%	100%	66%	-	100%	-	-	83%	52%	17%	68%	100%	100%	100%
NET: At least daily	6	3	3	1	5	1	-	-	4	3	-	-	-	-	-	-	-	1	2	3	1	-	-	-
	26%	23%	30%	31%	62%	7%	-	-	45%	42%	-	-	-	-	-	-	-	17%	48%	83%	32%	-	-	-
NET: At least weekly	6	3	3	1	5	1	-	-	4	3	-	-	*	-	-	-	-	1	2	3	1	-	-	-
	27%	25%	30%	43%	62%	7%	-	-	45%	47%	-	-	10%	-	-	-	-	17%	48%	83%	32%	-	-	-
NET: Ever	7	4	3	1	5	1	1	-	4	3	-	-	1	-	-	-	-	1	2	3	1	-	-	-
	31%	32%	30%	43%	62%	7%	18%	-	55%	47%	-	-	34%	-	-	-	-	17%	48%	83%	32%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 164  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-
Weighted base	23*	16**	2**	2*	3**	**	**	1**	7**	5**	6**	4**	**	16**	**	**	11**	8**	2**	**	20**	3**	**	3**	**	**	**
Several times a day	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	3%	-	35%	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	8%	-	-	3%	-	-	-	-	-	-
Once a day	5	5	-	-	-	-	-	-	-	-	-	-	-	5	-	-	5	-	1	-	5	-	-	-	-	-	-
	23%	35%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	41%	-	35%	-	27%	-	-	-	-	-	-
Several times a week	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-
	1%	-	16%	-	-	-	-	-	-	-	-	-	-	2%	-	-	3%	-	-	-	1%	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	11%	-	12%	-	-	-	-	-	-	10%	-	-	4%	-	-	-	-	-	-
Never	16	9	1	2	3	-	-	1	6	5	6	4	-	10	-	-	6	6	1	-	13	3	-	3	-	-	-
	69%	60%	50%	100%	100%	-	-	100%	89%	100%	88%	100%	-	60%	-	-	56%	82%	65%	-	64%	100%	-	100%	-	-	-
NET: At least daily	6	5	1	-	-	-	-	-	-	-	-	-	-	6	-	-	5	1	1	-	6	-	-	-	-	-	-
	26%	35%	35%	-	-	-	-	-	-	-	-	-	-	38%	-	-	41%	8%	35%	-	31%	-	-	-	-	-	-
NET: At least weekly	6	5	1	-	-	-	-	-	-	-	-	-	-	6	-	-	5	1	1	-	6	-	-	-	-	-	-
	27%	35%	50%	-	-	-	-	-	-	-	-	-	-	40%	-	-	44%	8%	35%	-	32%	-	-	-	-	-	-
NET: Ever	7	6	1	-	-	-	-	-	1	-	1	-	-	6	-	-	5	1	1	-	7	-	-	-	-	-	-
	31%	40%	50%	-	-	-	-	-	11%	-	12%	-	-	40%	-	-	44%	18%	35%	-	36%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 165  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1				
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	**	2**	7**	2**	6**	5**	1**	**	1**				
Several times a day	1 3%	1 5%	-	-	-	-	-	-	-	-	1 5%	-	-	1 10%	-	-	-	-	-	-				
Once a day	5 23%	2 16%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	5 49%	-	-	-	3 37%	-	2 37%	-	-	-	-	1 100%			
Several times a week	* 1%	* 2%	-	-	-	-	-	-	-	-	* 2%	-	-	* 4%	-	-	-	-	-	-				
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Less often	1 3%	1 6%	-	-	-	-	-	-	-	1 7%	-	-	-	1 11%	-	-	-	-	-	-				
Never	16 69%	9 70%	7 68%	6 66%	6 71%	1 21%	4 64%	2 100%	1 100%	5 44%	11 92%	-	2 100%	3 37%	2 100%	4 63%	5 100%	1 100%	-	-				
NET: At least daily	6 26%	3 21%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	5 49%	1 5%	-	-	3 47%	-	2 37%	-	-	-	-	1 100%			
NET: At least weekly	6 27%	3 24%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	5 49%	1 8%	-	-	3 51%	-	2 37%	-	-	-	-	1 100%			
NET: Ever	7 31%	4 30%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	6 56%	1 8%	-	-	4 63%	-	2 37%	-	-	-	-	1 100%			

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 166  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	1	-	-	2	-	-	1	3	1	1
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
Several times a day	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-
Once a day	5 23%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	-	-	-	-	2 55%	-	-
Several times a week	* 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 3%	1 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	16 69%	1 47%	1 100%	-	-	-	-	2 100%	4 100%	2 100%	-	1 100%	-	-	-	1 68%	-	-	1 100%	2 45%	1 100%	1 100%
NET: At least daily	6 26%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	1 32%	-	-	-	2 55%	-	-
NET: At least weekly	6 27%	* 15%	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	-	-
NET: Ever	7 31%	1 53%	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 167  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
Several times a day	2	2	-	*	1	-	-	-	-	*	-	1	-	-	-	-	-	1	-	-	-	-	*	-	-
	2%	3%	-	2%	4%	-	-	-	-	2%	-	6%	-	-	-	-	-	11%	-	-	-	-	3%	-	-
Once a day	3	2	1	1	-	2	-	-	-	1	-	-	2	-	-	1	-	1	-	-	-	1	-	-	-
	3%	4%	2%	3%	-	12%	-	-	-	5%	-	-	11%	-	-	9%	-	11%	-	-	-	5%	-	-	-
Several times a week	2	-	2	-	1	1	-	-	-	-	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-
	2%	-	4%	-	3%	4%	-	-	-	-	2%	3%	-	-	-	11%	16%	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	12	11	1	2	5	3	2	-	-	3	5	3	1	-	2	-	2	-	-	5	3	*	-	-	-
	12%	19%b	3%	7%	16%	17%	12%	-	-	12%	15%	13%	7%	-	48%	-	17%	-	-	38%	13%	3%	-	-	-
Never	80	39	40	22	23	14	13	5	3	19	27	19	14	9	3	6	4	7	4	4	8	16	13	5	1
	80%	71%	91%a	88%	72%	67%	88%	100%	100%	75%	83%	78%	83%	100%	52%	80%	84%	60%	88%	100%	62%	77%	94%	100%	100%
Don't know	2	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	2%	3%	-	-	5%	-	-	-	-	6%	-	-	-	-	-	-	-	-	12%	-	-	5%	-	-	-
NET: At least daily	5	4	1	1	1	2	-	-	-	2	-	1	2	-	-	1	-	3	-	-	-	1	*	-	-
	5%	7%	2%	4%	4%	12%	-	-	-	7%	-	6%	11%	-	-	9%	-	23%	-	-	-	5%	3%	-	-
NET: At least weekly	7	4	3	1	2	3	-	-	-	2	1	2	2	-	-	1	1	3	-	-	-	1	*	-	-
	7%	7%	6%	4%	7%	16%	-	-	-	7%	2%	9%	11%	-	-	20%	16%	23%	-	-	-	5%	3%	-	-
NET: Ever	19	15	4	3	7	7	2	-	-	5	6	5	3	-	2	1	1	5	-	-	5	4	1	-	-
	19%	26%	9%	12%	23%	33%	12%	-	-	19%	17%	22%	17%	-	48%	20%	16%	40%	-	-	38%	18%	6%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 168  
**Q.3 In the last week, how often did you upload videos you have created to these services?**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Priv- ate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physio al condition (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Prim- ary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	101	46	21	18	8	-	3	5	21	10	13	6	1	77	-	-	35	42	15	7	77	22	6	8	6	-	2
Weighted base	100*	57*	14**	17*	7**	**	2**	4**	21**	11**	11**	5**	1**	74*	**	**	37**	42*	12**	7**	78*	20**	6**	8**	5**	**	2**
Several times a day	2	1	*	-	-	-	-	-	*	-	*	-	-	1	-	-	1	*	-	*	1	-	1	-	-	-	-
	2%	2%	3%	-	-	-	-	-	2%	-	4%	-	-	2%	-	-	4%	1%	-	-	1%	7%	-	17%	-	-	-
Once a day	3	1	1	1	-	-	-	-	-	-	-	-	-	3	-	-	*	2	-	1	2	1	-	1	-	-	-
	3%	2%	7%	4%	-	-	-	-	-	-	-	-	-	4%	-	-	1%	5%	-	9%	2%	7%	-	17%	-	-	-
Several times a week	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	2	-	-	-	-	-	-	-
	2%	1%	6%	-	-	-	-	-	-	-	-	-	-	2%	-	-	2%	2%	-	2%	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	12	10	*	1	1	-	-	-	2	1	1	-	-	10	-	-	5	3	3	2	9	3	2	-	1	-	1
	12%	17%	3%	4%	17%	-	-	-	9%	11%	6%	-	-	14%	-	-	13%	6%	23%	25%	11%	17%	36%	-	15%	-	36%
Never	80	42	12	15	6	-	2	4	19	10	10	5	1	56	-	-	28	35	9	5	65	13	4	5	3	-	1
	80%	73%	81%	92%	83%	-	100%	100%	88%	89%	90%	100%	100%	76%	-	-	77%	84%	77%	66%	83%	64%	64%	65%	61%	-	64%
Don't know	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	1	1	-	-	1	-	-
	2%	3%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	3%	1%	-	-	1%	5%	-	-	24%	-	-
NET: At least daily	5	3	2	1	-	-	-	-	*	-	*	-	-	5	-	-	2	3	-	1	2	3	-	3	-	-	-
	5%	5%	11%	4%	-	-	-	-	2%	-	4%	-	-	6%	-	-	5%	6%	-	9%	3%	14%	-	35%	-	-	-
NET: At least weekly	7	4	2	1	-	-	-	-	*	-	*	-	-	6	-	-	3	3	-	1	4	3	-	3	-	-	-
	7%	6%	16%	4%	-	-	-	-	2%	-	4%	-	-	8%	-	-	7%	8%	-	9%	5%	14%	-	35%	-	-	-
NET: Ever	19	13	3	1	1	-	-	-	2	1	1	-	-	16	-	-	7	6	3	3	13	6	2	3	1	-	1
	19%	24%	19%	8%	17%	-	-	-	12%	11%	10%	-	-	22%	-	-	20%	14%	23%	34%	16%	31%	36%	35%	15%	-	36%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 169

**Q.3 In the last week, how often did you upload videos you have created to these services?****DailyMotion****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 5-18 (c)		Any aged under 5-10 (d)		Any aged 11-15 (e)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (h)	£14,001 to £21,000 (m)				£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6	
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**	
Several times a day	2	*	1	1	1	1	1	-	-	2	-	-	2	-	-	-	-	-	-	-	
	2%	1%	5%	5%	6%	21%	8%	-	-	9%	-	-	27%	-	-	-	-	-	-	-	
Once a day	3	1	2	2	2	1	2	1	-	1	2	-	*	1	-	-	1	-	-	-	
	3%	2%	7%	7%	8%	21%	10%	14%	-	3%	3%	-	6%	4%	-	-	17%	-	-	-	
Several times a week	2	1	1	1	1	1	1	-	-	1	1	1	-	-	1	-	-	-	-	-	
	2%	1%	3%	3%	3%	12%	5%	-	-	4%	1%	10%	-	-	6%	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	12	6	3	3	3	-	3	-	-	4	8	2	1	-	1	5	*	-	-	3	
	12%	9%	11%	11%	12%	-	16%	-	-	19%	10%	25%	7%	-	5%	20%	5%	-	-	45%	
Never	80	60	18	17	16	3	10	7	4	13	66	5	4	15	12	20	7	2	4	4	
	80%	87%	68%	67%	66%	38%	56%	75%	100%	65%	83%	64%	59%	96%	89%	74%	78%	100%	100%	55%	
Don't know	2	-	2	2	1	1	1	1	-	2	-	-	-	-	-	2	-	-	-	-	
	2%	-	6%	6%	4%	9%	6%	11%	-	2%	-	-	-	-	-	6%	-	-	-	-	
NET: At least daily	5	2	3	3	3	3	3	1	-	3	2	-	2	1	-	-	1	-	-	-	
	5%	3%	12%	13%	13%	42%	18%	14%	-	12%	3%	-	34%	4%	-	-	17%	-	-	-	
NET: At least weekly	7	3	4	4	4	4	4	1	-	3	3	1	2	1	1	-	1	-	-	-	
	7%	4%	15%	16%	17%	54%	22%	14%	-	16%	4%	10%	34%	4%	6%	-	17%	-	-	-	
NET: Ever	19	9	7	7	7	4	7	1	-	7	11	3	3	1	1	5	2	-	-	3	
	19%	13%	26%	27%	29%	54%	38%	14%	-	35%	14%	36%	41%	4%	11%	20%	22%	-	-	45%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 170

**Q.3 In the last week, how often did you upload videos you have created to these services?****DailyMotion****Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	-**	2**	10**	7**	4**	1**	-**	32**	2**	2**	1**	4**	1**	5**
Several times a day	2 2%	-	-	-	-	-	-	-	-	-	1	-	-	-	-	*	-	-	-	-	-	-
Once a day	3 3%	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
Several times a week	2 2%	-	-	-	1 25%	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	12 12%	-	-	2 48%	-	-	-	-	-	1 7%	4 59%	1 18%	*	31%	-	4 12%	-	-	-	-	-	-
Never	80 80%	2 100%	6 100%	3 52%	2 75%	1 100%	3 100%	7 82%	-	2 100%	7 65%	3 41%	3 82%	1 69%	-	25 80%	2 100%	2 100%	1 100%	4 100%	1 100%	4 88%
Don't know	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 12%
NET: At least daily	5 5%	-	-	-	-	-	1 8%	-	-	3 27%	-	-	-	-	2 5%	-	-	-	-	-	-	-
NET: At least weekly	7 7%	-	-	-	1 25%	-	1 18%	-	-	3 27%	-	-	-	-	2 5%	-	-	-	-	-	-	-
NET: Ever	19 19%	-	-	2 48%	1 25%	-	1 18%	-	-	4 35%	4 59%	1 18%	*	31%	5 17%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 171  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	16	20	9	8	12	24	32	21	4
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**
Several times a day	7 3%	7 6%	-	3 5%	1 2%	3 6%	-	-	-	2 3%	-	3 6%	2 6%	-	1 19%	-	2 9%	1 7%	1 7%	-	-	1 3%	1 4%	-	-
Once a day	5 3%	2 1%	4 4%	2 3%	3 4%	1 1%	1 2%	-	-	1 2%	4 7%	-	-	-	-	-	1 3%	2 8%	-	-	3 18%	1 3%	-	-	-
Several times a week	4 2%	3 2%	1 2%	1 1%	1 2%	2 4%	-	-	-	3 6%	1 1%	-	-	-	1 5%	-	-	1 14%	-	-	-	1 3%	1 3%	-	-
Once a week	3 1%	2 2%	1 1%	2 3%	1 1%	* 1%	-	-	-	* 1%	2 4%	-	-	-	-	-	1 3%	-	-	2 14%	-	* 2%	-	-	-
Less often	14 7%	10 9%	4 5%	4 7%	3 6%	4 10%	2 8%	* 5%	-	7 11%	5 9%	3 6%	-	-	2 38%	1 7%	6 35%	1 4%	-	-	2 13%	1 6%	-	* 2%	-
Never	163 83%	90 79%	74 88%	45 80%	52 85%	34 77%	20 90%	9 95%	3 100%	44 77%	46 79%	39 88%	34 94%j	20 100%	3 43%	19 88%	8 50%	16 80%	8 78%	7 100%	8 56%	20 88%	26 91%	21 95%	7 100%
NET: At least daily	12 6%	8 7%	4 4%	4 8%	4 6%	3 8%	1 2%	-	-	3 5%	4 7%	3 6%	2 6%	-	1 19%	-	2 12%	3 15%	1 7%	-	3 18%	1 6%	1 4%	-	-
NET: At least weekly	19 10%	13 12%	6 7%	7 12%	6 9%	6 13%	1 2%	-	-	7 12%	7 12%	3 6%	2 6%	-	1 19%	1 5%	3 15%	3 15%	2 22%	-	4 32%	1 6%	2 9%	1 3%	-
NET: Ever	33 17%	23 21%	10 12%	11 20%	9 15%	10 23%	2 10%	* 5%	-	14 23% <sup>m</sup>	12 21%	5 12%	2 6%	-	3 57%	3 12%	9 50%	4 20%	2 22%	-	6 44%	3 12%	2 9%	1 5%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 172  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	**	**	70*	89*	23**	12**	170	25**	8**	13**	4**	**	**
Several times a day	7	6	*	-	-	-	-	-	*	-	*	-	-	6	-	-	3	3	1	-	4	3	-	3	-	-	-
	3%	5%	2%	-	-	-	-	-	2%	-	3%	-	-	4%	-	-	4%	3%	6%	-	2%	11%	-	21%	-	-	-
Once a day	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	-	3	1	2	-	5	1	-	1	-	-	-
	3%	4%	5%	-	-	-	-	-	-	-	-	-	-	3%	-	-	4%	1%	7%	-	3%	2%	-	4%	-	-	-
Several times a week	4	3	-	-	1	-	-	-	-	-	-	-	-	4	-	-	3	1	-	-	3	1	-	1	-	-	-
	2%	3%	-	-	4%	-	-	-	-	-	-	-	-	3%	-	-	4%	2%	-	-	2%	4%	-	8%	-	-	-
Once a week	3	2	*	1	-	-	-	-	-	-	-	-	-	3	-	-	-	1	-	-	3	-	-	-	-	-	-
	1%	2%	2%	2%	-	-	-	-	-	-	-	-	-	2%	-	-	-	1%	-	-	2%	-	-	-	-	-	-
Less often	14	11	1	1	1	-	-	-	-	-	-	-	-	14	-	-	5	7	1	2	12	3	1	-	2	-	-
	7%	10%	5%	3%	4%	-	-	-	-	-	-	-	-	9%	-	-	7%	8%	4%	15%	7%	10%	10%	-	42%	-	-
Never	163	89	21	29	15	1	3	5	29	23	15	7	1	129	-	-	57	77	19	10	143	18	7	9	2	-	-
	83%	77%	86%	96%	92%	100%	100%	100%	98%	100%	97%	100%	100%	80%	-	-	81%	86%	83%	85%	85%	72%	90%	67%	58%	-	-
NET: At least daily	12	10	2	-	-	-	-	-	*	-	*	-	-	12	-	-	6	3	3	-	9	3	-	3	-	-	-
	6%	9%	7%	-	-	-	-	-	2%	-	3%	-	-	7%	-	-	8%	4%	13%	-	5%	13%	-	25%	-	-	-
NET: At least weekly	19	16	2	1	1	-	-	-	*	-	*	-	-	18	-	-	8	6	3	-	15	4	-	4	-	-	-
	10%	14%	9%	2%	4%	-	-	-	2%	-	3%	-	-	11%	-	-	12%	6%	13%	-	9%	17%	-	33%	-	-	-
NET: Ever	33	27	3	1	1	-	-	-	*	-	*	-	-	33	-	-	13	12	4	2	26	7	1	4	2	-	-
	17%	23%	14%	4%	8%	-	-	-	2%	-	3%	-	-	20%	-	-	19%	14%	17%	15%	15%	28%	10%	33%	42%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 173

**Q.3 In the last week, how often did you upload videos you have created to these services?****Reddit****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16		NET: Any 18-5		Any aged under 5-10		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)				(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**
Several times a day	7	1	6	6	4	3	2	4	-	3	4	-	3	-	1	-	1	-	1	
	3%	1%	10%a	10%	8%a	15%	7%	16%	-	9%	2%	-	14%	-	3%	-	5%	12%	-	4%
Once a day	5	1	5	5	3	5	2	1	4	1	-	-	4	-	-	-	-	-	2	
	3%	*	8%a	9%	10%a	11%	15%	9%	6%	12%	1%	-	-	15%	-	-	-	-	9%	
Several times a week	4	1	3	3	3	-	1	2	1	3	-	-	1	-	1	3	-	-	-	
	2%	1%	5%	5%	6%	-	3%	8%	13%	4%	2%	-	-	3%	-	2%	9%	-	-	
Once a week	3	3	-	-	-	-	-	-	-	1	2	-	-	-	1	-	*	-	-	
	1%	2%	-	-	-	-	-	-	-	1%	1%	-	-	-	1%	-	1%	-	-	
Less often	14	10	4	4	1	3	1	-	-	4	10	*	1	3	2	-	5	-	3	
	7%	7%	6% <sup>d</sup>	7%	2%	12%	4%	-	-	11%	6%	6%	5%	11%	4%	-	17%	-	15%	
Never	163	123	40	38	34	14	22	15	7	22	141	6	16	18	37	34	21	5	6	
	83%	88% <sup>bd</sup>	71%	70%	74%	62%	72%	67%	81%	63%	88%	94%	82%	71%	92%	98%	68%	88%	100%	73%
NET: At least daily	12	2	10	10	8	6	7	6	1	7	5	-	3	4	1	-	1	-	2	
	6%	1%	18% <sup>a</sup>	19%	18% <sup>a</sup>	26%	22%	25%	6%	20%	3%	-	14%	15%	3%	-	5%	12%	-	13%
NET: At least weekly	19	6	13	13	11	6	8	8	2	9	10	-	3	4	2	1	4	1	-	
	10%	4%	23% <sup>a</sup>	24%	24% <sup>a</sup>	26%	25%	33%	19%	26%	6%	-	14%	17%	4%	2%	15%	12%	-	13%
NET: Ever	33	16	16	16	12	8	9	8	2	13	20	*	4	7	3	1	10	1	5	
	17%	12%	29% <sup>a</sup>	30%	26% <sup>a</sup>	38%	28%	33%	19%	37%	12%	6%	18%	29%	8%	2%	32%	12%	-	27%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 174  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Notl-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
Several times a day	7 3%	-	-	-	1 15%	-	2 27%	-	-	-	2 12%	-	1 18%	-	-	1 3%	-	-	-	-	-	-
Once a day	5 3%	-	-	-	1 6%	-	2 9%	-	-	-	-	-	3 65%	-	1 2%	-	-	-	-	-	-	-
Several times a week	4 2%	-	-	-	-	-	1 6%	-	1 24%	-	-	-	-	-	-	2 2%	1 7%	-	-	-	-	-
Once a week	3 1%	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-
Less often	14 7%	-	-	2 46%	3 32%	3 41%	3 73%	1 8%	*	1 5%	-	1 17%	-	-	3 6%	-	-	-	*	5%	-	-
Never	163 83%	8 100%	12 100%	3 54%	3 32%	4 59%	4 73%	14 80%	5 92%	5 76%	15 83%	5 100%	-	3 88%	4 100%	36 84%	8 93%	8 100%	8 95%	7 100%	7 100%	5 100%
NET: At least daily	12 6%	-	-	-	2 21%	-	2 27%	2 9%	-	2 12%	-	3 83%	-	2 -	-	2 4%	-	-	-	-	-	-
NET: At least weekly	19 10%	-	-	-	2 27%	-	2 27%	3 15%	-	1 24%	2 12%	-	3 83%	*	5 10%	1 7%	-	-	-	-	-	-
NET: Ever	33 17%	-	-	2 46%	6 68%	3 41%	2 27%	4 20%	*	1 8%	3 17%	-	4 100%	*	7 16%	1 7%	-	-	*	5%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 175  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	-	2	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	-**	-**	3**	4**	3**	1**	1**	1**	-**	-**	2**	1**	2**	2**	1**	1**	-**
Several times a day	3	2	1	-	2	1	-	-	3	-	-	-	-	-	-	-	-	2	-	1	-	-	-
	25%	20%	100%	-	30%	46%	-	-	100%	-	-	-	-	-	-	-	-	100%	-	100%	-	-	-
Once a day	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	13%	14%	-	-	20%	-	-	-	-	42%	-	-	-	-	-	-	79%	-	-	-	-	-	-
Several times a week	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	6%	7%	-	-	9%	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	54%	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	6	6	-	2	3	1	-	-	3	2	1	1	1	-	-	-	1	-	2	-	1	-	-
	56%	60%	-	100%	41%	54%	-	-	81%	58%	100%	100%	100%	-	-	-	21%	100%	-	100%	-	46%	-
NET: At least daily	4	4	1	-	4	1	-	-	3	-	1	-	-	-	-	-	1	-	2	-	1	-	-
	38%	34%	100%	-	49%	46%	-	-	100%	-	42%	-	-	-	-	-	79%	-	100%	-	100%	-	-
NET: At least weekly	5	4	1	-	4	1	-	-	3	1	1	-	-	-	-	-	1	-	2	-	1	1	-
	44%	40%	100%	-	59%	46%	-	-	100%	19%	42%	-	-	-	-	-	79%	-	100%	-	100%	54%	-
NET: Ever	5	4	1	-	4	1	-	-	3	1	1	-	-	-	-	-	1	-	2	-	1	1	-
	44%	40%	100%	-	59%	46%	-	-	100%	19%	42%	-	-	-	-	-	79%	-	100%	-	100%	54%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 176  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability				What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	6	3	-	-	8	2	-	2	-	-	-	-
Weighted base	11*	7**	2**	1*	1**	**	**	**	1**	1**	**	**	**	10**	**	6**	3**	**	**	9**	2**	**	2**	**	**	**	**
Several times a day	3	2	1	-	-	-	-	-	-	-	-	-	-	3	-	2	1	-	-	3	-	-	-	-	-	-	-
	25%	29%	36%	-	-	-	-	-	-	-	-	-	-	27%	-	33%	24%	-	-	31%	-	-	-	-	-	-	-
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	-	-
	13%	19%	-	-	-	-	-	-	-	-	-	-	-	14%	-	22%	-	-	-	71%	-	-	71%	-	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	6%	9%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	25%	-	-	7%	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	6	3	1	1	1	-	-	-	1	1	-	-	-	5	-	3	1	-	-	6	1	-	1	-	-	-	-
	56%	42%	64%	100%	100%	-	-	-	100%	100%	-	-	-	53%	-	45%	51%	-	-	62%	29%	-	29%	-	-	-	-
NET: At least daily	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	4	1	-	-	3	1	-	1	-	-	-	-
	38%	49%	36%	-	-	-	-	-	-	-	-	-	-	41%	-	55%	24%	-	-	31%	71%	-	71%	-	-	-	-
NET: At least weekly	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	4	1	-	-	3	1	-	1	-	-	-	-
	44%	58%	36%	-	-	-	-	-	-	-	-	-	-	47%	-	55%	49%	-	-	38%	71%	-	71%	-	-	-	-
NET: Ever	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	4	1	-	-	3	1	-	1	-	-	-	-
	44%	58%	36%	-	-	-	-	-	-	-	-	-	-	47%	-	55%	49%	-	-	38%	71%	-	71%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 177  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-	-	-	-	-
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	-**	-**	-**	-**	-**
Several times a day	3	3	-	-	-	-	-	-	-	2	1	-	-	1	2	-	-	-	-	-	-	-	-	-
	25%	39%	-	-	-	-	-	-	-	39%	12%	-	-	63%	-	76%	-	-	-	-	-	-	-	-
Once a day	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	13%	-	35%	35%	65%	43%	100%	-	-	26%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	-	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	24%	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	6	4	2	2	1	1	-	1	-	1	5	-	-	3	-	-	-	-	-	1	-	-	-	-
	56%	61%	48%	48%	35%	36%	-	100%	-	22%	88%	-	-	37%	100%	-	-	-	-	100%	-	-	-	-
NET: At least daily	4	3	1	1	1	1	1	-	-	4	1	-	1	1	2	-	-	-	2	-	-	-	-	-
	38%	39%	35%	35%	65%	43%	100%	-	-	66%	12%	-	100%	63%	-	76%	-	-	-	-	-	-	-	-
NET: At least weekly	5	3	2	2	1	2	1	-	-	4	1	-	1	1	3	-	-	-	3	-	-	-	-	-
	44%	39%	52%	52%	65%	64%	100%	-	-	78%	12%	-	100%	63%	-	100%	-	-	-	-	-	-	-	-
NET: Ever	5	3	2	2	1	2	1	-	-	4	1	-	1	1	3	-	-	-	3	-	-	-	-	-
	44%	39%	52%	52%	65%	64%	100%	-	-	78%	12%	-	100%	63%	-	100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 178  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
Several times a day	3 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 26%	-	-	-	-	2 100%	-
Once a day	1 13%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	6 56%	1 100%	-	-	1 100%	-	-	-	-	1 100%	* 21%	-	-	1 100%	-	2 74%	-	-	-	-	-
NET: At least daily	4 38%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	1 26%	-	-	-	-	2 100%	-
NET: At least weekly	5 44%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	1 26%	1 100%	-	-	-	2 100%	-
NET: Ever	5 44%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	1 26%	1 100%	-	-	-	2 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 179  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	-**	2**	-**	2**	2**	-**	-**	-**	2**	-**	1**	2**	1**	-**
Several times a day	2	1	1	-	-	2	-	-	1	-	1	-	-	-	-	-	-	-	2	-	-
	25%	21%	35%	-	-	100%	-	-	32%	-	39%	-	-	-	-	-	-	-	100%	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	23%	33%	-	-	100%	-	-	-	-	-	61%	-	-	-	-	68%	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	22%	32%	-	-	-	100%	-	68%	-	-	-	-	-	-	-	-	100%	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2	1	1	2	-	-	-	-	-	-	2	-	-	-	1	-	-	-	1	-	-
	30%	15%	65%	100%	-	-	-	-	-	-	100%	-	-	-	32%	-	-	-	100%	-	-
NET: At least daily	3	2	1	-	1	2	-	-	1	-	2	-	-	-	1	-	-	2	-	-	-
	48%	53%	35%	-	100%	100%	-	-	32%	-	100%	-	-	-	68%	-	-	100%	-	-	-
NET: At least weekly	4	4	1	-	1	2	1	-	2	-	2	-	-	-	1	-	1	2	-	-	-
	70%	85%	35%	-	100%	100%	100%	-	100%	-	100%	-	-	-	68%	-	100%	100%	-	-	-
NET: Ever	4	4	1	-	1	2	1	-	2	-	2	-	-	-	1	-	1	2	-	-	-
	70%	85%	35%	-	100%	100%	100%	-	100%	-	100%	-	-	-	68%	-	100%	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 180  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time educa-tion (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	6	3	2	1	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-	-
Weighted base	6*	4**	1**	1*	**	**	**	**	**	**	**	**	5**	**	**	6**	1**	**	**	4**	3**	1**	1**	**	**	**	
Several times a day	2	1	1	-	-	-	-	1	-	1	-	-	1	-	-	1	1	-	-	2	-	-	-	-	-	-	
	25%	24%	50%	-	-	-	-	100%	-	100%	-	-	12%	-	-	16%	100%	-	-	43%	-	-	-	-	-	-	
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	
	23%	38%	-	-	-	-	-	-	-	-	-	-	27%	-	-	25%	-	-	-	54%	-	-	100%	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	
	22%	37%	-	-	-	-	-	-	-	-	-	-	26%	-	-	25%	-	-	38%	-	-	-	-	-	-	-	
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never	2	-	1	1	-	-	-	-	-	-	-	-	2	-	-	2	-	-	1	1	1	-	-	-	-	-	
	30%	-	50%	100%	-	-	-	-	-	-	-	-	35%	-	-	34%	-	-	18%	46%	100%	-	-	-	-	-	
NET: At least daily	3	2	1	-	-	-	-	1	-	1	-	-	2	-	-	2	1	-	2	1	-	1	-	-	-	-	
	48%	63%	50%	-	-	-	-	100%	-	100%	-	-	39%	-	-	42%	100%	-	43%	54%	-	100%	-	-	-	-	
NET: At least weekly	4	4	1	-	-	-	-	1	-	1	-	-	3	-	-	4	1	-	3	1	-	1	-	-	-	-	
	70%	100%	50%	-	-	-	-	100%	-	100%	-	-	65%	-	-	66%	100%	-	82%	54%	-	100%	-	-	-	-	
NET: Ever	4	4	1	-	-	-	-	1	-	1	-	-	3	-	-	4	1	-	3	1	-	1	-	-	-	-	
	70%	100%	50%	-	-	-	-	100%	-	100%	-	-	65%	-	-	66%	100%	-	82%	54%	-	100%	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 181  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	6	3	3	3	3	1	2	1	1	4	2	-	2	2	2	-	-	-	-	-	-	-	-	-
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Several times a day	2	1	1	1	1	-	1	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-
	25%	26%	24%	24%	24%	-	39%	-	-	21%	32%	-	-	50%	39%	-	-	-	-	-	-	-	-	-
Once a day	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	23%	-	38%	38%	38%	100%	61%	-	-	34%	-	-	54%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	1	1	1	-	-	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	22%	-	37%	37%	37%	-	-	100%	100%	-	68%	-	-	-	61%	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2	2	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	30%	74%	-	-	-	-	-	-	-	45%	-	-	46%	50%	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3	1	2	2	2	1	2	-	-	2	1	-	1	1	1	-	-	-	-	-	-	-	-	-
	48%	26%	63%	63%	63%	100%	100%	-	-	55%	32%	-	54%	50%	39%	-	-	-	-	-	-	-	-	-
NET: At least weekly	4	1	4	4	4	1	2	1	1	2	2	-	1	1	2	-	-	-	-	-	-	-	-	-
	70%	26%	100%	100%	100%	100%	100%	100%	100%	55%	100%	-	54%	50%	100%	-	-	-	-	-	-	-	-	-
NET: Ever	4	1	4	4	4	1	2	1	1	2	2	-	1	1	2	-	-	-	-	-	-	-	-	-
	70%	26%	100%	100%	100%	100%	100%	100%	100%	55%	100%	-	54%	50%	100%	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 182  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-	-
Weighted base	6*	..**	..**	..**	..**	..**	..**	..**	..**	2**	1**	..**	..**	..**	3**	..**	..**	..**	..**	..**	..**
Several times a day	2 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 56%	-	-	-	-	-	-
Once a day	1 23%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 22%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2 30%	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	1 44%	-	-	-	-	-	-
NET: At least daily	3 48%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	2 56%	-	-	-	-	-	-
NET: At least weekly	4 70%	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	2 56%	-	-	-	-	-	-
NET: Ever	4 70%	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	2 56%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 183  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	**	1**	4**	1**	2**	2**	**	6**	4**	3**	***
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	3 10%	3 18%	-	-	-	-	-	3 22%	-	-	-	3 64%	-	-	-	-	3 67%	-	-	-	-	-	-	-	-
Several times a week	1 3%	1 6%	-	-	-	-	-	1 8%	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	1 15%	-	-	-
Once a week	1 4%	-	1 9%	-	-	-	-	1 9%	-	1 15%	-	-	-	-	-	-	-	-	1 53%	-	-	-	-	-	-
Less often	7 25%	5 35%	1 11%	-	-	-	1 45%	2 13%	4 35%	2 29%	5 35%	-	-	2 84%	-	1 100%	-	-	-	-	-	-	3 67%	-	-
Never	16 58%	6 41%	10 80%	* 100%	* 100%	-	2 55%	7 57%	6 57%	4 56%	8 59%	3 36%	3 100%	-	-	1 33%	1 100%	1 47%	2 100%	-	5 85%	1 33%	3 100%	3 100%	* 100%
NET: At least daily	3 10%	3 18%	-	-	-	-	-	3 22%	-	-	3 64%	-	-	-	-	-	3 67%	-	-	-	-	-	-	-	-
NET: At least weekly	5 17%	4 24%	1 9%	-	-	-	-	4 30%	1 8%	1 15%	3 64%	-	-	-	-	-	3 67%	-	1 53%	-	1 15%	-	-	-	
NET: Ever	11 42%	9 59%	2 20%	-	-	-	1 45%	5 43%	5 43%	3 44%	5 41%	3 64%	-	2 84%	-	1 100%	3 67%	-	1 53%	-	1 15%	3 67%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 184  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	**	1**	10**	**	8**	***	6**	2**	**	19**	**	**	10**	15**	2**	**	24**	3**	1**	**	2**	**	**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	3 10%	3 36%	-	-	-	-	-	-	3 35%	-	3 47%	-	-	-	-	-	3 27%	-	-	-	3 11%	-	-	-	-	-	-
Several times a week	1 3%	-	-	-	-	-	1 8%	-	-	-	-	-	-	1 4%	-	-	-	1 6%	-	-	1 3%	-	-	-	-	-	-
Once a week	1 4%	-	-	-	-	-	1 10%	-	-	-	-	-	-	1 6%	-	-	1 11%	-	-	-	1 4%	-	-	-	-	-	-
Less often	7 25%	-	3 33%	-	-	-	4 39%	-	2 21%	-	2 28%	-	-	5 26%	-	-	-	7 45%	-	-	7 28%	-	-	-	-	-	-
Never	16 58%	5 64%	5 67%	1 100%	-	1 100%	4 42%	-	3 44%	1 100%	2 25%	2 100%	-	12 64%	-	-	6 62%	7 50%	2 100%	-	13 53%	3 100%	1 100%	-	2 100%	-	-
NET: At least daily	3 10%	3 36%	-	-	-	-	-	-	3 35%	-	3 47%	-	-	-	-	-	3 27%	-	-	-	3 11%	-	-	-	-	-	-
NET: At least weekly	5 17%	3 36%	-	-	-	-	2 19%	-	3 35%	-	3 47%	-	-	2 10%	-	-	4 38%	1 6%	-	-	5 19%	-	-	-	-	-	-
NET: Ever	11 42%	3 36%	3 33%	-	-	-	6 58%	-	4 56%	-	4 75%	-	-	7 36%	-	-	4 38%	7 50%	-	-	11 47%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 185

**Q.3 In the last week, how often did you upload videos you have created to these services?****Other****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: Any 18-5	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
													(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-
Weighted base	27*	25**	2**	.*	2**	.*	.*	.*	2**	2**	25**	.*	4**	2**	10**	4**	3**	2**	.*	.*
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	3	3	-	-	-	-	-	-	-	-	3	-	-	-	-	-	3	-	-	-
	10%	11%	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	100%	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	3%	3%	-	-	-	-	-	-	-	-	3%	-	-	35%	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	4%	4%	-	-	-	-	-	-	-	-	4%	-	-	-	11%	-	-	-	-	-
Less often	7	7	-	-	-	-	-	-	-	-	7	-	1	2	-	4	-	-	-	-
	25%	26%	-	-	-	-	-	-	-	-	27%	-	32%	65%	-	100%	-	-	-	-
Never	16	14	2	-	2	-	-	-	2	2	14	-	3	-	9	-	-	2	-	-
	58%	56%	100%	-	100%	-	-	-	100%	100%	55%	-	68%	-	89%	-	-	100%	-	-
NET: At least daily	3	3	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	-	-	-
	10%	11%	-	-	-	-	-	-	-	-	11%	-	-	-	-	100%	-	-	-	-
NET: At least weekly	5	5	-	-	-	-	-	-	-	-	5	-	-	1	1	-	3	-	-	-
	17%	18%	-	-	-	-	-	-	-	-	18%	-	-	35%	11%	-	100%	-	-	-
NET: Ever	11	11	-	-	-	-	-	-	-	-	11	-	1	2	1	4	3	-	-	-
	42%	44%	-	-	-	-	-	-	-	-	45%	-	32%	100%	11%	100%	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 186  
**Q.3 In the last week, how often did you upload videos you have created to these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	**	**	3**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	3 10%	-	-	-	3 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%	-	-	-	-	-	-
Once a week	1 4%	-	-	-	-	-	-	-	1 53%	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	7 25%	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 34%	-	-	-	-	-	1 46%
Never	16 58%	-	-	-	1 33%	-	-	1 100%	1 100%	1 47%	1 100%	-	-	1 100%	-	5 56%	2 100%	1 100%	1 100%	* 100%	* 100%	2 54%
NET: At least daily	3 10%	-	-	-	3 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	5 17%	-	-	-	3 67%	-	-	-	1 53%	-	-	-	-	-	1 10%	-	-	-	-	-	-	-
NET: Ever	11 42%	2 100%	-	-	3 67%	-	-	-	1 53%	-	-	-	-	-	4 44%	-	-	-	-	-	-	1 46%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 187  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Summary**  
**Base: All who visited/ used sites/ apps**

	Sites/ apps																				
	NET: Any VSP	NET: Youtube/ Facebook	NET: AV only	NET: Mixed	YouTube	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	DailyMotion	Reddit	Mixer	Other
Unweighted base	1868	1832	1686	1595	1602	5	1416	727	333	144	651	76	339	90	35	9	19	101	189	10	26
Weighted base	1877	1835	1691	1602	1593	5	1420	748	361	162	634	70	330	86	33	11	23	100	196	11	27
Several times a day	172 9%	129 7%	95 6%	148 9%	48 3%	3 59%	108 8%	51 7%	28 8%	22 14%	36 6%	8 12%	5 1%	2 2%	3 8%	-	1 3%	1 1%	11 6%	4 38%	3 12%
Once a day	116 6%	104 6%	75 4%	108 7%	50 3%	1 18%	89 6%	43 6%	14 4%	9 6%	25 4%	3 4%	5 1%	3 4%	-	4 36%	5 23%	5 5%	3 2%	-	3 10%
Several times a week	232 12%	216 12%	116 7%	214 13%	73 5%	-	189 13%	52 7%	29 8%	12 8%	54 9%	3 5%	9 3%	2 2%	-	-	*	1 1%	12 6%	1 6%	2 8%
Once a week	213 11%	189 10%	126 7%	189 12%	91 6%	-	161 11%	49 7%	21 6%	4 3%	54 8%	4 5%	6 2%	2 2%	-	-	-	-	8 4%	-	2 9%
Less often	341 18%	328 18%	256 15%	307 19%	207 13%	1 13%	288 20%	135 18%	68 19%	28 17%	92 15%	10 14%	44 13%	14 16%	3 10%	-	6 25%	18 18%	21 11%	1 11%	7 25%
Never	785 42%	848 46%	1003 59%	620 39%	1103 69%	1 10%	564 40%	409 55%	190 53%	84 52%	361 57%	41 59%	259 78%	61 71%	24 72%	7 64%	11 48%	74 74%	136 69%	5 45%	10 36%
Don't know	18 1%	21 1%	20 1%	16 1%	22 1%	-	21 1%	10 1%	11 3%	2 1%	11 2%	1 1%	3 1%	2 3%	3 10%	-	-	1 1%	5 3%	-	-
NET: At least daily	289 15%	233 13%	169 10%	255 16%	98 6%	4 77%	198 14%	94 13%	42 11%	31 19%	62 10%	11 16%	9 3%	6 6%	3 8%	4 36%	6 26%	5 5%	14 7%	4 38%	6 22%
NET: At least weekly	734 39%	639 35%	412 24%	659 41%	261 16%	4 77%	547 39%	194 26%	92 25%	48 29%	169 27%	18 26%	24 7%	9 10%	3 8%	4 36%	6 27%	7 7%	34 17%	5 44%	10 39%
NET: Ever	1075 57%	966 53%	668 40%	966 60%	468 29%	5 90%	836 59%	329 44%	159 44%	75 47%	261 41%	28 40%	68 21%	23 27%	6 18%	4 36%	12 52%	25 25%	55 28%	6 55%	17 64%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 188  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1868	888	980	232	282	308	357	298	391	524	559	292	493	140	81	186	159	173	142	100	177	238	263	148	61
Weighted base	1877	905	973	224	344	310	348	276	375	522	526	378	452	161	80*	202	154	165	131	89*	169	246	262	158	60*
Several times a day	172 9%	95 11%	77 8%	37 16%ghi	57 17%ghi	35 11%hi	22 6%i	13 5%	8 2%	45 9%	49 9%	38 10%	40 9%	7 4%	8 10%	21 11%	16 11%	17 10%	11 9%	8 9%	10 6%	36 15%nuxy	25 9%	9 6%	2 4%
Once a day	116 6%	53 6%	64 7%	21 10%i	27 8%i	19 6%i	22 6%i	17 6%i	9 2%	36 7%	30 6%	32 9%lm	18 4%	17 11%owx	1 1%	10 5%	13 8%ow	11 7%	9 7%	7 8%ow	9 5%	25 10%owx	7 3%	6 4%	2 3%
Several times a week	232 12%	103 11%	129 13%	38 17%hi	63 18%fhi	34 11%	44 13%i	25 9%	29 8%	63 12%	74 14%	41 11%	54 12%	19 12%	14 17%	22 11%	20 13%	15 9%	11 9%	8 9%	17 10%	32 13%	44 17%r	20 13%	9 14%
Once a week	213 11%	82 9%	131 13%a	30 14%	40 12%	43 14%i	42 12%	26 10%	32 9%	62 12%	58 14%	53 11%	41 9%	16 10%	10 12%	29 14%	11 7%	17 10%	19 14%	10 11%	22 13%	28 11%	22 9%	17 11%	11 19%qw
Less often	341 18%	145 16%	195 20%a	35 16%	77 22%h	59 19%	65 19%	42 15%	95 17%	91 18%	57 17%	97 15%	24 21%	18 15%	35 23%	27 17%	30 18%	19 15%	19 21%	23 14%	51 21%	52 20%	33 21%	8 14%	
Never	785 42%	415 46%b	370 38%	60 27%	75 22%	119 38%de	146 42%de	151 55%defg	233 62%defg	214 41%	221 42%	153 41%	197 44%	77 48%v	30 37%	85 42%v	62 40%v	73 44%v	59 45%v	37 42%v	85 50%v	71 29%	108 41%v	71 45%v	28 46%v
Don't know	18 1%	11 1%	7 1%	2 1%	5 1%	1 *	6 2%	2 1%	1 *	7 1%	3 1%	3 1%	5 1%	- -	- -	- -	6 4%np	2 1%	1 1%	- -	2 1%	3 1%	4 1%	1 1%	- -
NET: At least daily	289 15%	148 16%	141 14%	58 26%fghi	84 24%fghi	53 17%i	45 13%i	30 11%i	18 5%	81 16%	80 15%	70 19%	58 13%	24 15%	9 11%	31 15%	29 19%x	28 17%	20 16%	15 17%	19 11%	61 25%nop	32 12%	15 9%	4 7%
NET: At least weekly	734 39%	333 37%	401 41%	126 56%fghi	187 54%fghi	131 42%hi	131 37%i	81 29%i	78 21%	205 39%	211 40%	165 44%lm	153 34%	60 37%	32 40%	83 41%	61 39%	60 37%	51 39%	33 37%	59 35%	121 49%nr	98 37%	53 33%	24 40%
NET: Ever	1075 57%	478 53%	597 61%a	161 72%fghi	264 77%fghi	190 61%hi	196 56%hi	123 45%	141 37%	301 58%	302 57%	222 59%	250 55%	84 52%	50 63%	118 58%	87 57%	91 55%	70 54%	52 58%	82 49%	172 70%npq	151 57%	86 55%	32 54%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 189  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1868	682	341	195	96	83	337	134	467	208	298	151	20	1356	14	11	1028	549	203	50	1681	165	39	83	29	8	6
Weighted base	1877	886	243	161	82*	81*	309	116	400	172	258	123	17**	1434	13**	11**	1028	558	213	42*	1694	165	37**	85*	28**	10**	5**
Several times a day	172	105	21	21	8	-	7	11	39	20	22	13	-	128	4	1	85	50	24	7	129	40	5	24	9	-	2
	9%	12%ef	9%ef	13%	9%ef	-	2%	10%ef	10%	11%	9%	11%	-	9%	27%	10%	8%	9%	11%	17%	8%	25%t	14%	28%t	34%	-	41%
Once a day	116	68	11	10	10	2	8	8	29	11	21	8	1	84	4	3	56	34	16	3	99	15	4	11	-	-	-
	6%	8%ef	5%	7%	12%bef	2%	3%	7%ef	7%	6%	8%	6%	9%	6%	31%	29%	5%	34	6%	7%	8%	6%	9%	10%	13%t	-	-
Several times a week	232	127	39	18	10	7	18	14	45	29	23	15	1	180	1	*	137	67	15	8	216	15	3	7	2	3	1
	12%	14%ef	16%ef	11%	12%	8%	6%	12%ef	11%	17%hj	9%	12%	6%	13%	8%	5%	13%ar	67	15	8	216	15	3	7	2	3	1
Once a week	213	97	34	23	7	9	27	16	46	22	25	11	2	162	2	2	102	74	26	7	197	17	3	11	3	-	-
	11%	11%	14%ef	15%	8%	11%	9%	14%	12%	13%	10%	9%	11%	11%	12%	21%	10%	13%	12%	17%	12%	10%	8%	13%	11%	-	-
Less often	341	172	44	25	10	14	55	20	68	30	46	19	4	268	-	2	191	89	48	7	302	37	12	16	3	3	2
	18%	19%	18%	16%	13%	17%	18%	17%	17%	17%	18%	16%	24%	19%	-	21%	19%	16%	22%	16%	18%	22%	32%t	19%	12%	32%	45%
Never	785	304	91	62	38	50	193	47	171	61	119	57	8	596	2	2	450	234	84	9	733	41	10	16	10	4	-
	42%	34%	38%	39%	46%a	61%abg	63%abd	40%	43%ai	35%	46%aj	46%ak	50%	42%	15%	15%	44%as	42%at	39%as	22%	43%auw	25%	28%	19%	36%	41%	-
Don't know	18	13	3	1	-	-	1	-	1	1	-	-	-	16	1	-	8	9	-	1	18	-	-	-	-	-	-
	1%	1%	1%	1%	-	-	*	-	*	*	-	-	-	1%	6%	-	1%	2%	-	2%	1%	-	-	-	-	-	-
NET: At least daily	289	173	32	31	17	2	15	19	68	30	43	21	1	212	8	4	140	84	40	10	228	55	9	35	9	-	2
	15%	20%bef	13%ef	20%	21%ef	2%	5%	17%ef	17%	18%	17%	17%	9%	15%	59%	38%	14%	15%	19%	25%p	13%	34%t	24%	41%t	34%	-	41%
NET: At least weekly	734	397	105	73	33	17	59	49	160	81	91	47	4	554	10	7	379	225	81	25	641	88	15	53	14	3	3
	39%	45%ef	43%ef	45%	41%ef	21%	19%	42%ef	40%ej	47%hjm	35%	38%	26%	39%	78%	64%	37%	40%	38%	60%pqr	38%	53%t	41%	62%t	52%	27%	55%
NET: Ever	1075	569	149	98	44	31	115	69	228	111	137	66	8	822	10	9	570	315	129	32	943	124	27	69	18	6	5
	57%	64%ef	61%ef	61%	54%ef	39%	37%	60%ef	57%	64%hjk	53%	54%	50%	57%	78%	85%	55%	56%	61%	76%ppq	56%	75%t	72%	81%t	64%	59%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## VSP Survey

### ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 190  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

NET: Any VSP

Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																	
	Total	No children aged 18 or under		NET: Under 16		NET: 18-5		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to	£14,001 to	£21,001 to	£28,001 to	£34,001 to	£41,001 to	£48,001 to	£55,001 or more		
		(a)	Yes (b)	Under 16 (c)	NET: 18-5 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)					
Unweighted base	1868	1338	519	470	437	170	246	217	99	191	1677	93	275	368	416	337	120	51	31	77								
Weighted base	1877	1325	540	496	450	175	260	224	94*	209	1668	71*	224	323	434	366	158*	60*	44**	96*								
Several times a day	172 9%	104 8%	66 12% <sup>ad</sup>	63 13%	46 10%	38 22% <sup>abd</sup>	32 12% <sup>a</sup>	20 9%	9 10%	65 31% <sup>j</sup>	107 6%	11 15% <sup>o</sup>	23 10%	24 8%	38 9%	22 6%	19 12%	10 16% <sup>o</sup>	4 9%	12 12%								
Once a day	116 6%	74 6%	41 8%	37 8%	34 7%	13 8%	17 7%	18 8%	10 11%	21 10% <sup>j</sup>	95 6%	7 10% <sup>o</sup>	15 7%	15 5%	23 5%	16 4%	15 9%	4 7%	3 7%	13 14% <sup>mno</sup>								
Several times a week	232 12%	152 11%	78 14%	72 15%	67 15%	23 13%	38 15%	34 15%	11 12%	33 16%	199 12%	5 6%	24 11%	29 9%	61 14%	44 12%	15 10%	15 24% <sup>klm</sup>	8 18%	20 20% <sup>klm</sup>								
Once a week	213 11%	142 11%	68 13%	63 13%	56 13%	20 12%	34 13%	28 12%	8 9%	22 11%	191 11%	7 9%	17 8%	36 11%	49 11%	48 13%	22 14%	6 10%	7 16%	15 15%								
Less often	341 18%	229 17%	112 21%	103 21%	93 21%	38 22%	55 21%	49 22%	17 18%	39 19%	302 18%	11 15%	43 19%	61 19%	74 17%	67 18%	32 21%	11 18%	9 20%	13 14%								
Never	785 42%	613 46% <sup>bde</sup>	169 31% <sup>e</sup>	153 31%	148 33% <sup>e</sup>	40 23%	80 31%	76 34% <sup>e</sup>	36 38% <sup>e</sup>	27 13%	758 45% <sup>i</sup>	31 43% <sup>qs</sup>	101 45% <sup>pqs</sup>	153 47% <sup>pqs</sup>	186 43% <sup>qs</sup>	165 45% <sup>pqs</sup>	51 32%	13 22%	13 31%	22 23%								
Don't know	18 1%	11 1%	6 1%	3 1%	5 1%	2 1%	3 1%	-	3 3% <sup>g</sup>	2 1%	16 1%	-	1 1%	5 1%	2 1%	4 1%	3 2%	1 1%	-	2 2%								
NET: At least daily	289 15%	179 13%	108 20% <sup>ad</sup>	101 20%	80 18%	52 30% <sup>abd</sup>	49 19%	38 17%	19 21%	86 41% <sup>j</sup>	203 12%	18 25% <sup>mno</sup>	38 17% <sup>o</sup>	39 12%	61 14%	38 10%	34 21% <sup>mo</sup>	14 23% <sup>o</sup>	7 16%	25 26% <sup>mno</sup>								
NET: At least weekly	734 39%	472 36%	254 47% <sup>a</sup>	236 48%	203 45% <sup>a</sup>	95 54% <sup>abd</sup>	122 47% <sup>a</sup>	100 44% <sup>a</sup>	39 41%	141 68% <sup>j</sup>	593 36%	29 41%	79 35%	105 32%	171 39%	130 36%	72 45% <sup>m</sup>	35 58% <sup>lmn</sup>	22 50%	59 62% <sup>klmnop</sup>								
NET: Ever	1075 57%	701 53%	365 68% <sup>a</sup>	339 68%	297 66% <sup>a</sup>	133 76% <sup>abd</sup>	177 68% <sup>a</sup>	148 66% <sup>a</sup>	56 59%	180 86% <sup>j</sup>	894 54%	40 57%	122 54%	165 51%	245 57%	197 54%	104 66% <sup>mo</sup>	46 76% <sup>klm</sup>	30 69%	72 75% <sup>klmno</sup>								

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 191  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**NET: Any VSP**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1868	61	63	86	81	42	46	129	62	91	164	73	55	53	19	416	68	58	61	76	61	103
Weighted base	1877	74*	72*	82*	81*	43*	45*	142	63*	81*	152	76*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	172 9%	4 5%	2 3%	7 9%	12 15% bepw	* 1%	6 14% epw	18 13% pw	7 11% p	11 14% bepw	17 11% pw	7 9%	4 7%	4 8%	2 5%	49 12% pw	1 1%	6 10%	3 5%	6 9%	2 4%	3 3%
Once a day	116 6%	10 14% cmw	6 8% c	1 1%	4 5%	6 15% cmqw	3 7%	10 7%	2 4%	5 7%	12 8% c	4 6%	3 5%	-	1 5%	34 8% cw	3 5%	2 2%	2 4%	3 5%	2 3%	2 2%
Several times a week	232 12%	11 14%	9 12%	15 18% jw	8 10%	6 13%	6 14%	16 11%	8 13%	9 12%	13 8%	11 14%	7 14% psw	14 28% dgjjo	* 2%	54 13%	7 11%	9 14%	9 14%	6 9%	9 14%	7 7%
Once a week	213 11%	10 13%	5 7%	10 12%	8 10%	3 7%	2 5%	23 16%	7 10%	11 14%	16 11%	11 14%	6 11%	4 9%	2 6%	47 11%	5 9%	6 10%	5 8%	10 15%	11 19%	11 11%
Less often	341 18%	12 16%	10 14%	17 20%	11 13%	7 17%	12 26% m	28 20%	9 13%	9 11%	31 20%	12 16%	7 13%	4 9%	10 37%	87 21%	12 19%	12 19%	15 24%	15 22%	8 14%	14 13%
Never	785 42%	28 38%	40 56% fgo	33 41%	37 45%	16 36%	15 34%	47 33%	31 49%	35 43%	62 41%	31 41%	28 51% oo	23 46%	9 34%	145 35%	33 54% ego	28 44%	26 43%	27 40%	28 46%	63 61% acefgijkors
Don't know	18 1%	-	-	-	1 1%	4 10% abcdg hijklmop qsv	-	-	-	-	2 1%	-	-	-	3 9%	4 1%	-	-	1 2%	-	-	3 3%
NET: At least daily	289 15%	14 19% w	8 11%	8 9%	16 20% pw	7 15%	9 21% pw	28 20% pw	9 15%	17 21% pvw	29 19% pw	11 15%	7 12%	4 8%	3 12%	83 20% cpw	4 6%	8 13%	5 9%	9 14%	4 7%	5 5%
NET: At least weekly	734 39%	34 47% pw	22 30%	32 39% w	33 40% w	16 36%	18 40% w	67 47% pw	24 38%	37 46% pw	58 38% w	33 43% w	20 37%	22 45% w	5 19%	183 44% pw	16 27%	23 36%	19 31%	25 38% w	24 40% w	23 22%
NET: Ever	1075 57%	46 62% w	32 44%	48 59% w	44 54% w	23 53%	29 66% bw	95 67% bpw	33 51%	47 57% w	89 58% w	45 59% w	27 49%	26 54%	15 56%	270 64% bpw	28 46%	35 56% w	33 55% w	40 60% w	32 54% w	37 36%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 192  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1832	869	963	224	274	303	354	293	384	513	549	280	490	139	77	183	155	170	138	99	174	233	258	146	60
Weighted base	1835	884	952	214	334	305	345	270	369	511	517	360	447	160	76*	198	146	163	126	88*	163	242	258	156	60*
Several times a day	129 7%	73 8%	56 6%	23 11% ghi	41 12% ghi	28 9% hi	19 5% i	9 3%	8 2%	34 7% m	33 6% n	26 7% o	36 8% p	4 2%	4 5%	21 10% nu	13 9% nu	14 8% nu	6 5%	7 8% ow	4 3%	24 10% nu	23 9% nu	9 6%	2 3%
Once a day	104 6%	51 6%	53 6%	17 8% i	24 7% i	21 7% i	21 6% i	12 5%	9 3%	34 7% m	26 5% n	29 8% m	16 4%	17 11% opw	1 1%	8 4%	5 5%	12 7% w	7 5%	10 8% ow	21 9% ow	6 2%	6 4%	2 4%	2 4%
Several times a week	216 12%	93 11%	122 13%	25 12% hi	68 20% dftg hi	32 10% i	41 12% i	25 9%	25 7%	57 11% n	68 13% o	41 11% p	50 11% q	20 12%	15 20% rsu	20 10% t	18 12% v	14 9% w	11 9%	8 9%	13 8%	33 13% x	39 15% y	18 11% z	8 13% aa
Once a week	189 10%	76 9%	114 12% a	26 12% a	34 10% a	39 13% a	36 10% a	24 9%	31 8%	51 10% b	52 10% b	49 14% m	37 8% n	16 10%	8 10% n	22 11% n	12 8% o	15 9% o	15 12% o	9 10% o	21 13% o	26 11% p	23 9% p	16 10% q	8 13% r
Less often	328 18%	135 15%	193 20% a	33 15% a	70 21% a	58 19% a	67 20% a	39 14% a	61 16% a	92 18% a	85 16% a	53 15% a	98 22% kl	20 12%	18 24% n	35 18% n	24 17% n	30 18% n	24 19% n	20 23% n	24 15% n	44 18% n	46 20% n	32 20% n	10 16% n
Never	848 46%	443 50% b	405 43% b	86 40% e	89 27% e	126 41% e	155 45% e	158 59% defg	234 63% defg	235 46% g	251 49% g	159 44% g	202 45% g	83 52% v	30 40% v	92 46% v	65 45% v	77 47% v	61 48% v	38 42% v	90 55% ov	88 36% v	118 46% v	76 49% v	31 51% v
Don't know	21 1%	12 1%	9 1%	3 2% i	8 2% i	2 1% i	5 1% i	2 1%	1 *	9 2% *	2 *	3 1% 2%	7 2%	-	-	1 4% np	6 1% px	2 1%	1 -	2 1%	7 3% x	4 1% x	-	-	-
NET: At least daily	233 13%	124 14%	109 11%	40 19% ghi	65 19% ghi	49 16% hi	40 12% i	22 8%	18 5%	68 13% n	58 11% o	55 15% p	52 12% q	21 13%	4 6% r	28 14% s	20 14% t	26 16% u	13 10% v	14 16% w	14 9% x	45 19% ou	29 11% w	15 10% x	4 7% y
NET: At least weekly	639 35%	293 33% a	345 36% a	91 43% hi	167 50% fgh	119 39% hi	117 34% i	70 26% j	74 20% k	176 34% l	178 34% l	145 40% m	140 31% n	56 35%	27 36% o	70 36% o	51 35% p	55 34% p	39 31% q	31 35% r	47 29% s	103 43% Lux	91 35% t	48 31% u	20 33% v
NET: Ever	966 53%	428 48% a	538 57% a	124 58% hi	237 71% dftg	177 58% hi	184 53% hi	109 40% i	134 36% j	268 52% k	263 51% l	198 55% m	238 53% n	76 48% o	46 60% u	105 53% v	75 51% w	84 52% x	63 50% y	51 58% z	72 44% aa	147 61% nu	137 53% o	80 51% p	29 49% q

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 193  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1832	665	335	192	95	82	332	131	459	206	293	150	20	1329	14	11	1006	539	201	48	1650	161	39	82	27	7	6
Weighted base	1835	861	239	157	80*	80*	305	112	388	170	249	122	17**	1404	13**	11**	1001	546	211	41*	1656	161	37*	84*	26**	10**	5**
Several times a day	129	74	18	15	5	-	6	11	29	15	16	11	-	94	4	1	70	32	18	3	96	30	5	20	5	-	1
	7%	9%ef	7%ef	10%	6%e	-	2%	10%ef	7%	9%	6%	9%	-	7%	27%	6%	7%	6%	8%	9%	6%	19%t	14%t	23%t	18%	-	17%
Once a day	104	64	9	9	8	2	6	6	28	11	18	9	1	76	3	3	48	31	16	3	90	14	3	10	1	-	-
	6%	7%ef	4%	6%	10%bef	2%	2%	6%	7%	6%	7%	7%	9%	5%	25%	32%	5%	6%	7%	8%	5%	8%	7%	12%t	3%	-	-
Several times a week	216	121	34	15	10	7	16	14	44	28	23	13	1	163	2	*	132	62	13	7	197	17	4	7	3	3	1
	12%	14%f	14%f	9%	12%f	8%	5%	12%f	11%	17%h	9%	10%	6%	12%	13%	5%	13%ef	11%	6%	16%ef	12%	11%	11%	8%	12%	29%	14%
Once a week	189	86	32	17	7	9	26	13	43	22	23	11	1	143	2	2	87	69	24	5	176	13	2	8	2	-	1
	10%	10%	13%	11%	9%	11%	8%	12%	11%	13%	9%	9%	3%	10%	12%	21%	9%	13%p	11%	13%	11%	8%	7%	10%	7%	-	25%
Less often	328	158	42	25	13	14	55	20	69	32	46	21	5	253	-	2	183	81	50	5	291	34	12	16	2	1	2
	18%	18%	18%	16%	16%	18%	18%	18%	18%	19%	18%	17%	28%	18%	-	21%	18%	15%	24%q	11%	18%	21%	33%t	19%	10%	11%	45%
Never	848	345	99	76	37	50	194	47	174	61	122	57	9	654	2	2	471	263	91	16	787	50	10	22	12	6	-
	46%	40%	41%	48%	47%	62%cabg	64%abd	42%	45%id	36%	49%hi	47%il	54%	47%id	15%	15%	47%	48%	43%	40%	48%uvw	31%	28%	26%	47%	59%	-
Don't know	21	13	6	1	-	-	1	1	1	1	-	-	-	19	1	-	10	9	-	1	20	2	-	1	1	-	-
	1%	2%	2%ef	1%	-	-	*	1%	*	*	-	-	-	1%	6%	-	1%	2%	-	3%r	1%	1%	-	1%	4%	-	-
NET: At least daily	233	138	27	24	13	2	12	18	57	26	34	20	1	171	7	4	118	62	33	7	185	44	8	30	5	-	1
	13%	16%ef	11%ef	15%	16%ef	2%	4%	16%ef	15%	15%	14%	16%	9%	12%	53%	38%	12%	11%	16%	17%	11%	27%t	22%	35%t	20%	-	17%
NET: At least weekly	639	345	93	55	29	17	54	45	143	76	80	44	3	477	10	7	337	193	71	18	558	75	14	45	10	3	3
	35%	40%ef	39%ef	35%	37%ef	21%	18%	40%ef	37%j	45%hjm	32%	36%	18%	34%	78%	64%	34%	35%	34%	46%	34%	46%t	39%	53%t	39%	29%	55%
NET: Ever	966	503	135	80	42	31	110	65	212	108	126	65	8	730	10	9	519	274	120	23	849	109	27	61	12	4	5
	53%	58%ef	56%ef	51%	53%ef	38%	36%	58%ef	55%j	64%hjk	51%	53%	46%	52%	78%	85%	52%	50%	57%	57%	51%	68%t	72%t	73%t	49%	41%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 194  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)				
Unweighted base	1832	1313	509	460	431	165	241	215	99	181	1651	90	273	362	408	332	114	51	31	76							
Weighted base	1835	1296	528	484	443	167	255	223	94*	198	1638	70*	222	315	426	360	147*	60*	44**	95*							
Several times a day	129 7%	70 5%	59 11% <sup>ad</sup>	56 11%	41 9% <sup>a</sup>	34 20% <sup>abcd</sup>	27 11% <sup>a</sup>	18 8%	9 10%	42 21% <sup>ij</sup>	87 5%	9 13% <sup>mo</sup>	19 9% <sup>o</sup>	19 6%	32 8%	15 4%	15 10% <sup>o</sup>	6 10%	4 9%	6 6%							
Once a day	104 6%	65 5%	40 8%	36 7%	32 7%	13 8%	17 6%	17 8%	10 11% <sup>a</sup>	25 13% <sup>ij</sup>	79 5%	7 10% <sup>no</sup>	14 6%	14 4%	18 4%	15 4%	12 8%	4 6%	3 7%	15 16% <sup>lmno</sup>							
Several times a week	216 12%	136 10%	78 15% <sup>a</sup>	72 15% <sup>a</sup>	68 15% <sup>a</sup>	22 13%	39 15%	35 16% <sup>a</sup>	11 12%	33 17%	183 11%	5 8%	22 10%	27 8%	63 15% <sup>m</sup>	42 12%	12 9%	16 26% <sup>klm</sup>	6 13%	15 15%							
Once a week	189 10%	125 10%	60 11%	58 12%	50 11%	18 11%	32 12%	25 11%	5 5%	21 11%	168 10%	6 9%	15 7%	32 10%	47 12%	44 12%	17 11%	6 9%	8 18%	11 10%							
Less often	328 18%	223 17%	104 20%	96 20%	90 20%	35 21%	52 20%	46 21%	18 20%	40 20%	288 18%	10 14%	46 21%	58 18%	69 16%	67 19%	24 17%	14 23%	10 23%	10 10%							
Never	848 46%	665 51% <sup>bde</sup>	178 34% <sup>e</sup>	161 33%	155 35% <sup>e</sup>	44 26%	84 33%	80 36%	38 40% <sup>e</sup>	35 18%	813 50% <sup>ij</sup>	32 46% <sup>q</sup>	104 47% <sup>q</sup>	158 50% <sup>q</sup>	193 45% <sup>q</sup>	173 48% <sup>q</sup>	64 43% <sup>q</sup>	14 24%	13 31%	37 39%							
Don't know	21 1%	12 1%	9 2%	6 1%	8 2% <sup>g</sup>	2 1%	5 2%	1 *	3 3%	1 1%	20 1%	-	1 1%	7 2%	3 1%	5 1%	3 2%	1 1%	-	2 2%							
NET: At least daily	233 13%	135 10%	98 19% <sup>ad</sup>	91 19%	72 16% <sup>a</sup>	47 28% <sup>abcd</sup>	43 17% <sup>a</sup>	35 16% <sup>a</sup>	19 21% <sup>a</sup>	67 34% <sup>ij</sup>	166 10%	16 23% <sup>mno</sup>	33 15% <sup>o</sup>	33 10%	50 12%	30 8%	27 19% <sup>mo</sup>	10 16%	7 16%	21 22% <sup>mno</sup>							
NET: At least weekly	639 35%	395 31%	236 45% <sup>a</sup>	221 46%	190 43% <sup>a</sup>	86 52% <sup>a</sup>	114 45% <sup>a</sup>	96 43% <sup>a</sup>	36 38%	122 62% <sup>ij</sup>	517 32%	28 40%	71 32%	92 29%	160 38% <sup>m</sup>	116 32%	56 38%	31 51% <sup>lmo</sup>	20 46%	47 49% <sup>lmo</sup>							
NET: Ever	966 53%	619 48%	341 65% <sup>a</sup>	317 66%	281 63% <sup>a</sup>	121 72% <sup>abcd</sup>	166 65% <sup>a</sup>	142 64% <sup>a</sup>	54 57%	161 82% <sup>ij</sup>	805 49%	38 54%	117 53%	150 48%	229 54%	183 51%	81 55%	45 75% <sup>klm</sup>	30 69%	57 59%							

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 195  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1832	60	63	83	77	41	46	128	60	88	160	72	53	52	19	408	66	58	60	75	60	103
Weighted base	1835	73*	72*	79*	74*	41*	45*	141	60*	77*	149	75*	51*	48*	27**	413	60*	64*	59*	66*	60*	104*
Several times a day	129 7%	3 4%	-	4 5%	9 12%bp	* 1%	4 9%b	15 11%bp	7 12%bp	5 7%b	14 9%b	7 9%b	1 1%	4 7%b	2 7%	34 8%b	1 1%	6 10%b	2 4%	5 7%b	2 3%	3 3%
Once a day	104 6%	9 12%cw	7 9%c	1 1%	2 3%	3 8%	9 7%	2 7%	5 4%	11 6%	4 7%c	2 5%	1 5%	1 7%	28 7%	3 5%	2 2%	3 5%	3 5%	2 4%	2 4%	2 2%
Several times a week	216 12%	10 14%	10 14%	16 21%gjw	7 9%	5 12%	6 14%	11 8%	8 14%	11 15%	11 8%	8 11%	7 14%	12 25%dgjos w	* 2%	50 12%	6 10%	6 9%	9 15%	6 10%	8 13%	7 7%
Once a week	189 10%	9 12%	5 7%	8 10%	6 9%	5 11%	4 8%	21 15%	3 5%	8 11%	14 9%	13 17%	4 8%	4 9%	2 6%	43 11%	3 6%	6 10%	5 8%	9 13%	8 13%	9 9%
Less often	328 18%	10 13%	9 13%	17 21%	10 14%	8 19%	10 22%	29 21%	9 15%	10 13%	31 21%	11 15%	8 16%	6 12%	6 21%	81 20%	12 20%	13 20%	11 18%	16 24%	10 16%	13 13%
Never	848 46%	32 44%	41 57%go	34 43%	38 52%	16 38%	18 41%	54 38%	30 51%	37 48%	66 44%	31 42%	29 57%go	22 46%	14 50%	168 41%	34 57%go	31 48%	30 50%	27 41%	31 51%	66 64%acelgjkos
Don't know	21 1%	-	-	-	1 1%	4 11%abcd ghijklmo pqrs	-	1 *	-	-	2 1%	-	-	-	3 9%	8 2%	-	-	-	-	-	3 3%
NET: At least daily	233 13%	12 17%w	7 9%	4 6%	11 15%	4 9%	7 15%	25 18%cw	9 16%	10 13%	25 17%cw	11 15%	3 6%	4 9%	3 12%	63 15%cw	4 7%	8 13%	5 9%	8 12%	4 7%	5 5%
NET: At least weekly	639 35%	31 43%pw	22 30%	28 36%w	24 33%	13 32%	17 38%w	57 41%pw	20 34%	30 39%w	51 34%w	33 44%pw	14 27%	20 42%w	5 19%	156 38%pw	14 23%	20 32%	19 32%	23 35%	20 33%	21 21%
NET: Ever	966 53%	41 56%w	31 43%	45 57%w	34 46%	21 51%	26 59%w	86 61%blpw	29 49%	40 52%w	81 54%w	43 58%w	22 43%	26 54%w	11 41%	237 57%w	26 43%	33 52%w	30 50%	39 59%w	29 49%	35 34%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 196  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1686	830	856	225	267	291	324	257	322	474	515	256	441	123	74	165	140	162	129	92	150	228	233	132	58
Weighted base	1691	836	856	216	322	292	314	235	313	474	490	328	399	142*	74*	178	131	155	119	84*	142	235	230	143	59*
Several times a day	95 6%	57 7%	38 4%	14% fgh	10% ghi	7% ghi	3% i	1%	*	6%	4%	9% km	4%	3%	6%	9% nuwy	8% uw	9% nuwy	3%	8% uw	2%	8% uw	3%	5%	-
Once a day	75 4%	45 5%	30 3%	19% hi	19% i	13% 4i	15% 5i	7% 3i	2% 1	23% 5	22% 4	18% 5	12% 3	9% 6w	1% 1	5% 3	5% 4	9% 6w	8% 6w	4% 5	7% 5	18% 8w	3% 1	3% 2	4% 6w
Several times a week	116 7%	58 7%	59 7%	24% 11i	25% 8i	19% 6i	25% 8i	13% 6i	11% 3	33% 7	39% 8	14% 4	30% 8	9% 6	7% 9	12% 6	11% 8	12% 8	8% 2	5% 4	19% 8	24% 10t	9% 6	1% 2	
Once a week	126 7%	58 7%	68 8%	20% 9i	21% 7	26% 9i	24% 8	23% 10i	12% 4	45% 9m	36% 7m	32% 10m	14% 3	13% 9	6% 7	16% 9	8% 6	7% 10	6% 7	4% 4	13% 9	20% 8	18% 8	5% 7	4% 6
Less often	256 15%	120 14%	136 16%	30% 14	64% 20i	47% 16	50% 16	31% 13	34% 11	61% 13	77% 16	54% 17	64% 16	19% 13	13% 18	28% 16	18% 14	25% 13	15% 13	17% 20	14% 10	43% 18	36% 16	16% 11	13% 22u
Never	1003 59%	488 58%	515 60%	90% 42	151% 47	163% 56d	190% 60cde	158% 67%def	251% 80%def	276% 58	287% 59	180% 55	259% 65l	89% 63v	43% 58	100% 56	73% 56	83% 54	76% 64v	50% 60v	99% 70%ppq	109% 46	142% 62v	100% 70%ppq	37% 64v
Don't know	20 1%	10 1%	11 1%	3% 1	10% 3i	3% 1	2% 1	1% *	1% *	7% 1	7% 2	2% 1	4% 1	-	-	2% 1	6% 5%nuw	2% 1	1% 1	-	-	7% 3w	1% *	1% 1	-
NET: At least daily	169 10%	102 12%b	67 8%	48% 22%fgh	51% 16%ghi	34% 12%hi	23% 7%i	9% 4%	4% 1%	52% 11%	42% 9%	46% 14%km	29% 7%	13% 9%	5% 7%	21% 12%w	15% 12%w	23% 15%uw	11% 10%	11% 14%w	10% 7%	37% 16%uw	9% 4%	10% 7%	4% 6%
NET: At least weekly	412 24%	218 26%	194 23%	93% 43%efg	97% 30%hi	78% 27%i	72% 23%i	45% 19%i	26% 8%	130% 27% m	118% 24%	92% 28% m	73% 18%	34% 24%	18% 24%	49% 27%	34% 26%	45% 29%y	26% 22%	17% 20%	28% 20%	75% 32%uw	51% 22%	26% 18%	8% 14%
NET: Ever	668 40%	338 40%	330 39%	122% 57%fgh	162% 50%ghi	125% 43%hi	122% 39%i	76% 32%i	60% 19%	190% 40%	195% 40%	147% 45% m	137% 34%	53% 37%	31% 42%	77% 43% lux	52% 39%	70% 45% lux	41% 35%	33% 40%	42% 30%	119% 50% nsu	87% 38%	42% 29%	21% 36%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 197  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?											
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1686	631	306	187	92	63	285	122	414	194	261	134	18	1231	9	9	906	512	188	50	1509	159	37	80	28	8	6
Weighted base	1691	817	215	153	77*	63*	263	104	350	161	223	109	15**	1300	9**	9**	908	518	194	42*	1518	158	34*	82*	26**	10**	5**
Several times a day	95 6%	59 7%ef	11 5%f	11 7%	4 6%ef	- 1%	2 7%ef	7 4%	14 4%	8 5%	6 3%	2 2%	- -	77 6%	2 26%	- -	46 5%	29 6%	13 6%	4 9%	68 5%	25 16%t	3 8%	18 22%t	3 13%	- -	1 17%
Once a day	75 4%	49 6%bf	5 2%	7 5%	9 11%bfg	- 1%	3 1%	3 2%	17 5%	9 6%	10 5%	3 3%	- -	56 21%	2 39%	3 4%	32 4%	19 4%	13 7%	4 9%	61 4%	11 7%	3 10%	7 9%	- -	- -	- -
Several times a week	116 7%	64 8%f	15 7%	15 10%	8 10%ef	1 1%	9 3%	5 5%	32 9%	20 13%am	20 9%	11 10%	1 1%	80 6%	- -	1 13%	66 7%	33 6%	8 4%	5 11%	101 7%	15 9%	2 6%	6 8%	3 12%	3 27%	1 14%
Once a week	126 7%	64 8%e	21 10%ef	15 10%	4 5%	- -	12 5%	11 10%e	18 5%k	9 6%	10 4%	2 2%	1 4%	106 8%k	3 29%	- -	55 6%	47 9%	13 6%	9 21%pqr	109 7%	18 11%	2 7%	11 13%	3 13%	- -	1 25%
Less often	256 15%	140 17%	31 14%	22 15%	10 13%	5 7%	34 13%	15 14%	59 17%	25 16%	36 16%	28 25%hijm	4 26%	190 15%	- -	1 13%	143 16%	67 13%	37 19%	8 19%	221 15%	10 21%t	17 29%t	3 21%	2 13%	2 19%	2 31%
Never	1003 59%	425 52%	133 62%a	82 53%	42 55%	58 92%abdfg	203 77%abd	61 59%	208 60%	89 55%	139 62%	63 58%	10 67%	772 59%	1 14%	3 36%	561 62%g	310 60%g	109 56%g	11 27%	942 62%uvw	52 33%w	14 41%	19 23%	13 50%	6 54%	1 14%
Don't know	20 1%	15 2%b	- -	2 1%	- -	- -	1 *	2 2%b	1 *	1 1%	1 1%	- -	- -	18 1%	1 9%	- -	4 *	11 2%p	2 1%	2 4%p	16 1%	4 2%	- -	4 5%t	- -	- -	- -
NET: At least daily	169 10%	108 13%bef	16 7%ef	18 12%	13 17%bef	- -	5 2%	10 9%ef	31 9%	17 11%	17 7%	6 5%	- -	133 10%	4 47%	3 39%	78 9%	48 9%	25 13%	8 19%p	129 8%	35 22%t	6 18%	25 31%tu	3 13%	- -	1 17%
NET: At least weekly	412 24%	236 29%ef	51 24%ef	48 31%	25 33%ef	1 1%	26 10%e	26 25%ef	81 23%k	47 29%hijk	47 21%	18 17%	1 7%	320 25%	7 77%	5 52%	200 22%	129 25%	46 24%	21 51%pqr	339 22%	68 43%t	11 31%	42 51%t	10 37%	3 27%	3 55%
NET: Ever	668 40%	376 46%bef	82 38%ef	70 46%	35 45%ef	5 8%	59 23%e	41 39%ef	140 40%	72 44%	83 37%	46 42%	5 33%	510 39%	7 77%	6 64%	342 38%	196 38%	83 43%	29 69%pqr	559 37%	102 64%t	20 59%t	60 72%t	13 50%	5 46%	4 86%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 198  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 18-5		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)			
Unweighted base	1686	1193	482	437	406	162	233	196	92	186	1500	90	245	319	367	309	110	49	30	74						
Weighted base	1691	1180	499	460	417	166	246	203	87*	203	1488	69*	196	281	382	338	140*	59*	42**	91*						
Several times a day	95 6%	53 4%	41 8%adh	40 9%	28 7%	27 16%abdfgh	23 9%adh	10 5%	2 2%	45 22%j	49 3%	6 8%	16 8%o	12 4%	22 6%	13 4%	8 5%	4 6%	1 2%	5 5%						
Once a day	75 4%	49 4%	25 5%	23 5%	19 5%	11 7%	11 5%	9 4%	8 9%	22 11%j	53 4%	6 8%o	10 5%	9 3%	12 3%	9 3%	14 10%mo	2 3%	-	11 13%mo						
Several times a week	116 7%	79 7%	37 8%	35 8%	33 8%	10 6%	17 7%	21 10%	9 10%	23 12%j	93 6%	3 5%	13 6%	14 5%	25 6%	16 5%	15 11%	10 17%lmno	3 8%	12 14%mo						
Once a week	126 7%	88 7%	34 7%	32 7%	29 7%	9 5%	15 6%	13 7%	6 6%	107 10%	7 7%	7 10%l	7 4%	19 7%	25 6%	37 11%l	9 7%	5 8%	4 8%	10 11%l						
Less often	256 15%	167 14%	90 18%	79 17%	77 18%	26 16%	43 18%	36 18%	16 18%	43 21%j	213 14%	9 13%	25 13%	44 16%	69 18%	43 13%	26 18%	7 11%	9 22%	15 17%						
Never	1003 59%	735 62%bde	261 52%	241 52%	222 53%	79 47%	129 52%	108 53%	47 54%	47 23%	955 64%l	38 55%	124 63%ps	183 65%ps	227 59%ps	215 64%ps	65 46%	29 49%	25 60%	36 39%						
Don't know	20 1%	9 1%	10 2%a	10 2%	9 2%a	4 2%	6 3%a	5 2%	-	2 1%	18 1%	-	1 1%	1 *	3 1%	5 1%	5 3%am	3 6%lmn	-	2 2%						
NET: At least daily	169 10%	103 9%	66 13%ad	63 14%	48 11%	38 23%abdfgh	35 14%a	19 9%	9 11%	67 33%j	102 7%	11 17%mo	26 13%mo	21 7%	34 9%	21 6%	21 15%mo	5 9%	1 2%	16 18%mo						
NET: At least weekly	412 24%	269 23%	138 28%	130 28%	109 26%	57 34%ab	67 27%	54 26%	24 27%	110 54%j	302 20%	22 32%am	46 24%	53 19%	83 22%	75 22%	45 32%amn	20 34%am	8 18%	38 42%lmno						
NET: Ever	668 40%	436 37%	227 46%a	209 45%	186 45%a	83 50%a	110 45%a	90 44%	40 46%	154 76%j	515 35%	31 45%	71 36%	97 35%	152 40%	117 35%	71 51%lmo	27 45%	17 40%	53 59%lmno						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 199

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****NET: AV Only****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Notl- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1686	55	54	78	69	38	45	115	56	80	157	65	46	46	17	385	57	53	55	69	58	88
Weighted base	1691	67*	62*	75*	65*	38**	44*	124*	57*	72*	146	66*	47*	41*	24**	390	51*	58*	55*	62*	59*	88*
Several times a day	95 6%	3 4%	1 1%	5 6%	7 10% pww	* 1%	4 10% pww	13 10% pww	5 10% pww	4 6%	14 9% pww	2 3%	1 3%	1 3%	- -	22 6%	- -	5 9% vw	2 3%	5 8% vw	- -	1 1%
Once a day	75 4%	3 5%	6 9% cw	1 1%	2 3%	3 8%	- -	6 5%	2 4%	6 8% cw	7 5%	3 4%	4 8% w	- -	23 6% w	- -	2 3%	2 3%	2 3%	4 6% w	- -	- -
Several times a week	116 7%	7 10%	2 4%	7 9%	5 7%	- -	6 14% rsv	9 7%	5 8%	7 7%	10 7%	5 7%	3 7%	3 8%	1 3%	29 7%	7 14% rsv	5 8%	1 2%	1 2%	1 2%	5 6%
Once a week	126 7%	9 13% w	4 6%	6 8% w	6 9% w	2 5%	1 3%	12 9% w	5 8% w	4 6%	11 7% w	8 12% w	5 10% w	4 9% w	3 12%	33 8% w	2 3%	1 2%	4 8% w	4 6%	4 6%	* 1%
Less often	256 15%	11 16%	8 12%	10 13%	9 13%	4 10%	9 21% k	23 19%	6 11%	8 11%	26 18%	4 6%	7 15%	7 18%	1 3%	70 18%	7 14%	4 7%	7 13%	15 23% kqw	13 22% k	8 9%
Never	1003 59%	34 52%	42 67% g	48 63%	36 55%	24 64%	23 51%	60 49%	34 59%	45 62%	77 52%	44 66%	26 57%	25 61%	20 83%	206 53%	35 69% go	42 71% gjo	38 69% g	36 57%	37 64%	73 82% acdfghijlmosv
Don't know	20 1%	- -	- -	- -	2 3%	4 12%	- -	2 1%	- -	- -	2 1%	- -	- -	1 2%	- -	7 2%	- -	- -	1 2%	- -	- -	1 2%
NET: At least daily	169 10%	6 9% w	7 10% pw	5 7%	8 13% pw	3 9%	4 10% pw	19 15% pw	8 14% pw	10 14% pw	21 15% pw	6 8% w	5 11% pw	3 3%	- -	45 11% pw	- -	7 11% pw	4 6%	7 11% pw	4 6%	1 1%
NET: At least weekly	412 24%	21 32% w	13 20% w	18 24% w	19 29% w	5 14%	12 28% w	39 32% vw	17 30% w	19 27% w	42 29% w	18 27% w	13 28% w	8 20% w	4 15%	106 27% w	9 17%	13 21% w	9 16% w	12 19% w	8 14%	6 7%
NET: Ever	668 40%	32 48% w	20 33% w	28 37% w	27 42% w	9 24%	21 49% w	63 50% pqw	23 41% w	27 38% w	68 47% qw	22 34% w	20 43% w	15 37% w	4 17%	176 45% qw	16 31%	17 29%	16 29%	27 43% w	21 36% w	14 16%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 200  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1595	698	897	221	250	273	308	241	302	442	482	257	414	121	68	157	139	146	111	89	148	209	228	126	53
Weighted base	1602	709	892	215	305	274	298	220	289	440	454	338	369	138*	63*	173	134	140	101*	79*	143	213	228	136*	54*
Several times a day	148 9%	80 11% <sup>b</sup>	67 8%	30 14% <sup>g</sup>	47 16% <sup>g</sup>	31 11% <sup>h</sup>	21 7% <sup>i</sup>	9 4%	8 3%	40 9%	37 8%	34 10%	36 10%	7 5%	8 13%	20 12%	13 10%	15 11%	9 6%	5 6%	9 6%	213 14% <sup>n</sup>	22 10%	7 5%	2 3%
Once a day	108 7%	47 7%	61 7%	19 9% <sup>i</sup>	28 9% <sup>i</sup>	18 7%	21 7%	12 5%	9 3%	35 8%	32 7%	25 7%	17 4%	17 12% <sup>ow</sup>	1 1%	10 6%	8 6%	11 8%	8 8%	8 10% <sup>ow</sup>	8 5%	25 12% <sup>ow</sup>	7 3%	4 3%	* 1%
Several times a week	214 13%	91 13%	123 14%	37 17% <sup>f</sup>	61 20% <sup>f</sup>	28 10%	39 13%	25 11%	24 8%	60 14%	67 15%	41 12%	46 13%	18 13%	14 22% <sup>ru</sup>	23 13%	17 13%	14 10%	12 9%	7 10%	15 10%	29 13%	38 17%	19 14%	9 16%
Once a week	189 12%	74 10%	115 13%	29 14%	38 12%	37 13% <sup>h</sup>	40 13% <sup>h</sup>	16 7%	29 10%	52 12%	50 11%	45 13%	41 11%	14 10%	6 10%	27 16%	11 8%	11 8%	15 15%	10 12%	21 15%	23 11%	22 10%	16 11%	11 21% <sup>qr</sup>
Less often	307 19%	124 18%	183 20%	36 17%	62 20%	51 18%	59 20%	44 20%	55 19%	90 20%	83 18%	54 16%	80 22%	22 16%	16 25%	31 18%	23 17%	27 19%	18 18%	19 24%	23 16%	43 20%	47 21%	34 25% <sup>y</sup>	5 10%
Never	620 39%	283 40%	337 38%	61 28%	63 21%	107 39% <sup>de</sup>	114 38% <sup>de</sup>	111 51% <sup>def</sup>	163 57% <sup>def</sup>	156 35%	183 40%	136 40%	145 39%	60 43% <sup>v</sup>	19 30%	62 36%	57 43% <sup>v</sup>	60 43% <sup>v</sup>	37 36%	30 38%	66 46% <sup>v</sup>	59 28%	88 39% <sup>v</sup>	56 41% <sup>v</sup>	27 49% <sup>v</sup>
Don't know	16 1%	9 1%	7 1%	2 1%	5 2%	2 1%	5 2%	2 1%	* *	8 2%	2 *	2 1%	4 1%	- -	- -	- -	4 3%	2 1%	1 1%	- -	2 1%	4 2%	4 2%	- -	- -
NET: At least daily	255 16%	127 18%	128 14%	49 23% <sup>g</sup>	76 25% <sup>g</sup>	50 18% <sup>h</sup>	42 14% <sup>i</sup>	21 10%	18 6%	75 17%	69 15%	59 17%	53 14%	24 17% <sup>y</sup>	9 14%	30 18% <sup>xy</sup>	22 16% <sup>y</sup>	26 19% <sup>xy</sup>	17 17% <sup>y</sup>	13 17% <sup>y</sup>	16 11%	55 26% <sup>uw</sup>	29 13%	11 8%	2 4%
NET: At least weekly	659 41%	293 41%	366 41%	116 54% <sup>f</sup>	174 57% <sup>f</sup>	115 42% <sup>h</sup>	121 41% <sup>h</sup>	62 28%	70 24%	187 43%	186 41%	145 43%	140 38%	56 41%	29 45%	80 46%	50 37%	51 37%	44 44%	31 39%	53 37%	107 50% <sup>qr</sup>	89 39%	46 34%	22 41%
NET: Ever	966 60%	417 59%	549 61%	152 71% <sup>f</sup>	237 78% <sup>f</sup>	165 60% <sup>h</sup>	180 60% <sup>h</sup>	107 49%	125 43%	277 63%	269 59%	200 59%	220 60%	78 57%	44 70% <sup>u</sup>	111 64%	73 54%	78 56%	63 62%	49 62%	76 53%	150 70% <sup>nqr</sup>	136 60%	80 59%	27 51%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 101  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private person (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1595	591	302	176	84	68	253	121	402	183	252	131	15	1152	12	7	881	460	177	48	1436	141	36	67	26	7	5
Weighted base	1602	769	216	146	72*	67*	230	102*	340	152	214	105	12**	1220	11**	8**	875	469	187	40*	1448	138	34**	67*	24**	9**	4**
Several times a day	148	89	17	17	8	-	7	11	33	16	21	11	-	110	4	1	74	39	23	6	111	34	5	21	6	-	1
	9%	12%ef	8%ef	12%	10%ef	-	3%	11%ef	10%	11%	10%	10%	-	9%	33%	8%	8%	8%	12%	15%	8%	24%t	16%	31%t	26%	-	30%
Once a day	108	61	12	10	8	2	8	7	27	9	18	9	1	79	2	3	48	35	15	4	91	15	4	11	-	-	-
	7%	8%ef	5%	7%	12%ef	2%	3%	7%	8%	6%	8%	9%	12%	6%	21%	40%	5%	8%	8%	11%	6%	11%	11%	17%t	-	-	-
Several times a week	214	117	37	19	6	7	17	12	43	26	24	15	1	163	2	-	127	63	12	8	199	14	3	6	2	3	-
	13%	15%ef	17%ef	13%	8%	10%	8%	12%	12%	17%h	11%	14%	8%	13%	16%	-	15%r	13%r	7%	20%r	14%	10%	9%	9%	8%	30%	-
Once a week	189	87	29	20	8	9	20	15	42	21	22	11	2	141	*	2	94	59	26	5	180	9	1	5	3	-	-
	12%	11%	14%	14%	11%	14%	9%	15%	12%	14%	10%	10%	16%	12%	3%	29%	11%	12%	14%	13%	12%	6%	2%	8%	13%	-	-
Less often	307	152	42	24	11	11	48	18	64	29	42	19	3	239	-	1	165	83	47	7	276	29	10	10	4	2	3
	19%	20%	20%	17%	15%	17%	21%	18%	19%	19%	20%	18%	29%	20%	-	14%	19%	18%	25%	17%	19%	21%	30%	15%	15%	24%	70%
Never	620	252	76	54	32	38	129	38	130	49	87	41	4	474	2	1	360	183	64	9	574	38	11	13	9	4	-
	39%	33%	35%	37%	44%	57%abg	56%abg	38%	38%	32%	40%	39%	35%	39%	19%	9%	41%e	39%e	34%	22%	40%uw	27%	33%	20%	38%	46%	-
Don't know	16	11	3	1	-	-	*	1	1	1	1	-	-	14	1	-	6	8	-	1	16	-	-	-	-	-	-
	1%	1%	2%	1%	-	-	*	1%	*	1%	1%	-	-	1%	8%	-	1%	2%	-	4%r	1%	-	-	-	-	-	-
NET: At least daily	255	150	28	27	16	2	15	18	60	26	39	20	1	188	6	4	122	74	38	10	203	49	9	32	6	-	1
	16%	20%bef	13%ef	19%	22%ef	2%	6%	17%ef	18%	17%	18%	19%	12%	15%	54%	48%	14%	16%	20%	25%p	14%	35%t	26%	48%tu	26%	-	30%
NET: At least weekly	659	355	94	67	29	17	52	45	145	72	84	45	4	493	8	6	344	195	77	23	582	71	12	44	11	3	1
	41%	46%ef	44%ef	46%	41%f	26%	23%	44%ef	43%	48%	39%	43%	36%	40%	74%	77%	39%	42%	41%	58%p	40%	52%t	37%	65%tu	47%	30%	30%
NET: Ever	966	507	136	91	40	29	100	63	209	102	126	65	8	732	8	7	509	279	124	30	858	100	23	54	15	5	4
	60%	66%ef	63%ef	62%	56%	43%	44%	62%ef	61%	67%	59%	61%	65%	60%	74%	91%	58%	59%	66%	75%p	59%	73%t	67%	80%t	62%	54%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 202  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 18		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1595	1125	460	417	382	151	214	195	86	167	1428	78	233	306	362	277	106	49	30	72				
Weighted base	1602	1116	474	436	388	157	225	201	80*	179	1423	59*	191	268	374	299	137*	57*	42**	91*				
Several times a day	148 9%	86 8%	61 13% <sup>ad</sup>	58 13%	41 11%	35 22% <sup>abd</sup> fgh	28 13% <sup>a</sup>	20 10%	8 10%	51 29% <sup>j</sup>	97 7%	8 14% <sup>o</sup>	18 9%	22 8%	35 9%	17 6%	19 14% <sup>o</sup>	7 11%	4 9%	10 12%				
Once a day	108 7%	67 6%	39 8%	36 8%	32 8%	13 9%	16 7%	16 8%	10 13% <sup>a</sup>	22 12% <sup>j</sup>	86 6%	6 11%	17 9%	12 5%	22 6%	17 6%	11 8%	4 8%	3 7%	11 12% <sup>m</sup>				
Several times a week	214 13%	143 13%	69 15%	63 14%	61 16%	18 11%	36 16%	31 15%	11 14%	32 18%	182 13%	4 7%	21 11%	25 9%	57 15%	42 14%	14 10%	16 28% <sup>klm</sup> op	8 19%	19 21% <sup>km</sup>				
Once a week	189 12%	119 11%	66 14%	61 14%	53 14%	22 14%	34 15%	24 12%	7 9%	18 10%	171 10%	6 10%	14 8%	32 12%	43 12%	42 14% <sup>l</sup>	21 16%	6 11%	7 17%	10 11%				
Less often	307 19%	214 19%	93 20%	88 20%	78 20%	31 20%	46 21%	43 21%	13 16%	33 18%	274 19%	12 20%	36 19%	55 21%	64 17%	59 20%	29 21%	13 23%	7 16%	13 14%				
Never	620 39%	477 43% <sup>bde</sup> fg	140 30%	127 29%	119 31%	37 23%	62 27%	67 34%	28 35%	22 13%	597 42% <sup>i</sup>	22 38% <sup>q</sup>	83 43% <sup>pq</sup>	117 44% <sup>pqs</sup>	150 40% <sup>q</sup>	120 40% <sup>q</sup>	41 29%	11 19%	13 32%	27 30%				
Don't know	16 1%	10 1%	6 1%	3 1%	5 1%	2 1%	2 1%	-	3 3% <sup>g</sup>	-	16 1%	-	1 1%	4 1%	3 1%	3 1%	3 2%	1 1%	-	2 2%				
NET: At least daily	255 16%	153 14%	100 21% <sup>ad</sup>	94 21%	73 19% <sup>a</sup>	48 31% <sup>abd</sup> fg	44 20%	36 18%	19 23% <sup>a</sup>	73 41% <sup>j</sup>	182 13%	15 25% <sup>mo</sup>	35 18% <sup>o</sup>	34 13%	57 15%	34 11%	30 22% <sup>o</sup>	11 19%	7 16%	21 23% <sup>mo</sup>				
NET: At least weekly	659 41%	415 37%	235 50% <sup>a</sup>	218 50%	187 48% <sup>a</sup>	88 56% <sup>a</sup>	115 51% <sup>a</sup>	90 45%	37 46%	123 69% <sup>j</sup>	535 38%	25 43%	70 37%	92 34%	157 42%	117 39%	66 48% <sup>m</sup>	33 57% <sup>lmo</sup>	22 52%	50 54% <sup>lmo</sup>				
NET: Ever	966 60%	629 56%	328 69% <sup>a</sup>	307 70%	265 68% <sup>a</sup>	119 76% <sup>a</sup>	161 72% <sup>a</sup>	133 66% <sup>a</sup>	50 62%	156 87% <sup>j</sup>	810 57%	37 62%	107 56%	147 55%	221 59%	176 59%	94 69% <sup>lm</sup>	46 80% <sup>lmn</sup> o	29 68%	62 69%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 203  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Not-t-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1595	54	54	71	72	38	35	111	54	75	143	62	42	45	17	360	60	52	50	68	53	79
Weighted base	1602	65*	60*	63*	70*	39**	34**	126*	55*	67*	133	68*	43*	43*	23**	359	55*	58*	49*	60*	54*	80*
Several times a day	148 9%	4 6%	2 4%	7 11% <sub>p</sub>	10 14% <sub>pw</sub>	* 1%	5 14%	17 14% <sub>pw</sub>	6 12% <sub>p</sub>	10 14% <sub>prw</sub>	15 11% <sub>p</sub>	5 8%	4 9%	4 8%	2 8%	41 12% <sub>p</sub>	1 1%	6 11%	1 2%	3 5%	2 3%	3 4%
Once a day	108 7%	10 16% <sub>cdmq</sub>	6 9%	1 1%	2 2%	5 12%	4 12%	10 8%	3 5%	4 6%	13 10% <sub>ccq</sub>	3 5%	3 6%	1 1%	1 6%	32 9% <sub>c</sub>	3 6%	* 1%	2 4%	4 7%	* 1%	2 3%
Several times a week	214 13%	11 16%	7 12%	15 23% <sub>jw</sub>	7 10%	7 18%	3 10%	16 13%	8 15%	10 14%	12 9%	11 16%	7 17%	11 w	* 26% <sub>djops</sub>	2% 13%	5 9%	7 13%	9 18%	6 10%	9 16%	6 8%
Once a week	189 12%	9 13%	4 7%	6 10%	9 13%	2 5%	1 3%	23 18% <sub>j</sub>	6 11%	10 15%	10 8%	9 13%	4 9%	6 13%	2 7%	42 12%	6 10%	5 9%	4 9%	10 16%	11 21% <sub>j</sub>	11 13%
Less often	307 19%	10 16%	10 16%	14 22%	11 16%	7 19%	9 25%	24 19%	8 14%	8 11%	28 21%	13 19%	6 14%	4 10%	10 43%	73 20%	12 21%	15 26%	12 25%	15 25%	5 10%	14 17%
Never	620 39%	21 33%	31 51% <sub>go</sub>	21 33%	32 46% <sub>g</sub>	14 36%	12 36%	36 29%	23 42%	27 40%	53 40%	27 40%	19 44%	17 41%	5 23%	118 33%	29 53% <sub>cgo</sub>	24 41%	21 43%	22 37%	27 49% <sub>go</sub>	41 52% <sub>cgo</sub>
Don't know	16 1%	- -	- -	- -	- 9%	4 -	- -	- -	- -	- -	2 1%	- -	- -	- -	3 11%	5 1%	- -	- -	- -	- -	- -	3 4%
NET: At least daily	255 16%	14 22% <sub>vw</sub>	8 13%	8 12%	11 16%	5 13%	9 26%	27 21% <sub>prvw</sub>	9 17%	14 20% <sub>vw</sub>	28 21% <sub>prvw</sub>	9 13%	7 15%	4 10%	3 14%	73 20% <sub>prvw</sub>	4 7%	7 12%	3 6%	7 12%	2 4%	5 6%
NET: At least weekly	659 41%	33 51% <sub>pw</sub>	20 33%	29 45% <sub>w</sub>	27 39%	14 36%	13 39%	65 52% <sub>bjpq</sub>	24 43%	33 49% <sub>pw</sub>	50 38%	28 41%	18 42%	21 49% <sub>pw</sub>	5 23%	163 45% <sub>pw</sub>	14 26%	19 33%	16 33%	23 38%	22 41%	22 27%
NET: Ever	966 60%	43 67% <sub>w</sub>	30 49%	42 67% <sub>pw</sub>	38 54%	21 54%	21 64%	90 71% <sub>bdpv</sub>	31 58%	41 60%	78 59%	41 60%	24 56%	25 59%	15 66%	236 66% <sub>bpw</sub>	26 47%	34 59%	28 57%	37 63% <sub>w</sub>	27 51%	35 44%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 204  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55	
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*	
Several times a day	48 3%	34 4%b	14 2%	12 6%ghi	20 7%ghi	12 4%ghi	3 1%	1 *	-	13 3%	10 2%	11 4%	13 3%	2 2%	1 2%	7 5%	5 4%	6 4%	1 1%	6 7%swx	2 2%	12 5%	3 2%	2 1%	-	
Once a day	50 3%	33 4%b	17 2%	13 7%hi	12 4%i	12 4%i	9 3%i	4 2%	1 *	18 4%	8 2%	18 6%km	7 2%	5 3%	1 1%	5 3%	2 1%	9 6%w	3 3%	2 3%	2 1%	13 6%w	1 *	6 4%w	3 5%w	
Several times a week	73 5%	42 5%	31 4%	6 3%	22 7%i	14 5%i	18 6%i	9 4%	5 1%	17 4%	24 5%	8 3%	23 6%	6 4%	4 6%	7 4%	7 6%	7 5%	6 5%	1 1%	3 3%	15 7%	13 6%	4 3%	-	
Once a week	91 6%	44 6%	46 6%	11 6%	18 6%	17 6%	17 5%	19 9%i	8 3%	29 6%am	29 6%am	23 8%am	10 3%	11 8%	3 4%	7 5%	6 5%	7 5%	5 4%	5 6%	9 7%	16 7%	13 6%	8 6%	2 3%	
Less often	207 13%	103 13%	104 13%	16 8%	44 15%	37 13%	49 16%d	25 11%	36 12%	55 12%	62 14%	35 12%	54 14%	17 12%	11 16%	17 10%	17 15%	18 14%	20 13%	14 17%	13 11%	14 14%	32 15%	33 7%	10 14%	8
Never	1103 69%	528 66%	575 72%a	130 68%	172 58%	185 66%	204 68%e	160 73%e	251 83%def	307 69%	319 70%	203 68%	274 71%	95 70%v	48 71%	117 72%v	80 64%	96 65%	81 73%v	52 66%	99 77%v	128 57%	158 71%v	107 79%qrv	43 78%v	
Don't know	22 1%	11 1%	11 1%	4 2%	10 3%i	4 1%	2 1%	1 1%	1 *	9 2%	5 1%	2 1%	6 2%	-	-	2 1%	6 5%nuwx	3 2%	1 1%	-	1 1%	9 4%wx	1 *	-	-	
NET: At least daily	98 6%	67 8%b	31 4%	24 13%ghi	32 11%ghi	24 9%ghi	11 4%	5 2%	1 *	31 7%	18 4%	29 10%k	20 5%	7 5%	2 3%	13 8%w	6 5%	15 10%uw	4 4%	8 10%w	4 3%	26 11%suw	4 2%	7 5%	3 5%	
NET: At least weekly	261 16%	153 19%b	108 14%	41 21%i	72 24%ghi	56 20%i	46 15%i	33 15%i	14 5%	77 17%	70 15%	61 20%	54 14%	24 18%	9 13%	27 17%	20 16%	28 19%	14 13%	14 18%	16 12%	57 25%suw	30 13%	19 14%	5 8%	
NET: Ever	468 29%	256 32%b	212 27%	57 30%i	116 39%hi	93 33%i	95 31%i	58 27%i	50 16%	131 29%	133 29%	96 32%	108 28%	40 30%	20 29%	44 27%	38 31%	48 33%	29 26%	27 34%	30 23%	89 39%psu	63 28%	29 21%	12 22%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 205  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Working Status				Disability								What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri mary (o)	Sec ondary (p)	Univ ersity degree (q)	High er univ ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non white (u)	Mixed (v)	Asian (w)	Black (x)	Chin ese (y)	Other (z)	
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6	
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**	
Several times a day	48 3%	27 4%f	8 4%f	4 3%	3 4%f	-	-	5 5%f	6 2%	4 3%	2 1%	1 1%	-	38 26%	2 -	-	22 3%	16 3%	5 3%	2 5%	30 2%	17 11%t	1 4%	13 17%t	2 7%	-	1 17%	
Once a day	50 3%	38 5%bf	3 1%f	4 3%	4 6%bf	-	-	1 1%	11 3%	6 4%	5 2%	2 2%	-	39 13%	1 42%	3 2%	21 2%	15 3%	5 3%	3 7%	40 3%	8 5%	3 8%	5 7%	-	-	-	
Several times a week	73 5%	44 6%f	7 3%	6 4%	8 10%bdef	1 1%	3 1%	4 4%	16 5%	12 7%	11 5%	3 3%	-	56 4%	-	*	43 5%	23 5%	6 3%	1 2%	58 4%	13 9%t	2 5%	7 9%	3 12%	2 16%	1 14%	
Once a week	91 6%	47 6%	16 8%ef	9 7%	2 3%	-	9 3%	8 8%e	13 4%	8 5%	6 3%	1 1%	-	75 6%k	3 29%	-	41 5%	33 7%	9 5%	5 13%p	82 6%	9 6%	2 7%	5 7%	-	-	1 25%	
Less often	207 13%	106 14%	27 13%	10 7%	10 13%	5 7%	37 15%	12 12%	53 16%	24 15%	32 16%	23 13%	2 1%	150 12%	-	1	119	52	31	2	179	27	9	13	3	2	1	
Never	1103 69%	481 64%	143 69%	106 75%	46 63%	57 92%abd	206 80%abd	64 65%	227 69%	103 65%	147 72%	69 69%	11 82%	846 69%	2 23%	3	597	344	123	25	1022	72	48%	17	31	17	6	2
Don't know	22 1%	13 2%	3 1%	2 1%	1 1%	-	1	4	1	1	1	-	-	20	1	-	8	10	2	2	18	4	-	3	2	-	-	
NET: At least daily	98 6%	65 9%ef	11 5%f	9 6%	7 10%ef	-	-	6 6%f	17 5%	10 6%	7 3%	3 3%	-	78 6%	3 39%	3 42%	43 5%	31 6%	10 6%	5 12%	70 5%	24 16%t	4 12%	18 23%t	2 7%	-	1 17%	
NET: At least weekly	261 16%	156 21%ef	34 16%ef	24 17%	17 23%ef	1 1%	11 4%	19 19%ef	47 14%k	30 19%hijk	24 12%	7 7%	-	209 17%k	6 68%	4 48%	127	87	25	11	210	47	8	30	5	2	3	
NET: Ever	468 29%	262 35%ef	61 30%ef	34 24%	27 36%ef	5 8%	49 19%	31 31%ef	100 31%	54 34%	56 28%	30 31%	2 18%	359 29%	6 68%	5 62%	245	139	56	13	388	74	17	43	7	4	3	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 206  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No children aged 18 or under		NET: Under 18		NET: Any 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 18 (c)	NET: Any 5-10 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)											
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436			87	235	302	350	300	101	45	28	69
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412			68*	186	257	363	327	129*	53*	40**	85*
Several times a day	48 3%	20 2%	27 6% <sup>adg</sup>	26 6%	18 5% <sup>aa</sup>	11% <sup>abdf</sup>	14 6% <sup>aa</sup>	5 3%	1 2%	20 11% <sup>aj</sup>	28 2%			3 5%	7 4%	9 3%	11 3%	6 2%	3 2%	2 4%	1 2%	3 4%
Once a day	50 3%	32 3%	18 4%	17 4%	13 3%	10 6% <sup>aa</sup>	9 4%	5 3%	3 3%	20 11% <sup>aj</sup>	30 2%			5 7% <sup>mo</sup>	5 3%	2 1%	10 3%	7 2%	12 9% <sup>lmno</sup>	-	-	9 11% <sup>lmnoq</sup>
Several times a week	73 5%	44 4%	29 6%	29 7%	25 6%	9 6%	15 6%	16 9% <sup>aa</sup>	7 9%	14 8%	59 4%			3 4%	7 4%	9 4%	17 5%	9 3%	15 12% <sup>lmn</sup>	6 11% <sup>o</sup>	-	3 3%
Once a week	91 6%	61 5%	26 5%	25 6%	19 5%	8 5%	12 5%	8 5%	2 2%	18 10% <sup>aj</sup>	73 5%			4 6%	11 6%	11 4%	22 6%	28 8%	3 2%	4 7%	2 5%	5 6%
Less often	207 13%	140 13%	67 14%	56 13%	58 15%	19 12%	30 13%	28 15%	17 20%	37 21% <sup>aj</sup>	170 12%			9 13%	23 13%	38 15%	51 14%	35 11%	18 14%	7 14%	8 20%	7 8%
Never	1103 69%	808 72% <sup>bde</sup>	288 62%	263 62%	244 63%	88 56%	142 61%	118 64%	54 64%	71 39%	1032 73% <sup>ai</sup>			44 65%	131 70% <sup>p</sup>	184 72% <sup>p</sup>	246 68%	237 72% <sup>p</sup>	74 58%	33 63%	29 72%	56 66%
Don't know	22 1%	11 1%	11 2%	11 3%	9 2%	4 2%	8 4% <sup>aa</sup>	4 2%	-	1 1%	21 2%			-	1 1%	3 1%	4 1%	6 2%	5 4%	1 2%	-	2 2%
NET: At least daily	98 6%	52 5%	45 10% <sup>adg</sup>	44 10%	30 8% <sup>aa</sup>	18% <sup>abdf</sup>	23 10% <sup>ag</sup>	9 5%	4 5%	40 22% <sup>aj</sup>	58 4%			8 12% <sup>mo</sup>	12 6%	11 4%	22 6%	12 4%	14 11% <sup>mo</sup>	2 4%	1 2%	12 14% <sup>mn</sup>
NET: At least weekly	261 16%	157 14%	100 21% <sup>ad</sup>	97 23%	74 19% <sup>aa</sup>	45 29% <sup>abcd</sup>	50 22% <sup>aa</sup>	34 18%	13 16%	72 40% <sup>aj</sup>	189 13%			15 22% <sup>m</sup>	30 16%	32 12%	61 17%	49 15%	32 25% <sup>mo</sup>	12 22%	3 7%	20 24% <sup>m</sup>
NET: Ever	468 29%	297 27%	166 36% <sup>aa</sup>	153 36%	132 34% <sup>aa</sup>	64 41% <sup>aa</sup>	80 35% <sup>aa</sup>	62 34%	30 36%	109 60% <sup>aj</sup>	359 25%			24 35%	54 29%	70 27%	112 31%	84 26%	50 39% <sup>mo</sup>	19 36%	11 28%	27 32%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 207

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****YouTube****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Notl- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
Several times a day	48 3%	2 3%	-	1 2%	4 7%	* 1%	1 1%	6 5%	3 6%	2 3%	6 4%	2 3%	1 2%	1 1%	- 4%	13 3%	-	-	2 3%	4 7%	-	1 1%
Once a day	50 3%	-	5 7%w	1 1%	2 3%	-	-	7 6%	-	3 5%	6 4%	1 2%	-	-	16 4%	-	4 6%	2 4%	2 4%	3 5%	-	-
Several times a week	73 5%	4 6%	2 4%	4 6%	3 5%	-	4 11%grw	2 2%	5 9%	5 8%	5 4%	6 9%	2 5%	2 6%	1 3%	19 5%	5 10%grw	1 2%	-	1 2%	-	1 1%
Once a week	91 6%	7 12%w	4 6%	3 4%	4 7%w	2 5%	2 5%	7 6%	3 5%	3 4%	7 5%	8 12%w	3 6%w	1 1%	3 12%	24 6%w	1 3%	2 4%	4 9%w	3 5%	2 3%	-
Less often	207 13%	9 15%	7 12%	11 15%	5 9%	5 15%	7 16%	12 11%	5 10%	6 9%	22 16%	4 6%	6 14%	8 20%q	1 3%	60 16%	7 14%	3 5%	3 7%	11 19%kq	8 14%	7 8%
Never	1103 69%	41 65%	43 71%	51 72%	40 68%	24 67%	27 66%	79 68%	38 71%	49 71%	87 64%	44 68%	29 72%	28 70%	20 83%	233 62%	36 74%	47 83%jos	38 77%	37 64%	43 78%o	70 88%abcdefghijkmos
Don't know	22 1%	-	-	-	2 3%	4 13%	-	2 1%	-	-	3 2%	-	1 2%	1 2%	-	9 2%	-	-	-	-	-	1 2%
NET: At least daily	98 6%	2 3%	5 7%	2 3%	6 9%pw	* 1%	1 1%	13 11%pw	3 6%	5 8%w	12 9%pw	3 5%	1 2%	1 1%	-	29 8%w	-	4 6%	4 7%	6 10%pw	3 5%	1 1%
NET: At least weekly	261 16%	13 21%w	11 17%w	9 12%w	12 20%w	2 6%	7 17%w	22 19%w	10 19%w	13 20%w	24 18%w	17 26%wv	5 13%w	3 9%	4 15%	72 19%w	6 13%w	7 12%w	8 16%w	10 17%w	5 8%	2 2%
NET: Ever	468 29%	22 35%w	18 29%w	20 28%w	17 29%w	7 21%	14 34%w	35 30%w	16 29%w	20 29%w	46 34%qw	21 32%w	11 27%w	11 28%w	4 17%	132 35%qw	13 26%w	10 17%	11 23%	21 36%qw	12 22%	8 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 208  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
Several times a day	3	-	3	-	3	1	-	-	3	-	-	-	-	-	3	-	-	1	-	-	
	59%	-	86%	-	72%	48%	-	-	100%	-	-	-	-	-	100%	-	-	100%	-	-	
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	100%	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	1	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	
	13%	41%	-	-	52%	-	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-	
Never	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	
	10%	-	14%	100%	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-	
NET: At least daily	4	1	3	-	4	1	-	-	3	-	1	-	-	-	3	-	-	1	1	-	
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	100%	-	-	100%	100%	-	
NET: At least weekly	4	1	3	-	4	1	-	-	3	-	1	-	-	-	3	-	-	1	1	-	
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	100%	-	-	100%	100%	-	
NET: Ever	5	2	3	-	4	1	-	-	3	-	1	1	1	1	3	-	-	1	1	-	
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	100%	100%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 209  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**younow**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	2	2	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	.*	.*	.*	.*	.*	.*	.*	.*	.*	.*	5**	.*	2**	1**	3**	.*	5**	.*	.*	.*	.*	.*	.*	.*
Several times a day	3	3	1	-	-	-	-	-	-	-	-	-	-	3	-	-	1	3	-	3	-	-	-	-	-	-	
	59%	60%	55%	-	-	-	-	-	-	-	-	-	-	59%	-	-	55%	100%	-	59%	-	-	-	-	-	-	
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	
	18%	23%	-	-	-	-	-	-	-	-	-	-	-	18%	-	59%	-	-	-	18%	-	-	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	
	13%	16%	-	-	-	-	-	-	-	-	-	-	-	13%	-	41%	-	-	-	13%	-	-	-	-	-	-	
Never	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	45%	-	-	10%	-	-	-	-	-	-	
NET: At least daily	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	1	1	3	-	4	-	-	-	-	-	-	
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	59%	55%	100%	-	77%	-	-	-	-	-	-	
NET: At least weekly	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	1	1	3	-	4	-	-	-	-	-	-	
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	59%	55%	100%	-	77%	-	-	-	-	-	-	
NET: Ever	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	2	1	3	-	5	-	-	-	-	-	-	
	90%	100%	55%	-	-	-	-	-	-	-	-	-	-	90%	-	100%	55%	100%	-	90%	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 210  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)			
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	-	1	2	-	1	-	-	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	..*	4**	2**	..*	..*	1**	3**	..*	1**	..*	..*	..*	..*	..*	
Several times a day	3	1	3	3	3	3	3	3	-	3	1	-	-	1	3	-	-	-	-	-	-	-	-
	59%	35%	72%	72%	72%	100%	72%	100%	-	72%	35%	-	-	100%	83%	-	-	-	-	-	-	-	-
Once a day	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
	13%	37%	-	-	-	-	-	-	-	37%	-	-	-	-	-	-	-	100%	-	-	-	-	-
Never	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-	-	-	-
NET: At least daily	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-	-	-	-
NET: At least weekly	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-	-	-	-
NET: Ever	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	1	-	-	-	-	-
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	-	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 211  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	5	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-	-
Weighted base	5*	..**	..**	..**	..**	..**	1**	..**	..**	3**	..**	..**	..**	..**	2**	..**	..**	..**	..**	..**	..**
Several times a day	3	-	-	-	-	-	-	-	-	3	-	-	-	-	1	-	-	-	-	-	-
	59%	-	-	-	-	-	-	-	-	100%	-	-	-	-	39%	-	-	-	-	-	-
Once a day	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	-	-	-	-	-	-	-	-	3	-	-	-	-	2	-	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	100%	-	-	-	-	100%	-	-	-	-	-	-
NET: At least weekly	4	-	-	-	-	-	-	-	-	3	-	-	-	-	2	-	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	100%	-	-	-	-	100%	-	-	-	-	-	-
NET: Ever	5	-	-	-	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-	-
	90%	-	-	-	-	-	57%	-	-	100%	-	-	-	-	100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 212  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
Several times a day	108 8%	58 9%	50 6%	18 10% <sub>i</sub>	31 11% <sub>hi</sub>	25 11% <sub>hi</sub>	18 7%	8 4%	8 3%	29 7%	27 7%	20 7%	32 10%	3 3%	4 6%	20 14% <sub>nu</sub>	10 8%	5 9% <sub>u</sub>	4 6%	3 2%	20 10% <sub>nu</sub>	21 11% <sub>nu</sub>	7 6%	2 4%	
Once a day	89 6%	43 7%	46 6%	12 6%	20 8%	19 8% <sub>i</sub>	19 7%	10 5%	9 4%	31 8%	21 5%	23 8%	14 4%	17 14% <sub>opsw</sub>	-	8 5%	7 6%	7 6%	4 4%	7 11% <sub>owx</sub>	8 7%	21 11% <sub>owx</sub>	7 3%	3 2%	* 1%
Several times a week	189 13%	79 13%	110 14%	24 13%	61 23% <sub>d</sub> 10% <sub>hi</sub>	22 9%	36 14%	23 11%	22 8%	52 13%	60 15%	38 13%	39 12%	17 14%	15 26% <sub>pqr</sub> 10% <sub>uv</sub>	15 10%	14 12%	13 11%	11 13%	8 12%	12 9%	26 13%	32 16%	18 14%	8 18%
Once a week	161 11%	60 10%	101 13%	19 10%	34 12%	32 14%	33 13%	15 7%	28 11%	41 10%	45 11%	39 13%	36 11%	13 10%	5 9%	19 13%	12 10%	10 9%	13 15%	9 13%	16 12%	18 9%	21 11%	15 11%	8 19%
Less often	288 20%	114 18%	174 22%	31 17%	62 23%	47 20%	57 22%	39 19%	52 19%	81 21%	73 18%	53 18%	81 25% <sub>k</sub>	17 14%	16 28%	31 21%	20 16%	25 21%	20 22%	19 28% <sub>n</sub>	22 17%	38 19%	41 21%	34 26% <sub>n</sub>	5 12%
Never	564 40%	255 41%	308 38%	79 42% <sub>e</sub>	58 21%	84 37% <sub>e</sub>	91 35% <sub>e</sub>	105 52% <sub>efg</sub>	146 55% <sub>def</sub>	152 39%	178 44% <sub>m</sub>	119 41%	114 35%	56 45%	18 31%	53 36%	53 44%	49 42%	35 39%	22 32%	65 51% <sub>opt</sub>	67 35%	72 36%	53 41%	20 46%
Don't know	21 1%	9 2%	12 1%	2 1%	6 2%	2 1%	9 3% <sub>i</sub>	2 1%	* *	8 2%	4 1%	3 1%	6 2%	-	-	-	6 5% <sub>np</sub>	2 2%	1 2%	-	2 2%	5 3%	4 2%	-	-
NET: At least daily	198 14%	101 16% <sub>b</sub>	96 12%	30 16% <sub>i</sub>	52 19% <sub>hi</sub>	44 19% <sub>hi</sub>	37 14% <sub>i</sub>	18 9%	18 7%	60 15%	48 12%	44 15%	46 14%	20 17%	4 6%	28 19% <sub>oux</sub>	16 14%	17 15%	9 9%	11 16%	11 9%	41 21% <sub>osu</sub>	28 14%	10 8%	2 5%
NET: At least weekly	547 39%	241 39%	307 38%	73 39% <sub>hi</sub>	147 54% <sub>d</sub> 42% <sub>hi</sub>	98 42% <sub>hi</sub>	106 40% <sub>hi</sub>	56 28%	68 25%	153 39%	153 38%	120 41%	121 38%	50 41%	24 41%	63 43%	43 35%	41 35%	33 37%	28 41%	39 31%	85 43% <sub>u</sub>	81 41%	42 33%	18 42%
NET: Ever	836 59%	355 57%	481 60%	105 56% <sub>i</sub>	208 77% <sub>d</sub> 63% <sub>hi</sub>	145 63% <sub>hi</sub>	163 62% <sub>hi</sub>	95 47%	120 45%	234 59%	227 55%	173 58%	202 63%	68 55%	40 69% <sub>qu</sub>	94 64% <sub>u</sub>	63 52%	66 56%	53 59%	47 68% <sub>qu</sub>	61 48%	122 63% <sub>u</sub>	121 62% <sub>u</sub>	76 59%	23 54%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base





### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 213  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
Several times a day	108	64	13	12	5	-	6	8	26	13	15	11	-	78	3	1	61	25	16	2	83	23	5	14	4	-	-
	8%	9%ef	7%	9%	8%e	-	3%	10%ef	8%	9%	8%	11%	-	7%	33%	8%	8%	6%	10%	5%	6%	20%t	18%	25%t	20%	-	-
Once a day	89	54	9	8	5	2	6	6	25	9	17	7	1	63	2	3	41	27	13	3	78	12	3	9	1	-	-
	6%	8%ef	5%	6%	8%	3%	3%	7%	8%	7%	9%	7%	14%	6%	24%	40%	5%	6%	9%	6%	10%	9%	15%t	4%	-	-	-
Several times a week	189	104	33	13	5	7	16	11	40	24	23	14	1	140	2	-	114	55	11	7	175	12	2	6	1	3	-
	13%	15%f	17%f	11%	9%	11%	7%	13%	13%	17%	12%	13%	9%	13%	19%	-	15%r	13%	7%	19%r	14%	10%	8%	11%	3%	33%	-
Once a week	161	74	26	13	7	9	20	12	35	19	19	11	1	121	*	2	80	53	24	2	155	5	-	4	2	-	-
	11%	11%	14%	10%	12%	14%	9%	14%	11%	13%	10%	11%	5%	11%	4%	29%	10%	13%	14%	5%	12%u	5%	-	7%	9%	-	-
Less often	288	135	41	24	12	11	48	17	63	31	41	20	3	220	-	1	152	79	46	5	259	28	12	10	4	-	2
	20%	20%	21%	19%	21%	19%	23%	20%	20%	22%	21%	20%	26%	20%	-	14%	20%	19%	27%q	13%	20%	24%	39%	18%	21%	-	66%
Never	564	241	68	54	24	33	114	30	117	44	76	38	5	435	1	1	313	171	58	16	520	36	8	13	8	6	1
	40%	35%	35%	44%	41%	54%abg	54%abg	35%	38%i	31%	39%	38%	47%	40%i	12%	9%	41%	41%	34%	45%	40%w	31%	26%	23%	44%	67%	34%
Don't know	21	13	5	1	-	-	*	1	2	2	1	-	-	18	1	-	11	8	-	1	21	-	-	-	-	-	-
	1%	2%	3%ef	1%	-	-	*	2%	1%	1%	1%	-	-	2%	9%	-	1%	2%	-	4%r	2%	-	-	-	-	-	-
NET: At least daily	198	118	22	20	10	2	12	15	51	22	32	18	1	141	5	4	101	52	29	5	160	35	8	22	4	-	-
	14%	17%ef	11%	16%	17%ef	3%	6%	17%ef	17%	16%	17%	18%	14%	13%	56%	48%	13%	12%	17%	14%	12%	30%t	27%	40%t	23%	-	-
NET: At least weekly	547	297	81	45	22	17	48	38	127	64	74	42	3	403	7	6	295	160	64	13	491	52	10	32	7	3	-
	39%	43%ef	41%f	37%	37%f	27%	23%	44%ef	41%	45%	38%	42%	28%	37%	79%	77%	38%	38%	38%	38%	38%	45%	35%	58%tu	35%	33%	-
NET: Ever	836	432	122	69	34	28	96	55	190	96	116	63	6	623	7	7	447	239	110	18	750	80	22	42	11	3	2
	59%	63%ef	62%ef	56%	59%	46%	46%	64%ef	62%	68%hm	60%	62%	53%	58%	79%	91%	58%	57%	66%	51%	58%	69%t	74%	77%t	56%	33%	66%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 214  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)			(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*
Several times a day	108	57	51	48	36	28	23	18	8	33	75	7	15	15	28	10	15	5	4	5
	8%	6%	12% <sup>ad</sup>	12%	10% <sup>a</sup>	20% <sup>ab</sup>	12% <sup>a</sup>	10%	11%	22% <sup>ej</sup>	6%	16% <sup>mo</sup>	8% <sup>o</sup>	7%	8% <sup>o</sup>	4%	13% <sup>o</sup>	10%	11%	7%
Once a day	89	53	36	33	29	13	15	14	10	19	70	5	14	12	15	15	9	4	3	11
	6%	5%	9% <sup>a</sup>	8%	8%	9%	8%	7%	13% <sup>a</sup>	13% <sup>j</sup>	6%	10%	8%	5%	4%	5%	8%	7%	8%	14% <sup>mno</sup>
Several times a week	189	120	67	61	59	17	35	32	11	27	162	4	19	23	55	40	8	13	6	14
	13%	12%	16%	16%	17% <sup>a</sup>	12%	18%	18%	15%	18%	13%	9%	11%	10%	16% <sup>mp</sup>	14%	7%	24% <sup>lmp</sup>	16%	18%
Once a week	161	100	57	54	45	20	32	20	5	17	143	6	12	28	41	37	16	6	6	6
	11%	10%	14% <sup>h</sup>	14%	13%	14%	16% <sup>a</sup>	11%	6%	11%	11%	12%	7%	12%	12%	14% <sup>l</sup>	14%	10%	16%	8%
Less often	288	206	82	77	70	28	40	36	13	34	254	10	39	53	57	62	24	16	4	9
	20%	21%	19%	20%	20%	20%	21%	20%	18%	23%	20%	12%	22%	23%	17%	23%	21%	29% <sup>s</sup>	12%	12%
Never	564	439	120	107	100	32	48	61	24	21	543	15	74	97	139	106	38	10	13	31
	40%	45% <sup>bde</sup>	28%	28%	29%	23%	25%	33%	33%	14%	43% <sup>i</sup>	32%	43% <sup>q</sup>	42% <sup>q</sup>	41% <sup>q</sup>	39% <sup>q</sup>	33%	19%	37%	39% <sup>q</sup>
Don't know	21	10	10	7	9	2	4	3	3	-	21	-	1	6	3	5	3	1	-	2
	1%	1%	2%	2%	3%	1%	2%	2%	4% <sup>a</sup>	-	2%	-	1%	2%	1%	2%	3%	2%	-	2%
NET: At least daily	198	110	87	81	64	41	38	32	18	52	146	12	28	27	43	25	25	9	7	17
	14%	11%	21% <sup>ad</sup>	21%	18% <sup>a</sup>	29% <sup>abd</sup>	19% <sup>a</sup>	17% <sup>a</sup>	24% <sup>a</sup>	34% <sup>j</sup>	11%	25% <sup>mno</sup>	16% <sup>o</sup>	12%	13%	9%	22% <sup>mo</sup>	17%	19%	21% <sup>o</sup>
NET: At least weekly	547	331	211	196	169	78	104	84	34	97	451	22	59	77	138	102	49	28	18	37
	39%	34%	50% <sup>a</sup>	51%	49% <sup>a</sup>	56% <sup>a</sup>	53% <sup>a</sup>	46% <sup>a</sup>	45%	64% <sup>j</sup>	36%	46%	34%	33%	41%	37%	43%	51% <sup>m</sup>	51%	47%
NET: Ever	836	537	293	273	239	106	145	120	47	131	705	32	98	130	196	164	73	44	23	46
	59%	54%	69% <sup>a</sup>	71%	69% <sup>a</sup>	76% <sup>a</sup>	74% <sup>a</sup>	65% <sup>a</sup>	63%	86% <sup>j</sup>	56%	68%	57%	56%	58%	60%	64%	80% <sup>lmn</sup>	63%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 215  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
Several times a day	108 8%	3 5%	-	4 6%	6 9%b	* 1%	3 11%	15 14%bp	6 16%bprsw	4 7%	11 10%b	5 8%	1 2%	3 8%	2 11%	30 9%b	1 1%	6 12%b	1 2%	2 4%	2 4%	3 4%
Once a day	89 6%	9 16%cdiq	7 12%ccq	-	2 2%	3 9%	3 10%	8 7%	2 6%	2 3%	9 8%c	3 5%	2 7%	1 1%	1 8%	28 9%c	3 6%	* 1%	1 2%	3 6%	* 1%	2 3%
Several times a week	189 13%	9 15%	9 16%	16 27%djop	6 9%	5 14%	3 12%	11 10%	5 13%	12 19%	10 9%	8 13%	5 15%	10 25%gjw	* 3%	40 12%	5 10%	6 11%	9 19%	7 13%	8 18%	6 8%
Once a week	161 11%	7 13%	4 8%	5 9%	8 12%	3 9%	2 7%	19 16%	2 6%	8 13%	10 9%	9 14%	4 11%	6 15%	2 9%	32 10%	4 7%	5 9%	5 10%	9 17%	8 19%	9 12%
Less often	288 20%	7 13%	9 16%	14 24%	10 16%	7 20%	6 22%	26 22%	8 21%	8 13%	26 23%	11 17%	5 15%	5 14%	6 33%	67 21%	12 23%	14 25%	12 25%	15 30%i	5 12%	13 18%
Never	564 40%	22 38%	27 48%	20 34%	32 51%gos	13 36%	9 30%	35 31%	15 38%	27 45%	44 39%	27 42%	16 47%	14 37%	4 22%	116 36%	27 53%gos	23 42%	20 42%	16 31%	20 46%	37 51%gos
Don't know	21 1%	-	-	-	4 10%	2 7%	-	-	-	2 2%	-	-	1 2%	-	3 15%	6 2%	-	-	-	-	-	3 4%
NET: At least daily	198 14%	12 21%crw	7 12%	4 6%	7 12%	4 10%	6 22%	23 20%crvw	9 22%crvw	6 10%	20 17%r	9 14%	3 9%	4 9%	3 19%	58 18%crw	4 8%	7 12%	2 4%	5 10%	2 5%	5 7%
NET: At least weekly	547 39%	28 49%pw	20 35%	25 42%	21 33%	12 33%	12 41%	53 47%pw	16 41%	26 43%	40 35%	26 41%	12 35%	19 49%pw	5 30%	130 41%p	12 24%	18 32%	15 33%	20 40%	18 42%	20 27%
NET: Ever	836 59%	35 62%	29 52%	39 66%w	31 49%	19 54%	18 63%	79 69%dpw	25 62%	33 55%	40 59%	26 58%	37 51%	18 63%	24 64%	197 62%w	24 47%	32 58%	27 58%	36 69%dpw	23 54%	33 45%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 216  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
Several times a day	51 7%	27 10%b	24 5%	15 8%h	22 11%ghi	13 9%ghi	2 2%	-	-	12 6%	15 7%	15 9%	9 6%	1 2%	-	11 13%	4 6%	10 14%	2 5%	1 2%	3 4%	10 8%	7 7%	2 4%	-
Once a day	43 6%	23 9%b	19 4%	11 6%	14 7%	10 7%	5 4%	2 2%	2 4%	16 7%	9 4%	13 8%	5 3%	7 12%wx	1 3%	8 9%	3 4%	3 4%	3 6%	1 2%	4 5%	13 11%wx	2 2%	* 1%	-
Several times a week	52 7%	15 6%	37 8%	20 11%fh	15 7%	5 4%	9 8%	1 2%	2 3%	19 9%	15 7%	7 4%	11 7%	1 1%	3 14%	8 10%u	5 7%	5 7%	3 8%	2 6%	* 8%	8 14%nu	13 6%	3 1%	* 1%
Once a week	49 7%	22 8%	27 6%	16 9%	14 7%	10 7%	5 5%	3 4%	1 2%	19 9% <u>m</u>	14 6%	11 7%	5 3%	3 5%	2 9%	7 8%	6 8%	1 1%	2 5%	-	6 9%	12 9%	2 10%	6 12%	3 12%
Less often	135 18%	32 12%	103 21%a	24 14%	46 23%	27 20%	18 17%	11 16%	7 13%	37 17%	41 19%	20 13%	36 23%	12 21%	4 22%	12 14%	10 14%	14 20%	9 21%	9 24%	11 17%	25 20%	18 20%	7 11%	4 13%
Never	409 55%	145 54%	264 55%	88 50%	88 43%	71 52%	68 63%de	54 75%def	39 78%def	107 50%	125 57%	89 57%	88 56%	33 59%	11 53%	36 45%	39 57%	38 52%	21 51%	23 63%	44 64%v	52 43%	51 55%	39 68%pv	21 74%
Don't know	10 1%	5 2%	5 1%	4 2%	5 2%	1 *	1 1%	-	-	6 3%k	-	2 1%	3 2%	-	-	-	3 4%	2 2%	1 3%	2 4%	1 1%	2 2%	-	-	-
NET: At least daily	94 13%	51 19%b	44 9%	25 14%h	36 18%ghi	22 16%ghi	7 7%	2 2%	2 4%	28 13%	24 11%	27 17%	15 9%	8 14%	1 3%	18 23% <u>twx</u>	7 10%	13 18%	5 11%	1 4%	6 9%	23 19% <u>tx</u>	9 9%	3 5%	-
NET: At least weekly	194 26%	87 32%b	107 22%	61 35%ghi	64 32%ghi	37 27%hi	21 19%	6 9%	4 9%	65 30% <u>m</u>	54 24%	45 29%	31 20%	12 21%	5 25%	33 41% <u>tux</u>	17 25%	19 26%	10 24%	4 9%	12 18%	43 35% <u>tu</u>	23 25%	12 21%	4 13%
NET: Ever	329 44%	119 44%	210 44%	85 48%hi	111 54%ghi	65 47%hi	39 36%	18 25%	11 22%	103 48%	95 43%	65 42%	67 42%	23 41%	9 47%	45 55% <u>ux</u>	27 40%	33 46%	19 46%	12 33%	24 35%	68 55% <u>tux</u>	42 45%	18 32%	8 26%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 217  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Working Status								Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**
Several times a day	51	32	4	8	3	-	-	5	6	3	6	1	-	44	1	-	22	16	8	4	30	20	3	14	2	-	1
	7%	8%	3%	9%	7%	-	-	11% <sup>bf</sup>	5%	4%	9% <sup>hk</sup>	2%	-	7%	21%	-	6%	7%	9%	13%	5%	23% <sup>t</sup>	16%	31% <sup>t</sup>	13%	-	50%
Once a day	43	24	5	7	2	1	1	1	7	2	3	5	-	35	-	1	26	6	8	2	34	7	3	5	-	-	-
	6%	6%	5%	9%	5%	7%	3%	3%	5%	3%	4%	12% <sup>j</sup>	-	6%	-	39%	7% <sup>q</sup>	2%	8%	6%	5%	8%	13%	10%	-	-	-
Several times a week	52	28	8	7	2	-	2	5	10	4	6	2	-	37	1	-	24	21	2	3	49	3	1	*	1	-	-
	7%	7%	7%	9%	4%	-	4%	10%	8%	5%	9%	6%	-	6%	31%	-	6%	9%	2%	11%	7%	3%	6%	1%	10%	-	-
Once a week	49	35	3	7	2	1	1	1	6	2	3	1	1	41	-	-	28	13	4	2	40	8	1	7	*	-	-
	7%	9% <sup>b</sup>	2%	8%	4%	5%	3%	2%	4%	2%	5%	2%	33%	7%	-	-	7%	5%	5%	6%	6%	9%	7%	15%	2%	-	-
Less often	135	72	30	12	6	2	5	8	30	18	18	13	1	102	*	1	66	33	25	7	112	21	7	8	2	2	1
	18%	18%	26%	15%	12%	13%	11%	17%	23%	24%	26%	32% <sup>m</sup>	18%	17%	15%	18%	18%	14%	27% <sup>q</sup>	23%	17%	23%	33%	17%	16%	28%	50%
Never	409	205	64	40	30	9	34	27	68	44	33	19	2	330	-	2	209	141	45	12	375	30	5	11	8	6	-
	55%	51%	56%	49%	66%	75%	79% <sup>abg</sup>	57%	53%	60%	47%	47%	49%	55%	-	42%	55%	60%	48%	39%	58% <sup>uw</sup>	33%	26%	25%	53%	72%	-
Don't know	10	7	1	1	1	-	-	-	1	1	1	-	-	9	1	-	1	6	2	1	9	1	-	-	1	-	-
	1%	2%	1%	1%	1%	-	-	-	1%	1%	1%	-	-	2%	34%	-	*	2% <sup>p</sup>	2%	3%	1%	1%	-	-	5%	-	-
NET: At least daily	94	57	9	15	6	1	1	6	13	6	9	5	-	79	1	1	49	22	16	6	64	27	6	18	2	-	1
	13%	14%	8%	18%	12%	7%	3%	13%	10%	8%	13%	13%	-	13%	21%	39%	13%	9%	17%	19%	10%	30% <sup>t</sup>	28%	41% <sup>t</sup>	13%	-	50%
NET: At least weekly	194	119	20	29	9	1	4	12	29	11	18	8	1	157	1	1	100	56	22	11	153	39	8	26	4	-	1
	26%	30% <sup>bf</sup>	17%	35%	20%	12%	10%	25%	23% <sup>i</sup>	15%	26% <sup>i</sup>	21%	33%	26% <sup>i</sup>	52%	39%	27%	24%	23%	36%	24%	43% <sup>t</sup>	41%	57% <sup>tu</sup>	26%	-	50%
NET: Ever	329	191	50	41	15	3	9	20	59	29	36	21	2	259	2	2	167	89	47	19	265	59	15	33	6	2	2
	44%	47% <sup>f</sup>	43% <sup>f</sup>	50%	32%	25%	21%	43% <sup>f</sup>	46%	39%	52%	53%	51%	43%	66%	58%	44%	38%	50%	59%	41%	66% <sup>t</sup>	74%	75% <sup>t</sup>	42%	28%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 218  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to	£14,001 to	£21,001 to	£28,001 to	£34,001 to	£41,001 to	£48,001 to	£55,001 to
			Yes	Under	Any 5-18	Any aged 5-10	£14,000	£21,000						£28,000	£34,000	£41,000	£48,000	£55,000	£55,000 or more		
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)			
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53	
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*	
Several times a day	51	28	23	22	15	16	13	9	1	20	31	3	6	5	12	3	9	2	-	6	
	7%	5%	10%	10%	8%	18% <sup>h</sup>	12%	8%	3%	18% <sup>j</sup>	5%	10%	9%	6%	7%	3%	13% <sup>o</sup>	4%	-	9%	
Once a day	43	29	13	13	12	6	8	6	5	13	30	2	6	5	8	7	7	1	-	6	
	6%	6%	6%	6%	6%	7%	7%	6%	14% <sup>b</sup>	12% <sup>j</sup>	5%	7%	9%	5%	5%	5%	11%	2%	-	8%	
Several times a week	52	38	13	12	10	5	4	8	3	14	38	1	1	3	12	10	6	4	3	8	
	7%	8%	6%	6%	5%	6%	4%	8%	9%	13% <sup>j</sup>	6%	4%	1%	3%	7%	7%	9%	11%	15%	12% <sup>l</sup>	
Once a week	49	26	17	17	15	2	9	7	1	11	38	4	4	4	3	12	4	4	1	7	
	7%	5%	7% <sup>e</sup>	7%	8%	2%	8%	7%	4%	10%	6%	14%	6%	4%	2%	8% <sup>n</sup>	6%	10%	6%	11% <sup>n</sup>	
Less often	135	78	57	55	49	15	29	27	7	23	111	7	12	12	34	30	13	7	4	8	
	18%	15%	24% <sup>a</sup>	25%	27% <sup>a</sup>	16%	26% <sup>a</sup>	27% <sup>a</sup>	22%	21%	17%	25%	16%	12%	20%	22%	19%	20%	18%	12%	
Never	409	299	109	101	80	45	46	45	16	29	380	11	42	66	98	75	26	19	14	29	
	55%	59% <sup>bdf</sup>	46%	45%	44%	50%	41%	44%	49%	26%	60% <sup>i</sup>	39%	59% <sup>p</sup>	68% <sup>ps</sup>	58% <sup>p</sup>	55%	38%	51%	61%	43%	
Don't know	10	7	3	3	2	1	2	-	-	-	10	-	-	1	1	1	3	1	-	3	
	1%	1%	1%	1%	1%	1%	2%	-	-	-	2%	-	-	1%	1%	*	4%	2%	-	5%	
NET: At least daily	94	57	36	35	26	22	21	14	6	33	61	5	13	11	20	10	17	2	-	12	
	13%	11%	15%	16%	14%	25% <sup>abd</sup>	19%	14%	17%	30% <sup>j</sup>	10%	17%	18% <sup>o</sup>	11%	12%	8%	24% <sup>o</sup>	6%	-	17%	
NET: At least weekly	194	120	67	64	52	29	34	29	10	58	137	10	18	18	35	32	27	10	5	27	
	26%	24%	28%	29%	28%	33%	30%	29%	30%	52% <sup>j</sup>	21%	36%	24%	18%	21%	23%	39% <sup>mn</sup>	28%	21%	40% <sup>mno</sup>	
NET: Ever	329	198	124	119	101	44	63	56	17	81	248	18	29	30	69	62	40	18	9	35	
	44%	39%	53% <sup>a</sup>	54%	55% <sup>a</sup>	49%	57% <sup>a</sup>	56% <sup>a</sup>	51%	74% <sup>j</sup>	39%	61%	41%	31%	41%	45%	59% <sup>mn</sup>	47%	39%	52% <sup>m</sup>	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 219

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Instagram****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
Several times a day	51 7%	-	1 6%	-	4 12%	-	-	12 19% <sup>o</sup>	1 5%	4 18%	9 12%	4 9%	1 3%	1 3%	-	13 7%	-	2 9%	-	-	-	-
Once a day	43 6%	3 12%	3 15%	1 2%	1 1%	2 7%	2 11%	5 8%	2 10%	-	5 7%	3 7%	-	-	-	16 9%	-	-	*	1 2%	-	-
Several times a week	52 7%	1 2%	-	3 13%	1 4%	3 12%	1 4%	5 7%	4 16%	3 15%	3 5%	-	4 19%	2 9%	-	12 7%	2 8%	2 9%	1 4%	2 6%	*	4 15%
Once a week	49 7%	-	3 13%	2 8%	4 12%	1 3%	1 5%	6 10%	1 2%	1 3%	1 2%	3 8%	1 5%	1 6%	2 14%	15 8%	2 8%	1 4%	2 10%	-	3 12%	-
Less often	135 18%	7 24%	4 17%	4 21%	5 13%	3 12%	4 26%	11 17%	3 11%	4 20%	14 20%	6 15%	6 25%	3 15%	7 66%	34 19%	4 18%	1 4%	3 15%	8 26%	4 13%	5 17%
Never	409 55%	17 62%	11 48%	12 55%	21 58%	13 54%	8 54%	24 38%	13 56%	13 60%	36 52%	24 60%	10 45%	12 68%	2 20%	89 49%	16 66%	18 75%	11 69%	19 61%	21 74%	18 63%
Don't know	10 1%	-	-	-	-	3 11%	-	-	-	-	2 2%	-	1 3%	-	-	2 1%	-	-	-	-	2 5%	1 5%
NET: At least daily	94 13%	3 12%	5 22%	1 2%	5 14%	2 7%	2 11%	17 27%	4 15%	4 18%	13 19%	6 16%	1 3%	1 3%	-	29 16%	-	2 9%	*	1 2%	-	-
NET: At least weekly	194 26%	4 14%	8 35%	5 24%	11 29%	5 22%	3 20%	28 44%	8 33%	8 36%	18 26%	10 24%	6 27%	3 17%	2 14%	55 31%	4 16%	5 22%	3 16%	2 8%	4 13%	4 15%
NET: Ever	329 44%	11 38%	11 52%	9 45%	15 42%	8 34%	7 46%	39 62%	11 44%	9 40%	32 46%	16 40%	12 52%	6 32%	9 80%	90 49%	8 34%	6 25%	5 31%	10 33%	8 26%	9 32%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 220  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
Several times a day	28	13	15	13	9	4	1	-	-	9	7	7	5	-	1	7	2	6	1	-	-	3	4	3	-
	8%	10%	6%	9%	8%	9%	4%	-	-	8%	6%	9%	8%	-	9%	20%	5%	13%	9%	-	-	6%	10%	11%	-
Once a day	14	11	3	7	3	*	2	-	1	1	4	8	2	7	-	2	2	2	-	-	1	1	*	-	-
	4%	9%b	1%	5%	3%	1%	8%	-	19%	1%	3%	9%j	3%	19%	-	2%	5%	3%	-	-	3%	3%	1%	-	-
Several times a week	29	13	16	13	8	5	*	2	-	8	12	3	6	1	1	1	2	5	1	1	2	1	10	1	-
	8%	10%	7%	9%	7%	10%	2%	11%	-	8%	11%	4%	9%	3%	12%	3%	6%	11%	9%	6%	9%	3%	30%	3%	-
Once a week	21	13	9	6	8	2	1	3	1	7	7	6	2	2	4	1	3	3	-	-	5	1	1	2	-
	6%	10%	4%	4%	7%	5%	3%	15%	12%	7%	6%	7%	2%	6%	33%	1%	8%	6%	-	-	18%	2%	3%	8%	-
Less often	68	20	47	20	31	9	6	2	-	14	23	23	7	8	2	5	4	9	5	4	2	8	9	6	6
	19%	16%	20%	14%	27%cd	20%	20%	11%	-	14%	21%	28%	12%	23%	16%	13%	9%	18%	36%	21%	8%	14%	25%	25%	39%
Never	190	54	137	81	48	25	18	14	4	60	55	35	40	17	4	23	23	22	6	13	16	33	11	13	10
	53%	42%	58%a	56%	42%	55%	61%	63%	69%	58%	50%	42%	62%	49%	30%	61%	59%	45%	41%	65%	62%	63%	31%	53%	61%
Don't know	11	3	8	4	6	-	1	-	-	4	3	2	3	-	-	-	3	2	1	2	-	5	-	-	-
	3%	3%	3%	3%	6%	-	3%	-	-	4%	2%	2%	5%	-	-	-	7%	3%	6%	8%	-	9%	-	-	-
NET: At least daily	42	23	18	20	12	5	3	-	1	9	11	15	7	7	1	8	4	8	1	-	1	5	4	3	-
	11%	19%b	8%	14%	11%	10%	11%	-	19%	9%	10%	18%	10%	19%	9%	22%	10%	16%	9%	-	3%	9%	11%	11%	-
NET: At least weekly	92	49	43	40	28	12	5	6	2	24	29	24	14	10	6	10	10	16	3	1	8	7	15	5	-
	25%	39%b	18%	28%	25%	25%	16%	26%	31%	24%	27%	28%	22%	28%	54%	26%	25%	33%	17%	6%	30%	14%	44%	22%	-
NET: Ever	159	69	90	59	58	21	11	8	2	38	52	47	21	18	8	15	13	25	8	6	10	15	24	11	6
	44%	55%b	38%	41%	52%	45%	36%	37%	31%	37%	48%	56%am	33%	51%	70%	39%	34%	51%	54%	27%	38%	28%	69%	47%	39%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 221  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
Several times a day	28	18	4	5	-	-	1	3	2	1	2	-	23	-	-	15	8	3	1	21	7	2	4	1	-	-	
	8%	8%	9%	10%	-	-	4%	6%	6%	2%	11%	-	8%	-	-	9%	7%	10%	4%	7%	14%	22%	13%	12%	-	-	
Once a day	14	8	1	2	-	-	1	3	-	3	1	-	10	1	-	3	4	5	1	12	1	1	1	-	-	-	
	4%	4%	2%	4%	-	-	34%	6%	7%	-	11%	8%	-	3%	39%	-	2%	3%	16%	4%	4%	3%	10%	2%	-	-	
Several times a week	29	18	4	4	1	-	1	7	3	5	2	-	18	-	1	20	4	1	2	25	3	1	1	-	-	-	
	8%	8%	9%	9%	4%	-	5%	13%	13%	18%	18%	-	6%	-	49%	11%	3%	3%	7%	8%	5%	15%	5%	-	-	-	
Once a week	21	14	2	5	1	-	-	2	-	2	-	-	20	-	-	13	4	-	5	16	5	1	3	-	-	1	
	6%	6%	5%	10%	2%	-	-	3%	-	6%	-	-	7%	-	-	7%	3%	-	18%	5%	9%	10%	9%	-	-	50%	
Less often	68	47	9	2	7	-	2	8	4	6	2	-	59	-	-	32	24	7	4	56	12	1	9	2	-	1	
	19%	22%	21%	4%	27%	-	9%	15%	13%	19%	12%	-	20%	-	-	18%	21%	20%	15%	18%	23%	7%	27%	28%	-	22%	
Never	190	99	22	31	18	3	2	16	27	20	12	7	2	158	1	94	66	16	14	167	22	3	12	4	1	1	
	53%	46%	51%	62%	67%	100%	66%	75%	53%	68%	41%	50%	100%	53%	19%	51%	53%	57%	47%	48%	55%	41%	36%	37%	60%	100%	28%
Don't know	11	9	1	1	-	-	-	1	1	1	-	-	11	1	-	1	7	2	1	9	3	-	3	-	-	-	
	3%	4%	3%	2%	-	-	-	2%	3%	3%	-	-	4%	43%	-	1%	6%	5%	3%	3%	5%	-	8%	-	-	-	
NET: At least daily	42	26	5	7	-	-	1	2	7	2	4	3	-	33	1	-	18	12	9	2	33	9	3	5	1	-	
	11%	12%	11%	14%	-	-	34%	10%	13%	6%	13%	20%	-	11%	39%	-	10%	10%	25%	8%	11%	16%	32%	15%	12%	-	
NET: At least weekly	92	58	11	17	1	-	1	3	15	5	11	5	-	71	1	1	50	19	9	9	74	16	5	9	1	-	
	25%	27%	25%	33%	6%	-	34%	15%	30%	17%	37%	38%	-	24%	39%	49%	28%	16%	28%	34%	24%	31%	56%	28%	12%	-	
NET: Ever	159	106	20	19	9	-	1	5	23	9	17	7	-	130	1	1	83	43	16	14	130	28	5	18	3	-	
	44%	49%	46%	37%	33%	-	34%	25%	45%	30%	56%	50%	-	44%	39%	49%	46%	37%	48%	49%	42%	54%	64%	55%	40%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 222

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: 18-5 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*
Several times a day	28	15	13	13	9	8	7	9	1	15	13	1	8	1	7	1	4	1	-	3
	8%	6%	11%	11%	11%	17% <sup>aa</sup>	13%	17% <sup>ad</sup>	4%	25% <sup>aj</sup>	4%	6%	23% <sup>mos</sup>	3%	12%	2%	12%	6%	-	5%
Once a day	14	13	1	1	1	*	1	1	*	5	9	2	2	4	1	3	*	-	-	2
	4%	5%	1%	1%	1%	1%	1%	2%	4%	9%	3%	14%	7%	8%	1%	4%	1%	-	-	4%
Several times a week	29	18	10	9	9	1	4	7	3	7	21	1	2	2	3	3	5	1	3	6
	8%	8%	9%	8%	11%	3%	7%	14%	26%	13%	7%	4%	5%	5%	5%	6%	18%	9%	20%	11%
Once a week	21	12	5	5	5	2	3	3	-	2	20	-	1	1	2	11	-	1	-	4
	6%	5%	4%	4%	6%	5%	6%	5%	-	3%	6%	-	1%	2%	4%	18% <sup>lm</sup>	-	5%	-	7%
Less often	68	40	28	28	23	8	18	11	*	13	54	1	2	6	15	15	9	3	2	13
	19%	17%	24%	25%	27%	16%	33%	22%	3%	23%	18%	4%	6%	14%	26% <sup>l</sup>	25% <sup>l</sup>	31%	16%	15%	24% <sup>l</sup>
Never	190	134	55	51	33	29	19	17	7	16	174	9	20	30	30	27	9	7	11	23
	53%	56% <sup>dg</sup>	47% <sup>dg</sup>	46%	39%	59% <sup>dg</sup>	35%	34%	62%	28%	57% <sup>ei</sup>	71%	58%	66%	51%	45%	29%	42%	65%	44%
Don't know	11	6	5	5	5	-	2	3	-	-	11	-	-	1	1	-	3	3	-	3
	3%	2%	4%	4%	5%	-	4%	5%	-	-	4%	-	-	3%	1%	-	9%	21%	-	6%
NET: At least daily	42	28	14	14	11	9	7	10	1	19	22	2	10	5	8	4	4	1	-	4
	11%	12%	12%	12%	12%	18%	14%	20% <sup>d</sup>	8%	33% <sup>j</sup>	7%	20%	30% <sup>os</sup>	11%	13%	6%	14%	6%	-	8%
NET: At least weekly	92	58	29	28	25	12	14	20	4	29	63	3	13	8	13	19	10	3	3	14
	25%	24%	25%	25%	29%	25%	27%	39% <sup>bd</sup>	35%	49% <sup>j</sup>	21%	24%	36%	17%	22%	30%	32%	21%	20%	26%
NET: Ever	159	98	57	56	47	20	32	30	4	42	117	3	15	14	28	34	19	6	6	26
	44%	41%	49%	50%	55%	41%	61%	61% <sup>ab</sup>	38%	72% <sup>j</sup>	39%	29%	42%	31%	48%	55% <sup>m</sup>	62%	37%	35%	50%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 223

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Snapchat****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
Several times a day	28 8%	-	-	1 8%	1 3%	-	3 28%	7 25%	-	* 4%	6 14%	-	1 9%	1 36%	-	6 7%	-	2 24%	* 4%	-	-	-
Once a day	14 4%	3 18%	3 24%	-	1 5%	1 7%	-	* 1%	* 6%	-	* 1%	-	-	-	-	4 5%	-	-	-	-	-	-
Several times a week	29 8%	1 6%	-	1 11%	2 12%	* 2%	-	1 4%	-	2 29%	4 9%	4 23%	2 20%	-	-	5 6%	1 17%	-	-	1 5%	-	4 27%
Once a week	21 6%	-	2 16%	4 31%	3 18%	-	-	1 6%	-	3 6%	3 20%	2 18%	-	-	2 3%	-	1 10%	1 11%	-	-	-	-
Less often	68 19%	4 23%	4 28%	2 15%	1 4%	1 8%	3 30%	5 17%	1 6%	2 33%	9 19%	1 7%	2 26%	-	-	14 18%	2 20%	1 15%	4 41%	4 27%	6 39%	1 7%
Never	190 53%	10 52%	5 33%	4 34%	10 58%	11 67%	4 42%	15 52%	7 83%	3 35%	22 48%	7 49%	2 27%	1 64%	1 100%	45 56%	5 64%	5 50%	4 44%	9 58%	10 61%	8 59%
Don't know	11 3%	-	-	-	-	3 16%	-	-	-	2 4%	-	-	-	-	-	5 6%	-	-	-	2 10%	-	1 6%
NET: At least daily	42 11%	3 18%	3 24%	1 8%	1 7%	1 7%	3 28%	8 27%	* 6%	* 4%	7 15%	-	1 9%	1 36%	-	9 12%	-	2 24%	* 4%	-	-	-
NET: At least weekly	92 25%	4 24%	6 39%	6 51%	7 37%	2 9%	3 28%	9 31%	1 11%	2 33%	14 29%	7 44%	4 47%	1 36%	-	17 21%	1 17%	3 34%	1 15%	1 5%	-	4 27%
NET: Ever	159 44%	9 48%	10 67%	8 66%	7 42%	3 17%	5 58%	14 48%	2 17%	5 65%	22 48%	8 51%	6 73%	1 36%	-	31 38%	3 36%	5 50%	5 56%	5 32%	6 39%	5 35%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 224  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
Several times a day	22 14%	5 10%	17 16%	9 18%	6 13%	6 16%	1 6%	- -	- -	7 16%	3 6%	7 19%	5 16%	- -	- -	5 30%	1 9%	9 41%	- -	1 9%	- -	2 9%	3 15%	- -	- -
Once a day	9 6%	2 4%	7 7%	1 3%	7 14%	1 3%	- -	- -	- -	3 6%	4 9%	- -	2 6%	- -	- -	1 6%	* 2%	- -	3 29%	2 27%	- -	2 9%	- -	- -	- -
Several times a week	12 8%	1 3%	11 10%	5 11%	1 3%	3 9%	3 14%	- -	- -	6 13%	2 5%	3 9%	1 2%	- -	1 17%	1 5%	1 8%	3 13%	* 3%	- -	1 7%	1 6%	2 10%	1 17%	- -
Once a week	4 3%	2 4%	2 2%	1 3%	1 1%	2 6%	- -	- -	- -	3 7%	1 1%	- -	1 2%	- -	- -	- -	- -	- -	1 6%	- -	1 4%	1 7%	- -	2 23%	- -
Less often	28 17%	12 21%	16 15%	7 13%	10 21%	2 5%	4 23%	4 46%	1 46%	6 15%	10 21%	5 13%	6 20%	3 20%	5 57%	1 3%	2 15%	4 16%	1 11%	1 14%	3 24%	6 28%	3 12%	- -	- -
Never	84 52%	34 60%	50 48%	24 48%	23 48%	21 61%	11 58%	5 54%	1 54%	18 41%	29 58%	20 54%	18 55%	11 80%	2 26%	10 56%	10 65%	7 30%	6 51%	4 50%	6 52%	8 41%	14 61%	4 60%	1 100%
Don't know	2 1%	- -	2 2%	2 4%	- -	- -	- -	- -	- -	1 1%	- -	2 4%	- -	- -	- -	- -	- -	- -	- -	2 12%	- -	1 2%	- -	- -	- -
NET: At least daily	31 19%	8 13%	24 23%	11 21%	13 27%	7 20%	1 6%	- -	- -	9 22%	8 15%	7 19%	7 22%	- -	- -	6 36%	2 11%	9 41%	3 29%	3 36%	- -	4 18%	3 15%	- -	- -
NET: At least weekly	48 29%	11 20%	36 35%	17 35%	15 31%	12 34%	4 19%	- -	- -	18 42%	10 21%	11 29%	8 26%	- -	1 17%	7 41%	3 20%	12 54%	5 37%	3 36%	1 12%	6 31%	6 24%	3 40%	- -
NET: Ever	75 47%	23 40%	52 50%	24 48%	25 52%	13 39%	8 42%	4 46%	1 46%	24 57%	21 42%	15 42%	15 45%	3 20%	6 74%	8 44%	6 35%	16 70%	6 49%	4 50%	4 36%	12 59%	8 36%	3 40%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 225  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private person (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-	
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	-**	-**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	-**	
Several times a day	22	13	3	3	-	-	4	3	2	2	-	-	-	19	-	-	12	7	3	1	13	8	2	6	-	-	-	
	14%	15%	11%	12%	-	-	27%	8%	9%	8%	-	-	-	16%	-	-	14%	12%	26%	5%	10%	27%	24%	31%	-	-	-	
Once a day	9	6	-	1	2	-	-	2	2	2	-	-	-	7	-	-	4	4	-	1	5	4	-	4	-	-	-	
	6%	7%	-	6%	18%	-	-	6%	9%	11%	-	-	-	6%	-	-	5%	8%	-	8%	4%	13%	-	20%	-	-	-	
Several times a week	12	5	4	1	1	-	1	4	3	4	1	-	-	8	-	-	7	4	-	1	9	3	2	1	-	-	-	
	8%	6%	17%	4%	6%	-	9%	13%	14%	22%	16%	-	-	7%	-	-	9%	8%	-	6%	7%	10%	28%	4%	-	-	-	
Once a week	4	2	1	1	1	-	-	-	-	-	-	-	-	4	-	-	3	1	-	-	4	-	-	-	-	-	-	
	3%	3%	2%	4%	5%	-	-	-	-	-	-	-	-	3%	-	-	4%	1%	-	-	3%	-	-	-	-	-	-	
Less often	28	19	5	1	2	-	1	10	5	5	3	1	18	-	-	13	6	7	2	25	3	1	*	1	1	-		
	17%	21%	21%	3%	19%	-	46%	5%	30%	20%	28%	33%	100%	15%	-	-	16%	11%	56%	23%	19%	10%	16%	2%	57%	100%	-	
Never	84	42	12	15	6	1	8	15	11	5	4	-	63	-	-	40	34	2	6	72	12	2	9	1	-	-	-	
	52%	47%	48%	69%	52%	100%	54%	59%	44%	48%	30%	51%	-	53%	-	50%	60%	18%	58%	56%	39%	31%	44%	43%	-	-	-	
Don't know	2	2	-	1	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	2	-	-	-	-	-	-	
	1%	2%	-	3%	-	-	-	-	-	-	-	-	-	1%	-	-	2%	-	-	-	2%	-	-	-	-	-	-	
NET: At least daily	31	19	3	4	2	-	4	5	4	4	-	-	26	-	-	15	11	3	1	18	12	2	10	-	-	-	-	
	19%	21%	11%	18%	18%	-	27%	13%	18%	20%	-	-	22%	-	-	19%	20%	26%	13%	14%	40%	24%	50%	-	-	-	-	
NET: At least weekly	48	26	7	6	3	-	5	9	8	7	1	-	37	-	-	26	16	3	2	31	15	4	11	-	-	-	-	
	29%	30%	31%	26%	29%	-	36%	26%	32%	42%	16%	-	31%	-	-	32%	29%	26%	19%	24%	50%	53%	54%	-	-	-	-	
NET: Ever	75	45	12	6	5	-	1	6	19	12	13	4	1	55	-	-	39	22	10	4	56	18	5	12	1	1	-	
	47%	51%	52%	29%	48%	-	46%	41%	56%	52%	70%	49%	100%	46%	-	-	48%	40%	82%	42%	43%	61%	69%	56%	57%	100%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 226  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
		No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15	
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**	
Several times a day	22	10	12	12	7	12	6	5	*	13	9	2	4	3	8	-	1	1	-	1	
	14%	12%	16% <sup>d</sup>	17%	11%	37%	16%	15%	6%	26% <sup>j</sup>	8%	35%	23%	14%	20%	-	11%	30%	-	3%	
Once a day	9	6	3	3	1	2	-	1	1	4	5	-	3	*	-	-	5	-	-	1	
	6%	7%	4% <sup>d</sup>	5%	2%	7%	-	3%	14%	7%	5%	-	19%	2%	-	-	37%	-	-	5%	
Several times a week	12	2	10	9	10	2	4	8	2	6	6	1	*	3	2	1	1	-	-	4	
	8%	3%	13%	12%	17% <sup>a</sup>	7%	12%	24%	28%	12%	5%	18%	3%	18%	4%	3%	5%	-	-	24%	
Once a week	4	1	3	3	3	1	3	1	-	4	1	1	-	2	-	-	1	-	-	1	
	3%	2%	4%	4%	5%	2%	7%	1%	-	7%	*	11%	-	11%	-	-	6%	-	-	5%	
Less often	28	12	16	16	15	3	11	8	1	14	14	-	4	3	6	8	*	1	-	4	
	17%	14%	21%	22%	26%	8%	29%	23%	15%	27%	13%	-	24%	17%	15%	27%	4%	30%	-	25%	
Never	84	52	33	30	24	12	14	12	3	11	73	2	5	7	25	21	5	1	7	5	
	52%	61% <sup>d</sup>	42%	41%	40%	38%	36%	34%	38%	21%	67% <sup>i</sup>	35%	32%	38%	60%	71%	38%	40%	100%	27%	
Don't know	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	
	1%	2%	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	11%	
NET: At least daily	31	16	16	16	8	14	6	6	2	17	14	2	7	3	8	-	6	1	-	2	
	19%	18%	20% <sup>d</sup>	21%	13%	44%	16%	18%	20%	33% <sup>j</sup>	13%	35%	42%	16%	20%	-	48%	30%	-	9%	
NET: At least weekly	48	19	28	27	20	17	13	15	4	27	20	3	7	8	10	1	7	1	-	7	
	29%	23%	37%	37%	34%	54%	35%	44%	47%	52% <sup>j</sup>	19%	65%	44%	45%	24%	3%	59%	30%	-	37%	
NET: Ever	75	31	44	44	36	19	25	23	5	41	34	3	11	12	16	9	8	2	-	11	
	47%	37%	58% <sup>a</sup>	59%	60% <sup>a</sup>	62%	64%	66%	62%	79% <sup>j</sup>	31%	65%	68%	62%	40%	29%	62%	60%	-	62%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 227

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	-**	6**	1**	6**
Several times a day	22 14%	-	-	-	1 18%	-	-	4 31%	2 20%	-	9 43%	-	1 13%	-	-	5 13%	-	-	-	-	-	-
Once a day	9 6%	-	-	-	-	* 7%	-	1 8%	2 25%	3 52%	-	-	-	-	-	2 5%	-	-	-	-	-	-
Several times a week	12 8%	-	-	1 17%	1 16%	-	-	1 6%	-	-	3 15%	-	1 16%	-	-	3 7%	1 26%	1 60%	-	-	-	-
Once a week	4 3%	-	-	-	-	-	-	-	-	-	-	-	1 12%	-	2 100%	2 5%	-	-	-	-	-	-
Less often	28 17%	1 11%	2 31%	5 57%	-	2 28%	1 16%	2 11%	1 6%	-	3 15%	2 47%	* 5%	1 24%	-	7 20%	-	-	-	-	1 22%	1 19%
Never	84 52%	6 89%	4 69%	2 26%	6 66%	4 65%	4 84%	6 44%	5 50%	3 48%	6 27%	2 53%	2 27%	5 76%	-	16 48%	4 74%	* 40%	-	4 78%	1 100%	4 71%
Don't know	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 27%	-	-	-	-	-	-	-	-	1 10%
NET: At least daily	31 19%	-	-	-	1 18%	* 7%	-	5 39%	4 44%	3 52%	9 43%	-	1 13%	-	-	6 19%	-	-	-	-	-	-
NET: At least weekly	48 29%	-	-	1 17%	3 34%	* 7%	-	6 44%	4 44%	3 52%	13 58%	-	2 41%	-	2 100%	11 32%	1 26%	1 60%	-	-	-	-
NET: Ever	75 47%	1 11%	2 31%	6 74%	3 34%	2 35%	1 16%	8 56%	5 50%	2 52%	3 73%	2 47%	3 46%	1 24%	2 100%	18 52%	1 26%	1 60%	-	1 22%	-	1 19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 228  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
Several times a day	36 6%	21 7%	15 5%	15 12% <sup>eghi</sup>	4 3%	12 9%	3 3%	1 1%	1 2%	14 7%	5 2%	14 12%	3 3%	2 4%	3 11%	9 7%	4 7%	3 4%	1 4%	2 6%	1 1%	8 8%	1 1%	3 5%	-
Once a day	25 4%	16 5%	9 3%	6 5%	4 3%	6 4%	7 6%	3 5%	-	9 5%	10 5%	4 3%	2 2%	2 4%	-	2 3%	3 6%	2 5%	3 8%	1 2%	3 6%	6 6%	1 1%	1 2%	1 4%
Several times a week	54 9%	30 10%	24 7%	16 13%	9 7%	7 5%	11 10%	4 6%	7 9%	16 9%	19 10%	9 8%	9 8%	4 7%	5 19%	10 13%	5 15%	7 10%	4 10%	-	1 3%	7 7%	5 6%	5 9%	1 5%
Once a week	54 8%	27 9%	26 8%	9 7%	9 7%	13 10%	14 12%	3 4%	6 8%	22 11%	14 7%	7 6%	11 9%	4 8%	1 3%	9 11%	2 3%	3 7%	6 16%	1 3%	4 8%	8 8%	11 14%	2 4%	3 14%
Less often	92 15%	46 15%	46 14%	23 19%	16 13%	17 13%	22 18%	12 17%	4 4%	28 14%	30 15%	16 13%	18 16%	2 4%	8 31%	15 20%	9 17%	7 15%	3 9%	12 33%	6 12%	10 10%	11 14%	5 10%	3 12%
Never	361 57%	160 52%	201 62%	52 42%	75 61%	73 56%	60 51%	45 67%	57 77%	103 52%	121 60%	67 57%	71 61%	42 74%	9 35%	29 38%	27 50%	22 47%	21 53%	21 57%	35 70%	57 57%	49 64%	37 70%	13 64%
Don't know	11 2%	9 3%	2 1%	2 1%	5 4%	3 3%	1 1%	-	-	6 3%	3 2%	1 1%	1 1%	-	-	2 3%	4 7%	2 4%	-	-	-	3 3%	-	-	-
NET: At least daily	62 10%	37 12%	24 7%	21 17%	8 6%	18 14%	10 9%	4 6%	1 2%	23 12%	15 7%	18 16%	5 5%	4 8%	3 12%	11 14%	7 13%	6 12%	5 12%	3 8%	4 7%	13 13%	2 2%	4 7%	1 4%
NET: At least weekly	169 27%	95 31%	75 23%	46 38%	26 21%	37 29%	36 30%	10 15%	14 19%	61 31%	49 24%	35 29%	25 22%	12 22%	9 34%	30 39%	14 26%	16 34%	15 38%	4 11%	9 18%	29 29%	17 22%	10 20%	5 24%
NET: Ever	261 41%	141 46%	121 37%	69 56%	42 34%	54 41%	57 48%	22 33%	17 23%	89 45%	79 39%	50 43%	43 38%	15 26%	17 65%	45 58%	23 43%	23 49%	18 47%	16 43%	15 30%	39 39%	28 36%	15 30%	7 36%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 229  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Working Status								Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
Several times a day	36 6%	26 8%	3 3%	2 3%	2 6%	-	2 3%	* 1%	4 3%	1 2%	2 3%	-	-	31 6%	-	-	18 6%	11 5%	5 8%	1 4%	29 5%	6 9%	1 7%	4 12%	1 6%	-	-
Once a day	25 4%	15 4%	2 3%	4 5%	2 7%	-	1 2%	1 3%	4 3%	1 2%	4 6%	1 3%	-	20 4%	-	-	10 4%	11 5%	3 4%	1 4%	22 4%	3 4%	-	3 8%	-	-	-
Several times a week	54 9%	29 9%	5 6%	8 11%	3 9%	1 4%	7 11%	1 4%	14 11%	9 14%	8 11%	5 12%	1 10%	40 8%	-	-	26 9%	16 7%	5 7%	4 13%	46 8%	2 13%	4 17%	1 4%	1 59%	-	
Once a week	54 8%	24 7%	7 9%	6 8%	8 23%ab	-	6 9%	3 10%	9 7%	5 7%	6 8%	1 3%	1 10%	43 9%	-	-	22 8%	24 10%	6 8%	2 7%	43 8%	10 17%t	-	7 22%	3 28%	-	-
Less often	92 15%	51 15%	14 16%	15 21%	2 5%	-	6 9%	5 15%	27 21%am	12 19%	16 20%	14 36%hijm	2 47%	61 13%	-	1	40	28	16	8	80	11	3	5	-	1	2
Never	361 57%	178 53%	55 63%	35 50%	18 51%	12 96%	42 66%	22 67%	71 55%	35 55%	41 52%	18 46%	2 34%	275 57%	-	-	170	140	35	13	336	21	7	7	7	-	-
Don't know	11 2%	10 3%	-	1 1%	-	-	-	-	1 1%	1 1%	1 1%	-	-	9 2%	1 100%	-	-	9 4%p	-	1 2%	9 2%	2 4%	-	2 7%	-	-	-
NET: At least daily	62 10%	41 12%	5 6%	6 9%	4 12%	-	4 6%	1 4%	8 6%	3 4%	7 8%	1 3%	-	51 11%	-	-	28	22	9	2	51	8	1	7	1	-	-
NET: At least weekly	169 27%	93 28%	18 21%	20 28%	15 44%abg	1	16	6	31	16	21	7	1	134	-	-	76	62	20	8	140	26	3	18	4	1	-
NET: Ever	261 41%	145 44%	32 37%	35 49%	17 49%	1	22	11	58	28	37	22	4	195	-	1	116	90	35	17	220	37	6	23	4	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 230  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)					
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41					
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*					
Several times a day	36	24	12	12	8	9	7	3	*	19	17	1	3	4	7	6	5	1	1	2					
	6%	6%	6% <sup>d</sup>	7%	5%	17% <sup>abdg</sup>	8%	3%	1%	20% <sup>j</sup>	3%	7%	4%	4%	5%	5%	8%	3%	5%	4%					
Once a day	25	14	10	9	10	3	3	6	5	4	21	1	4	1	6	4	3	2	-	2					
	4%	3%	5%	5%	6%	5%	3%	7%	15% <sup>abdf</sup>	4%	4%	6%	6%	1%	4%	4%	6%	8%	-	4%					
Several times a week	54	38	16	16	16	1	9	12	3	18	37	-	7	3	9	9	9	4	-	12					
	9%	9%	8%	9%	10%	3%	10%	13%	9%	18% <sup>j</sup>	7%	-	11% <sup>m</sup>	3%	7%	8%	15% <sup>m</sup>	18%	-	23% <sup>lmno</sup>					
Once a week	54	35	18	17	17	3	8	8	4	11	43	5	3	11	5	15	8	-	1	4					
	8%	8%	10%	9%	11%	5%	9%	9%	12%	11%	8%	26%	4%	11% <sup>n</sup>	4%	12% <sup>n</sup>	12%	-	8%	8%					
Less often	92	61	30	28	25	10	14	15	6	21	71	2	5	14	24	14	9	4	4	11					
	15%	14%	16%	15%	15%	18%	15%	18%	16%	22% <sup>j</sup>	13%	11%	8%	14%	17%	12%	14%	16%	20%	22%					
Never	361	258	101	93	80	26	46	44	16	23	338	10	40	64	88	69	24	12	12	18					
	57%	59%	52%	52%	50%	50%	50%	51%	46%	24%	63% <sup>i</sup>	50%	65% <sup>ps</sup>	65% <sup>ps</sup>	62% <sup>ps</sup>	58% <sup>s</sup>	40%	54%	67%	36%					
Don't know	11	6	5	5	5	1	5	-	-	-	11	-	1	2	1	2	3	-	-	2					
	2%	1%	3%	3%	3%	2%	5% <sup>a</sup>	-	-	-	2%	-	2%	2%	1%	2%	4%	-	-	3%					
NET: At least daily	62	39	22	21	18	12	10	8	6	23	39	3	6	5	14	11	8	2	1	4					
	10%	9%	11%	12%	11%	22% <sup>ab</sup>	11%	10%	17%	24% <sup>j</sup>	7%	13%	10%	5%	10%	9%	14%	11%	5%	9%					
NET: At least weekly	169	112	57	53	51	16	28	28	13	51	118	8	16	19	28	34	25	6	2	20					
	27%	26%	29%	30%	32%	30%	30%	32%	38%	53% <sup>j</sup>	22%	39%	26%	19%	20%	29%	41% <sup>lmn</sup>	29%	12%	39% <sup>lmn</sup>					
NET: Ever	261	173	87	81	76	25	42	43	19	73	189	10	21	33	53	49	34	10	6	30					
	41%	40%	45%	45%	47%	48%	45%	49%	54%	76% <sup>j</sup>	35%	50%	34%	33%	37%	40%	56% <sup>lmn</sup>	46%	33%	61% <sup>lmno</sup>					

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 231  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																							
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Keynes (l)	Milton (m)	Brighton (n)	Oxford (o)	London (p)	Southampton (q)	Bristol (r)	Plymouth (s)	Cardiff (t)	Belfast (v)	None of these (w)	
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26		
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**		
Several times a day	36 6%	1 4%	1 4%	3 13%	2 11%	- 7%	1 8%	6 10%	4 14%	1 6%	3 7%	- 10%	1 7%	- 9%	- 5%	8 5%	- 10%	3 10%	- 9%	1 3%	- 4%	- -	- -	
Once a day	25 4%	- -	2 9%	- -	1 3%	1 7%	2 8%	2 4%	- 10%	2 8%	2 4%	2 10%	1 7%	- 9%	- 5%	7 5%	- 10%	* 10%	1 9%	1 3%	1 3%	1 4%	- -	
Several times a week	54 9%	3 10%	1 4%	5 21%	3 15%	* 2%	2 10%	9 16%	5 17%	2 7%	6 12%	1 5%	* 3%	1 8%	- -	10 7%	1 3%	1 10%	3 9%	1 -	- 5%	1 2%	1 -	
Once a week	54 8%	3 13%	1 4%	1 3%	1 3%	1 6%	- 9%	5 14%	4 25%	6 7%	3 18%	1 10%	3 22%	4 16%	2 61%	15 10%	* 2%	- -	- -	1 3%	3 14%	3 6%	2 -	
Less often	92 15%	2 6%	* 2%	6 25%	5 26%	2 11%	5 25%	14 25%	3 10%	1 4%	9 18%	2 10%	3 22%	* 3%	- -	18 12%	2 12%	2 7%	* 3%	12 40%	3 12%	2 8%	2 -	
Never	361 57%	18 67%	20 78%	9 38%	9 43%	11 55%	9 49%	18 32%	12 45%	12 50%	23 48%	17 73%	7 43%	9 65%	1 39%	88 59%g	16 83%	20 72%	10 82%	15 50%	13 64%	23 84%	23 -	
Don't know	11 2%	- -	- -	- -	- -	4 19%	- -	2 4%	- -	- -	2 3%	- -	- -	- -	- -	3 2%	- -	- -	- -	- -	- -	- -	- -	
NET: At least daily	62 10%	1 4%	3 12%	3 13%	3 14%	1 7%	3 15%	8 15%	4 14%	4 14%	6 12%	2 10%	2 16%	- -	- -	15 10%	- -	3 11%	1 5%	2 7%	1 4%	- -	- -	
NET: At least weekly	169 27%	7 27%	5 20%	9 36%	6 31%	3 15%	5 25%	22 39%	12 44%	12 46%	15 31%	4 17%	5 35%	5 32%	2 61%	40 27%	1 5%	6 21%	2 15%	3 10%	5 24%	2 8%	2 -	
NET: Ever	261 41%	9 33%	6 22%	15 62%	11 57%	5 26%	10 51%	35 64%o	15 55%	12 50%	23 49%	6 27%	9 57%	5 35%	2 61%	58 39%	3 17%	8 28%	3 18%	8 50%	2 36%	15 36%	7 16%	4 -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 232

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Twitch****Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade						Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	***
Several times a day	8	6	3	2	2	4	-	-	1	1	4	2	*	*	-	3	3	-	-	-	1	*	-	*
	12%	10%	18%	7%	11%	25%	-	-	5%	4%	24%	18%	4%	5%	-	34%	35%	-	-	-	7%	8%	-	100%
Once a day	3	2	1	1	1	1	-	-	1	1	-	1	-	-	-	-	-	-	-	1	1	-	1	-
	4%	4%	4%	3%	4%	8%	-	-	6%	5%	-	6%	-	-	-	-	-	-	-	11%	10%	-	17%	-
Several times a week	3	2	1	1	1	1	-	-	1	1	1	-	-	1	1	*	-	-	-	-	-	-	1	-
	5%	4%	9%	3%	8%	7%	-	-	7%	3%	7%	-	-	16%	22%	4%	-	-	-	-	-	-	9%	-
Once a week	4	4	-	2	2	-	-	-	-	1	-	2	1	-	-	1	-	-	-	-	1	-	*	-
	5%	7%	-	6%	11%	-	-	-	-	6%	-	24%	19%	-	-	10%	-	-	-	-	10%	-	6%	-
Less often	10	6	4	6	2	1	1	-	3	5	1	1	-	2	1	2	2	-	1	-	1	2	-	-
	14%	11%	25%	18%	14%	8%	21%	-	13%	25%	6%	8%	-	23%	10%	18%	20%	-	100%	-	12%	33%	-	-
Never	41	35	6	20	9	7	2	4	14	11	12	4	6	5	4	3	4	3	-	4	6	3	5	-
	59%	63%	43%	63%	52%	47%	79%	100%	65%	57%	63%	44%	77%	56%	68%	34%	45%	100%	-	77%	61%	59%	68%	-
Don't know	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	1%	1%	-	-	-	4%	-	-	3%	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-
NET: At least daily	11	8	3	3	2	5	-	-	2	2	4	2	*	*	-	3	3	-	-	1	2	*	1	*
	16%	14%	22%	10%	15%	33%	-	-	11%	8%	24%	24%	4%	5%	-	34%	35%	-	-	11%	17%	8%	17%	100%
NET: At least weekly	18	13	4	6	6	6	-	-	4	4	6	5	2	2	1	4	3	-	-	1	3	*	2	*
	26%	24%	32%	19%	34%	41%	-	-	18%	18%	31%	48%	23%	21%	22%	48%	35%	-	-	11%	26%	8%	32%	100%
NET: Ever	28	20	8	12	8	7	1	-	7	9	7	6	2	4	2	6	4	-	1	1	4	2	2	*
	40%	35%	57%	37%	48%	48%	21%	-	32%	43%	37%	56%	23%	44%	32%	66%	55%	-	100%	11%	39%	41%	32%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 233  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	**	**	2**	13**	10**	5**	2**	2**	54*	**	***	27**	25**	7**	9**	58*	11**	1**	8**	1**	**	1**
Several times a day	8	6	2	*	-	-	-	1	*	1	-	-	7	-	*	3	4	-	-	4	4	-	4	-	-	-	-
	12%	15%	19%	3%	-	-	-	6%	4%	17%	-	-	13%	-	100%	12%	18%	-	-	6%	38%	-	54%	-	-	-	-
Once a day	3	2	-	-	-	-	1	1	1	-	-	-	2	-	-	1	1	1	1	3	-	-	-	-	-	-	-
	4%	6%	-	-	-	-	32%	5%	6%	-	-	-	4%	-	-	2%	4%	18%	-	5%	-	-	-	-	-	-	-
Several times a week	3	1	-	1	-	-	1	-	-	-	-	-	3	-	-	3	-	-	-	2	1	-	1	-	-	-	-
	5%	3%	-	12%	-	-	68%	-	-	-	-	-	6%	-	-	13%	-	-	-	4%	10%	-	14%	-	-	-	-
Once a week	4	1	*	1	1	-	-	-	-	-	-	-	4	-	-	*	2	-	1	3	1	1	-	-	-	-	-
	5%	2%	4%	8%	18%	-	-	-	-	-	-	-	7%	-	-	2%	9%	-	11%	5%	8%	100%	-	-	-	-	-
Less often	10	8	2	-	-	-	-	3	2	1	1	1	5	-	-	3	1	4	2	9	1	-	1	-	-	-	-
	14%	20%	21%	-	-	-	-	24%	23%	27%	26%	24%	9%	-	-	10%	5%	54%	28%	15%	11%	-	15%	-	-	-	-
Never	41	21	5	10	5	-	-	9	7	3	2	2	32	-	-	16	16	2	5	38	3	-	1	*	-	1	
	59%	54%	56%	88%	62%	-	-	65%	67%	56%	74%	76%	59%	-	-	62%	62%	28%	62%	65%	27%	-	17%	37%	-	100%	
Don't know	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-	-
	1%	-	-	8%	-	-	-	-	-	-	-	-	1%	-	-	-	3%	-	-	6%	-	-	63%	-	-	-	-
NET: At least daily	11	8	2	*	-	-	1	1	1	1	-	-	9	-	*	4	5	1	-	7	4	-	4	-	-	-	-
	16%	21%	19%	3%	-	-	32%	11%	10%	17%	-	-	17%	-	100%	14%	21%	18%	-	11%	38%	-	54%	-	-	-	-
NET: At least weekly	18	10	2	1	2	-	-	2	1	1	1	-	16	-	*	8	8	1	1	12	6	1	5	-	-	-	-
	26%	26%	23%	12%	30%	-	-	100%	11%	10%	17%	-	30%	-	100%	29%	30%	18%	11%	20%	56%	100%	68%	-	-	-	-
NET: Ever	28	18	4	1	2	-	-	2	5	3	2	1	21	-	*	10	9	5	3	20	7	1	7	-	-	-	-
	40%	46%	44%	12%	30%	-	-	100%	35%	33%	44%	26%	24%	40%	-	100%	38%	35%	72%	38%	35%	67%	100%	83%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 234  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10			
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	10**	5**	3**	2**	11**			
Several times a day	8	2	6	6	6	4	4	3	-	3	5	*	4	2	-	-	1	-	-	-			
	12%	5%	29%	34%	31%	48%	45%	31%	-	23%	9%	14%	51%	21%	-	-	29%	-	-	-			
Once a day	3	2	1	1	-	1	-	-	-	2	1	-	1	1	-	-	-	-	-	1			
	4%	5%	3%	4%	-	7%	-	-	-	13%	2%	-	8%	10%	-	-	-	-	-	8%			
Several times a week	3	*	3	3	3	1	1	3	1	1	2	-	-	1	1	-	1	-	-	-			
	5%	1%	15%	18%	17%	15%	14%	32%	20%	9%	4%	-	-	8%	13%	-	23%	-	-	-			
Once a week	4	3	1	1	1	-	-	1	-	1	3	*	-	1	1	1	-	-	-	-			
	5%	6%	4%	5%	5%	-	-	9%	-	6%	5%	15%	-	8%	14%	8%	-	-	-	-			
Less often	10	7	3	3	2	1	2	2	-	6	4	-	-	2	1	1	-	1	-	4			
	14%	14%	16%	19%	13%	9%	25%	17%	-	42%	7%	-	-	15%	8%	8%	-	37%	-	38%			
Never	41	34	6	3	6	2	2	1	4	1	40	2	3	4	6	8	2	2	2	6			
	59%	69%	32%	20%	35%	21%	16%	11%	80%	7%	73%	70%	41%	38%	58%	84%	48%	63%	100%	53%			
Don't know	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-			
	1%	1%	-	-	-	-	-	-	-	1%	-	-	-	7%	-	-	-	-	-	-			
NET: At least daily	11	4	6	6	6	5	4	3	-	5	6	*	4	4	-	-	1	-	-	1			
	16%	9%	32%	38%	31%	55%	45%	31%	-	36%	10%	14%	59%	31%	-	-	29%	-	-	8%			
NET: At least weekly	18	8	10	10	10	6	6	7	1	7	11	1	4	6	3	1	3	-	-	1			
	26%	16%	52%	61%	52%	70%	59%	72%	20%	51%	19%	30%	59%	47%	27%	8%	52%	-	-	8%			
NET: Ever	28	14	14	14	12	7	8	8	1	13	14	1	4	7	4	2	3	1	-	5			
	40%	29%	68%	80%	65%	79%	84%	89%	20%	93%	26%	30%	59%	62%	36%	16%	52%	37%	-	47%			

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 235  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	-**	-**	16**	2**	5**	2**	1**	***	1**
Several times a day	8 12%	* 18%	-	* 7%	1 23%	-	2 43%	-	-	-	3 43%	-	-	-	-	1 7%	-	-	-	-	*	-
Once a day	3 4%	-	-	-	-	-	-	-	-	-	-	1 54%	-	-	1 6%	-	1 26%	-	-	-	-	-
Several times a week	3 5%	-	-	1 21%	-	* 43%	1 20%	-	-	-	-	-	-	-	-	1 34%	-	-	-	-	-	-
Once a week	4 5%	1 82%	-	-	1 13%	-	-	-	-	-	-	-	-	-	1 6%	-	-	*	24%	-	-	-
Less often	10 14%	-	-	2 30%	1 12%	-	1 28%	2 51%	1	-	-	-	-	-	3 19%	-	-	-	-	1 100%	-	-
Never	41 59%	-	5 100%	3 42%	3 51%	* 57%	3 36%	1 53%	3 49%	4 100%	1 57%	1 46%	1 67%	-	10 63%	1 66%	4 74%	1 76%	-	-	-	1 100%
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-
NET: At least daily	11 16%	* 18%	-	* 7%	1 23%	-	2 43%	-	-	-	3 43%	1 54%	-	-	2 13%	-	1 26%	-	-	-	*	100%
NET: At least weekly	18 26%	2 100%	-	2 28%	2 36%	* 43%	2 43%	1 20%	-	-	3 43%	1 54%	-	-	3 19%	1 34%	1 26%	*	24%	-	*	100%
NET: Ever	28 40%	2 100%	-	4 58%	3 49%	* 43%	2 64%	3 47%	1 51%	-	3 43%	1 54%	-	-	6 37%	1 34%	1 26%	*	24%	1 100%	*	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 236  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	21	33	49	57	26	16
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
Several times a day	5 1%	4 5% <sup>b</sup>	1 *	1 1%	1 1%	3 5%	1 1%	- -	- -	2 2%	- -	- -	3 3%	- -	- -	- -	1 4%	1 6%	- -	1 4%	- -	1 3%	1 1%	- -	- -
Once a day	5 1%	1 1%	4 1%	2 4%	1 2%	1 2%	1 1%	- -	- -	2 2%	1 1%	1 1%	1 1%	5 5%	- -	2 4%	- -	- -	- -	- -	- -	2 4%	- -	- -	- -
Several times a week	9 3%	4 5%	5 2%	1 2%	1 3%	2 3%	3 6%	1 1%	1 2%	4 4%	1 1%	1 1%	3 4%	- -	- -	1 3%	1 6%	3 14%	- -	- -	- -	1 3%	3 5%	- -	- -
Once a week	6 2%	2 2%	3 1%	1 3%	1 2%	1 2%	- -	2 3%	- -	5 5%	- -	- -	1 1%	- -	1 4%	- -	- -	- -	1 6%	- -	- -	1 2%	2 3%	- -	- -
Less often	44 13%	9 10%	35 15%	2 4%	15 24% <sup>d</sup>	9 15%	7 12%	4 7%	9 15%	12 12%	10 12%	12 20%	10 12%	2 9%	4 33%	*	1 5%	4 16%	7 28%	3 18%	1 4%	5 11%	12 23%	2 8%	1 8%
Never	259 78%	66 75%	193 80%	38 86% <sup>e</sup>	39 65%	43 73%	41 78%	49 89% <sup>ef</sup>	48 83%	76 73%	74 86%	47 78%	63 78%	19 86%	8 63%	33 89%	14 85%	13 59%	17 66%	15 78%	31 95%	34 74%	36 68%	25 92%	14 92%
Don't know	3 1%	2 2%	2 1%	- -	2 4%	- -	1 2%	- -	- -	3 3%	- -	- -	- -	- -	- -	- -	- -	1 5%	- -	- -	* 1%	2 4%	- -	- -	- -
NET: At least daily	9 3%	5 6%	4 2%	2 5%	2 3%	4 7%	1 2%	- -	- -	4 4%	1 1%	1 1%	4 5%	1 5%	2 4%	1 4%	1 6%	- -	1 4%	- -	3 7%	1 1%	- -	- -	
NET: At least weekly	24 7%	11 13% <sup>b</sup>	13 5%	4 10%	4 7%	7 12% <sup>i</sup>	4 8%	2 4%	1 2%	13 12% <sup>k</sup>	2 2%	2 3%	8 9%	1 5%	1 4%	4 10%	2 10%	5 20%	1 6%	1 4%	- -	5 12%	5 9%	- -	- -
NET: Ever	68 21%	20 23%	48 20%	6 14%	19 32% <sup>h</sup>	16 27% <sup>h</sup>	11 20%	6 11%	10 17%	25 24%	12 14%	14 22%	18 22%	3 14%	5 37%	4 11%	2 15%	8 36%	9 34%	4 22%	1 4%	10 23%	17 32%	2 8%	1 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 237  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1	
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	**	1**	
Several times a day	5 1%	4 3%	-	-	-	-	1 2%	1 1%	-	1 1%	-	-	-	3 1%	-	-	2 1%	2 2%	1 2%	-	1 *	3 8%	1 6%	3 13%	-	-	-	
Once a day	5 1%	1 1%	2 3%	1 4%	-	-	-	* 2%	-	-	-	-	-	5 2%	-	-	1 1%	2 2%	-	1 19%	4 1%	1 1%	-	1 3%	-	-	-	
Several times a week	9 3%	4 3%	2 4%	1 5%	2 7%	-	-	-	3 4%	3 8%	1 1%	1 5%	-	6 2%	-	-	5 3%	4 3%	-	-	6 2%	3 7%	2 25%	1 2%	-	-	-	
Once a week	6 2%	3 2%	2 3%	1 3%	-	-	-	-	* 1%	-	* 1%	-	-	5 2%	-	-	3 2%	3 2%	-	-	4 2%	1 3%	-	1 5%	-	-	-	
Less often	44 13%	22 15%	7 13%	2 7%	4 19%	2 9%	6 15%	2 7%	13 18%	9 25%	8 19%	6 22%	1 27%	31 12%	-	-	16 10%	19 15%	7 20%	-	41 14%	3 7%	-	2 12%	* 4%	-	-	
Never	259 78%	105 75%	39 75%	24 79%	16 74%	15 91%	34 85%	26 89%	52 76%	24 66%	33 76%	18 71%	2 73%	204 79%	1 100%	1 100%	125 82%	94 75%	29 79%	5 81%	230 80%	29 72%	6 64%	14 65%	8 96%	-	1 100%	
Don't know	3 1%	2 1%	1 2%	* 2%	-	-	-	-	* 1%	* 1%	* 1%	* 1%	-	3 1%	-	-	2 1%	2 1%	-	-	3 1%	* 1%	* 5%	-	-	-	-	
NET: At least daily	9 3%	5 4%	2 3%	1 4%	-	-	1 4%	1 1%	-	1 1%	-	-	-	8 3%	-	-	3 2%	4 4%	1 2%	1 19%	5 2%	4 10%	1 6%	3 16%	-	-	-	
NET: At least weekly	24 7%	12 9%	5 10%	4 12%	2 7%	-	1 4%	4 6%	3 8%	2 4%	1 5%	-	19 7%	-	-	11 7%	11 9%	1 2%	1 19%	15 5%	8 20%	3 31%	5 23%	-	-	-	-	
NET: Ever	68 21%	34 24%	12 23%	6 19%	6 26%	2 9%	6 15%	3 11%	16 24%	12 33%	10 23%	7 27%	1 27%	50 19%	-	-	26 17%	30 24%	8 21%	1 19%	56 20%	11 27%	3 31%	7 35%	* 4%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 238

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Pinterest****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: 18-5 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**
Several times a day	5	1	3	3	3	2	3	2	-	1	4	1	1	-	-	1	1	-	-	-
	1%	1%	3%	4%	4%	6%	6%a	5%a	-	1%	1%	4%	2%	-	-	1%	6%	-	-	-
Once a day	5	2	2	2	2	*	1	2	*	3	2	1	-	1	2	1	-	-	-	-
	1%	1%	2%	2%	3%	1%	2%	4%	2%	5%j	1%	8%	-	2%	2%	2%	-	-	-	-
Several times a week	9	3	5	5	4	1	4	3	2	3	6	1	*	2	-	1	1	-	1	
	3%	1%	5%	6%	6%	4%	10%a	7%a	8%	6%	2%	8%	1%	3%	-	2%	5%	6%	-	7%
Once a week	6	4	1	1	1	-	-	1	1	3	3	-	*	-	2	-	3	-	-	1
	2%	2%	1%	1%	1%	-	-	3%	5%	5%	1%	-	1%	-	2%	-	10%	-	-	5%
Less often	44	31	13	12	8	6	4	4	2	10	34	1	4	6	8	10	6	1	-	1
	13%	14%	13%	13%	10%	18%	8%	10%	10%	19%	12%	11%	9%	11%	11%	21%	23%	6%	-	4%
Never	259	181	77	70	58	26	34	27	17	31	227	9	38	48	61	34	14	15	7	15
	78%	80%	75%	74%	76%	70%	75%	69%	75%	63%	81%i	68%	87%	83%	84%	70%	56%	83%	100%	84%
Don't know	3	3	*	*	-	*	-	-	-	-	3	-	-	*	-	2	-	1	-	-
	1%	1%	*	*	-	1%	-	-	-	-	1%	-	-	1%	-	3%	-	6%	-	-
NET: At least daily	9	4	6	6	5	3	3	4	*	3	6	2	1	1	2	1	1	-	-	-
	3%	2%	6%	6%	7%a	7%	8%a	9%a	2%	7%	2%	13%	2%	2%	2%	3%	6%	-	-	-
NET: At least weekly	24	11	12	12	11	4	8	8	3	9	15	3	2	3	3	3	5	1	-	2
	7%	5%	12%a	13%	14%a	11%	17%a	20%a	15%	18%j	5%	21%	4%	5%	5%	5%	21%	6%	-	12%
NET: Ever	68	43	25	24	19	10	12	12	6	19	49	4	5	9	12	13	11	2	-	3
	21%	19%	25%	26%	24%	29%	25%	31%	25%	37%j	18%	32%	13%	16%	16%	26%	44%	11%	-	16%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 239

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Pinterest****Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
Several times a day	5 1%	-	-	-	1 6%	-	-	-	1 8%	-	1 6%	-	1 5%	-	-	1 2%	-	-	-	-	-	-
Once a day	5 1%	1 13%	-	-	-	-	-	1 2%	1 10%	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
Several times a week	9 3%	-	-	-	1 10%	-	-	1 4%	-	-	3 12%	-	-	-	-	4 5%	-	-	-	-	-	-
Once a week	6 2%	-	-	1 4%	-	-	1 4%	-	1 11%	-	-	-	-	-	-	2 3%	-	-	-	-	-	-
Less often	44 13%	1 12%	1 9%	4 33%	-	-	1 16%	2 7%	* 5%	2 15%	5 19%	1 7%	5 31%	-	-	13 15%	2 13%	-	-	3 27%	1 8%	2 11%
Never	259 78%	7 75%	10 91%	8 62%	8 84%	6 100%	6 84%	22 83%	8 77%	10 74%	16 63%	9 93%	9 61%	5 100%	1 100%	61 71%	16 87%	12 100%	8 100%	9 73%	14 92%	15 83%
Don't know	3 1%	-	-	-	-	-	-	-	-	-	-	-	* 3%	-	-	2 2%	-	-	-	-	-	1 6%
NET: At least daily	9 3%	1 13%	-	-	1 6%	-	-	1 2%	2 18%	-	1 6%	-	1 5%	-	-	3 4%	-	-	-	-	-	-
NET: At least weekly	24 7%	1 13%	-	1 4%	2 16%	-	-	3 10%	2 18%	1 11%	5 18%	-	1 5%	-	-	10 11%	-	-	-	-	-	-
NET: Ever	68 21%	2 25%	1 9%	5 38%	2 16%	-	1 16%	4 17%	2 23%	3 26%	9 37%	1 7%	5 36%	-	-	23 27%	2 13%	-	-	3 27%	1 8%	2 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 240  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
Several times a day	2 2%	2 4%	-	-	-	2 15%	-	-	-	-	-	-	2 11%	-	-	-	-	1 19%	-	-	-	-	1 7%	-	-
Once a day	3 4%	1 3%	2 6%	1 4%	-	2 15%	1 4%	-	-	1 4%	1 3%	1 21%	-	-	-	1 11%	1 35%	-	-	-	-	1 3%	-	1 8%	-
Several times a week	2 2%	-	2 5%	-	1 6%	-	-	1 5%	-	-	1 4%	-	1 4%	-	-	-	-	1 9%	-	-	-	1 4%	-	-	-
Once a week	2 2%	2 4%	-	3 3%	1 6%	1 6%	-	-	-	1 4%	-	-	1 3%	-	1 12%	-	-	-	-	-	-	-	1 13%	-	-
Less often	14 16%	9 19%	5 13%	2 15%	3 16%	1 8%	6 34%	2 14%	-	9 24%	3 12%	1 7%	2 10%	1 15%	2 45%	-	-	1 10%	-	3 56%	-	4 16%	2 24%	1 16%	-
Never	61 71%	32 66%	28 77%	11 77%	12 72%	7 52%	10 56%	11 81%	9 100%	24 65%	19 77%	5 72%	13 72%	5 85%	2 44%	5 89%	3 65%	4 61%	5 90%	2 44%	3 84%	19 77%	5 56%	5 62%	1 100%
Don't know	2 3%	2 5%	-	-	1 4%	1 5%	1 6%	-	-	1 3%	1 4%	-	-	-	-	-	-	-	1 10%	-	1 16%	-	-	1 14%	-
NET: At least daily	6 6%	3 7%	2 6%	1 4%	-	4 29%	1 4%	-	-	1 4%	1 3%	1 21%	2 11%	-	1 11%	1 35%	1 19%	-	-	-	-	1 3%	1 7%	1 8%	-
NET: At least weekly	9 10%	5 11%	4 10%	1 7%	2 9%	5 35%	1 4%	1 5%	-	3 7%	2 7%	1 21%	3 18%	-	1 12%	1 11%	1 35%	2 28%	-	-	-	2 7%	2 21%	1 8%	-
NET: Ever	23 27%	14 29%	9 23%	3 23%	4 25%	6 44%	7 38%	3 19%	-	11 31%	4 18%	2 28%	5 28%	1 15%	2 56%	1 11%	1 35%	3 39%	-	3 56%	-	6 23%	4 44%	2 24%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 241  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	**	65*	**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	**
Several times a day	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	2	-	2	-	-	-
	2%	4%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	5%	-	-	-	17%	-	35%	-	-	-
Once a day	3	1	1	1	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	1	2	1	-	1	-	-	
	4%	3%	10%	12%	-	-	-	-	-	-	-	-	-	5%	-	-	-	7%	-	14%	3%	12%	-	25%	-	-	
Several times a week	2	1	-	-	1	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	-	-	
	2%	2%	-	-	11%	-	-	-	-	-	-	-	-	3%	-	-	-	4%	-	-	2%	-	-	-	-	-	
Once a week	2	1	*	-	1	-	-	-	*	-	*	-	-	1	-	-	1	*	-	2	-	-	-	-	-	-	
	2%	2%	4%	-	8%	-	-	-	3%	-	4%	-	-	2%	-	-	8%	1%	-	2%	-	-	-	-	-	-	
Less often	14	9	4	-	-	-	1	-	3	3	2	3	-	11	-	-	1	5	6	2	12	2	1	*	-	-	
	16%	19%	32%	-	-	-	7%	-	21%	25%	22%	36%	-	16%	-	-	4%	13%	34%	41%	17%	13%	44%	7%	-	-	
Never	61	32	7	5	4	3	8	2	13	8	7	5	-	44	-	2	13	27	12	2	53	7	2	2	2	1	
	71%	66%	54%	88%	70%	100%	93%	100%	77%	75%	74%	64%	-	67%	-	100%	81%	67%	66%	45%	73%	54%	56%	33%	75%	100%	
Don't know	2	2	-	-	1	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	2	1	-	-	1	-	
	3%	3%	-	-	11%	-	-	-	-	-	-	-	-	4%	-	-	7%	3%	-	-	2%	5%	-	-	25%	-	
NET: At least daily	6	4	1	1	-	-	-	-	-	-	-	-	-	6	-	-	-	5	-	1	2	4	-	4	-	-	
	6%	7%	10%	12%	-	-	-	-	-	-	-	-	-	8%	-	-	-	12%	-	14%	3%	28%	-	60%	-	-	
NET: At least weekly	9	5	2	1	1	-	-	-	*	-	*	-	-	9	-	-	1	7	-	1	5	4	-	4	-	-	
	10%	11%	14%	12%	19%	-	-	-	3%	-	4%	-	-	13%	-	-	8%	17%	-	14%	8%	28%	-	60%	-	-	
NET: Ever	23	15	6	1	1	-	1	-	4	3	3	3	-	19	-	-	2	12	6	3	18	5	1	4	-	-	
	27%	30%	46%	12%	19%	-	7%	-	23%	25%	26%	36%	-	29%	-	-	12%	30%	34%	55%	25%	41%	44%	67%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 242

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: 18-5	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
													(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	3
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**
Several times a day	2	-	2	2	2	1	2	2	-	1	1	-	1	-	-	-	1	-	-	-
	2%	-	9%	9%	12%	16%	20%	22%	-	4%	2%	-	10%	-	-	-	24%	-	-	-
Once a day	3	1	2	2	2	1	1	1	3	1	1	-	2	-	-	-	-	-	-	-
	4%	2%	9%	10%	12%	17%	14%	7%	15%	16%	1%	22%	-	21%	-	-	-	-	-	-
Several times a week	2	1	1	1	-	1	-	-	-	2	-	-	1	-	-	-	1	-	-	-
	2%	1%	4%	4%	-	11%	-	-	-	2%	-	-	7%	-	-	-	42%	-	-	-
Once a week	2	1	1	1	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-
	2%	2%	4%	4%	5%	-	8%	-	-	3%	2%	-	14%	-	4%	-	-	-	-	-
Less often	14	10	4	4	3	1	1	3	1	6	8	-	2	-	2	6	*	-	-	2
	16%	16%	16%	16%	15%	10%	11%	28%	27%	36%	11%	-	35%	-	10%	29%	8%	-	-	49%
Never	61	49	12	11	9	3	4	4	3	6	54	2	3	7	21	13	4	1	3	2
	71%	78%	51%	49%	50%	39%	38%	43%	59%	35%	80%	78%	40%	72%	87%	60%	69%	58%	100%	51%
Don't know	2	1	2	2	1	1	1	-	-	1	1	-	-	-	1	2	-	-	-	-
	3%	1%	7%	8%	6%	7%	10%	-	-	6%	2%	-	-	-	3%	8%	-	-	-	-
NET: At least daily	6	1	4	4	4	3	4	3	1	3	2	1	1	2	-	-	1	-	-	-
	6%	2%	18%	19%	24%	33%	33%	29%	15%	20%	3%	22%	10%	21%	-	-	24%	-	-	-
NET: At least weekly	9	3	6	6	5	4	4	3	1	4	5	1	2	3	-	1	1	1	-	-
	10%	5%	26%	27%	28%	44%	41%	29%	15%	22%	7%	22%	24%	28%	-	4%	24%	42%	-	-
NET: Ever	23	13	10	10	8	5	6	5	2	10	13	1	4	3	2	7	2	1	-	2
	27%	21%	42%	43%	43%	54%	52%	57%	41%	58%	19%	22%	60%	28%	10%	33%	31%	42%	-	49%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 243  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	**	1**	33**	3**	4**	3**	5**	1**	2**
Several times a day	2 2%	-	-	-	-	-	-	-	-	-	1 18%	-	1 24%	-	-	-	-	-	-	-	-	-
Once a day	3 4%	-	-	-	1 55%	-	-	1 10%	-	-	-	-	-	-	1 2%	-	-	1 21%	-	-	-	-
Several times a week	2 2%	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	1 3%	-	-	-	-	-	-	-
Once a week	2 2%	-	-	1 12%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-
Less often	14 16%	-	1 30%	2 45%	-	-	-	-	-	1 10%	-	-	-	*	1 100%	5 16%	1 32%	-	3 56%	-	-	-
Never	61 71%	2 100%	2 70%	2 44%	1 45%	2 100%	-	6 90%	1 100%	1 100%	5 63%	1 100%	2 54%	-	-	24 75%	3 100%	3 68%	1 43%	2 44%	1 100%	2 76%
Don't know	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 22%	-	-	-	-	-	1 35%	-	-	1 24%
NET: At least daily	6 6%	-	-	-	1 55%	-	-	1 10%	-	-	1 18%	-	1 24%	-	-	1 2%	-	-	1 21%	-	-	-
NET: At least weekly	9 10%	-	-	1 12%	1 55%	-	-	1 10%	-	-	2 27%	-	1 24%	-	-	3 9%	-	-	1 21%	-	-	-
NET: Ever	23 27%	-	1 30%	2 56%	1 55%	-	-	1 10%	-	-	3 37%	-	1 24%	*	1 100%	8 25%	-	1 32%	1 21%	3 56%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 244  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	**	3**	4**	5**	***	3**	3**	2**	6**	5**
Several times a day	3	2	1	*	-	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	*	-
	8%	7%	8%	4%	-	24%	-	-	-	8%	-	-	14%	-	-	-	-	31%	-	-	-	32%	8%	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	3	2	1	-	-	1	2	-	-	*	2	-	1	-	-	1	-	-	-	1	-	-	2	-
	10%	9%	15%	-	-	15%	76%	-	-	3%	29%	-	12%	-	-	32%	-	-	-	28%	-	-	29%	-
Never	24	18	6	10	6	5	1	1	1	9	4	3	7	3	-	2	2	3	*	2	2	1	4	5
	72%	71%	77%	96%	70%	53%	24%	100%	100%	65%	71%	100%	74%	100%	-	68%	39%	69%	100%	72%	76%	68%	64%	100%
Don't know	3	3	-	-	3	1	-	-	-	3	-	-	-	-	-	-	3	-	-	-	1	-	-	-
	10%	13%	-	-	30%	8%	-	-	-	24%	-	-	-	-	-	-	61%	-	-	-	24%	-	-	-
NET: At least daily	3	2	1	*	-	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	*	-
	8%	7%	8%	4%	-	24%	-	-	-	8%	-	-	14%	-	-	-	-	31%	-	-	-	32%	8%	-
NET: At least weekly	3	2	1	*	-	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	*	-
	8%	7%	8%	4%	-	24%	-	-	-	8%	-	-	14%	-	-	-	-	31%	-	-	-	32%	8%	-
NET: Ever	6	4	2	*	-	3	2	-	-	2	2	-	3	-	-	1	-	1	-	1	-	1	2	-
	18%	16%	23%	4%	-	39%	76%	-	-	11%	29%	-	26%	-	-	32%	-	31%	-	28%	-	32%	36%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 245  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	**	11**	9**	6**	3**	**	21**	**	**	9**	15**	4**	2**	30**	4**	1**	1**	1**	**	**
Several times a day	3	1	1	-	-	-	-	-	*	-	*	-	-	2	-	-	-	3	-	1	1	-	1	-	-	-	
	8%	11%	16%	-	-	-	-	-	4%	-	8%	-	-	10%	-	-	-	17%	-	4%	38%	-	100%	-	-	-	
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	3	2	2	-	-	-	-	-	2	1	1	2	-	1	-	-	1	2	-	2	1	1	-	-	-	-	
	10%	14%	24%	-	-	-	-	-	18%	14%	14%	61%	-	7%	-	-	11%	17%	-	8%	33%	100%	-	-	-	-	
Never	24	7	4	6	4	1	1	-	9	7	5	1	-	15	-	-	8	7	4	2	24	-	-	-	*	-	
	72%	54%	59%	100%	87%	100%	100%	-	78%	86%	78%	39%	100%	68%	-	-	89%	44%	100%	100%	80%	11%	-	-	37%	-	
Don't know	3	3	-	-	1	-	-	-	-	-	-	-	-	3	-	-	-	3	-	3	1	-	-	1	-	-	
	10%	21%	-	-	13%	-	-	-	-	-	-	-	-	16%	-	-	-	22%	-	9%	18%	-	-	63%	-	-	
NET: At least daily	3	1	1	-	-	-	-	-	*	-	*	-	-	2	-	-	-	3	-	1	1	-	1	-	-	-	
	8%	11%	16%	-	-	-	-	-	4%	-	8%	-	-	10%	-	-	-	17%	-	4%	38%	-	100%	-	-	-	
NET: At least weekly	3	1	1	-	-	-	-	-	*	-	*	-	-	2	-	-	-	3	-	1	1	-	1	-	-	-	
	8%	11%	16%	-	-	-	-	-	4%	-	8%	-	-	10%	-	-	-	17%	-	4%	38%	-	100%	-	-	-	
NET: Ever	6	3	3	-	-	-	-	-	2	1	1	2	-	3	-	-	1	5	-	3	3	1	1	-	-	-	
	18%	25%	41%	-	-	-	-	-	22%	14%	22%	61%	-	16%	-	-	11%	33%	-	11%	71%	100%	100%	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 246  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			Yes	No	Yes	No							(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	5
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	..**	..**	6**
Several times a day	3	1	1	1	1	1	1	1	-	*	2	-	*	1	-	-	1	-	-	-
	8%	4%	34%	34%	34%	100%	34%	42%	-	8%	7%	-	55%	18%	-	-	31%	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	3	1	2	2	2	-	2	1	1	2	1	-	-	1	-	2	*	-	-	-
	10%	5%	49%	49%	49%	-	49%	36%	100%	37%	5%	-	-	27%	-	35%	10%	-	-	-
Never	24	23	1	1	1	-	1	1	-	3	21	4	*	2	6	4	-	-	-	6
	72%	80%	17%	17%	17%	-	17%	21%	-	54%	76%	100%	45%	56%	90%	65%	-	-	-	100%
Don't know	3	3	-	-	-	-	-	-	-	-	3	-	-	-	1	-	3	-	-	-
	10%	11%	-	-	-	-	-	-	-	-	12%	-	-	10%	-	59%	-	-	-	-
NET: At least daily	3	1	1	1	1	1	1	1	-	*	2	-	*	1	-	-	1	-	-	-
	8%	4%	34%	34%	34%	100%	34%	42%	-	8%	7%	-	55%	18%	-	-	31%	-	-	-
NET: At least weekly	3	1	1	1	1	1	1	1	-	*	2	-	*	1	-	-	1	-	-	-
	8%	4%	34%	34%	34%	100%	34%	42%	-	8%	7%	-	55%	18%	-	-	31%	-	-	-
NET: Ever	6	3	3	3	3	1	3	3	1	2	3	-	*	2	-	2	2	-	-	-
	18%	9%	83%	83%	83%	100%	83%	79%	100%	46%	12%	-	55%	44%	-	35%	41%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 247  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
Several times a day	3 8%	-	-	-	-	-	-	-	-	-	1 31%	-	-	-	-	1 19%	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	3 10%	-	-	-	-	-	-	1 32%	-	-	-	-	-	*	1 20%	-	-	-	-	1 28%	-
Never	24 72%	1 100%	1 100%	-	2 100%	-	-	2 68%	-	*	3 69%	-	-	-	1 100%	2 61%	4 100%	1 61%	3 100%	2 72%	1 100%
Don't know	3 10%	-	-	-	-	3 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
NET: At least daily	3 8%	-	-	-	-	-	-	-	-	-	1 31%	-	-	-	-	1 19%	-	-	-	-	-
NET: At least weekly	3 8%	-	-	-	-	-	-	-	-	-	1 31%	-	-	-	-	1 19%	-	-	-	-	-
NET: Ever	6 18%	-	-	-	-	-	-	1 32%	-	-	1 31%	-	-	*	2 39%	-	-	-	-	1 28%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 248  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of England (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	-**	-**	1**	5**	1**	4**	2**	-**	1**	1**	3**	-**	2**	2**	-**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	4 36%	4 48%	-	-	1 36%	3 58%	-	-	1 100%	-	1 100%	1 38%	-	-	1 100%	-	3 87%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7 64%	4 52%	3 100%	3 100%	2 64%	2 42%	-	-	-	5 100%	-	2 62%	2 100%	-	-	1 100%	-	-	2 100%	2 100%	-
NET: At least daily	4 36%	4 48%	-	-	1 36%	3 58%	-	-	1 100%	-	1 100%	1 38%	-	-	1 100%	-	3 87%	-	-	-	-
NET: At least weekly	4 36%	4 48%	-	-	1 36%	3 58%	-	-	1 100%	-	1 100%	1 38%	-	-	1 100%	-	3 87%	-	-	-	-
NET: Ever	4 36%	4 48%	-	-	1 36%	3 58%	-	-	1 100%	-	1 100%	1 38%	-	-	1 100%	-	3 87%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 249  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-
Weighted base	11*	8**	-.**	3*	***	-.**	-.**	-.**	2**	***	2**	-.**	-.**	8**	-.**	-.**	7**	2**	-.**	-.**	7**	4**	-.**	4**	-.**	-.**	-.**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	4 36%	4 51%	-	-	-	-	-	-	-	-	-	-	-	4 47%	-	-	3 37%	1 73%	-	-	-	4 100%	-	4 100%	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7 64%	4 49%	-	3 100%	-	-	-	-	2 100%	-	2 100%	-	-	4 53%	-	-	4 63%	1 27%	-	-	7 100%	-	-	-	-	-	-
NET: At least daily	4 36%	4 51%	-	-	-	-	-	-	-	-	-	-	-	4 47%	-	-	3 37%	1 73%	-	-	-	4 100%	-	4 100%	-	-	-
NET: At least weekly	4 36%	4 51%	-	-	-	-	-	-	-	-	-	-	-	4 47%	-	-	3 37%	1 73%	-	-	-	4 100%	-	4 100%	-	-	-
NET: Ever	4 36%	4 51%	-	-	-	-	-	-	-	-	-	-	-	4 47%	-	-	3 37%	1 73%	-	-	-	4 100%	-	4 100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 250  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16	NET: Any 16-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	..*	..*	..*
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	3	-	-	-
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	100%	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7	5	2	2	2	-	2	-	-	1	7	1	-	2	1	2	-	-	-	-
	64%	100%	32%	32%	32%	-	40%	-	-	27%	72%	100%	-	100%	100%	100%	-	-	-	-
NET: At least daily	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	3	-	-	-
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	100%	-	-	-
NET: At least weekly	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	3	-	-	-
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	100%	-	-	-
NET: Ever	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	3	-	-	-
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 251  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	-.**	2**	-.**	1**	-.**	-.**	1**	-.**	-.**	3**	-.**	-.**	-.**	-.**	4**	-.**	-.**	-.**	-.**	-.**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	4 36%	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7 64%	-	2 100%	-	1 100%	-	-	-	-	-	* 13%	-	-	-	4 100%	-	-	-	-	-	-
NET: At least daily	4 36%	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	4 36%	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-
NET: Ever	4 36%	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 252  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
Several times a day	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	3%	-	6%	-	-	7%	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	32%	-	-	-
Once a day	5	3	3	1	5	-	-	-	3	3	-	-	-	-	-	-	-	1	2	3	-	-	-	
	23%	23%	24%	31%	62%	-	-	-	37%	42%	-	-	-	-	-	-	-	17%	48%	83%	-	-	-	-
Several times a week	*	*	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	12%	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	6	6	-	-	4	2	-	-	1	1	3	1	1	-	3	-	-	1	-	-	1	-	-	-
	25%	46%	-	-	43%	44%	-	-	10%	14%	78%	20%	25%	-	100%	-	-	19%	-	-	100%	-	-	-
Never	11	4	8	1	3	4	2	-	4	2	1	4	2	-	-	-	4	1	1	1	-	1	1	1
	48%	28%	70%	57%	38%	49%	56%	-	45%	39%	22%	80%	66%	-	-	-	83%	33%	17%	68%	-	100%	100%	-
NET: At least daily	6	3	3	1	5	1	-	-	4	3	-	-	-	-	-	-	-	1	2	3	1	-	-	-
	26%	23%	30%	31%	62%	7%	-	-	45%	42%	-	-	-	-	-	-	-	17%	48%	83%	32%	-	-	-
NET: At least weekly	6	3	3	1	5	1	-	-	4	3	-	-	*	-	-	-	-	1	2	3	1	-	-	-
	27%	25%	30%	43%	62%	7%	-	-	45%	47%	-	-	10%	-	-	-	-	17%	48%	83%	32%	-	-	-
NET: Ever	12	9	3	1	5	5	2	-	4	4	3	1	1	-	3	-	-	1	3	3	1	1	-	-
	52%	72%	30%	43%	62%	51%	44%	-	55%	61%	78%	20%	34%	-	100%	-	-	17%	67%	83%	32%	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 253  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-
Weighted base	23*	16**	2**	2*	3**	**	**	1**	7**	5**	6**	4**	**	16**	**	**	11**	8**	2**	**	20**	3**	**	3**	**	**	**
Several times a day	1 3%	-	1 35%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	1 8%	-	-	1 3%	-	-	-	-	-	-
Once a day	5 23%	5 35%	-	-	-	-	-	-	-	-	-	-	-	5 34%	-	-	5 41%	1 35%	-	5 27%	-	-	-	-	-	-	
Several times a week	* 1%	-	* 16%	-	-	-	-	-	-	-	-	-	-	* 2%	-	-	* 3%	-	-	* 1%	-	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	6 25%	5 30%	-	1 35%	-	-	-	2 22%	-	2 25%	1 23%	-	4 26%	-	-	4 37%	2 20%	-	-	6 29%	-	-	-	-	-	-	
Never	11 48%	5 35%	1 50%	2 100%	2 65%	-	-	1 100%	6 78%	5 100%	5 75%	3 77%	-	5 34%	-	-	2 20%	6 71%	1 65%	-	8 39%	3 100%	-	3 100%	-	-	
NET: At least daily	6 26%	5 35%	1 35%	-	-	-	-	-	-	-	-	-	-	6 38%	-	-	5 41%	1 8%	1 35%	-	6 31%	-	-	-	-	-	
NET: At least weekly	6 27%	5 35%	1 50%	-	-	-	-	-	-	-	-	-	-	6 40%	-	-	5 44%	1 8%	1 35%	-	6 32%	-	-	-	-	-	
NET: Ever	12 52%	10 65%	1 50%	-	1 35%	-	-	-	2 22%	-	2 25%	1 23%	-	11 66%	-	-	9 80%	2 29%	1 35%	-	12 61%	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 254

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Periscope****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-10		Any aged 11-15		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-10 (d)	Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	(h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	**	2**	7**	2**	6**	5**	1**	**	1**
Several times a day	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-
Once a day	5	2	3	3	3	3	3	-	-	5	-	-	-	3	-	2	-	-	-	1
	23%	16%	32%	34%	29%	79%	36%	-	-	49%	-	-	-	37%	-	37%	-	-	-	100%
Several times a week	*	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	-	-	2%	-	-	4%	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	6	1	5	5	5	-	4	1	-	5	1	-	1	1	-	1	3	-	-	-
	25%	6%	49%	52%	58%	-	56%	68%	-	42%	9%	-	68%	11%	-	15%	60%	-	-	-
Never	11	9	2	1	1	1	1	1	1	10	10	-	1	3	2	3	2	1	-	-
	48%	70%	19%	15%	13%	21%	7%	32%	100%	9%	83%	-	32%	37%	100%	48%	40%	100%	-	-
NET: At least daily	6	3	3	3	3	3	3	-	-	5	1	-	-	3	-	2	-	-	-	1
	26%	21%	32%	34%	29%	79%	36%	-	-	49%	5%	-	-	47%	-	37%	-	-	-	100%
NET: At least weekly	6	3	3	3	3	3	3	-	-	5	1	-	-	3	-	2	-	-	-	1
	27%	24%	32%	34%	29%	79%	36%	-	-	49%	8%	-	-	51%	-	37%	-	-	-	100%
NET: Ever	12	4	8	8	8	3	6	1	-	10	2	-	1	4	-	3	3	-	-	1
	52%	30%	81%	85%	87%	79%	93%	68%	-	91%	17%	-	68%	63%	-	52%	60%	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 255  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	1	-	-	2	-	-	1	3	1	1
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
Several times a day	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-
Once a day	5 23%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	-	-	-	-	2 55%	-	-
Several times a week	* 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	6 25%	1 39%	-	-	-	-	-	3 84%	-	-	-	-	-	-	-	-	-	-	-	1 22%	-	1 100%
Never	11 48%	1 47%	1 100%	-	-	-	-	2 100%	1 16%	2 100%	-	1 100%	-	-	1 68%	-	-	1 100%	1 23%	1 100%	-	-
NET: At least daily	6 26%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	-	-
NET: At least weekly	6 27%	* 15%	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	-	-
NET: Ever	12 52%	1 53%	-	-	-	-	-	3 84%	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	3 77%	-	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 256  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
Several times a day	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	-	1%	-	-	3%	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
Once a day	5	4	1	1	2	1	-	-	-	1	1	1	1	-	-	1	1	3	-	-	-	-	*	-	-
	5%	7%	2%	4%	7%	7%	-	-	-	4%	2%	6%	8%	-	-	9%	16%	23%	-	-	-	-	3%	-	-
Several times a week	1	1	1	-	1	1	-	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-
	1%	1%	2%	-	2%	4%	-	-	-	-	-	3%	3%	-	10%	11%	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	18	14	4	5	6	3	3	-	1	6	6	5	1	1	3	-	-	2	-	1	4	5	2	-	-
	18%	26%	9%	18%	20%	15%	20%	-	44%	24%	20%	19%	7%	17%	67%	-	-	17%	-	19%	33%	25%	12%	-	-
Never	74	35	38	20	22	14	12	5	2	17	25	18	14	7	1	6	4	7	4	4	8	15	12	5	1
	74%	64%	86% <sup>a</sup>	78%	69%	68%	80%	100%	56%	65%	78%	72%	82%	83%	23%	80%	84%	60%	88%	81%	62%	72%	85%	100%	100%
Don't know	1	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	1%	2%	-	-	2%	3%	-	-	-	5%	-	-	-	-	-	-	-	-	12%	-	5%	-	-	-	-
NET: At least daily	5	4	1	1	2	2	-	-	-	2	1	1	1	-	-	1	1	3	-	-	-	1	*	-	-
	5%	7%	3%	4%	7%	10%	-	-	-	7%	2%	6%	8%	-	-	9%	16%	23%	-	-	-	3%	3%	-	-
NET: At least weekly	7	4	2	1	3	3	-	-	-	2	1	2	2	-	1	1	1	3	-	-	-	1	*	-	-
	7%	8%	5%	4%	9%	14%	-	-	-	7%	2%	9%	11%	-	10%	20%	16%	23%	-	-	-	3%	3%	-	-
NET: Ever	25	19	6	6	9	6	3	-	1	8	7	7	3	1	4	1	1	5	-	1	4	6	2	-	-
	25%	34%	14%	22%	29%	29%	20%	-	44%	31%	22%	28%	18%	17%	77%	20%	16%	40%	-	19%	33%	28%	15%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 257  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Priv- ate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Prim- ary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	101	46	21	18	8	-	3	5	21	10	13	6	1	77	-	-	35	42	15	7	77	22	6	8	6	-	2
Weighted base	100*	57*	14**	17*	7**	**	2**	4**	21**	11**	11**	5**	1**	74*	**	**	37**	42*	12**	7**	78*	20**	6**	8**	5**	**	2**
Several times a day	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	1%	-	5%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	2%	-	-	1%	-	-	-	-	-	-
Once a day	5	4	*	1	-	-	-	*	-	*	-	-	-	4	-	-	1	3	-	1	2	3	-	3	-	-	
	5%	6%	3%	4%	-	-	-	2%	-	4%	-	-	-	6%	-	-	4%	6%	-	9%	2%	14%	-	35%	-	-	
Several times a week	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	
	1%	-	6%	-	7%	-	-	-	-	-	-	-	-	2%	-	-	4%	-	-	2%	-	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	18	14	3	1	-	-	-	5	3	2	2	-	14	-	-	8	3	4	3	12	5	3	-	1	-	2	
	18%	25%	21%	7%	-	-	-	23%	22%	20%	38%	-	18%	-	-	23%	8%	31%	42%	15%	27%	45%	-	24%	-	100%	
Never	74	39	9	15	6	-	2	4	16	9	9	3	1	53	-	-	26	34	8	4	62	11	3	5	3	-	
	74%	68%	65%	89%	83%	-	100%	100%	75%	78%	76%	62%	100%	72%	-	-	70%	81%	69%	49%	79%	55%	65%	61%	-	-	
Don't know	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	1	-	-	1	-	
	1%	1%	-	-	10%	-	-	-	-	-	-	-	-	2%	-	-	-	3%	-	-	1%	3%	-	-	15%	-	
NET: At least daily	5	4	1	1	-	-	-	*	-	*	-	-	-	5	-	-	1	3	-	1	3	3	-	3	-	-	
	5%	6%	8%	4%	-	-	-	2%	-	4%	-	-	-	7%	-	-	4%	8%	-	9%	3%	14%	-	35%	-	-	
NET: At least weekly	7	4	2	1	1	-	-	*	-	*	-	-	-	6	-	-	3	3	-	1	4	3	-	3	-	-	
	7%	6%	13%	4%	7%	-	-	2%	-	4%	-	-	-	8%	-	-	7%	8%	-	9%	5%	14%	-	35%	-	-	
NET: Ever	25	18	5	2	1	-	-	5	3	3	2	-	20	-	-	11	7	4	4	16	8	3	3	1	-	2	
	25%	31%	35%	11%	7%	-	-	25%	22%	24%	38%	-	27%	-	-	30%	16%	31%	51%	20%	41%	45%	35%	24%	-	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 258  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: 16-18 (c)		Any aged under 5 (d)		Any aged 5-10 (e)		Any aged 11-15 (f)		Any aged 16-18 (g)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			Yes (b)	NET: Under 16 (c)	NET: 16-18 (c)	Any aged under 5 (d)	Any aged under 5 (d)	Any aged 5-10 (e)	Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (g)												
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6					
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**					
Several times a day	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	1%	-	-	4%	-	-	-	-	-	-	-	-	-	-	-
Once a day	5	2	3	3	3	3	3	1	-	3	1	-	2	-	1	-	1	-	-	-	-	-	-	-	-
	5%	3%	11%	11%	12%	42%	15%	14%	-	16%	2%	-	27%	-	6%	-	17%	-	-	-	-	-	-	-	-
Several times a week	1	1	1	1	1	1	1	-	-	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%	3%	3%	3%	12%	5%	-	-	-	2%	10%	7%	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	18	8	6	6	6	-	6	2	1	7	11	1	-	1	-	9	*	1	-	4					
	18%	12%	23%	23%	25%	-	33%	23%	31%	36%	14%	17%	-	9%	-	35%	5%	71%	-	63%					
Never	74	57	16	16	14	3	9	6	3	10	64	6	4	14	12	17	7	1	4	3					
	74%	83%	62%	60%	60%	38%	47%	62%	69%	48%	80%	6	65%	86%	89%	63%	78%	29%	100%	37%					
Don't know	1	1	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-
	1%	1%	2%	2%	-	9%	-	-	-	-	2%	-	-	5%	2%	-	-	-	-	-	-	-	-	-	-
NET: At least daily	5	3	3	3	3	3	3	1	-	3	2	-	2	1	1	-	1	-	-	-	-	-	-	-	-
	5%	4%	11%	11%	12%	42%	15%	14%	-	16%	3%	-	27%	4%	6%	-	17%	-	-	-	-	-	-	-	-
NET: At least weekly	7	3	4	4	4	4	4	1	-	3	3	1	2	1	1	-	1	-	-	-	-	-	-	-	-
	7%	4%	14%	14%	15%	54%	20%	14%	-	16%	4%	10%	35%	4%	6%	-	17%	-	-	-	-	-	-	-	-
NET: Ever	25	11	10	10	10	4	10	4	1	11	14	2	2	2	1	9	2	1	-	4					
	25%	16%	36%	37%	40%	54%	53%	38%	31%	52%	18%	27%	35%	14%	6%	35%	22%	71%	-	63%					

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 259  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Notl-ingham (i)	Bir-mingham (j)	Norwich (k)	Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	-**	2**	10**	7**	4**	1**	-**	32**	2**	2**	1**	4**	1**	5**
Several times a day	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-
Once a day	5 5%	-	-	-	1 25%	-	-	1 8%	-	-	3 27%	-	-	-	-	* 1%	-	-	-	-	-	-
Several times a week	1 1%	-	-	1 10%	-	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	18 18%	1 69%	-	3 67%	-	-	-	-	-	-	1 7%	4 59%	-	* 31%	-	8 24%	-	-	-	-	1 19%	-
Never	74 74%	1 31%	6 100%	1 23%	2 75%	1 100%	3 100%	7 82%	-	2 100%	7 65%	3 41%	3 82%	1 69%	-	23 73%	2 100%	2 100%	1 100%	4 81%	1 100%	4 88%
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 18%	-	-	-	-	-	-	-	-	1 12%
NET: At least daily	5 5%	-	-	-	1 25%	-	-	1 8%	-	-	3 27%	-	-	-	-	1 3%	-	-	-	-	-	-
NET: At least weekly	7 7%	-	-	1 10%	1 25%	-	-	1 18%	-	-	3 27%	-	-	-	-	1 3%	-	-	-	-	-	-
NET: Ever	25 25%	1 69%	-	4 77%	1 25%	-	-	1 18%	-	-	4 35%	4 59%	-	* 31%	-	9 27%	-	-	-	-	1 19%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 260  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	16	20	9	8	12	24	32	21	4
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**
Several times a day	11	7	4	3	5	3	-	-	-	3	3	1	3	-	2	-	1	1	1	-	3	3	1	-	-
	6%	6%	4%	5%	8%	8%	-	-	-	5%	6%	3%	8%	-	26%	-	3%	7%	7%	-	18%	13%	4%	-	-
Once a day	3	3	-	-	2	1	-	-	-	-	1	2	-	-	-	-	-	-	-	1	-	-	-	2	-
	2%	3%	-	-	4%	2%	-	-	-	1%	5%	-	-	-	-	-	-	-	11%	-	-	-	11%	-	-
Several times a week	12	7	5	5	5	1	-	-	-	5	1	4	1	1	-	1	2	-	1	-	2	2	-	1	-
	6%	6%	6%	9%	9%	3%	-	-	-	9%	2%	8%	4%	7%	-	5%	14%	-	14%	-	15%	11%	-	3%	-
Once a week	8	3	5	3	3	1	1	-	-	2	1	3	3	1	-	2	1	-	2	-	1	1	1	-	-
	4%	3%	6%	5%	5%	2%	6%	-	-	4%	1%	6%	7%	4%	-	10%	5%	-	19%	-	6%	2%	5%	-	-
Less often	21	13	8	9	4	4	4	-	1	5	12	3	2	2	3	2	4	2	-	-	2	1	3	*	2
	11%	11%	10%	15%	6%	9%	18%	-	25%	9%	21% <sup>m</sup>	6%	4%	12%	53%	7%	23%	13%	-	-	14%	4%	9%	2%	25%
Never	136	75	61	36	38	33	17	9	2	37	39	32	28	15	17	7	16	6	7	6	14	23	18	5	
	69%	66%	74%	65%	62%	75%	76%	100%	75%	64%	68%	72%	77%	77%	20%	78%	40%	80%	59%	89%	42%	63%	82%	85%	75%
Don't know	5	5	-	-	4	1	-	-	-	5	-	-	-	-	-	-	3	-	-	1	2	-	-	-	-
	3%	4%	-	-	7%	2%	-	-	-	9% <sup>k</sup>	-	-	-	-	-	16%	-	-	-	5%	7%	-	-	-	-
NET: At least daily	14	10	4	3	7	4	-	-	-	3	4	3	3	-	2	-	1	1	1	3	3	1	2	-	-
	7%	9%	4%	5%	11%	10%	-	-	-	5%	7%	8%	8%	-	26%	-	3%	7%	11%	18%	13%	4%	11%	-	-
NET: At least weekly	34	20	14	11	16	6	1	-	-	11	7	10	7	2	2	3	4	1	4	1	6	6	3	3	-
	17%	18%	17%	19%	25%	14%	6%	-	-	18%	11%	22%	19%	11%	26%	15%	22%	7%	41%	11%	39%	26%	9%	14%	-
NET: Ever	55	33	22	19	19	10	5	-	1	16	19	12	9	5	5	5	8	4	4	1	7	7	5	3	2
	28%	29%	26%	35%	31%	23%	24%	-	25%	27%	32%	28%	23%	23%	80%	22%	44%	20%	41%	11%	53%	29%	18%	15%	25%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 261  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private person (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	**	**	70*	89*	23**	12**	170	25**	8**	13**	4**	**	**
Several times a day	11	8	2	1	-	-	-	-	*	-	*	-	-	10	-	-	4	4	2	1	7	3	1	3	-	-	-
	6%	7%	6%	5%	-	-	-	-	2%	-	3%	-	-	6%	-	-	5%	5%	9%	8%	4%	13%	8%	21%	-	-	-
Once a day	3	3	-	-	-	-	-	-	1	-	1	1	-	2	-	-	3	-	-	3	-	-	-	-	-	-	-
	2%	3%	-	-	-	-	-	-	3%	-	5%	12%	-	1%	-	-	4%	-	-	2%	-	-	-	-	-	-	-
Several times a week	12	9	-	2	-	-	-	-	-	-	-	-	-	12	-	-	5	6	-	10	2	1	1	-	-	-	-
	6%	8%	-	12%	-	-	-	-	-	-	-	-	-	7%	-	-	8%	7%	-	6%	7%	10%	8%	-	-	-	-
Once a week	8	2	3	2	2	-	-	-	5	5	2	-	-	4	-	-	2	4	1	2	6	3	1	2	-	-	-
	4%	1%	11%a	7%	12%	-	-	-	16%	21%	13%	-	-	2%	-	-	3%	4%	2%	17%	3%	11%	11%	15%	-	-	-
Less often	21	14	5	1	-	-	1	-	2	2	1	2	1	19	-	-	8	4	4	2	19	2	1	1	*	-	-
	11%	12%	20%	5%	-	-	27%	-	8%	11%	4%	25%	55%	12%	-	-	12%	5%	19%	20%	11%	8%	16%	4%	8%	-	-
Never	136	76	15	25	12	1	2	5	21	15	11	4	*	110	-	-	50	63	16	7	120	14	4	7	3	-	-
	69%	65%	62%	83%	71%	100%	73%	100%	71%	68%	75%	62%	45%	68%	-	-	72%	70%	70%	55%	71%	57%	56%	52%	76%	-	-
Don't know	5	4	-	1	-	-	-	-	-	-	-	-	-	5	-	-	5	-	-	4	1	-	-	1	-	-	
	3%	4%	-	4%	-	-	-	-	-	-	-	-	-	3%	-	-	6%	-	-	3%	3%	-	-	16%	-	-	-
NET: At least daily	14	11	2	1	-	-	-	-	1	-	1	1	-	13	-	-	4	7	2	1	11	3	1	3	-	-	-
	7%	9%	6%	5%	-	-	-	-	4%	-	8%	12%	-	8%	-	-	5%	8%	9%	8%	6%	13%	8%	21%	-	-	-
NET: At least weekly	34	22	4	4	4	-	-	-	6	5	3	1	-	28	-	-	11	17	3	3	26	8	2	6	-	-	-
	17%	19%	17%	12%	25%	-	-	-	20%	21%	22%	12%	-	17%	-	-	16%	19%	11%	25%	15%	32%	29%	44%	-	-	-
NET: Ever	55	36	9	5	4	-	1	-	9	7	4	3	1	47	-	-	19	22	7	5	45	10	3	6	*	-	-
	28%	31%	38%	17%	25%	-	27%	-	29%	32%	25%	38%	55%	29%	-	-	28%	24%	30%	45%	27%	40%	44%	48%	8%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 262

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Reddit****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 18-5 (c)		Any aged under 5-10 (d)		Any aged 11-15 (e)		Any aged 16-18 (f)		Yes (g)	No (h)	Up to £7,000 (i)	£7,001 to £14,000 (j)	£14,001 to £21,000 (k)	£21,001 to £28,000 (l)	£28,001 to £34,000 (m)	£34,001 to £41,000 (n)	£41,001 to £48,000 (o)	£48,001 to £55,000 (p)	£55,001 or more (q)
			NET: Yes (a)	NET: Under 16 (b)	NET: Any 18-5 (c)	Any aged under 5-10 (d)	Any aged 11-15 (e)	Any aged 16-18 (f)															
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	158	11	22	28	38	35	21	6	4	15	
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**	
Several times a day	11	4	7	7	5	6	5	2	-	6	5	-	2	4	2	-	1	1	-	1	-	1	
	6%	3%	12% <sup>a</sup>	12%	10%	26%	15%	9%	-	17%	3%	-	8%	16%	4%	-	5%	12%	-	4%	-	4%	
Once a day	3	2	1	1	1	-	1	-	-	1	2	-	-	-	-	-	1	2	-	-	-	-	
	2%	2%	1%	2%	2%	-	3%	-	-	2%	1%	-	-	-	-	-	2%	8%	-	-	-	-	
Several times a week	12	8	3	3	3	-	-	3	1	1	10	-	2	1	4	-	3	-	2	-	2	-	
	6%	6%	6%	6%	7%	-	-	14%	13%	4%	6%	-	8%	6%	9%	-	9%	-	39%	-	-	-	
Once a week	8	5	3	3	3	-	1	2	-	1	8	*	1	-	3	2	2	-	-	-	-	-	
	4%	4%	5%	5%	6%	-	4%	7%	-	2%	5%	4%	6%	-	8%	5%	7%	-	-	-	-	-	
Less often	21	14	8	8	5	4	3	5	2	6	15	*	*	3	3	1	5	1	-	-	5		
	11%	10%	14%	14%	11%	20%	11%	23%	20%	18%	9%	6%	2%	12%	8%	3%	16%	24%	-	-	27%	-	
Never	136	100	35	33	29	12	21	11	6	20	116	6	15	16	28	30	15	4	3	13	13		
	69%	72%	62%	61%	63%	54%	67%	47%	67%	56%	72%	90%	77%	66%	69%	85%	48%	64%	61%	69%	69%	69%	
Don't know	5	5	-	-	-	-	-	-	-	5	-	-	-	-	1	2	3	-	-	-	-	-	
	3%	4%	-	-	-	-	-	-	-	3%	-	-	-	-	2%	5%	9%	-	-	-	-	-	
NET: At least daily	14	7	7	7	5	6	5	2	-	7	7	-	2	4	2	1	4	1	-	1	-	1	
	7%	5%	13%	14%	12%	26%	18%	9%	-	20%	4%	-	8%	16%	4%	2%	12%	12%	-	4%	-	4%	
NET: At least weekly	34	20	14	14	12	6	7	7	1	9	25	*	4	6	9	3	8	1	2	1	-	1	
	17%	15%	24%	25%	26%	22%	31%	13%	26%	15%	4%	21%	22%	22%	7%	27%	12%	39%	4%	-	-	4%	
NET: Ever	55	34	21	21	17	10	10	12	3	16	39	1	5	9	12	4	13	2	2	6	-	6	
	28%	24%	38%	39%	37%	46%	33%	53%	33%	44%	25%	10%	23%	34%	30%	11%	43%	36%	39%	31%	-	31%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 263  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
Several times a day	11 6%	-	-	*	2 21%	-	-	-	-	-	2 12%	-	3 83%	-	-	3 8%	-	-	-	-	-	-
Once a day	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 30%	-	1 11%	-	-
Several times a week	12 6%	1 17%	-	-	1 9%	-	2 27%	1 6%	-	1 24%	-	2 44%	-	-	-	2 6%	1 7%	-	-	-	-	-
Once a week	8 4%	1 9%	-	-	1 11%	-	-	2 11%	-	2 33%	-	-	-	-	-	3 6%	-	-	-	-	-	-
Less often	21 11%	-	2 21%	3 66%	3 38%	-	1 14%	3 14%	1 9%	-	1 5%	-	-	*	-	5 11%	-	-	*	-	2 25%	-
Never	136 69%	6 74%	9 79%	1 25%	2 21%	4 59%	3 60%	12 68%	5 91%	3 43%	15 83%	3 56%	-	3 88%	4 100%	28 65%	8 93%	5 70%	8 95%	7 89%	5 75%	5 100%
Don't know	5 3%	-	-	-	-	3 41%	-	-	-	-	-	-	1 17%	-	-	2 4%	-	-	-	-	-	-
NET: At least daily	14 7%	-	-	*	2 21%	-	-	-	-	-	2 12%	-	3 83%	-	-	3 8%	-	2 30%	-	1 11%	-	-
NET: At least weekly	34 17%	2 26%	-	*	3 41%	-	2 27%	3 18%	-	3 57%	2 12%	2 44%	3 83%	-	-	8 20%	1 7%	2 30%	-	1 11%	-	-
NET: Ever	55 28%	2 26%	2 21%	4 75%	6 79%	-	2 40%	6 32%	1 9%	3 57%	3 17%	2 44%	3 83%	*	-	13 31%	1 7%	2 30%	*	1 11%	2 25%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 264  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	-	2	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	-**	-**	3**	4**	3**	1**	1**	1**	-**	-**	2**	1**	2**	2**	1**	1**	-**
Several times a day	4	4	1	-	4	1	-	-	3	-	1	-	-	-	-	-	1	-	2	-	1	-	-
	38%	34%	100%	-	49%	46%	-	-	100%	-	42%	-	-	-	-	-	79%	-	100%	-	100%	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	7%	-	-	9%	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	-	54%	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	11%	11%	-	-	16%	-	-	-	-	35%	-	-	100%	-	-	-	-	-	-	-	-	-	-
Never	5	5	-	2	2	1	-	-	-	3	1	1	1	-	-	-	1	-	2	-	1	1	-
	45%	48%	-	100%	25%	54%	-	-	-	81%	23%	100%	100%	-	-	-	21%	100%	-	100%	-	46%	-
NET: At least daily	4	4	1	-	4	1	-	-	3	-	1	-	-	-	-	-	1	-	2	-	1	-	-
	38%	34%	100%	-	49%	46%	-	-	100%	-	42%	-	-	-	-	-	79%	-	100%	-	100%	-	-
NET: At least weekly	5	4	1	-	4	1	-	-	3	1	1	-	-	-	-	-	1	-	2	-	1	1	-
	44%	40%	100%	-	59%	46%	-	-	100%	19%	42%	-	-	-	-	-	79%	-	100%	-	100%	54%	-
NET: Ever	6	5	1	-	5	1	-	-	3	1	3	-	-	1	-	-	1	-	2	-	1	1	-
	55%	52%	100%	-	75%	46%	-	-	100%	19%	77%	-	-	100%	-	-	79%	-	100%	-	100%	54%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 265  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	**	**	**	1**	1**	**	**	**	10**	**	**	6**	3**	**	**	9**	2**	**	2**	**	**	**
Several times a day	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	-	4	1	-	-	3	1	-	1	-	-	-
	38%	49%	36%	-	-	-	-	-	-	-	-	-	-	41%	-	-	55%	24%	-	-	31%	71%	-	71%	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	6%	9%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	25%	-	-	7%	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	11%	16%	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	18%	-	-	-	13%	-	-	-	-	-	-
Never	5	2	1	1	1	-	-	-	1	1	-	-	-	4	-	-	2	1	-	-	4	1	-	1	-	-	-
	45%	26%	64%	100%	100%	-	-	-	100%	100%	-	-	-	41%	-	-	27%	51%	-	-	49%	29%	-	29%	-	-	-
NET: At least daily	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	-	4	1	-	-	3	1	-	1	-	-	-
	38%	49%	36%	-	-	-	-	-	-	-	-	-	-	41%	-	-	55%	24%	-	-	31%	71%	-	71%	-	-	-
NET: At least weekly	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	-	4	1	-	-	3	1	-	1	-	-	-
	44%	58%	36%	-	-	-	-	-	-	-	-	-	-	47%	-	-	55%	49%	-	-	38%	71%	-	71%	-	-	-
NET: Ever	6	5	1	-	-	-	-	-	-	-	-	-	-	6	-	-	5	1	-	-	5	1	-	1	-	-	-
	55%	74%	36%	-	-	-	-	-	-	-	-	-	-	59%	-	-	73%	49%	-	-	51%	71%	-	71%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 266  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)							
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-	-	-	-	-	-	-	-
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Several times a day	4	3	1	1	1	1	1	-	-	4	1	-	1	1	-	2	-	-	-	-	-	-	-	-	-	-	-
	38%	39%	35%	35%	65%	43%	100%	-	-	66%	12%	-	100%	63%	-	76%	-	-	-	-	-	-	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	-	24%	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	-	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	11%	-	29%	29%	-	36%	-	-	-	22%	-	-	-	-	35%	-	-	-	-	-	-	-	-	-	-	-	-
Never	5	4	1	1	1	-	-	1	-	-	5	-	-	*	2	-	-	-	-	*	2	-	-	1	-	-	-
	45%	61%	19%	19%	35%	-	-	100%	-	-	88%	-	-	37%	65%	-	-	-	-	-	100%	-	-	-	-	-	-
NET: At least daily	4	3	1	1	1	1	1	-	-	4	1	-	1	1	-	2	-	-	-	-	2	-	-	-	-	-	-
	38%	39%	35%	35%	65%	43%	100%	-	-	66%	12%	-	100%	63%	-	76%	-	-	-	-	100%	-	-	-	-	-	-
NET: At least weekly	5	3	2	2	1	2	1	-	-	4	1	-	1	1	-	3	-	-	-	-	3	-	-	-	-	-	-
	44%	39%	52%	52%	65%	64%	100%	-	-	78%	12%	-	100%	63%	-	100%	-	-	-	-	100%	-	-	-	-	-	-
NET: Ever	6	3	3	3	1	3	1	-	-	5	1	-	1	1	1	3	-	-	-	-	1	3	-	-	-	-	-
	55%	39%	81%	81%	65%	100%	100%	-	-	100%	12%	-	100%	63%	35%	100%	-	-	-	-	100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 267  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
Several times a day	4 38%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	1 26%	-	-	-	-	2 100%	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 11%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	5 45%	1 100%	-	-	-	-	-	-	-	1 100%	* 21%	-	-	1 100%	-	2 74%	-	-	-	-	-
NET: At least daily	4 38%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	1 26%	-	-	-	-	2 100%	-
NET: At least weekly	5 44%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	1 26%	1 100%	-	-	-	2 100%	-
NET: Ever	6 55%	-	-	-	1 100%	-	-	-	-	1 79%	-	-	-	-	1 26%	1 100%	-	-	-	2 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 268  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	**	1**	4**	1**	2**	2**	**	6**	4**	3**	***
Several times a day	3	-	3	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-
	12%	-	27%	-	-	-	-	26%	-	-	24%	-	-	-	-	-	-	-	-	-	-	57%	-	-	-
Once a day	3	3	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	18%	-	-	-	-	-	22%	-	-	64%	-	-	-	-	-	67%	-	-	-	-	-	-	-	-
Several times a week	2	1	1	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	1	-	1	-	
	8%	6%	11%	-	-	-	-	20%	-	17%	-	-	-	-	-	-	-	-	-	-	15%	-	46%	-	
Once a week	2	-	2	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	9%	-	20%	-	-	-	45%	9%	-	15%	10%	-	-	-	100%	-	-	53%	-	-	-	-	-	-	-
Less often	7	5	1	-	*	-	1	2	4	2	3	-	1	3	-	-	-	-	1	-	-	-	3	-	-
	25%	35%	12%	-	100%	-	31%	13%	35%	29%	24%	-	55%	100%	-	-	-	47%	-	-	-	-	67%	-	-
Never	10	6	4	*	-	-	1	4	5	4	3	1	-	-	-	1	1	-	2	-	2	1	2	*	
	36%	41%	31%	100%	-	-	24%	32%	45%	56%	24%	36%	45%	-	-	33%	100%	-	100%	-	28%	33%	54%	100%	
NET: At least daily	6	3	3	-	-	-	-	6	-	3	3	-	-	-	-	3	-	-	-	-	3	-	-	-	-
	22%	18%	27%	-	-	-	-	47%	-	24%	64%	-	-	-	-	67%	-	-	-	-	57%	-	-	-	-
NET: At least weekly	10	4	7	-	-	-	1	7	2	1	7	3	-	-	1	3	-	1	-	-	4	-	1	-	
	39%	24%	58%	-	-	-	45%	56%	20%	15%	51%	64%	-	-	100%	67%	-	53%	-	-	72%	-	46%	-	
NET: Ever	17	9	8	-	*	-	2	9	6	3	10	3	1	3	-	3	-	2	-	-	4	3	1	-	
	64%	59%	69%	-	100%	-	76%	68%	55%	44%	76%	64%	55%	100%	-	100%	67%	-	100%	-	72%	67%	46%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 269  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	**	1**	10**	**	8**	***	6**	2**	**	19**	**	**	10**	15**	2**	**	24**	3**	1**	**	2**	**	**
Several times a day	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	-	1	2	-	-	2	-	-
	12%	43%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	22%	-	-	5%	71%	-	-	100%	-	-
Once a day	3	3	-	-	-	-	-	-	3	-	3	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-
	10%	36%	-	-	-	-	-	-	35%	-	47%	-	-	-	-	-	27%	-	-	-	11%	-	-	-	-	-	-
Several times a week	2	-	1	-	-	-	1	-	-	-	-	-	-	2	-	-	1	1	-	-	2	-	-	-	-	-	-
	8%	-	17%	-	-	-	8%	-	-	-	-	-	-	11%	-	-	13%	6%	-	-	9%	-	-	-	-	-	-
Once a week	2	-	1	-	-	-	1	-	-	-	-	-	-	2	-	-	1	1	-	-	2	-	-	-	-	-	-
	9%	-	17%	-	-	-	10%	-	-	-	-	-	-	13%	-	-	11%	9%	-	-	10%	-	-	-	-	-	-
Less often	7	-	3	-	-	-	4	-	3	-	2	1	-	4	-	-	6	1	-	-	7	-	-	-	-	-	-
	25%	-	34%	-	-	-	39%	-	33%	-	28%	59%	-	22%	-	-	-	39%	41%	-	28%	-	-	-	-	-	-
Never	10	2	3	-	-	1	4	-	2	-	1	1	-	7	-	-	5	4	1	-	9	1	1	-	-	-	-
	36%	20%	32%	100%	-	100%	42%	-	32%	100%	25%	41%	-	38%	-	-	48%	25%	59%	-	37%	29%	100%	-	-	-	-
NET: At least daily	6	6	-	-	-	-	-	-	3	-	3	-	-	3	-	-	3	3	-	-	4	2	-	-	2	-	-
	22%	80%	-	-	-	-	-	-	35%	-	47%	-	-	17%	-	-	27%	22%	-	-	16%	71%	-	-	100%	-	-
NET: At least weekly	10	6	3	-	-	-	2	-	3	-	3	-	-	8	-	-	5	5	-	-	8	2	-	-	2	-	-
	39%	80%	34%	-	-	-	19%	-	35%	-	47%	-	-	40%	-	-	52%	36%	-	-	35%	71%	-	-	100%	-	-
NET: Ever	17	6	5	-	-	-	6	-	5	-	4	1	-	12	-	-	5	11	1	-	15	2	-	-	2	-	-
	64%	80%	68%	-	-	-	58%	-	68%	-	75%	59%	-	62%	-	-	52%	75%	41%	-	63%	71%	-	-	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 270

**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?****Other****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			Yes	Under 16	NET: Under 16	NET: Any 5-18							£14,000 to £21,000	£21,000 to £28,000	£28,000 to £34,000	£34,000 to £41,000	£41,000 to £48,000	£48,000 to £55,000	£55,000 or more	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	26	24	2	-	2	-	-	2	1	25	-	5	2	12	3	1	1	-	-	
Weighted base	27*	25**	2**	.*	2**	.*	.*	2**	2**	25**	.*	4**	2**	10**	4**	3**	2**	.*	.*	
Several times a day	3	3	-	-	-	-	-	-	2	1	-	-	-	1	-	-	2	-	-	
	12%	13%	-	-	-	-	-	-	100%	5%	-	-	-	11%	-	-	100%	-	-	
Once a day	3	3	-	-	-	-	-	-	-	3	-	-	-	-	-	3	-	-	-	
	10%	11%	-	-	-	-	-	-	-	11%	-	-	-	-	-	100%	-	-	-	
Several times a week	2	2	-	-	-	-	-	-	-	2	-	-	1	-	-	-	-	-	-	
	8%	8%	-	-	-	-	-	-	-	9%	-	-	35%	-	-	-	-	-	-	
Once a week	2	2	-	-	-	-	-	-	-	2	-	1	-	1	-	-	-	-	-	
	9%	10%	-	-	-	-	-	-	-	10%	-	32%	-	11%	-	-	-	-	-	
Less often	7	6	1	-	1	-	-	1	-	7	-	-	2	1	4	-	-	-	-	
	25%	23%	58%	-	58%	-	-	58%	-	27%	-	-	65%	14%	100%	-	-	-	-	
Never	10	9	1	-	1	-	-	1	-	10	-	3	-	6	-	-	-	-	-	
	36%	36%	42%	-	42%	-	-	42%	-	39%	-	68%	-	63%	-	-	-	-	-	
NET: At least daily	6	6	-	-	-	-	-	-	2	4	-	-	-	1	-	3	2	-	-	
	22%	23%	-	-	-	-	-	-	100%	15%	-	-	-	11%	-	100%	100%	-	-	
NET: At least weekly	10	10	-	-	-	-	-	-	2	8	-	1	1	2	-	3	2	-	-	
	39%	41%	-	-	-	-	-	-	100%	34%	-	32%	35%	22%	-	100%	100%	-	-	
NET: Ever	17	16	1	-	1	-	-	1	2	15	-	1	2	4	4	3	2	-	-	
	64%	64%	58%	-	58%	-	-	58%	100%	61%	-	32%	100%	37%	100%	100%	100%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 271  
**Q.4 In the last week, how often did you share videos on these services you did not upload yourself?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	**	**	3**
Several times a day	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 38%	-	-	-	-	-	-	-
Once a day	3 10%	-	-	-	3 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%	-	1 100%	-	-	-	-	-
Once a week	2 9%	-	-	-	-	-	-	-	1 53%	-	-	-	-	-	-	-	-	-	-	-	-	1 46%
Less often	7 25%	2 100%	-	-	-	-	-	-	1 47%	-	-	-	-	-	3 34%	-	-	-	-	-	-	* 16%
Never	10 36%	-	-	-	1 33%	-	-	1 100%	1 100%	-	1 100%	-	-	1 100%	-	2 18%	2 100%	-	1 100%	* 100%	* 100%	1 38%
NET: At least daily	6 22%	-	-	-	3 67%	-	-	-	-	-	-	-	-	-	3 38%	-	-	-	-	-	-	-
NET: At least weekly	10 39%	-	-	-	3 67%	-	-	-	1 53%	-	-	-	-	-	4 48%	-	1 100%	-	-	-	-	1 46%
NET: Ever	17 64%	2 100%	-	-	3 67%	-	-	-	2 100%	-	-	-	-	-	7 82%	-	1 100%	-	-	-	-	2 62%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 272  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Summary**  
**Base: All who visited/ used sites/ apps**

	Sites/ apps																				
	NET: Any VSP	NET: Youtube/ Facebook	NET: AV only	NET: Mixed	YouTube	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	Reddit	Mixer	Yubo	Other
Unweighted base	1869	1832	1686	1595	1602	5	1416	727	333	144	651	76	339	90	35	9	19	189	10	6	26
Weighted base	1879	1835	1692	1602	1593	5	1420	748	361	162	634	70	330	86	33	11	23	196	11	6	27
Several times a day	213 11%	179 10%	101 6%	182 11%	55 3%	3 59%	159 11%	55 7%	43 12%	16 10%	27 4%	6 9%	10 3%	3 3%	2 6%	1 13%	1 4%	10 5%	3 26%	2 33%	2 7%
Once a day	139 7%	108 6%	82 5%	129 8%	38 2%	1 18%	99 7%	50 7%	25 7%	8 5%	39 6%	4 6%	5 1%	1 1%	*	1 13%	5 23%	11 6%	3 29%	2 34%	4 15%
Several times a week	295 16%	279 15%	131 8%	282 18%	77 5%	-	253 18%	106 14%	38 10%	16 10%	61 10%	6 9%	5 1%	4 4%	1 2%	-	-	15 8%	-	-	3 12%
Once a week	200 11%	190 10%	121 7%	170 11%	88 6%	-	160 11%	63 8%	30 8%	8 5%	29 5%	3 4%	8 2%	1 1%	-	-	-	2 1%	1 6%	1 22%	2 6%
Less often	353 19%	357 19%	292 17%	328 20%	276 17%	1 13%	312 22%	172 23%	55 15%	24 15%	113 18%	12 17%	47 14%	16 19%	5 14%	1 10%	7 29%	27 14%	-	-	5 18%
Never	651 35%	694 38%	939 56%	482 30%	1032 65%	1 10%	405 29%	286 38%	156 43%	88 54%	349 55%	39 56%	254 77%	59 69%	23 68%	7 64%	10 44%	127 64%	4 39%	1 10%	12 43%
Don't know	27 1%	28 2%	25 2%	28 2%	26 2%	-	32 2%	16 2%	14 4%	2 1%	16 2%	-	2 1%	3 3%	3 8%	-	-	5 3%	-	-	-
NET: At least daily	353 19%	287 16%	183 11%	312 19%	93 6%	4 77%	258 18%	105 14%	69 19%	24 15%	65 10%	10 15%	15 5%	3 4%	3 8%	3 25%	6 27%	21 10%	6 55%	4 67%	6 22%
NET: At least weekly	848 45%	757 41%	435 26%	764 48%	259 16%	4 77%	671 47%	274 37%	137 38%	49 30%	156 25%	19 27%	28 8%	8 9%	3 10%	3 25%	6 27%	38 19%	7 61%	6 90%	10 39%
NET: Ever	1201 64%	1114 61%	727 43%	1092 68%	535 34%	5 90%	983 69%	446 60%	192 53%	72 45%	269 42%	30 44%	75 23%	24 28%	8 24%	4 36%	13 56%	65 33%	7 61%	6 90%	15 57%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 273  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	213 11%	99 11%	115 12%	33 15% <sub>i</sub>	57 16% <sub>hi</sub>	40 13% <sub>i</sub>	37 10% <sub>i</sub>	26 9%	21 6%	49 9%	69 13%	50 13%	45 10%	12 6%	29 15% <sub>u</sub>	29 14% <sub>nsu</sub>	16 11% <sub>u</sub>	24 14% <sub>nsu</sub>	8 6%	12 13% <sub>u</sub>	7 4%	39 16% <sub>nsu</sub>	38 14% <sub>nsu</sub>	14 9%	5 8%
Once a day	139 7%	73 8%	67 7%	25 11% <sub>hi</sub>	33 9% <sub>hi</sub>	22 7%	34 10% <sub>hi</sub>	11 4%	15 4%	47 9% <sub>k</sub>	22 4%	41 11% <sub>k</sub>	30 7%	12 8%	3 3%	14 7%	12 8%	13 8%	15 11% <sub>w</sub>	4 4%	18 11% <sub>w</sub>	20 8%	10 4%	13 8%	5 8%
Several times a week	295 16%	113 12%	182 19% <sub>a</sub>	31 14%	74 22% <sub>hi</sub>	60 19% <sub>i</sub>	52 15%	36 13%	42 11%	72 14%	104 20% <sub>jl</sub>	44 12%	74 16%	33 20%	11 14%	36 18%	24 16%	24 15%	17 13%	10 12%	23 14%	39 16%	44 17%	19 12%	13 21%
Once a week	200 11%	92 10%	108 11%	22 10%	46 13%	28 9%	37 11%	27 10%	41 11%	54 10%	57 11%	44 12%	45 10%	15 9%	9 12%	22 11%	14 9%	12 7%	17 13%	9 10%	23 13%	21 9%	30 12%	18 12%	9 16%
Less often	353 19%	152 17%	201 21%	37 16%	62 18%	63 20%	69 20%	48 18%	75 20%	113 22% <sub>k</sub>	82 16%	69 18%	89 20%	28 18%	18 22% <sub>y</sub>	41 20% <sub>y</sub>	26 16%	30 18% <sub>y</sub>	26 20% <sub>y</sub>	21 24% <sub>wy</sub>	33 19% <sub>y</sub>	56 23% <sub>wy</sub>	33 13%	36 23% <sub>wy</sub>	4 6%
Never	651 35%	364 40% <sub>ab</sub>	287 30%	71 32% <sub>ee</sub>	67 19%	94 30% <sub>ee</sub>	111 32% <sub>ee</sub>	127 46% <sub>defg</sub>	181 48% <sub>defg</sub>	178 34%	185 35%	124 33%	163 36%	60 38%	37 34%	59 29%	53 34%	59 36%	46 35%	32 36%	64 37%	68 27%	103 39% <sub>vw</sub>	56 35%	25 41%
Don't know	29 2%	16 2%	13 1%	6 3% <sub>i</sub>	7 2% <sub>i</sub>	4 1%	11 3% <sub>i</sub>	2 1%	-	11 2%	8 1%	5 1%	5 1%	2 1%	-	1 *	10 7% <sub>nopr</sub>	2 1% <sub>uvwx</sub>	2 2%	2 2%	3 1%	3 1%	4 1%	1 1%	-
NET: At least daily	353 19%	171 19%	182 19%	58 26% <sub>hi</sub>	89 26% <sub>hi</sub>	62 20% <sub>i</sub>	71 20% <sub>hi</sub>	37 13%	36 10%	96 18%	91 17%	91 24% <sub>km</sub>	75 17%	22 14%	14 18%	43 21%	29 18%	37 22%	23 17%	16 17%	26 15%	59 24% <sub>nu</sub>	48 18%	28 17%	9 16%
NET: At least weekly	848 45%	376 41%	472 48% <sub>a</sub>	111 49% <sub>hi</sub>	210 61% <sub>dfg</sub>	150 48% <sub>hi</sub>	159 45% <sub>hi</sub>	99 36%	119 32%	222 42%	252 48%	179 47%	194 43%	70 43%	35 44%	102 50%	67 43%	73 44%	57 43%	35 39%	72 42%	120 49%	123 47%	65 41%	32 52%
NET: Ever	1201 64%	528 58%	673 69% <sub>aa</sub>	147 66% <sub>hi</sub>	272 79% <sub>dfg</sub>	212 69% <sub>hi</sub>	228 65% <sub>hi</sub>	147 53%	194 52%	335 64%	335 63%	248 66%	283 63%	98 61%	53 66%	143 70% <sub>w</sub>	92 59%	103 63%	83 64%	56 63%	105 61%	176 71% <sub>qw</sub>	156 59%	101 64%	35 59%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 274  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	213	117	33	21	8	7	11	18	46	20	28	15	-	159	4	1	119	59	25	7	177	36	5	25	6	1	-
	11%	13%f	13%f	13%	9%f	8%	4%	16%f	11%	12%	11%	12%	-	11%	27%	6%	12%	11%	12%	16%	10%	22%t	14%	29%t	21%	8%	-
Once a day	139	71	18	14	13	4	12	9	38	15	26	9	-	101	1	2	75	30	23	5	120	16	4	10	3	-	-
	7%	8%f	7%	9%	16%abef	5%	4%	8%	10%	8%	10%	7%	-	7%	6%	17%	7%	5%	11%q	12%	7%	10%	11%	12%	9%	-	-
Several times a week	295	154	45	28	7	11	28	21	61	33	42	23	1	225	2	3	162	87	31	7	273	20	5	8	5	2	1
	16%	17%f	18%df	18%	9%	14%	9%	18%f	15%	19%	16%	19%	9%	16%	18%	25%	16%	16%	14%	18%	16%	12%	14%	9%	16%	15%	25%
Once a week	200	94	25	17	12	9	33	10	48	21	28	13	3	150	3	2	112	60	17	6	182	15	7	6	2	-	-
	11%	11%	10%	10%	15%	11%	11%	9%	12%	12%	11%	11%	17%	10%	19%	20%	11%	11%	8%	15%	11%	9%	20%u	7%	7%	-	-
Less often	353	165	47	28	13	13	71	16	69	36	40	26	5	278	-	4	196	101	40	9	321	30	5	17	2	2	4
	19%	19%	19%	18%	15%	16%	23%g	14%	17%	21%	16%	21%	31%	19%	-	32%	19%	18%	19%	22%	19%	18%	13%	21%	6%	24%	75%
Never	651	267	72	52	29	37	155	40	137	47	93	37	7	498	3	-	355	210	74	6	595	45	10	18	11	6	-
	35%	30%	29%	32%	35%	45%ab	50%abd	35%	34%i	27%	36%ai	30%	43%	35%	23%	-	34%as	37%as	35%as	15%	35%aw	28%	28%	22%	41%	53%	-
Don't know	29	23	5	1	-	-	-	1	1	1	-	-	-	27	1	-	12	13	3	1	28	1	-	1	-	-	-
	2%	3%f	2%f	1%	-	-	-	1%	*	*	*	-	-	2%h	6%	-	1%	2%	1%	2%	2%	1%	-	2%	-	-	-
NET: At least daily	353	187	50	34	20	11	23	27	84	35	54	24	-	260	4	3	193	90	48	12	297	53	9	34	8	1	-
	19%	21%f	21%f	21%	25%f	13%	7%	24%f	21%	20%	21%	19%	-	18%	33%	23%	19%	16%	23%	28%q	18%	32%t	25%	40%t	30%	8%	-
NET: At least weekly	848	435	120	80	40	31	83	59	193	88	124	60	4	634	9	7	467	237	96	26	753	88	22	48	15	2	1
	45%	49%f	49%f	50%	49%f	38%	27%	51%f	48%	51%	48%	49%	26%	44%	71%	68%	45%	42%	45%	61%pq	44%	53%t	59%	56%	53%	23%	25%
NET: Ever	1201	600	167	108	53	44	154	75	261	124	164	86	9	912	9	11	662	338	136	35	1074	118	27	65	16	5	5
	64%	67%ef	69%ef	67%	65%f	55%	50%	65%f	65%	72%hjm	64%	70%	57%	63%	71%	100%	64%	60%	64%	83%pq	63%	72%	72%	77%t	59%	47%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 275  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**NET: Any VSP**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET:		Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00	
			NET: Under 16	NET: 18								to £14,000	to £21,000	to £28,000	to £34,000	to £41,000	to £48,000	to £55,000		
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
Several times a day	213	134	79	73	60	36	36	30	16	58	156	12	30	28	58	25	23	10	9	11
	11%	10%	15% <sup>a</sup>	15%	13%	21% <sup>abcd</sup>	14%	13%	17%	27% <sup>j</sup>	9%	16% <sup>o</sup>	14% <sup>o</sup>	9%	13% <sup>o</sup>	7%	14% <sup>o</sup>	17% <sup>o</sup>	20%	11%
Once a day	139	82	57	52	49	18	25	22	9	37	103	4	20	16	23	26	22	4	2	14
	7%	6%	11% <sup>a</sup>	11%	11% <sup>a</sup>	10%	10%	10%	10%	17% <sup>j</sup>	6%	5%	9%	5%	5%	7%	14% <sup>mn</sup>	7%	4%	15% <sup>mno</sup>
Several times a week	295	177	116	110	102	33	61	57	15	47	247	9	26	58	81	57	18	16	8	15
	16%	13%	22% <sup>a</sup>	22%	23% <sup>a</sup>	19%	23% <sup>a</sup>	25% <sup>ah</sup>	16%	22% <sup>j</sup>	15%	13%	12%	18%	19% <sup>l</sup>	15%	11%	27% <sup>lp</sup>	17%	16%
Once a week	200	142	55	51	39	20	20	23	9	17	183	8	26	31	41	45	20	7	4	11
	11%	11%	10% <sup>d</sup>	10%	9%	11%	8%	10%	10%	8%	11%	11%	12%	10%	9%	12%	13%	12%	8%	11%
Less often	353	258	92	89	76	31	53	37	7	20	333	17	40	62	81	73	28	11	8	14
	19%	19% <sup>h</sup>	17% <sup>h</sup>	18%	17% <sup>h</sup>	18% <sup>h</sup>	20% <sup>h</sup>	16% <sup>h</sup>	7%	9%	20% <sup>i</sup>	24%	18%	19%	19%	20%	18%	18%	17%	15%
Never	651	518	129	111	114	33	60	53	35	29	622	22	79	123	147	133	44	12	14	28
	35%	39% <sup>bde</sup>	24%	22%	25%	19%	23%	23%	36% <sup>bde</sup>	14%	37% <sup>i</sup>	31%	35% <sup>q</sup>	38% <sup>q</sup>	34%	36% <sup>q</sup>	28%	19%	32%	29%
Don't know	29	16	13	10	12	5	5	4	4	3	26	-	2	6	3	8	4	-	1	3
	2%	1%	2%	2%	3%	3%	2%	2%	5% <sup>a</sup>	1%	2%	-	1%	2%	1%	2%	2%	-	2%	3%
NET: At least daily	353	216	136	126	109	54	61	52	26	94	259	15	50	44	80	50	44	14	11	25
	19%	16%	25% <sup>a</sup>	25%	24% <sup>a</sup>	31% <sup>a</sup>	24% <sup>a</sup>	23% <sup>a</sup>	27% <sup>a</sup>	45% <sup>j</sup>	15%	22%	22% <sup>mo</sup>	14%	19%	14%	28% <sup>mno</sup>	24%	24%	26% <sup>mo</sup>
NET: At least weekly	848	535	307	287	250	107	142	132	50	159	689	32	103	133	203	152	81	38	22	51
	45%	40%	57% <sup>a</sup>	58%	55% <sup>a</sup>	61% <sup>a</sup>	55% <sup>a</sup>	59% <sup>a</sup>	52% <sup>a</sup>	75% <sup>j</sup>	41%	45%	46%	41%	47%	41%	52%	63% <sup>lmo</sup>	50%	53%
NET: Ever	1201	793	399	376	326	138	195	169	57	179	1022	49	143	195	285	224	110	48	30	65
	64%	60%	74% <sup>ah</sup>	76%	72% <sup>ah</sup>	79% <sup>ah</sup>	75% <sup>ah</sup>	75% <sup>ah</sup>	59%	85% <sup>j</sup>	61%	69%	64%	60%	65%	61%	70%	81% <sup>lmo</sup>	66%	68%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 276  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	213 11%	8 11% <sup>b</sup>	1 1%	11 13% <sup>b</sup>	12 15% <sup>b</sup>	1 1%	6 13% <sup>b</sup>	23 16% <sup>b</sup>	9 13% <sup>b</sup>	6 8%	22 14% <sup>b</sup>	6 8%	3 6%	6 12% <sup>b</sup>	2 8%	58 14% <sup>b</sup>	3 5%	8 13% <sup>b</sup>	6 10%	10 15% <sup>b</sup>	5 8%	7 7%
Once a day	139 7%	7 10%	3 5%	3 3%	6 7%	3 6%	5 11%	11 7%	5 8%	9 11% <sup>s</sup>	13 9%	4 5%	7 12% <sup>s</sup>	1 2%	-	34 8%	8 14% <sup>cms</sup>	4 6%	4 7%	1 2%	5 8%	7 7%
Several times a week	295 16%	18 24% <sup>fw</sup>	15 20% <sup>fw</sup>	13 16%	13 16%	9 21% <sup>w</sup>	2 5%	26 18% <sup>w</sup>	14 21% <sup>fw</sup>	11 13%	19 13%	13 16%	12 22% <sup>fw</sup>	11 23% <sup>fw</sup>	4 15%	64 15% <sup>w</sup>	9 15%	6 10%	8 13%	9 13%	13 21% <sup>fw</sup>	7 6%
Once a week	200 11%	11 15%	3 4%	10 13%	5 6%	5 11%	6 13%	18 13%	7 11%	10 12%	12 8%	17 22% <sup>bdj</sup>	6 11%	6 11%	3 9%	35 8%	7 11%	7 10%	11 18% <sup>bo</sup>	4 6%	9 16% <sup>b</sup>	10 9%
Less often	353 19%	9 12%	16 23% <sup>mv</sup>	17 20% <sup>mv</sup>	18 22% <sup>mv</sup>	6 13%	8 17%	28 20% <sup>mv</sup>	11 17%	19 24% <sup>mv</sup>	28 19% <sup>mv</sup>	13 17%	6 10%	2 4%	6 23%	84 20% <sup>mv</sup>	14 24% <sup>mv</sup>	14 22% <sup>mv</sup>	13 22% <sup>mv</sup>	16 24% <sup>mv</sup>	4 6%	22 21% <sup>mv</sup>
Never	651 35%	21 28%	31 44% <sup>g</sup>	29 35%	26 32%	17 38%	14 32%	36 25%	18 29%	24 30%	54 35%	24 31%	21 38%	23 48% <sup>g</sup>	10 35%	142 34%	19 31%	25 39%	18 29%	25 37%	25 41% <sup>g</sup>	49 47% <sup>aghio</sup>
Don't know	29 2%	-	2 3%	-	2 2%	5 11% <sup>acghijklmopqvw</sup>	4 9% <sup>acghijklmopqvw</sup>	1 *	-	1 2%	2 2%	1 1%	-	-	3 9%	4 1%	-	-	1 2%	2 2%	-	2 2%
NET: At least daily	353 19%	16 21% <sup>b</sup>	4 6%	13 16%	18 22% <sup>b</sup>	3 7%	11 24% <sup>b</sup>	34 24% <sup>b</sup>	14 22% <sup>b</sup>	15 19% <sup>b</sup>	35 23% <sup>b</sup>	10 13%	10 18%	7 14%	2 8%	92 22% <sup>b</sup>	12 19% <sup>b</sup>	12 19%	10 16%	12 17%	9 16%	14 14%
NET: At least weekly	848 45%	44 60% <sup>bqsw</sup>	22 30%	36 44%	36 44%	17 39%	19 42%	78 55% <sup>bsw</sup>	34 54% <sup>bw</sup>	36 45%	67 44% <sup>w</sup>	40 51% <sup>bw</sup>	28 52% <sup>bw</sup>	24 48% <sup>w</sup>	9 32%	190 45% <sup>bw</sup>	28 46%	25 39%	28 47%	25 37%	32 52% <sup>bw</sup>	30 29%
NET: Ever	1201 64%	53 72% <sup>w</sup>	38 53%	53 65%	53 65%	23 51%	26 59%	105 74% <sup>bemw</sup>	45 68% <sup>w</sup>	55 68% <sup>w</sup>	96 63%	53 68%	34 62%	26 52%	15 56%	274 65% <sup>w</sup>	42 69% <sup>w</sup>	39 61%	42 69% <sup>w</sup>	41 61%	35 59%	53 51%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 277  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East London (u)	South East (v)	South West (w)	North Ireland (y)	
Unweighted base	1832	869	963	224	274	303	354	293	384	513	549	280	490	139	77	183	155	170	138	99	174	233	258	146	60
Weighted base	1835	884	952	214	334	305	345	270	369	511	517	360	447	160	76*	198	146	163	126	88*	163	242	258	156	60*
Several times a day	179 10%	80 9%	99 10%	22 10%	47 14%i	35 12%i	31 9%	23 8%	21 6%	41 8%	55 11%	41 11%	42 9%	7 4%	9 12%u	24 12%nu	13 9%	18 11%u	8 6%	11 12%nu	7 4%	32 13%nu	31 12%nu	14 9%	5 8%
Once a day	108 6%	56 6%	52 5%	16 7%h	23 7%h	19 6%h	29 8%hi	7 3%	14 4%	38 7%k	17 3%	31 9%k	22 5%	13 8%w	3 4%	11 5%	9 6%	10 6%	8 6%	4 4%	11 7%	19 8%w	8 3%	9 6%	4 6%
Several times a week	279 15%	111 13%	169 18%a	29 14%	73 22%dgh	56 18%hi	49 14%	31 11%	41 11%	64 12%	102 20%jl	48 13%	65 15%	26 17%	10 14%	35 18%	22 15%	24 15%	15 12%	12 13%	25 15%	34 14%	44 17%	18 12%	14 23%
Once a week	190 10%	85 10%	105 11%	20 10%	43 13%	25 8%	36 10%	26 10%	40 11%	50 10%	55 11%	39 11%	46 10%	16 10%	8 10%	21 11%	14 10%	12 8%	22 18%rtv	7 7%	21 13%	17 7%	29 11%	15 10%	7 12%
Less often	357 19%	150 17%	207 22%a	35 16%	70 21%	65 21%	69 20%	47 17%	72 19%	108 21%k	80 15%	73 20%	96 21%k	28 18%	17 22%y	44 22%wy	23 15%	35 22%wy	24 19%y	21 24%wy	30 18%	58 24%wy	32 12%	41 26%qwy	4 7%
Never	694 38%	388 44%b	305 32%	87 41%e	71 21%	99 33%e	121 35%e	134 50%efg	181 49%efg	199 39%	203 39%	123 34%	168 38%	67 42%	29 38%	62 31%	56 38%	60 37%	47 37%	33 38%	68 41%	77 32%	110 43%pv	58 37%	26 44%
Don't know	28 2%	13 2%	15 2%	5 2%i	7 2%i	4 1%i	10 3%i	2 1%	-	11 2%	5 1%	5 1%	7 2%	2 1%	-	1 *	9 6%opru	2 1%	2 2%	2 2%	2 1%	4 2%	4 1%	-	-
NET: At least daily	287 16%	136 15%	151 16%	38 18%i	70 21%hi	55 18%hi	60 17%hi	29 11%	35 9%	79 16%	71 14%	72 20%k	65 14%	20 13%	12 16%	35 18%	22 15%	28 17%	15 12%	14 16%	18 11%	51 21%u	39 15%	23 15%	8 14%
NET: At least weekly	757 41%	332 38%	425 45%a	87 41%i	186 56%dig	136 45%hi	145 42%hi	86 32%	116 32%	193 38%	229 44%	159 44%	176 39%	62 39%	30 40%	91 46%	58 40%	65 40%	53 42%	33 37%	64 39%	102 42%	113 44%	57 36%	29 49%
NET: Ever	1114 61%	482 55%	632 66%a	122 57%	255 77%dig	201 66%hi	214 62%hi	133 49%	188 51%	302 59%	309 60%	231 64%	272 61%	90 57%	47 62%	135 68%qw	81 55%	100 62%	77 61%	54 60%	94 57%	160 66%w	144 56%	98 63%	34 56%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 278  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1832	665	335	192	95	82	332	131	459	206	293	150	20	1329	14	11	1006	539	201	48	1650	161	39	82	27	7	6
Weighted base	1835	861	239	157	80*	80*	305	112	388	170	249	122	17**	1404	13**	11**	1001	546	211	41*	1656	161	37*	84*	26**	10**	5**
Several times a day	179	93	30	16	7	7	10	17	41	18	25	15	-	134	4	1	104	49	19	2	149	30	5	19	6	-	-
	10%	11%f	12%f	10%	8%	8%	3%	15%f	11%	10%	10%	12%	-	10%	27%	6%	10%	9%	9%	6%	9%	19%t	14%	23%t	21%	-	-
Once a day	108	59	14	7	5	4	11	8	29	11	20	7	-	79	1	2	54	24	23	2	95	11	3	7	1	-	-
	6%	7%	6%	5%	6%	5%	4%	7%	7%	6%	8%	6%	-	6%	6%	17%	5%	4%	11%pq	6%	6%	7%	8%	9%	2%	-	-
Several times a week	279	151	39	22	8	11	26	22	54	30	35	21	*	214	2	3	162	73	30	7	259	18	5	9	1	2	1
	15%	18%f	16%f	14%	10%	14%	9%	19%f	14%	17%	14%	17%	3%	15%	18%	25%	16%	13%	14%	18%	16%	11%	14%	11%	5%	16%	25%
Once a week	190	81	27	20	13	9	30	10	49	25	28	14	2	139	3	2	105	59	15	6	171	17	7	8	2	-	-
	10%	9%	11%	13%	17%a	11%	10%	9%	13%	15%em	11%	11%	15%	10%	19%	20%	11%	11%	7%	15%	10%	11%	20%	9%	9%	-	-
Less often	357	166	47	31	18	13	69	14	75	39	45	28	6	274	-	4	188	103	44	12	325	29	5	19	2	1	3
	19%	19%	20%	20%	23%	16%	22%g	12%	19%	23%	18%	23%	39%	20%	-	32%	19%	19%	21%	29%	20%	18%	13%	22%	6%	11%	55%
Never	694	292	76	60	29	37	158	41	139	47	96	37	7	537	3	-	374	226	77	9	629	54	11	21	14	7	1
	38%	34%	32%	38%	36%	46%b	36%	36%g	28%	38%ik	30%	43%	38%i	23%	-	37%	41%r	36%	23%	38%w	34%w	30%	25%	56%	72%	20%	
Don't know	28	20	7	1	-	-	-	1	1	1	-	-	-	26	1	-	13	10	3	1	27	1	-	1	-	-	-
	2%	2%f	3%f	1%	-	-	-	1%	*	*	*	-	-	2%h	6%	-	1%	2%	1%	3%	2%	1%	-	2%	-	-	-
NET: At least daily	287	152	44	23	11	11	22	25	70	28	45	22	-	213	4	3	159	74	42	5	244	41	8	26	6	-	-
	16%	18%f	18%f	15%	14%f	13%	7%	22%f	18%	17%	18%	18%	-	15%	33%	23%	16%	13%	20%	12%	15%	25%t	23%	31%t	24%	-	-
NET: At least weekly	757	384	110	65	33	31	78	57	173	83	108	57	3	566	9	7	426	206	87	18	675	77	21	43	10	2	1
	41%	45%f	46%f	41%	41%f	38%f	26%	51%f	45%	49%am	43%	46%	17%	40%	71%	68%	43%	38%	41%	45%	41%	48%	57%	51%	38%	16%	25%
NET: Ever	1114	549	156	96	51	44	147	71	248	122	153	85	9	840	9	11	614	310	131	30	1000	106	26	62	11	3	4
	61%	64%f	65%f	61%	64%f	54%	48%	63%f	64%	72%hjm	61%	70%jm	57%	60%	71%	100%	61%	57%	62%	74%q	60%	66%	70%	73%t	44%	28%	80%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 279  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: 18-5		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1832	1313	509	460	431	165	241	215	99	181	1651	90	273	362	408	332	114	51	31	76							
Weighted base	1835	1296	528	484	443	167	255	223	94*	198	1638	70*	222	315	426	360	147*	60*	44**	95*							
Several times a day	179	111	68	63	50	35	30	23	14	49	130	11	26	25	51	23	19	9	3	8							
	10%	9%	13% <sup>ad</sup>	13%	11%	21% <sup>abd</sup>	12%	11%	15%	25% <sup>aj</sup>	8%	16% <sup>mo</sup>	12% <sup>o</sup>	8%	12% <sup>o</sup>	6%	13% <sup>o</sup>	15%	6%	8%							
Once a day	108	59	50	45	42	15	22	20	9	25	83	3	14	13	20	22	11	4	5	11							
	6%	5%	9% <sup>a</sup>	9%	9% <sup>a</sup>	9% <sup>a</sup>	9% <sup>a</sup>	9% <sup>a</sup>	9%	13% <sup>aj</sup>	5%	4%	6%	4%	5%	6%	7%	6%	11%	12% <sup>mn</sup>							
Several times a week	279	162	116	109	101	33	59	57	16	40	239	8	27	53	76	54	17	13	11	13							
	15%	13%	22% <sup>a</sup>	22%	23% <sup>a</sup>	19% <sup>a</sup>	23% <sup>a</sup>	25% <sup>a</sup>	17%	20%	15%	12%	12%	17%	18%	15%	11%	22%	25%	14%							
Once a week	190	136	51	48	38	16	20	23	8	20	170	8	24	29	39	43	18	11	4	7							
	10%	11%	10%	10%	9%	10%	8%	10%	8%	10%	10%	11%	11%	9%	9%	12%	12%	19%	8%	8%							
Less often	357	262	91	89	79	27	55	39	7	30	327	18	42	61	85	73	31	9	5	18							
	19%	20% <sup>h</sup>	17% <sup>h</sup>	18%	18% <sup>h</sup>	16%	22% <sup>bh</sup>	18% <sup>h</sup>	8%	15%	20%	25%	19%	19%	20%	20%	21%	15%	12%	19%							
Never	694	551	138	119	120	37	63	55	37	34	659	23	87	128	151	139	48	14	16	35							
	38%	43% <sup>bde</sup>	26%	25%	27%	22%	25%	25%	39% <sup>bde</sup>	17%	40% <sup>i</sup>	33%	39% <sup>q</sup>	41% <sup>q</sup>	35%	39%	33%	23%	37%	36%							
Don't know	28	14	14	11	13	5	6	4	4	-	28	-	2	6	4	7	4	-	-	3							
	2%	1%	3% <sup>a</sup>	2%	3% <sup>a</sup>	3%	2%	2%	5% <sup>a</sup>	-	2%	-	1%	2%	1%	2%	3%	-	-	3%							
NET: At least daily	287	170	117	108	92	49	52	45	22	73	214	13	40	37	70	45	30	13	7	19							
	16%	13%	22% <sup>a</sup>	22%	21% <sup>a</sup>	29% <sup>abd</sup>	20% <sup>a</sup>	20% <sup>a</sup>	24% <sup>a</sup>	37% <sup>aj</sup>	13%	19%	18% <sup>m</sup>	12%	17%	12%	20% <sup>m</sup>	21%	17%	20%							
NET: At least weekly	757	468	284	264	231	98	131	125	46	134	623	29	91	120	186	141	65	37	22	39							
	41%	36%	54% <sup>a</sup>	55%	52% <sup>a</sup>	59% <sup>a</sup>	51% <sup>a</sup>	56% <sup>a</sup>	48% <sup>a</sup>	68% <sup>aj</sup>	38%	42%	41%	38%	44%	39%	44%	62% <sup>lmn</sup>	51%	41%							
NET: Ever	1114	731	375	353	310	125	186	164	53	163	950	47	133	181	271	214	95	46	27	57							
	61%	56%	71% <sup>ah</sup>	73%	70% <sup>ah</sup>	75% <sup>ah</sup>	73% <sup>ah</sup>	74% <sup>ah</sup>	56%	83% <sup>aj</sup>	58%	67%	60%	57%	64%	59%	65%	77% <sup>lmo</sup>	63%	60%							

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 280  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1832	60	63	83	77	41	46	128	60	88	160	72	53	52	19	408	66	58	60	75	60	103
Weighted base	1835	73*	72*	79*	74*	41*	45*	141	60*	77*	149	75*	51*	48*	27**	413	60*	64*	59*	66*	60*	104*
Several times a day	179 10%	5 7%	1 1%	9 12%b	9 13%bw	1 2%	4 9%	17 12%bw	9 14%bw	6 8%	18 12%bw	6 8%	3 6%	6 12%b	2 8%	49 12%bw	3 4%	8 13%bw	5 9%	9 14%bw	5 8%	4 4%
Once a day	108 6%	9 13%dims	3 5%	3 3%	2 2%	3 6%	6 13%dims	12 9%	2 4%	1 1%	8 5%	4 6%	4 9%	- -	- -	29 7%	7 11%im	2 3%	4 6%	1 2%	4 6%	5 5%
Several times a week	279 15%	13 17%	14 19%	12 15%	10 14%	9 22%f	2 5%	23 16%	13 22%f	11 14%	20 13%	13 17%	12 23%f	10 21%f	4 15%	58 14%	7 12%	7 11%	8 13%	10 15%	14 23%f	11 10%
Once a week	190 10%	12 16%o	3 4%	9 11%	6 9%	4 11%	5 11%	17 12%	5 9%	16 21%bdjos	13 9%	15 20%bjos	6 11%	6 13%	3 9%	29 7%	8 13%	7 10%	6 10%	4 7%	7 12%	9 8%
Less often	357 19%	9 12%	16 23%emv	16 20%emv	15 21%mv	2 6%	8 19%	30 22%emv	12 20%emv	17 22%emv	33 22%emv	11 15%	5 10%	2 5%	5 17%	87 21%emv	12 20%emv	15 24%emv	17 29%aelm	16 24%emv	4 7%	22 22%emv
Never	694 38%	25 35%	32 45%g	31 39%	29 39%	18 45%	15 34%	40 29%	19 31%	24 31%	55 37%	26 35%	20 40%	23 48%g	11 42%	155 38%	23 39%	25 39%	19 32%	24 36%	26 44%	51 49%gi
Don't know	28 2%	- -	2 3%	- -	2 2%	4 9%acghj kopqrv	4 9%acghj kopqrv	1 *	- -	1 2%	2 2%	- -	- 1%	- -	3 9%	6 1%	- -	- -	- -	2 2%	- -	2 2%
NET: At least daily	287 16%	15 20%b	4 6%	12 15%	11 15%	3 8%	10 23%bw	29 21%biw	11 18%	7 9%	26 17%b	10 14%	7 15%	6 12%	2 8%	78 19%bw	9 15%	10 16%	9 16%	10 16%	8 14%	9 8%
NET: At least weekly	757 41%	39 53%bw	21 29%	33 41%	28 38%	17 41%	17 38%	69 49%bw	29 49%w	34 44%w	59 39%	38 50%bw	25 49%w	23 47%w	9 32%	165 40%w	24 40%	24 38%	23 39%	25 37%	29 49%bw	28 27%
NET: Ever	1114 61%	47 65%	37 52%	48 61%	43 59%	19 46%	26 57%	100 71%bemw	41 9%w	51 67%w	92 62%	49 65%	30 59%	25 52%	13 49%	252 61%w	36 61%	39 61%	40 68%w	41 61%	34 56%	50 49%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 281  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

NET: AV Only

Base: All who visited/ used sites/ apps

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	1692	833	859	226	269	292	326	257	322	476	518	257	441	123	74	165	142	162	130	92	152	228	234	132	58
Weighted base	1697	839	858	217	324	292	316	235	313	476	493	329	399	142*	74*	178	133	155	119	84*	144	235	231	143	59*
Several times a day	101	53	47	27	36	19	12	4	4	23	31	27	20	6	5	16	9	18	4	6	2	15	14	6	-
	6%	6%	6%	12% <sub>i</sub>	11% <sub>fghi</sub>	6% <sub>hi</sub>	4%	2%	1%	5%	6%	8%	5%	4%	7%	9% <sub>uy</sub>	7%	11% <sub>nsux</sub>	4%	7%	2%	6%	6%	4%	-
Once a day	82	50	32	20	16	16	19	6	5	23	20	27	12	9	3	10	6	6	8	1	7	15	6	8	4
	5%	6%	4%	9% <sub>hi</sub>	5% <sub>i</sub>	5% <sub>i</sub>	6% <sub>i</sub>	3%	2%	5%	4%	8% <sub>km</sub>	3%	6%	4%	6%	5%	4%	7% <sub>t</sub>	1%	5%	6%	3%	5%	6%
Several times a week	131	61	70	22	31	34	21	12	10	42	41	14	34	14	6	16	7	16	5	2	7	27	23	4	3
	8%	7%	8%	10% <sub>i</sub>	9% <sub>i</sub>	12% <sub>hi</sub>	7%	5%	3%	9% <sub>l</sub>	8% <sub>l</sub>	4%	8%	10% <sub>x</sub>	8%	9%	6%	11% <sub>tx</sub>	4%	2%	5%	12% <sub>stx</sub>	10% <sub>tx</sub>	3%	6%
Once a week	121	51	71	16	42	14	16	24	10	37	33	34	18	6	5	18	8	10	9	8	12	14	17	11	4
	7%	6%	8%	7%	13% <sub>fgi</sub>	5%	5%	10% <sub>fgi</sub>	3%	8%	7%	10% <sub>m</sub>	5%	4%	7%	10%	6%	7%	8%	9%	9%	6%	7%	7%	8%
Less often	292	142	150	23	61	50	72	37	50	76	86	56	74	28	12	31	16	20	22	20	19	52	31	32	9
	17%	17%	17%	10%	19% <sub>d</sub>	17%	23% <sub>d</sub>	16%	16%	16%	18%	17%	18%	20%	17%	18%	12%	13%	19%	23% <sub>qw</sub>	13%	22% <sub>qpw</sub>	13%	22% <sub>qw</sub>	15%
Never	939	467	473	103	132	153	169	150	232	263	269	168	238	78	43	86	76	82	67	46	96	108	140	82	37
	55%	56%	55%	48%	41%	52% <sub>e</sub>	53% <sub>e</sub>	64% <sub>defgh</sub>	74% <sub>defgh</sub>	55%	55%	51%	60%	55%	58%	48%	57%	53%	56%	56%	66% <sub>prv</sub>	46%	60% <sub>pv</sub>	57%	62% <sub>v</sub>
Don't know	31	16	15	6	8	7	7	2	2	12	12	3	3	2	-	1	11	2	3	2	1	6	1	1	2
	2%	2%	2%	3%	2%	2%	2%	1%	1%	3%	2%	1%	1%	2%	-	*	8% <sub>nopr</sub>	2%	2%	2%	1%	2%	*	1%	3%
NET: At least daily	183	103	80	47	51	35	31	10	9	46	51	54	32	14	8	26	15	24	13	6	9	30	21	14	4
	11%	12%	9%	22% <sub>fghi</sub>	16% <sub>hi</sub>	12% <sub>hi</sub>	10% <sub>hi</sub>	4%	3%	10%	10%	16% <sub>ijkm</sub>	8%	10%	11%	15% <sub>u</sub>	11%	16% <sub>u</sub>	11%	8%	6%	13%	9%	10%	6%
NET: At least weekly	435	215	220	85	124	82	69	46	29	125	125	101	84	34	19	60	30	51	27	16	28	70	60	28	12
	26%	26%	26%	39% <sub>fghi</sub>	38% <sub>fghi</sub>	28% <sub>hi</sub>	22% <sub>i</sub>	20% <sub>i</sub>	9%	26%	25%	31% <sub>m</sub>	21%	24%	26%	34% <sub>tux</sub>	23%	33% <sub>tux</sub>	23%	19%	20%	30%	26%	20%	20%
NET: Ever	727	357	370	108	185	133	140	83	79	201	211	157	158	62	31	91	46	71	49	36	47	122	91	60	20
	43%	43%	43%	50% <sub>hi</sub>	57% <sub>fghi</sub>	45% <sub>hi</sub>	44% <sub>i</sub>	35% <sub>i</sub>	25%	42%	43%	48%	40%	44%	42%	51% <sub>quw</sub>	34%	46% <sub>u</sub>	41%	43%	33%	52% <sub>quw</sub>	39%	42%	34%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 282  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Working Status				Disability								What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1692	636	306	187	92	63	285	123	416	195	262	134	18	1235	9	9	909	515	188	50	1515	159	37	80	28	8	6
Weighted base	1697	822	215	153	77*	63*	263	105	352	162	224	109	15**	1305	9**	9**	911	521	194	42*	1524	158	34*	82*	26**	10**	5**
Several times a day	101	62	14	11	5	1	2	7	16	8	8	4	-	78	2	-	47	33	12	6	73	28	5	20	3	1	-
	6%	8%f	6%f	7%	6%f	2%	1%	6%f	5%	5%	4%	3%	-	6%	26%	-	5%	6%	6%	14%p	5%	18%t	14%t	24%t	10%	8%	-
Once a day	82	50	8	9	7	-	6	2	18	9	11	5	-	64	-	2	41	16	16	6	71	8	2	6	-	-	-
	5%	6%f	4%	6%	10%bfg	-	2%	2%	5%	5%	5%	5%	-	5%	-	20%	4%	3%	8%q	14%pq	5%	5%	6%	7%	-	-	-
Several times a week	131	71	19	16	3	2	9	11	30	12	24	13	1	98	1	-	70	41	8	6	115	15	4	6	2	2	1
	8%	9%f	9%f	10%	4%	3%	10%f	8%	8%	11%h	12%	7%	7%	8%	14%	-	8%	8%	4%	15%r	8%	10%	11%	8%	10%	15%	25%
Once a week	121	60	16	11	11	2	13	7	28	16	16	9	-	90	2	1	56	41	17	3	103	15	3	9	4	-	-
	7%	7%	7%	7%	15%abef	3%	5%	7%	8%	10%	7%	8%	-	7%	28%	16%	6%	8%	9%	8%	7%	10%	8%	11%	15%	-	-
Less often	292	147	45	27	14	9	36	14	68	42	42	20	3	218	-	3	169	82	29	9	260	31	7	15	4	1	4
	17%	18%	21%f	18%	18%	15%	14%	13%	19%	26%hjm	19%	18%	20%	17%	-	38%	19%	16%	15%	22%	17%	19%	20%	18%	16%	10%	75%
Never	939	406	112	77	36	48	197	62	188	73	120	57	11	730	2	2	520	292	106	11	873	59	14	25	13	7	-
	55%	49%	52%	50%	47%	77%abd	75%abd	59%	53%ai	45%	54%ai	52%	73%	56%ai	23%	25%	57%as	56%as	55%as	26%	57%auw	37%	41%	30%	49%	66%	-
Don't know	31	26	2	2	-	-	2	3	3	2	1	-	27	1	-	9	15	6	1	30	1	-	1	-	-	-	-
	2%	3%f	1%	1%	-	-	2%f	1%	2%	1%	1%	-	2%	9%	-	1%	3%p	3%p	2%	2%	1%	-	2%	-	-	-	-
NET: At least daily	183	112	21	20	12	1	8	9	34	16	19	9	-	142	2	2	89	49	28	12	144	36	7	26	3	1	-
	11%	14%ef	10%f	13%	16%ef	2%	3%	8%f	10%	10%	9%	8%	-	11%	26%	20%	10%	9%	14%	28%pqr	9%	23%t	20%	32%tu	10%	8%	-
NET: At least weekly	435	244	56	47	27	5	30	27	92	45	59	32	1	331	6	3	214	132	52	21	362	67	13	41	9	2	1
	26%	30%ef	26%ef	30%	35%ef	8%	12%	26%ef	26%	27%	26%	29%	7%	25%	68%	37%	24%	25%	27%	51%pqr	24%	42%t	38%	50%t	35%	23%	25%
NET: Ever	727	390	101	74	40	14	66	41	160	86	101	51	4	548	6	7	383	214	82	30	622	98	20	56	13	3	5
	43%	48%ef	47%ef	48%	53%ef	23%	25%	39%ef	46%	53%hm	45%	47%	27%	42%	68%	75%	42%	41%	42%	73%pqr	41%	62%t	59%t	68%t	51%	34%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 283  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under		NET: Under 16		NET: Any 18-5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	Under 16 (c)	NET: Any 18-5 (d)	Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1692	1196	485	440	409	163	235	197	93	188	1504	90	245	320	371	309	110	49	31	74				
Weighted base	1697	1183	502	463	420	167	247	204	88*	205	1492	69*	196	282	386	338	140*	59*	43**	91*				
Several times a day	101 6%	55 5%	45 9%ah	45 10%	34 8%a	15%abd gh	11%adh 7%	14 7%	3 3%	43 21%j	58 4%	5 8%	16 8%o	12 4%	27 7%o	10 3%	8 6%	5 8%	8 19%	5 5%				
Once a day	82 5%	48 4%	34 7%a	30 7%	30 7%a	12 7%	12 5%	15 7%	8 9%	33 16%j	50 3%	3 4%	10 5%	8 3%	16 4%	11 3%	20 14%klmn oq	1 2%	-	9 10%mo				
Several times a week	131 8%	83 7%	46 9%	44 9%	41 10%	12 7%	27 11%	19 10%	8 9%	31 15%j	100 7%	3 5%	13 7%	19 7%	26 7%	28 8%	9 6%	4 7%	6 14%	14 15%lmn				
Once a week	121 7%	73 6%	45 9%ad	42 9%	31 7%	18 11%a	17 7%	19 9%	7 8%	18 9%	103 7%	4 5%	14 7%	15 5%	25 7%	26 8%	10 7%	11 19%klmn op	*	7 8%				
Less often	292 17%	209 18%	82 16%	77 17%	73 17%	20 12%	43 17%	36 18%	16 18%	32 16%	260 17%	19 28%ls	28 14%	57 20%ss	68 18%	67 20%ss	22 16%	8 14%	4 10%	7 8%				
Never	939 55%	698 59%bde fg	235 47%	211 46%	198 47%	76 46%	111 45%	94 46%	45 51%	45 22%	894 60%id	34 50%	113 58%	167 59%p	219 57%	186 55%	65 46%	29 49%	21 49%	45 50%				
Don't know	31 2%	17 1%	14 3%	14 3%	13 3%	5 3%	9 4%	6 3%	2 2%	3 2%	28 2%	1 1%	1 1%	3 1%	4 1%	9 3%	6 4%l	-	3 6%	3 4%				
NET: At least daily	183 11%	104 9%	79 16%a	75 16%	64 15%a	36 22%ab	41 16%a	29 14%a	10 12%	76 37%j	107 7%	8 11%	26 13%mo	20 7%	44 11%o	21 6%	28 20%mmo	6 10%	8 19%	14 15%o				
NET: At least weekly	435 26%	260 22%	170 34%a	161 35%	136 32%a	66 39%a	85 34%a	68 33%a	25 29%	125 61%j	310 21%	15 22%	54 27%om	55 20%	95 25%	75 22%	47 33%mo	21 36%om	15 35%	35 38%kmno				
NET: Ever	727 43%	468 40%	253 50%a	237 51%	209 50%a	85 51%a	128 52%a	104 51%a	41 47%	157 76%j	570 38%	34 49%	82 42%	112 40%	163 42%	142 42%	69 49%	30 51%	19 45%	42 46%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 284  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1692	55	54	78	70	39	45	115	56	81	157	67	46	46	18	385	57	53	55	69	58	88
Weighted base	1697	67*	62*	75*	66*	39*	44*	124*	57*	73*	146	69*	47*	41*	25**	390	51*	58*	55*	62*	59*	88*
Several times a day	101	5	1	5	8	*	1	17	2	3	16	1	2	1	-	22	1	4	2	4	-	5
	6%	8%	1%	6%	13% <b>bkv</b>	1%	2%	14% <b>abkmopv</b>	3%	5%	11% <b>bkv</b>	1%	5%	1%	6%	2%	6%	2%	4%	7%	-	6%
Once a day	82	4	3	2	1	1	5	3	8	7	6	3	3	-	-	22	2	4	2	1	4	2
	5%	6%	5%	2%	2%	4%	11% <b>gms</b>	2%	13% <b>cdgjm</b>	10% <b>gs</b>	4%	3%	6%	-	-	6%	3%	6%	4%	1%	6%	2%
Several times a week	131	8	6	6	5	-	2	9	11	2	14	4	9	5	2	39	2	1	1	1	3	1
	8%	12% <b>w</b>	9% <b>w</b>	8%	8%	-	5%	7%	19% <b>egikqrs</b>	3%	10% <b>w</b>	5%	19% <b>egikpqrs</b>	12% <b>sw</b>	9%	10% <b>sw</b>	5%	2%	1%	2%	6%	1%
Once a week	121	4	2	6	4	1	3	13	6	5	10	7	4	3	3	22	5	3	6	5	4	5
	7%	6%	3%	7%	6%	3%	6%	10%	11%	7%	7%	10%	9%	7%	11%	6%	10%	4%	11%	9%	8%	6%
Less often	292	12	13	11	6	7	8	27	6	13	18	10	1	4	3	75	14	13	13	18	9	12
	17%	19% <b>l</b>	21% <b>l</b>	15% <b>l</b>	10%	18% <b>l</b>	19% <b>l</b>	21% <b>l</b>	11%	18% <b>l</b>	12%	14%	2%	9%	13%	19% <b>l</b>	28% <b>adhjlm</b>	22% <b>l</b>	23% <b>l</b>	28% <b>dhjlmw</b>	15% <b>l</b>	13%
Never	939	34	35	46	39	24	20	56	25	39	79	44	27	29	16	203	26	35	30	32	37	62
	55%	50%	56%	61%	59%	62%	46%	45%	44%	54%	54%	65% <b>g</b>	59%	72% <b>lgho</b>	64%	52%	51%	60%	55%	51%	62%	71% <b>afghjops</b>
Don't know	31	-	2	-	1	5	5	1	-	2	2	1	-	-	1	6	-	-	1	2	2	1
	2%	-	4%	-	2%	12% <b>acghjklmopqw</b>	11% <b>acghjlopqw</b>	1%	-	3%	2%	1%	-	-	4%	1%	-	-	2%	3%	3%	1%
NET: At least daily	183	9	4	7	10	2	6	20	9	10	23	3	5	1	-	45	3	7	5	5	4	7
	11%	14%	7%	9%	15% <b>m</b>	4%	13%	16% <b>km</b>	16% <b>m</b>	14% <b>m</b>	15% <b>km</b>	4%	12%	1%	-	11%	6%	12%	8%	8%	6%	8%
NET: At least weekly	435	21	12	18	19	3	11	41	26	18	47	14	18	8	5	106	11	11	11	11	12	14
	26%	31% <b>e</b>	19%	24%	28% <b>e</b>	8%	25%	33% <b>ew</b>	46% <b>bceikmopqrsww</b>	25% <b>e</b>	32% <b>ew</b>	20%	39% <b>beqsw</b>	20%	19%	27% <b>ew</b>	21%	18%	20%	18%	20%	15%
NET: Ever	727	33	25	29	25	10	19	68	32	31	65	23	19	12	8	181	25	23	24	29	20	25
	43%	50% <b>ew</b>	41%	39%	38%	26%	44%	54% <b>ekmvw</b>	56% <b>ekmvw</b>	43%	44% <b>w</b>	34%	41%	28%	32%	46% <b>emw</b>	49% <b>ew</b>	40%	43%	46% <b>w</b>	34%	29%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 285  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1595	698	897	221	250	273	308	241	302	442	482	257	414	121	68	157	139	146	111	89	148	209	228	126	53
Weighted base	1602	709	892	215	305	274	298	220	289	440	454	338	369	138*	63*	173	134	140	101*	79*	143	213	228	136*	54*
Several times a day	182	84	98	23	42	37	36	24	21	46	53	41	42	7	12	29	13	16	6	9	6	35	33	12	5
	11%	12%	11%	11%	14% <sup>i</sup>	13% <sup>i</sup>	12%	11%	7%	11%	12%	12%	11%	5%	19% <sup>nsu</sup>	17% <sup>nsu</sup>	10%	12% <sup>u</sup>	5%	11%	4%	17% <sup>nsu</sup>	14% <sup>nsu</sup>	9%	9%
Once a day	129	65	64	22	33	21	31	8	15	41	28	35	25	13	3	14	7	16	11	5	18	19	10	10	4
	8%	9%	7%	10% <sup>h</sup>	11% <sup>hi</sup>	8%	11% <sup>hi</sup>	4%	5%	9%	6%	10%	7%	10%	4%	8%	5%	11% <sup>w</sup>	10%	6%	12% <sup>w</sup>	9%	5%	7%	8%
Several times a week	282	101	182	34	74	53	50	32	40	71	99	45	67	31	11	30	24	24	21	10	22	29	48	19	13
	18%	14%	20% <sup>a</sup>	16%	24% <sup>dhi</sup>	19%	17%	15%	14%	16%	22% <sup>l</sup>	13%	18%	23%	18%	17%	18%	17%	20%	13%	15%	14%	21%	14%	24%
Once a week	170	77	93	21	38	25	29	19	38	47	50	36	37	13	7	19	11	10	13	6	19	20	27	16	9
	11%	11%	10%	10%	13%	9%	10%	9%	13%	11%	11%	11%	10%	10%	10%	11%	8%	7%	13%	8%	13%	9%	12%	12%	17%
Less often	328	134	194	41	57	56	65	46	64	99	74	73	82	22	15	40	26	30	21	20	28	55	31	35	4
	20%	19%	22%	19%	19%	20%	22%	21%	22%	23% <sup>k</sup>	16%	22%	22% <sup>k</sup>	16%	24% <sup>y</sup>	23% <sup>wy</sup>	20%	21% <sup>y</sup>	21%	25% <sup>wy</sup>	20%	26% <sup>wy</sup>	13%	26% <sup>wy</sup>	7%
Never	482	234	247	70	56	79	78	89	110	125	144	102	111	48	16	41	43	42	28	27	48	51	76	43	19
	30%	33% <sup>b</sup>	28%	32% <sup>e</sup>	18%	29% <sup>e</sup>	26%	41% <sup>efg</sup>	38% <sup>efg</sup>	28%	32%	30%	30%	35%	25%	24%	32%	30%	28%	35%	33%	24%	33%	31%	35%
Don't know	28	14	14	5	6	4	9	2	2	11	6	6	5	2	-	-	9	2	2	2	2	4	4	1	-
	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	1%	2%	1%	2%	-	-	7% <sup>pwx</sup>	2%	2%	2%	2%	2%	2%	1%	-
NET: At least daily	312	149	162	45	75	58	67	32	35	87	82	76	67	20	14	43	20	32	16	13	24	55	43	22	9
	19%	21%	18%	21% <sup>i</sup>	24% <sup>hi</sup>	21% <sup>i</sup>	23% <sup>hi</sup>	15%	12%	20%	18%	22%	18%	15%	23%	25%	15%	23%	16%	17%	17%	26% <sup>nq</sup>	19%	16%	17%
NET: At least weekly	764	327	437	100	187	135	146	83	113	205	231	157	171	65	32	92	55	65	49	30	65	103	118	57	31
	48%	46%	49%	46%	61% <sup>dfg</sup>	49% <sup>hi</sup>	49% <sup>hi</sup>	38%	39%	47%	51%	46%	46%	47%	51%	53% <sup>t</sup>	41%	47%	49%	38%	45%	49%	52% <sup>t</sup>	42%	58% <sup>t</sup>
NET: Ever	1092	461	631	140	244	191	212	128	177	304	304	230	253	87	48	132	82	95	70	50	93	158	149	92	35
	68%	65%	71% <sup>a</sup>	65%	80% <sup>dfg</sup>	70% <sup>h</sup>	71% <sup>hi</sup>	58%	61%	69%	67%	68%	68%	63%	75%	76% <sup>nqt</sup>	61%	68%	70%	63%	65%	74% <sup>q</sup>	65%	68%	65%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 286  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1595	591	302	176	84	68	253	121	402	183	252	131	15	1152	12	7	881	460	177	48	1436	141	36	67	26	7	5
Weighted base	1602	769	216	146	72*	67*	230	102*	340	152	214	105	12**	1220	11**	8**	875	469	187	40*	1448	138	34**	67*	24**	9**	4**
Several times a day	182	95	28	17	8	7	11	18	40	17	25	14	-	138	4	1	103	51	21	4	153	30	5	18	6	1	-
	11%	12%f	13%f	11%	11%	10%	5%	17%f	12%	11%	12%	14%	-	11%	33%	8%	12%	11%	11%	9%	11%	22%t	16%	27%t	23%	9%	-
Once a day	129	68	19	9	11	4	11	8	34	11	23	10	-	95	1	1	67	30	24	3	111	17	4	10	3	-	-
	8%	9%	9%	6%	15%f	6%	5%	8%	10%	7%	11%	9%	-	8%	7%	18%	8%	6%	13%q	8%	8%	12%	11%	15%	10%	-	-
Several times a week	282	149	43	25	9	10	28	19	61	34	43	22	1	208	1	3	158	79	31	6	265	14	4	8	2	-	-
	18%	19%f	20%f	17%	12%	15%	12%	19%	18%	22%	20%	21%	12%	17%	10%	34%	18%	17%	17%	16%	18%u	10%	11%	12%	10%	-	-
Once a week	170	76	21	18	8	8	29	9	40	15	25	10	3	128	1	1	95	50	17	7	157	12	6	4	2	-	-
	11%	10%	10%	13%	11%	13%	13%	9%	12%	10%	11%	10%	23%	10%	13%	9%	11%	11%	9%	18%	11%	8%	17%	6%	8%	-	-
Less often	328	153	46	29	13	12	60	15	64	35	36	24	5	256	-	2	176	97	38	10	297	29	4	15	3	3	4
	20%	20%	21%	20%	18%	18%	26%g	14%	19%	23%	17%	22%	40%	21%	-	30%	20%	21%	20%	26%	21%	21%	13%	22%	11%	32%	100%
Never	482	210	54	46	24	25	89	33	98	38	60	25	3	371	3	-	266	151	53	8	438	37	11	12	9	6	-
	30%	27%	25%	32%	33%	38%b	39%cab	32%	29%	25%	28%	23%	25%	30%	28%	-	30%	32%	28%	20%	30%	27%w	32%	18%	37%	59%	-
Don't know	28	19	5	1	-	-	2	1	2	1	2	1	-	25	1	-	11	11	3	1	27	1	-	1	-	-	-
	2%	2%	2%	1%	-	-	1%	1%	1%	1%	1%	1%	-	2%	8%	-	1%	2%	1%	3%	2%	*	-	1%	-	-	-
NET: At least daily	312	163	46	26	18	11	22	26	74	28	48	24	-	233	4	2	170	81	45	7	264	46	9	28	8	1	-
	19%	21%f	22%f	18%	25%f	16%	9%	25%f	22%	19%	22%	23%	-	19%	41%	27%	19%	17%	24%	18%	18%	33%t	27%	42%t	33%	9%	-
NET: At least weekly	764	387	111	69	35	29	79	54	175	78	115	56	4	568	7	6	422	210	93	20	686	72	19	40	12	1	-
	48%	50%f	51%f	48%	49%f	44%	34%	53%f	52%	51%	54%	53%	36%	47%	64%	70%	48%	45%	50%	51%	47%	52%	55%	60%	52%	9%	-
NET: Ever	1092	540	157	98	48	41	138	68	240	113	151	80	9	824	7	8	598	307	131	31	984	101	23	55	15	4	4
	68%	70%f	73%f	67%	67%	62%	60%	67%	70%	74%	71%	76%	75%	68%	64%	100%	68%	65%	70%	77%	68%	73%	68%	81%t	63%	41%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 287  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																	
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Under 18 (c)		Any aged under 5 (d)		Any aged 5-10 (e)		Any aged 11-15 (f)		Any aged 16-18 (g)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)			
			NET: Yes (b)	NET: Under 16 (c)	NET: Under 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)																			
Unweighted base	1595	1125	460	417	382	151	214	195	86	167	1428	78	233	306	362	277	106	49	30	72								
Weighted base	1602	1116	474	436	388	157	225	201	80*	179	1423	59*	191	268	374	299	137*	57*	42**	91*								
Several times a day	182 11%	114 10%	68 14% <sup>ad</sup>	63 14%	49 13%	34 21% <sup>abd</sup>	25 11%	29 14%	16 20% <sup>ad</sup>	44 25% <sup>j</sup>	138 10%	10 17% <sup>o</sup>	26 14% <sup>o</sup>	25 9%	51 14% <sup>o</sup>	20 7%	23 16% <sup>o</sup>	9 16%	1 3%	9 10%								
Once a day	129 8%	71 6%	58 12% <sup>a</sup>	53 12%	51 13% <sup>a</sup>	16 10%	31 14% <sup>a</sup>	20 10%	9 12%	34 19% <sup>j</sup>	95 7%	4 6%	18 9%	16 6%	22 6%	26 9%	13 9%	5 9%	6 14%	11 12%								
Several times a week	282 18%	172 15%	110 23% <sup>a</sup>	104 24%	95 25% <sup>a</sup>	30 19%	57 25% <sup>a</sup>	54 27% <sup>a</sup>	14 17%	46 26% <sup>j</sup>	236 17%	7 13%	23 12%	52 20% <sup>l</sup>	76 20% <sup>l</sup>	56 19%	21 15%	14 25% <sup>l</sup>	11 27%	15 17%								
Once a week	170 11%	124 11%	43 9% <sup>d</sup>	39 9%	29 7%	18 12%	14 6%	17 8%	8 9%	10 6%	160 11%	6 11%	20 10%	26 10%	35 9%	38 13%	14 10%	7 13%	4 9%	11 12%								
Less often	328 20%	238 21% <sup>h</sup>	85 18% <sup>h</sup>	82 19%	73 19% <sup>h</sup>	26 16%	51 23% <sup>h</sup>	34 17% <sup>h</sup>	6 8%	21 12%	306 22% <sup>i</sup>	16 27%	38 20%	54 20%	80 21%	57 19%	30 22%	13 22%	8 18%	16 18%								
Never	482 30%	381 34% <sup>bde</sup>	98 21%	86 20%	79 20%	29 19%	43 19%	43 21%	22 26%	23 13%	459 32% <sup>i</sup>	16 27%	63 33% <sup>q</sup>	89 33% <sup>q</sup>	106 28%	95 32% <sup>q</sup>	33 24%	9 15%	12 29%	25 27%								
Don't know	28 2%	16 1%	12 3%	10 2%	11 3%	5 3%	5 2%	4 2%	4 6% <sup>a</sup>	-	28 2%	-	3 2%	5 2%	4 1%	8 3%	4 3%	-	-	3 4%								
NET: At least daily	312 19%	185 17%	126 27% <sup>a</sup>	115 26%	100 26% <sup>a</sup>	50 32% <sup>a</sup>	56 25% <sup>a</sup>	49 24% <sup>a</sup>	26 32% <sup>a</sup>	78 44% <sup>j</sup>	233 16%	14 23%	44 23% <sup>m</sup>	41 15%	73 20%	46 15%	36 26% <sup>mo</sup>	14 25%	7 17%	20 22%								
NET: At least weekly	764 48%	481 43%	279 59% <sup>a</sup>	258 59%	225 58% <sup>a</sup>	98 62% <sup>a</sup>	127 56% <sup>a</sup>	120 60% <sup>a</sup>	47 59% <sup>a</sup>	135 75% <sup>j</sup>	629 44%	27 47%	87 45%	120 45%	185 49%	139 47%	71 52%	36 62% <sup>m</sup>	22 53%	47 51%								
NET: Ever	1092 68%	719 64%	364 77% <sup>ah</sup>	341 78%	298 77% <sup>ah</sup>	123 79% <sup>a</sup>	178 79% <sup>a</sup>	154 77% <sup>a</sup>	53 67%	156 87% <sup>j</sup>	936 66%	43 73%	125 66%	174 65%	264 71%	197 66%	101 73%	48 85% <sup>lmo</sup>	30 71%	63 69%								

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 288  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1595	54	54	71	72	38	35	111	54	75	143	62	42	45	17	360	60	52	50	68	53	79
Weighted base	1602	65*	60*	63*	70*	39**	34**	126*	55*	67*	133	68*	43*	43*	23**	359	55*	58*	49*	60*	54*	80*
Several times a day	182 11%	5 8%	1 2%	11 17%bw	9 13%b	1 2%	6 17%	22 17%bw	9 16%bw	5 7%	16 12%bw	6 9%	2 5%	6 14%b	2 9%	53 15%bw	3 6%	8 14%bw	3 7%	7 12%b	5 9%	3 3%
Once a day	129 8%	9 15%	3 6%	3 4%	3 4%	3 7%	3 9%	12 10%	5 10%	5 7%	15 11%	4 6%	7 16%	1 2%	-	31 9%	7 12%	3 5%	3 6%	2 4%	4 8%	7 9%
Several times a week	282 18%	18 28%o	13 22%	13 20%	13 18%	9 23%	2 7%	24 19%	9 17%	14 21%	20 15%	13 19%	10 23%	10 24%	4 18%	55 15%	9 17%	6 11%	8 17%	9 15%	13 24%	10 13%
Once a week	170 11%	10 16%	2 3%	8 12%	3 4%	4 9%	3 9%	16 13%	5 9%	9 14%	10 8%	14 21%bdjos	6 13%	6 13%	3 11%	31 9%	7 12%	6 11%	7 14%	4 6%	9 17%bd	9 11%
Less often	328 20%	6 10%	12 20%	14 22%mv	19 28%amv	5 13%	5 16%	25 20%m	11 19%	15 23%mv	29 22%mv	11 16%	6 13%	2 5%	6 27%	78 22%mv	11 21%am	14 24%mv	15 31%amv	15 25%mv	4 7%	23 29%amv
Never	482 30%	15 24%	26 43%g	16 25%	22 31%	14 36%	10 31%	27 22%	16 30%	17 26%	41 31%	21 30%	13 30%	18 42%g	6 24%	105 29%	17 32%	20 35%	11 23%	21 35%	19 35%	26 33%
Don't know	28 2%	-	2 4%	-	2 2%	4 9%	4 12%	-	-	1 2%	2 2%	-	-	-	3 11%	6 2%	-	-	1 2%	2 3%	-	2 3%
NET: At least daily	312 19%	15 23%b	4 7%	13 21%	11 16%	3 8%	9 26%	34 27%bw	14 25%b	9 14%	31 23%b	10 15%	9 21%	7 16%	2 9%	84 23%b	10 18%	11 19%	7 14%	10 16%	9 17%	10 12%
NET: At least weekly	764 48%	43 66%bdjqs	20 32%	34 53%b	27 39%	16 41%	14 41%	73 58%bdsw	28 51%	33 49%	61 46%	37 54%b	24 56%b	23 53%	9 38%	170 47%	26 48%	24 41%	22 44%	22 37%	31 58%bsw	28 36%
NET: Ever	1092 68%	49 76%b	32 53%	48 75%b	47 67%	21 54%	19 57%	98 78%bms	38 70%	49 72%b	89 67%	47 70%	30 70%	25 58%	15 65%	248 69%b	37 68%	38 65%	37 75%b	37 62%	35 65%	52 65%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 289  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
Several times a day	55 3%	32 4%	23 3%	11 6%g	23 8%g	11 4%h	4 1%	2 1%	4 1%	9 2%	11 2%	20 7%k	15 4%	2 2%	1 2%	9 5%	7 5%	8 2%	4 2%	4 5%	2 2%	10 4%	6 3%	4 3%	-
Once a day	38 2%	25 3%	13 2%	8 4%h	6 2%	12 4%h	10 3%h	1 *	2 1%	13 3%	11 2%	8 2%	6 2%	3 2%	-	7 4%	2 2%	4 3%	2 2%	1 1%	1 1%	11 5%	3 1%	1 1%	3 5%
Several times a week	77 5%	47 6%	30 4%	6 3%	23 8%h	24 8%h	13 4%	6 3%	5 2%	20 4%	27 6%	12 4%	18 5%	6 4%	3 4%	12 7%	2 6%	8 6%	3 3%	1 1%	8 6%	17 8%q	15 7%	2 2%	* 1%
Once a week	88 6%	39 5%	50 6%	10 5%	29 10%g	11 4%	13 4%	20 9%g	7 2%	26 6%	22 5%	24 8%	15 4%	4 3%	3 4%	12 7%	7 6%	9 6%	10 9%	5 7%	9 7%	7 3%	13 6%	6 4%	4 7%
Less often	276 17%	142 18%	134 17%	24 12%	57 19%	49 18%	71 24%d	30 14%	45 15%	67 15%	80 18%	54 18%	75 19%	24 18%	11 16%	30 18%	16 13%	26 18%	21 18%	17 21%	17 13%	49 22%w	30 13%	31 23%w	5 9%
Never	1032 65%	499 63%	533 67%	128 67%e	153 51%	168 60%	186 62%e	160 73%efg	237 79%def	300 67%	298 65%	182 60%	252 65%	93 69%v	50 74%pv	92 57%	81 65%	89 61%	73 66%	50 63%	93 72%pv	125 55%	154 69%pv	91 67%	41 75%pv
Don't know	26 2%	11 1%	15 2%	5 3%	7 2%	7 2%	4 1%	1 *	2 1%	11 3%	8 2%	2 1%	5 1%	2 2%	-	1 1%	9 7%oprs	2 2%	1 1%	2 2%	-	7 3%w	-	-	2 3%w
NET: At least daily	93 6%	57 7%b	36 5%	19 10%g	29 10%g	23 8%h	14 5%h	2 1%	6 2%	22 5%	22 5%	28 9%k	22 6%	5 4%	1 2%	16 10%u	9 7%	12 8%	4 4%	5 6%	4 3%	20 9%u	10 4%	6 4%	3 5%
NET: At least weekly	259 16%	143 18%	115 14%	35 18%g	80 27%g	57 20%g	40 13%g	28 13%i	18 6%	68 15%	71 16%	64 21%am	55 14%	16 12%	7 10%	39 24%nox	18 14%	29 20%x	17 15%	11 14%	20 15%	44 20%x	38 17%	14 10%	7 13%
NET: Ever	535 34%	285 36%	250 31%	59 31%g	137 46%d	107 38%h	111 37%h	58 27%	63 21%	136 30%	151 33%	118 39%j	130 34%	40 30%	17 26%	69 43%oqu	34 27%	55 38%	38 34%	28 35%	37 28%	93 41%oqu	68 31%	45 33%	12 21%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 290  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
Several times a day	55 3%	31 4%f	9 4%f	4 3%	3 4%f	1 2%	1 *	5 5%f	10 3%	5 3%	5 3%	3 3%	-	43 4%	2 26%	-	29 3%	19 4%	4 2%	1 3%	38 3%	16 11%t	3 8%	12 16%t	2 6%	-	-
Once a day	38 2%	26 3%f	5 2%	4 3%	1 1%	-	1 1%	1 1%	9 3%	5 3%	4 2%	-	-	29 2%	2 22%	16 2%	7 1%	8 5%q	3 8%pq	27 2%	9 6%t	3 9%t	6 8%t	-	-	-	-
Several times a week	77 5%	47 6%f	9 5%f	6 4%	3 4%	1 2%	4 1%	7 7%f	14 4%	6 4%	10 5%	6 6%	-	63 5%	1 14%	-	43 5%	23 5%	7 4%	1 3%	64 5%	12 8%	4 11%	4 5%	1 5%	2 16%	1 25%
Once a week	88 6%	42 6%	14 7%f	10 7%	8 11%f	2 3%	6 2%	6 6%	22 7%	14 9%	11 5%	10 10%jm	-	65 5%	2 28%	1 18%	44 5%	27 6%	11 6%	3 6%	75 5%	11 8%	3 8%	6 8%	2 9%	-	-
Less often	276 17%	139 18%f	40 20%f	22 16%	20 27%fg	10 16%	32 12%	13 13%	67 20%	44 28%hm	43 21%	19 19%	3 21%	205 17%	-	3 34%	159 19%	73 15%	30 17%	10 24%	242 17%	33 22%	7 20%	18 24%	4 16%	1 11%	3 55%
Never	1032 65%	449 59%	126 61%	94 66%	39 53%	48 77%abd	212 83%abd	65 66%	206 63%ai	83 52%	129 63%ai	61 61%	11 79%	796 65%ai	2 23%	2 27%	552 65%	331 67%	116 64%	21 53%	957 67%uvw	67 44%	15 44%	28 37%	16 61%	7 72%	1 20%
Don't know	26 2%	21 3%f	2 1%	2 1%	-	-	-	1 1%	2 1%	2 1%	1 1%	-	23 2%	1 9%	-	7 1%	12 3%p	5 3%	1 3%	24 2%	2 1%	-	1 2%	1 2%	-	-	-
NET: At least daily	93 6%	57 8%f	14 7%f	8 6%	4 5%f	1 2%	2 1%	6 7%f	18 6%	10 7%	9 5%	3 3%	-	73 6%	2 26%	2 22%	45 5%	26 5%	12 7%	4 11%	66 5%	25 17%t	6 17%t	18 24%t	2 6%	-	-
NET: At least weekly	259 16%	146 19%ef	37 18%f	24 17%	14 20%f	4 7%	13 5%	19 19%f	54 16%	30 19%	30 15%	19 19%	-	201 16%	6 68%	3 40%	132 15%	76 15%	30 17%	8 20%	206 14%	49 32%t	12 35%t	28 37%t	5 20%	2 16%	1 25%
NET: Ever	535 34%	286 38%ef	78 38%ef	47 33%	34 47%ef	14 23%	44 17%	32 33%f	121 37%	74 47%hjm	73 36%	38 38%	3 21%	406 33%	6 68%	6 73%	291 34%	149 30%	60 33%	18 44%	447 31%	82 54%t	19 56%t	47 61%t	9 37%	3 28%	4 80%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 291  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No child- ren aged 18 or under		NET: Under 18		NET: Any 5- 11		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)											
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69		
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*		
Several times a day	55 3%	26 2%	28 6% <sup>ad</sup>	28 7%	18 5% <sup>a</sup>	19 12% <sup>abdf</sup>	15 6% <sup>a</sup>	7 4%	2 2%	27 15% <sup>j</sup>	28 2%	4 6%	10 5%	5 2%	17 5%	7 2%	5 4%	1 2%	2 5%	3 3%		
Once a day	38 2%	19 2%	20 4% <sup>a</sup>	18 4%	17 4% <sup>a</sup>	8 5% <sup>a</sup>	9 4%	9 5% <sup>a</sup>	3 3%	18 10% <sup>j</sup>	20 1%	2 4%	4 2%	4 2%	7 2%	6 2%	7 6%	-	-	5 6%		
Several times a week	77 5%	40 4%	36 8% <sup>a</sup>	36 8%	33 8% <sup>a</sup>	9 6%	23 10% <sup>a</sup>	18 10% <sup>a</sup>	8 9% <sup>a</sup>	18 10% <sup>j</sup>	59 4%	3 4%	8 4%	11 4%	20 5%	11 3%	9 7%	2 3%	3 7%	4 5%		
Once a week	88 6%	51 5%	34 7% <sup>d</sup>	31 7%	23 6%	12 8%	13 6%	13 7%	4 5%	19 11% <sup>j</sup>	69 5%	4 6%	11 6%	13 5%	20 7%	22 3%	4 3%	8 15% <sup>mnp</sup>	-	4 5%		
Less often	276 17%	205 18% <sup>e</sup>	71 15%	63 15%	62 16%	17 11%	35 15%	34 18%	14 16%	36 20%	240 17%	18 27% <sup>lns</sup>	28 15%	52 20%	58 16%	67 21%	25 19%	9 17%	4 11%	10 11%		
Never	1032 65%	762 68% <sup>bde</sup>	263 57%	237 55%	221 57%	86 55%	126 55%	99 54%	54 64%	61 34%	971 69% <sup>ai</sup>	36 53%	125 67% <sup>k</sup>	168 65%	240 66% <sup>k</sup>	206 63%	73 57%	34 63%	29 72%	56 66%		
Don't know	26 2%	13 1%	13 3% <sup>a</sup>	13 3%	12 3% <sup>a</sup>	5 3%	9 4% <sup>a</sup>	5 3%	1 1%	1 *	26 2%	1 1%	1 1%	3 1%	2 1%	8 2%	5 4% <sup>n</sup>	-	2 5%	3 4% <sup>n</sup>		
NET: At least daily	93 6%	45 4%	48 10% <sup>a</sup>	47 11%	35 9% <sup>a</sup>	27 17% <sup>abdf</sup>	24 10% <sup>a</sup>	16 8% <sup>a</sup>	4 5%	45 25% <sup>j</sup>	48 3%	6 10%	14 7%	10 4%	24 7%	13 4%	12 10%	1 2%	2 5%	8 9%		
NET: At least weekly	259 16%	136 12%	118 25% <sup>a</sup>	114 27%	91 24% <sup>a</sup>	48 31% <sup>a</sup>	59 26% <sup>a</sup>	47 25% <sup>a</sup>	16 19%	83 46% <sup>j</sup>	176 12%	13 19%	32 17%	34 13%	63 17%	46 14%	26 20%	11 20%	5 12%	16 18%		
NET: Ever	535 34%	341 31%	189 41% <sup>a</sup>	177 41%	153 40% <sup>a</sup>	65 42% <sup>a</sup>	95 41% <sup>a</sup>	80 43% <sup>a</sup>	29 35%	119 66% <sup>j</sup>	416 29%	31 46%	60 32%	86 34%	121 33%	113 35%	50 39%	20 37%	9 23%	25 30%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 292  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
Several times a day	55 3%	2 3%	-	1 1%	6 10% bciko vw	*	-	8 7%	2 3%	1 1%	8 6%	1 1%	2 6%	1 1%	-	13 4%	1 3%	2 4%	2 4%	3 5%	-	1 2%
Once a day	38 2%	1 1%	2 4%	-	-	-	2 5%	6 6%	2 4%	3 4%	2 1%	-	-	-	-	15 4%	-	-	1 3%	1 1%	3 5%	-
Several times a week	77 5%	3 5%	3 5%	3 4%	1 2%	-	1 2%	4 4%	8 14% dgpqr sw	2 3%	6 5%	6 9%	8 19% bcdfg ijmopqrs w	1 2%	2 9%	26 7%	1 1%	-	-	1 2%	*	1 1%
Once a week	88 6%	3 4%	2 3%	3 4%	3 6%	1 3%	3 7%	8 7%	3 6%	7 10%	9 6%	6 9%	3 7%	4 4%	1 6%	15 4%	4 8%	3 4%	1 2%	5 9%	4 7%	4 5%
Less often	276 17%	9 15%	12 20% l	10 14%	8 14%	5 14%	6 14%	24 21% l	11 21% l	13 19% l	23 17% l	9 14%	1 2%	5 13%	3 13%	73 20% l	11 22% l	12 21% l	12 25% lv	14 23% l	5 9%	10 13%
Never	1032 65%	45 71%	39 65%	54 77% ghos	40 67%	26 72%	25 61%	62 54%	28 52%	42 62%	86 63%	43 67%	26 66%	31 79% ghos	17 72%	224 60%	32 66%	40 71%	33 66%	33 57%	41 75% gh	63 79% ghijos
Don't know	26 2%	-	2 4%	-	1 1%	4 10%	5 11% acdgh ijkmopqr w	1 1%	-	*	2 2%	-	-	-	-	7 2%	-	-	-	2 3%	2 3%	1 1%
NET: At least daily	93 6%	3 5%	2 4%	1 1%	6 10% ckw	*	2 5%	15 13% ckw	4 7%	4 6%	10 7%	1 1%	2 6%	1 1%	-	29 8%	1 3%	2 4%	3 7%	4 6%	3 5%	1 2%
NET: At least weekly	259 16%	9 14%	7 11%	7 9%	11 18%	2 4%	6 14%	27 24% cqrw	14 27% cmqr	13 19%	25 18%	12 19%	13 32% bcmqp nw	3 8%	4 15%	69 19% w	6 12%	5 9%	4 9%	10 17%	7 13%	6 8%
NET: Ever	535 34%	18 29%	19 32%	16 23%	19 32%	7 18%	11 28%	52 45% cmw	26 48% cmww	26 18% w	48 35% w	21 33%	14 34%	8 21%	7 28%	142 38% cmww	17 4%	17 29%	17 34%	23 40% ww	12 21%	16 20%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 293  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	**	**	3**	**	1**	1**	**	1**	**	3**	**	**	1**	1**	**
Several times a day	3	-	3	-	3	1	-	-	3	-	-	-	-	-	-	3	-	-	1	-	-
	59%	-	86%	-	72%	48%	-	-	100%	-	-	-	-	-	-	100%	-	-	100%	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-
Never	1	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-
NET: At least daily	4	1	3	-	4	1	-	-	3	-	1	-	-	-	-	3	-	-	1	1	-
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	-	100%	-	-	100%	100%	-
NET: At least weekly	4	1	3	-	4	1	-	-	3	-	1	-	-	-	-	3	-	-	1	1	-
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	-	100%	-	-	100%	100%	-
NET: Ever	5	2	3	-	4	1	-	-	3	-	1	1	-	1	-	3	-	-	1	1	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	-	100%	-	-	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 294  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	2	2	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	.*	.*	.*	.*	.*	.*	.*	.*	.*	.*	5**	.*	2**	1**	3**	.*	5**	.*	.*	.*	.*	.*	.*	.*
Several times a day	3	3	1	-	-	-	-	-	-	-	-	-	-	3	-	-	1	3	-	3	-	-	-	-	-	-	
	59%	60%	55%	-	-	-	-	-	-	-	-	-	-	59%	-	-	55%	100%	-	59%	-	-	-	-	-	-	
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	
	18%	23%	-	-	-	-	-	-	-	-	-	-	-	18%	-	59%	-	-	-	18%	-	-	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	
	13%	16%	-	-	-	-	-	-	-	-	-	-	-	13%	-	41%	-	-	-	13%	-	-	-	-	-	-	
Never	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	45%	-	-	10%	-	-	-	-	-	-	
NET: At least daily	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	1	1	3	-	4	-	-	-	-	-	-	
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	59%	55%	100%	-	77%	-	-	-	-	-	-	
NET: At least weekly	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	1	1	3	-	4	-	-	-	-	-	-	
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	59%	55%	100%	-	77%	-	-	-	-	-	-	
NET: Ever	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	2	1	3	-	5	-	-	-	-	-	-	
	90%	100%	55%	-	-	-	-	-	-	-	-	-	-	90%	-	100%	55%	100%	-	90%	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 295  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)
													(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	..*	4**	2**	..*	..*	1**	3**	..*	1**	..*	..*	..*
Several times a day	3	1	3	3	3	3	3	3	-	3	1	-	-	1	3	-	-	-	-	-
	59%	35%	72%	72%	72%	100%	72%	100%	-	72%	35%	-	-	100%	83%	-	-	-	-	-
Once a day	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	13%	37%	-	-	-	-	-	-	-	37%	-	-	-	-	-	-	100%	-	-	-
Never	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-
NET: At least daily	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-
NET: At least weekly	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-
NET: Ever	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	1	-	-	-
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 296  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																			
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Not- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)
Unweighted base	5	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	..**	..**	..**	..**	..**	1**	..**	..**	3**	..**	..**	..**	..**	2**	..**	..**	..**	..**	..**
Several times a day	3	-	-	-	-	-	-	-	-	3	-	-	-	-	1	-	-	-	-	-
	59%	-	-	-	-	-	-	-	-	100%	-	-	-	-	39%	-	-	-	-	-
Once a day	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	57%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	-	-	-	-	-	-	-	-	3	-	-	-	-	2	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	100%	-	-	-	-	100%	-	-	-	-	-
NET: At least weekly	4	-	-	-	-	-	-	-	-	3	-	-	-	-	2	-	-	-	-	-
	77%	-	-	-	-	-	-	-	-	100%	-	-	-	-	100%	-	-	-	-	-
NET: Ever	5	-	-	-	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
	90%	-	-	-	-	-	57%	-	-	100%	-	-	-	-	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 297  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
Several times a day	159 11%	67 11%	91 11%	20 11%	35 13%	31 13%	30 11%	22 8%	21 8%	39 10%	48 12%	33 11%	39 12%	7 5%	9 16% <sup>anu</sup>	24 17% <sup>nsu</sup>	10 8%	13 11%	6 6%	8 11%	6 5%	30 15% <sup>nu</sup>	30 15% <sup>nsu</sup>	12 9%	5 11%
Once a day	99 7%	49 8%	51 6%	12 7%	23 8%	17 7%	27 10% <sup>hi</sup>	7 3%	14 5%	35 9% <sup>k</sup>	16 4%	29 10% <sup>k</sup>	20 6%	12 10%	3 5%	9 6%	8 7%	9 7%	8 9%	4 5%	11 8%	17 9%	8 4%	8 6%	3 7%
Several times a week	253 18%	95 15%	159 20%	29 15%	65 24% <sup>hi</sup>	45 20%	46 18%	29 14%	39 15%	59 23% <sup>jl</sup>	95 15%	44 15%	55 17%	23 18%	10 19%	28 18%	22 19%	23 19%	14 16%	21 17%	21 17%	27 14%	41 21%	18 14%	14 32% <sup>vx</sup>
Once a week	160 11%	71 12%	88 11%	15 8%	39 14%	23 10%	29 11%	17 8%	37 14%	40 10%	47 12%	34 12%	38 12%	13 11%	5 9%	16 11%	11 9%	10 8%	17 18% <sup>v</sup>	6 9%	21 16% <sup>v</sup>	13 7%	26 13%	14 11%	7 17% <sup>v</sup>
Less often	312 22%	121 20%	190 24%	32 17%	55 20%	54 24%	62 24%	46 23%	62 23%	95 24% <sup>k</sup>	69 17%	68 23%	80 25% <sup>k</sup>	21 17%	16 28% <sup>y</sup>	38 26% <sup>wy</sup>	29 19%	29 25% <sup>y</sup>	19 21%	20 29% <sup>wy</sup>	24 18%	52 27% <sup>wy</sup>	31 16%	35 27% <sup>wy</sup>	3 7%
Never	405 29%	201 33% <sup>b</sup>	204 25%	73 39% <sup>efg</sup>	46 17%	56 24%	59 23%	79 39% <sup>efg</sup>	92 34% <sup>efg</sup>	116 30%	126 31%	80 27%	82 26%	45 36% <sup>p</sup>	14 24%	31 21%	40 33%	31 26%	24 27%	19 27%	44 34% <sup>p</sup>	51 26%	57 29%	40 31%	11 26%
Don't know	32 2%	15 2%	17 2%	5 3%	8 3%	4 2%	10 4% <sup>i</sup>	3 1%	2 1%	10 3%	7 2%	6 2%	9 3%	2 2%	1 2%	-	8 7% <sup>p</sup>	3 3%	3 3%	2 2%	3 2%	5 3%	4 2%	2 1%	-
NET: At least daily	258 18%	116 19%	142 18%	32 17%	59 21% <sup>ci</sup>	48 21% <sup>ci</sup>	57 22% <sup>ci</sup>	28 14%	34 13%	74 19%	64 16%	62 21%	58 18%	19 15%	12 20%	34 23%	18 15%	22 18%	13 15%	11 16%	17 13%	47 24% <sup>u</sup>	38 19%	20 15%	8 19%
NET: At least weekly	671 47%	282 45%	389 49%	76 41%	163 60% <sup>dhi</sup>	116 50% <sup>h</sup>	132 50% <sup>h</sup>	75 37%	110 41%	173 44%	206 50%	141 48%	151 47%	55 44%	27 47%	78 53%	51 42%	55 46%	44 49%	29 42%	59 46%	87 44%	105 54% <sup>x</sup>	52 40%	29 68% <sup>nqrtuvx</sup>
NET: Ever	983 69%	403 65%	579 72% <sup>a</sup>	108 58%	218 80% <sup>dhi</sup>	170 74% <sup>dhi</sup>	193 74% <sup>dhi</sup>	120 59%	172 65%	267 68%	275 67%	209 71%	231 72%	76 62%	43 75%	116 79% <sup>nqu</sup>	74 61%	84 71%	63 70%	49 71%	82 64%	139 71%	136 69%	88 68%	32 74%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 298  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
Several times a day	159	80	26	14	7	7	10	14	37	16	23	14	-	118	3	1	92	44	16	2	136	23	5	12	6	-	-
	11%	12%f	14%f	11%	12%	11%	5%	16%f	12%	11%	12%	14%	-	11%	33%	8%	12%	11%	10%	6%	11%	20%t	18%	21%t	29%	-	-
Once a day	99	53	12	8	5	4	10	7	26	8	19	7	-	73	1	1	50	25	20	2	87	11	3	8	1	-	-
	7%	8%	6%	6%	8%	7%	5%	9%	8%	6%	10%	7%	-	7%	8%	18%	7%	6%	12%pq	5%	7%	10%	10%	14%	3%	-	-
Several times a week	253	136	37	18	7	10	26	20	51	29	33	19	*	191	1	3	147	62	30	6	238	12	4	7	1	-	-
	18%	20%f	19%	14%	11%	16%	12%	23%f	17%	21%	17%	19%	4%	18%	12%	34%	19%	15%	18%	18%u	10%	13%	13%	4%	-	-	-
Once a week	160	69	21	17	10	8	26	8	41	19	25	11	2	118	1	1	91	48	15	4	148	12	6	6	*	-	-
	11%	10%	11%	14%	18%	13%	13%	9%	13%	14%	13%	11%	23%	11%	15%	9%	12%	11%	9%	11%	10%	20%	11%	2%	-	-	-
Less often	312	145	44	26	13	12	60	12	67	34	41	27	5	236	-	2	161	96	39	8	287	22	4	13	3	2	1
	22%	21%	22%	21%	23%	20%	28%ag	14%	22%	24%	21%	26%	45%	22%	-	30%	21%	23%	23%	23%	22%	19%	12%	23%	14%	18%	38%
Never	405	183	47	40	16	20	75	23	83	35	50	22	2	312	2	-	216	131	43	11	363	36	8	9	9	7	2
	29%	27%	24%	32%	28%	33%	36%cab	27%	27%	25%	26%	22%	20%	29%	23%	-	28%	31%	26%	30%	31%w	27%	17%	49%	82%	62%	-
Don't know	32	20	7	2	-	-	2	2	3	1	2	1	1	28	1	-	14	12	3	2	31	1	-	1	-	-	-
	2%	3%	3%	2%	-	-	1%	2%	1%	1%	1%	1%	8%	3%	9%	-	2%	3%	1%	6%	2%	1%	-	1%	-	-	-
NET: At least daily	258	134	39	22	11	11	21	21	63	24	42	21	-	191	4	2	142	69	37	4	223	34	8	20	6	-	-
	18%	19%f	20%f	17%	20%f	18%	10%	25%f	20%	17%	22%	21%	-	18%	41%	27%	18%	16%	22%	11%	17%	29%t	28%	35%t	32%	-	-
NET: At least weekly	671	338	97	56	28	29	73	49	155	72	100	51	3	500	6	6	380	179	82	14	609	58	18	33	7	-	-
	47%	49%f	50%f	45%	49%f	47%	35%	57%f	50%	51%	52%	51%	27%	46%	68%	70%	49%	43%	49%	40%	47%	50%	61%	59%	38%	-	-
NET: Ever	983	483	141	82	41	41	133	61	222	106	140	78	8	736	6	8	541	275	122	22	897	79	21	45	10	2	1
	69%	70%	72%	66%	72%	67%	63%	71%	72%	75%	73%	77%	72%	68%	68%	100%	70%	66%	73%	63%	69%	69%	73%	82%u	51%	18%	38%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 299  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
		No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: 18-24 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64	
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*	
Several times a day	159 11%	98 10%	60 14%a	55 14%	44 13%	29 21%abdf	25 13%	14 14%	38 19%a	121 25%j	121 10%	9 19%o	21 12%	22 10%	45 13%o	19 7%	19 17%o	8 15%	1 4%	8 10%	
Once a day	99 7%	58 6%	42 10%a	37 10%	35 10%a	13 9%	19 10%	15 8%	9 12%	20 13%j	79 6%	2 4%	16 9%	12 5%	18 5%	20 7%	8 7%	4 7%	6 17%	9 11%	
Several times a week	253 18%	148 15%	105 25%a	98 25%	91 26%a	29 20%	54 27%a	51 28%a	14 19%	35 23%	218 17%	6 13%	22 13%	50 21%l	70 21%l	51 19%	16 14%	13 24%	9 24%	12 15%	
Once a week	160 11%	116 12%	41 10%a	39 10%	28 8%	17 12%	15 8%	17 9%	6 8%	11 8%	148 12%	6 14%	18 10%	23 10%	35 10%	36 13%	15 13%	9 17%	4 10%	6 7%	
Less often	312 22%	230 23%h	80 19%h	77 20%	72 21%h	21 15%	49 25%beh	36 19%h	7 10%	27 18%	285 22%	15 31%	38 22%	50 21%	77 23%	58 21%	26 22%	11 19%	5 15%	18 23%	
Never	405 29%	319 32%bde	81 19%	69 18%	64 18%	26 19%	30 15%	36 20%	20 27%f	19 13%	386 30%i	9 19%	56 32%	70 30%	86 25%	83 30%	27 24%	10 17%	11 30%	23 30%	
Don't know	32 2%	18 2%	14 3%	11 3%	13 4%	5 3%	6 3%	4 2%	4 6%a	1 1%	32 2%	-	3 2%	7 3%	7 2%	8 3%	4 3%	1 2%	-	3 4%	
NET: At least daily	258 18%	156 16%	102 24%a	92 24%	80 23%a	42 30%a	44 22%	40 22%	22 30%a	58 38%j	200 16%	11 23%	37 21%	34 15%	63 19%	39 14%	28 24%	12 22%	7 20%	16 21%	
NET: At least weekly	671 47%	419 43%	248 59%a	229 59%	199 57%a	88 63%a	112 57%a	108 59%a	43 58%a	104 69%j	566 45%	24 50%	76 44%	107 46%	168 50%	127 46%	58 50%	34 62%l	20 55%	34 43%	
NET: Ever	983 69%	649 66%	328 78%ah	307 79%	272 78%ah	108 78%a	161 82%ah	143 78%a	50 67%	131 87%j	851 67%	39 81%	114 66%	157 67%	245 73%	184 67%	84 73%	45 81%	25 70%	52 66%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 300  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
Several times a day	159 11%	5 9%	1 2%	9 15%bw	6 9%	1 2%	4 14%	17 15%bw	9 21%bpw	5 8%	13 12%	6 9%	2 6%	5 14%b	2 12%	46 14%bw	3 5%	8 15%bw	3 7%	6 12%	5 11%	3 3%
Once a day	99 7%	8 15%im	3 6%	3 5%	3 4%	3 7%	4 13%	10 9%ai	2 4%	-	9 8%ai	4 7%	4 13%	-	-	25 8%ai	7 13%im	2 3%	2 5%	1 3%	3 7%	6 8%ai
Several times a week	253 18%	10 18%	13 23%	12 20%	10 17%	9 26%	2 7%	23 20%	8 19%	11 18%	18 16%	13 20%	7 19%	9 24%	4 23%	50 16%	7 14%	7 13%	8 16%	10 20%	14 32%ow	9 13%
Once a week	160 11%	10 18%bo	2 3%	6 10%	5 8%	3 9%	2 7%	13 11%	4 11%	14 24%bdjos	11 9%	13 21%bo	6 17%	6 17%	3 15%	23 7%	7 13%	5 10%	6 13%	4 7%	7 17%bo	9 12%
Less often	312 22%	7 12%	11 20%	15 25%mv	16 26%mv	4 10%	6 21%	27 24%mv	9 23%	14 24%mv	27 24%mv	8 13%	5 15%	2 6%	5 26%	77 24%mv	9 17%	15 27%mv	15 32%amv	15 29%mv	3 7%	22 29%mv
Never	405 29%	16 28%	23 42%g	14 23%	21 34%	13 36%	8 27%	24 21%	9 22%	15 25%	31 28%	19 30%	10 29%	15 39%	2 9%	92 29%	19 37%	17 31%	11 24%	14 26%	11 26%	22 30%
Don't know	32 2%	-	2 4%	1 1%	2 3%	4 10%	3 9%	-	-	1 2%	3 3%	-	*	3 1%	-	7 15%	1 2%	-	2 2%	3 3%	-	3 4%
NET: At least daily	258 18%	13 24%ai	4 8%	12 20%	9 14%	3 9%	8 28%	27 24%abi	10 25%bi	5 8%	23 20%	10 16%	6 19%	5 14%	2 12%	71 22%bi	9 18%	10 19%	6 13%	7 14%	8 19%	9 12%
NET: At least weekly	671 47%	34 60%bdw	19 34%	30 50%	24 38%	15 43%	12 42%	63 55%bw	22 55%	30 50%	51 45%	36 57%b	19 55%	21 54%	9 50%	144 45%	23 45%	23 42%	20 42%	21 42%	29 68%bdjo	27 36%
NET: Ever	983 69%	40 72%	30 54%	45 75%b	40 64%	19 53%	19 63%	90 79%bp	31 78%b	43 72%	78 69%	44 70%	24 70%	24 61%	13 76%	221 69%	32 61%	38 69%	35 74%	36 71%	32 74%	48 66%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 301  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
Several times a day	55 7%	25 9%	30 6%	12 7%	22 11%	13 9%	5 4%	3 4%	1 1%	17 8%	15 7%	13 8%	10 6%	1 2%	2 12%	10 13%u	4 6%	7 10%	1 3%	2 5%	1 2%	14 11%u	8 9%	3 5%	1 3%
Once a day	50 7%	28 10%b	22 5%	15 8%	16 8%	6 5%	9 8%	2 2%	2 4%	13 6%	11 5%	17 11%	8 5%	4 8%	1 3%	5 6%	2 2%	6 8%	2 4%	1 3%	11 16%qx	10 8%	5 6%	2 3%	2 7%
Several times a week	106 14%	30 11%	76 16%	19 11%	31 15%	26 19%	17 16%	8 11%	4 9%	30 14%	36 16%	13 8%	27 17%l	8 7%	2 4%	13 7%	11 15%	14 20%	9 22%	2 6%	7 10%	12 10%	17 18%	6 11%	4 15%
Once a week	63 8%	22 8%	41 9%	15 8%	24 12%	9 6%	5 5%	6 8%	5 9%	17 8%	16 8%	16 10%	14 9%	4 7%	1 4%	5 7%	6 9%	2 3%	2 4%	3 9%	8 12%	14 11%	7 7%	7 11%	4 15%
Less often	172 23%	44 16%	128 27%a	39 22%	56 28%	26 19%	27 25%	14 19%	11 21%	52 24%	52 24%	31 20%	36 23%	12 20%	5 27%	15 18%	13 19%	18 24%	11 26%	12 33%	12 18%	35 28%	20 21%	16 28%	4 14%
Never	286 38%	114 42%	172 36%	73 41%e	49 24%	53 39%e	43 40%e	39 55%e	29 56%e	78 36%	84 38%	65 41%	60 38%	25 45%	9 44%	34 41%	27 39%	24 33%	16 39%	15 40%	29 42%	34 28%	36 39%	23 40%	14 47%
Don't know	16 2%	6 2%	10 2%	4 2%	5 2%	4 3%	3 3%	-	-	8 4%	6 3%	2 1%	1 1%	2 4%	-	-	7 9%puw	2 2%	1 1%	2 4%	-	3 2%	-	1 2%	-
NET: At least daily	105 14%	53 20%b	52 11%	27 15%	38 19%hi	19 14%	14 13%	4 6%	3 5%	30 14%	26 12%	30 19%	18 12%	5 9%	3 14%	15 18%	6 8%	13 18%	3 8%	3 8%	12 18%	24 20%	13 14%	5 8%	3 10%
NET: At least weekly	274 37%	104 39%	170 35%	61 34%	93 46%hi	54 39%	36 33%	19 26%	12 23%	77 36%	78 35%	59 38%	60 38%	17 31%	6 29%	33 41%	23 33%	30 41%	14 33%	9 23%	27 40%	50 41%	37 40%	18 31%	11 39%
NET: Ever	446 60%	149 55%	297 62%	100 56%	149 73%cdtgh	79 58%	62 58%	32 45%	22 44%	129 60%	130 59%	90 58%	97 61%	29 51%	11 56%	48 59%	36 51%	47 65%	25 59%	21 56%	40 58%	85 69%q	56 61%	33 58%	15 53%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 302  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condi- tion (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**
Several times a day	55 7%	32 8%	5 4%	7 8%	1 3%	-	1 3%	9 20% <sup>abdf</sup>	7 6%	3 4%	4 6%	2 5%	-	48 8%	1 21%	-	29 8%	14 6%	9 9%	2 8%	38 6%	16 18% <sup>t</sup>	3 16%	3 24% <sup>t</sup>	4 12%	3 11%	-
Once a day	50 7%	25 6%	9 8%	6 7%	5 11%	1 7%	1 3%	3 6%	14 11% <sup>m</sup>	5 7%	7 10%	5 13%	-	35 6%	-	1 39%	27 7%	6 3%	11 11% <sup>q</sup>	3 9%	9 6%	3 10%	3 13%	4 9%	3 18%	-	-
Several times a week	106 14%	57 14%	21 18%	12 15%	4 9%	-	2 5%	9 19%	19 15%	8 10%	14 20% <sup>i</sup>	7 16%	-	87 14%	* 42%	2 15%	54 14%	31 13%	14 15%	5 14%	94 13%	11 14%	4 17%	6 14%	2 12%	-	-
Once a week	63 8%	34 9%	11 9%	7 9%	5 12% <sup>g</sup>	1 11%	3 8%	1 1%	7 5% <sup>i</sup>	2 2%	4 6%	1 3%	1 33%	55 9% <sup>i</sup>	-	1 18%	31 8%	24 10%	3 3%	5 15%	57 9%	6 7%	-	4 10%	2 13%	-	-
Less often	172 23%	92 23%	32 27% <sup>d</sup>	23 28%	6 12%	4 33%	7 17%	9 19%	34 27%	24 33% <sup>m</sup>	21 30%	13 33%	1 27%	130 22%	1 31%	-	95 25%	45 19%	20 22%	9 27%	146 23%	22 25%	7 33%	10 21%	1 5%	3 37%	2 100%
Never	286 38%	147 37%	37 32%	26 32%	24 53% <sup>ab</sup>	6 49%	28 65% <sup>abg</sup>	17 36%	45 36% <sup>aj</sup>	31 42% <sup>j</sup>	19 27%	12 29%	2 40%	228 38%	-	-	138 37%	107 45%	32 34%	8 26%	258 40% <sup>u</sup>	24 27%	4 21%	10 22%	6 40%	4 53%	-
Don't know	16 2%	16 4%	1 1%	-	-	-	-	1 1%	1 1%	1 1%	-	-	16 3%	1 34%	-	3 1%	7 3%	6 6% <sup>p</sup>	-	16 3%	-	-	-	-	-	-	-
NET: At least daily	105 14%	57 14%	14 12%	13 15%	6 14%	1 7%	2 5%	12 26% <sup>abf</sup>	21 17%	9 12%	11 16%	7 19%	-	83 14%	1 21%	1 39%	56 15%	21 9%	19 21% <sup>q</sup>	5 17%	78 12%	26 29% <sup>t</sup>	6 28%	15 33% <sup>t</sup>	4 29%	1 11%	-
NET: At least weekly	274 37%	149 37% <sup>f</sup>	46 40% <sup>f</sup>	32 40%	16 35%	2 18%	8 18%	21 46% <sup>f</sup>	47 37% <sup>i</sup>	18 24%	29 41% <sup>i</sup>	15 38%	1 33%	225 38% <sup>i</sup>	1 36%	4 100%	140 37%	76 32%	36 38%	15 47%	228 35%	44 48% <sup>t</sup>	9 45%	25 57% <sup>t</sup>	8 55%	1 11%	-
NET: Ever	446 60%	240 60% <sup>f</sup>	78 67% <sup>df</sup>	55 68%	21 47%	6 51%	15 35%	30 64% <sup>f</sup>	81 64%	42 57%	50 72% <sup>hi</sup>	28 71%	2 60%	355 59%	2 66%	4 100%	236 63% <sup>q</sup>	121 52%	56 60%	24 74%	374 58%	66 73% <sup>t</sup>	16 79%	35 78% <sup>t</sup>	9 60%	4 47%	2 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 303  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																	
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more			
		(a)	NET: Yes (b)	Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)	(m)	(n)												(o)	(p)	(q)
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53									
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*									
Several times a day	55	27	28	26	17	19	12	9	3	17	37	4	7	7	13	2	8	5	*	5									
	7%	5%	12%a	12%	10%	22%abd	11%	9%	10%	16%j	6%	14%	10%o	7%	8%	2%	12%o	12%	2%	7%									
Once a day	50	31	19	18	16	7	9	11	5	14	36	1	8	6	9	8	4	2	-	9									
	7%	6%	8%	8%	9%	8%	8%	10%	14%	13%j	6%	4%	11%	7%	5%	6%	6%	4%	-	13%									
Several times a week	106	59	47	47	40	14	28	24	6	31	75	1	8	11	22	28	13	4	9	9									
	14%	12%	20%a	21%	22%a	16%	25%a	24%a	18%	28%j	12%	5%	11%	12%	13%	20%	18%	12%	37%	13%									
Once a week	63	38	22	19	16	6	5	10	5	5	58	2	7	6	11	15	4	4	-	9									
	8%	7%	9%f	9%	9%f	7%	5%	10%	14%	5%	9%	8%	9%	6%	7%	11%	6%	11%	-	14%									
Less often	172	119	48	46	44	9	30	16	5	19	153	10	12	23	39	29	15	12	5	13									
	23%	24%e	21%e	21%	24%beg	10%	27%eg	15%	14%	17%	24%	35%	17%	24%	23%	21%	22%	32%	22%	20%									
Never	286	222	62	58	43	29	21	28	10	23	263	10	30	42	73	50	19	11	9	19									
	38%	44%bdf	27%f	26%	23%	33%f	19%	28%	29%	21%	41%i	34%	42%	44%	43%	37%	28%	29%	38%	28%									
Don't know	16	8	8	8	7	4	5	4	-	1	15	-	-	-	2	6	5	-	-	3									
	2%	2%	4%	4%	4%	4%	5%	4%	-	1%	2%	-	-	-	1%	4%	7%mn	-	-	5%									
NET: At least daily	105	58	47	44	33	27	22	19	8	32	73	5	15	13	22	10	13	6	*	14									
	14%	12%	20%a	20%	18%a	30%abd	19%	19%	24%a	29%j	12%	18%	21%o	14%	13%	8%	19%	17%	2%	20%o									
NET: At least weekly	274	154	116	111	89	47	55	54	19	68	206	9	29	31	55	53	30	15	9	32									
	37%	31%	49%a	50%	49%a	53%a	49%a	53%a	57%a	62%j	32%	31%	41%	32%	33%	38%	43%	39%	39%	48%									
NET: Ever	446	273	164	156	133	56	85	70	24	86	359	19	42	54	94	82	45	27	14	45									
	60%	54%	70%a	70%	73%a	63%	76%ae	68%a	71%	78%j	56%	66%	58%	56%	56%	59%	65%	71%	62%	67%									

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 304  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
Several times a day	55 7%	-	1 4%	2 11%	4 10%	* 2%	1 7%	10 16%	* 2%	-	8 11%	4 11%	1 3%	1 3%	-	16 9%	1 5%	2 9%	1 4%	2 6%	1 3%	1 4%
Once a day	50 7%	3 12%	1 5%	1 2%	1 1%	1 5%	-	6 9%	1 2%	3 12%	5 8%	4 11%	1 3%	1 6%	-	19 10%	-	1 4%	1 4%	1 2%	2 7%	* 2%
Several times a week	106 14%	4 13%	4 20%	3 16%	7 21%	2 9%	2 13%	9 15%	6 24%	6 25%	10 15%	4 10%	7 29%	6 32%	2 18%	21 12%	4 18%	1 2%	1 6%	1 4%	4 15%	2 6%
Once a week	63 8%	2 8%	2 8%	1 3%	3 8%	3 12%	1 5%	3 4%	4 16%	2 7%	3 5%	7 18%	2 10%	1 4%	-	17 9%	2 10%	2 7%	3 18%	2 8%	4 15%	-
Less often	172 23%	7 26%	2 11%	5 26%	6 16%	5 22%	4 25%	13 20%	4 15%	4 16%	18 27%	7 18%	3 15%	2 14%	7 60%	47 26%	7 29%	5 19%	5 31%	12 38%	4 14%	6 20%
Never	286 38%	12 41%	9 41%	9 42%	16 45%	9 38%	16 23%	23 36%	10 41%	9 39%	23 33%	14 35%	9 41%	7 42%	2 22%	58 32%	8 34%	14 58%	6 37%	11 36%	14 47%	19 67%
Don't know	16 2%	-	2 10%	-	-	3 11%	4 27%	-	-	-	2 2%	-	-	-	-	3 2%	1 4%	-	-	2 5%	-	1 2%
NET: At least daily	105 14%	3 12%	2 9%	3 13%	4 12%	2 7%	1 7%	15 25%	1 4%	3 12%	13 19%	8 20%	1 6%	2 9%	-	34 19%	1 5%	3 13%	1 9%	3 8%	3 10%	2 5%
NET: At least weekly	274 37%	9 33%	8 37%	7 32%	14 40%	7 28%	4 25%	27 44%	11 44%	10 44%	27 38%	19 47%	10 45%	8 45%	2 18%	73 40%	8 33%	6 23%	5 33%	6 21%	11 39%	3 11%
NET: Ever	446 60%	16 59%	11 48%	12 58%	20 55%	12 50%	7 50%	40 64%	14 59%	13 61%	45 65%	26 65%	13 59%	10 58%	9 78%	120 66%	15 62%	10 42%	10 63%	18 58%	15 53%	9 31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 305  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
Several times a day	43	17	26	19	14	7	3	1	-	10	18	9	7	3	3	9	1	11	1	*	-	2	9	3	-
	12%	14%	11%	13%	12%	16%	8%	4%	-	10%	16%	11%	10%	8%	28%	23%	3%	23%qv	9%	2%	-	5%	26%	11%	-
Once a day	25	15	11	13	5	-	3	2	2	3	4	13	6	9	-	1	3	3	2	-	1	1	2	3	1
	7%	12%b	5%	9%	4%	-	11%	11%	33%	3%	3%	15%jk	9%	24%	-	2%	9%	7%	14%	-	5%	1%	5%	11%	6%
Several times a week	38	9	28	14	14	7	2	-	-	11	17	1	8	4	-	2	4	6	1	1	-	9	6	1	3
	10%	8%	12%	10%	12%	16%	7%	-	-	11%	16%l	2%	12%l	13%	-	6%	11%	12%	6%	4%	-	17%	18%	5%	16%
Once a week	30	12	18	9	16	1	-	3	1	5	6	15	4	1	2	4	2	3	-	1	4	3	5	6	*
	8%	10%	8%	6%	15%	2%	-	13%	11%	5%	6%	18%jk	6%	3%	15%	10%	5%	5%	-	7%	14%	5%	16%	23%	2%
Less often	55	20	35	13	22	4	9	4	2	21	13	12	8	4	4	5	3	6	5	7	3	9	2	5	2
	15%	16%	15%	9%	20%	9%	32%	19%	32%	21%	12%	14%	13%	10%	32%	13%	9%	13%	34%	35%	13%	17%	6%	22%	9%
Never	156	45	111	73	37	24	11	10	1	46	48	31	31	13	3	17	21	16	4	9	17	29	10	6	11
	43%	36%	47%	51%e	33%	52%	36%	44%	24%	44%	44%	37%	48%	35%	24%	45%	54%	33%	30%	44%	68%	54%	29%	24%	66%
Don't know	14	8	6	3	4	2	2	2	-	7	4	3	1	2	-	-	3	4	1	2	-	1	-	1	-
	4%	6%	3%	2%	4%	5%	6%	9%	-	6%	3%	3%	1%	6%	-	-	9%	8%	7%	8%	-	2%	-	4%	-
NET: At least daily	69	32	37	32	19	7	6	3	2	12	22	22	13	12	3	10	5	14	3	*	1	3	11	5	1
	19%	25%	16%	22%	17%	16%	19%	15%	33%	12%	20%	26%	20%	32%	28%	26%	12%	29%v	22%	2%	5%	6%	31%	23%	6%
NET: At least weekly	137	54	83	55	49	16	8	6	3	29	45	39	24	17	5	16	11	23	4	3	5	14	22	12	4
	38%	42%	35%	38%	44%	34%	26%	28%	45%	28%	41%	46%	38%	48%	43%	42%	28%	47%	29%	14%	19%	27%	64%	51%	25%
NET: Ever	192	74	118	68	71	20	17	11	5	50	58	51	32	21	9	21	14	29	9	10	8	23	25	17	6
	53%	58%	50%	47%	63%cd	43%	58%	47%	76%	49%	53%	60%	50%	59%	76%	55%	37%	60%	63%	48%	32%	44%	71%	72%	34%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 306  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-ary (o)	Sec-ndary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
Several times a day	43	30	6	6	-	-	2	4	2	2	1	-	35	-	-	21	13	5	4	31	13	3	9	1	-	-	
	12%	14%	13%	11%	-	-	9%	8%	6%	7%	7%	-	12%	-	-	12%	12%	14%	14%	10%	24%t	32%	28%	12%	-	-	
Once a day	25	12	1	7	3	-	2	1	9	3	8	4	-	16	-	-	10	6	6	4	22	3	*	3	-	-	
	7%	5%	2%	13%	13%	-	59%	5%	18%em	11%	25%	32%	-	5%	-	-	5%	5%	19%	14%	7%	6%	6%	8%	-	-	
Several times a week	38	22	7	5	1	-	3	4	2	3	1	-	33	-	-	22	11	2	3	31	5	2	3	*	-	-	
	10%	10%	17%	9%	2%	-	15%	8%	6%	12%	4%	-	11%	-	-	12%	10%	5%	11%	10%	10%	25%	8%	5%	-	-	
Once a week	30	16	2	4	6	-	1	3	1	2	-	-	27	-	-	14	13	1	1	25	6	-	6	-	-	-	
	8%	8%	4%	8%	24%	-	41%	3%	6%	4%	7%	-	9%	-	-	8%	12%	4%	4%	8%	11%	-	17%	-	-	-	
Less often	55	36	9	6	1	2	-	1	8	3	5	2	-	46	-	1	32	13	4	5	44	12	1	7	2	-	
	15%	17%	21%	11%	2%	73%	-	6%	16%	12%	18%	17%	-	16%	-	49%	18%	11%	13%	18%	14%	22%	7%	23%	24%	-	
Never	156	86	16	24	16	1	-	13	21	17	8	5	2	129	1	76	53	13	11	140	14	3	5	4	1	1	
	43%	40%	38%	47%	59%	27%	-	61%	42%	59%	29%	40%	100%	43%	57%	51%	42%	46%	38%	39%	46%u	27%	31%	16%	60%	100%	
Don't know	14	12	2	-	-	-	-	1	1	1	-	-	13	1	-	4	7	3	-	14	-	-	-	-	-	-	
	4%	6%	4%	-	-	-	-	2%	3%	3%	-	-	4%	43%	-	2%	6%	7%	-	4%	-	-	-	-	-	-	
NET: At least daily	69	41	7	12	3	-	2	3	13	5	10	5	-	51	-	-	31	19	11	8	53	16	3	12	1	-	
	19%	19%	15%	24%	13%	-	59%	13%	26%	17%	32%	39%	-	17%	-	-	17%	16%	33%	28%	17%	30%	37%	36%	12%	-	
NET: At least weekly	137	79	16	21	10	-	3	7	21	8	15	6	-	111	-	-	67	44	14	12	109	27	5	20	1	-	
	38%	37%	36%	42%	39%	-	100%	32%	41%	27%	51%	43%	-	37%	-	-	37%	38%	42%	43%	35%	51%	62%	62%	17%	-	
NET: Ever	192	116	25	27	11	2	3	8	28	11	20	8	-	158	-	1	99	57	18	17	152	38	6	27	3	-	
	53%	54%	58%	53%	41%	73%	100%	39%	56%	39%	69%	60%	-	53%	-	49%	55%	49%	54%	61%	50%	73%t	69%	84%	40%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 307  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		Yes	NET: Under 16	NET: Any 5-18	Any aged under 5-10	Any aged 11-15	Any aged 16-18	(i)	(j)	(k)	(l)	(m)	(n)											
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40				
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*				
Several times a day	43	21	22	22	17	10	14	11	1	18	25	1	6	6	9	3	4	3	6	3				
	12%	9%	19% <sup>a</sup>	19%	20% <sup>a</sup>	20%	22% <sup>a</sup>	12%	31% <sup>j</sup>	8%	9%	9%	18%	13%	16%	5%	12%	21%	38%	6%				
Once a day	25	22	3	3	3	*	-	3	-	5	20	1	6	4	2	4	3	-	-	4				
	7%	9%	3%	3%	3%	1%	-	5%	-	9%	7%	9%	17%	9%	4%	7%	11%	-	-	7%				
Several times a week	38	23	14	14	13	3	9	8	1	13	25	1	1	3	1	9	4	1	6	10				
	10%	10%	12%	12%	15%	5%	16%	16%	7%	22% <sup>j</sup>	8%	4%	3%	7%	2%	15% <sup>n</sup>	14%	6%	34%	19% <sup>n</sup>				
Once a week	30	16	11	10	6	5	2	6	2	*	30	-	3	4	4	6	5	4	-	1				
	8%	7%	9%	9%	8%	9%	4%	12%	16%	1%	10%	-	9%	8%	6%	10%	16%	25%	-	2%				
Less often	55	30	23	23	20	6	14	8	1	11	44	3	2	5	16	14	4	2	-	5				
	15%	13%	19%	20%	24%	11%	26%	17%	13%	19%	14%	28%	6%	11%	27% <sup>j</sup>	23%	12%	12%	-	9%				
Never	156	116	39	36	21	23	12	13	5	10	146	6	16	24	25	19	7	6	5	27				
	43%	49% <sup>bdg</sup>	33% <sup>d</sup>	32%	25%	47% <sup>bd</sup>	22%	26%	43%	17%	48% <sup>i</sup>	49%	47%	51%	42%	31%	23%	36%	28%	51%				
Don't know	14	9	5	5	4	3	3	1	1	1	13	-	-	-	2	5	4	-	-	3				
	4%	4%	4%	4%	5%	6%	6%	2%	9%	2%	4%	-	-	-	3%	8%	12%	-	-	6%				
NET: At least daily	69	44	25	25	20	10	14	14	1	23	45	2	12	10	12	7	7	3	6	7				
	19%	18%	21%	22%	24%	21%	26%	27%	12%	40% <sup>j</sup>	15%	18%	35% <sup>os</sup>	22%	20%	12%	23%	21%	38%	13%				
NET: At least weekly	137	83	50	48	39	18	24	27	4	36	100	3	17	17	17	23	16	9	12	18				
	38%	35%	43%	43%	46%	36%	46%	54% <sup>a</sup>	35%	62% <sup>j</sup>	33%	22%	47%	38%	28%	38%	53%	52%	72%	34%				
NET: Ever	192	113	73	71	60	23	38	36	6	48	144	6	19	22	32	37	20	10	12	23				
	53%	48%	63% <sup>ae</sup>	64%	70% <sup>abe</sup>	47%	72%	71% <sup>ae</sup>	48%	82% <sup>j</sup>	48%	51%	53%	49%	55%	60%	65%	64%	72%	43%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 308

**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11	
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**	
Several times a day	43 12%	3 16%	-	3 24%	1 8%	-	1 11%	10 34%	*	2 20%	9 20%	-	1 9%	-	-	6 7%	-	2 24%	*	-	-	4 27%	
Once a day	25 7%	4 23%	3 24%	-	1 5%	*	2 25%	*	1 6%	2 27%	2 5%	-	*	-	-	4 5%	2 23%	1 10%	-	-	1 6%	1 7%	
Several times a week	38 10%	2 14%	2 14%	-	4 24%	-	-	2 6%	1 15%	1 12%	4 9%	4 23%	2 20%	1 36%	-	11 13%	1 8%	-	1 7%	-	3 16%	-	
Once a week	30 8%	1 6%	-	2 20%	1 3%	1 8%	-	2 7%	-	-	3 6%	3 20%	2 26%	-	1 100%	5 6%	-	-	6 61%	1 9%	*	1 2%	1 7%
Less often	55 15%	2 10%	1 10%	4 31%	1 4%	3 15%	3 34%	4 12%	-	*	7 15%	2 10%	-	-	-	11 13%	2 28%	3 35%	2 20%	7 44%	2 9%	3 19%	
Never	156 43%	6 31%	5 37%	3 23%	10 56%	10 59%	2 22%	12 39%	6 73%	2 20%	17 37%	7 46%	3 40%	1 64%	-	44 54%	2 29%	3 31%	1 8%	6 37%	11 66%	6 40%	
Don't know	14 4%	-	2 16%	-	-	3 16%	1 7%	-	-	1 15%	4 8%	-	-	-	-	1 1%	1 12%	-	-	2 10%	-	-	
NET: At least daily	69 19%	7 39%	3 24%	3 27%	2 12%	*	3 37%	10 35%	1 12%	4 47%	12 25%	-	1 14%	-	10 13%	2 23%	3 34%	*	-	-	1 6%	5 34%	
NET: At least weekly	137 38%	11 59%	5 38%	6 46%	7 39%	2 10%	3 37%	14 49%	2 27%	4 60%	18 39%	7 44%	5 60%	1 36%	1 100%	26 32%	2 31%	3 34%	7 72%	1 9%	4 25%	6 42%	
NET: Ever	192 53%	13 69%	7 47%	10 77%	8 44%	4 25%	6 70%	18 61%	2 27%	5 65%	25 55%	8 54%	5 60%	1 36%	1 100%	37 45%	5 59%	7 69%	8 92%	9 53%	6 34%	8 60%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 309  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region													
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
Several times a day	16	5	11	6	6	3	1	-	-	5	3	6	3	-	-	4	1	6	-	-	-	3	2	-	-
	10%	9%	11%	13%	12%	10%	5%	-	-	12%	6%	15%	8%	-	-	22%	5%	28%	-	-	-	15%	10%	-	-
Once a day	8	4	4	4	4	-	-	-	-	2	5	-	1	-	-	1	-	3	1	-	-	3	-	-	-
	5%	7%	4%	8%	8%	-	-	-	-	5%	10%	-	2%	-	-	3%	-	14%	12%	-	-	13%	-	-	-
Several times a week	16	3	13	5	2	6	3	-	-	9	2	5	-	1	1	2	2	3	1	-	1	1	3	2	-
	10%	6%	13%	10%	4%	19%	16%	-	-	22%k	4%	13%	-	7%	17%	10%	12%	13%	6%	-	7%	5%	11%	32%	-
Once a week	8	1	7	2	5	-	-	1	-	1	2	-	5	-	3	-	1	-	2	-	1	1	-	-	-
	5%	2%	7%	4%	10%	-	-	12%	-	2%	5%	-	15%	-	34%	-	4%	-	27%	-	6%	5%	-	-	-
Less often	24	9	15	6	5	4	7	1	-	8	9	2	4	1	2	4	2	3	2	2	4	2	2	1	-
	15%	15%	15%	12%	10%	13%	39%	13%	-	20%	18%	6%	13%	5%	24%	25%	15%	13%	13%	19%	35%	9%	7%	8%	-
Never	88	35	53	27	25	20	7	7	2	17	27	24	21	12	2	7	11	6	8	5	7	10	15	3	1
	54%	61%	50%	53%	52%	59%	40%	74%	100%	39%	54%	65%	62%	89%	26%	41%	67%	24%	69%	54%	58%	52%	67%	46%	100%
Don't know	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	-	-	1	-
	1%	-	2%	-	4%	-	-	-	-	-	4%	-	-	-	-	-	-	4%	-	-	-	-	-	14%	-
NET: At least daily	24	9	15	10	10	3	1	-	-	7	8	6	3	-	-	4	1	9	1	-	-	6	2	-	-
	15%	16%	14%	20%	20%	10%	5%	-	-	18%	16%	15%	9%	-	-	25%	5%	41%	12%	-	-	28%	10%	-	-
NET: At least weekly	49	14	35	17	17	10	4	1	-	18	12	11	8	1	4	6	3	13	2	2	1	8	6	2	-
	30%	24%	33%	35%	34%	29%	21%	12%	-	41%	25%	29%	25%	7%	50%	35%	18%	58%	18%	27%	7%	39%	26%	32%	-
NET: Ever	72	22	50	24	22	14	11	2	-	26	21	13	12	2	6	11	5	16	4	4	5	10	8	3	-
	45%	39%	48%	47%	45%	41%	60%	26%	-	61%	43%	35%	38%	11%	74%	59%	33%	72%	31%	46%	42%	48%	33%	40%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 310  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**TikTok**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	-**	-**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	-**
Several times a day	16	11	2	-	-	-	-	3	3	1	2	-	-	13	-	-	8	6	3	-	10	6	1	4	-	1	-
	10%	13%	9%	-	-	-	-	19%	9%	4%	12%	-	-	11%	-	-	10%	10%	21%	-	8%	20%	12%	21%	-	100%	-
Once a day	8	6	1	2	-	-	-	-	-	-	-	-	-	8	-	-	1	4	2	1	7	1	-	1	-	-	-
	5%	6%	2%	8%	-	-	-	-	-	-	-	-	-	6%	-	-	1%	7%	13%	13%	5%	3%	-	4%	-	-	-
Several times a week	16	7	6	1	1	-	-	1	4	3	4	2	-	11	-	-	9	7	-	*	13	3	1	2	-	-	-
	10%	8%	23%	6%	6%	-	-	9%	13%	11%	24%	21%	-	10%	-	-	12%	12%	-	4%	10%	11%	17%	10%	-	-	-
Once a week	8	6	-	2	-	-	-	-	1	-	1	-	-	7	-	-	6	1	-	1	6	2	1	1	-	-	-
	5%	7%	-	10%	-	-	-	-	3%	-	13%	-	-	6%	-	-	8%	2%	-	9%	5%	7%	16%	5%	-	-	-
Less often	24	10	5	3	3	-	-	3	7	6	3	2	1	16	-	-	11	5	4	4	16	7	1	5	1	-	-
	15%	11%	21%	15%	26%	-	-	21%	19%	25%	16%	26%	43%	14%	-	-	14%	10%	31%	36%	12%	24%	16%	26%	57%	-	-
Never	88	47	10	13	8	1	2	7	19	14	8	4	1	62	-	-	44	34	3	4	78	10	3	6	1	-	-
	54%	54%	41%	61%	68%	100%	100%	50%	55%	60%	47%	40%	57%	52%	-	-	55%	60%	26%	37%	60%	32%	39%	30%	43%	-	-
Don't know	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	1	-	1	-	1	1	-	1	-	-	-
	1%	1%	4%	-	-	-	-	-	-	-	-	-	-	2%	-	-	1%	-	8%	-	1%	3%	-	4%	-	-	-
NET: At least daily	24	17	3	2	-	-	-	3	3	1	2	-	-	21	-	-	9	9	4	1	17	7	1	5	-	1	-
	15%	19%	11%	8%	-	-	-	19%	9%	4%	12%	-	-	17%	-	-	11%	17%	35%	13%	13%	23%	12%	25%	-	100%	-
NET: At least weekly	49	30	8	5	1	-	-	4	9	4	7	3	-	39	-	-	24	17	4	3	36	12	3	8	-	1	-
	30%	34%	35%	24%	6%	-	-	29%	26%	15%	36%	34%	-	33%	-	-	30%	31%	35%	27%	27%	41%	45%	40%	-	100%	-
NET: Ever	72	40	13	9	4	-	-	7	15	9	9	5	1	56	-	-	35	23	8	7	51	20	5	14	1	1	-
	45%	45%	56%	39%	32%	-	-	50%	45%	40%	53%	60%	43%	47%	-	-	44%	40%	66%	63%	39%	65%	61%	66%	57%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 311  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
		No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)											
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15			
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**			
Several times a day	16	4	13	13	7	10	6	6	*	10	6	-	1	1	10	1	1	1	-	1			
	10%	4%	16% <sup>ad</sup>	17%	12%	32%	14%	18%	6%	20% <sup>j</sup>	5%	-	7%	6%	24%	3%	11%	30%	-	3%			
Once a day	8	6	2	2	2	-	2	2	-	6	2	1	2	-	-	-	1	-	-	3			
	5%	7%	2%	2%	3%	-	4%	5%	-	11% <sup>j</sup>	2%	12%	14%	-	-	-	12%	-	-	19%			
Several times a week	16	4	13	12	13	4	9	7	2	11	6	2	1	6	2	-	1	-	-	4			
	10%	4%	16% <sup>a</sup>	16%	21% <sup>ab</sup>	14%	22%	21%	28%	21% <sup>j</sup>	5%	39%	-	34%	5%	-	6%	-	-	24%			
Once a week	8	2	6	6	4	2	4	-	-	7	1	-	6	1	-	1	-	-	-	-			
	5%	3%	8%	8%	6%	7%	10%	-	-	14% <sup>j</sup>	1%	-	37%	6%	-	3%	-	-	-	-			
Less often	24	14	10	10	9	2	5	7	2	5	19	2	1	1	3	7	4	2	-	3			
	15%	16%	13%	13%	15%	5%	12%	19%	28%	10%	17%	37%	7%	5%	8%	24%	30%	70%	-	16%			
Never	88	53	34	32	25	13	14	13	3	12	76	1	6	9	25	20	5	-	7	7			
	54%	63% <sup>d</sup>	44%	43%	43%	41%	37%	37%	38%	22%	69% <sup>ei</sup>	12%	36%	48%	59%	70%	41%	-	100%	38%			
Don't know	2	2	-	-	-	-	-	-	-	1	1	-	-	-	2	-	-	-	-	-			
	1%	2%	-	-	-	-	-	-	-	2%	1%	-	-	-	4%	-	-	-	-	-			
NET: At least daily	24	10	14	14	9	10	7	8	*	16	8	1	4	1	10	1	3	1	-	4			
	15%	12%	18%	19%	14%	32%	19%	22%	6%	31% <sup>j</sup>	7%	12%	21%	6%	24%	3%	23%	30%	-	22%			
NET: At least weekly	49	16	33	32	25	17	20	15	3	34	14	2	10	9	12	2	4	1	-	8			
	30%	18%	43% <sup>a</sup>	43%	42% <sup>a</sup>	54%	51%	43%	34%	66% <sup>j</sup>	13%	51%	57%	46%	29%	6%	29%	30%	-	46%			
NET: Ever	72	30	43	42	34	18	24	22	5	40	33	4	11	10	15	9	7	4	-	11			
	45%	35%	56% <sup>a</sup>	57%	57% <sup>a</sup>	59%	63%	63%	62%	76% <sup>j</sup>	30%	88%	64%	52%	37%	30%	59%	100%	-	62%			

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 312  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	-**	6**	1**	6**
Several times a day	16 10%	-	-	-	1 10%	-	-	3 24%	* 5%	-	6 29%	-	1 13%	-	-	4 13%	-	-	-	-	-	-
Once a day	8 5%	-	-	-	-	-	2 11%	1 6%	1 22%	1 7%	-	-	-	-	3 8%	-	-	-	-	-	-	
Several times a week	16 10%	1 14%	-	1 17%	2 24%	-	-	2 13%	-	-	3 13%	-	2 28%	-	2 100%	3 8%	1 26%	-	-	-	-	-
Once a week	8 5%	-	-	3 34%	-	-	-	2 25%	-	1 5%	-	-	-	-	2 7%	-	-	-	-	-	-	-
Less often	24 15%	-	-	2 24%	1 6%	1 20%	1 16%	4 27%	1 14%	1 16%	3 14%	2 47%	* 5%	1 24%	-	4 13%	-	1 60%	-	1 15%	-	1 11%
Never	88 54%	6 86%	6 100%	2 26%	5 60%	5 80%	4 84%	3 25%	5 50%	4 65%	6 26%	2 53%	3 54%	5 76%	-	17 51%	3 58%	* 40%	-	5 85%	1 100%	5 89%
Don't know	2 1%	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	1 16%	-	-	-	-	-
NET: At least daily	24 15%	-	-	-	1 10%	-	-	5 35%	1 11%	1 22%	8 36%	-	1 13%	-	7 21%	-	-	-	-	-	-	-
NET: At least weekly	49 30%	1 14%	-	4 50%	3 34%	-	-	7 48%	3 36%	1 22%	12 54%	-	2 41%	-	2 100%	12 36%	1 26%	-	-	-	-	-
NET: Ever	72 45%	1 14%	-	6 74%	3 40%	1 20%	1 16%	11 75%	5 50%	2 35%	15 70%	2 47%	3 46%	1 24%	2 100%	17 49%	1 26%	1 60%	-	1 15%	-	1 11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 313  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
Several times a day	27	17	10	10	2	7	5	2	-	9	6	7	5	1	1	8	3	3	-	1	1	5	2	1	-
	4%	5%	3%	8% <sup>ai</sup>	2%	6%	4%	3%	-	5%	3%	6%	4%	2%	6%	11%	5%	7%	-	4%	1%	5%	3%	2%	-
Once a day	39	27	11	7	2	8	13	6	2	11	11	11	5	-	3	7	5	2	2	1	3	6	6	4	-
	6%	9% <sup>b</sup>	3%	6%	2%	6%	11% <sup>ei</sup>	9% <sup>e</sup>	3%	6%	6%	9%	4%	-	11%	9%	10% <sup>n</sup>	5%	5%	3%	6%	6%	7%	8%	-
Several times a week	61	26	36	14	11	13	11	7	5	24	19	6	13	6	5	6	3	11	4	-	2	8	12	3	*
	10%	8%	11%	11%	9%	10%	10%	7%	5%	12%	9%	5%	11%	11%	19%	8%	6%	24% <sup>pqt</sup>	11% <sup>uvx</sup>	-	3%	8%	15% <sup>t</sup>	6%	2%
Once a week	29	13	17	5	7	4	5	4	5	12	7	6	4	1	2	5	1	2	1	-	3	5	7	1	1
	5%	4%	5%	4%	5%	3%	4%	5%	7%	6%	4%	5%	4%	2%	6%	7%	1%	4%	3%	-	6%	5%	9%	2%	3%
Less often	113	54	59	17	25	19	26	12	14	33	41	17	21	6	6	19	9	8	9	8	8	17	8	8	6
	18%	17%	18%	13%	21%	14%	22%	19%	18%	16%	20%	15%	19%	11%	22%	25%	17%	16%	24%	23%	16%	17%	11%	15%	27%
Never	349	161	188	69	71	73	55	36	47	101	115	68	65	40	10	29	29	18	22	25	34	55	42	34	14
	55%	52%	58%	56%	58%	56%	47%	53%	63% <sup>g</sup>	51%	57%	58%	57%	70% <sup>pr</sup>	37%	37%	54%	39%	57%	66% <sup>pr</sup>	67% <sup>pr</sup>	55%	54%	66% <sup>pr</sup>	67%
Don't know	16	12	4	3	4	6	2	-	1	8	3	2	2	2	2	4	2	2	-	2	-	3	-	-	-
	2%	4%	1%	3%	4%	4%	1%	-	1%	4%	2%	2%	1%	4%	-	3%	7% <sup>w</sup>	5%	-	4%	-	3%	-	-	-
NET: At least daily	65	44	21	17	4	16	19	9	2	20	17	18	10	1	4	15	8	6	2	3	4	10	8	5	-
	10%	14% <sup>b</sup>	6%	14% <sup>ei</sup>	3%	12% <sup>ei</sup>	16% <sup>ei</sup>	13% <sup>ei</sup>	3%	10%	9%	15%	9%	2%	16%	19% <sup>n</sup>	14% <sup>n</sup>	12%	5%	7%	7%	11%	10%	10%	-
NET: At least weekly	156	83	73	35	22	33	35	19	12	56	43	30	27	8	11	27	12	19	7	3	8	24	27	10	1
	25%	27%	23%	28%	18%	25%	30%	28%	17%	28%	21%	25%	23%	15%	41%	35% <sup>nt</sup>	22% <sup>x</sup>	40% <sup>ntu</sup>	19%	7%	17%	24% <sup>t</sup>	35% <sup>nt</sup>	19%	5%
NET: Ever	269	136	132	52	47	52	61	31	26	89	85	47	48	14	17	46	21	26	17	11	16	41	35	18	7
	42%	44%	41%	42%	38%	40%	52% <sup>i</sup>	47%	35%	45%	42%	40%	42%	26%	63%	60% <sup>ntu</sup>	39%	56% <sup>ntu</sup>	43%	30%	33%	41%	46% <sup>n</sup>	34%	33%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 314  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private person (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
Several times a day	27	21	1	2	2	-	1	*	2	1	2	1	-	24	-	-	10	12	4	1	21	6	2	3	1	-	-
	4%	6%b	1%	2%	6%	-	1%		2%	1%	2%	2%	-	5%	-	-	4%	5%	6%	4%	4%	10%	14%	11%	6%	-	-
Once a day	39	20	6	3	4	-	4	*	9	2	7	5	-	29	-	-	22	11	6	1	33	4	1	3	-	-	-
	6%	6%	7%	5%	13%	-	7%	1%	7% <i>i</i>	2%	8%	12% <i>i</i>	-	6%	-	-	8%	4%	8%	2%	6%	7%	10%	10%	-	-	-
Several times a week	61	32	9	10	3	1	5	2	17	9	13	8	1	41	-	-	33	18	3	5	56	4	1	2	1	-	-
	10%	9%	11%	13%	8%	6%	8%	7%	13%	14%	16% <i>m</i>	19% <i>m</i>	1	9%	-	-	11%	8%	5%	16%	10%	7%	10%	6%	11%	-	-
Once a week	29	12	4	2	1	-	7	3	7	3	5	1	-	20	-	-	10	12	6	1	26	2	-	-	2	-	-
	5%	4%	4%	2%	3%	-	12% <i>a</i>	10%	5%	4%	6%	1%	-	4%	-	-	4%	5%	9%	3%	5%	3%	-	-	17%	-	-
Less often	113	56	18	14	6	4	9	5	27	13	18	10	2	80	-	-	54	35	16	7	98	14	1	11	1	-	1
	18%	17%	21%	20%	17%	33%	14%	16%	21%	21%	23%	26%	47%	17%	-	-	19%	14%	23%	24%	17%	23%	6%	36%	4%	-	45%
Never	349	177	49	40	19	8	36	21	67	36	34	16	2	270	-	1	157	141	33	15	318	28	7	10	7	2	1
	55%	53%	56%	57%	54%	61%	57%	62%	52% <i>j</i>	56%	43%	40%	34%	56% <i>j</i> <i>k</i>	100%	-	55%	59%	47%	50%	56%	46%	60%	30%	62%	100%	55%
Don't know	16	14	-	-	-	-	1	1	1	1	-	-	-	14	1	-	1	12	2	-	12	2	-	2	-	-	-
	2%	4% <i>b</i>	-	-	-	-	1%	2%	1%	1%	1%	-	-	3%	100%	-	*	5% <i>p</i>	2%	-	2%	4%	-	7%	-	-	-
NET: At least daily	65	41	7	5	7	-	5	1	11	2	8	5	-	53	-	-	32	22	10	2	54	10	3	7	1	-	-
	10%	12%	8%	7%	19% <i>g</i>	-	8%	3%	8% <i>i</i>	3%	10%	14% <i>i</i>	-	11%	-	-	11%	9%	14%	6%	10%	17%	24%	21%	6%	-	-
NET: At least weekly	156	85	20	16	10	1	17	6	35	14	26	14	1	114	-	-	75	52	19	8	136	17	4	9	4	-	-
	25%	26%	23%	23%	29%	6%	28%	19%	27%	22%	33%	34%	19%	24%	-	-	26%	22%	28%	26%	24%	27%	34%	27%	33%	-	-
NET: Ever	269	141	38	30	16	5	26	12	61	27	44	24	4	195	-	-	129	87	36	15	234	30	5	20	4	-	1
	42%	42%	44%	43%	46%	39%	42%	35%	47%	43%	56% <i>hm</i>	60% <i>him</i>	66%	41%	-	-	45%	36%	51% <i>q</i>	50%	41%	50%	40%	62%	38%	-	45%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 315  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to	£14,001 to	£21,001 to	£28,001 to	£34,001 to	£41,001 to	£48,001 to	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)				
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41							
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*							
Several times a day	27	17	10	10	5	8	4	3	*	12	15	-	3	3	7	3	6	-	1	2							
	4%	4%	5% <sup>cd</sup>	5%	3%	15% <sup>abdf</sup>	4%	4%	1%	12% <sup>j</sup>	3%	-	5%	3%	5%	2%	9%	-	5%	4%							
Once a day	39	19	19	16	19	*	8	10	8	15	23	2	3	3	12	5	9	2	-	2							
	6%	4%	10% <sup>ae</sup>	9%	12% <sup>ae</sup>	1%	8%	11% <sup>a</sup>	8%	15% <sup>abef</sup>	16% <sup>aj</sup>	4%	9%	5%	3%	8%	4%	15% <sup>mo</sup>	10%	-	4%						
Several times a week	61	44	17	17	17	2	10	11	3	18	44	1	8	6	12	14	5	3	-	10							
	10%	10%	9%	9%	11% <sup>b</sup>	4%	11%	13%	7%	18% <sup>j</sup>	8%	7%	13%	6%	9%	12%	8%	13%	-	19% <sup>m</sup>							
Once a week	29	20	9	7	7	5	4	2	3	4	25	-	4	2	4	8	3	1	*	4							
	5%	5%	5%	4%	4%	9%	5%	3%	7%	4%	5%	-	6%	2%	3%	7%	5%	5%	2%	8%							
Less often	113	74	39	37	34	9	17	17	7	20	93	5	7	24	28	19	9	4	4	6							
	18%	17%	20%	21%	21%	17%	19%	20%	19%	21%	17%	25%	11%	25% <sup>l</sup>	20%	16%	15%	18%	23%	12%							
Never	349	254	92	85	71	25	42	42	15	27	322	12	37	55	78	67	27	12	13	23							
	55%	58% <sup>bdf</sup>	48% <sup>d</sup>	48%	44%	48%	45%	48%	41%	28%	60% <sup>i</sup>	60%	59%	56%	55%	56%	44%	55%	70%	47%							
Don't know	16	8	7	7	7	3	7	1	1	-	16	-	1	4	1	4	3	-	-	3							
	2%	2%	4%	4%	5% <sup>g</sup>	6%	7% <sup>a</sup>	1%	2%	-	3%	-	2%	4%	1%	3%	4%	-	-	6% <sup>n</sup>							
NET: At least daily	65	36	29	26	24	8	12	13	8	27	38	2	6	6	18	8	15	2	1	4							
	10%	8%	15% <sup>a</sup>	15%	15% <sup>a</sup>	16%	13%	15%	23% <sup>a</sup>	28% <sup>j</sup>	7%	9%	10%	6%	13%	6%	24% <sup>mo</sup>	10%	5%	8%							
NET: At least weekly	156	100	55	50	49	15	27	27	13	49	107	3	18	15	34	30	23	6	1	18							
	25%	23%	29%	28%	30%	29%	29%	31%	37%	51% <sup>j</sup>	20%	16%	29% <sup>m</sup>	15%	24%	25%	37% <sup>m</sup>	28%	7%	35% <sup>m</sup>							
NET: Ever	269	174	94	87	82	24	44	44	20	69	200	8	25	39	63	49	32	10	6	23							
	42%	40%	49%	48%	51% <sup>a</sup>	46%	48%	51%	57%	72% <sup>j</sup>	37%	40%	40%	40%	44%	41%	52%	45%	30%	47%							

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 316

**Q.5 In the last week, how often did you comment on other people's videos on these services?****Twitter****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
Several times a day	27 4%	* 1%	1 4%	1 6%	3 13%	- -	- -	8 14%o	* 2%	- -	3 7%	- -	1 9%	- -	- -	5 4%	1 3%	1 4%	- -	1 4%	- -	- -
Once a day	39 6%	- -	- -	3 11%	2 8%	1 7%	2 11%	- -	7 24%	2 8%	2 5%	2 10%	- -	- -	- -	11 7%	- -	3 10%	1 11%	1 3%	- -	2 6%
Several times a week	61 10%	5 19%	1 4%	5 20%	2 8%	* 2%	1 8%	6 11%	4 16%	2 10%	9 19%	- -	3 20%	3 23%	2 61%	13 9%	2 8%	1 4%	- -	- -	* 2%	1 4%
Once a week	29 5%	- -	1 4%	2 6%	1 3%	- -	- -	4 8%	1 4%	- -	2 4%	1 5%	3 21%	2 11%	- -	9 6%	1 5%	1 3%	* 3%	- -	1 3%	1 4%
Less often	113 18%	3 11%	3 12%	4 16%	4 18%	3 16%	6 29%	17 30%o	4 16%	6 26%	8 17%	3 15%	1 4%	2 12%	- -	21 14%	7 36%	3 11%	1 9%	7 23%	6 27%	4 14%
Never	349 55%	19 69%	17 68%	10 40%	10 50%	11 56%	10 52%	18 33%	10 37%	14 56%	21 43%	17 71%	7 47%	8 54%	1 39%	85 58%g	9 47%	19 68%	10 78%	20 65%	14 67%	20 72%
Don't know	16 2%	- -	2 9%	- -	- -	4 19%	- -	2 4%	- -	- -	2 5%	- -	- -	- -	- -	3 2%	- -	- -	- -	2 5%	- -	- -
NET: At least daily	65 10%	* 1%	1 4%	4 17%	4 21%	1 7%	2 11%	8 14%	7 26%	2 8%	6 12%	2 10%	1 9%	- -	- -	17 11%	1 3%	4 14%	1 11%	2 7%	- -	2 6%
NET: At least weekly	156 25%	6 21%	3 11%	11 44%	6 32%	2 9%	4 19%	13 33%	4 46%	16 18%	3 34%	8 14%	5 49%	2 34%	38 61%	3 26%	6 17%	2 21%	2 14%	2 7%	1 5%	4 13%
NET: Ever	269 42%	9 31%	6 23%	15 60%	10 50%	5 25%	9 48%	35 63%o	17 63%	11 44%	24 52%	7 29%	8 53%	7 46%	2 61%	60 40%	10 53%	9 32%	3 22%	9 30%	7 33%	8 28%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 317  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	***
Several times a day	6 9%	6 10%	1 5%	2 5%	1 9%	3 21%	-	-	2 11%	1 6%	1 8%	1 14%	*	-	-	1 10%	3 35%	-	-	-	1 7%	*	1 17%	-
Once a day	4 6%	3 5%	1 7%	3 9%	1 4%	* 3%	-	-	1 6%	2 8%	-	1 10%	-	-	-	1 14%	2 20%	-	-	1 11%	-	-	-	*
Several times a week	6 9%	3 6%	3 20%	3 8%	2 14%	1 10%	-	-	1 6%	1 3%	4 23%	-	-	1 16%	-	3 38%	-	-	1 17%	-	-	1 9%	-	
Once a week	3 4%	3 5%	-	-	1 8%	1 7%	-	-	1 5%	-	-	1 14%	1 19%	-	1 22%	-	-	-	-	-	-	-	-	-
Less often	12 17%	9 17%	2 15%	7 21%	2 12%	2 15%	1 21%	-	3 17%	6 28%	2 9%	1 8%	*	4 47%	1 10%	1 9%	-	-	3 46%	2 22%	1 14%	*	6 6%	-
Never	39 56%	32 57%	8 53%	18 56%	9 54%	7 44%	2 79%	4 100%	11 55%	11 55%	11 61%	5 54%	5 71%	3 37%	4 68%	3 29%	4 45%	3 100%	1 100%	7 26%	7 71%	4 78%	5 68%	-
NET: At least daily	10 15%	9 15%	2 12%	4 14%	2 12%	4 24%	-	-	4 17%	3 14%	1 8%	2 24%	*	-	-	2 55%	4 55%	-	-	1 11%	1 7%	*	1 17%	*
NET: At least weekly	19 27%	14 26%	4 32%	7 22%	6 34%	6 41%	-	-	6 29%	3 17%	6 31%	4 39%	2 23%	1 16%	1 22%	5 62%	4 55%	-	-	2 28%	1 7%	*	2 26%	*
NET: Ever	30 44%	24 43%	7 47%	14 44%	8 46%	9 56%	1 21%	-	9 45%	9 45%	7 39%	5 46%	2 29%	5 63%	2 32%	6 71%	4 55%	-	-	4 74%	3 29%	1 22%	2 32%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 318  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	**	**	2**	13**	10**	5**	2**	2**	54*	**	**	27**	25**	7**	9**	58*	11**	1**	8**	1**	**	1**
Several times a day	6 9%	5 13%	1 15%	-	-	-	-	-	3%	-	9%	-	-	11%	-	-	2	3	1	-	3	4	1	3	-	-	-
Once a day	4 6%	2 4%	-	2 15%	-	-	-	1 32%	1 7%	1 10%	1 8%	-	-	3 5%	-	100%	2	7%	2	-	4	-	-	-	-	-	-
Several times a week	6 9%	4 10%	-	1 12%	-	-	-	1 68%	-	-	-	-	-	6 12%	-	-	4	2	10%	-	5	1	-	1	-	-	-
Once a week	3 4%	1 3%	-	1 18%	-	-	-	-	-	-	-	-	3 5%	-	-	1	1	6%	-	1	1	-	1	-	1	-	-
Less often	12 17%	9 24%	1 14%	1 8%	-	-	-	1 10%	1 5%	1 27%	1 26%	1 24%	1 17%	9	-	2	4	16%	4	1	11	1	-	-	1	-	-
Never	39 56%	18 46%	7 71%	10 85%	5 62%	-	-	-	11 79%	9 85%	3 56%	2 74%	2 76%	27 50%	-	-	16 61%	14 55%	3 40%	6 72%	34 59%	4 38%	-	3 32%	3 37%	*	1 100%
NET: At least daily	10 15%	6 17%	1 15%	2 15%	-	-	-	1 32%	1 11%	1 10%	1 17%	-	-	9 16%	-	*	4 13%	3 13%	3 42%	-	6 11%	4 33%	1 100%	3 35%	-	-	-
NET: At least weekly	19 27%	12 30%	1 15%	2 15%	2 30%	-	-	2 100%	1 11%	1 10%	1 17%	-	-	17 32%	-	*	9 32%	7 29%	3 42%	-	13 22%	6 56%	1 100%	5 68%	-	-	-
NET: Ever	30 44%	21 54%	3 29%	2 15%	3 38%	-	-	2 100%	3 21%	2 15%	2 44%	1 26%	1 24%	27 50%	-	*	10 39%	11 45%	4 60%	2 28%	23 41%	7 62%	1 100%	5 68%	1 63%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 319  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10				
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	5**	3**	2**	11**					
Several times a day	6	3	4	4	4	3	3	2	-	4	2	-	2	2	-	1	1	-	-	-				
	9%	5%	18%	22%	20%	32%	29%	24%	-	27%	4%	-	25%	19%	-	8%	29%	-	-	-				
Once a day	4	2	2	2	1	2	2	2	-	2	3	-	1	-	-	-	-	-	-	3				
	6%	3%	11%	13%	9%	7%	17%	17%	-	15%	3%	14%	8%	-	-	-	-	-	-	26%				
Several times a week	6	*	6	6	6	3	4	3	-	3	3	-	2	2	2	-	-	-	-	-				
	9%	1%	29%	35%	32%	31%	39%	37%	-	19%	6%	-	20%	21%	23%	-	-	-	-	-				
Once a week	3	1	1	1	1	-	-	1	1	-	3	-	-	-	1	-	1	-	-	-				
	4%	3%	6%	7%	6%	-	-	12%	20%	-	5%	-	-	-	14%	-	23%	-	-	-				
Less often	12	11	1	1	1	-	1	-	-	3	9	*	*	2	1	1	-	-	2	3				
	17%	22%	4%	5%	4%	-	8%	-	-	18%	16%	15%	6%	15%	7%	8%	-	-	100%	25%				
Never	39	32	6	3	6	3	1	1	4	3	36	2	3	5	6	8	2	3	-	6				
	56%	65%	32%	19%	30%	30%	7%	11%	80%	20%	66%	70%	41%	46%	57%	84%	48%	100%	-	49%				
NET: At least daily	10	4	6	6	5	3	4	4	-	6	4	*	2	2	-	1	1	-	-	3				
	15%	9%	29%	35%	28%	38%	46%	41%	-	43%	7%	14%	33%	19%	-	8%	29%	-	-	26%				
NET: At least weekly	19	6	13	13	12	6	8	8	1	9	10	*	4	5	4	1	3	-	-	3				
	27%	12%	64%	76%	66%	70%	85%	89%	20%	62%	18%	14%	54%	39%	37%	8%	52%	-	-	26%				
NET: Ever	30	17	14	14	13	6	9	8	1	12	19	1	4	6	4	2	3	-	2	6				
	44%	35%	68%	81%	70%	70%	93%	89%	20%	80%	34%	30%	59%	54%	43%	16%	52%	-	100%	51%				

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 320  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	-**	-**	16**	2**	5**	2**	1**	***	1**
Several times a day	6 9%	* 18%	-	-	1 13%	-	-	-	-	-	3 43%	-	-	-	-	1 7%	-	1 26%	-	-	-	-
Once a day	4 6%	-	-	-	1 20%	-	-	2 28%	-	-	-	1 54%	-	-	-	-	-	-	-	-	-	* 100%
Several times a week	6 9%	-	-	1 21%	1 23%	* 43%	2 43%	-	-	-	-	-	1 46%	-	-	-	1 34%	-	-	-	-	-
Once a week	3 4%	1 82%	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	12 17%	-	* 9%	2 30%	2 32%	-	1 21%	-	1 51%	-	-	-	1 33%	-	-	5 30%	-	-	* 24%	-	-	-
Never	39 56%	-	4 91%	3 49%	1 12%	* 57%	3 36%	1 53%	3 49%	3 100%	4 57%	1 46%	* 21%	-	-	10 63%	1 66%	4 74%	1 76%	1 100%	-	1 100%
NET: At least daily	10 15%	* 18%	-	-	2 33%	-	-	2 28%	-	-	3 43%	1 54%	-	-	-	1 7%	-	1 26%	-	-	-	* 100%
NET: At least weekly	19 27%	2 100%	-	1 21%	4 56%	* 43%	2 43%	3 47%	-	-	3 43%	1 54%	1 46%	-	-	1 7%	1 34%	1 26%	-	-	-	* 100%
NET: Ever	30 44%	2 100%	* 9%	3 51%	6 88%	* 43%	2 64%	3 47%	1 51%	-	3 43%	1 54%	2 79%	-	-	6 37%	1 34%	1 26%	* 24%	-	* 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 321  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	21	33	49	57	26	16
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
Several times a day	10 3%	4 5%	6 3%	4 9%hi	3 5%	3 5%	1 1%	-	-	1 1%	2 2%	5 8%	3 4%	-	1 9%	4 12%	-	1 6%	-	-	-	2 5%	1 2%	-	-
Once a day	5 1%	2 3%	2 1%	2 4%	1 2%	-	-	1 1%	1 2%	2 2%	1 1%	1 1%	2 2%	1 5%	-	1 1%	-	2 8%	-	-	-	1 3%	-	-	-
Several times a week	5 1%	2 2%	3 1%	* 1%	-	2 3%	1 2%	1 2%	-	2 2%	1 1%	1 1%	1 1%	-	1 5%	1 3%	1 6%	1 6%	-	-	-	* 1%	* 1%	-	-
Once a week	8 2%	1 1%	7 3%	1 2%	5 8%	1 2%	1 2%	1 1%	-	4 4%	1 1%	2 4%	1 1%	-	1 4%	-	-	1 4%	2 10%	-	-	2 4%	2 4%	-	-
Less often	47 14%	18 21%	29 12%	1 2%	12 19%dh	10 16%dh	16 31%dhi	4 4%	6 10%	12 12%	11 13%	10 17%	12 15%	5 23%	1 9%	7 19%	1 5%	3 12%	4 16%	2 12%	1 2%	6 14%	13 24%	2 8%	1 8%
Never	254 77%	59 67%	195 80%a	37 83%	38 63%	44 73%	34 64%	50 92%efg	51 88%eg	80 77%	71 82%	41 69%	62 77%	16 72%	10 73%	24 64%	14 89%	14 64%	19 74%	17 88%	32 98%	32 70%	36 69%	25 92%	14 92%
Don't know	2 1%	2 2%	-	-	2 3%	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-
NET: At least daily	15 5%	7 8%	9 4%	5 12%gh	4 7%	3 5%	1 1%	1 1%	1 2%	3 3%	2 2%	5 9%	5 6%	1 5%	1 9%	5 13%	-	3 15%	-	-	-	4 8%	1 2%	-	-
NET: At least weekly	28 8%	9 10%	19 8%	7 15%i	9 15%i	6 11%	3 5%	2 4%	1 2%	9 9%	4 5%	8 14%	6 8%	1 5%	2 18%	6 16%	1 6%	5 24%	2 10%	-	-	6 13%	4 7%	-	-
NET: Ever	75 23%	27 31%	48 20%	7 17%	21 34%hi	16 27%h	19 36%hi	5 8%	7 12%	22 21%	15 18%	19 31%	19 23%	6 28%	4 27%	13 36%	2 11%	8 36%	7 26%	2 12%	1 2%	12 27%	17 31%	2 8%	1 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 322  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate person (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condition (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	**	1**
Several times a day	10	8	2	-	-	-	1	*	-	*	-	-	10	-	-	6	4	-	-	8	2	-	2	-	-	-	-
	3%	5%	3%	-	-	-	4%	1%	-	1%	-	-	4%	-	-	4%	3%	-	-	3%	5%	-	10%	-	-	-	-
Once a day	5	2	1	1	1	-	-	-	1	1	-	-	4	-	-	2	2	-	-	1	4	1	-	1	-	-	-
	1%	1%	1%	4%	5%	-	-	-	2%	3%	-	-	1%	-	-	1%	1%	-	-	19%	1%	1%	-	3%	-	-	-
Several times a week	5	3	1	-	*	-	-	-	1	1	-	-	4	-	-	3	2	-	-	3	2	1	1	*	-	-	
	1%	2%	2%	-	2%	-	-	-	1%	2%	-	-	2%	-	-	2%	2%	-	-	1%	5%	13%	2%	4%	-	-	-
Once a week	8	7	-	1	-	-	-	-	1	-	-	1	-	7	-	-	2	5	1	-	8	-	-	-	-	-	-
	2%	5%	-	3%	-	-	-	-	1%	-	-	4%	-	3%	-	-	4%	2%	-	3%	-	-	-	-	-	-	-
Less often	47	26	9	4	2	-	3	2	14	8	10	8	31	-	-	21	19	4	-	39	7	3	4	-	-	-	-
	14%	19%	18%	14%	9%	-	8%	7%	20%	23%	23%	33%	12%	-	-	14%	15%	12%	-	13%	17%	29%	20%	-	-	-	-
Never	254	93	40	24	18	17	37	26	52	26	32	16	3	199	1	1	119	93	31	5	226	28	6	14	8	-	1
	77%	66%	76%	79%	83%	100%	92%a	89%a	76%	72%	76%	63%	100%	78%	100%	100%	78%	73%	86%	81%	78%	71%	58%	65%	96%	-	100%
Don't know	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-
NET: At least daily	15	10	2	1	1	-	1	2	1	*	-	-	14	-	-	8	6	-	1	13	3	-	3	-	-	-	-
	5%	7%	4%	4%	5%	-	4%	2%	3%	1%	-	-	5%	-	-	5%	5%	-	19%	4%	7%	-	13%	-	-	-	-
NET: At least weekly	28	20	3	2	2	-	1	3	2	*	1	-	25	-	-	13	13	1	1	23	5	1	3	*	-	-	-
	8%	14%f	6%	7%	7%	-	4%	5%j	5%	1%	4%	-	10%	-	-	9%	10%	2%	19%	8%	12%	13%	15%	4%	-	-	-
NET: Ever	75	46	12	6	4	-	3	3	17	10	10	9	-	56	-	-	34	32	5	1	62	12	4	7	*	-	-
	23%	33%fg	24%	21%	17%	-	8%	11%	24%	28%	24%	37%	-	22%	-	-	22%	25%	14%	19%	21%	29%	42%	35%	4%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 323  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: 16-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)
													(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**
Several times a day	10	2	9	9	3	8	2	3	*	6	4	-	1	1	5	1	1	1	-	-
	3%	1%	9%ad	9%	3%	22%	5%a	7%a	2%	12%j	2%	-	3%	2%	7%	1%	6%	6%	-	-
Once a day	5	2	3	3	3	-	2	1	-	2	3	2	-	-	1	1	1	1	-	-
	1%	1%	3%	3%	4%	-	4%	3%	-	4%	1%	17%	-	-	2%	2%	3%	-	-	-
Several times a week	5	2	2	2	2	*	2	2	1	2	2	-	1	2	-	*	-	-	-	1
	1%	1%	2%	2%	3%	1%	2%	4%	2%	5%	1%	-	2%	4%	-	-	1%	-	-	7%
Once a week	8	5	3	3	1	2	1	1	1	4	4	-	1	-	1	2	3	-	-	1
	2%	2%	3%ad	3%	1%	6%	2%	3%	5%	8%j	1%	-	2%	-	2%	4%	10%	-	-	5%
Less often	47	32	15	13	13	2	5	7	5	8	38	3	6	4	11	12	5	-	-	1
	14%	14%	15%	14%	17%	6%	11%	18%	20%	17%	14%	22%	14%	6%	16%	25% <sup>m</sup>	18%	-	-	4%
Never	254	183	70	64	55	24	33	26	16	27	227	8	35	50	54	31	15	17	7	15
	77%	81% <sup>bg</sup>	69%	68%	71%	64%	73%	65%	70%	53%	81% <sup>ei</sup>	61%	80%	88% <sup>oo</sup>	74%	64%	61%	94%	100%	85%
Don't know	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	-
NET: At least daily	15	3	12	12	6	8	4	4	*	8	7	2	1	1	6	1	2	1	-	-
	5%	2%	12% <sup>ad</sup>	12%	7% <sup>a</sup>	22%	9% <sup>a</sup>	9% <sup>a</sup>	2%	17% <sup>j</sup>	2%	17%	3%	2%	9%	3%	9%	6%	-	-
NET: At least weekly	28	11	17	17	9	11	7	7	2	15	13	2	3	3	8	4	5	1	-	2
	8%	5%	17% <sup>ad</sup>	18%	12%	29%	16% <sup>a</sup>	17% <sup>a</sup>	9%	30% <sup>j</sup>	5%	17%	7%	6%	10%	7%	21%	6%	-	12%
NET: Ever	75	42	32	30	22	13	12	14	7	23	51	5	9	7	19	16	10	1	-	3
	23%	19%	31% <sup>a</sup>	32%	29%	36%	27%	35% <sup>a</sup>	30%	47% <sup>j</sup>	18%	39%	20%	12%	26%	32% <sup>m</sup>	39%	6%	-	15%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 324

**Q.5 In the last week, how often did you comment on other people's videos on these services?****Pinterest****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
Several times a day	10 3%	-	-	-	1 13%	-	-	4 15%	*	-	1 6%	-	1 5%	-	-	3 3%	-	-	-	-	-	-
Once a day	5 1%	1 13%	-	-	-	-	-	-	1 5%	-	2 8%	-	-	-	-	1 2%	-	-	-	-	-	-
Several times a week	5 1%	-	-	1 5%	1 10%	-	-	-	1 10%	-	1 5%	-	-	-	-	1 1%	-	-	-	-	-	-
Once a week	8 2%	-	-	1 4%	-	-	1 14%	-	-	1 11%	1 4%	-	2 14%	-	-	2 2%	-	-	-	-	-	-
Less often	47 14%	1 12%	3 32%	1 9%	-	-	1 16%	9 33%	1 13%	-	3 11%	-	3 17%	-	-	15 17%	5 28%	-	-	2 12%	1 8%	3 14%
Never	254 77%	7 75%	7 68%	11 82%	7 77%	6 100%	5 69%	14 52%	7 67%	12 89%	17 68%	10 100%	10 64%	5 100%	1 100%	63 73%	13 72%	12 100%	8 100%	11 88%	14 92%	16 86%
Don't know	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
NET: At least daily	15 5%	1 13%	-	-	1 13%	-	-	4 15%	1 10%	-	3 13%	-	1 5%	-	-	4 5%	-	-	-	-	-	-
NET: At least weekly	28 8%	1 13%	-	1 9%	2 23%	-	1 14%	4 15%	2 20%	1 11%	5 22%	-	3 19%	-	-	7 8%	-	-	-	-	-	-
NET: Ever	75 23%	2 25%	3 32%	2 18%	2 23%	-	2 31%	12 48%	3 33%	1 11%	8 32%	-	5 36%	-	-	21 25%	5 28%	-	-	2 12%	1 8%	3 14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 325  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
Several times a day	3 3%	2 4%	1 2%	- -	- -	3 19%	- -	- -	- -	1 2%	- -	- -	2 11%	- -	- -	- -	- -	1 19%	- -	- -	- -	1 3%	1 7%	- -	- -
Once a day	1 1%	1 1%	- -	1 4%	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	1 11%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Several times a week	4 4%	2 3%	2 6%	- -	- -	3 21%	- -	1 5%	- -	1 2%	- -	1 21%	1 8%	- -	- -	1 12%	1 35%	1 9%	- -	- -	- -	- -	1 9%	- -	- -
Once a week	1 1%	1 1%	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	1 12%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Less often	16 19%	7 14%	9 25%	2 16%	5 28%	2 17%	5 30%	- -	2 18%	7 21%	3 12%	2 34%	4 20%	2 35%	2 45%	* 8%	- -	1 10%	- -	2 48%	- -	5 19%	2 22%	1 15%	1 100%
Never	59 69%	36 72%	24 65%	12 80%	10 60%	6 43%	11 63%	13 95%	7 82%	26 72%	19 80%	3 46%	11 58%	4 65%	2 44%	4 69%	3 65%	4 61%	5 90%	3 52%	4 100%	19 79%	6 62%	5 60%	- -
Don't know	3 3%	2 3%	1 3%	- -	2 9%	- -	1 6%	- -	- -	1 2%	2 8%	- -	- -	- -	- -	- -	- -	- -	1 10%	- -	- -	- -	- -	2 25%	- -
NET: At least daily	3 4%	3 6%	1 2%	1 4%	- -	3 19%	- -	- -	- -	1 4%	- -	- -	2 11%	- -	- -	1 11%	- -	1 19%	- -	- -	- -	1 3%	1 7%	- -	- -
NET: At least weekly	8 9%	5 10%	3 8%	1 4%	1 3%	6 40%	- -	1 5%	- -	2 6%	- -	1 21%	4 22%	- -	1 12%	1 23%	1 35%	2 28%	- -	- -	- -	1 3%	2 16%	- -	- -
NET: Ever	24 28%	12 24%	12 33%	3 20%	5 31%	8 57%	5 30%	1 5%	2 18%	10 26%	3 12%	4 54%	8 42%	2 35%	2 56%	2 31%	1 35%	3 39%	- -	2 48%	- -	5 21%	4 38%	1 15%	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 326  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	**	65*	**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	**
Several times a day	3	2	1	-	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	-	1	2	-	2	-	-	-
	3%	4%	5%	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	7%	-	-	1%	17%	-	35%	-	-	-
Once a day	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-
	1%	-	-	12%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	14%	1%	-	-	-	-	-	-
Several times a week	4	3	-	-	1	-	-	-	-	-	-	-	-	4	-	-	2	2	-	2	1	-	1	-	-	-	-
	4%	6%	-	-	11%	-	-	-	-	-	-	-	-	6%	-	-	9%	5%	-	3%	12%	-	25%	-	-	-	-
Once a week	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	8%	-	-	-	-	-	-	-	-	1%	-	-	3%	-	-	1%	-	-	-	-	-	-	-
Less often	16	10	4	-	-	2	-	-	4	3	2	3	-	13	-	-	*	9	5	2	15	1	1	-	-	-	-
	19%	21%	35%	-	-	66%	-	-	22%	25%	25%	36%	-	19%	-	-	3%	22%	28%	41%	21%	9%	44%	-	-	-	-
Never	59	31	8	5	1	9	2	13	8	8	5	-	43	-	2	13	27	12	2	50	8	2	2	3	1	-	-
	69%	63%	60%	88%	81%	34%	100%	100%	78%	75%	75%	64%	-	65%	-	100%	78%	65%	67%	45%	70%	62%	56%	40%	100%	100%	-
Don't know	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	1	1	1	-	3	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	7%	1%	5%	-	4%	-	-	-	-	-	-
NET: At least daily	3	2	1	1	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	1	1	2	-	2	-	-	-
	4%	4%	5%	12%	-	-	-	-	-	-	-	-	-	5%	-	-	-	7%	-	14%	2%	17%	-	35%	-	-	-
NET: At least weekly	8	5	1	1	1	-	-	-	-	-	-	-	-	8	-	-	2	5	-	1	4	4	-	4	-	-	-
	9%	11%	5%	12%	19%	-	-	-	-	-	-	-	-	12%	-	-	13%	12%	-	14%	6%	28%	-	60%	-	-	-
NET: Ever	24	15	5	1	1	2	-	4	3	2	3	-	20	-	-	3	14	5	3	19	5	1	4	-	-	-	
	28%	32%	40%	12%	19%	66%	-	22%	25%	25%	36%	-	31%	-	-	16%	34%	28%	55%	27%	38%	44%	60%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 327

**Q.5 In the last week, how often did you comment on other people's videos on these services?****Vimeo****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	2	3			
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**				
Several times a day	3	1	2	2	2	1	2	2	-	1	2	-	1	-	-	1	-	-	-	-				
	3%	1%	9%	9%	12%	16%	20%	22%	-	4%	3%	-	10%	7%	-	24%	-	-	-	-				
Once a day	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-				
	1%	1%	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-				
Several times a week	4	1	3	3	3	2	3	-	-	1	2	-	-	2	-	1	1	-	-	-				
	4%	1%	13%	13%	17%	25%	28%	-	-	8%	3%	-	-	22%	-	4%	12%	-	-	-				
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-				
	1%	1%	-	-	-	-	-	-	-	1%	-	-	7%	-	-	-	-	-	-	-				
Less often	16	11	5	5	4	2	2	3	1	8	8	-	*	2	7	4	*	1	-	2				
	19%	17%	24%	24%	20%	22%	19%	28%	27%	45%	12%	-	7%	17%	30%	17%	8%	42%	-	49%				
Never	59	48	11	10	8	3	3	5	3	5	55	3	5	5	16	16	3	1	3	2				
	69%	77%	47%	45%	46%	31%	24%	50%	73%	27%	80%	100%	76%	55%	67%	71%	57%	58%	100%	51%				
Don't know	3	1	2	2	1	1	1	-	-	2	1	-	-	-	1	2	-	-	-	-				
	3%	1%	7%	8%	6%	7%	10%	-	-	12%	1%	-	-	-	4%	8%	-	-	-	-				
NET: At least daily	3	1	2	2	2	1	2	2	-	1	2	-	1	1	-	-	1	-	-	-				
	4%	2%	9%	9%	12%	16%	20%	22%	-	8%	3%	-	10%	7%	-	24%	-	-	-	-				
NET: At least weekly	8	2	5	5	4	4	5	2	-	3	5	-	1	3	-	1	2	-	-	-				
	9%	4%	22%	23%	29%	41%	48%	22%	-	16%	7%	-	18%	28%	-	4%	36%	-	-	-				
NET: Ever	24	13	11	11	9	5	7	5	1	11	13	-	2	4	7	5	3	1	-	2				
	28%	21%	46%	47%	48%	62%	66%	50%	27%	61%	19%	-	24%	45%	30%	21%	43%	42%	-	49%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 328  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4	
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	***	1**	33**	3**	4**	3**	5**	1**	2**	
Several times a day	3 3%	-	-	-	-	-	-	-	-	-	1 18%	-	1 24%	-	-	1 2%	-	-	-	-	-	-	-
Once a day	1 1%	-	-	-	-	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	4 4%	-	-	-	1 55%	-	-	1 11%	-	-	1 9%	-	-	-	-	1 3%	-	-	-	-	-	-	-
Once a week	1 1%	-	-	1 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	16 19%	1 56%	1 30%	2 45%	-	-	-	* 7%	-	-	1 10%	-	-	* 100%	-	6 19%	-	1 30%	-	2 48%	1 100%	-	-
Never	59 69%	1 44%	2 70%	2 44%	1 45%	2 100%	-	5 73%	1 100%	1 100%	5 63%	1 100%	2 76%	-	1 100%	25 76%	2 64%	3 70%	2 65%	3 52%	-	2 76%	
Don't know	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 36%	-	1 35%	-	-	-	1 24%
NET: At least daily	3 4%	-	-	-	-	-	-	1 10%	-	-	1 18%	-	1 24%	-	-	1 2%	-	-	-	-	-	-	-
NET: At least weekly	8 9%	-	-	1 12%	1 55%	-	-	1 20%	-	-	2 27%	-	1 24%	-	-	1 5%	-	-	-	-	-	-	-
NET: Ever	24 28%	1 56%	1 30%	2 56%	1 55%	-	-	2 27%	-	-	3 37%	-	1 24%	* 100%	-	8 24%	-	1 30%	-	2 48%	1 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 329  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	**	3**	4**	5**	***	3**	3**	2**	6**	5**
Several times a day	2	1	1	-	-	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-
	6%	6%	8%	-	-	24%	-	-	-	5%	-	-	14%	-	-	-	-	31%	-	-	-	32%	-	-
Once a day	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	1%	2%	-	4%	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	8%	-
Several times a week	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	10%	8%	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-	40%	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	5	3	2	-	1	1	3	-	-	*	2	-	2	-	-	1	-	1	-	1	-	-	2	*
	14%	11%	24%	-	8%	15%	91%	-	-	3%	29%	-	23%	-	-	32%	-	15%	-	28%	-	-	29%	9%
Never	23	18	5	9	6	5	*	1	1	9	4	3	6	3	-	2	2	2	*	2	3	1	4	4
	68%	72%	57%	88%	63%	61%	9%	100%	100%	64%	71%	100%	62%	100%	-	68%	39%	54%	100%	72%	100%	29%	64%	91%
Don't know	3	3	-	-	3	-	-	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-
	8%	10%	-	-	30%	-	-	-	-	19%	-	-	-	-	-	61%	-	-	-	-	-	-	-	-
NET: At least daily	3	2	1	*	-	2	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	*	-
	8%	7%	8%	4%	-	24%	-	-	-	8%	-	-	14%	-	-	-	-	31%	-	-	-	32%	8%	-
NET: At least weekly	3	2	1	1	-	2	-	-	-	2	-	-	1	-	-	-	-	1	-	-	-	1	*	-
	10%	7%	19%	12%	-	24%	-	-	-	14%	-	-	14%	-	-	-	-	31%	-	-	-	71%	8%	-
NET: Ever	8	5	3	1	1	3	3	-	-	2	2	-	4	-	-	1	-	2	-	1	-	1	2	*
	24%	18%	43%	12%	8%	39%	91%	-	-	17%	29%	-	38%	-	-	32%	-	46%	-	28%	-	71%	36%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 330  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	-**	11**	9**	6**	3**	**	21**	-**	-**	9**	15**	4**	2**	30**	4**	1**	1**	1**	-**	-**
Several times a day	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	1	1	-	1	-	-	-
	6%	11%	10%	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	14%	-	-	2%	38%	-	100%	-	-	-
Once a day	*	*	-	-	-	-	-	-	*	*	*	*	*	-	-	-	-	*	-	-	*	*	*	*	*	*	*
	1%	-	7%	-	-	-	-	-	4%	-	8%	-	-	-	-	-	-	3%	-	-	2%	-	-	-	-	-	-
Several times a week	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	2%	-	-	13%	-	-	-	-	-	-	-	-	-	4%	-	-	9%	-	-	-	3%	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	5	3	2	*	-	-	-	-	3	1	2	2	-	1	-	-	2	2	-	-	3	1	1	-	-	-	-
	14%	20%	24%	7%	-	-	-	-	28%	14%	34%	74%	-	7%	-	-	24%	17%	-	-	11%	33%	100%	-	-	-	-
Never	23	6	4	5	5	1	1	-	8	7	3	1	-	14	-	-	6	7	4	2	22	1	-	-	1	-	-
	68%	49%	59%	80%	100%	100%	100%	-	68%	86%	58%	26%	100%	67%	-	-	67%	49%	100%	100%	73%	29%	-	-	100%	-	-
Don't know	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	-	3	-	-	-	-	-	-
	8%	21%	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	18%	-	-	9%	-	-	-	-	-	-
NET: At least daily	3	1	1	-	-	-	-	-	*	*	*	*	*	2	-	-	-	3	-	-	1	1	-	1	-	-	-
	8%	11%	16%	-	-	-	-	-	4%	-	8%	-	-	10%	-	-	-	17%	-	-	4%	38%	-	100%	-	-	-
NET: At least weekly	3	1	1	1	-	-	-	-	*	*	*	*	*	3	-	-	1	3	-	-	2	1	-	1	-	-	-
	10%	11%	16%	13%	-	-	-	-	4%	-	8%	-	-	14%	-	-	9%	17%	-	-	7%	38%	-	100%	-	-	-
NET: Ever	8	4	3	1	-	-	-	-	4	1	2	2	-	4	-	-	3	5	-	-	5	3	1	1	-	-	-
	24%	31%	41%	20%	-	-	-	-	32%	14%	42%	74%	-	20%	-	-	33%	33%	-	-	18%	71%	100%	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 331  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)											
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	-	-	-	-	-	-	5
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	.**	.**	.**	.**	.**	.**	.**	.**	6**
Several times a day	2	1	1	1	1	1	1	1	-	-	2	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
	6%	2%	34%	34%	34%	100%	34%	42%	-	-	7%	-	-	18%	-	-	31%	-	-	-	-	-	-	-	-	-
Once a day	*	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	-	-	8%	-	-	55%	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
	2%	3%	-	-	-	-	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	5	2	3	3	3	-	3	2	1	2	3	*	-	1	1	2	*	-	-	-	-	-	-	-	-	
	14%	6%	66%	66%	66%	-	66%	58%	100%	37%	9%	12%	-	27%	10%	35%	10%	-	-	-	-	-	-	-	-	-
Never	23	23	-	-	-	-	-	-	-	2	21	3	*	2	6	4	-	-	-	-	-	-	-	-	5	
	68%	78%	-	-	-	-	-	-	-	39%	74%	88%	45%	56%	90%	65%	-	-	-	-	-	-	-	-	85%	
Don't know	3	3	-	-	-	-	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	3	-	-	-	-
	8%	9%	-	-	-	-	-	-	-	10%	-	-	-	-	-	59%	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3	1	1	1	1	1	1	1	-	*	2	-	*	1	-	-	1	-	-	-	1	-	-	-	-	-
	8%	4%	34%	34%	34%	100%	34%	42%	-	8%	7%	-	55%	18%	-	-	31%	-	-	-	-	-	-	-	-	-
NET: At least weekly	3	2	1	1	1	1	1	1	-	1	2	-	*	1	-	-	1	-	-	-	1	-	-	-	1	
	10%	7%	34%	34%	34%	100%	34%	42%	-	23%	7%	-	55%	18%	-	-	31%	-	-	-	-	-	-	-	15%	
NET: Ever	8	4	4	4	4	1	4	3	1	3	5	*	*	2	1	2	2	-	-	-	2	-	-	-	1	
	24%	13%	100%	100%	100%	100%	100%	100%	100%	61%	17%	12%	55%	44%	10%	35%	41%	-	-	-	-	-	-	-	15%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 332

**Q.5 In the last week, how often did you comment on other people's videos on these services?****Imgur****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Not- tingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
Several times a day	2 6%	-	-	-	-	-	-	-	-	-	1 31%	-	-	-	-	1 11%	-	-	-	-	-
Once a day	* 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	* 8%	-	-	-	-	-	-
Several times a week	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	5 14%	-	-	-	-	-	1 32%	-	-	1 15%	-	-	*	39%	1 20%	-	-	-	-	1 28%	* 43%
Never	23 68%	1 100%	1 100%	-	2 100%	-	-	2 68%	-	* 100%	2 54%	-	1 100%	1 61%	2 100%	3 47%	-	1 100%	3 100%	2 72%	1 57%
Don't know	3 8%	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3 8%	-	-	-	-	-	-	-	-	1 31%	-	-	-	-	1 19%	-	-	-	-	-	-
NET: At least weekly	3 10%	-	-	-	-	-	-	-	-	1 31%	-	-	-	-	2 33%	-	-	-	-	-	-
NET: Ever	8 24%	-	-	-	-	-	1 32%	-	-	2 46%	-	-	*	39%	3 53%	-	-	-	-	1 28%	* 43%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 333  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of England (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	**	**	1**	5**	1**	4**	2**	**	1**	1**	3**	**	2**	2**	**
Several times a day	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-
	13%	17%	-	-	-	32%	-	-	-	-	-	38%	-	-	-	-	43%	-	-	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	13%	17%	-	-	36%	-	-	-	-	-	100%	-	-	-	-	-	44%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	10%	14%	-	-	-	26%	-	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-
Never	7	4	3	3	2	2	-	-	-	5	-	2	2	-	-	1	-	-	2	2	-
	64%	52%	100%	100%	64%	42%	-	-	-	100%	-	62%	100%	-	-	100%	13%	-	100%	100%	-
NET: At least daily	3	3	-	-	1	1	-	-	-	-	1	1	-	-	-	-	3	-	-	-	-
	25%	34%	-	-	36%	32%	-	-	-	-	100%	38%	-	-	-	-	87%	-	-	-	-
NET: At least weekly	3	3	-	-	1	1	-	-	-	-	1	1	-	-	-	-	3	-	-	-	-
	25%	34%	-	-	36%	32%	-	-	-	-	100%	38%	-	-	-	-	87%	-	-	-	-
NET: Ever	4	4	-	-	1	3	-	-	1	-	1	1	-	-	1	-	3	-	-	-	-
	36%	48%	-	-	36%	58%	-	-	100%	-	100%	38%	-	-	100%	-	87%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 334  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-
Weighted base	11*	8**	..	3*	***	..	..	..	2**	***	2**	..	..	8**	..	..	7**	2**	..	..	7**	4**	..	4**	..	..	..
Several times a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-
	13%	18%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	73%	-	-	36%	-	36%	-	-	-	-
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-
	13%	18%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	21%	-	-	-	36%	-	36%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-
	10%	14%	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	17%	-	-	-	29%	-	29%	-	-	-	-
Never	7	4	-	3	*	-	-	-	2	*	2	-	-	4	-	-	4	1	-	-	7	-	-	-	-	-	-
	64%	49%	-	100%	100%	-	-	-	100%	100%	100%	-	-	53%	-	-	63%	27%	-	-	100%	-	-	-	-	-	-
NET: At least daily	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	1	1	-	-	3	-	3	-	-	-	-
	25%	36%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	21%	73%	-	-	71%	-	71%	-	-	-	-
NET: At least weekly	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	1	1	-	-	3	-	3	-	-	-	-
	25%	36%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	21%	73%	-	-	71%	-	71%	-	-	-	-
NET: Ever	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	3	1	-	-	4	-	4	-	-	-	-
	36%	51%	-	-	-	-	-	-	-	-	-	-	-	47%	-	-	37%	73%	-	-	100%	-	100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 335  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	NET: Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)							
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-	-	-	-	-	-	-	-
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	3**	3**	3**	3**	3**	3**	3**	3**	3**	3**
Several times a day	1	-	1	1	1	1	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	13%	-	24%	24%	24%	50%	30%	55%	-	-	15%	-	-	-	-	55%	-	-	-	-	-	55%	-	-	-	-	-
Once a day	1	-	1	1	1	1	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	13%	-	24%	24%	24%	50%	30%	-	-	73%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	-	1	1	1	-	-	1	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	10%	-	19%	19%	19%	-	-	45%	100%	-	12%	-	-	-	-	45%	-	-	-	-	-	45%	-	-	-	-	-
Never	7	5	2	2	2	-	2	-	-	1	7	1	-	2	1	2	-	-	-	-	-	-	-	-	-	-	-
	64%	100%	32%	32%	32%	-	40%	-	-	27%	72%	100%	-	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3	-	3	3	3	3	3	1	-	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	25%	-	48%	48%	48%	100%	60%	55%	-	73%	15%	-	100%	-	-	55%	-	-	-	-	55%	-	-	-	-	-	-
NET: At least weekly	3	-	3	3	3	3	3	1	-	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	25%	-	48%	48%	48%	100%	60%	55%	-	73%	15%	-	100%	-	-	55%	-	-	-	-	55%	-	-	-	-	-	-
NET: Ever	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	3	-	-	-	-	3	-	-	-	-	-	-
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	100%	-	-	-	-	100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 336  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	-.**	2**	-.**	1**	-.**	-.**	1**	-.**	-.**	3**	-.**	-.**	-.**	-.**	4**	-.**	-.**	-.**	-.**	-.**
Several times a day	1 13%	-	-	-	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-
Once a day	1 13%	-	-	-	-	-	-	-	-	-	1 44%	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 10%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7 64%	-	2 100%	-	1 100%	-	-	-	-	-	* 13%	-	-	-	-	4 100%	-	-	-	-	-
NET: At least daily	3 25%	-	-	-	-	-	-	-	-	-	3 87%	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	3 25%	-	-	-	-	-	-	-	-	-	3 87%	-	-	-	-	-	-	-	-	-	-
NET: Ever	4 36%	-	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 337  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
Several times a day	1 4%	* 2%	1 6%	* 12%	- 7%	1 -	- -	- -	1 8%	* 5%	- -	- -	* 10%	- -	- -	- -	- -	- -	- -	- -	1 32%	- -	- -	- -
Once a day	5 23%	3 23%	3 24%	1 31%	5 62%	- -	- -	- -	3 37%	3 42%	- -	- -	- -	- -	- -	- -	- -	1 17%	3 48%	3 83%	- -	- -	- -	- -
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	7 29%	5 37%	2 19%	- 27%	2 43%	4 18%	1 -	- -	1 10%	1 14%	3 78%	2 37%	1 25%	- -	3 100%	- -	- -	2 44%	1 19%	- -	- -	- -	- -	- -
Never	10 44%	5 37%	6 52%	1 57%	1 11%	4 49%	4 82%	- -	4 45%	2 39%	1 22%	3 63%	2 66%	- -	- -	- -	- -	2 40%	1 33%	1 17%	1 68%	1 100%	1 100%	1 100%
NET: At least daily	6 27%	3 25%	3 30%	1 43%	5 62%	1 7%	- -	- -	4 45%	3 47%	- -	- -	* 10%	- -	- -	- -	- -	1 17%	2 48%	3 83%	1 32%	- -	- -	- -
NET: At least weekly	6 27%	3 25%	3 30%	1 43%	5 62%	1 7%	- -	- -	4 45%	3 47%	- -	- -	* 10%	- -	- -	- -	- -	1 17%	2 48%	3 83%	1 32%	- -	- -	- -
NET: Ever	13 56%	8 63%	5 48%	1 43%	7 89%	5 51%	1 18%	- -	4 55%	4 61%	3 78%	2 37%	1 34%	- -	3 100%	- -	- -	3 60%	3 67%	3 83%	1 32%	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 338  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-
Weighted base	23*	16**	2**	2*	3**	**	**	1**	7**	5**	6**	4**	**	16**	**	**	11**	8**	2**	**	20**	3**	**	3**	**	**	**
Several times a day	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	*	1	-	-	1	-	-	-	-	-	-
	4%	-	50%	-	-	-	-	-	-	-	-	-	-	6%	-	-	3%	8%	-	-	5%	-	-	-	-	-	-
Once a day	5	5	-	-	-	-	-	-	-	-	-	-	-	5	-	-	5	-	1	-	5	-	-	-	-	-	-
	23%	35%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	41%	-	35%	-	27%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	7	5	-	2	-	-	-	4	2	4	1	-	3	-	-	3	4	-	-	5	2	-	2	-	-	-	
	29%	30%	-	65%	-	-	-	50%	43%	57%	23%	-	19%	-	-	27%	46%	-	-	24%	59%	-	59%	-	-	-	
Never	10	5	1	2	1	-	-	1	4	3	3	3	7	-	-	3	4	1	-	9	1	-	1	-	-	-	
	44%	35%	50%	100%	35%	-	-	100%	50%	57%	43%	77%	-	41%	-	-	29%	46%	65%	-	44%	41%	-	41%	-	-	
NET: At least daily	6	5	1	-	-	-	-	-	-	-	-	-	-	6	-	-	5	1	1	-	6	-	-	-	-	-	
	27%	35%	50%	-	-	-	-	-	-	-	-	-	-	40%	-	-	44%	8%	35%	-	32%	-	-	-	-	-	
NET: At least weekly	6	5	1	-	-	-	-	-	-	-	-	-	-	6	-	-	5	1	1	-	6	-	-	-	-	-	
	27%	35%	50%	-	-	-	-	-	-	-	-	-	-	40%	-	-	44%	8%	35%	-	32%	-	-	-	-	-	
NET: Ever	13	10	1	-	2	-	-	4	2	4	1	-	9	-	-	8	4	1	-	11	2	-	2	-	-	-	
	56%	65%	50%	-	65%	-	-	50%	43%	57%	23%	-	59%	-	-	71%	54%	35%	-	56%	59%	-	59%	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 339  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1						
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	**	2**	7**	2**	6**	5**	1**	**	1**						
Several times a day	1 4%	1 7%	-	-	-	-	-	-	-	-	1 8%	-	-	1 14%	-	-	-	-	-	-						
Once a day	5 23%	2 16%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	5 49%	-	-	-	3 37%	-	2 37%	-	-	-	1 100%						
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Less often	7 29%	3 22%	4 38%	4 40%	4 45%	-	4 56%	-	-	5 42%	2 17%	-	-	1 11%	-	1 15%	5 100%	-	-	-						
Never	10 44%	7 55%	3 30%	3 26%	2 25%	1 21%	1 7%	2 100%	1 100%	1 9%	9 76%	-	2 100%	3 37%	2 100%	3 48%	-	1 100%	-	-						
NET: At least daily	6 27%	3 24%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	5 49%	1 8%	-	-	3 51%	-	2 37%	-	-	-	1 100%						
NET: At least weekly	6 27%	3 24%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	5 49%	1 8%	-	-	3 51%	-	2 37%	-	-	-	1 100%						
NET: Ever	13 56%	6 45%	7 70%	7 74%	6 75%	3 79%	6 93%	-	-	10 91%	3 24%	-	-	4 63%	-	3 52%	5 100%	-	-	1 100%						

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 340  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	1	-	-	2	-	-	1	3	1	1
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
Several times a day	1 4%	* 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-
Once a day	5 23%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	-	-	-	-	2 55%	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	7 29%	1 39%	-	-	-	-	-	-	3 84%	2 100%	-	-	-	-	-	-	-	-	-	1 22%	-	-
Never	10 44%	1 47%	1 100%	-	-	-	-	2 100%	1 16%	-	-	1 100%	-	-	-	1 68%	-	-	1 100%	1 23%	1 100%	1 100%
NET: At least daily	6 27%	* 15%	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	1 32%	-	-	-	2 55%	-	-
NET: At least weekly	6 27%	* 15%	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	-	-
NET: Ever	13 56%	1 53%	-	-	-	-	-	3 84%	2 100%	1 100%	-	3 100%	-	-	1 32%	-	-	-	3 77%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 341  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	16	20	9	8	12	24	32	21	4
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**
Several times a day	10 5%	9 8%b	1 1%	3 5%	3 5%	4 9%	-	-	-	2 4%	1 2%	4 9%	2 6%	-	-	1 5%	3 17%	1 7%	-	-	-	1 3%	1 4%	2 11%	-
Once a day	11 6%	5 5%	6 7%	3 6%	5 8%	2 5%	1 2%	-	-	2 3%	9 16%ijm	-	-	-	-	-	1 3%	2 10%	-	1 11%	5 36%	1 3%	-	-	2 25%
Several times a week	15 8%	8 7%	7 8%	7 12%	3 5%	4 8%	1 4%	1 7%	-	4 8%	2 4%	5 12%	3 9%	3 17%	1 19%	3 16%	1 5%	2 9%	1 7%	-	1 6%	1 4%	1 5%	1 3%	-
Once a week	2 1%	-	2 2%	-	-	-	1 4%	-	1 25%	1 2%	1 1%	-	-	-	-	-	1 5%	1 4%	-	-	-	-	-	-	-
Less often	27 14%	15 13%	12 14%	7 12%	11 18%	6 13%	4 16%	-	-	8 14%	7 12%	7 16%	6 15%	2 9%	2 30%	2 12%	3 15%	3 17%	1 14%	-	2 15%	4 17%	4 13%	4 17%	-
Never	127 64%	71 63%	56 67%	36 64%	34 55%	29 65%	17 74%	9 93%	2 75%	36 63%	37 63%	28 64%	25 70%	15 74%	3 50%	14 68%	7 40%	10 52%	8 78%	7 89%	6 42%	15 66%	22 78%	14 65%	5 75%
Don't know	5 3%	4 4%	1 1%	-	5 9%	-	-	-	-	4 7%	1 2%	-	-	-	-	-	3 16%	-	-	-	-	2 7%	-	1 4%	-
NET: At least daily	21 10%	14 13%	6 7%	6 11%	8 12%	6 14%	1 2%	-	-	4 7%	10 18%	4 9%	2 6%	-	-	1 5%	3 20%	3 17%	-	1 11%	5 36%	1 6%	1 4%	2 11%	2 25%
NET: At least weekly	38 19%	23 20%	15 18%	13 24%	11 18%	10 22%	2 10%	1 7%	1 25%	9 16%	14 24%	9 21%	5 15%	3 17%	1 19%	4 21%	5 29%	6 31%	1 7%	1 11%	6 42%	2 10%	3 9%	3 14%	2 25%
NET: Ever	65 33%	38 33%	27 32%	20 36%	22 36%	15 35%	6 26%	1 7%	1 25%	17 30%	20 35%	16 36%	11 30%	5 26%	3 50%	7 32%	8 44%	10 48%	2 22%	1 11%	8 58%	6 27%	6 22%	7 31%	2 25%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 342  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-ary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	**	**	70*	89*	23**	12**	170	25**	8**	13**	4**	**	**
Several times a day	10	9	*	1	-	-	-	-	*	-	*	-	-	9	-	-	3	6	1	-	5	5	1	4	-	-	-
	5%	7%	2%	2%	-	-	-	-	2%	-	3%	-	-	6%	-	-	4%	7%	3%	-	3%	19%	11%	29%	-	-	-
Once a day	11	9	2	-	1	-	-	-	1	-	1	1	-	10	-	-	3	2	3	-	10	1	-	1	1	-	-
	6%	7%	6%	-	4%	-	-	-	3%	-	5%	12%	-	6%	-	-	5%	2%	15%	-	6%	5%	-	4%	16%	-	-
Several times a week	15	10	2	2	2	-	-	-	1	1	1	1	-	14	-	-	8	6	1	-	12	3	2	-	1	-	-
	8%	8%	7%	6%	12%	-	-	-	5%	6%	4%	9%	-	9%	-	-	12%	7%	3%	-	7%	12%	26%	-	23%	-	-
Once a week	2	1	-	-	-	-	1	-	-	-	-	-	-	2	-	-	1	-	1	-	2	-	-	-	-	-	-
	1%	1%	-	-	-	-	27%	-	-	-	-	-	-	1%	-	-	1%	-	4%	-	1%	-	-	-	-	-	-
Less often	27	17	7	2	1	-	-	-	5	4	3	3	1	22	-	-	10	12	2	3	26	2	1	-	*	-	-
	14%	15%	29%	5%	7%	-	-	-	18%	16%	19%	40%	55%	14%	-	-	14%	14%	9%	24%	15%	6%	16%	-	8%	-	-
Never	127	66	14	26	13	1	2	5	22	18	11	3	*	99	-	-	45	58	14	9	110	15	4	9	2	-	-
	64%	57%	56%	86%	76%	100%	73%	100%	73%	78%	69%	39%	45%	62%	-	-	64%	65%	61%	76%	65%	59%	47%	67%	54%	-	-
Don't know	5	5	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	4	1	-	5	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	5%	4%	-	3%	-	-	-	-	-	-	-
NET: At least daily	21	17	2	1	1	-	-	-	1	-	1	-	-	19	-	-	6	8	4	-	15	6	1	4	1	-	-
	10%	15%	8%	2%	4%	-	-	-	4%	-	8%	12%	-	12%	-	-	9%	9%	18%	-	9%	23%	11%	33%	16%	-	-
NET: At least weekly	38	28	4	2	3	-	1	-	3	1	2	1	-	35	-	-	15	15	6	-	29	9	3	4	2	-	-
	19%	24%	15%	8%	16%	-	27%	-	9%	6%	12%	21%	-	22%	-	-	22%	16%	26%	-	17%	35%	37%	33%	38%	-	-
NET: Ever	65	45	11	4	4	-	1	-	8	5	5	4	1	57	-	-	25	27	8	3	54	10	4	4	2	-	-
	33%	39%	44%	14%	24%	-	27%	-	27%	22%	31%	61%	55%	35%	-	-	36%	30%	35%	24%	32%	41%	53%	33%	46%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 343  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15				
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**				
Several times a day	10	4	6	6	6	1	2	6	1	3	7	-	3	-	1	1	5	1	-	-				
	5%	3%	10%	10%	12% <sup>a</sup>	6%	7%	25%	13%	7%	4%	-	14%	-	1%	2%	16%	12%	-	-				
Once a day	11	4	7	7	7	4	5	4	1	5	6	-	4	1	1	2	-	-	-	2				
	6%	3%	13% <sup>a</sup>	13%	16% <sup>a</sup>	20%	18%	17%	6%	14%	4%	-	-	16%	2%	2%	6%	-	-	9%				
Several times a week	15	5	10	10	5	6	3	3	-	8	7	*	1	3	7	1	1	-	-	2				
	8%	4%	18% <sup>ad</sup>	18%	10%	27%	9%	14%	-	22%	5%	4%	6%	11%	17%	4%	3%	-	-	11%				
Once a week	2	2	-	-	-	-	-	-	-	1	1	-	-	-	2	-	-	-	-	-				
	1%	1%	-	-	-	-	-	-	-	2%	*	-	-	-	4%	-	-	-	-	-				
Less often	27	22	5	5	2	3	2	2	1	6	21	3	1	2	6	4	5	1	2	3				
	14%	16%	9% <sup>d</sup>	9%	5%	12%	8%	8%	14%	16%	13%	40%	7%	9%	15%	12%	17%	15%	39%	14%				
Never	127	97	29	26	26	8	18	8	6	13	114	4	15	16	24	26	15	4	3	12				
	64%	70% <sup>b</sup>	51%	48%	56% <sup>b</sup>	36%	59%	36%	67%	35%	71%	56%	74%	64%	59%	75%	49%	73%	61%	67%				
Don't know	5	5	-	-	-	-	-	-	-	1	4	-	-	-	1	2	3	-	-	-				
	3%	4%	-	-	-	-	-	-	-	3%	3%	-	-	-	2%	5%	9%	-	-	-				
NET: At least daily	21	8	13	13	13	6	8	10	2	8	13	-	3	4	1	2	7	1	-	2				
	10%	5%	23% <sup>a</sup>	24%	28% <sup>ab</sup>	26%	25%	42%	19%	21%	8%	-	14%	16%	3%	5%	22%	12%	-	9%				
NET: At least weekly	38	15	23	23	18	12	10	13	2	16	21	*	4	7	10	3	8	1	-	4				
	19%	10%	40% <sup>a</sup>	42%	38% <sup>a</sup>	53%	33%	56%	19%	46%	13%	4%	20%	27%	24%	9%	25%	12%	-	20%				
NET: Ever	65	37	28	28	20	14	13	15	3	22	43	3	5	9	16	7	13	2	2	6				
	33%	26%	49% <sup>ad</sup>	52%	44%	64%	41%	64%	33%	62%	26%	44%	26%	36%	39%	21%	42%	27%	39%	33%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 344  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
Several times a day	10	-	-	-	1	-	2	1	-	-	1	-	1	-	-	1	-	2	-	-	-	-
	5%	-	-	-	17%	-	27%	6%	-	-	8%	-	18%	-	-	3%	-	30%	-	-	-	-
Once a day	11	-	-	-	1	-	-	2	-	-	*	-	3	-	-	3	-	-	-	1	2	-
	6%	-	-	-	6%	-	-	9%	-	-	2%	-	82%	-	-	6%	-	-	-	11%	25%	-
Several times a week	15	3	-	-	2	-	-	3	-	-	3	-	-	-	-	3	1	-	-	-	-	-
	8%	42%	-	-	24%	-	-	19%	-	-	15%	-	-	-	-	8%	7%	-	-	-	-	-
Once a week	2	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	14%	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-
Less often	27	-	2	2	3	-	-	2	1	1	3	2	-	1	-	7	-	1	2	-	-	*
	14%	-	15%	38%	32%	-	-	11%	9%	24%	19%	44%	-	27%	-	15%	-	15%	27%	-	-	9%
Never	127	5	10	3	2	4	3	10	5	5	9	3	-	3	4	28	7	4	6	7	5	4
	64%	58%	85%	62%	21%	59%	60%	56%	91%	76%	51%	56%	-	73%	100%	65%	82%	54%	73%	89%	75%	91%
Don't know	5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-
	3%	-	-	-	-	41%	-	-	-	-	-	-	-	-	-	4%	11%	-	-	-	-	-
NET: At least daily	21	-	-	-	2	-	2	3	-	-	2	-	4	-	-	4	-	2	-	1	2	-
	10%	-	-	-	23%	-	27%	15%	-	-	10%	-	100%	-	-	9%	-	30%	-	11%	25%	-
NET: At least weekly	38	3	-	-	4	-	2	6	-	-	5	-	4	-	-	7	1	2	-	1	2	-
	19%	42%	-	-	47%	-	40%	34%	-	-	29%	-	100%	-	-	16%	7%	30%	-	11%	25%	-
NET: Ever	65	3	2	2	6	-	2	8	1	1	9	2	4	1	-	14	1	3	2	1	2	*
	33%	42%	15%	38%	79%	-	40%	44%	9%	24%	49%	44%	100%	27%	-	31%	7%	46%	27%	11%	25%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 345  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	-	2	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	-**	-**	3**	4**	3**	1**	1**	1**	-**	-**	2**	1**	2**	2**	1**	1**	-**
Several times a day	3	3	-	-	2	1	-	-	2	-	1	-	-	-	-	-	-	1	2	-	-	-	-
	26%	28%	-	-	30%	54%	-	-	76%	-	23%	-	-	-	-	-	-	100%	100%	-	-	-	-
Once a day	3	3	1	-	3	1	-	-	1	-	3	-	-	1	-	1	-	-	-	-	1	-	-
	29%	25%	100%	-	36%	46%	-	-	24%	-	77%	-	-	100%	-	79%	-	-	-	-	100%	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	7%	-	-	9%	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	-	54%	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4	4	-	2	2	-	-	-	-	3	-	1	1	-	-	-	-	-	2	-	-	1	-
	39%	41%	-	100%	25%	-	-	-	81%	-	100%	100%	100%	-	-	21%	-	-	100%	-	-	46%	-
NET: At least daily	6	5	1	-	5	1	-	-	3	-	3	-	-	1	-	1	1	2	-	1	-	-	-
	55%	53%	100%	-	66%	100%	-	-	100%	-	100%	-	-	100%	-	79%	100%	100%	-	100%	-	-	-
NET: At least weekly	7	6	1	-	5	1	-	-	3	1	3	-	-	1	-	1	1	2	-	1	1	1	-
	61%	59%	100%	-	75%	100%	-	-	100%	19%	100%	-	-	100%	-	79%	100%	100%	-	100%	-	54%	-
NET: Ever	7	6	1	-	5	1	-	-	3	1	3	-	-	1	-	1	1	2	-	1	1	1	-
	61%	59%	100%	-	75%	100%	-	-	100%	19%	100%	-	-	100%	-	79%	100%	100%	-	100%	-	54%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 346  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	**	**	**	1**	1**	**	**	**	10**	**	**	6**	3**	**	**	9**	2**	**	2**	**	**	**
Several times a day	3	2	1	-	-	-	-	-	1	1	-	-	-	2	-	-	3	-	-	3	-	-	-	-	-	-	-
	26%	29%	42%	-	-	-	-	-	100%	100%	-	-	-	21%	-	-	45%	-	-	32%	-	-	-	-	-	-	-
Once a day	3	3	1	-	-	-	-	-	-	-	-	-	-	3	-	-	3	1	-	2	1	-	1	-	-	-	-
	29%	36%	36%	-	-	-	-	-	-	-	-	-	-	32%	-	-	40%	24%	-	20%	71%	-	71%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-
	6%	9%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	25%	-	7%	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4	2	1	1	1	-	-	-	-	-	-	-	-	4	-	-	1	1	-	4	1	-	1	-	-	-	-
	39%	26%	21%	100%	100%	-	-	-	-	-	-	-	-	41%	-	-	15%	51%	-	41%	29%	-	29%	-	-	-	-
NET: At least daily	6	5	1	-	-	-	-	-	1	1	-	-	-	5	-	-	5	1	-	5	1	-	1	-	-	-	-
	55%	65%	79%	-	-	-	-	-	100%	100%	-	-	-	52%	-	-	85%	24%	-	52%	71%	-	71%	-	-	-	-
NET: At least weekly	7	5	1	-	-	-	-	-	1	1	-	-	-	6	-	-	5	1	-	5	1	-	1	-	-	-	-
	61%	74%	79%	-	-	-	-	-	100%	100%	-	-	-	59%	-	-	85%	49%	-	59%	71%	-	71%	-	-	-	-
NET: Ever	7	5	1	-	-	-	-	-	1	1	-	-	-	6	-	-	5	1	-	5	1	-	1	-	-	-	-
	61%	74%	79%	-	-	-	-	-	100%	100%	-	-	-	59%	-	-	85%	49%	-	59%	71%	-	71%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 347

**Q.5 In the last week, how often did you comment on other people's videos on these services?****Mixer****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	1	-	-		
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	**	5**	6**	**	1**	1**	3**	3**	**	1**	**	1**	**	**		
Several times a day	3	2	1	1	1	-	-	1	-	2	1	-	-	-	1	2	-	-	-	-	-			
	26%	30%	19%	19%	35%	-	-	100%	-	39%	13%	-	-	-	23%	76%	-	-	-	-	-			
Once a day	3	1	3	3	1	3	1	-	-	3	1	-	1	1	1	-	-	-	-	-	-			
	29%	9%	64%	64%	65%	79%	100%	-	-	48%	12%	-	100%	63%	35%	-	-	-	-	-	-			
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Once a week	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-			
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	-	-	-	24%	-	-	-			
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Never	4	4	-	-	-	-	-	-	-	-	4	-	-	*	1	-	-	-	-	1	-			
	39%	61%	-	-	-	-	-	-	-	75%	-	-	-	37%	42%	-	-	-	-	100%	-			
NET: At least daily	6	3	3	3	2	3	1	1	-	5	1	-	1	1	2	2	-	-	-	-	-			
	55%	39%	83%	83%	100%	79%	100%	100%	-	87%	25%	-	100%	63%	58%	76%	-	-	-	-	-			
NET: At least weekly	7	3	4	4	2	3	1	1	-	5	1	-	1	1	2	3	-	-	-	-	-			
	61%	39%	100%	100%	100%	100%	100%	100%	-	100%	25%	-	100%	63%	58%	100%	-	-	-	-	-			
NET: Ever	7	3	4	4	2	3	1	1	-	5	1	-	1	1	2	3	-	-	-	-	-			
	61%	39%	100%	100%	100%	100%	100%	100%	-	100%	25%	-	100%	63%	58%	100%	-	-	-	-	-			

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 348  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
Several times a day	3 26%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	2 100%	-
Once a day	3 29%	-	-	-	1 100%	-	-	-	-	1 79%	-	-	-	-	1 26%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4 39%	1 100%	-	-	-	-	-	-	-	-	* 21%	-	-	1 100%	2 74%	-	-	-	-	-	-
NET: At least daily	6 55%	-	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	-	-	1 26%	-	-	-	2 100%	-
NET: At least weekly	7 61%	-	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	-	1 26%	1 100%	-	-	-	2 100%	-
NET: Ever	7 61%	-	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	-	1 26%	1 100%	-	-	-	2 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 349  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	-**	2**	-**	2**	2**	-**	-**	-**	2**	-**	1**	2**	1**	-**
Several times a day	2	1	1	-	1	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-
	33%	33%	35%	-	100%	42%	-	-	32%	-	61%	-	-	-	-	68%	-	-	42%	-	-
Once a day	2	1	1	1	-	1	-	-	-	-	1	1	-	-	-	-	-	-	1	1	-
	34%	21%	65%	65%	-	58%	-	-	-	-	39%	65%	-	-	-	-	-	-	58%	100%	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	22%	32%	-	-	-	-	100%	-	68%	-	-	-	-	-	-	-	-	100%	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	10%	15%	-	35%	-	-	-	-	-	-	-	35%	-	-	32%	-	-	-	-	-	-
NET: At least daily	4	2	2	1	1	2	-	-	1	-	2	1	-	-	1	-	-	2	1	-	-
	67%	53%	100%	65%	100%	100%	-	-	32%	-	100%	65%	-	-	68%	-	-	100%	100%	100%	-
NET: At least weekly	6	4	2	1	1	2	1	-	2	-	2	1	-	-	1	-	1	2	1	-	-
	90%	85%	100%	65%	100%	100%	100%	-	100%	-	100%	65%	-	-	68%	-	100%	100%	100%	100%	-
NET: Ever	6	4	2	1	1	2	1	-	2	-	2	1	-	-	1	-	1	2	1	-	-
	90%	85%	100%	65%	100%	100%	100%	-	100%	-	100%	65%	-	-	68%	-	100%	100%	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 350  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time educa-tion (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	6	3	2	1	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-	-
Weighted base	6*	4**	1**	1*	**	**	**	1**	**	1**	**	**	5**	**	**	6**	1**	**	**	4**	3**	1**	1**	**	**	**	
Several times a day	2	1	1	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	1	1	-	1	-	-	-	
	33%	38%	50%	-	-	-	-	-	-	-	-	-	39%	-	-	25%	100%	-	-	18%	54%	-	100%	-	-	-	
Once a day	2	1	-	1	-	-	-	1	-	1	-	-	1	-	-	2	-	-	-	1	1	1	-	-	-	-	
	34%	24%	-	100%	-	-	-	100%	-	100%	-	-	23%	-	-	38%	-	-	-	25%	46%	100%	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	
	22%	37%	-	-	-	-	-	-	-	-	-	-	26%	-	-	25%	-	-	-	38%	-	-	-	-	-	-	
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	
	10%	-	50%	-	-	-	-	-	-	-	-	-	12%	-	-	12%	-	-	-	18%	-	-	-	-	-	-	
NET: At least daily	4	2	1	1	-	-	-	1	-	1	-	-	3	-	-	4	1	-	-	2	3	1	1	-	-	-	
	67%	63%	50%	100%	-	-	-	100%	-	100%	-	-	62%	-	-	64%	100%	-	-	43%	100%	100%	100%	-	-	-	
NET: At least weekly	6	4	1	1	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	3	3	1	1	-	-	-	
	90%	100%	50%	100%	-	-	-	100%	-	100%	-	-	88%	-	-	88%	100%	-	-	82%	100%	100%	100%	-	-	-	
NET: Ever	6	4	1	1	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	3	3	1	1	-	-	-	
	90%	100%	50%	100%	-	-	-	100%	-	100%	-	-	88%	-	-	88%	100%	-	-	82%	100%	100%	100%	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 351  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 16		NET: Any 5-18		Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	NET: Any 5-18 (e)							£14,001 to £21,000 (l)	£21,001 to £28,000 (m)	£28,001 to £34,000 (n)	£34,001 to £41,000 (o)	£41,001 to £48,000 (p)	£48,001 to £55,000 (q)	£55,001 or more (r)	
Unweighted base	6	3	3	3	3	1	2	1	1	4	2	-	2	2	2	-	-	-	-	-
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**
Several times a day	2	1	1	1	1	1	-	-	1	1	-	1	1	-	-	-	-	-	-	
	33%	26%	38%	38%	38%	100%	61%	-	34%	32%	-	54%	50%	-	-	-	-	-	-	
Once a day	2	1	1	1	1	-	1	-	2	-	-	1	-	1	-	-	-	-	-	
	34%	48%	24%	24%	24%	-	39%	-	51%	-	-	46%	-	39%	-	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	1	-	1	1	1	-	-	1	1	-	1	-	-	1	-	-	-	-	-	
	22%	-	37%	37%	37%	-	-	100%	100%	-	68%	-	-	61%	-	-	-	-	-	
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	
	10%	26%	-	-	-	-	-	-	16%	-	-	-	-	50%	-	-	-	-	-	
NET: At least daily	4	2	2	2	2	1	2	-	4	1	-	3	1	1	-	-	-	-	-	
	67%	74%	63%	63%	63%	100%	100%	-	84%	32%	-	100%	50%	39%	-	-	-	-	-	
NET: At least weekly	6	2	4	4	4	1	2	1	1	4	2	-	3	1	2	-	-	-	-	
	90%	74%	100%	100%	100%	100%	100%	100%	84%	100%	-	100%	50%	100%	-	-	-	-	-	
NET: Ever	6	2	4	4	4	1	2	1	1	4	2	-	3	1	2	-	-	-	-	
	90%	74%	100%	100%	100%	100%	100%	100%	84%	100%	-	100%	50%	100%	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 352  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-	-
Weighted base	6*	..**	..**	..**	..**	..**	..**	..**	..**	2**	1**	..**	..**	..**	3**	..**	..**	..**	..**	..**	..**
Several times a day	2	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	68%	-	-	-	-	24%	-	-	-	-	-	-
Once a day	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	76%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	22%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	-	-	-	-	-	-	-	-	1	-	-	-	-	3	-	-	-	-	-	-
	67%	-	-	-	-	-	-	-	-	68%	-	-	-	-	100%	-	-	-	-	-	-
NET: At least weekly	6	-	-	-	-	-	-	-	-	1	1	-	-	-	3	-	-	-	-	-	-
	90%	-	-	-	-	-	-	-	-	68%	100%	-	-	-	100%	-	-	-	-	-	-
NET: Ever	6	-	-	-	-	-	-	-	-	1	1	-	-	-	3	-	-	-	-	-	-
	90%	-	-	-	-	-	-	-	-	68%	100%	-	-	-	100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 353  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	-	1	2	2	2	3	-	5	4	3	1	
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	**	1**	4**	1**	2**	2**	**	6**	4**	3**	***
Several times a day	2	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	1	-	1	-
	7%	-	15%	-	-	-	-	15%	-	-	14%	-	-	-	-	-	-	-	-	-	-	20%	-	24%	-
Once a day	4	3	1	-	-	-	-	3	1	-	1	3	-	-	-	3	-	-	-	-	-	-	-	1	-
	15%	18%	11%	-	-	-	-	22%	12%	-	10%	64%	-	-	-	67%	-	-	-	-	-	-	-	46%	-
Several times a week	3	-	3	-	-	-	-	3	-	1	2	-	-	-	-	-	-	1	-	-	2	-	-	-	-
	12%	-	26%	-	-	-	-	25%	-	15%	16%	-	-	-	-	-	-	53%	-	-	37%	-	-	-	-
Once a week	2	2	-	-	-	-	-	1	1	1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-
	6%	10%	-	-	-	-	-	5%	8%	12%	-	16%	-	30%	-	-	49%	-	-	-	-	-	-	-	-
Less often	5	3	2	*	-	-	1	2	2	2	2	-	1	2	-	-	-	1	*	-	-	2	-	-	-
	18%	21%	14%	100%	-	-	31%	13%	18%	27%	15%	-	37%	54%	-	-	-	47%	17%	-	-	45%	-	-	-
Never	12	8	4	-	*	-	2	3	7	3	6	1	2	*	-	1	1	-	2	-	2	2	1	*	-
	43%	50%	35%	-	100%	-	69%	21%	61%	46%	45%	20%	63%	16%	-	100%	33%	51%	-	83%	-	43%	55%	30%	100%
NET: At least daily	6	3	3	-	-	-	-	5	1	-	3	3	-	-	-	-	3	-	-	-	1	-	2	-	-
	22%	18%	26%	-	-	-	-	36%	12%	-	24%	64%	-	-	-	67%	-	-	-	-	20%	-	70%	-	-
NET: At least weekly	10	4	6	-	-	-	-	8	2	2	5	3	-	1	-	-	3	1	1	-	3	-	2	-	-
	39%	28%	52%	-	-	-	-	67%	20%	27%	40%	80%	-	30%	-	67%	49%	53%	-	-	57%	-	70%	-	-
NET: Ever	15	7	8	*	-	-	1	10	4	4	7	3	1	2	-	-	3	1	2	*	-	3	2	2	-
	57%	50%	65%	100%	-	-	31%	79%	39%	54%	55%	80%	37%	84%	-	-	67%	49%	100%	17%	-	57%	45%	70%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 354  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability				What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	**	1**	10**	**	8**	***	6**	2**	**	19**	**	**	10**	15**	2**	**	24**	3**	1**	**	2**	**	**
Several times a day	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	-	-	-
	7%	25%	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	12%	-	-	8%	-	-	-	-	-	-
Once a day	4	3	1	-	-	-	-	-	3	-	3	-	-	1	-	-	4	-	-	4	-	-	-	-	-	-	-
	15%	36%	17%	-	-	-	-	-	35%	-	47%	-	-	7%	-	-	41%	-	-	17%	-	-	-	-	-	-	-
Several times a week	3	2	-	-	-	1	-	-	-	-	-	-	3	-	-	1	2	-	-	1	2	-	-	2	-	-	-
	12%	28%	-	-	-	10%	-	-	-	-	-	-	16%	-	-	11%	14%	-	-	4%	71%	-	-	100%	-	-	-
Once a week	2	-	-	-	-	2	-	1	-	-	1	-	1	-	-	1	1	-	-	2	-	-	-	-	-	-	-
	6%	-	-	-	-	15%	-	9%	-	-	41%	-	4%	-	-	7%	6%	-	-	6%	-	-	-	-	-	-	-
Less often	5	-	2	*	-	2	-	1	*	-	1	-	4	-	-	*	4	1	-	5	-	-	-	-	-	-	-
	18%	-	28%	100%	-	22%	-	17%	100%	-	59%	-	18%	-	-	4%	24%	41%	-	20%	-	-	-	-	-	-	-
Never	12	1	4	-	-	1	5	-	3	-	3	-	9	-	-	4	7	1	-	11	1	1	-	-	-	-	-
	43%	11%	55%	-	-	100%	53%	-	40%	-	53%	-	45%	-	-	38%	44%	59%	-	45%	29%	100%	-	-	-	-	-
NET: At least daily	6	5	1	-	-	-	-	3	-	3	-	-	3	-	-	4	2	-	-	6	-	-	-	-	-	-	-
	22%	61%	17%	-	-	-	-	35%	-	47%	-	-	16%	-	-	41%	12%	-	-	24%	-	-	-	-	-	-	-
NET: At least weekly	10	7	1	-	-	3	-	3	-	3	1	-	7	-	-	6	5	-	-	8	2	-	-	2	-	-	-
	39%	89%	17%	-	-	25%	-	43%	-	47%	41%	-	37%	-	-	58%	32%	-	-	35%	71%	-	-	100%	-	-	-
NET: Ever	15	7	4	*	-	5	-	5	*	3	2	-	11	-	-	6	8	1	-	13	2	-	-	2	-	-	-
	57%	89%	45%	100%	-	47%	-	60%	100%	47%	100%	-	55%	-	-	62%	56%	41%	-	55%	71%	-	-	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 355  
**Q.5 In the last week, how often did you comment on other people's videos on these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
													(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-
Weighted base	27*	25**	2**	.*	2**	.*	.*	.*	2**	2**	25**	.*	4**	2**	10**	4**	3**	2**	.*	.*
Several times a day	2	1	1	-	1	-	-	-	1	-	2	-	-	-	2	-	-	-	-	-
	7%	4%	42%	-	42%	-	-	-	42%	-	7%	-	-	-	18%	-	-	-	-	-
Once a day	4	4	-	-	-	-	-	-	-	-	4	-	-	-	-	-	3	-	-	-
	15%	16%	-	-	-	-	-	-	-	-	16%	-	-	-	-	-	100%	-	-	-
Several times a week	3	3	-	-	-	-	-	-	2	1	-	-	-	1	-	-	2	-	-	-
	12%	12%	-	-	-	-	-	-	100%	4%	-	-	-	11%	-	-	100%	-	-	-
Once a week	2	2	-	-	-	-	-	-	-	2	-	-	1	-	-	1	-	-	-	-
	6%	6%	-	-	-	-	-	-	-	6%	-	-	16%	-	-	23%	-	-	-	-
Less often	5	4	1	-	1	-	-	-	1	-	5	-	*	2	2	1	-	-	-	-
	18%	15%	58%	-	58%	-	-	-	58%	-	19%	-	9%	65%	17%	34%	-	-	-	-
Never	12	12	-	-	-	-	-	-	-	12	-	-	3	1	5	2	-	-	-	-
	43%	46%	-	-	-	-	-	-	-	47%	-	-	76%	35%	54%	43%	-	-	-	-
NET: At least daily	6	5	1	-	1	-	-	-	1	-	6	-	-	-	2	-	3	-	-	-
	22%	20%	42%	-	42%	-	-	-	42%	-	23%	-	-	-	18%	-	100%	-	-	-
NET: At least weekly	10	10	1	-	1	-	-	-	1	2	8	-	1	-	3	1	3	2	-	-
	39%	39%	42%	-	42%	-	-	-	42%	100%	34%	-	16%	-	29%	23%	100%	100%	-	-
NET: Ever	15	14	2	-	2	-	-	-	2	2	13	-	1	2	5	2	3	2	-	-
	57%	54%	100%	-	100%	-	-	-	100%	100%	53%	-	24%	65%	46%	57%	100%	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 356

**Q.5 In the last week, how often did you comment on other people's videos on these services?****Other****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3	
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	***	***	3**	
Several times a day	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	1 100%	-	-	-	-	
Once a day	4 15%	-	-	-	3 67%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	
Several times a week	3 12%	-	-	-	-	-	-	-	1 53%	-	-	-	-	-	2 24%	-	-	-	-	-	-	-	
Once a week	2 6%	1 35%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	5 18%	2 65%	-	-	-	-	-	-	1 47%	-	-	-	-	-	1 15%	1 45%	-	-	-	*	100%	-	
Never	12 43%	-	-	-	1 33%	-	-	1 100%	1 100%	-	-	-	-	1 100%	-	4 47%	1 55%	-	-	-	*	100%	3 100%
NET: At least daily	6 22%	-	-	-	3 67%	-	-	-	-	-	-	-	-	-	1 13%	-	1 100%	1 100%	-	-	-	-	
NET: At least weekly	10 39%	1 35%	-	-	3 67%	-	-	-	1 53%	1 100%	-	-	-	-	3 38%	-	1 100%	1 100%	-	-	-	-	
NET: Ever	15 57%	2 100%	-	-	3 67%	-	-	-	2 100%	1 100%	-	-	-	-	4 53%	1 45%	1 100%	1 100%	1 100%	*	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 357

**Q.6 You said you comment on other people's videos, which of these statements applies to you the most?**

**Base: All who commented on other people's videos**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	836	379	457	118	169	151	168	106	124	230	259	133	214	57	37	97	68	76	58	38	72	122	123	56	32
Weighted base	848	376	472	111*	210	150	159	99*	119	222	252	179	194	70*	35**	102*	67*	73*	57*	35*	72*	120*	123*	65*	32**
I mostly comment on videos from people I know personally	517	212	305	54	125	86	105	64	83	139	156	102	121	40	19	58	40	43	36	23	42	70	79	46	21
	61%	56%	65%a	49%	59%	58%	66%d	65%cd	70%cd	63%	62%	57%	62%	58%	55%	57%	59%	59%	63%	67%	59%	58%	65%	71%	65%
I mostly comment on videos from people I do not know personally (such as celebrities)	131	67	64	31	41	27	17	10	5	35	36	35	25	14	7	18	13	11	9	6	11	17	18	4	4
	15%	18%	13%	28%ghi	20%gi	18%i	11%	11%	4%	16%	14%	20%	13%	20%	19%	17%	19%	15%	15%	16%	16%	14%	15%	6%	13%
I mostly comment on videos posted by brands or companies	28	16	12	7	8	7	3	1	2	8	5	8	7	1	1	7	1	3	1	1	4	5	1	4	-
	3%	4%	3%	6%	4%	5%	2%	2%	2%	4%	2%	5%	4%	1%	4%	6%	2%	4%	2%	2%	5%	4%	1%	6%	-
I comment on videos from people I know, people I do not know personally and brands or companies roughly the same amount	140	68	72	14	30	23	33	20	20	32	46	27	35	13	8	18	8	13	10	3	12	20	19	10	7
	16%	18%	15%	13%	14%	15%	21%	20%	17%	14%	18%	15%	18%	18%	21%	18%	12%	18%	18%	9%	17%	16%	16%	15%	22%
Don't know	32	13	19	5	6	7	2	4	8	8	10	6	7	2	-	1	5	3	1	2	3	9	4	1	-
	4%	3%	4%	4%	3%	5%	1%	4%	7%g	4%	4%	4%	3%	3%	-	1%	7%	4%	2%	7%	4%	8%	3%	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 358  
**Q.6 You said you comment on other people's videos, which of these statements applies to you the most?**  
Base: All who commented on other people's videos

	Working Status				Disability				What is the highest educational level that you have achieved to date?								To which of the following ethnic groups do you consider you belong?										
	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Priv- ate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Prim- ary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	836	333	166	94	45	29	97	72	224	107	142	72	5	594	9	8	466	231	88	30	742	86	21	46	16	2	1
Weighted base	848	435	120	80*	40*	31**	83*	59*	193	88*	124	60*	4**	634	9**	7**	467	237	96*	26**	753	88*	22**	48*	15**	2**	1**
I mostly comment on videos from people I know personally	517	252	79	44	27	23	56	36	108	52	65	34	2	397	3	5	296	134	62	15	471	42	11	26	5	-	-
	61%	58%	66%	55%	67%	75%	67%	62%	56%	59%	52%	56%	46%	63% <sup>aj</sup>	36%	72%	63%	56%	65%	59%	63% <sup>au</sup>	47%	52%	54%	32%	-	-
I mostly comment on videos from people I do not know personally (such as celebrities)	131	79	15	17	5	2	5	6	19	9	12	8	-	110	2	-	64	45	12	7	114	15	4	8	3	-	1
	15%	18% <sup>f</sup>	13%	22%	14%	7%	6%	11%	10%	10%	9%	14%	-	17% <sup>hj</sup>	19%	-	14%	19%	12%	26%	15%	17%	17%	16%	18%	-	100%
I mostly comment on videos posted by brands or companies	28	16	3	5	1	-	1	2	6	3	2	1	-	22	2	1	14	4	4	3	21	7	2	3	3	-	-
	3%	4%	3%	6%	3%	-	1%	3%	3%	4%	2%	1%	-	4%	19%	13%	3%	2%	12%	3%	8% <sup>t</sup>	8%	6%	18%	-	-	
I comment on videos from people I know, people I do not know personally and brands or companies roughly the same amount	140	73	19	11	4	5	15	12	52	22	42	14	2	83	1	1	79	41	14	1	127	13	4	5	2	2	-
	16%	17%	16%	14%	11%	16%	18%	20%	27% <sup>m</sup>	25% <sup>m</sup>	34% <sup>hm</sup>	23% <sup>m</sup>	44%	13%	14%	14%	17%	17%	15%	4%	17%	15%	17%	10%	16%	100%	-
Don't know	32	14	3	3	2	*	7	2	8	2	4	3	*	22	1	-	14	13	3	-	20	10	1	7	2	-	-
	4%	3%	3%	4%	6%	2%	8%	4%	4%	3%	3%	6%	10%	3%	12%	-	3%	5%	4%	-	3%	12% <sup>t</sup>	6%	14% <sup>t</sup>	17%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 359

**Q.6 You said you comment on other people's videos, which of these statements applies to you the most?**

Base: All who commented on other people's videos

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	836	535	296	271	246	102	134	127	56	144	692	46	121	148	197	138	63	31	13	43						
Weighted base	848	535	307	287	250	107*	142	132*	50*	159	689	32*	103*	133	203	152	81*	38**	22**	51*						
I mostly comment on videos from people I know personally	517	333	182	168	153	54	85	84	26	88	429	13	61	76	121	101	57	23	13	38						
	61%	62%	59%	59%	61%	51%	60%	63%	53%	55%	62%	42%	60%	57%	59%	67%	70%	61%	57%	74%						
I mostly comment on videos from people I do not know personally (such as celebrities)	131	72	57	55	40	30	24	20	8	39	92	6	15	23	35	23	10	4	1	7						
	15%	13%	19%	19%	16%	28%	17%	15%	17%	24%	13%	20%	14%	17%	17%	15%	12%	12%	4%	13%						
I mostly comment on videos posted by brands or companies	28	18	11	11	9	2	6	6	2	8	21	5	1	6	4	5	5	-	4	1						
	3%	3%	3%	4%	4%	2%	4%	4%	5%	5%	3%	14%	1%	4%	2%	3%	6%	-	16%	1%						
I comment on videos from people I know, people I do not know personally and brands or companies roughly the same amount	140	90	49	46	40	16	23	17	12	20	119	4	19	24	40	19	9	6	5	5						
	16%	17%	16%	16%	16%	15%	16%	13%	24%	13%	17%	13%	18%	18%	20%	13%	11%	15%	23%	9%						
Don't know	32	22	8	8	8	4	5	5	1	4	27	3	7	4	4	4	1	5	-	1						
	4%	4%	3%	3%	3%	4%	3%	4%	1%	3%	4%	10%	7%	3%	2%	2%	2%	12%	-	3%						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 360

**Q.6 You said you comment on other people's videos, which of these statements applies to you the most?****Base: All who commented on other people's videos**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	836	35	18	40	36	17	19	70	34	36	74	31	27	24	9	200	29	20	27	28	32	30
Weighted base	848	44**	22**	36**	36**	17**	19**	78*	34**	36**	67*	40**	28**	24**	9**	190	28**	25**	28**	25**	32**	30**
I mostly comment on videos from people I know personally	517	28	9	21	19	14	8	42	18	22	40	30	13	15	4	120	17	19	21	19	21	18
	61%	63%	41%	58%	52%	85%	45%	54%	52%	61%	60%	75%	44%	62%	46%	63%	62%	75%	75%	76%	65%	59%
I mostly comment on videos from people I do not know personally (such as celebrities)	131	10	4	6	9	1	6	16	9	6	9	2	12	-	-	26	6	1	1	1	4	2
	15%	22%	20%	15%	24%	7%	30%	21%	26%	17%	13%	6%	41%	-	-	13%	23%	5%	4%	6%	13%	6%
I mostly comment on videos posted by brands or companies	28	-	1	1	1	-	1	4	2	3	3	-	1	1	-	6	-	3	1	1	-	-
	3%	-	4%	4%	2%	-	3%	6%	6%	7%	5%	-	3%	5%	-	3%	-	12%	3%	2%	-	-
I comment on videos from people I know, people I do not know personally and brands or companies roughly the same amount	140	6	6	8	5	1	2	13	6	6	13	6	1	6	5	28	4	2	4	2	7	10
	16%	13%	29%	23%	15%	4%	13%	17%	16%	15%	19%	16%	5%	24%	54%	15%	16%	8%	13%	6%	22%	33%
Don't know	32	1	1	-	2	1	2	1	-	-	3	1	2	2	-	11	-	-	1	2	-	1
	4%	2%	5%	-	7%	4%	9%	2%	-	-	4%	3%	7%	10%	-	6%	-	-	5%	9%	-	2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 361

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Summary**

**Base: All who visited/ used sites/ apps**

	Sites/ apps																	
	NET: Any VSP	NET: Youtube/ Facebook	NET: AV only	NET: Mixed	YouTube	younow	Facebook	Instagram	TikTok	Twitter	Twitch	Vimeo	LiveLeak/ iLeak	Periscope	DailyMotion	Mixer	Yubo	Other
Unweighted base	1862	1832	1666	1551	1602	5	1416	727	144	651	76	90	9	19	101	10	6	26
Weighted base	1870	1835	1664	1553	1593	5	1420	748	162	634	70	86	11	23	100	11	6	27
Several times a day	146 8%	125 7%	102 6%	108 7%	76 5%	3 59%	88 6%	46 6%	14 8%	22 4%	9 13%	2 2%	1 13%	2 7%	1 1%	5 49%	2 33%	-
Once a day	127 7%	109 6%	72 4%	110 7%	58 4%	1 18%	84 6%	53 7%	7 4%	18 3%	10 15%	3 4%	1 13%	7 30%	4 4%	1 6%	1 14%	1 5%
Several times a week	170 9%	151 8%	104 6%	134 9%	96 6%	1 13%	110 8%	51 7%	13 8%	28 4%	10 14%	1 1%	-	1 5%	2 2%	-	1 22%	-
Once a week	164 9%	148 8%	115 7%	116 7%	110 7%	-	102 7%	57 8%	8 5%	25 4%	13 19%	1 2%	-	4 16%	6 6%	1 11%	-	2 7%
Less often	258 14%	271 15%	251 15%	246 16%	241 15%	-	234 16%	125 17%	25 15%	101 16%	10 15%	10 12%	1 10%	2 8%	14 14%	1 13%	-	4 17%
Never	975 52%	1001 55%	994 60%	809 52%	986 62%	1 10%	775 55%	396 53%	93 58%	423 67%	17 24%	67 78%	7 64%	8 34%	72 72%	2 21%	2 30%	19 72%
Don't know	32 2%	30 2%	27 2%	29 2%	27 2%	-	26 2%	19 3%	2 1%	17 3%	-	2 2%	-	-	1 1%	-	-	-
NET: At least daily	273 15%	235 13%	174 10%	218 14%	134 8%	4 77%	172 12%	99 13%	20 12%	41 6%	19 28%	5 6%	3 25%	9 37%	6 6%	6 55%	3 48%	1 5%
NET: At least weekly	606 32%	534 29%	393 24%	468 30%	340 21%	5 90%	384 27%	208 28%	41 25%	94 15%	42 61%	7 8%	3 25%	13 58%	14 14%	7 67%	4 70%	3 12%
NET: Ever	864 46%	804 44%	643 39%	714 46%	580 36%	5 90%	619 44%	333 45%	66 41%	195 31%	53 76%	17 20%	4 36%	15 66%	28 28%	9 79%	4 70%	8 28%



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 362

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Any VSP**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1862	887	975	230	282	307	358	296	389	523	556	290	493	139	80	186	158	173	141	99	177	238	262	148	61
Weighted base	1870	903	967	222	344	307	350	273	373	520	524	374	452	160	78*	202	152	165	130	88*	169	246	262	158	60*
Several times a day	146 8%	86 10%b	60 6%	26 12%ghi	48 14%ghi	31 10%hi	22 7%h	9 3%	10 3%	34 6%	41 8%	36 10%	35 8%	15 9%	7 9%	16 8%	13 8%	23 14%stux	8 6%	4 4%	6 4%	20 8%	20 8%	10 6%	6 10%
Once a day	127 7%	67 7%	60 6%	23 10%hi	34 10%hi	25 8%h	22 7%h	4 1%	16 4%	40 8%	37 7%	21 6%	29 6%	11 7%	4 5%	14 7%	14 9%	8 5%	9 7%	4 5%	13 8%	22 9%	17 7%	8 5%	2 3%
Several times a week	170 9%	71 8%	98 10%	21 9%i	50 14%hi	29 9%i	34 10%i	19 7%	17 5%	46 9%	52 10%	31 8%	41 9%	16 10%	6 7%	14 7%	15 10%	13 8%	11 8%	6 7%	21 13%x	34 14%px	23 9%	8 5%	3 5%
Once a week	164 9%	67 7%	97 10%	32 14%hi	32 9%i	35 11%i	29 8%	18 5%	18 5%	43 8%	51 10%	35 9%	34 7%	16 10%	9 11%	19 9%	14 9%	7 4%	10 8%	7 8%	9 5%	24 10%	30 11%r	13 8%	6 10%
Less often	258 14%	119 13%	139 14%	30 13%	57 16%i	41 13%	60 17%i	35 13%	36 10%	70 13%	66 13%	57 15%	65 14%	16 10%	8 10%	32 16%	20 13%	18 11%	19 14%	18 21%nrw	23 14%	44 18%w	25 10%	27 17%w	8 13%
Never	975 52%	479 53%	495 51%	83 37%	116 34%	142 46%e	174 50%de	186 68%defg	274 73%defg	279 54%	267 51%	190 51%	238 53%	85 58%v	45 51%v	103 46%	69 46%	94 57%v	71 54%v	48 54%v	94 55%v	97 39%	142 54%v	91 57%v	36 59%v
Don't know	32 2%	14 2%	18 2%	7 3%i	8 2%	5 2%	6 2%	3 1%	3 1%	9 2%	10 2%	4 1%	10 2%	-	-	5 2%	7 4%n	2 1%	3 2%	1 2%	3 2%	6 2%	4 1%	1 1%	-
NET: At least daily	273 15%	153 17%b	120 12%	50 22%ghi	82 24%ghi	56 18%hi	47 13%hi	13 5%	26 7%	73 14%	78 15%	57 15%	64 14%	26 17%	10 13%	30 15%	26 17%	31 19%	17 13%	8 9%	19 11%	41 17%	37 14%	18 11%	8 13%
NET: At least weekly	606 32%	291 32%	315 33%	102 46%ghi	163 47%ghi	120 39%hi	110 32%hi	50 18%	61 16%	163 31%	181 35%	123 33%	138 31%	59 37%x	25 32%	62 31%	55 36%x	51 31%	38 29%	21 24%	49 29%	100 41%tux	90 35%	39 25%	17 26%
NET: Ever	864 46%	410 45%	454 47%	132 59%ghi	220 64%fgh	160 52%hi	170 49%hi	85 31%	96 26%	233 45%	247 47%	180 48%	204 45%	75 47%	32 42%	94 47%	76 50%	69 42%	57 44%	39 44%	72 43%	144 58%opr	116 44%	66 42%	25 41%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 363

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Any VSP**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?											
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Prim-ary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1862	680	341	194	96	83	335	133	465	207	297	151	20	1352	14	11	1025	547	203	49	1676	164	39	83	28	8	6
Weighted base	1870	882	243	160	82*	81*	307	115	398	171	257	123	17**	1428	13**	11**	1023	556	213	42*	1687	165	37*	85*	28**	10**	5**
Several times a day	146	82	23	15	8	3	6	9	38	18	24	12	1	105	3	2	82	43	10	5	124	22	3	15	4	-	-
	8%	9%f	9%f	9%	10%f	4%	2%	7%f	9%	11%	9%	10%	8%	7%	24%	19%	8%	8%	5%	12%	7%	14%t	8%	18%t	16%	-	-
Once a day	127	78	17	10	6	3	8	5	28	13	19	6	-	98	-	3	67	27	22	4	105	19	5	11	2	-	1
	7%	9%f	7%f	6%	7%f	4%	3%	5%	7%	8%	7%	5%	-	7%	-	24%	7%	5%	10%q	10%	6%	11%t	13%	13%t	7%	-	25%
Several times a week	170	94	28	12	8	4	14	9	31	17	21	11	*	136	*	2	94	45	26	3	147	21	9	7	5	-	1
	9%	11%f	11%f	8%	10%	4%	5%	8%	8%	10%	8%	9%	3%	10%	3%	14%	9%	8%	12%	8%	9%	13%	24%tuw	9%	17%	-	14%
Once a week	164	100	16	17	7	3	9	11	33	16	13	6	1	128	1	1	86	58	13	4	152	11	1	8	*	-	1
	9%	11%bf	7%f	11%	9%f	4%	9%	9%j	8%j	9%j	5%	5%	8%	9%	10%	6%	8%	10%	6%	11%	9%	7%	3%	10%	2%	-	17%
Less often	258	133	34	21	16	10	28	16	64	28	38	20	5	185	3	1	145	69	29	5	226	30	7	16	3	3	1
	14%	15%f	14%	13%	19%f	12%	9%	14%	16%	16%	15%	16%	28%	13%	21%	11%	14%	12%	14%	11%	13%	18%	19%	19%	12%	32%	11%
Never	975	375	124	83	35	58	240	61	201	78	140	66	9	749	4	3	536	300	111	18	904	60	12	26	13	7	2
	52%	43%	51%a	52%	42%	71%abd	78%abd	53%a	51%	46%	55%hi	54%	54%	52%	34%	26%	52%	54%	52%	44%	54%uvw	37%	33%	31%	46%	68%	34%
Don't know	32	19	2	3	1	1	2	4	3	1	1	2	-	28	1	-	13	13	1	2	29	1	-	1	-	-	-
	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	*	2%	-	2%	8%	-	1%	2%	1%	4%	2%	*	-	1%	-	-	-
NET: At least daily	273	159	40	25	14	6	14	14	65	32	43	18	1	203	3	5	149	71	32	9	229	41	8	26	6	-	1
	15%	18%ef	16%f	16%	18%f	7%	5%	12%f	16%	18%	17%	15%	8%	14%	24%	43%	15%	13%	15%	22%	14%	25%t	21%	30%t	23%	-	25%
NET: At least weekly	606	354	84	54	30	13	37	34	129	64	77	35	3	467	5	7	329	174	71	17	528	73	17	42	11	-	3
	32%	40%efg	34%ef	34%	37%ef	16%	12%	30%ef	33%	38%	30%	28%	18%	33%	37%	63%	32%	31%	34%	41%	31%	45%t	48%t	49%t	42%	-	55%
NET: Ever	864	487	117	75	46	23	65	50	194	92	115	55	8	652	8	8	474	243	100	22	754	104	24	58	15	3	3
	46%	55%efg	48%ef	47%	56%ef	28%	21%	44%ef	49%	54%j	45%	45%	46%	46%	58%	74%	46%	44%	47%	52%	45%	63%t	67%t	68%t	54%	32%	66%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 364

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Any VSP**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under (a)	NET:	NET:	NET:	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			Under 16 (b)	Under 18 (c)	Any 5- 18 (d)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	£21,001 to £28,000 (n)				£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)			
Unweighted base	1862	1333	518	469	437	169	246	217	100	190	1672	92	273	367	416	337	119	51	31	77
Weighted base	1870	1320	537	493	450	172	260	225	96*	208	1662	71*	222	322	434	366	155*	60*	44**	96*
Several times a day	146 8%	84 6%	62 11% <sup>ad</sup>	57 12%	45 10% <sup>a</sup>	30 18% <sup>abd</sup>	29 11% <sup>a</sup>	21 9%	9 9%	39 19% <sup>j</sup>	107 6%	12 17% <sup>mnoq</sup>	21 9%	20 6%	37 8%	25 7%	15 10%	2 4%	1 3%	7 7%
Once a day	127 7%	78 6%	47 9%	45 9%	39 9%	25 15% <sup>abd</sup>	24 9%	16 7%	6 6%	34 17% <sup>ej</sup>	92 6%	3 4%	15 7%	20 6%	19 4%	31 8%	11 7%	3 5%	5 10%	11 11% <sup>n</sup>
Several times a week	170 9%	94 7%	70 13% <sup>a</sup>	64 13%	62 14% <sup>a</sup>	18 10%	33 13% <sup>a</sup>	29 13% <sup>a</sup>	14 15% <sup>a</sup>	28 13% <sup>j</sup>	142 9%	4 5%	17 8%	25 8%	51 12%	33 9%	15 10%	5 9%	-	14 14%
Once a week	164 9%	106 8%	58 11%	55 11%	48 11%	12 7%	31 12%	26 12%	6 7%	24 11%	140 8%	3 5%	17 8%	22 7%	33 8%	35 9%	17 11%	13 21% <sup>klm</sup>	7 16%	11 11%
Less often	258 14%	187 14%	70 13%	61 12%	58 13%	22 13%	28 11%	34 15%	12 12%	28 13%	230 14%	13 18%	22 10%	42 13%	62 14%	61 17% <sup>l</sup>	18 12%	6 10%	7 16%	15 15%
Never	975 52%	752 57% <sup>fg</sup>	218 41%	203 41%	187 42%	61 36%	108 42%	98 44%	45 47%	53 26%	922 55% <sup>i</sup>	35 49%	126 57% <sup>os</sup>	187 58% <sup>os</sup>	229 53%	173 47%	73 47%	30 50%	24 55%	38 40%
Don't know	32 2%	19 1%	12 2% <sup>g</sup>	8 2%	11 2% <sup>g</sup>	4 2%	7 3%	1 1%	4 4%	2 1%	30 2%	1 2%	3 2%	7 2%	3 1%	9 2%	5 3%	1 1%	-	2 2%
NET: At least daily	273 15%	162 12%	109 20% <sup>a</sup>	102 21%	84 19% <sup>a</sup>	55 32% <sup>abd</sup>	53 20% <sup>a</sup>	36 16%	15 16%	74 35% <sup>j</sup>	199 12%	15 22% <sup>m</sup>	36 16%	40 12%	56 13%	56 15%	27 17%	5 8%	6 13%	17 18%
NET: At least weekly	606 32%	362 27%	237 44% <sup>a</sup>	221 45%	194 43% <sup>a</sup>	85 49% <sup>a</sup>	116 45% <sup>a</sup>	92 41% <sup>a</sup>	36 37%	126 60% <sup>j</sup>	481 29%	22 32%	70 32%	87 27%	140 32%	123 34%	59 38% <sup>m</sup>	23 39%	13 29%	42 43% <sup>m</sup>
NET: Ever	864 46%	549 42%	307 57% <sup>a</sup>	282 57%	252 56% <sup>a</sup>	107 62% <sup>a</sup>	145 56% <sup>a</sup>	125 56% <sup>a</sup>	47 49%	153 74% <sup>j</sup>	711 43%	35 49%	92 42%	129 40%	202 47%	185 50% <sup>m</sup>	77 50%	29 49%	20 45%	56 59% <sup>lm</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 365

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Any VSP**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1862	60	63	85	80	42	46	129	62	90	164	73	55	53	19	415	68	58	61	75	61	103
Weighted base	1870	73*	72*	80*	79*	43*	45*	142	63*	81*	152	76*	55*	49*	27**	419	61*	64*	60*	66*	60*	104*
Several times a day	146 8%	7 10%	8 11%	6 7%	11 14%eiow	* 1%	4 10%	14 10%	3 5%	3 4%	20 13%eiow	6 8%	4 8%	6 11%	1 2%	27 6%	3 5%	4 6%	6 9%	4 6%	6 10%	6 3%
Once a day	127 7%	7 10%	4 5%	4 4%	7 8%	1 2%	7 15%es	9 6%	7 11%	8 10%	8 6%	3 3%	3 6%	2 5%	2 7%	37 9%	4 7%	5 7%	2 4%	1 2%	2 3%	5 5%
Several times a week	170 9%	7 9%	8 12%w	6 7%	10 13%qw	2 5%	6 14%qw	8 6%	6 10%	5 6%	12 8%	14 18%gpqv w	12 22%cegij mpqrw	3 6%	-	51 12%qw	3 5%	1 2%	3 6%	6 8%	3 5%	3 3%
Once a week	164 9%	9 12%	8 11%	8 10%	9 11%	6 14%	1 3%	11 8%	6 9%	8 10%	9 6%	5 7%	4 10%	6 12%	3 10%	40 10%	5 7%	7 11%	3 5%	6 9%	6 10%	5 4%
Less often	258 14%	9 12%	6 8%	8 10%	8 10%	8 19%	5 10%	28 20%lw	9 14%	13 16%	16 11%	8 11%	4 6%	4 8%	3 11%	68 16%w	8 14%	7 10%	16 27%bcdj kimqw	16 24%bcdj lmw	8 13%	7 6%
Never	975 52%	34 47%	38 53%	49 61%do	34 44%	20 48%	21 47%	67 47%	32 51%	43 53%	83 55%	39 51%	27 50%	27 56%	16 60%	189 45%	38 62%o	40 63%do	29 48%	32 48%	36 59%	80 77% abcdefghijklmnop rsv
Don't know	32 2%	-	-	-	-	6 13%abcdg hijkopqs vw	1 3%	5 3%	-	1 1%	3 2%	1 1%	1 2%	1 2%	3 9%	7 2%	-	-	1 2%	1 2%	-	1 1%
NET: At least daily	273 15%	14 20%e	11 16%	9 11%	18 22%esw	1 2%	11 24%esw	23 16%e	10 16%	11 14%	29 19%ew	9 12%	7 13%	8 16%	2 9%	63 15%e	8 12%	9 14%	8 13%	5 8%	8 13%	8 8%
NET: At least weekly	606 32%	30 41%w	28 38%w	23 29%w	37 46%ceg qrsww	9 21%	18 40%w	42 30%w	22 35%w	24 30%w	50 33%w	28 37%w	23 42%w	17 34%w	5 19%	155 37%w	15 25%	17 26%	14 23%	17 26%	17 28%	16 15%
NET: Ever	864 46%	39 53%w	34 47%w	31 39%w	44 56%cq w	17 39%	23 51%w	70 50%w	31 49%w	37 46%w	66 43%w	36 48%w	27 48%w	21 42%w	8 30%	223 53%cpqw	24 38%w	23 37%	30 50%w	33 50%w	25 41%w	23 22%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 366

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: YouTube/ Facebook**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1832	869	963	224	274	303	354	293	384	513	549	280	490	139	77	183	155	170	138	99	174	233	258	146	60
Weighted base	1835	884	952	214	334	305	345	270	369	511	517	360	447	160	76*	198	146	163	126	88*	163	242	258	156	60*
Several times a day	125 7%	75 9% <sub>b</sub>	50 5%	20 9% <sub>hi</sub>	41 12% <sub>ghi</sub>	27 9% <sub>hi</sub>	19 6%	8 3%	10 3%	28 5%	34 7%	32 9%	31 7%	14 9%	6 7%	14 7%	10 7%	17 10% <sub>u</sub>	8 6%	3 3%	6 4%	18 7%	18 7%	10 6%	4 7%
Once a day	109 6%	64 7% <sub>b</sub>	45 5%	21 10% <sub>hi</sub>	25 8% <sub>h</sub>	24 8% <sub>hi</sub>	23 7% <sub>h</sub>	2 1%	14 4% <sub>h</sub>	37 7%	28 5%	20 5%	25 6%	10 6%	4 5%	12 6%	12 8%	12 7%	6 5%	4 5%	9 5%	17 7%	14 5%	8 5%	2 4%
Several times a week	151 8%	65 7%	86 9%	14 6%	43 13% <sub>dhi</sub>	25 8%	33 9% <sub>i</sub>	18 7%	17 5%	34 7%	49 10%	29 8%	38 9%	14 9%	6 7%	10 5%	14 10%	12 7%	8 7%	6 7%	20 12% <sub>px</sub>	28 12% <sub>p</sub>	21 8%	8 5%	3 5%
Once a week	148 8%	64 7%	85 9%	26 12% <sub>hi</sub>	28 9%	34 11% <sub>hi</sub>	24 7%	16 6%	19 5%	42 8%	47 9%	26 7%	34 8%	16 10%	5 7%	20 10%	14 9%	8 5%	11 9%	3 4%	6 4%	18 7%	28 11% <sub>ru</sub>	13 8%	6 11%
Less often	271 15%	124 14%	147 15%	33 16% <sub>i</sub>	62 19% <sub>i</sub>	44 14%	60 17% <sub>i</sub>	37 14%	34 9%	71 14%	70 14%	59 16%	70 16%	20 12%	10 13%	33 17%	21 14%	17 10%	17 14%	19 22% <sub>rw</sub>	22 13%	49 20% <sub>rw</sub>	30 12%	27 17%	6 10%
Never	1001 55%	478 54%	523 55%	94 44%	124 37%	145 48% <sub>ee</sub>	181 52% <sub>e</sub>	186 69% <sub>def</sub>	272 74% <sub>def</sub>	290 57%	280 54%	191 53%	241 54%	86 54%	46 61% <sub>v</sub>	104 53%	71 48%	96 59% <sub>v</sub>	72 57% <sub>v</sub>	52 58% <sub>v</sub>	97 60% <sub>v</sub>	105 43%	144 56% <sub>v</sub>	91 58% <sub>v</sub>	38 63% <sub>v</sub>
Don't know	30 2%	14 2%	16 2%	5 2%	9 3%	5 2%	4 1%	3 1%	3 1%	10 2%	8 2%	4 1%	8 2%	-	-	5 2%	5 3% <sub>nx</sub>	2 2%	3 2%	1 2%	3 2%	7 3%	4 1%	-	-
NET: At least daily	235 13%	140 16% <sub>b</sub>	95 10%	41 19% <sub>ghi</sub>	66 20% <sub>ghi</sub>	51 17% <sub>hi</sub>	42 12% <sub>hi</sub>	10 4%	24 6%	65 13%	62 12%	51 14%	56 13%	23 15%	9 12%	26 13%	22 15%	28 17% <sub>u</sub>	14 11%	7 8%	15 9%	35 14%	31 12%	18 11%	6 11%
NET: At least weekly	534 29%	268 30%	265 28%	81 38% <sub>ghi</sub>	138 41% <sub>ghi</sub>	110 36% <sub>hi</sub>	99 29% <sub>hi</sub>	45 17%	60 16%	141 28%	158 31%	106 30%	128 29%	54 34% <sub>t</sub>	20 26%	56 28%	50 34% <sub>t</sub>	48 29%	34 27%	16 18%	41 25%	81 33% <sub>t</sub>	80 31% <sub>t</sub>	38 25%	16 26%
NET: Ever	804 44%	392 44%	412 43%	115 54% <sub>hi</sub>	201 60% <sub>fgh</sub>	154 51% <sub>hi</sub>	159 46% <sub>hi</sub>	81 30%	94 26%	212 41%	228 44%	166 46%	199 44%	73 46%	30 39%	89 45%	71 48%	64 40%	51 41%	35 40%	63 38%	130 54% <sub>rst</sub>	110 43%	65 42%	22 37%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 367

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: YouTube/ Facebook**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	1832	665	335	192	95	82	332	131	459	206	293	150	20	1329	14	11	1006	539	201	48	1650	161	39	82	27	7	6	
Weighted base	1835	861	239	157	80*	80*	305	112	388	170	249	122	17**	1404	13**	11**	1001	546	211	41*	1656	161	37*	84*	26**	10**	5**	
Several times a day	125 7%	70 8% <sup>f</sup>	19 8% <sup>f</sup>	13 8%	8 11% <sup>f</sup>	3 4%	6 2%	7 6% <sup>f</sup>	35 9%	17 10%	22 9%	12 10%	1 8%	86 6%	3 24%	2 15%	73 7%	35 6%	9 4%	4 10%	107 6%	19 11% <sup>t</sup>	3 8%	11 13% <sup>t</sup>	4 17%	-	-	
Once a day	109 6%	69 8% <sup>f</sup>	15 6% <sup>f</sup>	7 5%	3 4%	3 4%	7 2%	5 5%	20 5%	10 6%	14 5%	5 4%	-	88 6%	-	3 27%	57 6%	24 4%	19 9% <sup>q</sup>	3 7%	90 5%	17 10% <sup>t</sup>	5 13%	11 13% <sup>t</sup>	-	-	1 25%	
Several times a week	151 8%	85 10% <sup>f</sup>	22 9% <sup>f</sup>	11 7%	6 8%	4 4%	15 5%	9 8%	31 8%	17 10%	21 9%	12 9%	*	117 8%	*	2 14%	83 8%	38 7%	25 12% <sup>q</sup>	3 7%	131 8%	18 11%	7 19% <sup>t</sup>	7 9%	3 13%	-	1 14%	
Once a week	148 8%	87 10% <sup>f</sup>	21 9% <sup>f</sup>	11 7%	8 11% <sup>f</sup>	3 4%	9 3%	9 8% <sup>f</sup>	30 8% <sup>j</sup>	15 9% <sup>j</sup>	12 5%	5 4%	1 8%	117 8%	1 10%	1 6%	79 8%	56 10% <sup>r</sup>	10 5%	1 1%	138 8%	10 6%	-	9 11%	*	1 1%	1 17%	
Less often	271 15%	146 17% <sup>f</sup>	33 14% <sup>f</sup>	22 14%	18 22% <sup>f</sup>	9 12%	25 8%	17 15%	62 16%	27 16%	39 16%	18 15%	3 17%	200 14%	3 21%	1 11%	153 15%	76 14%	30 5%	2 14%	237 14%	31 19%	8 22%	18 21%	3 10%	2 26%	1 11%	
Never	1001 55%	388 45%	128 53% <sup>a</sup>	90 57%	35 44%	58 72% <sup>abd</sup>	240 79% <sup>abd</sup>	62 55%	206 53%	82 48%	139 56%	68 56%	11 65%	770 55%	4 34%	3 26%	541 54%	308 56%	116 55%	26 65%	926 56% <sup>uw</sup>	64 40%	14 39%	27 32%	14 54%	7 74%	2 34%	
Don't know	30 2%	17 2%	2 1%	3 2%	1 1%	1 1%	2 1%	4 3%	3 1%	1 1%	1 *	2 2%	-	26 2%	1 8%	-	13 1%	11 2%	1 1%	2 4%	26 2%	2 1%	-	1 1%	1 4%	-	-	
NET: At least daily	235 13%	139 16% <sup>f</sup>	33 14% <sup>f</sup>	20 13%	11 14% <sup>f</sup>	6 8%	13 4%	12 11% <sup>f</sup>	56 14%	27 16%	36 14%	18 14%	1 8%	175 12%	3 24%	5 43%	131 13%	58 11%	28 13%	7 17%	197 12%	35 22% <sup>t</sup>	8 21%	22 26% <sup>t</sup>	4 17%	-	1 25%	
NET: At least weekly	534 29%	310 36% <sup>ef</sup>	76 32% <sup>ef</sup>	42 27%	26 33% <sup>ef</sup>	13 16%	37 12%	30 27% <sup>f</sup>	117 30%	59 35%	70 28%	35 28%	3 18%	409 29%	5 37%	7 63%	293 29%	152 28%	63 30%	10 25%	466 28%	64 40% <sup>t</sup>	14 39%	39 46% <sup>t</sup>	8 32%	-	3 55%	
NET: Ever	804 44%	456 53% <sup>efg</sup>	110 46% <sup>ef</sup>	64 41%	44 55% <sup>ef</sup>	22 27%	62 20%	46 41% <sup>f</sup>	179 46%	87 51%	109 44%	52 43%	6 35%	608 43%	8 58%	8 74%	446 45%	227 42%	94 44%	12 30%	703 42%	95 59% <sup>t</sup>	22 61% <sup>t</sup>	56 67% <sup>t</sup>	11 42%	2 26%	3 66%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 368

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: YouTube/ Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Under 18	NET: Any 5- 18	Any aged 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1832	1313	509	460	431	165	241	215	99	181	1651	90	273	362	408	332	114	51	31	76	
Weighted base	1835	1296	528	484	443	167	255	223	94*	198	1638	70*	222	315	426	360	147*	60*	44**	95*	
Several times a day	125 7%	75 6%	50 10%ad	47 10%	36 8%	25 15%abdf g	22 9%	16 7%	8 8%	33 17%j	92 6%	11 16%lmno qs	16 7%	18 6%	33 8%	24 7%	12 8%	2 3%	1 3%	4 4%	
Once a day	109 6%	68 5%	41 8%	39 8%	35 8%	22 13%ab	24 9%a	15 7%	5 6%	27 14%j	83 5%	2 3%	18 8%n	13 4%	17 4%	25 7%	11 7%	2 3%	5 10%	10 11%mn	
Several times a week	151 8%	80 6%	68 13%a	62 13%	59 13%a	19 11%a	32 13%a	27 12%a	13 13%a	27 14%j	123 8%	4 6%	17 7%	21 7%	47 11%	31 9%	11 8%	6 10%	- -	8 9%	
Once a week	148 8%	91 7%	55 10%ae	52 11%	47 11%ae	9 5%	31 12%ae	25 11%	6 7%	21 11%	127 8%	3 4%	13 6%	23 7%	28 7%	30 8%	18 13%	11 19%klm no	5 11%	12 13%	
Less often	271 15%	195 15%	75 14%	67 14%	61 14%	24 15%	28 11%	35 15%	11 12%	31 16%	240 15%	13 18%	24 11%	44 14%	67 16%	63 17%l	19 13%	7 12%	9 20%	14 15%	
Never	1001 55%	770 59%bde fg	227 43%	210 43%	195 44%	64 38%	110 43%	103 46%	47 50%	58 29%	944 58%i	35 51%	131 59%o	188 60%o	230 54%	179 50%	73 49%	31 52%	24 55%	45 47%	
Don't know	30 2%	17 1%	12 2%	8 2%	11 3%	4 3%	7 3%	3 1%	4 4%	1 *	29 2%	1 2%	3 2%	7 2%	3 1%	9 2%	3 2%	1 1%	- -	2 2%	
NET: At least daily	235 13%	142 11%	91 17%a	85 18%	71 16%a	47 28%abd fgh	46 18%a	31 14%	13 14%	60 30%j	174 11%	14 20%mq	34 15%	31 10%	50 12%	49 14%	23 16%	3 6%	6 13%	14 14%	
NET: At least weekly	534 29%	313 24%	214 41%a	199 41%	177 40%a	75 45%a	109 43%a	83 37%a	32 34%	109 55%j	425 26%	21 30%	63 29%	76 24%	126 30%	110 31%	53 36%m	21 34%	11 25%	35 36%m	
NET: Ever	804 44%	509 39%	289 55%a	266 55%	238 54%a	99 59%a	137 54%a	118 53%a	43 46%	139 71%j	665 41%	33 48%	87 39%	120 38%	192 45%	173 48%m	72 49%	28 47%	20 45%	49 51%m	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 369

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: YouTube/ Facebook**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1832	60	63	83	77	41	46	128	60	88	160	72	53	52	19	408	66	58	60	75	60	103
Weighted base	1835	73*	72*	79*	74*	41*	45*	141	60*	77*	149	75*	51*	48*	27**	413	60*	64*	59*	66*	60*	104*
Several times a day	125 7%	6 8%	7 9%	6 7%	9 12%w	* 1%	3 6%	11 8%	3 5%	3 4%	16 11%w	6 8%	4 8%	6 12%	1 2%	24 6%	2 3%	4 6%	6 9%	3 4%	4 7%	3 3%
Once a day	109 6%	6 8%	4 5%	4 4%	5 7%	1 2%	6 14%ls	10 7%	6 9%	3 4%	9 6%	3 3%	1 1%	2 3%	2 7%	30 7%	3 5%	5 7%	2 4%	1 2%	2 4%	5 5%
Several times a week	151 8%	5 7%	8 12%w	6 7%	11 15%gqw	2 4%	6 14%gqw	6 4%	5 8%	4 5%	11 7%	12 17%gqw	11 21%acegi jmopqrw	2 5%	-	43 10%w	4 6%	1 2%	3 6%	6 8%	3 5%	2 2%
Once a week	148 8%	8 12%	8 11%	7 8%	6 9%	6 14%w	1 3%	11 8%	6 10%	8 11%w	9 6%	4 6%	5 10%	5 10%	3 10%	35 8%	3 6%	7 11%	3 5%	3 5%	6 11%	3 3%
Less often	271 15%	13 17%l	6 8%	8 10%	10 14%	8 20%l	5 10%	29 20%jlw	9 16%l	13 17%l	15 10%	9 12%	1 3%	4 9%	3 11%	74 18%lw	10 17%l	6 9%	16 27%bcjl mqw	17 25%bcjl mqw	6 10%	8 8%
Never	1001 55%	35 48%	39 54%	49 62%do	32 44%	21 51%	23 51%	69 49%	31 52%	44 58%	85 57%	39 52%	28 54%	28 58%	16 60%	200 48%	38 64%do	41 65%do	29 49%	35 53%	38 63%cd	81 78%abcdefghiklmors
Don't know	30 2%	-	-	-	-	4 9%abcdh opqrv	1 3%	5 3%	-	1 1%	3 2%	1 1%	1 2%	1 2%	3 9%	8 2%	-	-	-	1 2%	-	1 1%
NET: At least daily	235 13%	12 17%	11 15%	9 12%	14 19%es	1 2%	9 20%e	21 15%	8 14%	6 8%	25 17%e	9 12%	5 10%	7 15%	2 9%	54 13%	5 8%	9 14%	8 13%	4 6%	6 11%	8 8%
NET: At least weekly	534 29%	25 35%w	27 37%psw	21 27%w	31 43%egjp rsw	8 20%	16 36%w	38 27%w	19 32%w	19 25%	46 31%w	26 34%w	21 40%psw	15 30%w	5 19%	132 32%w	12 19%	17 26%	14 24%	13 20%	16 26%	14 13%
NET: Ever	804 44%	38 52%w	33 46%w	30 38%w	41 56%cjpq ww	16 40%w	21 46%w	67 48%w	29 48%w	32 41%w	61 41%w	35 47%w	22 43%w	19 39%w	8 30%	205 50%w	22 36%w	22 35%	30 51%w	30 45%w	22 37%w	21 21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 370

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: AV Only**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1666	826	840	218	262	291	321	254	320	472	506	250	438	119	73	164	139	161	125	91	148	227	232	131	56
Weighted base	1664	830	834	208	313	292	310	232	311	470	479	317	397	135*	72*	178	130	154	115*	82*	140	233	230	139	56*
Several times a day	102 6%	64 8% <sub>b</sub>	39 5%	23 11% <sub>ghi</sub>	34 11% <sub>ghi</sub>	18 6% <sub>i</sub>	16 5% <sub>i</sub>	7 3%	5 2%	26 6%	20 4%	30 9% <sub>k</sub>	26 7%	11 8%	5 7%	12 7%	9 7%	19 12% <sub>stuw</sub>	5 4%	3 3%	4 3%	16 7%	9 4%	8 6%	2 4%
Once a day	72 4%	47 6% <sub>b</sub>	25 3%	16 8% <sub>hi</sub>	14 4%	17 6% <sub>h</sub>	12 4%	3 1%	9 3%	26 6% <sub>m</sub>	24 5% <sub>m</sub>	13 4%	8 2%	4 3%	1 1%	8 4%	7 5%	6 4%	5 5%	3 3%	7 5%	15 6%	11 5%	4 3%	* 1%
Several times a week	104 6%	58 7%	46 5%	11 5%	30 10% <sub>hi</sub>	24 8% <sub>i</sub>	19 6%	9 4%	12 4%	26 6%	45 9% <sub>ilm</sub>	14 4%	19 5%	7 6%	5 7%	6 3%	9 7%	11 7%	8 7%	5 6%	10 7%	20 8%	17 8%	5 4%	1 2%
Once a week	115 7%	53 6%	62 7%	16 8%	19 6%	30 10% <sub>i</sub>	21 7%	13 6%	16 5%	38 8%	29 6%	21 7%	27 7%	14 10% <sub>t</sub>	6 8%	14 8%	8 6%	6 4%	9 8%	1 2%	11 8%	14 6%	18 8%	10 8%	3 6%
Less often	251 15%	132 16%	119 14%	26 13%	62 20% <sub>i</sub>	42 14%	61 20% <sub>i</sub>	30 13%	29 9%	62 13%	76 16%	49 15%	64 16%	16 12%	8 11%	35 20% <sub>r</sub>	20 16%	14 9%	16 14%	16 19% <sub>r</sub>	16 11%	47 20% <sub>ru</sub>	34 15%	22 16%	6 11%
Never	994 60%	466 56%	528 63% <sub>ea</sub>	110 53%	144 46%	156 54%	178 57% <sub>ee</sub>	167 72% <sub>defg</sub>	239 77% <sub>defg</sub>	283 60%	277 58%	184 58%	249 63%	83 61%	45 63%	99 56%	72 55%	97 63% <sub>v</sub>	69 60%	53 65% <sub>v</sub>	90 64% <sub>v</sub>	116 50%	138 60%	89 64% <sub>v</sub>	43 76% <sub>pqv</sub>
Don't know	27 2%	11 1%	16 2%	6 3%	8 3%	5 2%	3 1%	3 1%	2 1%	9 2%	8 2%	5 2%	5 1%	-	1 2%	3 2%	6 4% <sub>nw</sub>	2 1%	3 2%	1 1%	2 1%	6 2%	2 1%	1 1%	-
NET: At least daily	174 10%	110 13% <sub>b</sub>	63 8%	39 19% <sub>ghi</sub>	48 15% <sub>ghi</sub>	35 12% <sub>hi</sub>	28 9% <sub>i</sub>	10 4%	14 4%	52 11%	44 9%	44 14%	34 8%	16 11%	6 8%	20 11%	15 12%	25 16% <sub>uw</sub>	10 9%	5 7%	11 8%	30 13%	20 9%	12 9%	3 5%
NET: At least weekly	393 24%	222 27% <sub>b</sub>	171 21%	66 32% <sub>ghi</sub>	97 31% <sub>ghi</sub>	89 30% <sub>ghi</sub>	68 22% <sub>hi</sub>	32 14%	41 13%	116 25%	118 25%	79 25%	79 20%	37 27% <sub>t</sub>	17 24%	40 23%	33 25%	41 27% <sub>t</sub>	27 23%	12 14%	32 23%	63 27% <sub>t</sub>	56 24%	28 20%	7 13%
NET: Ever	643 39%	353 43% <sub>b</sub>	290 35%	92 44% <sub>hi</sub>	160 51% <sub>ghi</sub>	130 45% <sub>hi</sub>	129 42% <sub>hi</sub>	62 27%	70 23%	178 38%	194 40%	128 40%	144 36%	52 39%	25 35%	75 42% <sub>y</sub>	53 41%	55 36%	43 37%	27 33%	48 34%	111 48% <sub>ru</sub>	90 39%	50 36%	14 24%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 371

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: AV Only**

**Base: All who visited/ used sites/ apps**

	Working Status						Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical but condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1666	622	301	185	91	62	284	121	409	193	258	130	18	1216	9	8	894	509	185	49	1491	157	37	79	27	8	6
Weighted base	1664	800	210	152	76*	62*	262	103*	345	160	220	105	15**	1279	9**	8**	894	510	189	42*	1494	155	34*	80*	26**	10**	5**
Several times a day	102 6%	60 7%f	17 8%f	11 7%	7 9%f	1 2%	2 1%	4 4%f	26 7%	12 8%	16 7%	7 7%	1 9%	75 6%	3 36%	2 20%	53 6%	30 6%	10 5%	4 11%	82 5%	20 13%t	2 7%	14 17%t	4 17%	-	-
Once a day	72 4%	48 6%f	6 3%	6 4%	3 3%	-	7 3%	2 2%	13 4%	6 4%	10 4%	2 2%	-	58 5%	-	3 36%	37 4%	13 3%	11 6%q	3 8%	61 4%	9 6%	3 8%	5 7%	-	-	1 25%
Several times a week	104 6%	64 8%f	13 6%	6 4%	4 6%	3 5%	8 3%	5 5%	18 5%	9 6%	13 6%	4 3%	-	85 7%	* 4%	-	59 7%	27 5%	16 9%	2 5%	88 6%	16 10%	5 16%t	5 6%	4 17%	-	1 14%
Once a week	115 7%	64 8%f	16 7%f	4 2%	10 13%f	4 7%	8 3%	9 9%	25 7%	10 6%	14 6%	8 8%	*	88 7%	1 15%	1 8%	63 7%	40 8%	8 4%	1 1%	105 7%	10 6%	-	9 11%	*	-	1 17%
Less often	251 15%	140 17%ef	34 16%	21 14%	13 17%	4 6%	27 10%	13 13%	60 17%	33 21% <sup>m</sup>	33 15%	23 22% <sup>jm</sup>	3 18%	182 14%	1 9%	2 25%	144 16%	67 13%	31 17%	2 6%	214 14%	33 22%t	8 23%	19 24%t	4 15%	2 19%	1 11%
Never	994 60%	409 51%	122 58%	102 67%	37 49%	49 80% <sup>abd</sup>	209 80% <sup>abd</sup>	66 64% <sup>abd</sup>	200 58%	89 55%	133 60%	59 56%	10 70%	767 60%	2 24%	1 12%	528 59%	322 63%	111 59%	26 63%	921 62% <sup>uw</sup>	66 42% <sup>w</sup>	16 47%	27 33%	13 50%	8 81%	2 34%
Don't know	27 2%	15 2%	2 1%	2 1%	2 2%	-	2 1%	4 4%	2 1%	1 1%	1 1%	1 1%	-	23 2%	1 13%	-	10 1%	11 2%	1 1%	2 6% <sup>pr</sup>	23 2%	1 1%	-	1 2%	-	-	-
NET: At least daily	174 10%	108 14%efg	23 11%ef	17 11%	10 13%ef	1 2%	9 3%	6 6%	39 11%	18 11%	26 12%	10 9%	1 9%	133 10%	3 36%	5 56%	91 10%	43 8%	21 11%	8 19% <sup>q</sup>	142 10%	29 19%t	5 14%	19 24%t	4 17%	-	1 25%
NET: At least weekly	393 24%	236 30%efg	52 25%f	27 18%	24 32%ef	9 14%	24 9%	20 20%f	82 24%	37 23%	52 24%	22 21%	2 12%	306 24%	5 55%	5 64%	213 24%	110 22%	45 24%	11 25%	336 22%	55 35%t	10 30%	32 41%t	9 36%	-	3 55%
NET: Ever	643 39%	376 47%efg	86 41%ef	48 32%	37 49%efg	13 20%	51 19%	33 32%f	142 41%	70 44%	86 39%	44 42%	4 30%	488 38%	6 63%	7 88%	356 40%	177 35%	77 41%	13 31%	550 37%	88 57%t	18 53%	52 65%t	13 50%	2 19%	3 66%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 372

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: AV Only**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under		NET: Under 16		NET: Under 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)							
Unweighted base	1666	1176	479	434	403	161	232	194	92	184	1482	89	242	317	367	106	47	29	72								
Weighted base	1664	1158	494	455	412	165	244	199	87*	202	1462	69*	193	277	382	333	135*	55*	42**	89*							
Several times a day	102	58	44	42	31	26	23	13	4	37	66	9	16	16	28	15	7	1	1	5							
	6%	5%	9% <sup>ad</sup>	9%	8%	16% <sup>abdf</sup>	9% <sup>a</sup>	7%	4%	18% <sup>aj</sup>	4%	13% <sup>oq</sup>	8%	6%	7%	5%	1%	3%	6%								
Once a day	72	41	28	26	24	11	15	7	4	27	45	3	7	9	13	15	8	3	3	5							
	4%	4%	6%	6%	6%	6%	6%	4%	5%	13% <sup>aj</sup>	3%	4%	3%	3%	3%	5%	6%	5%	7%	6%							
Several times a week	104	58	43	41	39	13	17	27	8	20	84	1	12	11	24	27	16	2	-	8							
	6%	5%	9% <sup>a</sup>	9%	10% <sup>a</sup>	8%	7%	13% <sup>abdf</sup>	9%	10% <sup>aj</sup>	6%	1%	6%	4%	6%	8%	12% <sup>km</sup>	5%	-	9%							
Once a week	115	73	42	39	38	11	22	17	8	21	94	2	10	20	24	28	16	4	-	8							
	7%	6%	9%	9%	9%	6%	9%	8%	9%	10%	6%	3%	5%	7%	6%	8%	12%	7%	-	9%							
Less often	251	176	74	63	59	24	30	32	18	32	219	17	17	42	58	63	17	9	9	11							
	15%	15%	15%	14%	14%	14%	12%	16%	20%	16%	15%	24% <sup>l</sup>	9%	15% <sup>l</sup>	15% <sup>l</sup>	19% <sup>l</sup>	12%	16%	21%	12%							
Never	994	734	254	235	213	76	130	102	47	63	931	37	131	174	230	178	69	35	29	50							
	60%	63% <sup>abde</sup>	51% <sup>1</sup>	52%	52%	46%	53%	51%	54%	31%	64% <sup>ai</sup>	53%	68% <sup>kop</sup>	63% <sup>oo</sup>	60%	53%	51%	65%	69%	57%							
Don't know	27	18	8	8	7	4	7	1	-	2	25	1	1	4	5	8	3	1	-	2							
	2%	2%	2%	2%	2%	3%	3%	1%	-	1%	2%	2%	1%	2%	1%	2%	2%	2%	-	2%							
NET: At least daily	174	99	72	68	55	37	38	21	8	64	110	11	23	26	41	30	15	3	4	10							
	10%	9%	15% <sup>ag</sup>	15%	13% <sup>a</sup>	22% <sup>abdf</sup>	16% <sup>a</sup>	10%	9%	31% <sup>aj</sup>	8%	16%	12%	9%	11%	9%	11%	6%	10%	11%							
NET: At least weekly	393	230	158	148	132	60	78	64	23	105	288	14	44	56	89	85	46	10	4	26							
	24%	20%	32% <sup>a</sup>	33%	32% <sup>a</sup>	37% <sup>a</sup>	32% <sup>a</sup>	32% <sup>a</sup>	26%	52% <sup>aj</sup>	20%	21%	23%	20%	23%	25%	34% <sup>lmn</sup>	18%	10%	29%							
NET: Ever	643	406	232	211	191	84	107	96	40	137	506	31	61	98	147	148	63	19	13	37							
	39%	35%	47% <sup>a</sup>	46%	46% <sup>a</sup>	51% <sup>a</sup>	44% <sup>a</sup>	48% <sup>a</sup>	46%	68% <sup>aj</sup>	35%	45% <sup>l</sup>	32%	35%	38%	44% <sup>lm</sup>	47% <sup>l</sup>	34%	31%	42%							

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 373

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: AV Only**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1666	54	53	77	68	37	44	114	56	78	156	66	45	46	17	381	57	53	54	68	56	86
Weighted base	1664	63*	61*	74*	64*	36**	43*	124*	57*	70*	145	68*	46*	41*	24**	385	51*	58*	51*	61*	56*	86*
Several times a day	102	7	3	4	9	*	2	11	3	3	16	1	2	3	-	19	2	4	4	3	2	3
	6%	11%	6%	5%	14%kow	1%	4%	9%	5%	4%	11%ko	1%	5%	8%	-	5%	4%	7%	7%	5%	4%	4%
Once a day	72	4	1	1	2	1	4	6	4	3	6	2	3	1	2	25	2	2	1	1	*	1
	4%	6%	1%	1%	3%	2%	9%	4%	8%	5%	4%	3%	6%	3%	8%	6%	4%	3%	2%	2%	1%	1%
Several times a week	104	4	4	5	6	1	6	3	4	3	9	10	9	1	1	27	2	2	2	4	1	1
	6%	6%	6%	7%	9%gw	2%	13%gw	2%	7%	5%	6%	15%gw	19%gjimo	2%	2%	7%	4%	4%	5%	7%	2%	1%
Once a week	115	2	12	7	7	3	-	6	6	8	4	3	4	3	26	2	5	1	1	3	4	5
	7%	3%	19%atgjo	9%	12%fs	8%	-	5%	11%fs	6%	5%	6%	7%	9%	12%	7%	4%	9%	3%	1%	6%	4%
Less often	251	8	6	6	7	6	6	29	10	13	15	7	4	8	3	74	8	6	11	13	6	3
	15%	13%	10%	8%	11%	18%	15%w	23%cjw	18%w	10%	10%	10%	9%	19%w	11%	19%cjw	15%w	10%	22%cw	22%cjw	11%	3%
Never	994	39	36	49	31	21	24	66	29	41	89	42	25	23	16	206	35	39	30	37	43	72
	60%	61%	58%	67%	50%	59%	57%	53%	52%	59%	61%	62%	54%	57%	67%	53%	69%do	67%	59%	61%	76%dghl	84%abcdghijklmoqrs
Don't know	27	-	-	1	1	4	1	3	-	1	2	1	-	1	-	7	-	-	1	1	-	1
	2%	-	-	2%	1%	10%	3%	3%	-	1%	1%	2%	-	3%	-	2%	-	-	2%	2%	-	2%
NET: At least daily	174	11	4	5	11	1	6	17	7	6	22	3	5	4	2	44	4	6	5	4	3	5
	10%	17%w	6%	7%	17%kw	3%	13%	13%	13%	9%	15%w	5%	11%	11%	8%	11%	8%	10%	9%	7%	5%	5%
NET: At least weekly	393	17	19	17	24	5	11	26	17	15	40	17	17	9	5	97	8	14	9	9	7	10
	24%	26%w	31%vw	23%	38%gprs	13%	26%	21%	31%w	22%	27%w	26%	37%prsv	22%	22%	25%w	16%	23%	17%	15%	13%	11%
NET: Ever	643	25	26	23	31	11	17	55	27	28	55	24	21	17	8	172	16	19	20	22	14	12
	39%	39%w	42%w	31%w	49%vw	31%	40%w	44%vw	48%vw	40%w	38%w	36%w	46%vw	41%w	33%	45%w	31%w	33%w	39%w	37%w	24%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 374

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Mixed Only**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1551	679	872	215	245	263	304	233	291	432	474	247	398	118	66	149	137	144	109	85	142	205	222	123	51
Weighted base	1553	687	865	209	297	262	294	212	278	432	444	324	354	134*	61*	167	131	137	99*	75*	134	210	222	132*	50*
Several times a day	108 7%	55 8%	53 6%	21 10%hi	39 13%ghi	21 8%hi	14 5%	5 2%	8 3%	26 6%	36 8%	23 7%	22 6%	10 7%	3 6%	15 9%tu	8 6%	16 12%tu	7 7%	1 1%	3 2%	14 7%	17 8%	6 5%	6 11%tu
Once a day	110 7%	56 8%	54 6%	20 9%hi	29 10%hi	22 8%h	24 8%h	5 2%	12 4%	31 7%	27 6%	18 6%	33 9%	11 8%	3 5%	11 7%	12 9%	11 8%	8 8%	3 4%	10 8%	21 10%	11 5%	6 5%	2 4%
Several times a week	134 9%	49 7%	85 10%	19 9%	32 11%i	25 9%i	30 10%i	15 7%	13 5%	42 10%	35 8%	25 8%	32 9%	11 8%	6 9%	14 10%	13 8%	12 6%	6 8%	6 10%	14 13%x	16 7%	6 5%	3 6%	
Once a week	116 7%	37 5%	79 9%a	23 11%gi	27 9%gi	24 9%i	16 6%	14 6%	12 4%	27 6%	40 9%	28 9%	21 6%	11 9%	3 5%	12 7%	13 10%r	5 3%	7 8%	6 5%	7 9%	19 9%	18 8%	10 7%	6 12%r
Less often	246 16%	114 17%	132 15%	34 16%	50 17%	46 18%i	57 19%i	29 14%	29 11%	68 16%	57 13%	64 20%k	56 16%	15 11%	9 15%	34 20%r	18 14%	15 12%	12 23%nr	17 16%	21 18%	39 14%	32 21%r	28 21%r	7 14%
Never	809 52%	365 53%	444 51%	86 41%	110 37%	120 46%	149 51%e	143 67%def	202 72%def	229 53%	241 54%	161 50%	178 50%	76 57%v	37 60%v	76 46%	59 45%	77 56%v	56 57%v	40 54%	76 57%v	84 40%	124 56%v	76 58%v	27 54%
Don't know	29 2%	12 2%	17 2%	7 3%	10 3%	4 2%	4 1%	2 1%	3 1%	9 2%	7 2%	4 1%	10 3%	-	-	4 2%	8 6%nw	2 2%	3 3%	1 2%	2 2%	6 3%	3 1%	-	-
NET: At least daily	218 14%	111 16%	107 12%	40 19%hi	67 23%ghi	43 16%hi	38 13%hi	10 5%	20 7%	57 13%	64 14%	41 13%	56 16%	21 15%	6 11%	26 16%	20 16%	28 20%lux	14 14%	4 6%	14 10%	36 17%t	28 13%	13 10%	7 15%
NET: At least weekly	468 30%	197 29%	271 31%	82 39%ghi	127 43%ghi	92 35%hi	85 29%hi	38 18%	44 16%	125 29%	138 31%	95 29%	109 31%	43 32%	15 25%	52 31%	46 35%x	44 32%	28 28%	16 22%	34 26%	82 39%tuw	62 28%	29 22%	17 33%
NET: Ever	714 46%	311 45%	403 47%	116 55%hi	177 60%ghi	138 53%hi	142 48%hi	68 32%	74 26%	194 45%	196 44%	159 49%	165 47%	58 43%	24 40%	86 52%	64 49%	58 42%	40 40%	34 45%	56 42%	120 57%nor	94 43%	56 42%	23 46%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 375

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Mixed Only**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Priv-ate (f)	House person (g)	NET: Yes (h)	Yes - mental condit-ion (i)	Yes - phys-ic al condit-ion (j)	Yes - disabi-lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Prim-ary (o)	Sec-ondary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1551	576	299	169	81	64	246	116	391	179	244	129	15	1120	11	7	857	449	170	47	1394	139	35	66	26	7	5
Weighted base	1553	748	214	138	70*	64*	223	97*	330	148	206	104	12**	1183	10**	8**	847	458	180	39*	1401	137	33**	67*	24**	9**	4**
Several times a day	108	59	17	13	5	3	4	7	24	11	17	10	-	81	3	-	59	33	8	4	95	13	3	8	3	-	-
	7%	8%f	8%f	10%	7%f	5%	2%	7%f	7%	8%	8%	9%	-	7%	31%	-	7%	7%	4%	11%	7%	10%	9%	11%	11%	-	-
Once a day	110	66	18	6	5	3	6	6	30	14	20	5	-	78	-	3	58	26	18	3	86	20	5	13	2	-	-
	7%	9%f	8%f	4%	7%	5%	3%	6%	9%	9%	10%	5%	-	7%	-	40%	7%	6%	10%	7%	6%	15%t	14%	20%t	10%	-	-
Several times a week	134	74	24	11	7	2	10	6	29	16	20	12	*	104	*	2	76	32	22	2	117	16	5	6	5	-	-
	9%	10%f	11%f	8%	10%	4%	5%	6%	9%	11%	10%	11%	4%	9%	4%	20%	9%	7%	12%	6%	8%	12%	17%	9%	20%	-	-
Once a week	116	69	12	16	4	1	7	8	22	12	8	3	1	92	1	-	62	40	8	4	106	9	3	6	*	-	-
	7%	9%f	5%	11%	6%	1%	3%	8%	7%gjk	8%j	4%	3%	8%	13%	-	7%	9%	5%	10%	8%	7%	9%	9%	9%	2%	-	-
Less often	246	139	30	20	14	9	20	14	54	25	30	13	4	183	2	1	138	69	28	5	220	24	6	13	1	2	2
	16%	19%f	14%	15%	21%f	15%	9%	14%	17%	15%	13%	13%	34%	15%	20%	9%	16%	15%	14%	16%	18%	17%	19%	5%	24%	59%	-
Never	809	325	112	69	35	44	174	52	168	71	109	60	6	619	2	2	441	247	95	19	747	54	11	21	12	7	2
	52%	43%	52%a	50%	50%	70%abd	78%abd	53%	51%	48%	53%	58%	54%	52%	24%	23%	52%	54%	53%	48%	53%uw	39%	34%	32%	52%	76%	41%
Don't know	29	17	2	3	-	1	2	5	3	-	2	1	-	25	1	1	12	12	1	2	28	-	-	-	-	-	-
	2%	2%	1%	2%	-	1%	2%	5%bf	1%	-	1%	1%	-	2%	8%	8%	1%	3%	1%	5%	2%	-	-	-	-	-	-
NET: At least daily	218	125	34	19	10	6	10	13	54	25	37	15	-	159	3	3	117	59	26	7	181	33	8	21	5	-	-
	14%	17%f	16%f	14%	15%f	9%	5%	13%f	16%	17%	18%	14%	-	13%	31%	40%	14%	13%	14%	17%	13%	25%t	23%	31%t	21%	-	-
NET: At least weekly	468	268	70	46	21	9	28	26	105	53	66	30	1	355	5	5	256	130	55	13	404	59	16	32	10	-	-
	30%	36%ef	33%ef	33%	30%ef	14%	13%	27%f	32%	36%	32%	29%	11%	30%	48%	59%	30%	28%	31%	33%	29%	43%t	49%	49%t	43%	-	-
NET: Ever	714	407	100	66	35	19	47	40	159	78	96	43	5	538	7	5	394	199	83	18	625	83	22	45	12	2	2
	46%	54%efg	47%ef	48%	50%ef	29%	21%	41%f	48%	52%k	46%	41%	46%	46%	69%	68%	46%	43%	46%	47%	45%	61%t	66%	68%t	48%	24%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 376

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Mixed Only**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)															
Unweighted base	1551	1095	446	403	372	145	207	191	84	159	1392	77	223	293	358	272	104	48	29	69				
Weighted base	1553	1084	456	419	376	148	216	197	78*	170	1383	58*	181	253	369	295	134*	56*	40**	88*				
Several times a day	108 7%	61 6%	46 10%ad	44 10%	31 8%	24 16%abdf	20 9%	16 8%	7 9%	30 18%j	78 6%	9 15%mo	13 7%	15 6%	27 7%	18 6%	13 10%	2 4%	1 2%	5 6%				
Once a day	110 7%	68 6%	41 9%	40 10%	33 9%	23 15%abd	19 9%	18 9%	5 6%	28 17%j	82 6%	3 6%	19 10%n	15 6%	18 5%	23 8%	13 9%	2 4%	5 11%	6 7%				
Several times a week	134 9%	73 7%	58 13%a	52 12%	51 13%a	14 9%	28 13%a	21 11%	13 17%a	27 16%j	107 8%	5 8%	13 7%	19 8%	41 11%	20 7%	11 8%	5 9%	1 1%	16 18%lmo				
Once a week	116 7%	71 7%	45 10%a	42 10%	38 10%	9 6%	24 11%a	21 11%	6 7%	17 10%	99 7%	2 3%	10 6%	17 7%	29 8%	22 7%	10 7%	11 20%klm	5 12%	6 7%				
Less often	246 16%	171 16%	71 15%	66 16%	62 16%h	19 13%	33 15%	35 18%h	7 9%	29 17%	217 16%	10 17%	23 13%	33 13%	56 15%	56 19%	26 19%	7 13%	9 22%	16 18%				
Never	809 52%	623 57%bde	183 40%	167 40%	150 40%	56 37%	84 39%	83 42%	36 47%	39 23%	770 56%i	29 50%	100 55%	149 59%ps	194 53%	149 51%	57 43%	28 49%	20 51%	37 41%				
Don't know	29 2%	16 2%	12 3%	8 2%	12 3%	4 3%	7 3%	3 1%	4 6%ag	1 *	29 2%	1 1%	3 2%	5 2%	4 1%	7 3%	5 3%	1 1%	-	2 2%				
NET: At least daily	218 14%	130 12%	87 19%ad	84 20%	65 17%a	47 32%abd	39 18%a	34 17%	12 15%	58 34%j	160 12%	12 21%	32 17%	30 12%	46 12%	41 14%	26 19%	4 8%	5 13%	11 13%				
NET: At least weekly	468 30%	274 25%	191 42%a	178 43%	153 41%a	70 47%a	91 42%a	76 39%a	30 39%a	102 60%j	366 26%	19 32%	54 30%	66 26%	116 31%	83 28%	47 35%	21 36%	11 27%	34 38%				
NET: Ever	714 46%	445 41%	262 57%a	244 58%	215 57%a	89 60%a	124 58%a	111 56%a	37 48%	130 77%j	584 42%	28 49%	78 43%	100 39%	172 46%	138 47%	72 54%am	28 49%	20 49%	50 57%am				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 377

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**NET: Mixed Only**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1551	52	53	70	69	38	34	107	50	75	140	60	39	45	16	351	60	51	49	65	51	76
Weighted base	1553	63*	59*	63*	66*	39**	32**	123*	51*	67*	130	65*	39**	43*	22**	349	55*	57*	48*	56*	50*	77*
Several times a day	108 7%	7 11%	3 6%	3 5%	7 11%	* 1%	3 8%	14 11%	3 6%	2 2%	15 12% <sub>low</sub>	6 9%	3 8%	4 9%	1 2%	19 6%	3 6%	4 7%	2 4%	1 2%	6 11%	2 3%
Once a day	110 7%	5 8%	6 10%	3 5%	5 8%	* 1%	6 19%	8 6%	5 9%	7 10% <sub>s</sub>	11 8%	2 3%	1 2%	2 4%	2 8%	32 9% <sub>s</sub>	2 3%	5 8%	2 4%	1 1%	2 4%	6 7%
Several times a week	134 9%	4 6%	6 10% <sub>q</sub>	6 9% <sub>q</sub>	9 13% <sub>q</sub>	1 3%	3 9%	9 7%	6 11% <sub>q</sub>	4 7%	11 8%	9 15% <sub>q</sub>	6 15% <sub>q</sub>	2 5%	-	42 12% <sub>q</sub>	3 5%	-	3 6%	5 10% <sub>q</sub>	3 6%	3 4%
Once a week	116 7%	8 12%	4 7%	6 6%	4 9%	4 10%	1 4%	9 7%	3 5%	8 11%	5 4%	4 7%	4 10%	2 5%	3 13%	28 8%	3 6%	4 7%	2 5%	5 9%	6 12%	3 4%
Less often	246 16%	9 15%	5 8%	8 13%	11 16%	7 17%	3 10%	27 22% <sub>ij</sub>	10 20%	5 8%	14 11%	12 18%	4 10%	7 16%	3 14%	60 17%	8 15%	6 11%	17 34% <sub>abcd ijopqvw</sub>	15 27% <sub>bijq</sub>	7 14%	9 11%
Never	809 52%	31 49%	36 60%	38 61% <sub>go</sub>	28 43%	20 51%	15 47%	53 43%	25 48%	40 60%	70 54%	32 49%	20 52%	26 62%	11 50%	162 46%	35 63% <sub>dgo</sub>	38 67% <sub>dgo</sub>	22 46%	27 48%	27 54%	53 69% <sub>adghors</sub>
Don't know	29 2%	-	-	-	-	6 17%	1 4%	4 3%	-	1 1%	3 2%	-	1 3%	-	3 12%	7 2%	1 1%	-	-	1 2%	-	1 2%
NET: At least daily	218 14%	12 19% <sub>s</sub>	9 15% <sub>s</sub>	6 10%	13 19% <sub>s</sub>	1 2%	9 27%	22 18% <sub>s</sub>	8 15% <sub>s</sub>	9 13%	26 20% <sub>s</sub>	7 11%	4 10%	5 13%	2 11%	51 15% <sub>s</sub>	5 9%	9 15% <sub>s</sub>	4 8%	2 3%	7 15% <sub>s</sub>	8 10%
NET: At least weekly	468 30%	23 37% <sub>w</sub>	19 32%	16 26%	27 41% <sub>pqrs</sub>	6 15%	13 40%	39 32%	16 32%	21 31%	43 33% <sub>w</sub>	21 33%	14 35%	10 23%	5 24%	120 34% <sub>w</sub>	11 20%	13 22%	9 19%	12 22%	17 33%	14 18%
NET: Ever	714 46%	32 51% <sub>w</sub>	23 40%	24 39%	38 57% <sub>pqw</sub>	12 32%	16 50%	66 54% <sub>pqw</sub>	26 52% <sub>w</sub>	26 39%	57 44%	33 51% <sub>w</sub>	17 44%	16 38%	8 38%	180 52% <sub>pqw</sub>	19 35%	19 33%	26 54% <sub>w</sub>	28 49% <sub>w</sub>	23 46%	23 29%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 378  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch. YouTube**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
Several times a day	76	52	25	14	25	14	13	6	5	15	23	23	9	4	8	8	9	4	3	4	14	6	7	2	5%
Once a day	58	41	17	12	13	15	10	1	7	22	17	12	7	3	1	5	4	11	4	3	5	11	9	2	*
Several times a week	96	56	40	10	30	21	16	8	11	20	44	13	19	6	5	9	8	7	5	8	19	17	4	1	6%
Once a week	110	49	60	17	16	29	19	14	15	36	26	20	28	14	3	17	8	6	7	-	9	15	17	12	3
Less often	241	122	119	26	59	41	61	25	28	57	74	48	61	17	8	30	19	14	17	13	44	35	21	5	15%
Never	986	467	519	107	143	157	180	163	235	287	276	178	245	86	45	92	71	97	71	52	89	116	136	89	43
Don't know	27	9	18	6	11	5	2	3	1	9	6	7	5	-	1	5	6	2	3	-	2	6	2	-	-
NET: At least daily	134	92	42	25	38	29	23	7	12	37	32	35	30	12	5	13	12	19	8	5	8	25	14	9	3
NET: At least weekly	340	197	142	52	84	79	58	29	37	94	101	68	76	32	14	35	29	33	21	10	25	59	48	25	7
NET: Ever	580	319	261	78	143	120	119	54	65	151	176	116	138	49	22	65	48	47	38	27	38	104	83	46	12

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 379

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
Several times a day	76 5%	42 6%f	11 6%f	10 7%	6 9%f	1 2%	2 1%	4 4%f	22 7%	11 7%	13 7%	6 6%	1 9%	53 4%	3 36%	2 20%	43 5%	22 4%	4 2%	2 6%	60 4%	17 11%t	2 7%	10 13%t	4 17%	-	-
Once a day	58 4%	41 5%bf	3 2%	5 4%	3 4%	-	5 2%	2 2%	10 3%	5 3%	7 3%	2 2%	-	48 4%	-	3 36%	29 3%	12 2%	8 4%	3 8%q	44 3%	12 8%	3 8%	8 11%t	-	-	1 25%
Several times a week	96 6%	56 7%f	13 6%f	6 5%	4 6%	3 5%	7 3%	5 6%	14 4%	6 4%	9 5%	3 3%	-	80 7%	* 4%	-	51 6%	26 5%	16 9%	2 5%	82 6%	14 9%	4 13%	5 7%	3 13%	-	1 14%
Once a week	110 7%	62 8%f	19 9%f	4 3%	8 11%f	4 7%	7 3%	6 6%	24 7%	11 7%	12 6%	9 9%	* 3%	84 7%	1 15%	1 8%	60 7%	39 8%	8 4%	1 1%	102 7%	8 5%	-	7 9%	* 1%	-	1 17%
Less often	241 15%	136 18%ef	34 16%ef	17 12%	13 18%e	3 5%	25 10%	13 13%	53 16%	31 20%	30 14%	20 20%	1 5%	180 15%	1 9%	2 25%	138 16% <sub>s</sub>	65 13%	31 17% <sub>s</sub>	1 2%	205 14%	32 22%t	9 26%	19 26%t	3 10%	1 11%	1 11%
Never	986 62%	403 53%	123 60%	99 70%	37 50%	50 81% <sub>abd</sub>	209 82% <sub>abd</sub>	64 65% <sub>a</sub>	204 62%	93 59%	133 65%	59 59%	11 82%	755 62%	2 24%	1 12%	520 61%	317 64%	113 62%	29 71%	913 64% <sub>uw</sub>	66 44% <sub>w</sub>	16 47%	26 34%	14 54%	8 89%	2 34%
Don't know	27 2%	16 2%	3 1%	2 1%	2 2%	-	1 1%	4 4%f	2 *	1 1%	* 1%	1 1%	-	25 2%	1 13%	-	9 1%	12 2%	2 1%	2 6% <sub>pr</sub>	23 2%	2 2%	-	1 2%	1 4%	-	-
NET: At least daily	134 8%	82 11%f	15 7%f	15 10%	9 12%ef	1 2%	6 3%	6 6%	32 10%	16 10%	20 10%	8 8%	1 9%	101 8%	3 36%	5 56%	72 8%	33 7%	12 7%	6 14%	104 7%	29 19%t	5 14%	18 24%t	4 17%	-	1 25%
NET: At least weekly	340 21%	200 26%f	47 23%f	25 17%	22 30%ef	9 14%	20 8%	18 18%f	70 21%	33 21%	41 20%	20 20%	2 13%	266 22%	5 55%	5 64%	183 22%	99 20%	36 20%	8 21%	288 20%	50 33%t	9 27%	30 39%t	8 32%	-	3 55%
NET: Ever	580 36%	336 45%efg	81 39%ef	41 29%	35 47%efg	12 19%	45 18%	30 31%f	123 37%	64 41%	71 35%	40 40%	2 18%	446 36%	6 63%	7 88%	321 38%	163 33%	66 37%	9 23%	493 35%	83 55%t	18 53%t	49 65% <sub>tu</sub>	11 42%	1 11%	3 66%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 380

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Yes	No	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(i)	(j)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*
Several times a day	76 5%	45 4%	31 7%g	29 7%	22 6%	15 10%ag	15 6%	7 4%	3 3%	21 12%j	55 4%	9 13%mnop	12 6%	14 5%	17 5%	14 4%	4 3%	-	1 3%	4 4%
Once a day	58 4%	33 3%	23 5%	21 5%	20 5%	9 6%	15 6%a	7 4%	4 5%	17 9%j	41 3%	2 3%	5 3%	5 2%	9 3%	12 4%	10 7%mn	2 3%	3 7%	5 6%
Several times a week	96 6%	54 5%	39 8%a	38 9%	35 9%a	13 8%	17 7%	24 13%ab	5 6%	19 10%j	77 5%	1 1%	11 6%	9 3%	23 6%	26 8%am	13 10%km	2 5%	-	7 8%
Once a week	110 7%	69 6%	41 9%	38 9%	34 9%	11 7%	22 9%	14 8%	6 7%	24 13%j	86 6%	2 3%	11 6%	18 7%	25 7%	26 8%	15 12%	4 7%	-	5 6%
Less often	241 15%	168 15%	73 16%	61 14%	56 15%	25 16%	27 12%	29 16%	18 21%	35 19%	206 15%	16 24%ls	15 8%	40 16%l	56 16%l	59 18%l	17 13%	10 19%	9 22%	9 10%
Never	986 62%	727 65%bde	252 54%	233 55%	212 55%	78 50%	128 56%	102 55%	48 57%	67 37%	919 65%l	37 54%	131 71%kop	167 65%op	227 63%	181 55%	67 52%	35 65%	27 68%	54 63%
Don't know	27 2%	19 2%	7 2%	7 2%	7 2%	4 3%	7 3%	3 1%	-	-	27 2%	1 2%	1 1%	4 2%	5 2%	9 3%	3 2%	1 2%	-	2 2%
NET: At least daily	134 8%	78 7%	54 12%ag	50 12%	42 11%ag	25 16%ag	29 13%a	13 7%	7 8%	37 21%j	97 7%	11 16%mnq	17 9%	19 7%	26 7%	26 8%	14 11%	2 3%	4 10%	8 10%
NET: At least weekly	340 21%	202 18%	133 29%a	126 29%	111 29%a	49 31%a	68 30%a	51 28%a	18 22%	80 44%j	260 18%	14 20%	39 21%	45 18%	74 20%	78 24%	42 33%lmn	8 15%	4 10%	21 25%
NET: Ever	580 36%	370 33%	206 44%a	187 44%	168 44%a	73 47%a	95 41%a	80 43%a	36 43%	114 63%j	466 33%	30 44%l	54 29%	86 33%	130 36%	137 42%l	59 46%lm	18 34%	13 32%	29 35%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 381  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
Several times a day	76 5%	5 8%	3 6%	4 6%	6 11% <sup>kp</sup>	* 1%	1 2%	5 4%	3 5%	3 4%	7 5%	1 1%	2 6%	2 6%	- -	17 5%	- -	3 5%	4 8%	3 5%	2 5%	3 4%
Once a day	58 4%	3 4%	1 1%	1 1%	2 3%	1 2%	2 5%	6 6%	2 4%	3 4%	8 6%	2 3%	- -	1 2%	2 8%	18 5%	3 6%	- -	1 2%	1 3%	* 1%	1 2%
Several times a week	96 6%	4 6%	3 4%	5 7%	6 10% <sup>gw</sup>	1 2%	6 13% <sup>gw</sup>	2 2%	4 7%	2 3%	7 5%	9 14% <sup>gw</sup>	8 19% <sup>bgijm opqvw</sup>	1 2%	1 2%	27 7%	2 4%	1 2%	2 5%	4 7%	1 2%	1 1%
Once a week	110 7%	2 3%	12 19% <sup>afijk oprsw</sup>	4 6%	7 11% <sup>s</sup>	3 8%	1 1%	9 8% <sup>s</sup>	6 11% <sup>s</sup>	4 6%	8 6%	3 5%	2 5%	4 11% <sup>s</sup>	3 12%	26 7%	2 3%	7 12% <sup>s</sup>	1 3%	- -	3 6%	3 4%
Less often	241 15%	9 14%	6 10%	6 9%	8 14%	5 15%	6 15%	26 23% <sup>cjkw</sup>	8 16%	14 20% <sup>w</sup>	15 11%	5 8%	3 8%	5 13%	3 11%	72 19% <sup>vw</sup>	8 17% <sup>w</sup>	5 9%	11 23% <sup>w</sup>	14 24% <sup>cjkw</sup>	5 9%	4 5%
Never	986 62%	41 64%	36 60%	49 69% <sup>do</sup>	30 50%	22 62%	25 60%	62 53%	31 58%	42 61%	88 64%	43 67%	25 62%	25 63%	16 67%	204 55%	34 69%	40 71% <sup>do</sup>	30 60%	35 61%	43 78% <sup>edgo</sup>	66 83% <sup>abdfghijlmors</sup>
Don't know	27 2%	-	-	1 2%	1 1%	4 10%	1 3%	5 4%	-	1 1%	3 2%	1 2%	-	1 3%	-	8 2%	-	-	-	-	-	1 2%
NET: At least daily	134 8%	8 12%	4 7%	5 7%	8 14%	1 3%	3 7%	11 10%	5 9%	6 8%	16 12%	3 5%	2 6%	3 8%	2 8%	35 9%	3 6%	3 5%	5 10%	4 7%	3 5%	5 6%
NET: At least weekly	340 21%	14 21%	18 30% <sup>w</sup>	15 21%	21 35% <sup>gips vw</sup>	5 13%	9 21%	22 20%	14 27% <sup>w</sup>	12 17%	31 23%	15 23%	12 30% <sup>w</sup>	8 21%	5 22%	89 24% <sup>w</sup>	7 14%	11 19%	9 17%	8 14%	7 14%	9 11%
NET: Ever	580 36%	23 36% <sup>w</sup>	25 40% <sup>w</sup>	21 29%	29 49% <sup>cww</sup>	10 28%	15 37% <sup>w</sup>	48 42% <sup>vw</sup>	23 42% <sup>w</sup>	25 37% <sup>w</sup>	46 34% <sup>w</sup>	21 32%	15 38% <sup>w</sup>	14 34% <sup>w</sup>	8 33%	161 43% <sup>cww</sup>	15 31%	16 29%	20 40% <sup>w</sup>	22 39% <sup>w</sup>	12 22%	12 16%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 382

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**younow**

**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
Several times a day	3	-	3	-	3	1	-	-	3	-	-	-	-	-	3	-	-	-	1	-	-
	59%	-	86%	-	72%	48%	-	-	100%	-	-	-	-	-	100%	-	-	-	100%	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
Several times a week	1	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-
NET: At least daily	4	1	3	-	4	1	-	-	3	-	1	-	-	-	3	-	-	-	1	1	-
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	100%	-	-	-	100%	100%	-
NET: At least weekly	5	2	3	-	4	1	-	-	3	-	1	1	-	1	3	-	-	-	1	1	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	-	100%	100%	-
NET: Ever	5	2	3	-	4	1	-	-	3	-	1	1	-	1	3	-	-	-	1	1	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	-	100%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 383

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**younow**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	-	2	2	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	..*	..**	..**	..**	..**	..**	..**	..**	..**	..**	5**	..**	..**	2**	1**	3**	..**	5**	..**	..**	..**	..**	..**	..**	..**
Several times a day	3 59%	3 60%	1 55%	-	-	-	-	-	-	-	-	-	-	3 59%	-	-	-	1 55%	3 100%	-	3 59%	-	-	-	-	-	-	
Once a day	1 18%	1 23%	-	-	-	-	-	-	-	-	-	-	-	1 18%	-	-	1 59%	-	-	1 18%	-	-	-	-	-	-	-	
Several times a week	1 13%	1 16%	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	1 41%	-	-	1 13%	-	-	-	-	-	-	-	
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never	1 10%	-	1 45%	-	-	-	-	-	-	-	-	-	-	1 10%	-	-	-	1 45%	-	1 10%	-	-	-	-	-	-	-	
NET: At least daily	4 77%	4 84%	1 55%	-	-	-	-	-	-	-	-	-	-	4 77%	-	-	1 59%	1 55%	3 100%	-	4 77%	-	-	-	-	-	-	
NET: At least weekly	5 90%	4 100%	1 55%	-	-	-	-	-	-	-	-	-	-	5 90%	-	-	2 100%	1 55%	3 100%	-	5 90%	-	-	-	-	-	-	
NET: Ever	5 90%	4 100%	1 55%	-	-	-	-	-	-	-	-	-	-	5 90%	-	-	2 100%	1 55%	3 100%	-	5 90%	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 384

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**younow**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-	-	-	-	
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	-**	4**	2**	-**	-**	1**	3**	-**	1**	-**	-**	-**	-**	-**		
Several times a day	3	1	3	3	3	3	3	3	-	3	1	-	-	1	3	-	-	-	-	-	-	-		
	59%	35%	72%	72%	72%	100%	72%	100%	-	72%	35%	-	-	100%	83%	-	-	-	-	-	-	-		
Once a day	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-		
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-		
Several times a week	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-		
	13%	37%	-	-	-	-	-	-	-	-	37%	-	-	-	-	-	-	-	100%	-	-	-		
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Never	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-		
	10%	28%	-	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-	-		
NET: At least daily	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-	-	-		
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-	-	-		
NET: At least weekly	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	1	-	-	-	-		
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	-	100%	-	-	-	-		
NET: Ever	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	1	-	-	-	-		
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	-	100%	-	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 385

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**younow**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	5	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-	-
Weighted base	5*	**	**	**	**	**	1**	**	**	3**	**	**	**	**	2**	**	**	**	**	**	**
Several times a day	3 59%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	1 39%	-	-	-	-	-	-
Once a day	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 61%	-	-	-	-	-	-
Several times a week	1 13%	-	-	-	-	-	1 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1 10%	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4 77%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-	-
NET: At least weekly	5 90%	-	-	-	-	-	1 57%	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-	-
NET: Ever	5 90%	-	-	-	-	-	1 57%	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 386

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
Several times a day	88 6%	47 8%	42 5%	15 8%hi	31 11%ghi	20 9%hi	11 4%	3 2%	8 3%	20 5%	29 7%	21 7%	18 6%	9 7%t	3 6%	13 9%t	7 6%	11 9%tu	7 7%t	-	3 3%	12 6%t	14 7%t	6 4%	3 7%t
Once a day	84 6%	46 7%	38 5%	12 7%h	20 7%h	17 7%h	22 8%hi	3 2%	10 4%	25 6%	17 4%	15 5%	27 8%k	9 7%	3 4%	7 5%	9 7%	10 9%	3 4%	3 5%	7 6%	16 8%	8 4%	6 5%	2 4%
Several times a week	110 8%	42 7%	69 9%	10 6%	25 9%	19 8%	30 11%i	14 7%	12 4%	30 8%	29 7%	23 8%	28 9%	10 8%	6 10%	11 7%	10 9%	4 9%	4 4%	4 6%	14 11%	21 6%	12 5%	6 7%	3 4%
Once a week	102 7%	39 6%	63 8%	19 10%	22 8%	23 10%gi	13 5%	12 6%	13 5%	26 7%	37 9%	19 6%	20 6%	12 9%	2 3%	11 7%	12 10%	4 3%	7 8%	3 4%	5 4%	12 6%	17 9%	9 7%	6 15%ru
Less often	234 16%	103 17%	132 16%	30 16%	55 20%i	42 18%i	50 19%i	30 15%	27 10%	61 15%	54 13%	60 21%k	59 18%	15 12%	9 16%	30 21%r	17 14%	11 9%	12 14%	19 28%nr	19 14%	39 20%r	31 16%	25 19%	5 11%
Never	775 55%	331 53%	444 55%	95 51%	110 40%	106 46%	134 51%e	137 68%defg	194 73%defg	224 57%	236 58%	152 52%	163 50%	69 56%	35 61%	71 49%	61 50%	69 59%v	54 60%v	38 55%	78 61%v	88 45%	111 56%	77 59%v	23 55%
Don't know	26 2%	12 2%	14 2%	4 2%	10 4%	4 2%	4 1%	2 1%	3 1%	8 2%	7 2%	4 1%	8 3%	-	-	4 3%	4 4%	2 2%	3 3%	1 2%	2 2%	6 3%	3 2%	-	-
NET: At least daily	172 12%	93 15%b	79 10%	27 15%hi	51 19%hi	37 16%hi	33 13%hi	6 3%	18 7%	45 12%	46 11%	36 12%	45 14%	18 15%	6 10%	20 14%	15 13%	21 18%tu	10 11%	3 5%	10 8%	29 15%t	22 11%	12 9%	5 12%
NET: At least weekly	384 27%	174 28%	211 26%	57 30%hi	98 36%hi	79 34%hi	75 29%hi	33 16%	42 16%	102 26%	112 27%	78 27%	93 29%	40 32%t	14 23%	41 28%	39 32%t	35 30%t	21 23%	10 15%	30 23%	62 32%t	51 26%	28 21%	15 34%t
NET: Ever	619 44%	277 45%	342 43%	87 47%hi	153 56%hi	121 53%hi	125 48%hi	63 31%	70 26%	162 41%	166 41%	139 47%	151 47%	55 44%	23 39%	71 48%	56 46%	46 39%	33 37%	30 43%	48 38%	101 52%su	83 42%	53 41%	19 45%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 387

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4	
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**	
Several times a day	88 6%	51 7%f	11 6%f	9 7%	5 9%f	3 5%	4 2%	5 6%	21 7%	10 7%	15 8%	9 9%	-	64 28%	3	-	51 7%	25 6%	6 4%	3 7%	79 6%	10 8%	3 10%	5 9%	2 9%	-	-	
Once a day	84 6%	50 7%f	14 7%f	4 3%	2 4%	3 5%	5 3%	5 6%	22 7%	10 7%	14 7%	5 5%	-	61 6%	-	3 40%	44 6%	18 4%	14 8%	2 5%	69 5%	13 11%t	4 13%	9 16%t	1 3%	-	-	
Several times a week	110 8%	62 9%	17 9%	8 7%	4 8%	2 4%	10 5%	5 6%	29 9%	16 12%	21 11%	11 11%	*	80 7%	*	2 20%	62 8%	24 6%	21 12%q	2 5%	98 8%	11 10%	4 12%	4 8%	3 18%	-	-	
Once a week	102 7%	59 9%f	13 7%	10 8%	5 9%	1 1%	7 4%	6 7%	17 5%j	9 7%	5 3%	3 2%	1	84 8%j	1	-	56 7%	38 9%	6 4%	-	96 7%	6 6%	2 6%	4 8%	*	2%	-	
Less often	234 16%	132 19%f	28 14%	21 17%	13 22%f	9 14%	18 8%	14 16%f	53 17%	25 17%	33 17%	13 13%	3	173 16%	2	1	129 9%	69 17%	27 16%	3	204 16%	28 24%t	5 17%	18 33%t	1 7%	1	2	
Never	775 55%	317 46%	109 56%a	70 56%	28 49%	43 70%adg	163 78%abd	45 53%	163 53%	71 50%	103 53%	59 59%	6	593 55%	2	2	417 54%	234 56%	93 56%	24 69%	720 56%uw	47 41%w	12 41%	15 27%	12 62%	7 83%	2	47%
Don't know	26 2%	13 2%	2 1%	3 2%	-	1 1%	2 1%	5 6%abf	3 1%	-	2 1%	1	-	22 2%	1	1	12 8%	10 2%	-	2 5%r	25 2%	-	-	-	-	-	-	
NET: At least daily	172 12%	101 15%f	25 13%f	13 10%	7 12%f	6 10%	9 4%	10 12%f	43 14%	29 15%	14 14%	-	125 12%	3 28%	3 40%	95 12%	43 10%	20 12%	4 12%	147 11%	23 20%t	7 23%	14 25%t	2 12%	-	-		
NET: At least weekly	384 27%	223 32%ef	56 29%ef	31 25%	17 29%f	9 15%	27 13%	22 25%f	89 29%	46 32%	55 28%	28 27%	1	289 27%	4	5	213 28%	106 25%	47 28%	6 17%	341 26%	40 35%	12 41%	22 40%t	6 32%	-	-	
NET: Ever	619 44%	355 52%bef	84 43%f	51 41%	30 51%ef	18 29%	45 21%	36 41%f	142 46%	71 50%	88 46%	41 41%	4	462 43%	6	5	342 68%	175 44%ss	75 42%	9 26%	545 42%	68 59%t	17 59%	41 73%tu	7 38%	1	2	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 388

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under				Any aged under				Yes	No	Up to £7,000	£7,001 to	£14,000 to	£21,000 to	£28,000 to	£34,000 to	£41,000 to	£48,000 to	£55,000 or more	
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64	
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*	
Several times a day	88 6%	50 5%	37 9% <sup>ad</sup>	36 9%	25 7%	21 15% <sup>abdf</sup>	15 7%	14 7%	6 8%	25 16% <sup>j</sup>	64 5%	8 17% <sup>lmno</sup>	9 5%	11 5%	25 7%	17 6%	11 10%	2 3%	1 2%	3 3%	
Once a day	84 6%	54 5%	30 7%	29 8%	25 7%	20 15% <sup>abdg</sup>	16 8%	12 7%	4 5%	20 13% <sup>j</sup>	64 5%	2 5%	18 10% <sup>mn</sup>	9 4%	14 4%	17 6%	9 8%	1 2%	3 8%	6 8%	
Several times a week	110 8%	52 5%	58 14% <sup>a</sup>	51 13%	50 14% <sup>a</sup>	14 10% <sup>a</sup>	28 14% <sup>a</sup>	21 12% <sup>a</sup>	13 18% <sup>a</sup>	23 15% <sup>j</sup>	87 7%	4 8%	11 6%	16 7%	39 11%	17 6%	7 6%	5 10%	-	8 11%	
Once a week	102 7%	55 6%	45 11% <sup>a</sup>	42 11%	37 11% <sup>a</sup>	8 6%	24 12% <sup>a</sup>	21 12% <sup>a</sup>	6 8%	13 9%	89 7%	2 4%	7 4%	17 7%	24 7%	19 7%	8 7%	10 18% <sup>lmn</sup>	5 15%	8 10%	
Less often	234 16%	166 17% <sup>h</sup>	64 15% <sup>h</sup>	59 15%	53 15% <sup>h</sup>	20 14%	28 14%	28 15%	5 7%	26 17%	209 16%	8 16%	24 14%	34 15%	55 16%	55 20%	22 19%	9 16%	5 14%	14 18%	
Never	775 55%	595 60% <sup>bde</sup>	177 42%	162 42%	147 42%	52 37%	80 40%	84 46%	36 48%	45 29%	731 58% <sup>l</sup>	23 49%	101 58%	140 60%	177 52%	143 52%	54 47%	28 50%	22 60%	38 48%	
Don't know	26 2%	13 1%	12 3%	8 2%	12 3% <sup>a</sup>	4 3%	7 4%	3 2%	4 6% <sup>ag</sup>	1 *	26 2%	1 2%	3 2%	5 2%	4 1%	7 3%	3 2%	1 2%	-	2 2%	
NET: At least daily	172 12%	104 11%	67 16% <sup>a</sup>	65 17%	50 14%	41 29% <sup>abd</sup>	31 16%	26 14%	9 13%	44 29% <sup>j</sup>	128 10%	10 21% <sup>mq</sup>	26 15%	21 9%	39 12%	34 12%	21 18% <sup>m</sup>	3 5%	4 11%	9 11%	
NET: At least weekly	384 27%	212 21%	170 40% <sup>a</sup>	158 41%	137 39% <sup>a</sup>	64 46% <sup>a</sup>	82 42% <sup>a</sup>	69 38% <sup>a</sup>	29 39% <sup>a</sup>	81 53% <sup>j</sup>	303 24%	16 33%	44 26%	54 23%	102 30%	70 26%	36 31%	18 33%	9 26%	25 32%	
NET: Ever	619 44%	378 38%	234 55% <sup>a</sup>	217 56%	190 55% <sup>a</sup>	83 60% <sup>a</sup>	110 56% <sup>a</sup>	97 53% <sup>a</sup>	34 46%	107 70% <sup>j</sup>	512 40%	23 49%	69 40%	88 38%	158 47%	125 45%	58 50%	27 49%	14 40%	39 50%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 389

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
Several times a day	88 6%	6 10% <sub>s</sub>	3 6%	3 6%	6 9% <sub>s</sub>	* 1%	3 9%	11 10% <sub>s</sub>	2 6%	2 3%	11 10% <sub>s</sub>	6 9%	3 9%	3 8%	1 3%	16 5%	2 3%	4 7%	2 4%	- -	3 7%	2 3%
Once a day	84 6%	3 6%	6 10%	3 4%	4 7%	* 1%	4 14%	5 4%	4 9%	1 1%	10 9%	* 1%	1 2%	1 3%	- -	26 8%	1 3%	5 8%	2 4%	1 1%	2 4%	6 8%
Several times a week	110 8%	3 5%	6 10% <sub>q</sub>	6 9% <sub>q</sub>	8 13% <sub>qw</sub>	1 2%	3 10%	8 7%	4 10% <sub>q</sub>	3 6%	10 8%	9 15% <sub>qw</sub>	3 9%	2 4%	- -	32 10% <sub>q</sub>	2 5%	- -	3 6%	3 7%	3 7%	1 2%
Once a week	102 7%	7 13%	4 7%	3 5%	5 8%	4 11%	1 4%	9 8%	2 4%	6 10%	5 4%	4 7%	5 14%	1 3%	3 16%	22 7%	3 5%	4 7%	2 5%	3 6%	6 15% <sub>j</sub>	3 4%
Less often	234 16%	10 17%	5 8%	9 14%	10 16%	7 19%	3 11%	26 23% <sub>j</sub>	7 18%	7 12%	10 9%	12 19%	2 5%	7 18%	3 18%	58 18% <sub>j</sub>	8 16%	5 8%	17 35% <sub>bcdi joqww</sub>	18 34% <sub>bcdi joqww</sub>	5 11%	8 11%
Never	775 55%	27 48%	32 58%	37 62%	30 47%	19 54%	15 52%	52 45%	21 54%	40 67% <sub>go</sub>	64 57%	32 50%	20 57%	24 63%	8 48%	159 50%	34 66% <sub>go</sub>	38 69% <sub>dgo</sub>	22 46%	25 49%	23 55%	52 71% <sub>adgkors</sub>
Don't know	26 2%	-	-	-	-	4 12%	-	4 4%	-	1 2%	3 3%	-	1 4%	-	3 15%	7 2%	1 1%	-	-	1 3%	-	1 2%
NET: At least daily	172 12%	9 16% <sub>s</sub>	9 16% <sub>s</sub>	6 10%	10 15% <sub>s</sub>	1 2%	7 24%	16 14% <sub>s</sub>	6 15% <sub>s</sub>	2 4%	21 19% <sub>is</sub>	6 9%	4 11%	4 11%	1 3%	42 13% <sub>s</sub>	3 6%	9 16% <sub>s</sub>	4 8%	1 1%	5 12% <sub>s</sub>	8 11%
NET: At least weekly	384 27%	20 35% <sub>sw</sub>	19 34% <sub>s</sub>	14 24%	23 37% <sub>psw</sub>	5 15%	11 37%	32 28%	11 29%	12 20%	36 32% <sub>sw</sub>	20 31%	12 34%	7 18%	3 19%	96 30% <sub>sw</sub>	8 16%	13 23%	9 19%	7 14%	15 34% <sub>s</sub>	12 16%
NET: Ever	619 44%	29 52% <sub>w</sub>	23 42%	23 38%	33 53% <sub>ipqw</sub>	12 33%	14 48%	58 51% <sub>ipqw</sub>	18 46%	19 32%	46 41%	31 50% <sub>w</sub>	14 39%	14 37%	6 37%	154 48% <sub>iw</sub>	17 32%	17 31%	25 54% <sub>iw</sub>	25 48% <sub>w</sub>	19 45%	20 27%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 390

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
Several times a day	46 6%	20 7%	26 5%	15 8%	19 9%	7 5%	3 3%	1 2%	* 1%	12 6%	17 8%	9 6%	7 4%	- -	1 3%	8 10%u	5 8%u	9 13%nu	1 3%	1 3%	- -	7 10%x	7 10%x	3 6%	3 12%
Once a day	53 7%	28 10%b	25 5%	12 7%	15 7%	15 11%	7 6%	2 3%	2 5%	18 9%	15 7%	11 7%	9 6%	7 12%x	- -	10 12%cx	4 6%	3 5%	3 7%	1 4%	7 10%x	12 10%x	5 6%	- -	- -
Several times a week	51 7%	15 6%	36 8%	12 7%	19 9%	8 6%	5 4%	5 7%	2 5%	17 8%	12 6%	10 7%	12 8%	4 7%	3 13%	7 8%	7 10%	4 6%	2 4%	- -	5 8%	14 11%	4 4%	2 3%	- -
Once a week	57 8%	10 4%	48 10%a	21 12%gi	18 9%	9 7%	4 4%	5 7%	- -	11 5%	14 6%	18 11%	14 9%	7 12%	- -	7 8%	3 4%	2 3%	3 8%	3 10%	7 10%	14 12%	4 4%	3 6%	4 14%
Less often	125 17%	48 18%	77 16%	25 14%	37 18%	29 21%	21 19%	8 12%	5 9%	38 18%	34 15%	33 21%	20 13%	10 17%	3 15%	8 9%	8 12%	8 12%	3 7%	13 17%	16 23%	24 20%	16 17%	13 23%	5 16%
Never	396 53%	145 54%	251 52%	83 47%	90 44%	66 48%	68 63%def	49 68%def	40 79%def	110 51%	127 58%	72 46%	88 56%	29 52%	14 69%	40 49%	35 51%	43 59%v	27 65%v	19 52%	32 47%	50 41%	56 60%v	34 60%v	17 58%
Don't know	19 3%	3 1%	16 3%	9 5%g	6 3%	1 1%	- -	1 1%	1 2%	9 4%k	1 *	2 2%	7 4%k	- -	- -	2 2%	7 10%vw	2 3%	2 6%	- -	1 1%	1 1%	1 1%	2 4%	- -
NET: At least daily	99 13%	48 18%b	51 11%	27 15%h	34 17%h	23 17%h	10 9%	3 5%	3 5%	31 14%	32 15%	21 13%	16 10%	7 12%	1 3%	19 23%ax	10 14%	13 17%	4 11%	2 7%	7 10%	19 15%	12 13%	3 5%	3 12%
NET: At least weekly	208 28%	73 27%	135 28%	61 34%ghi	70 34%ghi	40 29%i	19 18%	13 19%	5 10%	59 27%	58 27%	48 31%	42 27%	17 31%	3 16%	32 40%twx	19 28%	19 26%	9 22%	6 15%	20 29%	47 38%twx	20 22%	8 14%	8 26%
NET: Ever	333 45%	121 45%	212 44%	86 48%hi	107 53%ghi	69 50%hi	40 37%i	22 30%	10 19%	97 45%	92 42%	82 52%	62 40%	27 48%	6 31%	40 49%	27 39%	28 38%	12 29%	18 48%	35 52%	71 58%qrs	36 39%	21 36%	12 42%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 391

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Working Status						Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**
Several times a day	46 6%	27 7%	7 6%	6 8%	2 4%	- -	* 1%	3 7%	4 3%	4 5%	3 4%	1 3%	- -	42 7%	1 55%	- -	22 6%	13 6%	6 6%	3 11%	9 6%	1 9%	6 7%	1 14%	- 6%	- -	
Once a day	53 7%	38 9%	7 6%	2 3%	3 7%	- -	1 3%	2 4%	12 9%	6 8%	7 10%	3 7%	- -	40 7%	- -	1 39%	26 7%	11 5%	10 11%	2 8%	39 6%	12 14%t	3 13%	7 16%t	2 17%	- -	
Several times a week	51 7%	31 8%	11 10%f	4 5%	3 8%	- -	- -	2 4%	3 2%	1 1%	2 3%	1 4%	- -	48 8%hi	* 15%	- -	26 7%	16 7%	8 9%	1 2%	47 7%	4 4%	2 11%	* 1%	1 9%	- -	
Once a week	57 8%	33 8%	5 4%	15 18%	2 4%	- -	- -	2 5%	8 7%	5 7%	5 7%	1 2%	- -	47 8%	- -	- -	36 10%	12 5%	3 3%	5 15%	6 8%	4 7%	2 5%	* 3%	- -		
Less often	125 17%	70 17%	23 20%	11 14%	9 20%	3 27%	3 8%	6 14%	24 19%	12 17%	9 13%	10 24%j	2 51%	97 16%	- -	- -	58 15%	38 16%	24 25%	5 17%	108 17%	16 28%	6 13%	6 14%	2 11%	1 72%	
Never	396 53%	195 48%	60 52%	42 51%	27 59%	8 67%	38 89%abd	27 58%	74 58%	46 63%	43 61%	23 58%	2 49%	308 51%	- -	2 42%	201 53%	137 58%	41 44%	14 43%	348 54%	43 48%	5 25%	23 51%	7 51%	7 89%	1 28%
Don't know	19 3%	10 3%	3 2%	1 2%	- -	1 7%	- -	4 8%a	1 1%	- -	1 1%	1 2%	- -	17 3%	1 31%	1 18%	8 2%	7 3%	1 1%	2 5%	19 3%	- -	- -	- -	- -	- -	
NET: At least daily	99 13%	65 16%f	14 12%	9 11%	5 10%	- -	2 4%	5 11%	16 13%	9 13%	10 15%	4 10%	- -	82 14%	1 55%	1 39%	48 13%	25 11%	16 17%	6 18%	77 12%	21 23%t	4 19%	14 30%t	3 23%	- -	
NET: At least weekly	208 28%	129 32%f	31 26%f	27 34%	10 22%f	- -	2 4%	9 20%f	27 21%	15 21%	17 25%	6 16%	- -	177 30%	2 69%	1 39%	110 29%	53 23%	27 29%	11 35%	174 27%	31 35%	10 47%	16 37%	5 35%	- -	
NET: Ever	333 45%	199 49%fg	53 46%f	39 47%	19 41%f	3 27%	5 11%	16 34%f	51 40%	28 37%	26 38%	16 40%	2 51%	274 46%	2 69%	1 39%	168 45%	91 39%	51 54%q	17 52%	282 43%	47 52%	16 75%	22 49%	7 49%	1 11%	2 72%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 392

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5- 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00	
												Up to £7,000 (k)	to 0 (l)	to 0 (m)	to 0 (n)	to 0 (o)	to 0 (p)	to 0 (q)	to 0 (r)	1 or more (s)
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*
Several times a day	46 6%	24 5%	22 9%a	21 9%	15 8%	13 14%a	11 10%	9 9%	3 3%	14 13%j	32 5%	3 11%	6 9%	3 4%	12 7%	5 3%	7 11%	2 4%	-	4 7%
Once a day	53 7%	34 7%	19 8%	19 9%	15 8%	9 11%	11 10%	7 7%	1 3%	15 14%j	38 6%	2 6%	4 5%	9 9%	8 5%	12 9%	6 9%	2 4%	2 6%	5 7%
Several times a week	51 7%	29 6%	20 9%	18 8%	17 9%	4 5%	11 10%	11 11%	4 13%	14 13%j	37 6%	2 6%	3 5%	5 6%	10 7%	10 11%	7 4%	1 4%	-	11 17%lmn
Once a week	57 8%	37 7%	20 9%	18 8%	16 9%g	5 6%	12 10%	4 4%	4 11%	11 10%	46 7%	1 5%	6 8%	4 4%	19 11%	8 6%	7 10%	3 7%	-	7 10%
Less often	125 17%	82 16%	39 17%	38 17%	30 16%	14 16%	16 15%	20 19%	6 17%	19 18%	106 17%	5 16%	7 10%	13 14%	30 17%	33 24%l	9 13%	6 16%	5 21%	11 17%
Never	396 53%	285 57%bdf	109 46%	103 46%	84 47%	42 47%	47 42%	48 47%	15 45%	33 30%	362 57%i	16 54%	45 63%ops	61 64%ops	90 53%	64 46%	28 40%	23 62%	17 73%	27 40%
Don't know	19 3%	13 3%	5 2%	5 2%	5 3%	2 2%	4 4%	3 3%	1 2%	3 2%	16 3%	1 3%	1 1%	1 1%	1 4%	6 7%n	5 2%	1 2%	-	2 2%
NET: At least daily	99 13%	58 11%	41 18%	40 18%	31 17%	22 25%a	22 20%	16 16%	4 12%	29 26%j	70 11%	5 17%	10 14%	12 12%	19 11%	17 12%	14 20%	3 9%	2 6%	9 14%
NET: At least weekly	208 28%	124 25%	82 35%a	76 34%	64 35%a	31 35%	44 40%a	31 30%	12 36%	55 50%j	153 24%	8 27%	19 26%	21 21%	49 29%	35 25%	28 40%m	7 19%	2 6%	27 40%lm
NET: Ever	333 45%	206 41%	121 51%a	114 51%	94 51%a	45 51%	60 54%a	51 50%	18 53%	74 67%j	259 41%	12 43%	26 36%	34 35%	78 46%	68 49%	37 53%	13 35%	6 27%	39 57%lm

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 393

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
Several times a day	46 6%	-	-	1 3%	5 14%	* 2%	1 6%	9 15%	1 3%	* 2%	8 11%	4 9%	1 3%	1 3%	-	8 5%	1 3%	2 9%	* 2%	1 3%	3 12%	-
Once a day	53 7%	3 12%	3 15%	-	2 5%	-	4 25%	7 11%	4 18%	4 18%	3 5%	2 4%	-	-	2 17%	15 9%	2 9%	-	-	1 2%	-	1 4%
Several times a week	51 7%	1 2%	2 9%	3 13%	4 10%	* 2%	2 13%	3 5%	4 15%	-	3 5%	5 14%	3 13%	* 3%	-	16 9%	1 5%	1 2%	1 4%	-	-	2 8%
Once a week	57 8%	4 13%	3 13%	-	1 2%	2 8%	-	3 6%	3 14%	3 13%	3 4%	3 11%	3 7%	2 10%	2 14%	17 9%	* 2%	* 1%	1 6%	3 10%	4 14%	1 3%
Less often	125 17%	7 26%	2 8%	3 14%	5 14%	2 10%	1 7%	7 11%	1 6%	-	8 12%	11 28%	4 16%	3 14%	1 9%	37 21%	3 14%	5 21%	6 36%	12 39%	5 16%	2 6%
Never	396 53%	13 46%	12 54%	15 70%	20 55%	13 54%	6 41%	31 49%	11 45%	14 63%	42 60%	14 35%	14 61%	12 70%	5 42%	84 46%	16 65%	16 66%	9 52%	14 46%	17 58%	21 74%
Don't know	19 3%	-	-	-	-	5 23%	1 8%	2 3%	-	1 4%	2 4%	-	-	-	2 18%	3 2%	1 3%	-	-	-	-	1 5%
NET: At least daily	99 13%	3 12%	3 15%	1 3%	7 19%	* 2%	5 31%	16 26%	5 21%	4 20%	11 16%	5 13%	1 3%	1 3%	2 17%	24 13%	3 12%	2 9%	* 2%	2 6%	3 12%	1 4%
NET: At least weekly	208 28%	8 28%	8 38%	3 16%	11 31%	3 12%	6 44%	23 36%	12 50%	7 32%	17 24%	15 37%	5 23%	3 16%	3 30%	57 32%	5 18%	3 13%	2 12%	5 16%	8 26%	4 15%
NET: Ever	333 45%	15 54%	10 46%	6 30%	16 45%	5 22%	7 51%	30 48%	13 55%	7 32%	25 36%	26 65%	9 39%	5 30%	4 39%	95 52%	8 33%	8 34%	8 48%	16 54%	12 42%	6 21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 394

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	20	11	9	10	22	19	7	1	
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
Several times a day	14	4	9	5	5	4	-	-	-	5	2	3	3	-	-	4	-	6	-	-	-	1	2	-	-
	8%	7%	9%	10%	10%	11%	-	-	-	12%	5%	9%	8%	-	-	22%	-	28%	-	-	-	6%	9%	-	-
Once a day	7	1	6	2	1	-	2	2	-	3	3	-	1	-	-	1	1	-	-	-	-	4	1	1	-
	4%	2%	5%	4%	2%	-	9%	22%	-	6%	7%	-	2%	-	-	4%	3%	-	-	-	-	19%	5%	8%	-
Several times a week	13	4	10	3	5	3	1	1	-	6	3	4	1	1	3	1	1	4	2	-	1	1	-	1	-
	8%	6%	9%	6%	10%	9%	5%	14%	-	14%	5%	11%	2%	5%	34%	5%	9%	16%	18%	-	7%	3%	-	9%	-
Once a week	8	3	5	2	3	4	-	-	-	3	1	2	3	-	3	2	-	-	-	-	2	-	-	2	-
	5%	5%	5%	3%	6%	11%	-	-	-	6%	2%	4%	8%	-	34%	12%	-	-	-	-	12%	-	-	23%	-
Less often	25	12	13	5	4	3	8	4	1	7	9	4	5	1	-	4	2	5	*	*	2	4	7	-	-
	15%	21%	12%	11%	9%	9%	42%	38%	46%	16%	18%	10%	16%	5%	-	21%	12%	21%	3%	5%	18%	20%	30%	-	-
Never	93	33	60	32	30	19	8	3	1	18	30	24	21	12	3	7	12	8	9	7	8	10	13	4	1
	58%	58%	58%	64%	63%	57%	44%	27%	54%	42%	61%	65%	64%	90%	33%	38%	76%	35%	72%	86%	63%	49%	56%	60%	100%
Don't know	2	1	1	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-	1	1	-	1	-	-	-
	1%	1%	1%	2%	-	4%	-	-	-	3%	2%	-	-	-	-	-	-	-	8%	9%	-	3%	-	-	-
NET: At least daily	20	5	15	7	6	4	2	2	-	8	6	3	3	-	-	5	1	6	-	-	-	5	3	1	-
	12%	9%	14%	14%	12%	11%	9%	22%	-	18%	12%	9%	10%	-	-	25%	3%	28%	-	-	-	26%	13%	8%	-
NET: At least weekly	41	11	30	12	13	10	3	3	-	16	9	9	6	1	5	7	2	10	2	-	2	6	3	3	-
	25%	19%	29%	23%	28%	31%	14%	36%	-	38%	19%	25%	20%	5%	67%	42%	12%	44%	18%	-	20%	28%	13%	40%	-
NET: Ever	66	23	43	17	18	13	10	7	1	23	18	13	12	1	5	11	4	15	2	*	5	10	10	3	-
	41%	40%	41%	34%	37%	39%	56%	73%	46%	55%	37%	35%	36%	10%	67%	62%	24%	65%	20%	5%	37%	48%	44%	40%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 395

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	-**	-**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	-**
Several times a day	14	10	3	-	-	-	-	1	1	1	-	-	12	-	-	5	5	3	1	11	3	-	3	-	-	-	
	8%	12%	14%	-	-	-	-	4%	4%	7%	-	-	10%	-	-	6%	9%	21%	5%	8%	10%	-	14%	-	-	-	
Once a day	7	3	2	1	-	-	-	4	2	3	1	-	3	-	-	2	2	2	1	5	1	-	1	-	-	-	
	4%	3%	9%	6%	-	-	-	11%	7%	15%	6%	-	2%	-	-	3%	3%	17%	8%	4%	5%	-	7%	-	-	-	
Several times a week	13	8	1	1	1	-	2	3	2	3	1	-	10	-	-	6	6	1	-	10	3	2	-	1	-	-	
	8%	9%	6%	2%	11%	-	14%	8%	7%	14%	10%	-	9%	-	-	8%	11%	6%	-	8%	9%	28%	-	57%	-	-	
Once a week	8	7	-	-	-	-	1	-	-	-	-	-	8	-	-	8	-	-	-	6	2	-	2	-	-	-	
	5%	8%	-	-	-	-	7%	-	-	-	-	-	6%	-	-	10%	-	-	-	4%	7%	-	10%	-	-	-	
Less often	25	11	6	2	2	-	1	3	7	3	3	2	1	15	-	-	11	11	3	*	19	6	1	4	-	1	
	15%	13%	24%	10%	22%	-	46%	20%	20%	14%	20%	27%	57%	13%	-	-	13%	19%	4%	15%	19%	16%	18%	-	100%	-	
Never	93	48	10	18	7	1	1	8	20	16	8	5	1	69	-	-	48	32	4	7	78	15	4	11	1	-	
	58%	55%	41%	82%	67%	100%	54%	59%	58%	68%	44%	57%	43%	58%	-	-	60%	57%	32%	68%	60%	50%	56%	51%	43%	-	
Don't know	2	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	
	1%	1%	6%	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	14%	1%	-	-	-	-	-	
NET: At least daily	20	13	6	1	-	-	-	5	2	4	1	-	15	-	-	7	7	5	1	16	4	-	4	-	-	-	
	12%	15%	23%	6%	-	-	-	15%	10%	22%	6%	-	13%	-	-	9%	12%	38%	13%	12%	14%	-	21%	-	-	-	
NET: At least weekly	41	28	7	2	1	-	3	8	4	6	1	-	33	-	-	21	13	5	1	31	9	2	6	1	-	-	
	25%	32%	29%	9%	11%	-	21%	22%	17%	36%	16%	-	28%	-	-	26%	24%	44%	13%	24%	31%	28%	31%	57%	-	-	
NET: Ever	66	39	12	4	4	-	1	6	14	7	10	4	1	49	-	-	32	24	8	2	51	15	3	10	1	1	
	41%	45%	52%	18%	33%	-	46%	41%	42%	32%	56%	43%	57%	41%	-	-	39%	43%	68%	17%	39%	50%	44%	49%	57%	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 396

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	£7,001	£14,001	£21,001	£28,001	£34,001	£41,001	£48,001	£55,001	£55,001 or more	
												Up to £7,000	1 to £14,000	1 to £21,000	1 to £28,000	1 to £34,000	1 to £41,000	1 to £48,000	1 to £55,000		
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)			
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15	
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**	
Several times a day	14	5	9	9	6	7	5	6	1	9	4	1	3	2	7	-	1	-	-	1	
	8%	5%	12%	12%	9%	24%	12%	16%	11%	18% <sup>j</sup>	4%	12%	16%	8%	16%	-	11%	-	-	3%	
Once a day	7	3	4	4	4	-	1	4	1	3	3	-	1	1	3	-	-	1	-	1	
	4%	3%	5%	5%	6%	-	3%	11%	6%	6%	3%	-	9%	3%	6%	-	-	30%	-	5%	
Several times a week	13	2	11	9	11	4	5	7	2	8	5	2	-	2	2	3	2	-	-	3	
	8%	2%	15% <sup>a</sup>	12%	19% <sup>a</sup>	11%	14%	20%	27%	16%	5%	44%	-	8%	4%	10%	17%	-	-	16%	
Once a week	8	2	6	6	6	1	5	2	1	4	4	-	3	2	1	-	1	-	-	2	
	5%	2%	8%	8%	10%	3%	13%	6%	14%	8%	3%	-	16%	8%	2%	-	9%	-	-	8%	
Less often	25	14	11	11	11	*	7	8	2	7	17	1	1	2	6	5	5	-	-	3	
	15%	17%	14%	15%	18%	2%	18%	23%	30%	14%	16%	33%	8%	9%	13%	18%	41%	-	-	16%	
Never	93	58	36	35	21	19	15	8	1	20	73	1	9	12	23	20	3	2	7	9	
	58%	68% <sup>b</sup> <sup>d</sup>	46% <sup>d</sup>	47%	36%	60%	39%	24%	12%	38%	67% <sup>ai</sup>	12%	51%	64%	56%	69%	21%	70%	100%	51%	
Don't know	2	2	1	1	1	-	1	-	-	-	2	-	-	-	1	1	-	-	-	-	
	1%	2%	1%	1%	1%	-	1%	-	-	-	2%	-	-	-	1%	3%	-	-	-	-	
NET: At least daily	20	7	13	13	9	7	6	9	1	12	8	1	4	2	9	-	1	1	-	2	
	12%	9%	16%	17%	16%	24%	15%	27%	17%	24% <sup>j</sup>	7%	12%	25%	11%	23%	-	11%	30%	-	9%	
NET: At least weekly	41	11	30	28	27	12	16	18	5	25	16	2	7	5	12	3	5	1	-	6	
	25%	13%	39% <sup>a</sup>	38%	45% <sup>ab</sup>	38%	42%	53%	58%	47% <sup>j</sup>	15%	55%	40%	27%	29%	10%	38%	30%	-	33%	
NET: Ever	66	25	41	39	38	12	23	26	7	32	34	4	8	7	18	8	10	1	-	9	
	41%	30%	53% <sup>a</sup>	52%	63% <sup>ab</sup>	40%	60%	76%	88%	62% <sup>j</sup>	31%	88%	49%	36%	43%	28%	79%	30%	-	49%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 397

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	-**	6**	1**	6**
Several times a day	14 8%	-	-	-	-	-	-	3 24%	1 6%	-	6 30%	-	1 13%	-	-	2 5%	1 15%	-	-	-	-	-
Once a day	7 4%	-	-	-	1 6%	-	-	1 4%	-	-	-	-	-	-	5 15%	-	1 60%	-	-	-	-	-
Several times a week	13 8%	-	-	3 33%	1 17%	-	-	1 6%	-	1 22%	4 17%	-	2 28%	-	1 2%	1 11%	-	-	-	-	-	1 11%
Once a week	8 5%	-	-	3 34%	-	-	-	2 15%	-	-	-	-	2 27%	-	2 100%	-	-	-	-	-	-	-
Less often	25 15%	1 11%	-	-	-	1 20%	1 16%	5 34%	* 5%	-	3 14%	1 22%	* 49%	3 5%	8 24%	-	-	-	-	* 7%	-	1 19%
Never	93 58%	6 89%	6 100%	3 33%	6 77%	5 80%	4 84%	2 17%	8 80%	4 65%	8 39%	3 78%	2 27%	3 51%	-	18 53%	4 74%	* 40%	-	5 93%	1 100%	4 69%
Don't know	2 1%	-	-	-	-	-	-	-	1 9%	1 14%	-	-	-	-	1 2%	-	-	-	-	-	-	-
NET: At least daily	20 12%	-	-	-	1 6%	-	-	4 28%	1 6%	-	6 30%	-	1 13%	-	7 20%	1 15%	1 60%	-	-	-	-	-
NET: At least weekly	41 25%	-	-	5 67%	2 23%	-	-	7 49%	1 6%	1 22%	10 46%	-	4 67%	-	2 100%	7 21%	1 26%	1 60%	-	-	-	1 11%
NET: Ever	66 41%	1 11%	-	5 67%	2 23%	1 20%	1 16%	12 83%	1 11%	1 22%	13 61%	1 22%	4 73%	3 49%	2 100%	15 45%	1 26%	1 60%	-	* 7%	-	2 31%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 398

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
Several times a day	22 4%	13 4%	10 3%	10 8% <i>i</i>	2 2%	6 4%	4 3%	1 1%	-	10 5%	5 2%	4 3%	4 3%	2 3%	1 2%	4 5%	2 3%	5 11% <i>u</i>	1 2%	-	-	4 4%	3 3%	1 2%	-
Once a day	18 3%	14 5% <i>b</i>	4 1%	6 5%	2 2%	8 6%	1 1%	-	2 3%	6 3%	6 3%	3 3%	4 3%	2 3%	1 2%	2 3%	3 6%	2 4%	2 6%	-	1 3%	2 2%	2 2%	2 3%	-
Several times a week	28 4%	17 5%	12 4%	4 4%	4 3%	9 7%	5 4%	4 6%	3 3%	10 5%	9 4%	7 6%	2 2%	1 2%	3 10%	3 4%	2 3%	4 8%	1 3%	2 6%	2 5%	4 4%	4 5%	2 5%	-
Once a week	25 4%	9 3%	16 5%	7 5%	4 3%	5 4%	6 5%	-	3 4%	9 4%	8 4%	7 6%	2 2%	4 8% <i>v</i>	2 9%	6 7% <i>v</i>	2 4%	-	2 5%	1 2%	-	-	4 6% <i>v</i>	4 7% <i>v</i>	-
Less often	101 16%	57 18%	44 14%	12 10%	18 15%	23 17%	27 23% <i>d</i>	11 17%	10 14%	34 17%	32 16%	19 16%	17 14%	6 11%	1 6%	18 24%	9 16%	5 11%	4 10%	8 21%	6 13%	21 21%	13 17%	6 11%	3 14%
Never	423 67%	192 62%	230 71% <i>a</i>	82 66%	84 69%	77 59%	75 63%	50 75% <i>f</i>	54 74%	123 62%	140 69%	75 64%	85 74% <i>j</i>	42 74% <i>p</i>	19 71%	41 54%	32 60%	29 62%	28 72%	25 66%	39 78% <i>p</i>	63 64%	51 66%	37 71%	17 86%
Don't know	17 3%	8 3%	8 3%	3 3%	8 6% <i>g</i>	3 2%	-	1 1%	2 2%	7 4%	4 2%	3 3%	2 2%	-	-	2 3%	4 7%	2 4%	1 2%	2 6%	1 2%	5 5%	1 1%	-	-
NET: At least daily	41 6%	27 9%	14 4%	15 12% <i>e</i> <i>h</i> <i>i</i>	4 3%	13 10% <i>h</i>	5 5%	1 1%	2 3%	16 8%	11 5%	7 6%	7 7%	3 6%	1 4%	6 8%	5 9%	7 15% <i>t</i>	3 8%	-	1 3%	6 6%	4 5%	3 6%	-
NET: At least weekly	94 15%	52 17%	42 13%	26 21% <i>e</i> <i>h</i>	12 10%	27 21% <i>e</i> <i>h</i>	17 14%	5 7%	8 10%	35 17%	28 14%	21 18%	11 10%	9 15%	6 24%	15 20%	9 17%	11 23%	6 16%	3 7%	4 7%	10 10%	13 16%	9 18%	-
NET: Ever	195 31%	109 35% <i>b</i>	86 26%	38 31%	30 24%	50 38% <i>e</i>	43 37%	16 24%	18 24%	68 34%	59 29%	39 33%	28 24%	15 26%	8 29%	33 44% <i>u</i>	18 33%	16 34%	10 26%	10 28%	10 20%	31 31%	26 33%	15 29%	3 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 399

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
Several times a day	22 4%	14 4%	5 6%	3 4%	1 2%	-	-	-	4 3%	2 3%	3 3%	2 6%	-	18 4%	1 100%	-	7 2%	8 3%	4 6%	2 7%	21 4%	2 3%	1 7%	1 2%	-	-	-
Once a day	18 3%	10 3%	3 4%	2 3%	2 4%	-	2 3%	-	2 2%	* 3%	2 3%	* 1%	-	16 3%	-	-	9 3%	6 2%	3 4%	1 2%	14 6%	4 6%	1 7%	2 7%	1 6%	-	-
Several times a week	28 4%	18 5%	2 3%	4 6%	1 3%	1 4%	1 2%	1 4%	6 4%	4 7%	5 7%	2 5%	-	22 5%	-	-	18 6%	7 3%	2 3%	21 3%	7 4%	2 12%t	4 18%	1 11%	4 13%	1 -	-
Once a week	25 4%	15 5%	3 4%	2 2%	1 4%	-	2 3%	2 7%	7 5%	1 2%	4 5%	3 8%	-	17 4%	-	-	17 6%	7 3%	1 1%	-	25 4%	* 1%	-	-	* 3%	-	-
Less often	101 16%	60 18%g	13 15%g	8 11%	8 22%g	3 25%	9 15%g	-	26 20%	13 21%	15 19%	11 27% <sup>m</sup>	3 50%	70 15%	-	-	46 16%	35 15%	16 22%	3 9%	90 16%	9 15%	2 16%	6 20%	-	1 41%	-
Never	423 67%	208 62%	57 66%	52 73%	23 65%	9 71%	47 75%	26 80% <sup>a</sup>	83 64%	43 68%	48 61%	21 53%	3 50%	321 67%	-	-	184 64%	168 70%	45 64%	23 75%	379 67%	38 63%	6 52%	19 60%	9 79%	1 59%	2 100%
Don't know	17 3%	9 3%	2 3%	1 1%	-	-	2 3%	3 9%	1 1%	-	1 2%	-	-	13 3%	-	1 100%	6 2%	8 3%	-	1 3%	15 3%	-	-	-	-	-	-
NET: At least daily	41 6%	23 7%	8 10%	5 7%	2 7%	-	2 3%	-	6 5%	2 3%	5 6%	3 7%	-	34 7%	1 100%	-	16 6%	14 6%	7 10%	3 9%	35 6%	5 9%	2 14%	3 9%	1 6%	-	-
NET: At least weekly	94 15%	56 17%	14 16%	11 15%	5 13%	1 4%	5 8%	4 11%	19 15%	7 12%	14 18%	8 20%	-	74 15%	1 100%	-	51 18%	28 12%	10 14%	4 12%	81 14%	13 22%	4 32%	7 21%	3 21%	-	-
NET: Ever	195 31%	116 35%g	27 31%g	18 26%	12 35%g	4 29%	14 22%	4 11%	45 35%	21 32%	29 37%	19 47% <sup>m</sup>	3 50%	144 30%	1 100%	-	97 34%	63 26%	26 36%	6 21%	170 30%	22 37%	6 48%	13 40%	3 21%	1 41%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 400

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																	
	Total	No children aged 18 or under (a)	NET: Yes (b)		NET: Under 16 (c)		NET: Any 5-18 (d)		Any aged under 5 (e)		Any aged 5-10 (f)		Any aged 11-15 (g)		Any aged 16-18 (h)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,000 or more (s)	
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)							
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41								
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*								
Several times a day	22 4%	15 4%	7 4%	7 4%	6 4%	4 7%	6 6%	2 3%	-	8 9%j	14 3%	1 4%	3 5%	3 3%	5 3%	2 1%	2 3%	1 3%	1 5%	3 6%								
Once a day	18 3%	11 3%	7 4%	7 4%	6 4%	2 5%	3 4%	4 5%	1 2%	10 10%j	8 2%	1 3%	3 5%	3 3%	4 3%	4 3%	3 5%	-	-	1 1%								
Several times a week	28 4%	13 3%	15 8%a	12 7%	15 9%a	1 3%	6 6%	1 6%	11%a	7 18%abef	9 9%j	19 4%	1 3%	5 8%	3 3%	4 3%	4 3%	6 9%	-	1 3%	4 8%							
Once a week	25 4%	15 3%	10 5%g	10 5%	7 4%g	6 12%ag	6 6%	* 1%	11%ag	11 12%j	14 3%	-	2 4%	5 5%	10 7%	4 4%	1 2%	1 5%	-	1 2%								
Less often	101 16%	65 15%	36 18%	34 19%	31 19%	6 10%	14 15%	19 22%	8 22%	18 19%	83 15%	2 12%	7 10%	17 17%	24 20%	24 17%	12 10%	2 10%	2 10%	8 16%								
Never	423 67%	307 70%bdf	113 58%	104 58%	89 56%	31 59%	53 57%	49 56%	19 52%	38 40%	384 71%ei	16 79%	42 67%	66 66%	92 65%	77 64%	34 57%	18 82%	15 82%	31 62%								
Don't know	17 3%	11 2%	6 3%	6 3%	6 4%	2 5%	5 5%	2 2%	1 2%	1 1%	16 3%	-	1 2%	2 2%	3 2%	5 4%	3 4%	-	-	2 3%								
NET: At least daily	41 6%	26 6%	14 7%	14 8%	12 8%	6 12%	9 10%	7 8%	1 2%	18 19%j	22 4%	1 7%	6 9%	6 6%	9 6%	6 5%	5 8%	1 3%	1 5%	4 8%								
NET: At least weekly	94 15%	54 12%	39 20%a	36 20%	35 21%a	14 26%a	21 23%a	17 19%	8 23%	39 41%j	55 10%	2 9%	13 21%	14 14%	22 16%	14 12%	12 19%	2 7%	1 7%	9 19%								
NET: Ever	195 31%	119 27%	75 39%a	69 39%	66 41%a	19 36%	35 38%	36 41%a	16 46%a	57 59%j	138 26%	4 21%	20 32%	31 31%	47 33%	38 31%	24 39%	4 18%	3 18%	17 35%								

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 401

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
Several times a day	22 4%	2 6%	-	1 3%	2 9%	-	1 5%	6 10%	-	-	4 7%	-	1 5%	1 5%	-	4 3%	1 5%	1 4%	-	-	-	-
Once a day	18 3%	2 6%	-	1 2%	1 4%	* 2%	2 11%	-	2 9%	2 9%	2 4%	-	1 4%	1 4%	-	3 2%	-	2 6%	-	-	-	-
Several times a week	28 4%	-	1 4%	3 11%	2 9%	-	-	2 3%	1 4%	1 4%	4 8%	2 10%	-	-	-	7 5%	1 8%	1 4%	1 5%	2 7%	-	-
Once a week	25 4%	1 4%	3 12%	2 10%	1 7%	-	1 5%	3 6%	3 11%	2 8%	2 5%	-	-	-	2 61%	3 2%	2 9%	-	-	-	-	-
Less often	101 16%	2 7%	3 10%	1 6%	2 12%	2 11%	4 22%	12 22%	9 33%	1 4%	5 11%	4 19%	4 24%	5 33%	-	27 18%	1 3%	5 16%	1 9%	7 23%	3 14%	3 9%
Never	423 67%	21 77%	19 73%	17 68%	12 60%	13 68%	11 56%	30 55%	11 41%	18 72%	29 61%	17 72%	10 68%	8 58%	1 39%	98 66%	14 72%	20 69%	11 86%	20 66%	17 86%	25 91%
Don't know	17 3%	-	-	-	-	4 19%	-	2 4%	1 3%	1 4%	2 3%	-	-	-	-	6 4%	1 3%	-	-	1 4%	-	-
NET: At least daily	41 6%	3 12%	-	1 5%	3 13%	* 2%	3 16%	6 10%	2 9%	2 9%	5 12%	-	1 9%	1 9%	-	8 5%	1 5%	3 11%	-	-	-	-
NET: At least weekly	94 15%	4 16%	4 16%	6 26%	6 28%	* 2%	4 21%	11 19%	6 24%	5 20%	12 25%	2 10%	1 9%	1 9%	2 61%	18 12%	4 22%	4 14%	1 5%	2 7%	-	-
NET: Ever	195 31%	6 23%	7 27%	8 32%	8 40%	3 13%	8 44%	23 41%	15 56%	6 24%	17 36%	7 28%	5 32%	6 42%	2 61%	45 30%	5 25%	9 31%	2 14%	9 30%	3 14%	3 9%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 402

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	**
Several times a day	9	8	1	3	2	2	1	1	1	2	6	*	1	2	1	2	1	-	-	1	1	-	-	*
	13%	14%	7%	10%	12%	12%	31%	37%	5%	8%	32%	4%	15%	21%	18%	17%	17%	-	-	7%	23%	-	-	100%
Once a day	10	9	1	3	4	4	-	-	2	2	4	2	-	-	-	1	1	-	1	2	1	4	-	-
	15%	16%	9%	8%	22%	25%	-	-	12%	8%	21%	20%	-	-	-	14%	17%	-	11%	22%	22%	50%	-	-
Several times a week	10	7	3	5	5	-	-	-	2	2	1	5	1	1	-	2	1	*	-	1	2	1	1	-
	14%	13%	20%	15%	31%	-	-	-	10%	10%	7%	47%	19%	16%	-	23%	8%	17%	-	24%	16%	14%	9%	-
Once a week	13	11	2	10	1	3	-	-	7	6	*	*	2	3	1	-	2	-	-	4	1	*	-	-
	19%	19%	17%	31%	5%	17%	-	-	32%	27%	2%	4%	21%	33%	22%	-	30%	-	-	36%	25%	6%	-	-
Less often	10	9	1	4	3	1	1	1	5	3	3	-	3	1	1	2	1	1	*	-	2	-	-	-
	15%	17%	7%	13%	20%	9%	21%	28%	24%	12%	15%	-	38%	7%	10%	24%	15%	40%	32%	-	19%	-	-	-
Never	17	11	5	7	2	6	1	1	3	7	4	2	*	2	3	2	1	1	4	-	1	3	-	-
	24%	21%	39%	22%	11%	37%	48%	35%	17%	34%	22%	25%	6%	23%	50%	22%	13%	43%	68%	65%	-	18%	35%	-
NET: At least daily	19	17	2	6	5	6	1	1	4	3	10	2	1	2	1	3	3	-	-	1	3	2	4	*
	28%	30%	17%	19%	33%	37%	31%	37%	17%	16%	53%	24%	15%	21%	18%	32%	35%	-	-	11%	29%	44%	50%	100%
NET: At least weekly	42	35	8	20	11	8	1	1	12	11	12	7	4	6	2	5	6	*	-	2	8	5	5	*
	61%	62%	55%	65%	69%	54%	31%	37%	59%	54%	63%	75%	55%	70%	40%	54%	73%	17%	-	35%	81%	82%	65%	100%
NET: Ever	53	44	9	25	15	10	1	2	17	13	15	7	7	6	3	7	7	1	*	2	10	5	5	*
	76%	79%	61%	78%	89%	63%	52%	65%	83%	66%	78%	75%	94%	77%	50%	78%	87%	57%	32%	35%	100%	82%	65%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 403

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	-**	-**	2**	13**	10**	5**	2**	2**	54*	-**	**	27**	25**	7**	9**	58*	11**	1**	8**	1**	-**	1**
Several times a day	9 13%	5 13%	3 27%	1 12%	-	-	-	-	2 12%	1 11%	1 17%	-	-	7 14%	-	*	6 24%	2 9%	-	-	8 13%	1 13%	-	1 18%	-	-	-
Once a day	10 15%	7 18%	-	2 18%	*	-	-	1 32%	1 8%	1 10%	-	-	-	9 17%	-	-	2 9%	5 22%	2 36%	-	9 15%	1 13%	-	1 18%	-	-	-
Several times a week	10 14%	3 9%	1 13%	1 12%	3 35%	-	-	1 68%	1 6%	-	1 16%	-	-	8 16%	-	-	5 20%	3 13%	-	2 17%	9 16%	1 8%	1 100%	-	-	-	-
Once a week	13 19%	8 21%	2 24%	2 21%	* 5%	-	-	-	2 16%	2 21%	-	-	-	11 20%	-	-	5 18%	6 24%	2 24%	1 8%	11 18%	3 23%	-	3 32%	-	-	-
Less often	10 15%	6 15%	1 10%	1 11%	2 29%	-	-	-	2 12%	1 5%	2 32%	1 26%	1 24%	8 15%	-	-	5 18%	2 8%	2 28%	2 20%	8 14%	2 22%	-	1 15%	-	-	1 100%
Never	17 24%	9 24%	3 27%	3 26%	2 24%	-	-	-	6 46%	6 53%	2 35%	2 74%	2 76%	10 19%	-	-	3 12%	6 25%	1 12%	5 55%	14 24%	3 23%	-	1 18%	1 100%	-	-
NET: At least daily	19 28%	12 31%	3 27%	3 30%	* 6%	-	-	1 32%	3 20%	2 22%	1 17%	-	-	16 30%	-	*	9 32%	8 31%	2 36%	-	16 28%	3 25%	-	3 35%	-	-	-
NET: At least weekly	42 61%	23 61%	6 64%	7 63%	4 46%	-	-	2 100%	6 42%	4 42%	2 33%	-	-	36 66%	-	*	19 70%	17 67%	4 60%	2 25%	36 62%	6 56%	1 100%	5 67%	-	-	-
NET: Ever	53 76%	29 76%	7 73%	8 74%	6 76%	-	-	2 100%	7 54%	5 47%	3 65%	1 26%	1 24%	44 81%	-	*	24 88%	19 75%	6 88%	4 45%	44 76%	9 77%	1 100%	7 82%	-	-	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 404

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10	
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	10**	5**	3**	2**	11**	
Several times a day	9 13%	5 10%	4 21%	3 17%	4 23%	1 16%	1 15%	2 16%	1 24%	2 13%	7 13%	1 44%	5 64%	2 15%	- -	1 13%	- -	- -	- -	- -	
Once a day	10 15%	8 17%	2 10%	2 12%	1 8%	2 23%	1 15%	1 15%	- -	2 13%	8 15%	- -	1 8%	2 20%	- -	1 7%	4 77%	- -	- -	3 24%	
Several times a week	10 14%	5 10%	5 25%	5 27%	1 27%	3 15%	3 32%	3 30%	1 10%	4 25%	6 12%	* 16%	- -	3 27%	4 37%	2 16%	- -	* 15%	- -	- -	
Once a week	13 19%	10 21%	3 14%	3 16%	3 15%	- -	2 17%	3 29%	1 20%	3 21%	10 18%	1 31%	* 6%	1 13%	- -	- -	1 23%	2 85%	2 100%	4 36%	
Less often	10 15%	8 16%	1 6%	- -	1 7%	- -	- -	- -	1 23%	- -	10 19%	- -	- -	1 5%	2 18%	4 38%	- -	- -	- -	3 23%	
Never	17 24%	12 25%	5 23%	5 28%	4 21%	4 47%	2 22%	1 11%	1 22%	4 29%	13 23%	* 10%	2 22%	2 21%	5 45%	3 26%	- -	- -	- -	2 17%	
NET: At least daily	19 28%	13 27%	6 31%	5 29%	6 30%	3 38%	3 29%	3 31%	3 24%	1 26%	4 28%	1 44%	5 72%	4 35%	- -	2 20%	4 77%	- -	- -	3 24%	
NET: At least weekly	42 61%	28 58%	14 70%	12 72%	13 72%	5 53%	7 78%	8 89%	3 55%	10 71%	32 58%	2 90%	6 78%	9 75%	4 37%	4 36%	5 100%	3 100%	2 100%	7 60%	
NET: Ever	53 76%	36 75%	15 77%	12 72%	15 79%	5 53%	7 78%	8 89%	4 78%	10 71%	42 77%	2 90%	6 78%	9 79%	5 55%	7 74%	5 100%	3 100%	2 100%	9 83%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 405

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	**	**	16**	2**	5**	2**	1**	**	1**
Several times a day	9 13%	* 18%	1 17%	2 28%	-	-	43%	17%	-	-	22%	-	-	-	-	12%	-	-	-	-	-	100%
Once a day	10 15%	-	-	-	1 20%	-	-	-	-	-	22%	1 54%	-	-	-	2 13%	1 66%	4 74%	-	-	-	-
Several times a week	10 14%	1 82%	-	1 21%	1 13%	* 43%	1 21%	-	-	* 17%	1 10%	-	1 67%	-	-	2 14%	1 34%	-	-	-	-	-
Once a week	13 19%	-	2 32%	1 11%	2 32%	-	-	3 47%	-	-	1 12%	-	-	-	-	5 30%	-	-	* 24%	-	-	-
Less often	10 15%	-	2 41%	1 9%	1 12%	-	1 36%	-	1 51%	1 40%	1 18%	-	-	-	-	2 11%	-	-	-	-	* 32%	1 75%
Never	17 24%	-	* 9%	2 30%	1 23%	* 57%	-	2 36%	1 49%	1 43%	1 16%	1 46%	1 33%	-	-	3 19%	-	1 26%	1 76%	1 68%	-	* 25%
NET: At least daily	19 28%	* 18%	1 17%	2 28%	1 20%	-	2 43%	1 17%	-	-	3 43%	1 54%	-	-	-	4 25%	1 66%	4 74%	-	-	-	* 100%
NET: At least weekly	42 61%	2 100%	2 49%	4 61%	4 65%	* 43%	2 100%	4 64%	-	* 17%	4 66%	1 54%	1 67%	-	-	11 69%	2 100%	4 74%	4 24%	* -	* 100%	-
NET: Ever	53 76%	2 100%	4 91%	4 70%	5 77%	* 43%	4 100%	4 64%	1 51%	1 57%	5 84%	1 54%	1 67%	-	-	13 81%	2 100%	4 74%	* 24%	* 32%	* 100%	1 75%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 406

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
Several times a day	2	1	1	*	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-
	2%	2%	2%	3%	-	9%	-	-	-	3%	-	-	4%	-	-	-	-	-	-	-	-	3%	12%	-	-
Once a day	3	2	1	1	1	1	-	-	-	1	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-
	4%	4%	3%	4%	6%	10%	-	-	-	2%	4%	-	8%	-	-	11%	-	19%	-	-	-	4%	-	-	-
Several times a week	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	1%	2%	-	-	-	6%	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	9%	-	-
Once a week	1	1	1	-	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	2%	2%	2%	-	-	5%	-	5%	-	2%	-	-	4%	-	-	-	-	20%	-	-	-	-	-	-	-
Less often	10	4	6	*	2	1	5	2	-	6	-	-	4	-	-	-	-	-	-	2	-	6	2	-	1
	12%	8%	17%	3%	15%	8%	26%	12%	-	16%	-	-	24%	-	-	-	-	-	-	38%	-	23%	17%	-	100%
Never	67	39	28	13	13	9	12	11	9	26	22	7	11	6	4	5	4	4	5	3	4	17	6	7	-
	78%	79%	76%	90%	76%	62%	68%	83%	100%	73%	91%	100%	61%	100%	100%	89%	100%	61%	90%	62%	100%	70%	62%	86%	-
Don't know	2	2	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-
	2%	3%	-	-	4%	-	6%	-	-	2%	4%	-	-	-	-	-	-	-	10%	-	-	-	-	14%	-
NET: At least daily	5	3	2	1	1	3	-	-	-	2	1	-	2	-	-	1	-	1	-	-	-	2	1	-	-
	6%	7%	4%	7%	6%	19%	-	-	-	5%	4%	-	11%	-	-	11%	-	19%	-	-	-	7%	12%	-	-
NET: At least weekly	7	5	2	1	1	4	-	1	-	3	1	-	3	-	-	1	-	3	-	-	-	2	2	-	-
	8%	10%	6%	7%	6%	30%	-	5%	-	9%	4%	-	15%	-	-	11%	-	39%	-	-	-	7%	21%	-	-
NET: Ever	17	9	9	1	3	5	5	2	-	9	1	-	7	-	-	1	-	3	-	2	-	7	4	-	1
	20%	17%	24%	10%	21%	38%	26%	17%	-	25%	4%	-	39%	-	-	11%	-	39%	-	38%	-	30%	38%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 407

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	High- er univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-	
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	**	65*	**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	**	
Several times a day	2 2%	1 1%	1 9%	-	-	-	-	-	*	-	*	-	-	1 2%	-	-	-	2 4%	-	-	1 2%	1 6%	-	1 12%	-	-	-	
Once a day	3 4%	2 5%	-	1 12%	-	-	-	-	-	-	-	-	-	3 5%	-	-	-	2 6%	-	1 14%	2 2%	1 11%	-	1 24%	-	-	-	
Several times a week	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 5%	-	-	-	1 1%	-	-	-	-	-	-	-
Once a week	1 2%	1 2%	-	-	1 11%	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	1 2%	-	-	-	-	-	-	
Less often	10 12%	5 11%	4 34%	1 12%	-	-	-	-	5 31%	4 40%	2 22%	3 36%	-	5 8%	-	2 100%	-	6 15%	2 13%	-	8 11%	2 18%	2 68%	*	7 7%	-	-	
Never	67 78%	37 76%	7 57%	4 75%	5 89%	3 100%	9 100%	2 100%	11 66%	7 60%	7 74%	5 64%	-	52 79%	-	-	14 88%	29 71%	15 83%	4 86%	58 80%	8 66%	1 32%	3 58%	3 100%	1 100%	-	
Don't know	2 2%	2 3%	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	1 7%	1 1%	-	-	2 2%	-	-	-	-	-	-	
NET: At least daily	5 6%	3 6%	1 9%	1 12%	-	-	-	-	*	-	*	-	-	4 7%	-	-	-	4 10%	-	1 14%	3 4%	2 17%	-	2 35%	-	-		
NET: At least weekly	7 8%	5 10%	1 9%	1 12%	1 11%	-	-	-	*	-	*	-	-	7 10%	-	-	1 5%	5 12%	1 4%	1 14%	5 7%	2 17%	-	2 35%	-	-		
NET: Ever	17 20%	10 20%	5 43%	1 25%	1 11%	-	-	-	6 34%	4 40%	3 26%	3 36%	-	12 18%	-	2 100%	1 5%	11 27%	3 17%	1 14%	13 18%	4 34%	2 68%	3 42%	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 408

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	3
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**
Several times a day	2 2%	1 2%	1 3%	1 3%	1 4%	- 7%	1 7%	- 7%	- 7%	1 7%	1 1%	- 17%	1 7%	- -	- -	- -	- -	- -	- -	- -
Once a day	3 4%	1 1%	2 10%	2 11%	1 8%	2 27%	1 13%	1 14%	- -	1 4%	2 4%	- -	- -	- -	- -	1 24%	1 42%	- -	- -	- -
Several times a week	1 1%	- -	1 4%	1 4%	1 5%	- -	1 8%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 4%	- -	- -	- -	- -
Once a week	1 2%	1 2%	- -	- -	- -	- -	- -	- -	- -	1 4%	1 1%	- -	1 7%	- -	1 3%	- -	- -	- -	- -	- -
Less often	10 12%	6 9%	5 20%	5 20%	5 25%	- 19%	2 39%	4 27%	1 21%	4 9%	6 22%	1 24%	- -	5 20%	2 10%	* 8%	- -	- -	- -	- -
Never	67 78%	54 86%	13 56%	12 54%	9 52%	6 66%	5 44%	4 40%	3 73%	10 58%	57 83%	2 78%	4 58%	9 86%	19 80%	17 75%	4 69%	1 58%	3 100%	4 100%
Don't know	2 2%	- -	2 7%	2 8%	1 6%	1 7%	1 10%	- -	- -	1 6%	1 1%	- -	- -	- -	- -	2 8%	- -	- -	- -	- -
NET: At least daily	5 6%	2 3%	3 13%	3 14%	2 12%	2 27%	2 20%	2 22%	- -	2 10%	3 4%	- -	1 17%	1 7%	- -	1 24%	1 42%	- -	- -	- -
NET: At least weekly	7 8%	3 5%	4 17%	4 18%	3 16%	2 27%	3 27%	2 22%	- -	3 15%	5 7%	- -	1 17%	1 14%	- -	2 7%	1 24%	1 42%	- -	- -
NET: Ever	17 20%	9 14%	8 37%	8 38%	7 42%	2 27%	5 46%	6 60%	1 27%	6 36%	11 16%	1 22%	3 42%	1 14%	5 20%	4 17%	2 31%	1 42%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 409

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4	
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	**	1**	33**	3**	4**	3**	5**	1**	2**	
Several times a day	2 2%	-	-	-	-	-	-	-	-	-	-	-	1 24%	-	-	1 3%	-	-	-	-	-	-	-
Once a day	3 4%	-	-	-	-	-	-	1 10%	-	-	1 18%	-	-	-	-	1 3%	-	-	-	-	-	-	-
Several times a week	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Once a week	1 2%	-	-	-	-	-	-	-	-	-	1 19%	-	-	-	-	-	-	-	-	-	-	-	-
Less often	10 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	7 21%	-	-	-	-	2 38%	1 100%	-	
Never	67 78%	2 100%	3 100%	4 100%	3 100%	2 100%	-	6 90%	1 100%	1 100%	5 63%	1 100%	2 76%	-	1 100%	23 70%	3 100%	4 100%	2 65%	3 62%	-	2 76%	
Don't know	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 35%	-	-	1 24%	
NET: At least daily	5 6%	-	-	-	-	-	-	1 10%	-	-	1 18%	-	1 24%	-	-	2 6%	-	-	-	-	-	-	-
NET: At least weekly	7 8%	-	-	-	-	-	-	1 10%	-	-	3 37%	-	1 24%	-	-	3 9%	-	-	-	-	-	-	-
NET: Ever	17 20%	-	-	-	-	-	-	1 10%	-	-	3 37%	-	1 24%	*	10 30%	-	-	-	-	2 38%	1 100%	-	

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 410  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of London (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	..	..	1**	5**	1**	4**	2**	..	1**	1**	3**	..	2**	2**	..
Several times a day	1 13%	1 17%	-	-	-	1 32%	-	-	-	-	-	1 38%	-	-	-	-	1 43%	-	-	-	-
Once a day	1 13%	1 17%	-	-	1 36%	-	-	-	-	-	1 100%	-	-	-	-	-	1 44%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 10%	1 14%	-	-	-	1 26%	-	-	1 100%	-	-	-	-	-	1 100%	-	-	-	-	-	-
Never	7 64%	4 52%	3 100%	3 100%	2 64%	2 42%	-	-	-	5 100%	-	2 62%	2 100%	-	-	1 100%	* 13%	-	2 100%	2 100%	-
NET: At least daily	3 25%	3 34%	-	-	1 36%	1 32%	-	-	-	-	1 100%	1 38%	-	-	-	-	3 87%	-	-	-	-
NET: At least weekly	3 25%	3 34%	-	-	1 36%	1 32%	-	-	-	-	1 100%	1 38%	-	-	-	-	3 87%	-	-	-	-
NET: Ever	4 36%	4 48%	-	-	1 36%	3 58%	-	-	1 100%	-	1 100%	1 38%	-	-	1 100%	-	3 87%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 411  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch. LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp loyed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-
Weighted base	11*	8**	-**	3*	***	..*	..*	..*	2**	***	2**	..*	..*	8**	..*	..*	7**	2**	..*	..*	7**	4**	..*	4**	..*	..*	..*
Several times a day	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	-	1 73%	-	-	-	1 36%	-	1 36%	-	-	-
Once a day	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	1 21%	-	-	-	1 36%	-	1 36%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 10%	1 14%	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	1 17%	-	-	-	-	1 29%	-	1 29%	-	-	-
Never	7 64%	4 49%	-	3 100%	* 100%	-	-	-	2 100%	* 100%	2 100%	-	-	4 53%	-	-	4 63%	1 27%	-	-	7 100%	-	-	-	-	-	-
NET: At least daily	3 25%	3 36%	-	-	-	-	-	-	-	-	-	-	-	3 34%	-	-	1 21%	1 73%	-	-	-	3 71%	-	3 71%	-	-	-
NET: At least weekly	3 25%	3 36%	-	-	-	-	-	-	-	-	-	-	-	3 34%	-	-	1 21%	1 73%	-	-	-	3 71%	-	3 71%	-	-	-
NET: Ever	4 36%	4 51%	-	-	-	-	-	-	-	-	-	-	-	4 47%	-	-	3 37%	1 73%	-	-	-	4 100%	-	4 100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 412

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)							
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-	-	-	-	-	-	-	-
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	2**	1**	2**	3**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Several times a day	1 13%	-	1 24%	1 24%	1 24%	1 50%	1 30%	1 55%	-	-	1 13%	-	-	-	-	1 55%	-	-	-	-	-	-	-	-	-	-	-
Once a day	1 13%	-	1 24%	1 24%	1 24%	1 50%	1 30%	-	-	1 73%	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 10%	-	1 19%	1 19%	1 19%	-	-	1 45%	1 100%	-	1 12%	-	-	-	-	-	-	-	-	-	-	1 45%	-	-	-	-	-
Never	7 64%	5 100%	2 32%	2 32%	2 32%	-	2 40%	-	-	1 27%	7 72%	1 100%	-	2 100%	1 100%	2 100%	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3 25%	-	3 48%	3 48%	3 48%	3 100%	3 60%	3 55%	-	1 73%	1 15%	-	1 100%	-	-	-	-	-	-	-	-	1 55%	-	-	-	-	-
NET: At least weekly	3 25%	-	3 48%	3 48%	3 48%	3 100%	3 60%	3 55%	-	1 73%	1 15%	-	1 100%	-	-	-	-	-	-	-	-	1 55%	-	-	-	-	-
NET: Ever	4 36%	-	4 68%	4 68%	4 68%	3 100%	3 60%	3 100%	1 100%	1 73%	3 28%	-	1 100%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 413

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	2	-	-	-	-	-	-
Weighted base	11*	**	2**	**	1**	**	**	1**	**	**	3**	**	**	**	4**	**	**	**	**	**	**
Several times a day	1 13%	-	-	-	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-
Once a day	1 13%	-	-	-	-	-	-	-	-	-	1 44%	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 10%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	7 64%	-	2 100%	-	1 100%	-	-	-	-	-	* 13%	-	-	-	4 100%	-	-	-	-	-	-
NET: At least daily	3 25%	-	-	-	-	-	-	-	-	-	3 87%	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	3 25%	-	-	-	-	-	-	-	-	-	3 87%	-	-	-	-	-	-	-	-	-	-
NET: Ever	4 36%	-	-	-	-	-	-	1 100%	-	-	3 87%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 414  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Gender			Age					Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
Several times a day	2 7%	1 6%	1 8%	-	1 11%	-	1 18%	-	1 10%	-	1 22%	-	1 25%	-	-	-	-	-	-	-	-	-	-	1 100%
Once a day	7 30%	3 23%	4 38%	1 31%	5 62%	1 7%	1 22%	-	4 57%	3 42%	-	-	1 30%	-	-	-	-	1 17%	2 48%	3 83%	1 32%	-	-	-
Several times a week	1 5%	1 9%	-	-	1 12%	-	1 9%	-	-	1 19%	-	-	1 10%	-	-	-	-	-	1 19%	-	-	-	-	-
Once a week	4 16%	4 29%	-	-	-	1 12%	3 60%	-	3 33%	-	-	1 20%	1 35%	-	-	-	-	-	1 33%	-	-	1 100%	-	-
Less often	2 8%	-	2 17%	-	-	2 20%	-	-	-	-	-	2 34%	-	-	-	-	-	2 40%	-	-	-	-	-	-
Never	8 34%	4 32%	4 37%	1 57%	2 27%	5 51%	-	-	2 39%	3 78%	3 46%	-	-	3 100%	-	-	-	2 44%	1 17%	1 68%	-	1 100%	-	
NET: At least daily	9 37%	4 29%	5 46%	1 31%	6 73%	1 7%	2 40%	-	5 67%	3 42%	1 22%	-	2 55%	-	-	-	-	1 17%	2 48%	3 83%	1 32%	-	-	1 100%
NET: At least weekly	13 58%	9 68%	5 46%	1 43%	6 73%	3 29%	4 100%	-	8 100%	4 61%	1 22%	1 20%	3 100%	-	-	-	-	1 17%	4 100%	3 83%	1 32%	1 100%	-	1 100%
NET: Ever	15 66%	9 68%	7 63%	1 43%	6 73%	4 49%	4 100%	-	8 100%	4 61%	1 22%	3 54%	3 100%	-	-	-	-	3 56%	4 100%	3 83%	1 32%	1 100%	-	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 415  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**  
**Periscope**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	High- er uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-
Weighted base	23*	16**	2**	2*	3**	-**	-**	1**	7**	5**	6**	4**	-**	16**	-**	-**	11**	8**	2**	-**	20**	3**	-**	3**	-**	-**	-**
Several times a day	2 7%	1 5%	-	1 38%	-	-	-	-	2 22%	1 18%	1 12%	-	-	-	-	-	1 7%	1 10%	-	-	2 8%	-	-	-	-	-	
Once a day	7 30%	5 35%	2 84%	-	-	-	-	-	1 13%	-	1 15%	1 26%	-	6 38%	-	-	5 41%	2 20%	1 35%	-	7 35%	-	-	-	-	-	
Several times a week	1 5%	1 5%	* 16%	-	-	-	-	-	1 12%	-	1 13%	1 23%	-	* 2%	-	-	* 3%	1 11%	-	-	1 6%	-	-	-	-	-	
Once a week	4 16%	3 17%	-	-	1 35%	-	-	-	-	-	-	-	-	4 23%	-	-	1 10%	2 21%	1 41%	-	4 19%	-	-	-	-	-	
Less often	2 8%	2 12%	-	-	-	-	-	-	2 25%	2 39%	2 29%	2 51%	-	-	-	-	-	-	-	2 9%	-	-	-	-	-	-	
Never	8 34%	4 26%	-	1 62%	2 65%	-	-	1 100%	2 28%	2 43%	2 32%	-	-	6 37%	-	-	4 39%	3 38%	1 23%	-	5 23%	3 100%	-	3 100%	-	-	
NET: At least daily	9 37%	6 40%	2 84%	1 38%	1 35%	-	-	-	3 35%	1 18%	2 27%	1 26%	-	6 38%	-	-	6 48%	2 30%	1 35%	-	9 44%	-	-	-	-	-	
NET: At least weekly	13 58%	10 62%	2 100%	1 38%	1 35%	-	-	-	3 47%	1 18%	3 40%	2 49%	-	10 63%	-	-	7 61%	5 62%	2 77%	-	13 68%	-	-	-	-	-	
NET: Ever	15 66%	11 74%	2 100%	1 38%	1 35%	-	-	-	5 72%	3 57%	4 68%	4 100%	-	10 63%	-	-	7 61%	5 62%	2 77%	-	15 77%	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 416

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	-	-	-	-	-	-	1
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	-**	2**	7**	2**	6**	5**	1**	-**	-**	-**	-**	-**	-**	-**	1**
Several times a day	2 7%	2 13%	-	-	-	-	-	-	-	1 7%	1 7%	-	-	2 24%	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	7 30%	4 29%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	6 58%	1 5%	-	-	3 47%	1 49%	2 37%	-	-	-	-	-	-	-	-	-	1 100%
Several times a week	1 5%	* 2%	1 8%	1 9%	1 10%	-	1 12%	-	-	-	* 2%	-	-	* 4%	-	1 15%	-	-	-	-	-	-	-	-	-	-
Once a week	4 16%	1 9%	3 25%	2 21%	2 20%	1 21%	-	1 68%	1 100%	-	4 30%	-	1 68%	2 25%	-	1 16%	-	-	-	-	-	-	-	-	-	-
Less often	2 8%	2 14%	-	-	-	-	-	-	-	-	2 15%	-	-	-	2 32%	-	-	-	-	-	-	-	-	-	-	-
Never	8 34%	4 34%	4 35%	4 37%	4 41%	-	4 51%	1 32%	-	3 28%	5 40%	-	1 32%	-	1 51%	-	5 100%	1 100%	-	-	-	-	-	-	-	-
NET: At least daily	9 37%	5 41%	3 32%	3 34%	3 29%	3 79%	3 36%	-	-	2 65%	2 12%	-	-	5 71%	1 49%	2 37%	-	-	-	-	-	-	-	-	-	1 100%
NET: At least weekly	13 58%	7 52%	7 65%	6 63%	5 59%	4 100%	3 49%	3 68%	1 100%	8 72%	6 45%	-	1 68%	7 100%	1 49%	4 68%	-	-	-	-	-	-	-	-	-	1 100%
NET: Ever	15 66%	9 66%	7 65%	6 63%	5 59%	4 100%	3 49%	3 68%	1 100%	8 72%	7 60%	-	1 68%	7 100%	1 49%	6 100%	-	-	-	-	-	-	-	-	-	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 417

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	-	-	2	-	-	1	3	1	1	
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**	
Several times a day	2 7%	1 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-
Once a day	7 30%	1 47%	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	-	-
Several times a week	1 5%	* 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 22%	-	-
Once a week	4 16%	-	1 100%	-	-	-	-	-	1 16%	-	-	-	-	-	-	-	-	-	-	1 23%	-	1 100%
Less often	2 8%	-	-	-	-	-	-	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	8 34%	-	-	-	-	-	-	-	3 84%	2 100%	-	1 100%	-	-	1 68%	-	-	1 100%	-	-	-	-
NET: At least daily	9 37%	2 85%	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	1 32%	-	-	-	-	2 55%	1 100%	-
NET: At least weekly	13 58%	2 100%	1 100%	-	-	-	-	-	1 16%	-	1 100%	-	3 100%	-	1 32%	-	-	-	-	4 100%	1 100%	1 100%
NET: Ever	15 66%	2 100%	1 100%	-	-	-	-	2 100%	1 16%	-	1 100%	-	3 100%	-	1 32%	-	-	-	-	4 100%	1 100%	1 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 418  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**  
**DailyMotion**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
Several times a day	1 1%	1 3%	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
Once a day	4 4%	3 5%	2 4%	1 4%	2 8%	1 3%	-	-	2 7%	-	2 10%	-	-	-	1 9%	-	1 11%	-	-	-	2 8%	* 3%	-	-	-
Several times a week	2 2%	1 2%	1 3%	1 3%	1 2%	1 4%	-	-	-	1 4%	1 3%	-	-	-	-	1 11%	1 27%	-	-	-	-	-	-	-	-
Once a week	6 6%	6 10%	* 1%	- 10%	3 10%	2 10%	1 7%	-	-	2 7%	1 3%	3 13%	* 2%	-	-	-	1 6%	-	-	4 33%	1 7%	-	-	-	-
Less often	14 14%	9 17%	5 10%	1 2%	4 12%	4 19%	3 20%	1 23%	1 44%	6 22%	4 13%	2 9%	2 11%	2 23%	-	-	1 16%	1 11%	-	1 19%	6 29%	2 12%	1 25%	1 -	
Never	72 72%	35 63%	36 82%	23 90%	21 67%	11 56%	11 73%	3 77%	2 56%	16 63%	26 80%	16 65%	13 78%	7 77%	5 100%	6 80%	3 57%	7 60%	4 88%	4 81%	8 67%	11 56%	12 85%	4 75%	1 100%
Don't know	1 1%	1 1%	-	-	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 12%	-	-	-	-	-	-
NET: At least daily	6 6%	4 7%	2 4%	1 4%	2 8%	2 10%	-	-	-	2 7%	2 10%	1 8%	-	-	1 9%	-	3 23%	-	-	-	2 8%	* 3%	-	-	-
NET: At least weekly	14 14%	11 19%	3 8%	2 8%	6 19%	5 25%	1 7%	-	-	4 14%	2 7%	6 26%	2 11%	-	1 20%	1 27%	4 29%	-	-	4 33%	3 15%	* 3%	-	-	-
NET: Ever	28 28%	20 35%	8 18%	2 10%	10 31%	9 44%	4 27%	1 23%	1 44%	9 35%	6 20%	9 35%	4 22%	2 23%	-	1 20%	2 43%	5 40%	-	1 19%	4 33%	9 44%	2 15%	1 25%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 419

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condition (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	101	46	21	18	8	-	3	5	21	10	13	6	1	77	-	-	35	42	15	7	77	22	6	8	6	-	2
Weighted base	100*	57*	14**	17*	7**	**	2**	4**	21**	11**	11**	5**	1**	74*	**	**	37**	42*	12**	7**	78*	20**	6**	8**	5**	**	2**
Several times a day	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 3%	-	-	-	1 7%	-	1 17%	-	-	-
Once a day	4 4%	1 2%	1 8%	1 4%	-	-	1 27%	*	2%	*	4%	-	-	4 5%	-	-	2 7%	1 3%	-	1 9%	3 3%	1 7%	-	1 17%	-	-	-
Several times a week	2 2%	1 2%	1 6%	1 3%	-	-	-	-	-	-	-	-	-	2 3%	-	-	1 2%	1 3%	-	-	1 2%	1 4%	1 15%	-	-	-	-
Once a week	6 6%	6 10%	* 3%	-	-	-	-	-	-	-	-	-	-	6 8%	-	-	4 10%	2 5%	1 6%	-	6 8%	-	-	-	-	-	-
Less often	14 14%	10 17%	3 21%	1 7%	-	-	-	5 26%	3 22%	3 26%	2 38%	2 38%	8 11%	8 11%	-	-	5 14%	5 12%	4 30%	-	8 10%	6 28%	3 57%	1 9%	1 24%	-	1 36%
Never	72 72%	37 65%	9 63%	14 86%	7 100%	-	2 100%	3 73%	15 72%	9 78%	8 70%	3 62%	1 100%	52 70%	-	-	25 68%	30 72%	7 63%	7 91%	59 76%	11 53%	2 27%	5 56%	3 76%	-	1 64%
Don't know	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-
NET: At least daily	6 6%	3 5%	1 8%	1 4%	-	-	1 27%	*	2%	*	4%	-	-	5 7%	-	-	2 7%	3 6%	-	1 9%	3 3%	3 14%	-	3 35%	-	-	-
NET: At least weekly	14 14%	9 17%	2 16%	1 7%	-	-	1 27%	*	2%	*	4%	-	-	13 18%	-	-	7 18%	6 14%	1 6%	1 9%	10 13%	4 18%	1 15%	3 35%	-	-	-
NET: Ever	28 28%	19 34%	5 37%	2 14%	-	-	1 27%	6 28%	3 22%	3 30%	2 38%	-	-	22 29%	-	-	12 32%	11 26%	4 37%	1 9%	18 24%	4 47%	4 73%	4 44%	1 24%	-	1 36%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 420

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 5-18 (c)		Any aged under 5 (d)		Any aged 5-10 (e)		Any aged 11-15 (f)		Any aged 16-18 (g)		Yes (i)	No (j)	£7,001 to £14,000 (k)	£14,001 to £21,000 (l)	£21,001 to £28,000 (m)	£28,001 to £34,000 (n)	£34,001 to £41,000 (o)	£41,001 to £48,000 (p)	£48,001 to £55,000 (q)	£55,001 or more (r)	£55,000 or more (s)
			Yes (b)	Under 16 (c)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Up to £7,000 (k)	£14,000 to £21,000 (l)	£21,000 to £28,000 (m)	£28,000 to £34,000 (n)			£34,000 to £41,000 (o)	£41,000 to £48,000 (p)	£48,000 to £55,000 (q)	£55,000 or more (r)	£55,000 or more (s)				
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6					
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**					
Several times a day	1	-	1	1	1	1	1	1	-	-	1	-	-	-	-	-	1	-	-	-					
Once a day	4	2	2	2	1	2	1	-	-	3	2	-	2	1	-	-	-	-	-	-					
Several times a week	2	1	2	2	2	1	1	1	-	1	1	1	-	-	1	1	-	-	-	-					
Once a week	6	1	2	2	2	-	1	1	-	2	4	-	*	-	-	6	-	-	-	-					
Less often	14	8	6	6	6	-	5	3	2	6	8	2	-	3	2	5	*	-	1	1					
Never	72	58	12	12	11	2	8	4	2	9	62	5	5	12	11	15	7	2	3	6					
Don't know	1	-	1	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-					
NET: At least daily	6	2	4	4	3	4	3	1	-	3	3	-	2	1	-	1	-	-	-	-					
NET: At least weekly	14	3	8	8	7	5	5	3	-	6	8	1	2	1	1	7	1	-	-	-					
NET: Ever	28	11	14	14	13	5	10	6	2	11	16	3	2	4	2	11	2	-	1	1					

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 421

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	**	2**	10**	7**	4**	1**	**	32**	2**	2**	1**	4**	1**	5**
Several times a day	1 1%	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-
Once a day	4 4%	-	-	-	-	-	-	1	-	-	14%	-	-	-	-	2	-	-	-	-	-	-
Several times a week	2 2%	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	6 6%	-	-	-	-	-	-	-	-	-	7%	59%	-	-	1	-	-	-	-	-	-	-
Less often	14 14%	1 69%	-	-	1	-	-	-	-	-	-	-	-	*	8	-	1	-	1	-	1	11%
Never	72 72%	1 31%	6 100%	5 100%	1 32%	1 100%	3 100%	7 82%	-	2 100%	7 65%	3 41%	4 100%	1 69%	-	20 62%	2 100%	1 49%	1 100%	4 81%	1 100%	4 78%
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 12%
NET: At least daily	6 6%	-	-	-	-	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-	-
NET: At least weekly	14 14%	-	-	-	1	-	-	1	-	-	4	4	-	-	4	-	-	-	-	-	-	-
NET: Ever	28 28%	1 69%	-	-	2	-	-	1	-	-	4	4	-	*	12	-	1	-	1	-	1	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 422

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	-	2	1	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	-**	-**	3**	4**	3**	1**	1**	1**	-**	-**	2**	1**	2**	2**	1**	1**	-**	-**
Several times a day	5	5	-	-	5	1	-	-	2	-	3	-	-	1	-	-	1	1	2	-	-	-	-	-
	49%	53%	-	-	66%	54%	-	-	76%	-	100%	-	-	100%	-	-	79%	100%	100%	-	-	-	-	-
Once a day	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	6%	-	100%	-	-	46%	-	-	24%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	11%	12%	-	23%	9%	-	-	-	-	36%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Less often	1	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	13%	13%	-	-	20%	-	-	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-	-
Never	2	2	-	2	*	-	-	-	-	2	-	-	-	-	-	*	-	-	2	-	-	-	-	-
	21%	22%	-	77%	5%	-	-	-	-	64%	-	-	-	-	-	-	21%	-	-	100%	-	-	-	-
NET: At least daily	6	5	1	-	5	1	-	-	3	-	3	-	-	1	-	-	1	1	2	-	1	-	-	-
	55%	53%	100%	-	66%	100%	-	-	100%	-	100%	-	-	100%	-	-	79%	100%	100%	-	100%	-	-	-
NET: At least weekly	7	7	1	1	5	1	-	-	3	1	3	-	-	1	-	-	1	1	2	-	1	1	-	-
	67%	65%	100%	23%	75%	100%	-	-	100%	36%	100%	-	-	100%	-	-	79%	100%	100%	-	100%	100%	-	-
NET: Ever	9	8	1	1	7	1	-	-	3	1	3	1	1	1	-	-	1	1	2	-	1	1	-	-
	79%	78%	100%	23%	95%	100%	-	-	100%	36%	100%	100%	100%	100%	-	-	79%	100%	100%	-	100%	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 423

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	High- er uni- versity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	..	..	..	1**	1**	..	..	..	10**	..	..	6**	3**	..	..	9**	2**	..	2**	..	..	..
Several times a day	5 49%	5 65%	1 42%	-	-	-	-	-	1 100%	1 100%	-	-	-	5 46%	-	-	5 85%	-	-	-	4 45%	1 71%	-	1 71%	-	-	-
Once a day	1 6%	-	1 36%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	1 24%	-	-	1 7%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 11%	1 9%	-	1 100%	-	-	-	-	-	-	-	-	-	1 12%	-	-	1 9%	1 25%	-	-	1 7%	1 29%	-	1 29%	-	-	-
Less often	1 13%	-	-	-	1 100%	-	-	-	-	-	-	-	-	1 14%	-	-	-	1 51%	-	-	1 15%	-	-	-	-	-	-
Never	2 21%	2 26%	* 21%	-	-	-	-	-	-	-	-	-	-	2 22%	-	-	* 6%	-	-	-	2 25%	-	-	-	-	-	-
NET: At least daily	6 55%	5 65%	1 79%	-	-	-	-	-	1 100%	1 100%	-	-	-	5 52%	-	-	5 85%	1 24%	-	-	5 52%	1 71%	-	1 71%	-	-	-
NET: At least weekly	7 67%	5 74%	1 79%	1 100%	-	-	-	-	1 100%	1 100%	-	-	-	7 64%	-	-	6 94%	1 49%	-	-	5 59%	2 100%	-	2 100%	-	-	-
NET: Ever	9 79%	5 74%	1 79%	1 100%	1 100%	-	-	-	1 100%	1 100%	-	-	-	8 78%	-	-	6 94%	3 100%	-	-	7 75%	2 100%	-	2 100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 424

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-	
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	-**	
Several times a day	5 49%	2 30%	3 83%	3 83%	2 100%	3 79%	1 100%	1 100%	-	5 87%	1 13%	-	1 100%	-	2 58%	2 76%	-	-	-	-	
Once a day	1 6%	1 9%	-	-	-	-	-	-	-	-	1 12%	-	-	1 63%	-	-	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Once a week	1 11%	1 8%	1 17%	1 17%	-	1 21%	-	-	-	1 13%	1 10%	-	-	-	-	1 24%	-	1 100%	-	-	
Less often	1 13%	1 20%	-	-	-	-	-	-	-	-	1 25%	-	-	-	1 42%	-	-	-	-	-	
Never	2 21%	2 32%	-	-	-	-	-	-	-	-	2 40%	-	-	*	-	-	-	-	-	-	
NET: At least daily	6 55%	3 39%	3 83%	3 83%	2 100%	3 79%	1 100%	1 100%	-	5 87%	1 25%	-	1 100%	1 63%	2 58%	2 76%	-	-	-	-	
NET: At least weekly	7 67%	3 48%	4 100%	4 100%	2 100%	3 100%	1 100%	1 100%	-	5 100%	2 35%	-	1 100%	1 63%	2 58%	3 100%	-	1 100%	-	-	
NET: Ever	9 79%	5 68%	4 100%	4 100%	2 100%	3 100%	1 100%	1 100%	-	5 100%	3 60%	-	1 100%	1 63%	3 100%	3 100%	-	1 100%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 425

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
Several times a day	5 49%	-	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	-	-	-	-	-	-	2 100%	-
Once a day	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 26%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	1 100%	-	-	-	-	-
Less often	1 13%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2 21%	-	-	-	-	-	-	-	-	-	1 21%	-	-	-	2 74%	-	-	-	-	-	-
NET: At least daily	6 55%	-	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	-	1 26%	-	-	-	-	2 100%	-
NET: At least weekly	7 67%	-	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	1 100%	-	1 26%	1 100%	-	-	2 100%	-
NET: Ever	9 79%	1 100%	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	1 100%	-	1 26%	1 100%	-	-	2 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 426  
**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	**	2**	**	2**	2**	**	**	**	2**	**	1**	2**	1**	**
Several times a day	2	1	1	-	1	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-
	33%	33%	35%	-	100%	42%	-	-	32%	-	61%	-	-	-	-	68%	-	-	42%	-	-
Once a day	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	14%	21%	-	-	-	58%	-	-	-	-	39%	-	-	-	-	-	-	-	58%	-	-
Several times a week	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	22%	32%	-	-	-	-	100%	-	68%	-	-	-	-	-	-	-	-	100%	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2	1	1	2	-	-	-	-	-	-	-	2	-	-	-	1	-	-	-	1	-
	30%	15%	65%	100%	-	-	-	-	-	-	-	100%	-	-	-	32%	-	-	-	100%	-
NET: At least daily	3	2	1	-	1	2	-	-	1	-	2	-	-	-	-	1	-	-	2	-	-
	48%	53%	35%	-	100%	100%	-	-	32%	-	100%	-	-	-	-	68%	-	-	100%	-	-
NET: At least weekly	4	4	1	-	1	2	1	-	2	-	2	-	-	-	-	1	-	1	2	-	-
	70%	85%	35%	-	100%	100%	100%	-	100%	-	100%	-	-	-	-	68%	-	100%	100%	-	-
NET: Ever	4	4	1	-	1	2	1	-	2	-	2	-	-	-	-	1	-	1	2	-	-
	70%	85%	35%	-	100%	100%	100%	-	100%	-	100%	-	-	-	-	68%	-	100%	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 427

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	6	3	2	1	-	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-
Weighted base	6*	4**	1**	1*	-**	-**	-**	-**	1**	-**	1**	-**	-**	5**	-**	-**	6**	1**	-**	-**	4**	3**	1**	1**	-**	-**	-**
Several times a day	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	1	1	-	1	-	-	-
	33%	38%	50%	-	-	-	-	-	-	-	-	-	-	39%	-	-	25%	100%	-	-	18%	54%	-	100%	-	-	-
Once a day	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	14%	24%	-	-	-	-	-	-	100%	-	100%	-	-	-	-	-	16%	-	-	-	25%	-	-	-	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	22%	37%	-	-	-	-	-	-	-	-	-	-	-	26%	-	-	25%	-	-	-	38%	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	1	1	1	-	-	-	-
	30%	-	50%	100%	-	-	-	-	-	-	-	-	-	35%	-	-	34%	-	-	-	18%	46%	100%	-	-	-	-
NET: At least daily	3	2	1	-	-	-	-	-	1	-	1	-	-	2	-	-	2	1	-	-	2	1	-	1	-	-	-
	48%	63%	50%	-	-	-	-	-	100%	-	100%	-	-	39%	-	-	42%	100%	-	-	43%	54%	-	100%	-	-	-
NET: At least weekly	4	4	1	-	-	-	-	-	1	-	1	-	-	3	-	-	4	1	-	-	3	1	-	1	-	-	-
	70%	100%	50%	-	-	-	-	-	100%	-	100%	-	-	65%	-	-	66%	100%	-	-	82%	54%	-	100%	-	-	-
NET: Ever	4	4	1	-	-	-	-	-	1	-	1	-	-	3	-	-	4	1	-	-	3	1	-	1	-	-	-
	70%	100%	50%	-	-	-	-	-	100%	-	100%	-	-	65%	-	-	66%	100%	-	-	82%	54%	-	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 428

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under		NET: Under 16		NET: Any 16-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	6	3	3	3	3	1	2	1	1	4	2	-	2	2	2	-	-	-	-	-	-	-	-	-
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Several times a day	2	1	1	1	1	1	1	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-
	33%	26%	38%	38%	38%	100%	61%	-	-	34%	32%	-	54%	50%	-	-	-	-	-	-	-	-	-	-
Once a day	1	-	1	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	14%	-	24%	24%	24%	-	39%	-	-	21%	-	-	-	-	39%	-	-	-	-	-	-	-	-	-
Several times a week	1	-	1	1	1	-	-	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	22%	-	37%	37%	37%	-	-	100%	100%	-	68%	-	-	-	61%	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2	2	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	30%	74%	-	-	-	-	-	-	-	45%	-	-	46%	50%	-	-	-	-	-	-	-	-	-	-
NET: At least daily	3	1	2	2	2	1	2	-	-	2	1	-	1	1	1	-	-	-	-	-	-	-	-	-
	48%	26%	63%	63%	63%	100%	100%	-	-	55%	32%	-	54%	50%	39%	-	-	-	-	-	-	-	-	-
NET: At least weekly	4	1	4	4	4	1	2	1	1	2	2	-	1	1	2	-	-	-	-	-	-	-	-	-
	70%	26%	100%	100%	100%	100%	100%	100%	100%	55%	100%	-	54%	50%	100%	-	-	-	-	-	-	-	-	-
NET: Ever	4	1	4	4	4	1	2	1	1	2	2	-	1	1	2	-	-	-	-	-	-	-	-	-
	70%	26%	100%	100%	100%	100%	100%	100%	100%	55%	100%	-	54%	50%	100%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 429

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-	-
Weighted base	6*	**	**	**	**	**	**	**	**	2**	1**	**	**	**	3**	**	**	**	**	**	**
Several times a day	2 33%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	1 24%	-	-	-	-	-	-
Once a day	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-
Several times a week	1 22%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	2 30%	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	1 44%	-	-	-	-	-	-
NET: At least daily	3 48%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	2 56%	-	-	-	-	-	-
NET: At least weekly	4 70%	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	2 56%	-	-	-	-	-	-
NET: Ever	4 70%	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	2 56%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 430

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Other**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	..*	1**	4**	1**	2**	2**	..*	6**	4**	3**	***
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	5%	-	11%	-	-	-	-	12%	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	2	-	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	1	-	1	-	
	7%	-	15%	-	-	-	-	15%	-	14%	-	-	-	-	-	-	-	-	-	-	20%	-	24%	-	
Less often	4	4	1	*	-	-	1	1	2	1	3	-	1	1	-	-	-	1	1	-	-	2	-	-	
	17%	24%	8%	100%	-	-	31%	6%	23%	12%	20%	-	37%	30%	-	-	-	47%	48%	-	-	37%	-	-	
Never	19	11	8	-	*	-	2	10	7	6	7	4	2	2	-	1	4	1	1	-	4	3	1	*	
	72%	76%	66%	-	100%	-	69%	80%	65%	88%	56%	100%	63%	70%	-	100%	100%	100%	53%	52%	-	80%	63%	30%	100%
NET: At least daily	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	5%	-	11%	-	-	-	-	12%	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	-
NET: At least weekly	3	-	3	-	-	-	-	2	1	-	3	-	-	-	-	-	-	-	-	-	1	-	2	-	
	12%	-	26%	-	-	-	-	15%	12%	-	24%	-	-	-	-	-	-	-	-	-	20%	-	70%	-	
NET: Ever	8	4	4	*	-	-	1	3	4	1	6	-	1	1	-	-	-	1	1	-	1	2	2	-	
	28%	24%	34%	100%	-	-	31%	20%	35%	12%	44%	-	37%	30%	-	-	-	47%	48%	-	20%	37%	70%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 431

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Other**

**Base: All who visited/ used sites/ apps**

	Working Status						Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	**	1**	10**	**	8**	**	6**	2**	**	19**	**	**	10**	15**	2**	**	24**	3**	1**	**	2**	**	**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	5%	-	17%	-	-	-	-	-	-	-	-	-	7%	-	-	13%	-	-	-	5%	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	2	-	-	-	-	-	-	-
	7%	25%	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	12%	-	-	8%	-	-	-	-	-	-	-
Less often	4	-	2	*	-	-	2	-	3	*	2	1	-	2	-	-	1	2	1	4	-	-	-	-	-	-	-
	17%	-	21%	100%	-	-	24%	-	38%	100%	28%	59%	-	8%	-	-	11%	17%	41%	19%	-	-	-	-	-	-	-
Never	19	6	5	-	-	1	8	-	5	-	4	1	-	15	-	-	7	11	1	16	3	1	-	2	-	-	
	72%	75%	62%	-	-	100%	76%	-	62%	-	72%	41%	-	76%	-	-	76%	71%	59%	68%	100%	100%	-	100%	-	-	-
NET: At least daily	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	5%	-	17%	-	-	-	-	-	-	-	-	-	7%	-	-	13%	-	-	-	5%	-	-	-	-	-	-	-
NET: At least weekly	3	2	1	-	-	-	-	-	-	-	-	-	-	3	-	-	1	2	-	3	-	-	-	-	-	-	-
	12%	25%	17%	-	-	-	-	-	-	-	-	-	16%	-	-	13%	12%	-	-	13%	-	-	-	-	-	-	-
NET: Ever	8	2	3	*	-	-	2	-	3	*	2	1	-	5	-	-	2	4	1	8	-	-	-	-	-	-	
	28%	25%	38%	100%	-	-	24%	-	38%	100%	28%	59%	-	24%	-	-	24%	29%	41%	32%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 432

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Other**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-
Weighted base	27*	25**	2**	-*	2**	-**	-**	-**	2**	2**	25**	-**	4**	2**	10**	4**	3**	2**	-**	-**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	5%	5%	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	2	1	1	-	1	-	-	-	1	-	2	-	-	-	2	-	-	-	-	-
	7%	4%	42%	-	42%	-	-	-	42%	-	7%	-	-	-	18%	-	-	-	-	-
Less often	4	4	1	-	1	-	-	-	1	-	4	-	*	-	1	2	-	-	-	-
	17%	14%	58%	-	58%	-	-	-	58%	-	18%	-	9%	-	10%	66%	-	-	-	-
Never	19	19	-	-	-	-	-	-	-	2	17	-	4	2	7	1	3	2	-	-
	72%	76%	-	-	-	-	-	-	-	100%	70%	-	91%	100%	72%	34%	100%	100%	-	-
NET: At least daily	1	1	-	-	-	-	-	-	-	1	5%	-	-	-	-	-	-	-	-	-
	5%	5%	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	3	2	1	-	1	-	-	-	1	-	3	-	-	-	2	-	-	-	-	-
	12%	10%	42%	-	42%	-	-	-	42%	-	13%	-	-	-	18%	-	-	-	-	-
NET: Ever	8	6	2	-	2	-	-	-	2	-	8	-	*	-	3	2	-	-	-	-
	28%	24%	100%	-	100%	-	-	-	100%	-	30%	-	9%	-	28%	66%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 433

**Q.7 In the last week, how often did you watch livestream videos or events on these services? Examples include gaming or vlogging events happening in real-time, through services such as Facebook live, Instagram Live and Twitch.**

**Other**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	***	***	3**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	1 100%	-	-	-	-
Less often	4 17%	1 35%	-	-	-	-	-	-	1 100%	1 47%	-	-	-	-	2 19%	-	-	-	-	-	-	-
Never	19 72%	2 65%	-	-	4 100%	-	-	1 100%	-	1 53%	1 100%	-	-	1 100%	6 68%	2 100%	-	-	-	-	* 100%	3 100%
NET: At least daily	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
NET: At least weekly	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	1 100%	1 100%	-	-	-	-
NET: Ever	8 28%	1 35%	-	-	-	-	-	-	1 100%	1 47%	-	-	-	-	3 32%	-	1 100%	1 100%	* 100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 434  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Summary**  
**Base: All who visited/ used sites/ apps**

	Sites/ apps																		
	NET: Any VSP	NET: Youtube/ Facebook	NET: AV only	NET: Mixed	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Imgur	LiveLeak/ iLeak	Periscope	Reddit	Mixer	Yubo	Other
Unweighted base	1623	1416	835	1595	5	1416	727	333	144	651	76	339	35	9	19	189	10	6	26
Weighted base	1634	1420	844	1602	5	1420	748	361	162	634	70	330	33	11	23	196	11	6	27
Several times a day	416 25%	332 23%	120 14%	370 23%	3 47%	332 23%	98 13%	93 26%	11 7%	34 5%	5 8%	5 1%	-	-	*	4 2%	2 19%	1 23%	9 34%
Once a day	171 10%	147 10%	73 9%	182 11%	1 18%	147 10%	83 11%	43 12%	7 4%	36 6%	-	4 1%	-	1 13%	5 23%	7 4%	1 13%	1 14%	1 3%
Several times a week	352 22%	317 22%	95 11%	345 22%	-	317 22%	104 14%	62 17%	10 6%	49 8%	5 8%	3 1%	-	-	-	9 4%	2 17%	1 22%	5 19%
Once a week	160 10%	158 11%	62 7%	162 10%	1 25%	158 11%	68 9%	33 9%	8 5%	43 7%	3 4%	3 1%	1 2%	-	1 3%	2 1%	1 11%	1 11%	2 9%
Less often	213 13%	210 15%	153 18%	214 13%	-	210 15%	130 17%	54 15%	18 11%	130 20%	10 14%	34 10%	6 17%	1 13%	2 8%	26 13%	-	2 30%	2 6%
Never	308 19%	242 17%	330 39%	315 20%	1 10%	242 17%	259 35%	69 19%	107 66%	332 52%	46 66%	279 85%	24 73%	8 75%	15 64%	144 73%	4 40%	-	8 29%
Don't know	15 1%	15 1%	11 1%	14 1%	-	15 1%	7 1%	7 2%	2 1%	9 1%	-	2 1%	3 8%	-	-	4 2%	-	-	-
NET: At least daily	587 36%	478 34%	193 23%	552 34%	4 66%	478 34%	181 24%	136 38%	18 11%	70 11%	5 8%	9 3%	-	1 13%	6 25%	11 6%	4 32%	2 37%	10 37%
NET: At least weekly	1099 67%	953 67%	350 41%	1059 66%	5 90%	953 67%	352 47%	231 64%	36 22%	163 26%	14 20%	15 5%	1 2%	1 13%	6 27%	22 11%	7 60%	4 70%	18 65%
NET: Ever	1311 80%	1163 82%	503 60%	1273 79%	5 90%	1163 82%	482 64%	285 79%	54 33%	293 46%	24 34%	49 15%	6 19%	3 25%	8 36%	48 25%	7 60%	6 100%	19 71%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 435  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North West (y)	North East (z)	
Unweighted base	1623	717	906	225	258	279	310	245	306	453	490	261	419	123	70	157	142	150	113	90	150	213	232	128	55		
Weighted base	1634	731	903	218	315	281	301	226	293	452	462	344	376	140*	68*	173	140	144	102*	81*	146	216	232	138	55*		
Several times a day	416	158	258	116	119	56	62	30	33	112	110	93	102	35	16	38	43	41	27	22	37	57	50	35	15		
	25%	22%	29%a	53%efghi	38%fghi	20%i	20%i	13%	11%	25%	24%	27%	27%	25%	23%	22%	31%	29%	26%	27%	26%	26%	22%	25%	27%		
Once a day	171	74	97	43	42	30	26	12	18	63	34	47	26	20	4	19	16	14	12	13	9	30	11	18	5		
	10%	10%	11%	20%fghi	13%hi	11%	9%	5%	6%	14%km	7%	14%km	7%	14%uw	6%	11%	11%w	10%	12%w	17%uw	6%	14%uw	5%	13%w	9%		
Several times a week	352	162	190	29	75	53	77	66	53	86	117	67	82	39	17	38	27	31	21	20	37	47	44	26	6		
	22%	22%	21%	13%	24%d	19%	25%di	29%dfi	18%	19%	25%j	19%	22%	28%y	25%	22%	19%	21%	20%	25%	26%y	22%	19%	19%	11%		
Once a week	160	60	99	3	16	25	32	36	48	43	51	28	37	11	9	14	9	14	14	7	10	18	25	19	9		
	10%	8%	11%	1%	5%	9%d	11%de	16%def	16%def	10%	11%	8%	10%	8%	13%	8%	6%	10%	14%	8%	7%	8%	11%	14%	16%		
Less often	213	116	97	11	28	46	24	59	62	61	46	44	14	12	25	22	17	12	7	17	30	39	11	6			
	13%	16%b	11%	5%	9%	16%de	15%de	11%d	20%deh	14%	13%	13%	12%	10%	18%	14%	16%	12%	12%	8%	12%	14%	17%x	8%	11%		
Never	308	150	158	14	30	70	55	58	81	79	85	62	82	20	10	38	19	27	15	13	33	31	59	28	14		
	19%	21%	17%	6%	9%	25%de	18%de	25%de	28%deg	17%	19%	18%	22%	15%	14%	22%	14%	19%	15%	16%	23%	14%	26%nqv	20%	26%		
Don't know	15	10	5	2	7	2	4	-	-	6	2	2	5	-	-	1	4	-	1	-	2	4	3	1	-		
	1%	1%	1%	1%	2%i	1%	1%	-	-	1%	*	*	1%	-	-	1%	3%	-	1%	-	1%	2%	1%	1%	-		
NET: At least daily	587	232	355	159	161	85	87	43	51	175	144	140	128	55	20	56	59	55	39	35	46	87	62	53	19		
	36%	32%	39%a	73%efghi	51%fghi	30%hi	29%hi	19%	18%	39%k	31%	41%k	34%	39%w	29%	33%	42%w	38%w	38%	43%w	32%	40%w	27%	38%w	36%		
NET: At least weekly	1099	454	644	191	251	163	196	144	153	305	313	235	246	105	46	109	95	100	73	62	94	151	131	98	34		
	67%	62%	71%a	88%efghi	80%fghi	58%	65%i	64%i	52%	67%	68%	68%	65%	75%w	68%	63%	68%w	70%w	72%w	76%w	64%	70%w	56%	71%w	63%		
NET: Ever	1311	571	741	202	279	208	242	169	212	367	374	281	290	119	58	133	117	117	86	68	111	181	170	109	40		
	80%	78%	82%	93%fghi	88%fghi	74%	80%i	75%	72%	81%	81%	82%	77%	85%w	86%	77%	84%w	81%	84%w	84%	76%	84%w	73%	79%	74%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 436  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**NET: Any VSP**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1623	605	306	180	86	68	257	121	408	187	256	132	16	1174	12	8	894	471	178	50	1457	148	37	71	28	7	5
Weighted base	1634	790	219	149	74*	67*	234	102*	348	156	219	107	13**	1244	11**	8**	893	480	189	42*	1474	145	34*	72*	25**	9**	4**
Several times a day	416	191	71	66	27	11	20	30	98	57	55	27	1	305	5	2	203	125	48	30	372	41	8	25	6	-	2
	25%	24% <sup>f</sup>	33% <sup>ae</sup>	45%	36% <sup>ae</sup>	16%	8%	30% <sup>f</sup>	28%	36% <sup>hjk</sup>	25%	25%	11%	25%	46%	27%	23%	26%	25%	72% <sup>pqr</sup>	25%	28%	23%	34%	24%	-	46%
Once a day	171	107	19	15	2	2	16	11	29	12	20	9	2	140	1	1	80	51	33	4	149	20	5	8	5	1	-
	10%	13% <sup>def</sup>	9%	10%	3%	3%	7%	11%	8%	8%	9%	8%	12%	11%	2%	18%	9%	11%	17% <sup>pq</sup>	9%	10%	14%	12%	21%	15%	-	
Several times a week	352	193	49	19	13	12	45	21	84	33	54	29	5	263	2	2	210	101	32	3	326	25	9	12	2	2	-
	22%	24%	22%	13%	18%	18%	19%	21%	24%	21%	25%	28%	35%	21%	20%	27%	23% <sup>s</sup>	21%	17%	8%	22%	17%	26%	17%	7%	17%	-
Once a week	160	55	24	11	6	8	44	13	38	16	27	13	1	116	1	2	85	50	17	*	142	16	5	6	5	-	-
	10%	7%	11%	8%	8%	12%	19% <sup>abd</sup>	13%	11%	10%	12%	12%	6%	9%	5%	29%	10%	10%	9%	1%	10%	11%	13%	8%	20%	-	-
Less often	213	109	16	15	5	14	50	4	37	12	22	10	4	170	*	-	130	50	30	2	191	20	2	12	2	3	1
	13%	14% <sup>bdg</sup>	7%	10%	6%	22% <sup>bdg</sup>	21% <sup>abd</sup>	4%	11%	8%	10%	10%	27%	14%	3%	-	15%	10%	16%	4%	13%	14%	6%	17%	9%	30%	29%
Never	308	123	39	22	22	20	60	23	61	25	40	18	1	238	2	-	176	99	29	2	281	23	6	9	4	4	1
	19%	16%	18%	15%	29% <sup>ab</sup>	30% <sup>ab</sup>	26% <sup>ab</sup>	22%	18%	16%	18%	17%	10%	19%	17%	-	20% <sup>s</sup>	21% <sup>s</sup>	15%	4%	19%	16%	17%	12%	15%	38%	25%
Don't know	15	13	1	1	-	-	-	-	1	1	-	-	-	13	-	-	9	5	-	1	14	1	-	-	1	-	-
	1%	2%	1%	1%	-	-	-	-	*	1%	-	-	-	1%	-	-	1%	1%	-	2%	1%	1%	-	-	4%	-	-
NET: At least daily	587	297	90	81	29	12	35	41	127	69	75	35	3	446	6	4	283	176	81	34	521	61	13	33	11	1	2
	36%	38% <sup>ef</sup>	41% <sup>ef</sup>	55%	39% <sup>ef</sup>	18%	15%	40% <sup>ef</sup>	36%	44% <sup>hjk</sup>	34%	33%	22%	36%	54%	45%	32%	37%	43% <sup>p</sup>	80% <sup>pqr</sup>	35%	42%	38%	46%	45%	15%	46%
NET: At least weekly	1099	545	162	112	48	33	125	75	249	118	157	78	8	824	9	8	578	326	130	38	988	101	26	51	18	3	2
	67%	69% <sup>ef</sup>	74% <sup>ef</sup>	75%	64%	49%	53%	74% <sup>ef</sup>	72%	75% <sup>m</sup>	72%	73%	63%	66%	79%	100%	65%	68%	69%	89% <sup>pqr</sup>	67%	69%	77%	71%	72%	32%	46%
NET: Ever	1311	654	179	126	52	47	174	79	286	130	179	88	12	994	9	8	708	376	160	39	1179	121	28	63	21	6	3
	80%	83% <sup>def</sup>	82% <sup>cd</sup>	85%	71%	70%	74%	78%	82%	83%	82%	83%	90%	80%	83%	100%	79%	78%	85%	94% <sup>pq</sup>	80%	83%	83%	88%	81%	62%	75%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 437  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5- 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00	£55,00
													to 14,00 (l)	to 21,00 (m)	to 28,00 (n)	to 34,00 (o)	to 41,00 (p)	to 48,00 (q)	to 55,00 (r)	1 or more (s)	
Unweighted base	1623	1144	469	426	390	154	219	199	88	173	1450	80	235	311	371	282	108	49	30	73	
Weighted base	1634	1137	485	448	399	160	232	206	82*	187	1447	59*	194	273	384	305	141*	57*	42**	92*	
Several times a day	416	277	134	125	95	68	58	46	19	71	344	14	50	62	98	64	31	25	12	32	
	25%	24%	28% <sup>dg</sup>	28%	24%	43% <sup>abd</sup>	25%	22%	24%	38% <sup>ej</sup>	24%	24%	26%	23%	25%	21%	22%	44% <sup>klm</sup>	29%	35% <sup>mo</sup>	
Once a day	171	120	51	50	35	23	24	19	6	38	133	6	15	24	32	28	25	8	3	22	
	10%	11%	10% <sup>d</sup>	11%	9%	14% <sup>d</sup>	10%	9%	7%	20% <sup>j</sup>	9%	10%	8%	9%	8%	9%	18% <sup>lmn</sup>	14%	6%	23% <sup>lmno</sup>	
Several times a week	352	218	130	123	116	29	61	70	18	38	314	14	46	53	90	76	21	8	10	23	
	22%	19%	27% <sup>ae</sup>	28%	29% <sup>abe</sup>	18%	26% <sup>a</sup>	34% <sup>abe</sup>	22%	20%	22%	24%	24%	19%	23%	25%	15%	15%	23%	25%	
Once a week	160	125	35	29	31	6	14	15	10	15	145	3	30	27	42	24	9	5	4	3	
	10%	11% <sup>be</sup>	7%	6%	8%	4%	6%	7%	12% <sup>e</sup>	8%	10%	5%	15% <sup>kop</sup>	10%	11%	8%	7%	9%	9%	3%	
Less often	213	151	62	56	53	18	33	23	10	15	197	11	22	40	45	43	26	6	5	5	
	13%	13%	13%	12%	13%	11%	14%	11%	12%	8%	14%	19% <sup>s</sup>	11%	15% <sup>s</sup>	12%	14%	19% <sup>s</sup>	10%	13%	5%	
Never	308	238	69	62	64	15	39	32	16	10	298	10	30	63	76	65	25	4	8	7	
	19%	21% <sup>be</sup>	14%	14%	16% <sup>be</sup>	9%	17% <sup>e</sup>	16%	20% <sup>e</sup>	5%	21% <sup>i</sup>	18%	16%	23% <sup>qs</sup>	20% <sup>qs</sup>	21% <sup>qs</sup>	18%	6%	20%	7%	
Don't know	15	8	6	3	6	1	3	1	3	-	15	-	1	4	1	4	3	1	-	2	
	1%	1%	1%	1%	1%	1%	1%	1%	3% <sup>aa</sup>	-	1%	-	1%	1%	*	1%	2%	1%	-	2%	
NET: At least daily	587	396	184	175	129	91	81	65	25	109	478	20	65	86	129	92	56	33	15	54	
	36%	35%	38% <sup>dg</sup>	39%	32%	57% <sup>abd</sup>	35%	31%	31%	58% <sup>ej</sup>	33%	34%	34%	31%	34%	30%	40%	58% <sup>klm</sup>	35%	58% <sup>klmnop</sup>	
NET: At least weekly	1099	739	349	327	276	126	157	150	54	162	937	38	141	167	261	193	87	47	28	79	
	67%	65%	72% <sup>ad</sup>	73%	69%	79% <sup>abd</sup>	68%	73%	65%	86% <sup>ej</sup>	65%	63%	73% <sup>mo</sup>	61%	68%	63%	62%	82% <sup>kmo</sup>	67%	86% <sup>klmnop</sup>	
NET: Ever	1311	891	410	382	329	144	190	173	63	177	1134	49	163	207	306	236	113	53	34	84	
	80%	78%	85% <sup>ad</sup>	85%	82%	90% <sup>abd</sup>	82%	84%	77%	95% <sup>ej</sup>	78%	82%	84% <sup>m</sup>	76%	80%	77%	80%	92% <sup>mo</sup>	80%	91% <sup>mno</sup>	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 438  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: Any VSP**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Notl-ingham (i)	Bim-ingham (j)	Norwich (k)	Keynes (l)	Milton (m)	Brighton (n)	Oxford (o)	London (p)	South-ampton (q)	Bristol (r)	Ply-mouth (s)	Cardiff (t)	Belfast (u)
Unweighted base	1623	55	54	73	74	38	36	111	54	76	146	63	44	46	17	367	62	52	51	69	55	80
Weighted base	1634	66*	60*	68*	74*	39**	36**	126*	55*	68*	136	69*	45*	44*	23**	366	56*	58*	50*	62*	55*	80*
Several times a day	416	16	16	16	24	10	12	27	14	16	42	19	11	4	4	91	14	16	11	18	15	20
	25%	24%	26%	24%	32% <sub>m</sub>	26%	35%	21%	26%	23%	31% <sub>m</sub>	27%	24%	9%	17%	25% <sub>m</sub>	25%	27%	23%	29% <sub>m</sub>	27%	25%
Once a day	171	9	10	3	6	7	3	17	7	14	12	4	2	4	3	37	6	3	9	10	5	2
	10%	14% <sub>w</sub>	17% <sub>cw</sub>	4%	8%	18%	7%	13% <sub>w</sub>	13%	21% <sub>cjklo</sub>	9%	6%	4%	8%	14%	10%	10%	5%	17% <sub>cw</sub>	17% <sub>cw</sub>	9%	3%
Several times a week	352	21	15	15	16	9	5	24	14	11	31	22	18	11	3	68	10	12	9	15	6	19
	22%	31% <sub>v</sub>	26%	22%	21%	24%	13%	19%	26%	16%	23%	32% <sub>ov</sub>	40% <sub>glop</sub>	24%	12%	19%	18%	21%	17%	24%	11%	23%
Once a week	160	5	5	9	6	1	3	8	5	9	15	3	3	8	2	35	4	9	9	3	9	9
	10%	8%	7%	13%	8%	1%	7%	7%	10%	13%	11%	5%	7%	19% <sub>gks</sub>	9%	10%	7%	15%	18% <sub>s</sub>	5%	16%	11%
Less often	213	6	8	14	17	-	5	21	6	9	12	9	4	8	5	53	9	6	5	6	6	4
	13%	9%	13%	20% <sub>jw</sub>	22% <sub>jw</sub>	-	14%	16% <sub>w</sub>	11%	13%	9%	13%	8%	19% <sub>w</sub>	23%	15% <sub>w</sub>	16%	10%	9%	10%	11%	5%
Never	308	9	6	11	6	8	8	29	8	9	24	11	6	9	3	77	14	13	7	10	14	26
	19%	13%	11%	16%	8%	21%	23%	23% <sub>d</sub>	14%	13%	18%	17%	14%	20%	13%	21% <sub>d</sub>	24% <sub>d</sub>	22%	14%	16%	26% <sub>d</sub>	32% <sub>abdhjrs</sub>
Don't know	15	-	-	-	-	4	-	1	-	-	-	-	2	-	3	4	-	-	1	-	-	1
	1%	-	-	-	-	9%	-	1%	-	-	-	-	3%	-	11%	1%	-	-	2%	-	-	1%
NET: At least daily	587	25	26	19	30	17	15	43	21	30	54	23	13	8	7	128	20	19	20	29	19	22
	36%	38%	43% <sub>m</sub>	28%	40% <sub>m</sub>	43%	42%	34%	38%	44% <sub>m</sub>	40% <sub>m</sub>	33%	28%	17%	32%	35% <sub>m</sub>	35%	32%	40% <sub>m</sub>	46% <sub>mw</sub>	36%	27%
NET: At least weekly	1099	51	46	43	52	27	22	75	41	50	100	48	34	27	12	231	34	39	38	46	34	49
	67%	77%	76%	64%	69%	69%	62%	60%	74%	74%	74% <sub>go</sub>	70%	75%	61%	52%	63%	60%	68%	75%	74%	63%	62%
NET: Ever	1311	57	54	57	68	27	27	96	47	59	112	58	37	35	18	284	43	45	42	52	40	54
	80%	87% <sub>w</sub>	89% <sub>w</sub>	84% <sub>w</sub>	92% <sub>gopv</sub>	69%	77%	76%	86% <sub>w</sub>	87% <sub>w</sub>	82% <sub>w</sub>	83%	83%	80%	75%	78%	76%	78%	84%	84% <sub>w</sub>	74%	67%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 439  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
Several times a day	332 23%	128 21%	204 25%	77 41% i	93 34% fgh i	49 21% hi	61 23% hi	22 11%	30 11%	90 23%	83 20%	70 24%	89 28% k	28 22%	16 27%	33 23%	34 28%	32 27%	22 25%	17 24%	30 23%	37 19%	38 19%	32 24%	14 33%
Once a day	147 10%	64 10%	83 10%	34 18% ghi	32 12%	29 13% hi	23 9%	11 6%	17 6%	42 11%	36 9%	44 15% km	24 8%	20 16% u	3 5%	13 9%	13 11%	11 9%	8 9%	13 18% ouw	7 6%	22 11%	16 8%	17 13%	5 11%
Several times a week	317 22%	144 23%	173 22%	33 18%	72 27% i	42 18%	64 24%	57 28% dfi	48 18%	69 17%	108 27% j	59 20%	80 25% j	37 30% y	14 24%	30 21%	22 18%	28 24%	21 23%	20 29% y	34 26% y	43 22%	37 19%	26 20%	4 9%
Once a week	158 11%	57 9%	101 13%	7 4%	14 5%	23 10% d	34 13% de	34 17% def	46 17% def	43 11%	49 12%	35 12%	31 10%	10 8%	6 10%	18 12%	11 9%	12 10%	15 16%	7 9%	13 10%	16 8%	22 11%	22 17% v	7 17%
Less often	210 15%	97 16%	113 14%	16 9%	27 10%	38 16% d	45 17% de	26 13%	59 22% deh	65 16%	60 15%	45 15%	41 13%	14 11%	11 19%	20 14%	18 15%	16 13%	14 15%	7 11%	17 13%	39 20% x	40 21% x	11 9%	3 7%
Never	242 17%	121 20%	121 15%	17 9%	29 11%	49 21% deg	33 12%	50 25% deg	66 25% deg	80 20%	71 17%	40 14%	51 16%	16 13%	9 15%	29 20%	20 16%	19 16%	10 11%	6 9%	26 21%	36 18%	41 21% t	21 16%	10 23%
Don't know	15 1%	9 1%	6 1%	2 1%	6 2% i	2 1%	4 1%	2 1%	-	5 1%	2 1%	3 1%	5 2%	-	2 2%	4 3%	-	1 1%	-	2 1%	2 1%	3 2%	3 2%	1 1%	-
NET: At least daily	478 34%	192 31%	286 36%	110 59% efg hi	125 46% fgh i	78 34% hi	84 32% hi	34 17%	47 18%	132 34%	119 29%	114 39% k	113 35%	48 38%	19 32%	46 32%	47 39%	43 36%	30 34%	29 42% w	37 29%	59 30%	53 27%	49 38%	19 44% w
NET: At least weekly	953 67%	392 63%	560 70% a	150 81% fgh i	211 77% fhi	142 62%	182 69% i	125 62%	141 53%	244 62%	276 68%	207 70%	225 70% j	94 76% vw	38 66%	95 65%	80 66%	83 70% w	66 73% w	56 80% puv w	84 65%	117 60%	112 57%	97 75% vw	30 70%
NET: Ever	1163 82%	489 79%	673 84% a	166 90% fhi	238 87% fhi	180 78%	227 86% fhi	151 75%	201 75%	309 78%	336 82%	252 85%	266 83%	108 87%	49 85%	115 78%	98 81%	99 84%	80 88%	63 91% puw 8%	101 8%	156 80%	153 78%	108 83%	33 77%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 440  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri mary (o)	Sec ond ary (p)	Univ ersity degree (q)	High er univ ersity degree (r)	Still in full time educa tion (s)	White (t)	NET: Non white (u)	Mixed (v)	Asian (w)	Black (x)	Chin ese (y)	Other (z)	
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4	
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**	
Several times a day	332	147	60	51	21	11	17	26	84	50	47	25	1	240	4	2	160	101	43	19	306	24	7	14	3	-	-	
		23%	21%f	31%af	41%	36%aef	17%	8%	31%f	27%	35%hjk	25%	25%	14%	22%	48%	23%	21%	24%	26%	55%pqr	24%	21%	23%	25%	18%	-	
Once a day	147	88	20	14	2	2	14	7	29	14	17	9	2	114	1	1	75	36	26	6	135	9	3	5	1	-	-	
		10%	13%def	10%	11%	3%	3%	6%	9%	10%	9%	9%	14%	11%	8%	18%	10%	9%	15%q	17%	10%	8%	11%	8%	8%	-	-	
Several times a week	317	169	46	19	13	12	38	20	80	35	52	29	2	231	2	2	181	100	25	3	296	19	6	9	1	3	-	
		22%	25%	24%	15%	22%	19%	18%	26%	25%	27%	29%	19%	21%	23%	28%	24%ef	24%g	15%	10%	23%	17%	21%	17%	5%	35%	-	
Once a week	158	59	20	11	4	8	43	11	34	16	23	13	1	118	1	2	89	43	17	1	139	17	5	7	4	-	1	
		11%	9%	10%	9%	8%	13%	21%abd	13%	11%	12%	12%	7%	11%	6%	30%	12%	10%	10%	3%	11%	14%	18%	13%	20%	-	19%	
Less often	210	103	19	15	6	14	48	5	41	12	26	11	4	164	*	-	125	52	30	3	189	19	4	10	2	2	2	
		15%	15%g	9%	12%	10%	24%bfg	23%abdg	6%	13%i	8%	14%	11%	41%	15%i	4%	-	16%	12%	18%	8%	15%	17%	14%	17%	9%	23%	53%
Never	242	108	29	14	11	15	50	15	38	15	27	14	*	196	1	-	131	81	26	2	210	27	4	11	8	4	1	
		17%	16%	15%	11%	19%	24%	24%ab	17%	12%	10%	14%	13%	4%	18%hi	11%	-	17%	19%j	16%	5%	16%	24%	13%	20%	41%	42%	28%
Don't know	15	11	1	1	1	-	-	1	2	1	-	1	-	13	-	-	9	5	-	1	15	-	-	-	-	-	-	
		1%	2%	1%	1%	2%	-	-	1%	1%	-	1%	-	1%	-	1%	-	1%	-	2%	1%	-	-	-	-	-	-	
NET: At least daily	478	235	80	65	23	12	30	34	113	64	64	33	3	354	5	3	235	137	69	25	441	33	10	18	5	-	-	
		34%	34%ef	41%ef	52%	39%ef	20%	14%	40%ef	37%	45%hjk	33%	33%	28%	33%	56%	42%	30%	33%	41%p	72%pqr	34%	29%	34%	33%	25%	-	
NET: At least weekly	953	463	146	94	40	32	111	66	227	114	140	75	6	704	8	8	505	280	111	30	876	69	21	35	9	3	1	
		67%	68%ef	75%ef	76%	69%ef	52%	53%	76%ef	74%lm	81%hjm	73%	75%	54%	65%	85%	100%	66%	67%	66%	85%pqr	68%	60%	72%	63%	50%	35%	19%
NET: Ever	1163	566	165	110	45	46	160	70	268	126	166	86	10	868	8	8	630	332	141	32	1066	88	25	44	11	5	3	
		82%	83%	84%f	88%	79%	76%	76%	82%	87%lm	89%lm	86%	86%	96%	81%	89%	100%	82%	79%	84%	93%	83%	76%	87%	80%	59%	58%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 441  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: YouTube/ Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No child-ren aged 18 or under		NET: Under 18		NET: Any 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 18 (c)	NET: Any 5-10 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)				(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64		
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*		
Several times a day	332	211	117	109	83	58	49	41	18	53	279	11	41	50	89	53	22	19	6	22		
	23%	21%	28% <sup>ad</sup>	28%	24%	42% <sup>abd</sup>	25% <sup>fgh</sup>	23%	25%	35% <sup>aj</sup>	22%	23%	23%	21%	26%	19%	19%	34% <sup>o</sup>	16%	27%		
Once a day	147	102	45	44	31	20	21	18	6	29	118	6	17	25	23	26	19	6	4	13		
	10%	10%	11% <sup>d</sup>	11%	9%	14%	11%	10%	8%	19% <sup>aj</sup>	9%	13%	10%	11%	7%	9%	17% <sup>an</sup>	12%	12%	17% <sup>an</sup>		
Several times a week	317	201	114	108	102	27	56	60	15	27	289	11	41	47	77	72	19	13	9	20		
	22%	20%	27% <sup>ae</sup>	28%	29% <sup>abe</sup>	20%	28% <sup>a</sup>	33% <sup>ae</sup>	20%	18%	23%	23%	24%	20%	23%	26%	17%	24%	26%	25%		
Once a week	158	120	35	29	29	8	12	15	9	17	140	5	27	23	42	26	7	4	2	8		
	11%	12% <sup>f</sup>	8%	7%	8%	6%	6%	8%	12%	11%	11%	10%	16%	10%	12%	10%	7%	7%	7%	11%		
Less often	210	159	50	46	46	13	25	24	10	18	193	11	24	36	49	42	24	6	4	7		
	15%	16%	12%	12%	13%	9%	13%	13%	13%	12%	15%	22%	14%	16%	14%	15%	21%	11%	12%	9%		
Never	242	185	57	49	52	12	30	26	14	7	235	4	22	48	57	53	21	6	10	7		
	17%	19% <sup>be</sup>	13%	13%	15%	9%	15%	14%	19%	5%	19% <sup>i</sup>	9%	13%	21% <sup>al</sup>	17%	19%	18%	11%	27%	9%		
Don't know	15	10	5	2	5	1	2	-	3	-	15	-	1	4	2	4	3	1	-	2		
	1%	1%	1%	1%	1%	1%	1%	-	3% <sup>g</sup>	-	1%	-	1%	2%	1%	1%	2%	2%	-	2%		
NET: At least daily	478	313	162	153	114	78	71	59	24	82	396	17	58	74	112	79	41	25	10	35		
	34%	32%	38% <sup>ad</sup>	40%	33%	56% <sup>abd</sup>	36% <sup>fgh</sup>	32%	32%	54% <sup>aj</sup>	31%	36%	33%	32%	33%	29%	36%	46% <sup>o</sup>	28%	44% <sup>o</sup>		
NET: At least weekly	953	633	311	290	245	114	139	134	48	127	826	33	126	145	231	177	67	42	22	63		
	67%	64%	74% <sup>ad</sup>	75%	70%	81% <sup>abd</sup>	71% <sup>fgh</sup>	73% <sup>a</sup>	65%	84% <sup>aj</sup>	65%	69%	73% <sup>mp</sup>	62%	68%	64%	59%	77%	61%	80% <sup>mop</sup>		
NET: Ever	1163	792	361	336	292	126	164	157	58	144	1018	43	150	182	279	219	91	48	26	70		
	82%	80%	85% <sup>a</sup>	87%	84%	90% <sup>ah</sup>	83%	86%	78%	95% <sup>aj</sup>	80%	91% <sup>m</sup>	87% <sup>m</sup>	78%	83%	80%	79%	87%	73%	89%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 442

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**NET: YouTube/ Facebook**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
Several times a day	332	13	12	16	17	9	9	25	11	11	31	19	8	2	4	63	11	16	11	13	14	15
	23%	23%	22%	27% <sub>m</sub>	27% <sub>m</sub>	26%	32%	22% <sub>m</sub>	28% <sub>m</sub>	18%	28% <sub>m</sub>	30% <sub>m</sub>	24%	5%	23%	20%	22%	28% <sub>m</sub>	23%	26% <sub>m</sub>	33% <sub>m</sub>	20%
Once a day	147	8	12	3	4	5	3	13	4	10	9	3	2	4	3	27	7	1	9	10	5	6
	10%	14%	21% <sub>cdjko</sub>	5%	6%	14%	10%	12%	10%	17% <sub>q</sub>	8%	5%	5%	9%	19%	8%	13%	3%	18% <sub>q</sub>	19% <sub>cdko</sub>	11%	8%
Several times a week	317	18	17	12	12	7	6	19	11	13	30	19	11	10	1	67	8	12	9	15	4	17
	22%	32% <sub>v</sub>	30% <sub>v</sub>	20%	18%	21%	19%	17%	27%	22%	27% <sub>v</sub>	30% <sub>v</sub>	31%	26%	5%	21%	15%	22%	19%	28% <sub>v</sub>	9%	23%
Once a week	158	5	4	6	8	1	3	12	5	10	14	5	3	6	2	32	4	10	9	3	7	9
	11%	8%	7%	9%	13%	1%	11%	13%	14%	17%	12%	9%	9%	17%	12%	10%	7%	18%	19%	5%	17%	12%
Less often	210	6	7	12	15	2	2	17	5	9	12	7	7	10	3	63	10	6	5	7	3	3
	15%	11%	13%	20% <sub>w</sub>	24% <sub>qjw</sub>	7%	6%	15%	13%	14%	10%	11%	19%	25% <sub>jw</sub>	14%	20% <sub>jw</sub>	19% <sub>w</sub>	11%	10%	13%	7%	5%
Never	242	7	3	11	8	8	6	26	3	7	17	10	3	7	2	64	12	9	4	4	10	22
	17%	12%	6%	18%	13%	21%	22%	22% <sub>bs</sub>	8%	12%	15%	15%	7%	18%	12%	20% <sub>bs</sub>	24% <sub>bs</sub>	17%	9%	8%	23% <sub>b</sub>	30% <sub>abdhijs</sub>
Don't know	15	-	-	-	-	4	-	1	-	-	-	-	2	-	3	4	-	-	1	-	-	2
	1%	-	-	-	-	10%	-	1%	-	-	-	-	4%	-	15%	1%	-	-	2%	-	-	3%
NET: At least daily	478	21	24	19	21	14	12	38	15	21	40	22	10	6	7	91	18	17	20	23	19	21
	34%	37% <sub>m</sub>	43% <sub>m</sub>	32%	33%	39%	42%	34%	38% <sub>m</sub>	35% <sub>m</sub>	36% <sub>m</sub>	34%	29%	15%	42%	28%	35%	31%	42% <sub>m</sub>	45% <sub>mo</sub>	44% <sub>m</sub>	28%
NET: At least weekly	953	43	45	37	40	22	21	70	31	44	84	46	24	22	10	189	29	39	37	40	30	46
	67%	77% <sub>o</sub>	81% <sub>gmop</sub>	62%	64%	61%	72%	61%	79% <sub>op</sub>	74% <sub>o</sub>	75% <sub>op</sub>	73%	69%	57%	59%	59%	57%	72%	79% <sub>op</sub>	79% <sub>gmop</sub>	70%	62%
NET: Ever	1163	50	52	49	55	24	23	87	36	53	96	53	31	32	13	253	39	45	42	47	33	49
	82%	88% <sub>w</sub>	94% <sub>gopv</sub>	82%	87% <sub>w</sub>	68%	78%	76%	92% <sub>w</sub>	88% <sub>w</sub>	85% <sub>w</sub>	85%	88%	82%	73%	79%	76%	83%	89% <sub>w</sub>	92% <sub>gopv</sub>	77%	67%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 443  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
NET: AV Only  
Base: All who visited/ used sites/ apps

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	835	382	453	188	164	153	155	91	84	247	271	125	192	65	38	79	76	84	51	50	69	126	104	62	31
Weighted base	844	377	466	182	205	159	137	81*	80*	246	259	178*	160	72*	36**	89*	72*	84*	52*	47*	71*	124*	101*	65*	31**
Several times a day	120 14%	51 14%	69 15%	71 39%efg hi	28 14%ghi	11 7%	7 5%	2 3%	2 2%	32 13%	37 14%	27 15%	23 14%	11 15%	4 12%	10 11%	11 15%	18 22%	5 10%	10 20%	9 12%	15 12%	17 17%	11 16%	1 2%
Once a day	73 9%	36 10%	37 8%	32 18%fgh i	20 10%h	7 5%	8 6%	1 2%	4 5%	23 9%	19 7%	26 14% m	6 4%	11 15% w	1 2%	13 14% w	9 12% w	9 11%	3 5%	7 14% w	4 6%	8 7%	3 3%	6 10%	-
Several times a week	95 11%	33 9%	62 13%	29 16%i	23 11%	14 9%	19 14%	6 8%	5 6%	32 13%	27 10%	18 10%	17 11%	8 11%	7 20%	14 16%	8 11%	13 15%	6 11%	2 3%	7 10%	11 9%	12 12%	3 5%	3 11%
Once a week	62 7%	29 8%	33 7%	7 4%	22 11% d	15 10%	7 5%	5 7%	7 8%	23 9%	15 6%	10 6%	14 9%	5 7%	7 18%	3 4%	2 3%	8 10% t	3 6%	-	8 12% t	10 8%	4 4%	7 10%	4 12%
Less often	153 18%	64 17%	89 19%	11 6%	39 19% d	28 17% d	26 19% d	27 34% def g	22 28% d	47 19%	52 20%	32 18%	22 14%	10 14%	6 18%	23 26% r	13 18%	8 10%	6 11%	9 20%	9 13%	23 19%	21 21%	13 20%	10 33%
Never	330 39%	157 42%	173 37%	30 17%	68 33% d	84 53% de	71 52% de	39 48% de	39 49% de	84 34%	108 42%	63 35%	76 47% j	27 37%	11 31%	26 29%	25 35%	27 32%	28 55% pr	20 43%	51 41%	44 43%	26 39%	13 42%	
Don't know	11 1%	7 2%	4 1%	2 1%	7 3%	1 1%	-	-	1 1%	5 2%	1 *	2 1%	2 1%	-	-	-	4 5% w	-	1 2%	-	2 4%	5 4%	-	-	-
NET: At least daily	193 23%	87 23%	106 23%	103 57% efg hi	48 23% fgh i	18 11%	15 11%	4 4%	6 8%	55 22%	56 22%	53 30% m	29 18%	22 31%	5 13%	22 25%	20 27%	27 33%	8 15%	16 34% s	13 18%	23 19%	20 19%	17 26%	1 2%
NET: At least weekly	350 41%	149 40%	201 43%	138 76% efg hi	93 45% fgh i	47 29%	40 29%	15 18%	17 22%	110 45%	99 38%	82 46%	60 38%	35 49%	18 51%	40 45%	30 42%	48 58% stv w	17 33%	18 38%	28 40%	45 36%	36 36%	26 40%	8 25%
NET: Ever	503 60%	213 56%	290 62%	149 82% efg hi	131 64% fg	75 47%	66 48%	42 52%	40 50%	157 64% m	150 58%	113 64%	82 51%	45 63%	25 69%	63 71% s	43 60%	57 68% s	23 43%	38 57%	68 53%	57 55%	57 57%	40 61%	18 58%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 444  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	835	346	170	111	57	15	75	61	191	96	114	65	9	614	3	2	415	270	95	45	730	94	19	51	17	3	4	
Weighted base	844	458	115	91*	48*	15**	67*	50*	161	80*	97*	51*	6**	652	2**	1**	418	286	92*	39*	741	93*	17**	55*	15**	4**	3**	
Several times a day	120	66	15	27	9	-	*	2	17	10	9	5	-	96	1	-	57	35	9	16	99	19	5	14	*	-	-	
	14%	14%fg	13%fg	30%	20%fg	-	1%	4%	11%	12%	9%	9%	-	15%	43%	-	14%	12%	10%	42%pq	13%	21%	32%	25%t	2%	-	-	
Once a day	73	43	7	11	3	1	3	5	12	3	10	2	-	60	-	-	26	29	15	3	61	11	1	8	3	-	-	
	9%	9%	6%	12%	7%	7%	5%	10%	7%	4%	11%k	3%	-	9%	-	-	6%	10%	16%p	8%	8%	12%	5%	14%	20%	-	-	
Several times a week	95	58	12	11	3	-	5	4	21	12	16	7	2	72	1	-	53	29	4	6	82	13	3	7	1	-	1	
	11%	13%	11%	12%	7%	-	8%	9%	13%	15%	17%	14%	26%	11%	39%	-	13%r	10%	4%	15%r	11%	14%	20%	12%	9%	-	36%	
Once a week	62	31	9	7	6	1	5	4	11	7	6	4	1	48	-	-	29	19	11	3	52	10	3	5	1	-	-	
	7%	7%	8%	12%	12%	3%	8%	7%	7%	9%	6%	8%	17%	7%	-	-	7%	7%	12%	7%	7%	10%	19%	9%	9%	-	-	
Less often	153	81	19	11	6	4	20	12	35	12	21	16	3	113	-	1	77	49	21	4	140	12	1	8	1	1	1	
	18%	18%	17%	12%	13%	27%	30%abd	24%	22%	15%	21%	31%im	5%	17%	-	49%	18%	17%	23%	11%	19%	13%	8%	14%	5%	24%	35%	
Never	330	171	52	24	19	10	31	23	66	36	35	17	*	252	*	1	172	119	32	6	299	27	3	14	7	3	1	
	39%	37%	45%	27%	41%	63%	47%	46%	41%	45%	36%	34%	7%	39%	19%	51%	41%ss	42%ss	35%ss	15%	40%	29%	15%	25%	48%	76%	29%	
Don't know	11	8	1	1	-	-	1	-	-	-	-	-	-	10	-	-	4	5	-	1	9	1	-	-	1	-	-	
	1%	2%	1%	1%	-	-	1%	-	-	-	-	-	-	2%	-	-	1%	2%	-	2%	1%	1%	-	-	7%	-	-	
NET: At least daily	193	109	22	38	13	1	4	7	29	13	19	7	-	156	1	-	83	64	24	19	160	31	6	21	3	-	-	
	23%	24%fg	19%fg	42%	27%fg	7%	6%	14%	18%	16%	19%	13%	-	24%	43%	-	20%	22%	26%	50%pq	22%	33%t	37%	39%t	22%	-	-	
NET: At least weekly	350	199	43	55	22	2	14	15	61	32	41	18	3	276	2	-	165	112	38	28	294	53	13	33	6	-	1	
	41%	43%fg	37%fg	61%	47%fg	10%	22%	30%	38%	39%	42%	35%	43%	42%	81%	-	40%	39%	42%	72%pq	40%	57%t	77%	61%t	40%	-	36%	
NET: Ever	503	280	62	66	28	6	34	27	95	44	62	33	6	389	2	1	242	162	60	32	433	65	14	41	7	1	2	
	60%	61%	54%	73%	59%	37%	52%	54%	59%	55%	64%	66%	93%	60%	81%	49%	58%	57%	65%	83%pq	58%	70%	85%	75%t	45%	24%	71%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 445  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(l)	(m)	(n)	(o)	(p)	(q)				(r)	(s)						
Unweighted base	835	560	268	246	225	84	126	121	51	122	713	42	111	144	183	140	63	28	19	54						
Weighted base	844	559	277	261	226	90*	137*	122*	43*	132*	711	28*	87*	130	185	156	79*	32**	27**	68*						
Several times a day	120	90	30	27	23	16	15	12	6	32	88	3	14	12	16	18	13	7	8	13						
	14%	16%	11%	10%	10%	18%	11%	10%	15%	24% <sub>j</sub>	12%	11%	16%	9%	9%	11%	16%	22%	29%	20% <sub>n</sub>						
Once a day	73	49	23	23	13	15	9	6	2	20	53	2	10	12	12	11	6	1	-	14						
	9%	9%	8% <sub>d</sub>	9%	6%	17% <sub>abdf</sub>	7%	5%	4%	15% <sub>j</sub>	7%	8%	11%	9%	7%	7%	8%	3%	-	21% <sub>no</sub>						
Several times a week	95	60	34	32	31	7	17	20	7	26	69	6	7	7	15	13	13	2	9	15						
	11%	11%	12%	12%	14%	8%	12%	16%	16%	19% <sub>j</sub>	10%	22% <sub>lmno</sub>	8%	6%	8%	9%	16%	6%	33%	22% <sub>lmno</sub>						
Once a week	62	34	25	25	17	9	10	8	2	11	51	2	9	10	11	11	3	5	5	4						
	7%	6%	9%	10%	7%	10%	7%	7%	4%	8%	7%	8%	10%	7%	6%	7%	4%	16%	17%	6%						
Less often	153	98	55	47	46	16	29	17	10	17	136	3	14	24	36	44	14	6	-	6						
	18%	17%	20%	18%	20% <sub>g</sub>	18%	21%	14%	23%	13%	19%	10%	16%	18%	20%	28% <sub>k</sub>	17%	18%	-	9%						
Never	330	221	107	103	92	26	53	56	16	27	303	12	32	63	94	55	28	10	6	14						
	39%	40%	39%	39%	41%	29%	39%	46% <sub>be</sub>	38%	21%	43% <sub>i</sub>	41% <sub>s</sub>	37% <sub>s</sub>	49% <sub>s</sub>	51% <sub>los</sub>	35%	36%	32%	21%	20%						
Don't know	11	7	3	3	3	1	3	1	-	-	11	-	1	2	-	3	3	1	-	2						
	1%	1%	1%	1%	1%	1%	2%	1%	-	-	2%	-	1%	2%	-	2%	3%	3%	-	2%						
NET: At least daily	193	139	53	50	37	31	24	18	8	52	141	5	24	24	28	29	19	8	8	27						
	23%	25% <sub>dg</sub>	19% <sub>d</sub>	19%	16%	34% <sub>bdf</sub>	18%	15%	18%	40% <sub>j</sub>	20%	19%	27% <sub>n</sub>	18%	15%	19%	24%	25%	29%	41% <sub>mno</sub>						
NET: At least weekly	350	233	112	107	84	47	51	47	17	88	262	14	40	41	54	54	35	15	21	47						
	41%	42%	40%	41%	37%	52% <sub>bdf</sub>	38%	38%	39%	67% <sub>j</sub>	37%	49% <sub>n</sub>	45% <sub>mn</sub>	32%	29%	34%	44%	47%	79%	69% <sub>lmnop</sub>						
NET: Ever	503	331	167	155	130	63	80	64	26	105	397	17	54	65	91	98	48	21	21	53						
	60%	59%	60% <sub>g</sub>	59%	58%	70% <sub>dg</sub>	58%	53%	62%	79% <sub>j</sub>	56%	59%	62%	50%	49%	63% <sub>n</sub>	61%	66%	79%	78% <sub>mn</sub>						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 446  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: AV Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	835	31	27	37	33	26	24	54	30	30	86	28	24	20	4	199	24	30	22	43	31	32
Weighted base	844	36**	30**	33**	32**	26**	24**	62*	32**	31**	83*	36**	26**	20**	4**	190	21**	33**	20**	40*	31**	33**
Several times a day	120 14%	4 12%	7 22%	4 13%	7 23%	2 8%	2 10%	7 11%	5 16%	4 14%	20 24%	2 6%	2 8%	1 5%	-	28 15%	3 13%	5 15%	2 9%	7 17%	1 2%	6 17%
Once a day	73 9%	3 9%	7 22%	1 4%	3 9%	3 12%	3 12%	8 12%	8 26%	2 6%	7 9%	1 3%	3 10%	1 5%	-	11 6%	1 4%	2 6%	4 22%	4 11%	-	1 3%
Several times a week	95 11%	4 11%	3 10%	6 18%	7 22%	3 12%	1 3%	11 17%	6 18%	2 8%	9 11%	8 21%	4 14%	1 3%	1 34%	17 9%	2 9%	2 6%	1 3%	2 4%	3 11%	3 10%
Once a week	62 7%	4 10%	1 4%	4 14%	4 14%	1 3%	-	3 6%	-	2 6%	9 11%	6 18%	-	2 11%	2 40%	12 7%	1 5%	2 7%	2 11%	-	4 12%	1 3%
Less often	153 18%	4 12%	5 15%	6 19%	3 9%	3 13%	8 34%	15 25%j	6 17%	2 8%	8 9%	2 6%	6 24%	5 24%	-	35 18%	5 23%	8 24%	5 24%	9 23%	10 33%	7 20%
Never	330 39%	16 45%	8 26%	11 33%	8 23%	10 37%	10 41%	18 29%	8 23%	18 58%	30 36%	16 45%	10 40%	10 51%	1 26%	81 42%	10 47%	14 43%	6 31%	18 45%	13 42%	15 45%
Don't know	11 1%	-	-	-	-	4 14%	-	-	-	-	-	-	2 6%	-	-	5 3%	-	-	-	-	-	1 2%
NET: At least daily	193 23%	8 22%	13 44%	6 17%	10 32%	5 20%	5 22%	14 23%	14 42%	6 21%	27 33%	3 9%	4 17%	2 10%	-	40 21%	4 17%	7 20%	6 31%	11 28%	1 2%	7 20%
NET: At least weekly	350 41%	15 43%	18 59%	16 48%	22 67%	9 36%	6 25%	28 46%	19 60%	11 35%	46 55%os	17 48%	8 31%	5 24%	3 74%	69 37%	6 30%	11 33%	9 45%	13 32%	8 25%	11 32%
NET: Ever	503 60%	20 55%	22 74%	22 67%	25 77%	13 49%	14 59%	44 71%	25 77%	13 42%	53 64%	20 55%	14 55%	10 49%	3 74%	105 55%	11 53%	19 57%	14 69%	22 55%	18 58%	17 52%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 447  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**NET: Mixed Only**

**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	
Unweighted base	1595	698	897	221	250	273	308	241	302	442	482	257	414	121	68	157	139	146	111	89	148	209	228	126	53	
Weighted base	1602	709	892	215	305	274	298	220	289	440	454	338	369	138*	63*	173	134	140	101*	79*	143	213	228	136*	54*	
Several times a day	370 23%	140 20%	230 26%a	94 44% i	107 35% fgh i	51 19% ghi	62 21% ghi	23 11%	32 11%	103 23%	92 20%	79 23%	96 26%	28 20%	16 25%	34 20%	37 28%	36 26%	24 24%	17 22%	35 24%	52 24%	42 19%	33 25%	14 27%	
Once a day	182 11%	75 11%	107 12%	50 23% efg hi	44 15% hi	33 12% hi	26 9%	11 5%	17 6%	63 14% km	40 9%	51 15% km	27 7%	24 17% uw	4 7%	17 10%	19 14%	14 10%	11 11%	13 16% uw	10 7%	31 14% w	17 7%	19 14%	5 9%	
Several times a week	345 22%	161 23%	184 21%	33 16%	77 25% d	50 18%	73 24% d	61 28% dfi	51 18%	77 17%	117 26% j	68 20%	83 22%	38 28% y	15 24%	40 23%	23 17%	31 22%	21 21%	20 25%	36 25%	44 21%	45 20%	26 19%	6 11%	
Once a week	162 10%	59 8%	102 11%	6 3%	15 5%	26 9% d	32 11% de	37 17% def	46 16% def	47 11%	50 11%	30 9%	35 9%	10 8%	6 10%	15 9%	10 7%	14 10%	15 15%	8 10%	11 8%	20 9%	24 11%	19 14%	9 16%	
Less often	214 13%	113 16% b	102 11%	11 5%	26 9%	45 16% de	47 16% de	24 11% d	60 21% deh	64 15%	63 14%	46 14%	42 11%	13 9%	12 19% x	26 15%	23 17%	16 12%	14 14%	7 8%	17 12%	31 15%	40 18% x	11 8%	5 9%	
Never	315 20%	151 21%	164 18%	18 8%	30 10%	67 24% de	55 19% de	62 28% deg	82 28% deg	81 18%	90 20%	63 19%	81 22%	24 18%	10 15%	40 23%	18 14%	27 20%	14 14%	15 19%	33 23%	33 15%	58 25% qsv	26 20%	16 29% qsv	
Don't know	14 1%	9 1%	5 1%	2 1%	6 2% i	2 1%	4 1%	-	-	5 1%	2 *	2 *	5 1%	-	-	1 1%	4 3%	-	1 1%	-	2 1%	3 1%	3 1%	1 1%	-	
NET: At least daily	552 34%	216 30%	337 38% a	145 67% efg hi	152 50% fgh i	84 31% hi	87 29% hi	35 16%	50 17%	166 38% k	132 29%	130 38% k	124 33%	52 38% w	20 31%	51 30%	56 42% w	51 36%	36 36%	30 38%	44 31%	83 39% w	59 26%	52 38% w	19 35%	
NET: At least weekly	1059 66%	436 61%	623 70% a	184 86% fgh i	243 80% fgh i	160 58%	192 64% i	133 61% i	147 51%	290 66%	300 66%	228 67%	241 65%	101 73% w	41 65%	106 61%	89 66%	96 69% w	71 71% w	58 73% w	92 64%	146 69% w	128 56%	97 72% w	33 62%	
NET: Ever	1273 79%	549 77%	724 81%	195 91% fgh i	270 88% fgh i	205 75%	240 80% hi	157 72%	207 72%	354 80%	362 80%	274 81%	284 77%	114 82%	53 85%	132 76%	112 84%	112 80%	85 85% w	64 81%	108 76%	177 83% w	168 74%	108 80%	38 71%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 448  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Working Status				Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1595	591	302	176	84	68	253	121	402	183	252	131	15	1152	12	7	881	460	177	48	1436	141	36	67	26	7	5
Weighted base	1602	769	216	146	72*	67*	230	102*	340	152	214	105	12**	1220	11**	8**	875	469	187	40*	1448	138	34**	67*	24**	9**	4**
Several times a day	370 23%	159 21% <sup>f</sup>	68 32% <sup>aef</sup>	60 41%	25 35% <sup>aef</sup>	11 16%	18 8%	29 29% <sup>f</sup>	92 27%	55 36% <sup>hjk</sup>	52 24%	26 24%	1 12%	270 22%	5 46%	2 23%	175 20%	114 24%	46 25%	25 63% <sup>pqr</sup>	334 23%	33 24%	7 22%	20 30%	4 16%	-	2 46%
Once a day	182 11%	116 15% <sup>bdef</sup>	20 9%	18 12%	2 3%	2 3%	15 7%	10 10%	31 9%	14 9%	20 9%	9 8%	2 13%	147 12%	1 7%	1 18%	89 10%	53 11%	31 16% <sup>p</sup>	6 15%	160 11%	5 14%	9 13%	5 22%	1 15%	-	-
Several times a week	345 22%	188 24%	50 23%	20 14%	13 18%	12 18%	41 18%	20 20%	85 25%	33 22%	54 25%	30 28%	5 39%	255 21%	2 20%	2 28%	210 24% <sup>rs</sup>	95 20%	30 16%	4 10%	321 22%	23 17%	9 27%	10 16%	2 8%	2 17%	-
Once a week	162 10%	58 8%	22 10%	11 7%	6 8%	8 12%	43 19% <sup>abd</sup>	13 13%	37 11%	16 11%	26 12%	13 12%	1 6%	119 10%	1 5%	2 30%	83 10%	51 11%	20 10%	* 1%	143 10%	16 12%	5 14%	7 10%	5 21%	-	-
Less often	214 13%	111 14% <sup>bdg</sup>	17 8%	14 10%	3 5%	14 22% <sup>bdg</sup>	50 22% <sup>abd</sup>	5 5%	38 11%	12 8%	23 11%	10 10%	4 30%	170 14%	* 3%	- 15% <sup>q</sup>	132 11%	50 11%	30 16%	2 5%	192 13%	21 15%	2 6%	13 19%	2 9%	3 30%	1 29%
Never	315 20%	126 16%	37 17%	22 15%	22 31% <sup>ab</sup>	20 30% <sup>ab</sup>	63 27% <sup>ab</sup>	25 24%	58 17%	21 14%	39 18%	18 17%	- -	247 20%	2 17%	- -	179 20% <sup>s</sup>	101 21% <sup>s</sup>	31 16%	2 4%	286 20%	24 18%	6 18%	8 12%	6 24%	4 38%	1 25%
Don't know	14 1%	11 1%	1 1%	1 1%	-	-	-	-	1 *	1 1%	-	-	-	12 1%	- -	7 1%	5 1%	5 1%	- -	1 2%	14 1%	-	-	-	-	-	-
NET: At least daily	552 34%	275 36% <sup>ef</sup>	88 41% <sup>ef</sup>	78 53%	28 38% <sup>ef</sup>	12 18%	33 14%	39 39% <sup>ef</sup>	123 36%	68 45% <sup>hjk</sup>	72 34%	34 33%	3 25%	417 34%	6 54%	3 42%	264 30%	167 36%	77 41% <sup>p</sup>	31 78% <sup>pqr</sup>	493 34%	54 39%	12 36%	29 44%	9 38%	1 15%	2 46%
NET: At least weekly	1059 66%	521 68% <sup>ef</sup>	160 74% <sup>ef</sup>	109 75%	47 65% <sup>f</sup>	33 49%	117 51%	72 71% <sup>ef</sup>	244 72% <sup>cm</sup>	117 77% <sup>hm</sup>	152 71%	77 73%	8 70%	791 65%	9 79%	8 100%	557 64%	314 67%	126 67%	35 89% <sup>pqr</sup>	957 66%	93 67%	26 76%	46 69%	16 66%	3 32%	2 46%
NET: Ever	1273 79%	632 82% <sup>def</sup>	177 82% <sup>def</sup>	123 84%	50 69%	47 70%	167 73%	77 76%	282 83%	130 86%	175 82%	88 83%	12 100%	961 79%	9 83%	8 100%	689 79%	364 77%	157 84%	37 94% <sup>pq</sup>	1149 79%	114 82%	28 82%	59 88%	18 76%	6 62%	3 75%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 449  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
		No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	1595	1125	460	417	382	151	214	195	86	167	1428	78	233	306	362	277	106	49	30	72				
Weighted base	1602	1116	474	436	388	157	225	201	80*	179	1423	59*	191	268	374	299	137*	57*	42**	91*				
Several times a day	370	239	126	117	88	64	52	42	19	60	310	13	45	56	92	58	26	20	6	28				
	23%	21%	26% <sup>d</sup>	27%	23%	41% <sup>ab</sup>	23%	21%	24%	34% <sup>j</sup>	22%	22%	23%	21%	25%	19%	19%	35% <sup>o</sup>	14%	31%				
Once a day	182	127	54	53	40	23	27	22	6	40	142	6	18	27	30	28	27	8	9	21				
	11%	11%	11%	12%	10%	15%	12%	11%	7%	22% <sup>j</sup>	10%	11%	9%	10%	8%	9%	20% <sup>d</sup>	15%	21%	23% <sup>lmno</sup>				
Several times a week	345	214	127	121	112	29	60	68	16	40	306	14	46	51	86	77	20	11	9	23				
	22%	19%	27% <sup>ae</sup>	28%	29% <sup>ae</sup>	18%	26% <sup>ae</sup>	34% <sup>abe</sup>	20%	22%	21%	24%	24%	19%	23%	26% <sup>p</sup>	15%	19%	21%	25%				
Once a week	162	128	33	27	29	6	12	16	11	12	149	3	27	27	42	24	11	5	4	6				
	10%	11% <sup>bef</sup>	7%	6%	7%	4%	5%	8%	14% <sup>bdef</sup>	7%	10%	5%	14% <sup>o</sup>	10%	11%	8%	8%	8%	9%	7%				
Less often	214	153	61	55	54	17	34	24	10	15	199	11	21	41	45	45	26	6	6	3				
	13%	14%	13%	13%	14%	11%	15%	12%	12%	9%	14%	19% <sup>s</sup>	11%	15% <sup>s</sup>	12%	15% <sup>s</sup>	19% <sup>s</sup>	10%	15%	4%				
Never	315	246	68	61	61	17	38	29	15	12	303	10	33	62	78	65	24	6	8	8				
	20%	22% <sup>bde</sup>	14%	14%	16%	11%	17%	15%	19%	7%	21% <sup>i</sup>	18%	17%	23% <sup>s</sup>	21% <sup>s</sup>	22% <sup>s</sup>	18%	11%	20%	9%				
Don't know	14	8	5	2	5	1	2	-	3	-	14	-	1	4	1	3	3	1	-	2				
	1%	1%	1%	1%	1%	1%	1%	-	3% <sup>ag</sup>	-	1%	-	1%	1%	*	1%	2%	1%	-	2%				
NET: At least daily	552	366	179	170	127	87	80	64	25	100	452	20	62	83	122	85	53	28	15	49				
	34%	33%	38% <sup>d</sup>	39%	33%	56% <sup>abd</sup>	35%	32%	32%	56% <sup>j</sup>	32%	33%	33%	31%	33%	29%	39%	49% <sup>lmn</sup>	35%	54% <sup>klmno</sup>				
NET: At least weekly	1059	709	340	318	269	122	151	148	52	152	907	37	136	161	250	187	84	44	27	78				
	66%	63%	72% <sup>ad</sup>	73%	69%	78% <sup>adf</sup>	67%	74% <sup>a</sup>	65%	85% <sup>j</sup>	64%	63%	71% <sup>m</sup>	60%	67%	62%	61%	77% <sup>m</sup>	65%	86% <sup>klmnop</sup>				
NET: Ever	1273	862	401	373	323	139	184	171	62	167	1106	48	157	202	295	232	111	50	34	81				
	79%	77%	85% <sup>a</sup>	85%	83% <sup>a</sup>	89% <sup>ah</sup>	82%	85% <sup>a</sup>	78%	93% <sup>j</sup>	78%	82%	82%	75%	79%	77%	80%	87%	80%	89% <sup>mo</sup>				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 450  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**NET: Mixed Only**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1595	54	54	71	72	38	35	111	54	75	143	62	42	45	17	360	60	52	50	68	53	79
Weighted base	1602	65*	60*	63*	70*	39**	34**	126*	55*	67*	133	68*	43*	43*	23**	359	55*	58*	49*	60*	54*	80*
Several times a day	370 23%	13 20%	12 20%	16 26%	19 27% <sub>m</sub>	10 25%	10 30%	25 20%	13 23%	13 19%	37 28% <sub>m</sub>	19 28%	11 25%	4 9%	4 17%	81 22%	12 23%	16 27%	11 23%	13 23%	14 27%	17 21%
Once a day	182 11%	12 19% <sub>ckw</sub>	12 20% <sub>ckqw</sub>	3 5%	7 10%	7 19%	4 12%	16 12%	6 11%	16 10% <sub>oqwkj</sub>	13 10%	3 5%	2 4%	4 8%	3 14%	39 11%	7 12%	3 5%	9 18%	10 16%	5 9%	5 6%
Several times a week	345 22%	19 30% <sub>v</sub>	17 29% <sub>v</sub>	13 20%	12 17%	8 20%	6 16%	24 19%	16 29% <sub>v</sub>	11 16%	32 24%	22 33% <sub>ov</sub>	17 17%	11 25% <sub>dgio</sub>	3 12%	68 19%	9 16%	12 21%	9 18%	15 24%	6 11%	18 22%
Once a week	162 10%	5 7%	5 7%	6 10%	7 10%	1 1%	3 8%	9 7%	5 10%	10 15%	15 12%	3 5%	3 7%	7 16%	2 9%	37 10%	4 7%	9 15%	9 18%	4 7%	9 16%	9 11%
Less often	214 13%	5 7%	8 13%	14 21% <sub>ajw</sub>	17 25% <sub>ajsw</sub>	2 4%	5 15%	22 17% <sub>w</sub>	6 11%	9 13%	11 8%	9 14%	4 8%	8 19% <sub>aw</sub>	5 23%	54 15% <sub>w</sub>	10 18% <sub>w</sub>	6 10%	5 9%	6 10%	5 9%	4 5%
Never	315 20%	11 17%	6 11%	11 18%	7 11%	8 21%	6 19%	30 24%	9 16%	9 13%	25 19%	11 17%	5 13%	9 22%	3 13%	77 21%	14 25%	13 22%	6 12%	11 19%	16 29% <sub>bd</sub>	27 34% <sub>bcdhijl</sub>
Don't know	14 1%	-	-	-	-	4 9%	-	1 1%	-	-	-	-	2 3%	-	3 11%	3 1%	-	-	1 2%	-	-	1 1%
NET: At least daily	552 34%	25 39%	24 40% <sub>m</sub>	19 31%	26 37%	17 43%	14 42%	40 32%	18 34%	29 43% <sub>m</sub>	50 37% <sub>m</sub>	22 32%	13 29%	8 18%	7 32%	119 33%	19 35%	19 32%	20 41% <sub>m</sub>	23 39% <sub>m</sub>	19 35%	21 26%
NET: At least weekly	1059 66%	49 75%	46 76%	39 61%	45 65%	25 65%	22 66%	73 58%	40 73%	50 74%	97 73% <sub>g</sub>	47 69%	33 76%	25 59%	12 52%	225 63%	32 58%	39 68%	38 77%	42 70%	33 62%	48 60%
NET: Ever	1273 79%	54 83% <sub>w</sub>	54 89% <sub>vw</sub>	52 82% <sub>w</sub>	63 89% <sub>goww</sub>	27 59%	27 81%	95 76%	46 84% <sub>w</sub>	58 87% <sub>w</sub>	108 81% <sub>w</sub>	56 83% <sub>w</sub>	36 84%	34 78%	18 75%	279 78% <sub>w</sub>	41 75%	45 78%	42 86% <sub>w</sub>	48 81%	38 71%	52 65%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 451  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
Several times a day	3	-	3	-	3	-	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-
	47%	-	69%	-	72%	-	-	-	80%	-	-	-	-	-	-	100%	-	-	-	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-
	25%	41%	17%	-	-	100%	-	-	20%	-	-	57%	-	57%	-	-	-	-	100%	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-
NET: At least daily	4	1	3	-	4	-	-	-	3	-	1	-	-	-	3	-	-	-	-	1	-
	66%	59%	69%	-	100%	-	-	-	80%	-	100%	-	-	-	100%	-	-	-	-	100%	-
NET: At least weekly	5	2	3	-	4	1	-	-	3	-	1	1	-	1	3	-	-	-	1	1	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	-	100%	100%	-
NET: Ever	5	2	3	-	4	1	-	-	3	-	1	1	-	1	3	-	-	-	1	1	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	100%	-	-	-	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 452  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	2	2	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	.*	.*	.*	.*	.*	.*	.*	.*	.*	.*	5**	.*	2**	1**	3**	.*	5**	.*	.*	.*	.*	.*	.*	.*
Several times a day	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	3	-	-	-	-	-	-	-
	47%	60%	-	-	-	-	-	-	-	-	-	-	-	47%	-	-	-	100%	-	47%	-	-	-	-	-	-	-
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-
	18%	23%	-	-	-	-	-	-	-	-	-	-	-	18%	-	59%	-	-	-	18%	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-
	25%	16%	55%	-	-	-	-	-	-	-	-	-	-	25%	-	41%	55%	-	-	25%	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	45%	-	-	10%	-	-	-	-	-	-	-
NET: At least daily	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	1	-	3	-	4	-	-	-	-	-	-	-
	66%	84%	-	-	-	-	-	-	-	-	-	-	-	66%	-	59%	-	100%	-	66%	-	-	-	-	-	-	-
NET: At least weekly	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	2	1	3	-	5	-	-	-	-	-	-	-
	90%	100%	55%	-	-	-	-	-	-	-	-	-	-	90%	-	100%	55%	100%	-	90%	-	-	-	-	-	-	-
NET: Ever	5	4	1	-	-	-	-	-	-	-	-	-	-	5	-	2	1	3	-	5	-	-	-	-	-	-	-
	90%	100%	55%	-	-	-	-	-	-	-	-	-	-	90%	-	100%	55%	100%	-	90%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 453  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 18-5 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£7,000 (k)	£14,000 (l)	£21,000 (m)	£28,000 (n)	£34,000 (o)	£41,000 (p)	£48,000 (q)	£55,000 (r)
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	..*	4**	2**	..*	..*	1**	3**	..*	1**	..*	..*	..*
Several times a day	3	-	3	3	3	3	3	3	-	3	-	-	-	3	-	-	-	-	-	-
	47%	-	72%	72%	72%	100%	72%	100%	-	72%	-	-	-	83%	-	-	-	-	-	-
Once a day	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-
	25%	72%	-	-	-	-	-	-	-	72%	-	-	-	100%	-	-	100%	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-
NET: At least daily	4	-	4	4	4	3	4	3	-	4	-	-	-	3	-	-	-	-	-	-
	66%	-	100%	100%	100%	100%	100%	100%	-	100%	-	-	-	83%	-	-	-	-	-	-
NET: At least weekly	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	1	-	-	-
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	100%	-	-	-
NET: Ever	5	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	1	-	-	-
	90%	72%	100%	100%	100%	100%	100%	100%	-	100%	72%	-	-	100%	83%	-	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 454  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	5	-	-	-	-	-	2	-	-	1	-	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	..**	..**	..**	..**	..**	1**	..**	..**	3**	..**	..**	..**	..**	..**	2**	..**	..**	..**	..**	..**
Several times a day	3	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	47%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Once a day	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	61%	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	25%	-	-	-	-	-	57%	-	-	-	-	-	-	-	39%	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	4	-	-	-	-	-	-	-	-	3	-	-	-	-	1	-	-	-	-	-	-
	66%	-	-	-	-	-	-	-	-	100%	-	-	-	-	61%	-	-	-	-	-	-
NET: At least weekly	5	-	-	-	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-	-
	90%	-	-	-	-	-	57%	-	-	100%	-	-	-	-	100%	-	-	-	-	-	-
NET: Ever	5	-	-	-	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-	-
	90%	-	-	-	-	-	57%	-	-	100%	-	-	-	-	100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 455  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
Several times a day	332 23%	128 21%	204 25%	77 41% i	93 34% i	49 21% hi	61 23% hi	22 11%	30 11%	90 23%	83 20%	70 24%	89 28% k	28 22%	16 27%	33 23%	34 28%	32 27%	22 25%	17 24%	30 23%	37 19%	38 19%	32 24%	14 33%
Once a day	147 10%	64 10%	83 10%	34 18% ghi	32 12%	29 13% hi	23 9%	11 6%	17 6%	42 11%	36 9%	44 15% km	24 8%	20 16% u	3 5%	13 9%	13 11%	11 9%	8 9%	13 18% ouw	7 6%	22 11%	16 8%	17 13%	5 11%
Several times a week	317 22%	144 23%	173 22%	33 18%	72 27% i	42 18%	64 24%	57 28% dfi	48 18%	69 17%	108 27% j	59 20%	80 25% j	37 30% y	14 24%	30 21%	22 18%	28 24%	21 23%	20 29% y	34 26% y	43 22%	37 19%	26 20%	4 9%
Once a week	158 11%	57 9%	101 13%	7 4%	14 5%	23 10% d	34 13% de	34 17% def	46 17% def	43 11%	49 12%	35 12%	31 10%	10 8%	6 10%	18 12%	11 9%	12 10%	15 16%	7 9%	13 10%	16 8%	22 11%	22 17% v	7 17%
Less often	210 15%	97 16%	113 14%	16 9%	27 10%	38 16% d	45 17% de	26 13%	59 22% deh	65 16%	60 15%	45 15%	41 13%	14 11%	11 19%	20 14%	18 15%	16 13%	14 15%	7 11%	17 13%	39 20% x	40 21% x	11 9%	3 7%
Never	242 17%	121 20%	121 15%	17 9%	29 11%	49 21% deg	33 12%	50 25% deg	66 25% deg	80 20%	71 17%	40 14%	51 16%	16 13%	9 15%	29 20%	20 16%	19 16%	10 11%	6 9%	26 21%	36 18%	41 21% t	21 16%	10 23%
Don't know	15 1%	9 1%	6 1%	2 1%	6 2% i	2 1%	4 1%	2 1%	-	5 1%	2 1%	3 1%	5 2%	-	2 2%	4 3%	-	1 1%	-	2 1%	2 2%	3 2%	3 2%	1 1%	-
NET: At least daily	478 34%	192 31%	286 36%	110 59% efg	125 46% fgh	78 34% hi	84 32% hi	34 17%	47 18%	132 34%	119 29%	114 39% k	113 35%	48 38%	19 32%	46 32%	47 39%	43 36%	30 34%	29 42% w	37 29%	59 30%	53 27%	49 38%	19 44% w
NET: At least weekly	953 67%	392 63%	560 70% a	150 81% fgh	211 77% fhi	142 62%	182 69% i	125 62%	141 53%	244 62%	276 68%	207 70%	225 70% j	94 76% vw	38 66%	95 65%	80 66%	83 70% w	66 73% w	56 80% puv	84 65%	117 60%	112 57%	97 75% vw	30 70%
NET: Ever	1163 82%	489 79%	673 84% a	166 90% fhi	238 87% fhi	180 78%	227 86% fhi	151 75%	201 75%	309 78%	336 82%	252 85%	266 83%	108 87%	49 85%	115 78%	98 81%	99 84%	80 88%	63 91% puw	101 8%	156 80%	153 78%	108 83%	33 77%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 456  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental con-dition (i)	Yes - phys-ical con-dition (j)	Yes - disabi-lity (k)	Yes - other (l)	No (m)	No formal educa-tion (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time educa-tion (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
Several times a day	332 23%	147 21%f	60 31%af	51 41%	21 36%ae	11 17%	17 8%	26 31%f	84 27%	50 35%hjk	47 25%	25 25%	1 14%	240 22%	4 48%	2 23%	160 21%	101 24%	43 26%	19 55%pq	306 24%	24 21%	7 23%	14 25%	3 18%	-	-
Once a day	147 10%	88 13%def	20 10%	14 11%	2 3%	2 3%	14 6%	7 9%	29 9%	14 10%	17 9%	9 9%	2 14%	114 11%	1 8%	1 18%	75 10%	36 9%	26 15%q	6 17%	135 10%	9 8%	3 11%	5 8%	1 8%	-	-
Several times a week	317 22%	169 25%	46 24%	19 15%	13 22%	12 19%	38 18%	20 23%	80 26%	35 25%	52 27%	29 29%	2 19%	231 21%	2 23%	2 28%	181 24%ef	100 24%g	25 15%	3 10%	296 23%	19 17%	6 21%	9 17%	1 5%	3 35%	-
Once a week	158 11%	59 9%	20 10%	11 9%	4 8%	8 13%	43 21%abd	11 13%	34 11%	16 11%	23 12%	13 12%	1 7%	118 11%	1 6%	2 30%	89 12%	43 10%	17 10%	1 3%	139 11%	17 14%	5 18%	7 13%	4 20%	-	1 19%
Less often	210 15%	103 15%g	19 9%	15 12%	6 10%	14 24%bg	48 23%abdg	5 6%	41 13%i	12 8%	26 14%	11 11%	4 41%	164 15%i	* 4%	-	125 16%	52 12%	30 18%	3 8%	189 15%	19 17%	4 14%	10 17%	2 9%	2 23%	2 53%
Never	242 17%	108 16%	29 15%	14 11%	11 19%	15 24%	50 24%ab	15 17%	38 12%	15 10%	27 14%	14 13%	* 4%	196 18%hi	1 11%	-	131 17%	81 19%j	26 16%	2 5%	210 16%	27 24%	4 13%	11 20%	8 41%	4 42%	1 28%
Don't know	15 1%	11 2%	1 1%	1 1%	1 2%	-	-	1 1%	2 1%	1 1%	-	1 1%	-	13 1%	-	9 1%	5 1%	5 1%	-	1 2%	15 1%	-	-	-	-	-	-
NET: At least daily	478 34%	235 34%ef	80 41%ef	65 52%	23 39%ef	12 20%	30 14%	34 40%ef	113 37%	64 45%hjk	64 33%	33 33%	3 28%	354 33%	5 56%	3 42%	235 30%	137 33%	69 41%p	25 29%	441 34%	33 29%	10 34%	18 33%	5 25%	-	-
NET: At least weekly	953 67%	463 68%ef	146 75%ef	94 76%	40 69%ef	32 52%	111 53%	66 76%ef	227 74%lm	114 81%hjm	140 73%	75 75%	6 54%	704 65%	8 85%	8 100%	505 66%	280 67%	111 66%	30 85%pq	876 68%	69 60%	21 72%	35 63%	9 50%	3 35%	1 19%
NET: Ever	1163 82%	566 83%	165 84%f	110 88%	45 79%	46 76%	160 76%	70 82%	268 87%lm	126 89%lm	166 86%	86 86%	10 96%	868 81%	8 89%	8 100%	630 82%	332 79%	141 84%	32 93%	1066 83%	88 76%	25 87%	44 80%	11 59%	5 58%	3 72%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 457  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No child- ren aged 18 or under		NET: Under 18		NET: Any 5- 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)
		(a)	NET: Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)	(s)				
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64				
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*				
Several times a day	332 23%	211 21%	117 28% <sup>ad</sup>	109 28%	83 24%	58 42% <sup>abd</sup>	49 25% <sup>fgh</sup>	41 23%	18 25%	53 35% <sup>j</sup>	279 22%	11 23%	41 23%	50 21%	89 26%	53 19%	22 19%	19 34% <sup>o</sup>	6 16%	22 27%				
Once a day	147 10%	102 10%	45 11% <sup>d</sup>	44 11%	31 9%	20 14%	21 11%	18 10%	6 8%	29 19% <sup>aj</sup>	118 9%	6 13%	17 10%	25 11%	23 7%	26 9%	19 17% <sup>an</sup>	6 12%	4 12%	13 17% <sup>an</sup>				
Several times a week	317 22%	201 20%	114 27% <sup>ae</sup>	108 28%	102 29% <sup>abe</sup>	27 20%	56 28% <sup>a</sup>	60 33% <sup>aeh</sup>	15 20%	27 18%	289 23%	11 23%	41 24%	47 20%	77 23%	72 26%	19 17%	13 24%	9 26%	20 25%				
Once a week	158 11%	120 12% <sup>f</sup>	35 8%	29 7%	29 8%	8 6%	12 6%	15 8%	9 12%	17 11%	140 11%	5 10%	27 16%	23 10%	42 12%	26 10%	7 7%	4 7%	2 7%	8 11%				
Less often	210 15%	159 16%	50 12%	46 12%	46 13%	13 9%	25 13%	24 13%	10 13%	18 12%	193 15%	11 22%	24 14%	36 16%	49 14%	42 15%	24 21%	6 11%	4 12%	7 9%				
Never	242 17%	185 19% <sup>be</sup>	57 13%	49 13%	52 15%	12 9%	30 15%	26 14%	14 19%	7 5%	235 19% <sup>i</sup>	4 9%	22 13%	48 21% <sup>l</sup>	57 17%	53 19%	21 18%	6 11%	10 27%	7 9%				
Don't know	15 1%	10 1%	5 1%	2 1%	5 1%	1 1%	2 1%	-	3 3% <sup>g</sup>	-	15 1%	-	1 1%	4 2%	2 1%	4 1%	3 2%	1 2%	-	2 2%				
NET: At least daily	478 34%	313 32%	162 38% <sup>ad</sup>	153 40%	114 33%	78 56% <sup>abd</sup>	71 36% <sup>fgh</sup>	59 32%	24 32%	82 54% <sup>j</sup>	396 31%	17 36%	58 33%	74 32%	112 33%	79 29%	41 36%	25 46% <sup>o</sup>	10 28%	35 44% <sup>o</sup>				
NET: At least weekly	953 67%	633 64%	311 74% <sup>ad</sup>	290 75%	245 70%	114 81% <sup>abd</sup>	139 71% <sup>fgh</sup>	134 73% <sup>a</sup>	48 65%	127 84% <sup>j</sup>	826 65%	33 69%	126 73% <sup>mp</sup>	145 62%	231 68%	177 64%	67 59%	42 77%	22 61%	63 80% <sup>mop</sup>				
NET: Ever	1163 82%	792 80%	361 85% <sup>aa</sup>	336 87%	292 84%	126 90% <sup>ah</sup>	164 83%	157 86%	58 78%	144 95% <sup>j</sup>	1018 80%	43 91% <sup>m</sup>	150 87% <sup>m</sup>	182 78%	279 83%	219 80%	91 79%	48 87%	26 73%	70 89%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 458  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
Several times a day	332 23%	13 23%	12 22%	16 27% <sub>m</sub>	17 27% <sub>m</sub>	9 26%	9 32%	25 22% <sub>m</sub>	11 28% <sub>m</sub>	11 18%	31 28% <sub>m</sub>	19 30% <sub>m</sub>	8 24%	2 5%	4 23%	63 20%	11 22%	16 28% <sub>m</sub>	11 23%	13 26% <sub>m</sub>	14 33% <sub>m</sub>	15 20%
Once a day	147 10%	8 14%	12 21% <sub>cdjko</sub>	3 5%	4 6%	5 14%	3 10%	13 12%	4 10%	10 17% <sub>q</sub>	9 8%	3 5%	2 5%	4 9%	3 19%	27 8%	7 13%	1 3%	9 18% <sub>q</sub>	10 19% <sub>cdko</sub>	5 11%	6 8%
Several times a week	317 22%	18 32% <sub>v</sub>	17 30% <sub>v</sub>	12 20%	12 18%	7 21%	6 19%	19 27%	11 27%	13 22%	30 27% <sub>v</sub>	19 30% <sub>v</sub>	11 31%	10 26%	1 5%	67 21%	8 15%	12 22%	9 19%	15 28% <sub>v</sub>	4 9%	17 23%
Once a week	158 11%	5 8%	4 7%	6 9%	8 13%	1 1%	3 11%	12 14%	5 14%	10 17%	14 12%	5 9%	3 9%	6 17%	2 12%	32 10%	4 7%	10 18%	9 19%	3 5%	7 17%	9 12%
Less often	210 15%	6 11%	7 13%	12 20% <sub>w</sub>	15 24% <sub>ijw</sub>	2 7%	2 6%	17 15%	5 13%	9 14%	12 10%	7 11%	7 19%	10 25% <sub>ijw</sub>	3 14%	63 20% <sub>ijw</sub>	10 19% <sub>w</sub>	6 11%	5 10%	7 13%	3 7%	3 5%
Never	242 17%	7 12%	3 6%	11 18%	8 13%	8 21%	6 22%	26 22% <sub>bs</sub>	3 8%	7 12%	17 15%	10 15%	3 7%	7 18%	2 12%	64 20% <sub>bs</sub>	12 24% <sub>bs</sub>	9 17%	4 9%	4 8%	10 23% <sub>b</sub>	22 30% <sub>abdhijs</sub>
Don't know	15 1%	-	-	-	-	4 10%	-	1 1%	-	-	-	-	2 4%	-	3 15%	4 1%	-	-	1 2%	-	-	2 3%
NET: At least daily	478 34%	21 37% <sub>m</sub>	24 43% <sub>m</sub>	19 32%	21 33%	14 39%	12 42%	38 34%	15 38% <sub>m</sub>	21 35% <sub>m</sub>	40 36% <sub>m</sub>	22 34%	10 29%	6 15%	7 42%	91 28%	18 35%	17 31%	20 42% <sub>m</sub>	23 45% <sub>mo</sub>	19 44% <sub>m</sub>	21 28%
NET: At least weekly	953 67%	43 77% <sub>o</sub>	45 81% <sub>gmop</sub>	37 62%	40 64%	22 61%	21 72%	70 61%	31 79% <sub>op</sub>	44 74% <sub>o</sub>	84 75% <sub>op</sub>	46 73%	24 69%	22 57%	10 59%	189 59%	29 57%	39 72%	37 79% <sub>op</sub>	40 79% <sub>gmop</sub>	30 70%	46 62%
NET: Ever	1163 82%	50 88% <sub>w</sub>	52 94% <sub>gopv</sub>	49 82%	55 87% <sub>w</sub>	24 68%	23 78%	87 76%	36 92% <sub>w</sub>	53 88% <sub>w</sub>	96 85% <sub>w</sub>	53 85%	31 88%	32 82%	13 73%	253 79%	39 76%	45 83%	42 89% <sub>w</sub>	47 92% <sub>gopv</sub>	33 77%	49 67%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 459  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
Several times a day	98 13%	39 14%	59 12%	48 27% hi	33 16% efghi	10 7%	5 5%	1 1%	2 3%	34 16%	29 13%	17 11%	18 12%	2 3%	2 10%	10 13%	8 11%	13 17% n	4 9%	5 13%	5 8%	24 19% n	15 16%	11 19% n	* 1%
Once a day	83 11%	36 13%	47 10%	38 21% eghi	20 10%	16 12%	5 4%	2 3%	2 4%	36 17% k	13 6%	15 9%	19 12%	8 15%	1 3%	9 11%	11 16% s	5 8%	* 1%	2 6%	10 15% s	22 18% sw	6 6%	5 9%	2 7%
Several times a week	104 14%	26 10%	77 16% a	31 18% i	37 18% i	14 10%	14 13%	6 8%	2 3%	29 13%	39 18%	18 11%	18 12%	8 15%	3 13%	12 14%	8 12%	13 18%	6 16%	6 16%	10 14%	15 12%	11 12%	5 9%	5 18%
Once a week	68 9%	23 8%	45 9%	13 7%	23 11% 9	12 9%	11 10%	6 9%	4 8%	17 8%	18 8%	24 15% m	10 6%	1 2%	3 14%	7 9%	6 9%	4 6%	2 5%	4 9%	7 10%	22 18% nw	5 6%	7 12%	-
Less often	130 17%	40 15%	90 19%	17 10%	30 16%	30 22% d	27 25% d	16 22% d	7 14%	33 15%	44 20%	27 17%	26 16%	12 21%	6 28%	12 15%	14 20%	18 25% v	4 11%	5 14%	11 16%	15 12%	18 19%	10 17%	5 17%
Never	259 35%	102 38%	157 33%	29 16%	54 26%	55 40% de	47 43% de	40 57% defg	34 67% defg	63 30%	77 35%	55 35%	64 40% j	25 44% v	6 33%	31 38% v	19 28%	19 25%	22 54% qrv	16 42% v	24 35%	24 19%	37 40% v	20 34%	16 57%
Don't know	7 1%	3 1%	4 1%	2 1%	5 2%	-	-	-	-	3 2%	-	2 1%	2 1%	-	-	-	3 4%	-	1 3%	-	2 2%	1 1%	-	-	-
NET: At least daily	181 24%	74 28%	106 22%	85 48% efg hi	53 26% ghi	26 19% h	10 9%	3 4%	4 8%	70 33% kl	42 19%	31 20%	37 24%	10 18%	3 13%	20 24%	19 27%	18 25%	4 10%	7 19%	15 22%	46 37% nsw	20 22%	16 28%	2 8%
NET: At least weekly	352 47%	123 46%	229 48%	129 73% efg hi	112 55% fgh i	52 38% hi	34 32%	15 21%	10 19%	116 54% m	98 45%	73 47%	66 42%	20 35%	8 39%	38 47%	33 48%	36 49%	13 31%	17 44%	32 47%	83 68% npq rstuw x	37 40%	28 49%	8 26%
NET: Ever	482 64%	163 61%	319 67%	146 82% efg hi	145 71% ghi	82 60% hi	61 57% i	31 43%	17 33%	148 69% m	143 65%	100 64%	91 58%	32 56%	13 67%	51 62%	47 68% s	54 75% s	17 42%	22 58%	43 63%	97 80% nps tuw	55 60%	38 66% s	12 43%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 460  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Working Status								Disability				What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**
Several times a day	98	44	13	21	11	1	1	7	13	9	5	3	-	84	1	-	36	36	11	13	75	21	5	13	2	-	2
	13%	11%	11%	26%	24%abf	7%	2%	15%f	10%	12%	7%	6%	-	14%	55%	-	9%	15%	12%	42%	12%	24%t	23%	28%t	14%	-	78%
Once a day	83	51	10	14	4	-	1	3	10	5	8	4	1	71	-	1	35	23	15	6	67	15	3	5	5	1	-
	11%	13%	8%	18%	8%	-	3%	6%	8%	7%	11%	10%	27%	12%	-	39%	9%	10%	16%	20%	10%	16%	16%	12%	34%	17%	-
Several times a week	104	69	14	12	2	1	2	4	21	6	12	4	2	79	-	-	62	27	11	4	93	10	5	2	1	2	-
	14%	17%df	12%	15%	4%	5%	4%	8%	16%i	8%	17%i	10%	51%	13%	-	-	16%	11%	12%	13%	14%	11%	25%	4%	7%	19%	-
Once a week	68	44	6	6	3	2	2	4	11	7	8	5	-	53	-	-	35	19	10	2	54	13	2	10	1	-	-
	9%	11%	5%	7%	8%	20%	4%	9%	10%	11%	12%	-	9%	-	-	9%	8%	11%	8%	8%	14%	8%	22%t	9%	-	-	
Less often	130	64	29	10	6	-	9	12	29	18	13	13	-	98	1	2	67	34	23	3	112	17	4	8	2	3	1
	17%	16%	25%a	12%	12%	-	21%	25%	23%	24%	19%	33%jm	-	16%	45%	61%	18%	14%	24%	10%	17%	19%	19%	19%	11%	35%	22%
Never	259	126	42	17	20	8	29	17	44	29	24	11	1	205	-	-	141	93	23	2	241	14	2	7	4	2	-
	35%	31%	36%	21%	44%	69%	67%abd	37%	34%	39%	35%	28%	22%	34%	-	-	37%	40%r	25%	5%	37%uw	16%	8%	15%	4%	26%	29%
Don't know	7	5	1	1	-	-	-	-	-	-	-	-	-	7	-	-	3	3	-	1	7	-	-	-	-	-	-
	1%	1%	1%	1%	-	-	-	-	-	-	-	-	-	1%	-	-	1%	1%	-	3%	1%	-	-	-	-	-	-
NET: At least daily	181	95	23	36	15	1	2	10	23	14	13	6	1	156	1	1	70	60	26	20	143	36	8	18	7	1	2
	24%	24%f	20%f	44%	32%f	7%	5%	21%f	18%	19%	18%	16%	27%	26%	55%	39%	19%	25%	28%	62%	22%	40%t	40%	40%t	47%	17%	78%
NET: At least weekly	352	209	43	54	20	4	5	18	54	27	33	15	3	288	1	1	167	105	47	26	290	59	15	30	9	3	2
	47%	52%bf	37%f	66%	43%f	31%	12%	38%f	43%	37%	47%	39%	78%	48%	55%	39%	44%	45%	51%	82%	45%	65%t	73%	66%t	63%	37%	78%
NET: Ever	482	273	73	64	26	4	14	29	83	45	46	29	3	386	2	4	233	139	70	30	402	76	19	38	11	6	2
	64%	68%f	63%f	78%	56%f	31%	33%	63%f	66%	61%	65%	72%	78%	65%	100%	100%	62%	59%	75%pq	93%	62%	84%t	92%	85%t	74%	71%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 461  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: 18-5 (c)		Any aged under 5-10 (d)		Any aged 11-15 (e)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			NET: Yes (b)	NET: Under 16 (c)	NET: 18-5 (d)	Any aged under 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 19-24 (h)	£14,001 to £21,000 (m)				£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53	
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*	
Several times a day	98	69	27	24	13	19	7	8	5	23	76	4	12	6	18	7	14	8	-	15	
	13%	14%	11% <sup>d</sup>	11%	7%	22% <sup>bdfg</sup>	7%	8%	15%	20% <sup>j</sup>	12%	14%	16% <sup>o</sup>	7%	11%	5%	21% <sup>mo</sup>	23%	-	22% <sup>mo</sup>	
Once a day	83	63	20	20	17	10	12	9	3	19	64	3	11	5	11	15	9	6	3	15	
	11%	12%	8%	9%	9%	12%	11%	9%	8%	17%	10%	10%	15% <sup>m</sup>	5%	7%	11%	13%	16%	11%	22% <sup>mn</sup>	
Several times a week	104	65	36	36	28	14	19	19	3	27	76	1	9	12	24	24	3	1	10	15	
	14%	13%	15%	16%	16%	16%	17%	19%	8%	25% <sup>ej</sup>	12%	5%	12%	12%	14%	18% <sup>p</sup>	5%	1%	44%	23% <sup>p</sup>	
Once a week	68	36	29	27	25	5	11	15	4	10	58	5	6	11	15	11	4	5	-	6	
	9%	7%	12% <sup>e</sup>	12%	14% <sup>a</sup>	6%	10%	15% <sup>a</sup>	11%	9%	9%	17%	8%	11%	9%	8%	6%	13%	-	9%	
Less often	130	84	46	42	38	11	25	17	8	10	120	9	9	17	33	32	13	5	3	4	
	17%	17%	19%	19%	21%	12%	22%	17%	24%	9%	19% <sup>i</sup>	32%	12%	18%	20% <sup>s</sup>	24% <sup>s</sup>	18%	13%	11%	6%	
Never	259	182	77	72	59	29	36	33	11	22	237	7	26	44	68	47	23	12	8	11	
	35%	36%	33%	32%	32%	32%	32%	33%	33%	20%	37% <sup>i</sup>	23%	37% <sup>s</sup>	46% <sup>s</sup>	40% <sup>s</sup>	34% <sup>s</sup>	33%	32%	33%	16%	
Don't know	7	4	2	2	1	1	1	-	-	-	7	-	-	1	-	1	3	1	-	2	
	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%	-	-	1%	-	*	4% <sup>n</sup>	2%	-	2%	
NET: At least daily	181	132	46	44	30	30	19	18	8	41	139	7	22	11	29	22	23	14	3	29	
	24%	26% <sup>d</sup>	20%	20%	17%	33% <sup>bdfg</sup>	17%	17%	24%	38% <sup>j</sup>	22%	24%	31% <sup>mno</sup>	12%	17%	16%	34% <sup>mno</sup>	38%	11%	44% <sup>mno</sup>	
NET: At least weekly	352	234	111	107	84	49	49	51	14	79	273	13	37	34	69	57	31	20	13	51	
	47%	46%	47%	48%	46%	55%	44%	51%	43%	71% <sup>ej</sup>	43%	45%	51% <sup>m</sup>	35%	40%	42%	44%	53%	55%	76% <sup>lmnop</sup>	
NET: Ever	482	318	157	149	122	60	74	68	22	89	393	22	45	51	102	89	43	25	16	55	
	64%	63%	67%	67%	67%	67%	66%	67%	67%	80% <sup>ej</sup>	62%	77%	63%	53%	60%	65%	63%	66%	67%	82% <sup>lmno</sup>	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 462

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Instagram****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
Several times a day	98	-	2	2	6	2	-	8	3	3	15	6	1	3	-	32	1	4	4	4	*	*
	13%	-	9%	10%	15%	9%	-	13%	12%	13%	21%	16%	7%	14%	-	18%	6%	17%	26%	12%	1%	2%
Once a day	83	4	4	1	6	4	1	8	1	2	6	4	-	1	-	31	5	1	-	2	2	-
	11%	15%	20%	2%	17%	16%	8%	13%	4%	9%	9%	10%	-	6%	-	17%	21%	4%	-	7%	7%	-
Several times a week	104	4	5	3	2	2	5	7	8	2	10	7	6	1	4	16	2	1	1	4	5	7
	14%	14%	21%	12%	6%	8%	34%	11%	35%	10%	15%	19%	28%	8%	35%	9%	9%	4%	7%	13%	18%	25%
Once a week	68	-	1	3	3	2	1	7	3	*	4	5	1	1	3	25	1	2	3	3	-	*
	9%	-	4%	13%	9%	8%	7%	12%	11%	2%	6%	12%	3%	6%	26%	14%	3%	7%	21%	8%	-	2%
Less often	130	7	4	6	10	3	3	11	1	2	16	4	3	2	3	28	5	6	3	5	5	2
	17%	24%	18%	27%	28%	14%	18%	18%	5%	8%	23%	10%	15%	10%	31%	15%	19%	26%	20%	17%	17%	8%
Never	259	13	6	8	9	7	5	21	8	13	18	13	9	10	1	47	10	11	4	13	16	17
	35%	48%	28%	36%	24%	32%	32%	33%	32%	58%	26%	33%	41%	56%	8%	26%	43%	43%	26%	43%	57%	58%
Don't know	7	-	-	-	-	3	-	-	-	-	-	-	2	-	-	1	-	-	-	-	-	1
	1%	-	-	-	-	11%	-	-	-	-	-	-	7%	-	-	1%	-	-	-	-	-	5%
NET: At least daily	181	4	6	3	12	6	1	16	4	5	21	10	1	4	-	63	6	5	4	6	2	*
	24%	15%	29%	12%	32%	26%	8%	26%	17%	22%	30%	26%	7%	20%	-	35%	26%	21%	26%	19%	8%	2%
NET: At least weekly	352	8	12	8	17	10	7	30	15	7	35	23	8	6	7	104	9	8	9	12	8	8
	47%	29%	53%	37%	48%	42%	50%	49%	63%	34%	51%	57%	37%	34%	61%	58%	38%	32%	54%	40%	26%	29%
NET: Ever	482	15	16	13	27	13	10	42	16	9	52	27	12	8	10	132	14	14	12	17	12	11
	64%	52%	72%	64%	76%	57%	68%	67%	68%	42%	74%	67%	52%	44%	92%	73%	57%	57%	74%	57%	43%	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 463  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
Several times a day	93	32	61	60	23	6	3	2	-	23	32	17	20	10	3	9	8	13	5	6	5	10	15	9	1
	26%	26%	26%	42%ef	20%	12%	9%	7%	-	23%	29%	20%	31%	28%	26%	23%	21%	27%	34%	29%	20%	18%	42%	39%	4%
Once a day	43	22	21	24	11	2	3	1	2	11	11	16	5	8	1	7	7	6	-	7	2	1	-	4	-
	12%	18%ab	9%	17%	9%	4%	10%	6%	30%	10%	10%	19%	8%	21%	5%	20%	19%v	12%	-	32%	7%	3%	-	17%	-
Several times a week	62	13	49	29	19	7	4	3	-	25	22	6	9	6	3	4	8	12	2	2	4	8	8	2	3
	17%	10%	21%a	20%	17%	15%	13%	14%	-	24%l	20%	7%	15%	17%	12%	12%	22%	24%	8%	14%	15%	22%	9%	20%	20%
Once a week	33	15	18	4	14	7	4	2	2	12	6	14	1	5	1	3	1	4	1	-	4	9	1	1	2
	9%	12%	8%	3%	12%cd	15%cd	15%	7%	26%	12%cd	6%	16%cd	2%	14%	6%	8%	2%	9%	8%	-	16%	17%	4%	6%	15%
Less often	54	19	34	8	19	8	8	9	2	12	18	16	8	3	2	8	3	4	3	4	1	7	6	5	6
	15%	15%	15%	5%	17%cd	18%cd	27%	39%	32%	12%	16%	18%	12%	9%	19%	22%	7%	9%	22%	20%	5%	14%	18%	20%	36%
Never	69	21	48	16	22	16	8	6	1	16	21	14	18	4	2	6	9	9	3	2	8	15	5	2	4
	19%	17%	21%	11%	20%	35%cd	27%	25%	12%	15%	19%	17%	28%	11%	19%	15%	22%	19%	18%	11%	32%	28%	14%	9%	25%
Don't know	7	4	4	2	5	-	-	-	-	4	-	2	2	-	-	-	3	-	1	-	2	2	-	-	-
	2%	3%	2%	2%	4%	-	-	-	-	4%	-	2%	3%	-	-	-	7%	-	6%	-	6%	4%	-	-	-
NET: At least daily	136	55	81	84	34	8	5	3	2	34	44	33	25	17	4	16	16	19	5	13	7	11	15	13	1
	38%	43%	35%	59%ef	30%	16%	18%	14%	30%	33%	39%	39%	39%	49%	31%	43%	40%	39%	34%	62%	27%	21%	42%	56%	4%
NET: At least weekly	231	82	149	118	66	21	14	8	3	71	71	53	36	29	7	24	25	35	8	14	14	28	24	17	6
	64%	65%	63%	82%ef	59%	47%	46%	36%	57%	69%	65%	63%	56%	80%	62%	63%	64%	72%	54%	69%	57%	53%	68%	71%	39%
NET: Ever	285	102	183	125	85	30	22	17	5	83	89	68	44	32	10	32	27	39	11	18	16	35	30	22	12
	79%	81%	78%	87%f	76%	65%	73%	75%	88%	81%	81%	81%	68%	89%	81%	85%	71%	81%	77%	89%	62%	67%	86%	91%	75%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 464  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
Several times a day	93	47	11	25	9	-	-	1	13	9	6	4	-	75	1	-	43	28	5	14	76	16	4	12	*	-	-
	26%	22%	27%	49%	32%	-	-	6%	26%	31%	20%	27%	-	25%	43%	-	24%	24%	16%	51%	25%	31%	43%	38%	4%	-	-
Once a day	43	29	2	7	1	-	2	1	8	3	6	1	-	34	-	-	14	17	10	2	39	4	1	3	-	-	-
	12%	14%	6%	14%	3%	-	54%	7%	15%	9%	20%	8%	-	12%	-	-	8%	15%	30%	6%	13%	7%	10%	8%	-	-	-
Several times a week	62	40	7	8	4	-	-	3	9	5	6	1	-	51	1	-	29	24	3	5	55	7	2	3	*	-	1
	17%	19%	16%	16%	14%	-	-	15%	18%	19%	20%	4%	-	17%	39%	-	16%	21%	8%	19%	18%	14%	26%	11%	5%	-	50%
Once a week	33	20	7	2	2	-	2	1	3	2	3	2	1	28	-	-	15	12	5	1	24	8	1	7	-	-	-
	9%	9%	16%	5%	7%	-	46%	5%	7%	8%	9%	12%	60%	9%	-	-	9%	11%	14%	2%	8%	16%	11%	23%	-	-	-
Less often	54	35	7	4	3	2	-	2	9	4	5	5	1	43	-	1	34	13	3	3	47	7	1	4	1	-	1
	15%	16%	17%	7%	13%	73%	-	11%	18%	14%	17%	36%	40%	15%	-	49%	19%	11%	10%	10%	15%	13%	10%	12%	9%	-	50%
Never	69	38	7	4	8	1	-	12	9	6	4	2	-	60	*	1	40	19	7	2	59	9	-	3	5	1	-
	19%	18%	16%	8%	30%	27%	-	56%	17%	20%	13%	13%	-	20%	19%	51%	22%	16%	22%	8%	19%	18%	-	9%	68%	100%	-
Don't know	7	5	1	1	-	-	-	-	-	-	-	-	-	7	-	-	4	3	-	1	6	1	-	-	1	-	-
	2%	2%	3%	2%	-	-	-	-	-	-	-	-	-	2%	-	-	2%	2%	-	3%	2%	2%	-	-	14%	-	-
NET: At least daily	136	76	14	32	9	-	2	3	21	11	12	5	-	109	1	-	57	45	15	16	115	20	4	15	*	-	-
	38%	36%	32%	63%	35%	-	54%	13%	41%	40%	40%	35%	-	36%	43%	-	32%	39%	46%	57%	38%	38%	53%	46%	4%	-	-
NET: At least weekly	231	136	27	42	15	-	3	7	33	19	21	7	1	188	2	-	101	82	23	22	194	35	8	26	1	-	1
	64%	64%	64%	83%	57%	-	100%	33%	65%	66%	70%	51%	60%	63%	81%	-	56%	71%	68%	79%	63%	68%	90%	80%	8%	-	50%
NET: Ever	285	171	35	46	18	2	3	9	42	23	26	12	2	232	2	1	135	95	26	25	241	42	8	30	1	-	2
	79%	80%	81%	91%	70%	73%	100%	44%	83%	80%	87%	87%	100%	78%	81%	49%	75%	82%	78%	89%	79%	80%	100%	91%	18%	-	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 465

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Snapchat****Base: All who visited/ used sites/ apps**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
		No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 to £55,000 or more (s)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)											
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40						
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*						
Several times a day	93	73	20	18	14	11	11	8	2	22	72	3	12	8	14	11	8	7	6	13						
	26%	31% <sup>bd</sup>	17%	16%	16%	22%	21%	17%	20%	37%	24%	22%	33%	17%	24%	18%	26%	44%	38%	25%						
Once a day	43	32	11	11	4	8	2	4	*	12	31	2	8	6	5	5	4	1	-	10						
	12%	13%	9% <sup>d</sup>	10%	5%	15% <sup>d</sup>	3%	8%	4%	20%	10%	12%	22%	14%	8%	8%	14%	7%	-	20%						
Several times a week	62	46	15	15	14	3	10	9	1	10	51	2	2	3	8	8	7	1	9	14						
	17%	19%	13%	13%	17%	6%	19%	18%	12%	18%	17%	14%	7%	7%	14%	13%	23%	9%	52%	26% <sup>lm</sup>						
Once a week	33	14	16	16	12	7	5	8	*	5	28	3	2	4	5	9	1	3	1	2						
	9%	6%	14% <sup>a</sup>	15%	14%	9%	17% <sup>a</sup>	4%	9%	9%	28%	3	5%	8%	8%	15%	2%	16%	7%	5%						
Less often	54	28	26	23	21	7	12	7	3	3	51	1	4	10	12	17	2	2	-	3						
	15%	12%	22% <sup>a</sup>	21%	24% <sup>aq</sup>	14%	23%	13%	29%	5%	17%	9%	11%	23% <sup>s</sup>	21%	27% <sup>s</sup>	5%	14%	-	5%						
Never	69	41	27	26	18	14	11	12	4	7	63	2	8	13	15	10	6	1	1	9						
	19%	17%	23%	24%	21%	28%	20%	25%	30%	12%	21%	14%	22%	29%	25%	17%	21%	5%	4%	17%						
Don't know	7	4	2	2	2	-	2	1	-	-	7	-	-	1	-	1	3	1	-	2						
	2%	2%	2%	2%	3%	-	4%	2%	-	-	2%	-	-	3%	-	2%	9%	5%	-	3%						
NET: At least daily	136	105	31	29	18	18	13	12	3	33	103	4	19	14	19	16	12	8	6	23						
	38%	44% <sup>bdg</sup>	26%	26%	21%	38%	24%	25%	24%	57% <sup>j</sup>	34%	34%	55% <sup>mo</sup>	30%	32%	27%	40%	51%	38%	44%						
NET: At least weekly	231	165	62	60	44	28	27	30	5	49	182	9	24	21	32	33	20	12	16	40						
	64%	69% <sup>bd</sup>	53%	53%	52%	58%	52%	60%	41%	84% <sup>j</sup>	60%	76%	67%	45%	54%	54%	65%	75%	96%	75% <sup>m</sup>						
NET: Ever	285	193	87	83	65	35	40	36	8	52	233	10	27	31	44	50	21	15	16	42						
	79%	81%	75%	74%	76%	72%	75%	73%	70%	88%	77%	86%	78%	68%	75%	81%	70%	90%	96%	80%						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 466  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Snapchat**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Noti-ingham (i)	Bim-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
Several times a day	93 26%	4 23%	6 40%	3 25%	5 30%	2 13%	2 19%	7 23%	3 32%	4 60%	15 33%	-	1 14%	1 36%	-	23 28%	3 35%	4 38%	2 20%	5 29%	1 4%	4 27%
Once a day	43 12%	3 18%	3 24%	1 10%	3 16%	2 10%	3 33%	6 22%	4 50%	-	3 7%	1 7%	-	-	-	3 4%	-	*	4 41%	4 27%	-	1 7%
Several times a week	62 17%	3 17%	2 14%	3 24%	5 27%	5 27%	1 9%	5 17%	-	-	8 18%	6 37%	2 25%	-	1 100%	12 15%	1 8%	1 9%	1 7%	2 10%	3 20%	2 16%
Once a week	33 9%	3 14%	2 16%	1 4%	1 5%	-	3 10%	-	*	4 9%	4 24%	-	-	-	-	11 13%	-	1 6%	1 11%	-	2 15%	-
Less often	54 15%	2 12%	-	2 18%	2 9%	-	2 12%	3 12%	2 18%	2 20%	5 10%	-	2 26%	-	-	11 13%	2 28%	3 30%	2 22%	4 25%	6 36%	4 31%
Never	69 19%	3 16%	1 7%	2 18%	3 15%	5 30%	1 12%	5 16%	-	1 15%	11 24%	5 33%	1 16%	1 64%	-	19 24%	2 29%	1 13%	-	1 9%	4 25%	2 13%
Don't know	7 2%	-	-	-	-	3 16%	-	-	-	-	-	-	2 18%	-	-	2 3%	-	-	-	-	-	1 6%
NET: At least daily	136 38%	7 41%	9 63%	4 34%	8 46%	4 22%	5 52%	13 45%	7 82%	4 60%	18 39%	1 7%	1 14%	1 36%	-	26 32%	3 35%	4 42%	6 60%	9 56%	1 4%	5 34%
NET: At least weekly	231 64%	13 73%	13 93%	8 64%	14 77%	9 54%	5 61%	21 72%	7 82%	5 65%	31 66%	10 67%	3 39%	1 36%	1 100%	49 60%	3 43%	5 57%	7 78%	11 66%	6 39%	7 50%
NET: Ever	285 79%	15 84%	13 93%	10 82%	15 85%	9 54%	8 88%	24 84%	9 100%	6 85%	36 76%	10 67%	5 65%	1 36%	1 100%	60 73%	5 71%	8 87%	9 100%	15 91%	12 75%	11 81%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 467  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
Several times a day	11 7%	2 3%	10 9%	8 16%	3 5%	1 2%	-	-	-	4 10%	2 5%	3 9%	1 4%	-	-	4 22%	-	3 14%	-	-	-	1 6%	2 10%	1 14%	-
Once a day	7 4%	3 5%	4 4%	2 3%	5 10%	1 3%	-	-	-	1 2%	4 8%	2 6%	-	-	-	-	-	5 24%	-	-	-	1 4%	1 4%	-	-
Several times a week	10 6%	2 3%	8 8%	6 11%	1 3%	1 4%	1 8%	-	-	5 11%	2 3%	3 9%	-	-	1 17%	2 10%	1 3%	2 7%	-	-	1 7%	2 8%	1 6%	1 9%	-
Once a week	8 5%	2 3%	6 6%	2 4%	4 9%	2 6%	-	-	-	5 11%	1 1%	-	3 8%	-	3 34%	-	1 4%	1 12%	-	-	1 7%	-	2 23%	-	-
Less often	18 11%	8 14%	9 9%	2 4%	3 5%	5 14%	5 25%	4 40%	-	5 11%	3 7%	2 6%	7 22%	-	1 17%	3 15%	3 17%	4 16%	*	*	2 3%	2 10%	2 7%	1 8%	-
Never	107 66%	41 72%	65 63%	30 60%	33 68%	24 71%	12 67%	6 60%	2 100%	23 55%	37 76%	24 66%	22 66%	14 100%	3 33%	9 53%	13 80%	8 35%	10 85%	8 95%	8 63%	13 65%	17 74%	3 46%	1 100%
Don't know	2 1%	-	2 1%	2 3%	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	2 12%	-	-	-	-
NET: At least daily	18 11%	5 8%	14 13%	10 19%	7 15%	2 5%	-	-	-	5 12%	6 13%	6 15%	1 4%	-	-	4 22%	-	8 37%	-	-	-	2 10%	3 13%	1 14%	-
NET: At least weekly	36 22%	8 14%	28 27%	17 34%	13 26%	5 15%	1 8%	-	-	15 34%	9 17%	9 25%	4 12%	-	4 50%	6 32%	1 3%	11 49%	1 12%	-	1 7%	5 25%	4 19%	3 47%	-
NET: Ever	54 33%	16 28%	38 36%	19 37%	15 32%	10 29%	6 33%	4 40%	-	19 45%	12 24%	11 30%	11 34%	-	5 67%	8 47%	3 20%	15 65%	2 15%	* 5%	3 25%	7 35%	6 26%	4 54%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 468  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**TikTok**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condi tion (i)	Yes - phys-ical condi tion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educa-tion (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time educa-tion (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	-**	-**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	-**
Several times a day	11	8	2	1	-	-	-	-	2	1	*	-	-	10	-	-	5	2	3	1	10	2	1	1	-	-	-
	7%	9%	9%	6%	-	-	-	-	4%	4%	3%	-	-	8%	-	-	6%	3%	26%	14%	7%	6%	8%	6%	-	-	-
Once a day	7	3	1	1	-	-	-	2	1	1	1	-	-	6	-	-	3	1	2	1	4	3	-	3	-	-	-
	4%	4%	4%	4%	-	-	-	16%	3%	4%	5%	-	-	5%	-	-	4%	3%	13%	8%	3%	10%	-	15%	-	-	-
Several times a week	10	3	3	1	1	-	-	1	3	2	3	1	-	7	-	-	6	3	-	-	9	1	-	1	-	-	-
	6%	4%	14%	4%	6%	-	-	9%	8%	7%	14%	10%	-	6%	-	-	8%	6%	-	-	7%	2%	-	2%	-	-	-
Once a week	8	6	1	2	-	-	-	-	-	-	-	-	-	7	-	-	6	1	-	1	6	1	-	1	-	-	-
	5%	6%	2%	8%	-	-	-	-	-	-	-	-	-	6%	-	-	7%	3%	-	9%	5%	3%	-	5%	-	-	-
Less often	18	9	4	1	1	-	-	3	7	4	4	4	-	11	-	-	8	7	3	-	10	8	2	4	1	1	-
	11%	10%	15%	2%	11%	-	-	23%	20%	17%	24%	44%	-	9%	-	-	10%	13%	21%	-	7%	26%	28%	20%	57%	100%	-
Never	107	58	14	16	9	1	2	7	22	16	10	4	1	77	-	-	51	41	5	7	90	16	5	11	1	-	-
	66%	65%	57%	75%	83%	100%	100%	52%	65%	67%	55%	45%	100%	64%	-	-	64%	73%	40%	68%	69%	53%	64%	52%	43%	-	-
Don't know	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	2	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	2%	-	-	-	1%	-	-	-	-	-	-
NET: At least daily	18	11	3	2	-	-	-	2	2	2	1	-	-	16	-	-	8	3	5	2	14	5	1	4	-	-	-
	11%	12%	12%	10%	-	-	-	16%	7%	8%	7%	-	-	13%	-	-	10%	6%	39%	22%	10%	16%	8%	21%	-	-	-
NET: At least weekly	36	20	7	5	1	-	-	4	5	4	4	1	-	31	-	-	20	8	5	3	29	6	1	6	-	-	-
	22%	23%	28%	23%	6%	-	-	25%	14%	15%	22%	10%	-	26%	-	-	25%	14%	39%	32%	22%	21%	8%	28%	-	-	-
NET: Ever	54	29	10	6	2	-	-	7	12	8	8	5	-	41	-	-	28	15	7	3	39	14	3	10	1	1	-
	33%	33%	43%	25%	17%	-	-	48%	35%	33%	45%	55%	-	35%	-	-	34%	27%	60%	32%	30%	47%	36%	48%	57%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 469

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****TikTok****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16		NET: Any 18-5		Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			(a)	(b)	(c)	(d)							(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**
Several times a day	11	5	7	7	3	6	3	3	-	9	3	1	1	-	6	-	-	1	-	2
	7%	5%	9% <sup>d</sup>	9%	6%	19%	9%	10%	-	17% <sup>j</sup>	2%	12%	7%	-	14%	-	-	30%	-	9%
Once a day	7	2	5	5	2	2	2	1	3	4	-	2	1	2	-	-	-	-	-	2
	4%	3%	6%	6%	4%	7%	4%	7%	11%	6%	4%	-	14%	5%	5%	-	-	-	-	9%
Several times a week	10	4	6	5	6	2	3	4	1	4	5	1	-	3	1	-	-	-	-	4
	6%	5%	8%	7%	10%	7%	12%	17%	8%	7%	5%	18%	-	14%	3%	-	-	-	-	22%
Once a week	8	3	5	5	5	-	5	1	-	7	1	1	3	2	-	1	1	-	-	1
	5%	4%	6%	6%	8%	-	12%	1%	-	13% <sup>j</sup>	1%	11%	16%	8%	-	3%	12%	-	-	5%
Less often	18	5	13	11	13	3	7	7	5	5	12	1	*	2	4	8	3	-	-	-
	11%	5%	17%	14%	22% <sup>ab</sup>	8%	19%	20%	63%	10%	11%	23%	2%	9%	9%	26%	24%	-	-	-
Never	107	64	42	42	30	18	19	17	1	24	83	2	10	12	28	21	8	2	7	9
	66%	76% <sup>bd</sup>	55%	57%	51%	58%	49%	49%	9%	45%	76% <sup>ei</sup>	35%	62%	64%	68%	71%	64%	70%	100%	48%
Don't know	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2
	1%	2%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	8%
NET: At least daily	18	7	11	11	6	8	5	6	1	12	7	1	4	1	8	-	-	1	-	3
	11%	8%	15% <sup>d</sup>	15%	10%	26%	13%	17%	11%	23% <sup>j</sup>	6%	12%	21%	5%	20%	-	-	30%	-	18%
NET: At least weekly	36	14	22	21	16	10	12	10	2	23	13	2	6	5	10	1	1	1	-	8
	22%	17%	28%	28%	27%	33%	32%	30%	28%	44% <sup>j</sup>	12%	41%	37%	27%	23%	3%	12%	30%	-	44%
NET: Ever	54	19	35	32	29	13	20	17	7	28	25	3	6	7	13	8	4	1	-	8
	33%	22%	45% <sup>a</sup>	43%	49% <sup>a</sup>	42%	51%	51%	91%	55% <sup>j</sup>	23%	65%	38%	36%	32%	29%	36%	30%	-	44%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 470  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	-**	6**	1**	6**
Several times a day	11 7%	-	-	-	-	-	-	3	1	-	3	-	1	-	-	3	1	-	-	-	-	-
Once a day	7 4%	-	-	-	-	-	-	2	-	-	4	-	-	-	-	1	1	-	-	-	-	-
Several times a week	10 6%	-	-	1	1	-	-	2	-	-	2	-	1	-	-	3	1	-	-	-	-	-
Once a week	8 5%	-	-	3	-	-	-	-	-	1	1	-	-	-	2	1	-	-	-	-	-	-
Less often	18 11%	-	-	1	1	1	1	2	*	-	4	1	*	*	-	5	-	1	-	*	-	-
Never	107 66%	7 100%	6 100%	3 33%	7 84%	5 80%	4 84%	5 37%	8 89%	5 78%	8 39%	3 78%	2 39%	6 93%	-	22 64%	3 57%	* 40%	-	5 93%	1 100%	6 100%
Don't know	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 27%	-	-	-	-	-	-	-	-	-
NET: At least daily	18 11%	-	-	-	-	-	-	5	1	-	7	-	1	-	-	4	2	-	-	-	-	-
NET: At least weekly	36 22%	-	-	4	1	-	-	7	1	1	9	-	2	-	2	8	2	-	-	-	-	-
NET: Ever	54 33%	-	-	5	1	1	1	9	1	1	13	1	2	*	2	12	2	1	-	*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 471  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
Several times a day	34	20	14	19	1	6	5	*	2	11	7	12	4	1	2	5	3	4	*	1	4	9	3	2	-
	5%	7%	4%	16%efgh	1%	4%	5%	1%	2%	6%	3%	10%k	3%	2%	7%	7%	6%	8%	1%	4%	7%	9%	3%	4%	-
Once a day	36	18	18	17	6	4	5	-	2	16	12	7	2	6	-	6	5	3	2	*	1	8	3	2	-
	6%	6%	6%	14%fghi	5%	3%	5%	-	3%	8%m	6%	6%	1%	11%	-	7%	9%	7%	5%	1%	1%	8%	4%	4%	-
Several times a week	49	25	24	9	8	11	13	4	5	16	9	13	12	4	4	10	2	6	6	1	2	6	6	3	-
	8%	8%	7%	7%	6%	8%	11%	6%	6%	8%	4%	11%	11%k	6%	15%	13%	4%	12%	16%	4%	3%	6%	8%	5%	-
Once a week	43	23	20	9	7	12	6	5	5	17	12	3	11	4	3	4	3	5	2	-	4	6	5	5	1
	7%	8%	6%	7%	6%	9%	5%	8%	7%	9%	6%	2%	10%l	8%	12%	5%	6%	11%	5%	-	9%	6%	10%	7%	
Less often	130	60	70	17	28	23	22	20	21	44	48	23	16	9	6	20	15	9	3	8	8	17	19	10	4
	20%	19%	21%	14%	23%	17%	18%	30%d	28%d	22%	23%am	19%	14%	17%	24%	26%	28%	19%	9%	22%	16%	17%	24%	20%	22%
Never	332	156	176	50	66	74	66	37	38	89	115	59	69	31	11	31	22	18	25	26	32	50	42	30	14
	52%	50%	54%	41%	54%	57%d	56%d	55%	52%	45%	57%j	50%	60%j	56%	42%	40%	41%	40%	64%	69%pqr	63%pqr	50%	54%	57%	72%
Don't know	9	6	3	2	6	1	-	-	1	6	1	1	1	-	-	-	4	2	-	-	-	4	-	-	-
	1%	2%	1%	1%	5%g	1%	-	-	1%	3%	*	1%	1%	-	-	-	7%pw	4%	-	-	-	4%	-	-	-
NET: At least daily	70	38	32	37	8	10	11	*	4	27	19	19	5	7	2	11	8	7	2	2	4	16	6	4	-
	11%	12%	10%	30%efgh	6%	8%	9%h	1%	6%	14%am	9%	16%am	5%	13%	7%	14%	15%	14%	6%	5%	9%	17%	8%	8%	-
NET: At least weekly	163	87	76	54	22	32	30	10	14	60	39	35	29	15	9	25	13	18	11	3	10	28	17	12	1
	26%	28%	23%	44%efgh	18%	25%	26%	15%	19%	30%k	19%	29%	25%	27%t	34%	33%t	25%	38%t	27%	8%	21%	29%t	22%	23%	7%
NET: Ever	293	147	145	71	50	55	52	30	34	103	87	58	45	25	15	46	28	26	14	11	18	46	35	22	6
	46%	48%	45%	58%ef	41%	42%	44%	45%	47%	52%am	43%	49%	39%	44%	58%	60%tu	52%	57%t	36%	31%	37%	46%	46%	43%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 472  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Working Status				Disability				What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?													
	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condi- tion (i)	Yes - phys- ical condi- tion (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
Several times a day	34 5%	25 7%	3 3%	5 7%	1 3%	-	* 1%	* 1%	5 4%	2 3%	3 4%	1 3%	-	27 6%	1 100%	-	16 5%	11 4%	4 5%	3 9%	30 5%	3 5%	2 14%	1 3%	-	-	-
Once a day	36 6%	15 4%	5 6%	8 11%	4 12%	1 8%	1 2%	1 6%	2 3%	4 2%	1 3%	3 2%	1 -	31 7%	-	-	12 4%	18 7%	4 6%	2 8%	29 5%	6 11%	-	3 11%	3 25%	-	-
Several times a week	49 8%	24 7%	6 8%	7 10%	5 14%	-	5 9%	1 4%	18 14% <sup>m</sup>	12 19% <sup>m</sup>	15 19% <sup>m</sup>	6 15% <sup>m</sup>	2 32%	31 6%	-	-	28 10% <sup>r</sup>	16 7%	1 2%	2 8%	39 7%	11 18% <sup>t</sup>	2 20%	7 21%	1 11%	-	-
Once a week	43 7%	21 6%	4 4%	7 13%	5 13%	1 4%	4 6%	3 8%	9 7%	5 7%	5 7%	4 10%	-	31 6%	-	-	20 7%	15 6%	7 10%	2 7%	37 7%	6 10%	2 19%	2 7%	2 12%	1 -	-
Less often	130 20%	70 21%	15 17%	10 14%	3 7%	2 18%	20 32% <sup>bd</sup>	10 29% <sup>d</sup>	28 22% <sup>i</sup>	9 14%	18 23%	11 29% <sup>i</sup>	2 46%	97 20%	-	-	56 20%	49 21%	20 28%	5 15%	119 21%	10 17%	1 11%	7 21%	-	1 41%	1 55%
Never	332 52%	171 51%	52 61%	33 47%	18 50%	9 70%	31 49%	17 52%	65 50%	35 55%	35 45%	17 42%	1 22%	252 53%	-	1 100%	155 54%	124 52%	35 49%	16 53%	303 54%	25 41%	4 36%	12 37%	6 52%	1 59%	1 45%
Don't know	9 1%	7 2%	1 1%	-	-	-	1 1%	-	-	-	-	-	-	8 2%	-	-	1 3% <sup>p</sup>	7 -	-	8 1%	-	-	-	-	-	-	-
NET: At least daily	70 11%	39 12%	8 9%	13 18%	5 14% <sup>f</sup>	1 8%	2 3%	2 7%	9 7%	3 5%	6 7%	2 4%	-	59 12%	1 100%	-	27 10%	28 12%	8 11%	5 16%	59 10%	9 15%	2 14%	5 14%	3 25%	-	-
NET: At least weekly	163 26%	84 25%	18 20%	27 39%	15 42% <sup>abf</sup>	2 12%	11 18%	6 19%	37 28%	20 31%	26 33%	12 29%	2 32%	121 25%	1 100%	-	75 26%	59 25%	16 22%	9 31%	135 24%	26 42% <sup>t</sup>	6 53%	14 42%	6 48%	-	-
NET: Ever	293 46%	155 46%	33 38%	37 53%	17 50%	4 30%	31 49%	16 48%	64 50%	28 45%	44 55%	23 58%	4 78%	218 46%	1 100%	-	131 46%	109 45%	36 51%	14 47%	253 45%	36 59%	8 64%	20 63%	6 48%	1 41%	1 55%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 473  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Twitter**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			NET: Yes (a)	NET: Under 16 (b)	NET: Under 18 (c)	NET: Any 5-18 (d)	Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (h)	Yes (i)	No (j)				£7,001 to £14,000 (k)	£14,001 to £21,000 (l)	£21,001 to £28,000 (m)	£28,001 to £34,000 (n)	£34,001 to £41,000 (o)	£41,001 to £48,000 (p)	£48,001 to £55,000 (q)	£55,001 or more (r)
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41			
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*			
Several times a day	34	20	14	12	9	7	4	5	4	11	22	-	2	4	6	5	5	-	1	5			
	5%	5%	7%	7%	6%	13% <sup>a</sup>	4%	6%	11%	12% <sup>j</sup>	4%	-	3%	4%	5%	4%	8%	-	7%	10%			
Once a day	36	26	10	10	9	3	6	3	1	6	30	1	4	4	4	6	2	1	3	8			
	6%	6%	5%	5%	6%	5%	7%	4%	3%	6%	6%	3%	6%	4%	3%	5%	3%	5%	16%	16% <sup>mn</sup>			
Several times a week	49	29	20	20	20	2	10	13	3	24	25	5	6	6	8	7	8	1	-	7			
	8%	7%	10%	11%	13% <sup>ab</sup>	4%	11%	15% <sup>a</sup>	9%	26% <sup>j</sup>	5%	26%	9%	6%	6%	6%	14%	5%	-	15%			
Once a week	43	32	12	12	8	4	5	3	1	7	36	2	4	7	9	7	3	3	3	3			
	7%	7%	6%	7%	5%	8%	6%	4%	4%	8%	7%	11%	7%	7%	6%	4%	15%	19%	5%				
Less often	130	86	43	35	34	15	19	18	10	17	113	1	11	14	29	40	15	5	-	9			
	20%	20%	22%	20%	21%	29%	20%	21%	29%	18%	21%	5%	18%	14%	21%	34% <sup>lmn</sup>	24%	21%	-	18%			
Never	332	237	93	87	77	21	46	44	15	30	302	11	35	62	85	53	26	12	11	16			
	52%	54%	48%	49%	48%	40%	49%	51%	43%	31%	56% <sup>i</sup>	55%	56% <sup>s</sup>	63% <sup>ops</sup>	60% <sup>os</sup>	44%	42%	55%	58%	33%			
Don't know	9	7	2	2	2	1	2	-	-	-	9	-	1	2	-	2	3	-	-	2			
	1%	2%	1%	1%	1%	2%	2%	-	-	-	2%	-	2%	2%	-	1%	4% <sup>n</sup>	-	-	3%			
NET: At least daily	70	46	23	22	19	9	11	8	5	17	53	1	5	8	11	11	7	1	4	13			
	11%	11%	12%	12%	12%	18%	11%	10%	14%	18% <sup>j</sup>	10%	3%	9%	8%	8%	9%	11%	5%	24%	26% <sup>lmno</sup>			
NET: At least weekly	163	107	55	54	47	16	26	25	10	49	114	8	16	20	28	25	18	5	8	23			
	26%	24%	29%	30%	29%	30%	28%	29%	28%	51% <sup>j</sup>	21%	40%	25%	21%	20%	21%	29%	25%	42%	46% <sup>lmno</sup>			
NET: Ever	293	193	98	89	81	31	45	43	20	66	226	9	27	35	57	65	33	10	8	32			
	46%	44%	51%	50%	50%	58%	48%	49%	57%	69% <sup>j</sup>	42%	45%	43%	35%	40%	54% <sup>mn</sup>	54%	45%	42%	64% <sup>lmn</sup>			

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 474

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Twitter****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
Several times a day	34	*	1	2	2	*	1	5	2	-	4	2	1	*	-	9	1	1	-	-	-	2
	5%	1%	4%	8%	10%	2%	3%	9%	7%	-	8%	10%	10%	3%	-	6%	5%	4%	-	-	-	7%
Once a day	36	3	3	-	2	1	2	1	4	2	3	-	-	1	-	11	-	1	1	*	-	-
	6%	11%	13%	-	9%	7%	8%	2%	16%	8%	7%	-	-	7%	-	7%	-	5%	5%	1%	-	-
Several times a week	49	1	3	4	2	*	-	6	6	4	6	1	1	1	-	10	1	2	-	1	-	1
	8%	3%	11%	16%	9%	2%	-	11%	21%	18%	12%	3%	6%	4%	-	7%	6%	7%	-	5%	-	4%
Once a week	43	1	3	1	4	1	-	3	1	2	5	3	-	2	2	9	1	2	1	-	1	1
	7%	4%	13%	5%	22%	4%	-	6%	2%	6%	12%	12%	-	11%	61%	6%	5%	7%	9%	-	7%	3%
Less often	130	4	6	6	3	3	9	18	6	1	7	3	6	5	-	26	3	6	4	8	4	2
	20%	13%	23%	26%	15%	18%	50%	32%	24%	4%	14%	14%	37%	33%	-	17%	17%	23%	28%	25%	22%	8%
Never	332	19	9	11	7	9	7	22	8	16	21	14	7	6	1	80	13	15	7	21	14	22
	52%	68%	37%	45%	35%	48%	39%	40%	30%	65%	44%	61%	47%	41%	39%	54%	67%	54%	57%	70%	72%	78%
Don't know	9	-	-	-	-	4	-	-	-	-	2	-	-	-	-	4	-	-	-	-	-	-
	1%	-	-	-	-	19%	-	-	-	-	3%	-	-	-	-	3%	-	-	-	-	-	-
NET: At least daily	70	3	4	2	4	2	2	6	6	2	7	2	1	1	-	20	1	3	1	*	-	2
	11%	12%	16%	8%	19%	10%	11%	11%	23%	8%	15%	10%	10%	10%	-	13%	5%	10%	5%	1%	-	7%
NET: At least weekly	163	5	10	7	10	3	2	16	13	8	18	6	2	4	2	39	3	7	2	2	1	4
	26%	19%	40%	28%	51%	15%	11%	29%	47%	32%	39%	25%	16%	25%	61%	26%	16%	23%	15%	6%	7%	14%
NET: Ever	293	9	16	13	13	6	12	33	19	9	25	9	8	8	2	64	6	13	5	9	6	6
	46%	32%	63%	55%	65%	33%	61%	60%	70%	35%	52%	39%	53%	59%	61%	43%	33%	46%	43%	30%	28%	22%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 475  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	***
Several times a day	5	5	*	2	1	2	-	-	2	*	3	*	*	-	2	1	-	-	-	-	-	*	1	*
	8%	9%	3%	7%	9%	11%	-	-	8%	1%	16%	4%	4%	-	-	17%	17%	-	-	-	-	8%	17%	100%
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	5	2	3	2	2	1	-	-	1	2	3	-	-	1	-	1	-	-	1	1	-	1	-	-
	8%	4%	20%	5%	14%	10%	-	-	4%	8%	15%	-	-	16%	-	17%	-	-	17%	10%	-	9%	-	-
Once a week	3	2	1	*	*	2	-	-	2	*	*	-	*	-	1	*	-	-	-	1	-	*	-	-
	4%	4%	5%	1%	2%	14%	-	-	10%	2%	2%	-	6%	-	22%	4%	-	-	-	7%	-	6%	-	-
Less often	10	8	2	4	2	3	-	1	1	4	3	3	1	1	-	2	3	-	*	-	1	1	-	-
	14%	14%	16%	12%	13%	17%	-	37%	6%	17%	13%	28%	19%	16%	-	19%	37%	-	32%	-	12%	19%	-	-
Never	46	38	8	23	10	7	3	2	15	14	10	7	5	6	4	4	4	3	1	5	7	4	5	-
	66%	68%	57%	74%	62%	49%	100%	63%	72%	71%	54%	68%	71%	68%	78%	43%	45%	100%	68%	83%	71%	73%	68%	-
NET: At least daily	5	5	*	2	1	2	-	-	2	*	3	*	*	-	2	1	-	-	-	-	*	1	*	*
	8%	9%	3%	7%	9%	11%	-	-	8%	1%	16%	4%	4%	-	17%	17%	-	-	-	-	8%	17%	100%	-
NET: At least weekly	14	10	4	4	4	5	-	-	5	2	6	*	1	1	1	3	1	-	1	2	*	2	*	*
	20%	18%	27%	13%	25%	34%	-	-	23%	11%	33%	4%	10%	16%	22%	38%	17%	-	17%	17%	8%	32%	100%	-
NET: Ever	24	17	6	8	6	8	-	1	6	6	9	3	2	3	1	5	4	-	*	1	3	2	2	*
	34%	32%	43%	26%	38%	51%	-	37%	28%	29%	46%	32%	29%	32%	22%	57%	55%	-	32%	17%	29%	27%	32%	100%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 476  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1	
Weighted base	70*	39**	10**	11*	8**	**	**	2**	13**	10**	5**	2**	2**	54*	**	***	27**	25**	7**	9**	58*	11**	1**	8**	1**	**	1**	
Several times a day	5	4	1	*	-	-	-	1	*	1	-	-	4	-	*	3	*	1	-	4	1	-	1	-	-	-	-	
	8%	11%	8%	3%	-	-	-	6%	4%	17%	-	-	8%	-	100%	12%	2%	18%	-	7%	13%	-	18%	-	-	-	-	
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	5	3	-	1	-	-	1	-	-	-	-	-	5	-	-	2	3	-	-	4	1	-	1	-	-	-	-	-
	8%	9%	-	8%	-	-	68%	-	-	-	-	-	10%	-	-	7%	13%	-	-	7%	13%	-	18%	-	-	-	-	-
Once a week	3	1	1	-	*	-	-	-	-	-	-	-	3	-	-	2	1	-	-	2	1	-	1	-	-	-	-	-
	4%	3%	15%	-	4%	-	-	-	-	-	-	-	5%	-	-	7%	4%	-	-	3%	10%	-	14%	-	-	-	-	-
Less often	10	7	1	-	1	-	-	2	1	1	-	-	8	-	-	3	4	3	-	7	3	1	2	-	-	-	-	-
	14%	18%	15%	-	18%	-	-	14%	10%	16%	-	-	15%	-	-	12%	16%	41%	-	13%	24%	100%	22%	-	-	-	-	-
Never	46	23	6	11	6	-	-	11	9	3	2	2	33	-	-	17	16	3	9	41	4	-	2	1	-	1	-	1
	66%	59%	62%	97%	70%	-	32%	80%	86%	67%	100%	100%	61%	-	-	62%	64%	40%	100%	71%	40%	-	27%	100%	-	100%	-	100%
NET: At least daily	5	4	1	*	-	-	-	1	*	1	-	-	4	-	*	3	*	1	-	4	1	-	1	-	-	-	-	-
	8%	11%	8%	3%	-	-	-	6%	4%	17%	-	-	8%	-	100%	12%	2%	18%	-	7%	13%	-	18%	-	-	-	-	-
NET: At least weekly	14	9	2	*	1	-	1	1	*	1	-	-	13	-	*	7	5	1	-	10	4	-	4	-	-	-	-	-
	20%	22%	23%	3%	12%	-	68%	6%	4%	17%	-	-	24%	-	100%	26%	19%	18%	-	16%	36%	-	50%	-	-	-	-	-
NET: Ever	24	16	4	*	2	-	1	3	1	2	-	-	21	-	*	10	9	4	-	17	7	1	6	-	-	-	-	-
	34%	41%	38%	3%	30%	-	68%	20%	14%	33%	-	-	39%	-	100%	38%	36%	60%	-	29%	60%	100%	73%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 477

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Twitch****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: 18-5	Any aged under 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
												(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	5**	3**	2**	11**	
Several times a day	5	2	3	3	3	1	1	2	-	3	2	*	3	2	-	-	-	-	-	
	8%	5%	15%	17%	16%	16%	15%	16%	-	21%	4%	14%	45%	13%	-	-	-	-	-	
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Several times a week	5	1	4	4	4	3	4	2	-	3	2	-	-	2	2	-	-	-	1	
	8%	2%	22%	26%	23%	31%	39%	21%	-	19%	5%	-	-	18%	23%	-	-	-	8%	
Once a week	3	2	1	1	1	-	-	1	1	-	3	*	*	1	-	-	1	-	-	
	4%	4%	6%	7%	6%	-	-	12%	20%	-	5%	15%	6%	9%	-	23%	-	-		
Less often	10	4	6	5	6	1	4	4	1	4	6	-	1	1	3	1	1	-	2	
	14%	8%	30%	27%	32%	16%	40%	41%	24%	30%	10%	-	-	10%	14%	29%	29%	37%	14%	
Never	46	39	6	4	4	3	1	1	3	4	42	2	4	6	7	2	2	2	9	
	66%	81%	28%	23%	23%	37%	7%	11%	55%	30%	76%	70%	49%	51%	63%	71%	48%	63%	100%	
NET: At least daily	5	2	3	3	3	1	1	2	-	3	2	*	3	2	-	-	-	-	-	
	8%	5%	15%	17%	16%	16%	15%	16%	-	21%	4%	14%	45%	13%	-	-	-	-	-	
NET: At least weekly	14	5	8	8	8	4	5	5	1	6	8	1	4	5	2	-	1	-	1	
	20%	11%	42%	50%	45%	47%	54%	49%	20%	41%	14%	30%	51%	39%	23%	-	23%	-	8%	
NET: Ever	24	9	14	13	14	6	9	8	2	10	13	1	4	6	4	3	3	1	3	
	34%	19%	72%	77%	77%	63%	93%	89%	45%	70%	24%	30%	51%	49%	37%	29%	52%	37%	23%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 478

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Twitch****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	-**	-**	16**	2**	5**	2**	1**	***	1**
Several times a day	5 8%	* 18%	-	-	-	-	2 43%	-	-	-	1 22%	-	-	-	-	* 3%	-	1 26%	-	-	* 100%	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	5 8%	-	-	1 21%	1 23%	-	-	-	-	-	-	-	1 46%	-	-	1 6%	1 34%	-	-	-	-	-
Once a week	3 4%	-	* 9%	-	-	* 43%	1 20%	-	-	-	-	-	-	-	-	1 4%	-	-	* 24%	-	-	-
Less often	10 14%	1 82%	-	1 21%	1 13%	-	1 21%	2 28%	-	-	1 22%	-	-	-	-	2 14%	-	-	-	* 32%	-	-
Never	46 66%	-	4 91%	4 57%	4 64%	* 57%	3 36%	1 53%	3 100%	4 100%	1 57%	1 54%	-	-	12 73%	1 66%	4 74%	1 76%	1 68%	-	1 100%	-
NET: At least daily	5 8%	* 18%	-	-	-	-	2 43%	-	-	-	1 22%	-	-	-	-	* 3%	-	1 26%	-	-	* 100%	-
NET: At least weekly	14 20%	* 18%	* 9%	1 21%	1 23%	* 43%	2 43%	1 20%	-	-	1 22%	-	1 46%	-	2 13%	1 34%	1 26%	1 24%	* 26%	-	* 100%	-
NET: Ever	24 34%	2 100%	* 9%	3 43%	2 36%	* 43%	2 64%	3 47%	-	-	3 43%	-	1 46%	-	4 27%	1 34%	1 26%	* 24%	* 32%	* 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 479  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	21	33	49	57	26	16
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
Several times a day	5 1%	3 3%	2 1%	2 4%	1 1%	2 3%	-	1 1%	-	1 1%	2 2%	-	2 2%	-	-	1 1%	*	1 3%	-	-	-	1 2%	2 3%	-	-
Once a day	4 1%	1 1%	4 1%	1 3%	1 2%	* 1%	1 2%	-	-	2 2%	1 1%	1 1%	1 1%	5%	-	1 3%	1 3%	-	-	-	-	1 3%	-	-	-
Several times a week	3 1%	1 1%	2 1%	1 2%	1 2%	-	-	1 1%	-	3 3%	-	-	-	-	-	1 3%	-	1 4%	1 6%	-	-	-	-	-	-
Once a week	3 1%	2 2%	2 1%	-	1 2%	1 1%	1 2%	1 1%	-	2 1%	-	1 2%	1 1%	-	2 13%	-	-	1 4%	-	-	-	1 1%	-	-	-
Less often	34 10%	11 12%	23 10%	6 13%	5 9%	9 15%	6 12%	4 7%	4 6%	7 7%	8 9%	9 15%	11 13%	2 9%	2 14%	6 18%	-	4 16%	2 8%	* 2%	2 7%	5 12%	7 14%	1 3%	2 11%
Never	279 85%	69 79%	210 86%	34 78%	49 80%	48 80%	45 85%	49 89%	54 94% <sup>cdf</sup>	87 85%	76 88%	49 82%	67 83%	19 86%	10 73%	28 76%	15 94%	16 73%	22 86%	19 98%	30 93%	36 78%	43 83%	27 97%	14 89%
Don't know	2 1%	2 2%	-	-	2 3%	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-
NET: At least daily	9 3%	3 4%	5 2%	3 6%	2 3%	2 4%	1 2%	1 1%	-	3 3%	2 3%	1 1%	3 4%	1 5%	-	2 4%	1 6%	1 3%	-	-	-	3 6%	2 3%	-	-
NET: At least weekly	15 5%	6 7%	9 4%	4 8% <sup>ci</sup>	5 8%	3 5%	2 4%	2 4%	-	7 7%	2 3%	2 3%	3 4%	1 5%	2 13%	2 7%	1 6%	2 11%	1 6%	-	-	3 7%	2 3%	-	-
NET: Ever	49 15%	17 19%	33 14%	9 22% <sup>ci</sup>	10 17%	12 20% <sup>ci</sup>	8 15%	6 11%	4 6%	14 14%	10 12%	11 18%	14 17%	3 14%	4 27%	9 24%	1 6%	6 27%	4 14%	* 2%	2 7%	9 19%	9 17%	1 3%	2 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 480  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physic al condition (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1	
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	-**	1**	
Several times a day	5 1%	3 2%	1 2%	1 2%	* 2%	- -	- -	- -	2 3%	- -	1 2%	1 5%	- -	3 1%	- -	- -	2 1%	2 1%	1 2%	1 8%	3 1%	2 5%	1 6%	1 6%	- -	- -	- -	
Once a day	4 1%	1 1%	1 2%	1 2%	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	4 2%	- -	- -	2 1%	1 1%	- -	1 11%	4 1%	1 1%	- -	1 2%	- -	- -	- -	
Several times a week	3 1%	2 2%	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	2 1%	1 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	
Once a week	3 1%	3 2%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	2 1%	1 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	
Less often	34 10%	20 14%	8 15%	3 9%	1 5%	1 4%	1 4%	9 13%	8 22% <sup>hjm</sup>	4 9%	5 18%	- -	25 10%	- -	- -	17 11%	13 10%	2 7%	- -	30 10%	4 10%	1 12%	2 11%	* 4%	- -	- -		
Never	279 85%	110 78%	42 80%	25 84%	20 93%	17 100%	38 96% <sup>ab</sup>	27 91%	59 85%	29 78%	38 89%	19 76%	3 100%	217 84%	1 100%	1 100%	128 84%	107 85%	32 89%	5 81%	245 85%	33 84%	8 82%	17 80%	8 96%	- -	1 100%	
Don't know	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	
NET: At least daily	9 3%	4 3%	2 4%	1 4%	* 2%	- -	1 4%	2 3%	- -	1 2%	1 5%	- -	7 3%	- -	- -	4 3%	3 2%	1 2%	1 19%	6 2%	2 6%	1 6%	2 8%	- -	- -	- -		
NET: At least weekly	15 5%	9 6%	3 5%	2 7%	* 2%	- -	1 4%	2 3%	- -	1 2%	1 5%	1 5%	13 5%	- -	- -	7 5%	5 4%	1 4%	1 19%	13 4%	2 6%	1 6%	2 8%	- -	- -	- -		
NET: Ever	49 15%	29 20% <sup>f</sup>	10 20% <sup>f</sup>	5 16%	2 7%	- -	1 4%	3 9%	11 15%	8 22%	5 11%	6 24%	- -	39 15%	- -	- -	24 16%	18 14%	4 11%	1 19%	43 15%	6 16%	2 18%	4 20%	* 4%	- -		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 481  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

Pinterest

Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under (a)	NET: Yes (b)		NET: Under 16 (c)		NET: Any 5-18 (d)		Any aged under 5 (e)		Any aged 5-10 (f)		Any aged 11-15 (g)		Any aged 16-18 (h)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15							
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**							
Several times a day	5 1%	3 2%	1 1%	1 1%	1 2%	* 1%	1 3%	1 2%	- -	3 6% <sup>j</sup>	2 1%	1 8%	2 4%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Once a day	4 1%	1 *	4 3% <sup>a</sup>	4 4%	3 4% <sup>a</sup>	1 3%	1 3%	2 5% <sup>a</sup>	1 4%	2 3%	2 1%	- -	- -	1 2%	2 2%	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Several times a week	3 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	1 3%	2 1%	- -	- -	- -	- -	- -	2 9%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Once a week	3 1%	2 1%	1 1%	1 1%	- 3%	1 -	- -	- -	- -	2 4% <sup>j</sup>	1 *	- -	- -	1 1%	3 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Less often	34 10%	19 9%	15 14%	13 14%	9 12%	7 20%	6 13%	4 11%	3 13%	9 18%	25 9%	1 8%	5 12%	5 8%	8 11%	8 17%	3 10%	2 10%	- -	1 8%							
Never	279 85%	196 87%	82 80%	75 80%	64 83%	27 72%	37 82%	33 82%	19 82%	33 66%	246 88% <sup>i</sup>	11 83%	36 84%	50 88%	60 82%	37 76%	20 81%	16 90%	7 100%	16 92%							
Don't know	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: At least daily	9 3%	4 2%	5 5%	5 5%	4 5%	2 5%	2 5%	3 7%	1 4%	4 9% <sup>j</sup>	4 2%	1 8%	2 4%	2 3%	2 3%	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: At least weekly	15 5%	9 4%	6 6%	6 6%	4 5%	3 8%	2 5%	3 7%	1 4%	8 16% <sup>j</sup>	7 3%	1 8%	2 4%	2 4%	5 7%	1 3%	2 9%	1 -	2 -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Ever	49 15%	29 13%	21 20%	19 20%	13 17%	10 28%	8 18%	7 18%	4 18%	17 34% <sup>j</sup>	32 12%	2 17%	7 16%	7 12%	13 18%	10 20%	5 19%	2 10%	- -	1 8%							

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 482  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Pinterest**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
Several times a day	5 1%	-	-	-	*	-	-	-	1	-	1	-	1	-	-	2	1	-	-	-	-	-
Once a day	4 1%	1 13%	-	-	1 5%	-	-	1 2%	*	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Several times a week	3 1%	-	-	-	-	-	1 4%	-	1 11%	1 3%	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	3 1%	-	-	1 4%	1 13%	-	-	-	-	1 4%	-	-	-	-	1 1%	-	-	-	-	-	-	-
Less often	34 10%	-	2 18%	2 14%	-	-	* 5%	6 24%	2 21%	4 15%	1 7%	2 14%	-	-	12 14%	*	-	1 11%	*	2 3%	2 11%	-
Never	279 85%	8 87%	9 82%	11 82%	7 77%	6 100%	7 95%	18 70%	7 69%	12 89%	19 76%	9 93%	12 81%	5 100%	1 100%	69 80%	17 94%	12 100%	8 89%	12 97%	14 89%	18 100%
Don't know	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
NET: At least daily	9 3%	1 13%	-	-	1 10%	-	-	1 2%	1 10%	1 3%	-	1 5%	-	-	3 4%	1 3%	-	-	-	-	-	-
NET: At least weekly	15 5%	1 13%	-	1 4%	2 23%	-	-	1 6%	1 10%	1 11%	2 9%	-	1 5%	-	4 4%	1 3%	-	-	-	-	-	-
NET: Ever	49 15%	1 13%	2 18%	2 18%	2 23%	-	* 5%	8 30%	3 31%	1 11%	6 24%	1 7%	3 19%	-	15 18%	1 6%	-	1 11%	* 3%	2 11%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 483  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	-**	3**	4**	5**	**	3**	3**	2**	6**	5**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	8%	-	-	8%	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	32%	-	-
Less often	6	5	1	*	-	3	3	-	-	1	2	-	3	-	-	1	-	1	-	1	-	-	2	*
	17%	18%	15%	4%	-	31%	91%	-	-	6%	29%	-	31%	-	-	32%	-	31%	-	28%	-	-	36%	9%
Never	24	18	6	10	6	5	*	1	1	10	4	3	7	3	-	2	2	3	*	2	3	1	4	4
	73%	72%	77%	96%	70%	61%	9%	100%	100%	70%	71%	100%	69%	100%	-	68%	39%	69%	100%	72%	100%	68%	64%	91%
Don't know	3	3	-	-	3	-	-	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-
	8%	10%	-	-	30%	-	-	-	-	19%	-	-	-	-	-	61%	-	-	-	-	-	-	-	-
NET: At least daily	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	8%	-	-	8%	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	32%	-	-
NET: Ever	6	5	2	*	-	3	3	-	-	2	2	-	3	-	-	1	-	1	-	1	-	1	2	*
	19%	18%	23%	4%	-	39%	91%	-	-	11%	29%	-	31%	-	-	32%	-	31%	-	28%	-	32%	36%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 484  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	**	11**	9**	6**	3**	**	21**	**	**	9**	15**	4**	2**	30**	4**	1**	1**	1**	**	**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 2%	-	1 10%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	1 4%	-	-	1 2%	-	-	-	-	-	-
Less often	6 17%	3 25%	2 31%	* 7%	-	-	-	-	3 26%	1 14%	2 30%	2 74%	-	3 13%	-	-	1 16%	4 29%	-	-	3 11%	3 71%	1 100%	1 100%	-	-	-
Never	24 73%	7 54%	4 59%	6 93%	5 100%	1 100%	1 100%	-	8 74%	7 86%	4 70%	1 26%	1 100%	15 71%	-	-	7 84%	7 49%	4 100%	2 100%	23 78%	1 29%	-	-	1 100%	-	-
Don't know	3 8%	3 21%	-	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	3 18%	-	-	3 9%	-	-	-	-	-	-
NET: At least daily	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	1 2%	-	1 10%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	1 4%	-	-	1 2%	-	-	-	-	-	-
NET: Ever	6 19%	3 25%	3 41%	* 7%	-	-	-	-	3 26%	1 14%	2 30%	2 74%	-	3 16%	-	-	1 16%	5 33%	-	-	4 13%	3 71%	1 100%	1 100%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 485  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: 16-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)				
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	-	-	-	-	-	-	5	
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	**	**	**	**	**	**	**	**	6**	
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	2%	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	6	2	3	3	3	1	3	3	1	2	3	*	*	1	-	2	2	-	-	-	-	-	-	-	-	-	-
	17%	8%	83%	83%	83%	100%	83%	79%	100%	46%	12%	12%	55%	27%	-	35%	41%	-	-	-	-	-	-	-	-	-	-
Never	24	23	1	1	1	-	1	1	-	3	21	3	*	2	7	4	-	-	-	-	-	-	-	-	-	6	100%
	73%	81%	17%	17%	17%	-	17%	21%	-	54%	76%	88%	45%	56%	100%	65%	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	3	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-
	8%	9%	-	-	-	-	-	-	-	-	10%	-	-	-	-	59%	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	2%	-	-	-	-	-	-	-	2%	-	-	-	18%	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Ever	6	3	3	3	3	1	3	3	1	2	4	*	*	2	-	2	2	-	-	-	-	-	-	-	-	-	-
	19%	10%	83%	83%	83%	100%	83%	79%	100%	46%	14%	12%	55%	44%	-	35%	41%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 486  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	-	-
Less often	6 17%	-	-	-	-	-	1 32%	-	-	1 31%	-	-	-	* 39%	2 28%	-	-	-	-	1 28%	* 43%
Never	24 73%	1 100%	1 100%	-	2 100%	-	-	2 68%	-	* 100%	3 69%	-	1 100%	1 61%	2 100%	4 61%	-	1 100%	3 100%	2 72%	1 57%
Don't know	3 8%	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	-	-
NET: Ever	6 19%	-	-	-	-	-	1 32%	-	-	1 31%	-	-	-	* 39%	2 39%	-	-	-	-	1 28%	* 43%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 487  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of England (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	-**	-**	1**	5**	1**	4**	2**	-**	1**	1**	3**	-**	2**	2**	-**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	13%	17%	-	-	36%	-	-	-	-	-	100%	-	-	-	-	-	44%	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-
	13%	17%	-	-	-	32%	-	-	-	-	-	38%	-	-	-	-	43%	-	-	-	-
Never	8	5	3	3	2	3	-	-	1	5	-	2	-	-	1	*	-	-	2	2	-
	75%	66%	100%	100%	64%	68%	-	-	100%	100%	-	62%	100%	-	100%	100%	13%	-	100%	100%	-
NET: At least daily	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	13%	17%	-	-	36%	-	-	-	-	-	100%	-	-	-	-	-	44%	-	-	-	-
NET: At least weekly	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	13%	17%	-	-	36%	-	-	-	-	-	100%	-	-	-	-	-	44%	-	-	-	-
NET: Ever	3	3	-	-	1	1	-	-	-	-	1	1	-	-	-	-	3	-	-	-	-
	25%	34%	-	-	36%	32%	-	-	-	-	100%	38%	-	-	-	-	87%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 488  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-
Weighted base	11*	8**	..	3*	***	..	..	..	2**	***	2**	..	..	8**	..	..	7**	2**	..	..	7**	4**	..	4**	..	..	..
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	1 21%	-	-	-	-	1 36%	-	1 36%	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	1 73%	-	-	-	1 36%	-	1 36%	-	-	-	-
Never	8 75%	5 64%	-	3 100%	1 100%	-	-	-	2 100%	1 100%	2 100%	-	-	6 66%	-	-	5 79%	1 27%	-	-	7 100%	1 29%	-	1 29%	-	-	-
NET: At least daily	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	1 21%	-	-	-	1 36%	-	1 36%	-	-	-	-
NET: At least weekly	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	1 21%	-	-	-	1 36%	-	1 36%	-	-	-	-
NET: Ever	3 25%	3 36%	-	-	-	-	-	-	-	-	-	-	-	3 34%	-	-	1 21%	1 73%	-	-	3 71%	-	3 71%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 489  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	**	**	**
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	13%	-	24%	24%	24%	50%	30%	-	-	73%	-	-	100%	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1	-	1	1	1	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	13%	-	24%	24%	24%	50%	30%	55%	-	15%	-	-	-	-	-	55%	-	-	-	-
Never	8	5	3	3	3	-	2	1	1	1	8	1	-	2	1	2	1	-	-	-
	75%	100%	52%	52%	52%	-	40%	45%	100%	27%	85%	100%	-	100%	100%	100%	45%	-	-	-
NET: At least daily	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	13%	-	24%	24%	24%	50%	30%	-	-	73%	-	-	100%	-	-	-	-	-	-	-
NET: At least weekly	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	13%	-	24%	24%	24%	50%	30%	-	-	73%	-	-	100%	-	-	-	-	-	-	-
NET: Ever	3	-	3	3	3	3	3	1	-	1	1	-	1	-	-	-	1	-	-	-
	25%	-	48%	48%	48%	100%	60%	55%	-	73%	15%	-	100%	-	-	-	55%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 490  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**  
**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	..*	2**	..*	1**	..*	..*	1**	..*	..*	3**	..*	..*	..*	..*	4**	..*	..*	..*	..*	..*
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	1 13%	-	-	-	-	-	-	-	-	1 44%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	1 13%	-	-	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-
Never	8 75%	-	2 100%	-	1 100%	-	-	1 100%	-	-	* 13%	-	-	-	4 100%	-	-	-	-	-	-
NET: At least daily	1 13%	-	-	-	-	-	-	-	-	1 44%	-	-	-	-	-	-	-	-	-	-	-
NET: At least weekly	1 13%	-	-	-	-	-	-	-	-	1 44%	-	-	-	-	-	-	-	-	-	-	-
NET: Ever	3 25%	-	-	-	-	-	-	-	-	3 87%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 491  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
Several times a day	*	*	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	12%	-	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-	-	-	-	-	-
Once a day	5	3	3	1	5	-	-	-	3	3	-	-	-	-	-	-	1	2	3	-	-	-	-	
	23%	23%	24%	31%	62%	-	-	-	37%	42%	-	-	-	-	-	-	17%	48%	83%	-	-	-	-	
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
	3%	-	6%	-	-	7%	-	-	8%	-	-	-	-	-	-	-	-	-	-	32%	-	-	-	
Less often	2	2	-	-	-	1	1	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	
	8%	15%	-	-	-	9%	26%	-	-	14%	-	20%	-	-	-	-	-	19%	-	-	-	100%	-	
Never	15	7	8	1	3	7	3	-	4	2	4	4	3	-	3	-	4	1	1	1	-	1	1	
	64%	59%	70%	57%	38%	83%	74%	-	55%	39%	100%	80%	90%	-	100%	-	83%	33%	17%	68%	-	100%	100%	
NET: At least daily	6	3	3	1	5	-	-	-	3	3	-	-	*	-	-	-	1	2	3	-	-	-	-	
	25%	25%	24%	43%	62%	-	-	-	37%	47%	-	-	10%	-	-	-	17%	48%	83%	-	-	-	-	
NET: At least weekly	6	3	3	1	5	1	-	-	4	3	-	-	*	-	-	-	1	2	3	1	-	-	-	
	27%	25%	30%	43%	62%	7%	-	-	45%	47%	-	-	10%	-	-	-	17%	48%	83%	32%	-	-	-	
NET: Ever	8	5	3	1	5	1	1	-	4	4	-	1	*	-	-	-	1	3	3	1	1	-	-	
	36%	41%	30%	43%	62%	17%	26%	-	45%	61%	-	20%	10%	-	-	-	17%	67%	83%	32%	100%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 492  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-
Weighted base	23*	16**	2**	2*	3**	**	**	1**	7**	5**	6**	4**	**	16**	**	**	11**	8**	2**	**	20**	3**	**	3**	**	**	**
Several times a day	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-	-	-	-	-	-
	1%	-	16%	-	-	-	-	-	-	-	-	-	-	2%	-	-	3%	-	-	1%	-	-	-	-	-	-	-
Once a day	5	5	-	-	-	-	-	-	-	-	-	-	-	5	-	-	5	-	1	5	-	-	-	-	-	-	-
	23%	35%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	41%	-	35%	27%	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-
	3%	-	35%	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	8%	-	3%	-	-	-	-	-	-	-
Less often	2	1	-	1	-	-	-	1	-	1	1	-	1	-	-	1	-	1	-	2	-	-	-	-	-	-	-
	8%	5%	-	35%	-	-	-	12%	-	13%	23%	-	7%	-	-	10%	11%	-	10%	-	-	-	-	-	-	-	-
Never	15	9	1	2	2	-	1	6	5	6	3	-	9	-	-	5	6	1	-	12	3	-	3	-	-	-	
	64%	60%	50%	100%	65%	-	100%	88%	100%	87%	77%	-	53%	-	-	47%	81%	65%	-	58%	100%	-	100%	-	-	-	
NET: At least daily	6	5	*	-	-	-	-	-	-	-	-	-	6	-	-	5	-	1	-	6	-	-	-	-	-	-	
	25%	35%	16%	-	-	-	-	-	-	-	-	-	36%	-	-	44%	-	35%	-	29%	-	-	-	-	-	-	
NET: At least weekly	6	5	1	-	-	-	-	-	-	-	-	-	6	-	-	5	1	1	-	6	-	-	-	-	-	-	
	27%	35%	50%	-	-	-	-	-	-	-	-	-	40%	-	-	44%	8%	35%	-	32%	-	-	-	-	-	-	
NET: Ever	8	6	1	-	1	-	-	1	-	1	1	-	7	-	-	6	1	1	-	8	-	-	-	-	-	-	
	36%	40%	50%	-	35%	-	-	12%	-	13%	23%	-	47%	-	-	53%	19%	35%	-	42%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 493

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Periscope****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)			
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1						
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	-**	2**	7**	2**	6**	5**	1**	-**	1**						
Several times a day	*	*	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-						
Once a day	5	2	3	3	3	3	3	-	-	5	-	-	3	-	2	-	-	-	1							
Several times a week	23%	16%	32%	34%	29%	79%	36%	-	-	49%	-	-	37%	-	37%	-	-	-	100%							
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-							
Less often	3%	5%	-	-	-	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-							
Never	2	-	2	2	2	-	1	1	-	1	1	-	1	-	-	1	-	-	-							
NET: At least daily	8%	-	19%	20%	22%	-	12%	68%	-	8%	9%	-	68%	-	15%	-	-	-	-							
NET: At least weekly	15	10	5	4	4	1	4	1	1	5	10	-	1	3	2	3	5	1	-							
NET: Ever	64%	76%	49%	46%	48%	21%	51%	32%	100%	43%	83%	-	32%	49%	100%	48%	100%	100%	-							
NET: At least daily	6	2	3	3	3	3	3	-	-	5	*	-	3	-	2	-	-	-	1							
NET: At least weekly	25%	19%	32%	34%	29%	79%	36%	-	-	49%	2%	-	42%	-	37%	-	-	-	100%							
NET: Ever	6	3	3	3	3	3	3	-	-	5	1	-	3	-	2	-	-	-	1							
NET: Ever	27%	24%	32%	34%	29%	79%	36%	-	-	49%	8%	-	51%	-	37%	-	-	-	100%							
NET: Ever	8	3	5	5	4	3	3	1	-	6	2	-	1	3	-	3	-	-	1							
NET: Ever	36%	24%	51%	54%	52%	79%	49%	68%	-	57%	17%	-	68%	51%	-	52%	-	-	100%							

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 494  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	1	-	-	2	-	-	1	3	1	1
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
Several times a day	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a day	5	-	-	-	-	-	-	-	-	1	-	3	-	-	-	-	-	-	-	2	-	-
23%	-	-	-	-	-	-	-	-	-	100%	-	100%	-	-	-	-	-	-	-	55%	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	-	-
Less often	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	100%
Never	15	2	1	-	-	-	-	2	4	2	-	1	-	-	1	-	-	1	1	1	1	-
64%	85%	100%	-	-	-	-	100%	100%	100%	100%	100%	100%	-	-	68%	-	-	100%	23%	100%	100%	-
NET: At least daily	6	*	-	-	-	-	-	-	-	1	-	3	-	-	-	-	-	-	-	2	-	-
25%	15%	-	-	-	-	-	-	-	-	100%	-	100%	-	-	-	-	-	-	-	55%	-	-
NET: At least weekly	6	*	-	-	-	-	-	-	-	1	-	3	-	-	1	-	-	-	-	2	-	-
27%	15%	-	-	-	-	-	-	-	-	100%	-	100%	-	-	32%	-	-	-	-	55%	-	-
NET: Ever	8	*	-	-	-	-	-	-	-	1	-	3	-	-	1	-	-	-	-	3	-	1
36%	15%	-	-	-	-	-	-	-	-	100%	-	100%	-	-	32%	-	-	-	-	77%	-	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 495  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Reddit**

Base: All who visited/ used sites/ apps

	Gender		Age					Social Grade				Region													
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	16	20	9	8	12	24	32	21	4
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**
Several times a day	4 2%	2 2%	3 3%	1 2%	3 4%	1 2%	- -	- -	- -	1 2%	3 4%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	3 18%	1 3%	1 4%	- -	- -
Once a day	7 4%	6 5%	1 2%	1 2%	5 8%	1 2%	- -	- -	- -	2 4%	- -	3 8%	1 4%	1 7%	1 19%	- -	- -	- -	1 14%	- -	- -	1 3%	- -	2 11%	- -
Several times a week	9 4%	7 6%	1 2%	4 7%	- -	4 9%e	1 4%	- -	- -	2 4%	3 6%	2 3%	2 5%	- -	- -	- -	3 17%	1 7%	1 7%	1 11%	- -	1 4%	1 3%	1 5%	- -
Once a week	2 1%	* -	2 2%	- -	- -	1 2%	1 4%	- -	- -	2 3%	- -	* -	- -	* -	- -	- -	- -	1 4%	- -	- -	- -	1 3%	- -	- -	- -
Less often	26 13%	17 15%	9 11%	12 21%	6 10%	5 12%	2 10%	1 13%	- -	6 10%	10 17%	8 18%	3 9%	* 2%	- -	4 20%	4 23%	2 12%	- -	- -	5 34%	7 30%	2 8%	2 7%	- -
Never	144 73%	77 68%	67 80%	38 68%	43 71%	32 73%	19 83%	8 87%	3 100%	41 71%	43 73%	31 70%	29 80%	18 89%	5 81%	17 80%	8 45%	15 76%	8 78%	7 89%	7 48%	11 50%	24 85%	17 77%	7 100%
Don't know	4 2%	4 4%	- -	- -	4 7%	- -	- -	- -	- -	4 7%	- -	- -	- -	- -	- -	- -	3 16%	- -	- -	- -	- -	2 7%	- -	- -	- -
NET: At least daily	11 6%	7 6%	4 5%	2 4%	7 12%	1 3%	- -	- -	- -	3 6%	3 4%	3 8%	2 6%	1 7%	1 19%	- -	- -	- -	1 14%	- -	3 18%	1 6%	1 4%	2 11%	- -
NET: At least weekly	22 11%	15 13%	7 8%	6 11%	7 12%	7 15%	2 8%	- -	- -	7 12%	6 10%	5 12%	4 11%	2 9%	1 19%	- -	3 17%	2 12%	2 22%	1 11%	3 18%	3 13%	2 7%	3 15%	- -
NET: Ever	48 25%	32 28%	16 20%	18 32%	14 22%	12 27%	4 17%	1 13%	- -	13 22%	15 27%	13 30%	7 20%	2 11%	1 19%	4 20%	7 40%	5 24%	2 22%	1 11%	7 52%	10 43%	4 15%	5 23%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 496  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	**	**	70*	89*	23**	12**	170	25**	8**	13**	4**	**	**
Several times a day	4	4	*	-	-	-	-	-	*	-	*	-	-	4	-	-	3	1	-	3	1	1	1	-	-	-	-
	2%	3%	2%	-	-	-	-	-	2%	-	3%	-	-	2%	-	-	4%	1%	3%	-	2%	5%	8%	5%	-	-	-
Once a day	7	6	-	1	-	-	-	-	-	-	-	-	-	7	-	-	1	5	1	-	6	1	-	1	-	-	-
	4%	5%	-	4%	-	-	-	-	-	-	-	-	-	4%	-	-	2%	6%	3%	-	4%	3%	-	5%	-	-	-
Several times a week	9	7	1	*	1	-	-	-	1	-	1	1	-	7	-	-	5	3	1	-	5	4	1	2	1	-	-
	4%	6%	2%	4%	4%	-	-	-	4%	-	8%	18%	-	5%	-	-	7%	3%	3%	-	3%	15%	11%	14%	23%	-	-
Once a week	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	1	1	-	2	-	-	-	-	-	-
	1%	1%	5%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	4%	-	1%	-	-	-	-	-	-
Less often	26	18	3	3	2	-	-	-	2	1	-	2	*	24	-	-	11	11	1	2	22	5	2	2	1	-	-
	13%	15%	13%	11%	11%	-	-	-	7%	5%	-	26%	45%	15%	-	-	16%	12%	6%	12%	13%	19%	26%	16%	16%	-	-
Never	144	76	19	25	14	1	3	5	26	21	14	4	1	112	-	-	50	64	18	11	127	15	4	8	3	-	-
	73%	66%	78%	83%	85%	100%	100%	100%	87%	95%	89%	56%	55%	70%	-	-	72%	72%	81%	88%	75%	59%	56%	60%	62%	-	-
Don't know	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	4	-	-	4	-	-	-	-	-	-
	2%	4%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	5%	-	-	3%	-	-	-	-	-	-
NET: At least daily	11	9	*	1	-	-	-	-	*	*	-	-	-	11	-	-	4	6	1	-	9	2	1	1	-	-	-
	6%	8%	2%	4%	-	-	-	-	2%	-	3%	-	-	7%	-	-	5%	7%	6%	-	5%	8%	8%	10%	-	-	-
NET: At least weekly	22	18	2	2	1	-	-	-	2	-	2	1	-	20	-	-	9	10	3	-	16	6	1	3	1	-	-
	11%	15%	8%	6%	4%	-	-	-	6%	-	11%	18%	-	13%	-	-	12%	12%	13%	-	10%	23%	19%	25%	23%	-	-
NET: Ever	48	36	5	5	2	-	-	-	4	1	2	3	*	44	-	-	20	21	4	2	38	10	3	5	2	-	-
	25%	31%	22%	17%	15%	-	-	-	13%	5%	11%	44%	45%	28%	-	-	28%	23%	19%	12%	22%	41%	44%	40%	38%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 497

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Reddit****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16	NET: Under 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**
Several times a day	4	1	3	3	3	3	1	-	4	1	-	1	3	-	-	-	-	-	-	-
	2%	1%	6%	6%	7%a	11%	10%	3%	-	10%	*	-	6%	10%	-	-	-	-	-	-
Once a day	7	6	1	1	-	1	-	-	-	4	3	-	1	1	-	4	1	-	-	-
	4%	4%	2%	2%	-	5%	-	-	-	11%	2%	-	-	5%	3%	-	12%	12%	-	-
Several times a week	9	1	7	7	2	4	5	1	2	6	*	2	1	-	3	2	-	-	-	1
	4%	1%	13%a	14%a	14%a	10%	12%	6%	7%	4%	7%	8%	5%	-	7%	8%	-	-	-	4%
Once a week	2	2	-	-	-	-	-	-	1	1	-	*	1	1	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	2%	1%	-	2%	3%	2%	-	-	-	-	-	-
Less often	26	22	4	4	2	3	2	1	1	5	21	*	-	5	5	3	1	3	1	1
	13%	16%	8% <sup>d</sup>	8%	4%	14%	6%	5%	14%	14%	13%	6%	-	22%	13%	14%	10%	15%	48%	4%
Never	144	103	41	38	34	13	22	16	7	19	124	6	17	14	33	26	19	4	3	17
	73%	74%	71%	70%	75%	59%	72%	70%	80%	55%	77%	87%	84%	56%	82%	74%	61%	73%	52%	91%
Don't know	4	4	-	-	-	-	-	-	-	4	-	-	-	-	2	3	-	-	-	-
	2%	3%	-	-	-	-	-	-	-	3%	-	-	-	-	5%	9%	-	-	-	-
NET: At least daily	11	7	4	4	3	4	3	1	-	8	4	-	1	4	1	-	4	1	-	-
	6%	5%	8%	8%	7%	17%	10%	3%	-	22%	2%	-	6%	15%	3%	-	12%	12%	-	-
NET: At least weekly	22	10	12	12	10	6	7	6	1	11	11	*	3	6	2	3	6	1	-	1
	11%	7%	21% <sup>a</sup>	22%	21% <sup>a</sup>	26%	22%	25%	6%	31%	7%	7%	16%	22%	5%	7%	20%	12%	-	4%
NET: Ever	48	32	16	16	12	9	9	7	2	16	32	1	3	11	7	9	2	3	2	2
	25%	23%	29%	30%	25%	41%	28%	30%	20%	45%	20%	13%	16%	44%	18%	21%	30%	27%	48%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 498

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Reddit****Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Bim- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
Several times a day	4 2%	-	-	-	-	-	-	-	-	-	-	-	3 83%	-	-	1	-	-	-	-	-	-
Once a day	7 4%	1 16%	-	-	1 15%	-	-	-	-	-	1 24%	-	-	-	-	1 2%	-	2 30%	-	-	-	-
Several times a week	9 4%	-	-	-	1 17%	-	2 27%	-	-	-	2 12%	-	-	-	-	2 4%	1 7%	-	-	1 11%	-	*
Once a week	2 1%	-	* 4%	-	-	-	-	-	-	-	1 5%	-	-	-	-	1 2%	-	-	-	-	-	-
Less often	26 13%	-	* 4%	-	4 48%	-	-	3 17%	1 21%	-	2 14%	2 44%	1 17%	1 27%	-	10 23%	-	1 15%	*	5%	-	-
Never	144 73%	7 84%	11 93%	5 100%	2 21%	4 59%	4 73%	15 83%	5 79%	5 76%	13 69%	3 56%	-	3 73%	4 100%	27 63%	8 93%	4 54%	8 95%	7 89%	7 100%	4 91%
Don't know	4 2%	-	-	-	-	3 41%	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-
NET: At least daily	11 6%	1 16%	-	-	1 15%	-	-	-	-	-	1 24%	-	-	3 83%	-	2 4%	-	2 30%	-	-	-	-
NET: At least weekly	22 11%	1 16%	* 4%	-	3 31%	-	2 27%	-	-	1 24%	3 17%	-	3 83%	-	4 10%	1 7%	2 30%	-	1 11%	-	-	*
NET: Ever	48 25%	1 16%	1 7%	-	6 79%	-	2 27%	3 17%	1 21%	1 24%	6 31%	2 44%	4 100%	1 27%	-	14 33%	1 7%	3 46%	*	1 5%	1 11%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 499

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Mixer****Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	-	2	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	-**	-**	3**	4**	3**	1**	1**	1**	-**	-**	2**	1**	2**	2**	1**	1**	-**
Several times a day	2	2	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-
	19%	20%	-	-	30%	-	-	-	76%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
Once a day	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	13%	14%	-	-	20%	-	-	-	-	42%	-	-	-	-	-	-	79%	-	-	-	-	-	-
Several times a week	2	2	-	-	2	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-
	17%	18%	-	-	26%	-	-	-	19%	35%	-	-	100%	-	-	-	-	-	-	-	-	54%	-
Once a week	1	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	11%	6%	100%	23%	-	46%	-	-	24%	16%	-	-	-	-	-	-	-	-	-	-	100%	46%	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4	4	-	2	2	1	-	-	-	2	1	1	1	-	-	-	1	-	2	-	-	-	-
	40%	43%	-	77%	25%	54%	-	-	-	64%	23%	100%	100%	-	-	-	21%	100%	-	100%	-	-	-
NET: At least daily	4	4	-	-	4	-	-	-	2	-	1	-	-	-	-	-	1	-	2	-	-	-	-
	32%	34%	-	-	49%	-	-	-	76%	-	42%	-	-	-	-	-	79%	-	100%	-	-	-	-
NET: At least weekly	7	6	1	1	5	1	-	-	3	1	3	-	-	1	-	-	1	-	2	-	1	1	-
	60%	57%	100%	23%	75%	46%	-	-	100%	36%	77%	-	-	100%	-	-	79%	-	100%	-	100%	100%	-
NET: Ever	7	6	1	1	5	1	-	-	3	1	3	-	-	1	-	-	1	-	2	-	1	1	-
	60%	57%	100%	23%	75%	46%	-	-	100%	36%	77%	-	-	100%	-	-	79%	-	100%	-	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 500  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	**	**	**	1**	1**	**	**	**	10**	**	**	6**	3**	**	**	9**	2**	**	2**	**	**	**
Several times a day	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	2	-	-	-	-	-	-	-
	19%	29%	-	-	-	-	-	-	-	-	-	-	-	21%	-	-	33%	-	-	23%	-	-	-	-	-	-	-
Once a day	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-
	13%	19%	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	22%	-	-	-	71%	-	71%	-	-	-	-
Several times a week	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	2	-	-	-	-	-	-	-
	17%	25%	-	-	-	-	-	-	-	-	-	-	-	18%	-	-	18%	25%	-	20%	-	-	-	-	-	-	-
Once a week	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	1	1	-	1	-	-	-	-
	11%	-	36%	100%	-	-	-	-	-	-	-	-	-	12%	-	-	9%	24%	-	7%	29%	-	29%	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4	2	1	1	-	-	-	-	1	1	-	-	-	4	-	-	1	1	-	4	-	-	-	-	-	-	-
	40%	26%	64%	-	100%	-	-	-	100%	100%	-	-	-	36%	-	-	18%	51%	-	49%	-	-	-	-	-	-	-
NET: At least daily	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	4	-	-	2	1	-	1	-	-	-	-
	32%	49%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	55%	-	-	23%	71%	-	71%	-	-	-	-
NET: At least weekly	7	5	1	1	-	-	-	-	-	-	-	-	-	7	-	-	5	1	-	5	2	-	2	-	-	-	-
	60%	74%	36%	100%	-	-	-	-	-	-	-	-	-	64%	-	-	82%	49%	-	51%	100%	-	100%	-	-	-	-
NET: Ever	7	5	1	1	-	-	-	-	-	-	-	-	-	7	-	-	5	1	-	5	2	-	2	-	-	-	-
	60%	74%	36%	100%	-	-	-	-	-	-	-	-	-	64%	-	-	82%	49%	-	51%	100%	-	100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 501

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Mixer****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			Yes	Under 16	NET: Any 5-18	Any aged 5-10							£14,000 to £21,000	£21,000 to £28,000	£28,000 to £34,000	£34,000 to £41,000	£41,000 to £48,000	£48,000 to £55,000	£55,000 to 1 or more	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	**	5**	6**	**	1**	1**	3**	3**	**	1**	**	**
Several times a day	2	2	-	-	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-
	19%	30%	-	-	-	-	-	-	-	39%	-	-	-	-	76%	-	-	-	-	-
Once a day	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	13%	-	35%	35%	65%	43%	100%	-	-	26%	-	-	100%	-	-	-	-	-	-	-
Several times a week	2	-	2	2	-	2	-	-	-	2	-	-	-	1	1	-	-	-	-	-
	17%	-	46%	46%	-	57%	-	-	-	34%	-	-	-	35%	24%	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-
	11%	18%	-	-	-	-	-	-	-	22%	-	-	63%	-	-	-	-	100%	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4	4	1	1	1	-	-	1	-	4	-	-	-	2	-	-	-	-	-	-
	40%	52%	19%	19%	35%	-	-	100%	-	78%	-	-	37%	65%	-	-	-	-	-	-
NET: At least daily	4	2	1	1	1	1	1	-	-	4	-	-	1	-	2	-	-	-	-	-
	32%	30%	35%	35%	65%	43%	100%	-	-	66%	-	-	100%	-	76%	-	-	-	-	-
NET: At least weekly	7	3	3	3	1	3	1	-	-	5	1	-	1	1	3	-	1	-	-	-
	60%	48%	81%	81%	65%	100%	100%	-	-	100%	22%	-	100%	63%	35%	100%	-	100%	-	-
NET: Ever	7	3	3	3	1	3	1	-	-	5	1	-	1	1	3	-	1	-	-	-
	60%	48%	81%	81%	65%	100%	100%	-	-	100%	22%	-	100%	63%	35%	100%	-	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 502  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
Several times a day	2 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 100%	-
Once a day	1 13%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	-	-	-	-	-	-	-
Several times a week	2 17%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
Once a week	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	1 26%	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	4 40%	1 100%	-	-	-	-	-	-	-	1 100%	* 21%	-	-	-	2 74%	-	-	-	-	-	-
NET: At least daily	4 32%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	-	-	-	-	-	2 100%	-
NET: At least weekly	7 60%	-	-	-	1 100%	-	-	-	-	1 79%	-	-	-	1 100%	1 26%	1 100%	-	-	-	2 100%	-
NET: Ever	7 60%	-	-	-	1 100%	-	-	-	-	1 79%	-	-	-	1 100%	1 26%	1 100%	-	-	-	2 100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 503  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	-**	2**	-**	2**	2**	-**	-**	-**	2**	-**	1**	2**	1**	-**
Several times a day	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	23%	33%	-	-	100%	-	-	-	-	-	61%	-	-	-	-	68%	-	-	-	-	-
Once a day	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	14%	21%	-	-	-	58%	-	-	-	-	39%	-	-	-	-	-	-	-	58%	-	-
Several times a week	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	
	22%	32%	-	-	-	-	100%	-	68%	-	-	-	-	-	-	-	100%	-	-	-	
Once a week	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	
	11%	-	35%	-	-	42%	-	-	32%	-	-	-	-	-	-	-	-	-	42%	-	
Less often	2	1	1	2	-	-	-	-	-	-	2	-	-	-	1	-	-	-	-	1	
	30%	15%	65%	100%	-	-	-	-	-	-	100%	-	-	-	32%	-	-	-	-	100%	
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: At least daily	2	2	-	-	1	1	-	-	-	-	2	-	-	-	1	-	-	-	1	-	
	37%	53%	-	-	100%	58%	-	-	-	-	100%	-	-	-	68%	-	-	-	58%	-	
NET: At least weekly	4	4	1	-	1	2	1	-	2	-	2	-	-	-	1	-	1	2	-	-	
	70%	85%	35%	-	100%	100%	100%	-	100%	-	100%	-	-	-	68%	-	100%	100%	-	-	
NET: Ever	6	4	2	2	1	2	1	-	2	-	2	2	-	-	2	-	1	2	2	1	
	100%	100%	100%	100%	100%	100%	100%	-	100%	-	100%	100%	-	-	100%	-	100%	100%	100%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 504  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)
Unweighted base	6	3	2	1	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-
Weighted base	6*	4**	1**	1*	**	**	**	**	**	**	**	**	5**	**	**	6**	1**	**	**	4**	3**	1**	1**	**	**	**
Several times a day	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-
	23%	38%	-	-	-	-	-	-	-	-	-	-	27%	-	-	25%	-	-	-	-	54%	-	100%	-	-	-
Once a day	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	14%	24%	-	-	-	-	-	100%	-	100%	-	-	-	-	-	16%	-	-	-	25%	-	-	-	-	-	-
Several times a week	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	22%	37%	-	-	-	-	-	-	-	-	-	-	26%	-	-	25%	-	-	-	38%	-	-	-	-	-	-
Once a week	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	11%	-	50%	-	-	-	-	-	-	-	-	-	12%	-	-	-	100%	-	-	18%	-	-	-	-	-	-
Less often	2	-	1	1	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	1	1	1	-	-	-	-
	30%	-	50%	100%	-	-	-	-	-	-	-	-	35%	-	-	34%	-	-	-	18%	46%	100%	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	2	2	-	-	-	-	-	1	-	1	-	-	1	-	-	2	-	-	-	1	1	-	1	-	-	-
	37%	63%	-	-	-	-	-	100%	-	100%	-	-	27%	-	-	42%	-	-	-	25%	54%	-	100%	-	-	-
NET: At least weekly	4	4	1	-	-	-	-	1	-	1	-	-	3	-	-	4	1	-	-	3	1	-	1	-	-	-
	70%	100%	50%	-	-	-	-	100%	-	100%	-	-	65%	-	-	66%	100%	-	-	82%	54%	-	100%	-	-	-
NET: Ever	6	4	1	1	-	-	-	1	-	1	-	-	5	-	-	6	1	-	-	4	3	1	1	-	-	-
	100%	100%	100%	100%	-	-	-	100%	-	100%	-	-	100%	-	-	100%	100%	-	-	100%	100%	100%	100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 505  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	6	3	3	3	3	1	2	1	1	4	2	-	2	2	2	-	-	-	-	-
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**
Several times a day	1	-	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	23%	-	38%	38%	38%	100%	61%	-	34%	-	-	54%	-	-	-	-	-	-	-	-
Once a day	1	-	1	1	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-
	14%	-	24%	24%	24%	-	39%	-	21%	-	-	-	-	39%	-	-	-	-	-	-
Several times a week	1	-	1	1	1	-	-	1	1	-	1	-	-	1	-	-	-	-	-	-
	22%	-	37%	37%	37%	-	-	100%	100%	-	68%	-	-	61%	-	-	-	-	-	-
Once a week	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	11%	26%	-	-	-	-	-	-	-	32%	-	-	50%	-	-	-	-	-	-	-
Less often	2	2	-	-	-	-	-	-	2	-	-	1	-	-	-	-	-	-	-	-
	30%	74%	-	-	-	-	-	-	45%	-	-	46%	50%	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	2	-	2	2	2	1	2	-	2	-	-	1	-	1	-	-	-	-	-	-
	37%	-	63%	63%	63%	100%	100%	-	55%	-	-	54%	-	39%	-	-	-	-	-	-
NET: At least weekly	4	1	4	4	4	1	2	1	1	2	2	1	1	2	-	-	-	-	-	-
	70%	26%	100%	100%	100%	100%	100%	100%	55%	100%	-	54%	50%	100%	-	-	-	-	-	-
NET: Ever	6	3	4	4	4	1	2	1	1	4	2	3	1	2	-	-	-	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 506  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-	-
Weighted base	6*	..*	..*	..*	..*	..*	..*	..*	..*	2**	1**	..*	..*	..*	3**	..*	..*	..*	..*	..*	..*
Several times a day	1 23%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	-	-	-	-	-	-	-
Once a day	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-
Several times a week	1 22%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Once a week	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 24%	-	-	-	-	-	-
Less often	2 30%	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	1 44%	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	2 37%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	1 32%	-	-	-	-	-	-
NET: At least weekly	4 70%	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	2 56%	-	-	-	-	-	-
NET: Ever	6 100%	-	-	-	-	-	-	-	-	2 100%	1 100%	-	-	-	3 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 507

**Q.8 In the last week, how often did you send private or direct messages to other users on these services?****Other****Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	**	1**	4**	1**	2**	2**	**	6**	4**	3**	***
Several times a day	9	4	6	-	-	-	-	7	2	1	5	3	-	-	-	-	3	-	1	-	-	4	-	1	-
	34%	24%	46%	-	-	-	-	56%	20%	15%	41%	64%	-	-	-	-	67%	-	53%	-	-	72%	-	46%	-
Once a day	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	6%	-	-	-	-	-	8%	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	-
Several times a week	5	4	1	-	-	-	-	2	3	3	2	1	-	2	-	1	1	-	-	-	-	1	-	-	-
	19%	30%	6%	-	-	-	-	18%	27%	40%	12%	16%	-	84%	-	33%	49%	-	-	-	-	-	16%	-	-
Once a week	2	1	2	-	-	-	1	*	1	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	*
	9%	5%	14%	-	-	-	45%	3%	7%	16%	10%	-	-	-	100%	-	-	-	-	-	-	17%	-	-	100%
Less often	2	-	2	-	-	-	1	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-
	6%	-	13%	-	-	-	31%	5%	-	5%	-	37%	-	-	-	-	-	47%	-	-	-	-	-	24%	-
Never	8	5	2	*	*	-	1	2	4	1	4	1	2	*	-	-	1	-	2	-	2	3	-	-	-
	29%	36%	20%	100%	100%	-	24%	18%	38%	17%	31%	20%	63%	16%	-	-	51%	-	100%	-	28%	67%	-	-	-
NET: At least daily	10	4	6	-	-	-	-	7	3	2	5	3	-	-	-	3	-	1	-	-	4	-	2	-	-
	37%	29%	46%	-	-	-	-	56%	28%	27%	41%	64%	-	-	-	67%	-	53%	-	-	72%	-	76%	-	-
NET: At least weekly	18	10	8	-	-	-	1	10	7	6	8	3	-	2	-	1	4	1	1	-	4	1	2	*	-
	65%	64%	66%	-	-	-	45%	77%	62%	83%	63%	80%	-	84%	-	100%	100%	49%	53%	-	72%	33%	76%	100%	-
NET: Ever	19	10	10	-	-	-	2	10	7	6	9	3	1	2	-	1	4	1	2	-	4	1	3	*	-
	71%	64%	80%	-	-	-	76%	82%	62%	83%	69%	80%	37%	84%	-	100%	100%	49%	100%	-	72%	33%	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 508  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	**	1**	10**	**	8**	***	6**	2**	**	19**	**	**	10**	15**	2**	**	24**	3**	1**	**	2**	**	**
Several times a day	9 34%	6 80%	1 17%	-	-	-	2 19%	-	3 35%	-	3 47%	-	-	6 33%	-	-	5 52%	4 27%	-	-	7 29%	2 71%	-	-	2 100%	-	-
Once a day	1 3%	-	-	-	-	-	1 8%	-	-	-	-	-	-	1 4%	-	-	1 9%	-	-	-	1 4%	-	-	-	-	-	-
Several times a week	5 19%	-	-	-	-	-	5 50%	-	1 9%	-	1 41%	-	-	4 23%	-	-	1 7%	3 21%	1 59%	-	5 21%	-	-	-	-	-	-
Once a week	2 9%	-	2 22%	-	-	-	1 7%	-	1 10%	-	1 13%	-	-	2 9%	-	-	* 4%	2 14%	-	-	2 10%	-	-	-	-	-	-
Less often	2 6%	1 9%	1 12%	-	-	-	-	-	1 12%	-	1 59%	-	-	1 4%	-	-	-	1 5%	1 41%	-	2 7%	-	-	-	-	-	-
Never	8 29%	1 11%	4 49%	1 100%	-	1 100%	2 16%	-	3 35%	1 100%	2 40%	-	-	5 27%	-	-	3 29%	5 33%	-	-	7 29%	1 29%	1 100%	-	-	-	-
NET: At least daily	10 37%	6 80%	1 17%	-	-	-	3 27%	-	3 35%	-	3 47%	-	-	7 38%	-	-	6 60%	4 27%	-	-	8 33%	2 71%	-	-	2 100%	-	-
NET: At least weekly	18 65%	6 80%	3 39%	-	-	-	9 84%	-	4 53%	-	3 60%	1 41%	-	13 70%	-	-	7 71%	9 62%	1 59%	-	16 64%	2 71%	-	-	2 100%	-	-
NET: Ever	19 71%	7 89%	4 51%	-	-	-	9 84%	-	5 65%	-	3 60%	2 100%	-	14 73%	-	-	7 71%	10 67%	2 100%	-	17 71%	2 71%	-	-	2 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 509  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-						
Weighted base	27*	25**	2**	.*	2**	.*	.*	.*	2**	2**	25**	.*	4**	2**	10**	4**	3**	2**	.*	.*						
Several times a day	9	9	-	-	-	-	-	-	2	7	-	-	1	2	-	3	2	-	-							
	34%	36%	-	-	-	-	-	-	100%	28%	-	-	35%	22%	-	100%	100%	-	-							
Once a day	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-							
	3%	3%	-	-	-	-	-	-	-	3%	-	-	9%	-	-	-	-	-	-							
Several times a week	5	5	-	-	-	-	-	-	-	5	-	1	2	2	1	-	-	-	-							
	19%	20%	-	-	-	-	-	-	-	21%	-	16%	65%	21%	23%	-	-	-	-							
Once a week	2	2	-	-	-	-	-	-	-	2	-	1	-	1	-	-	-	-	-							
	9%	10%	-	-	-	-	-	-	-	10%	-	32%	-	11%	-	-	-	-	-							
Less often	2	-	2	-	2	-	-	-	2	2	-	-	-	2	-	-	-	-	-							
	6%	-	100%	-	100%	-	-	-	100%	-	7%	-	-	16%	-	-	-	-	-							
Never	8	8	-	-	-	-	-	-	-	8	-	2	-	2	3	-	-	-	-							
	29%	31%	-	-	-	-	-	-	-	31%	-	52%	-	21%	77%	-	-	-	-							
NET: At least daily	10	10	-	-	-	-	-	-	2	8	-	-	1	3	-	3	2	-	-							
	37%	39%	-	-	-	-	-	-	100%	32%	-	-	35%	31%	-	100%	100%	-	-							
NET: At least weekly	18	18	-	-	-	-	-	-	2	16	-	2	2	6	1	3	2	-	-							
	65%	69%	-	-	-	-	-	-	100%	62%	-	48%	100%	63%	23%	100%	100%	-	-							
NET: Ever	19	18	2	-	2	-	-	-	2	17	-	2	2	8	1	3	2	-	-							
	71%	69%	100%	-	100%	-	-	-	100%	69%	-	48%	100%	79%	23%	100%	100%	-	-							

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 510  
**Q.8 In the last week, how often did you send private or direct messages to other users on these services?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	***	***	3**
Several times a day	9 34%	-	-	-	3 67%	-	-	-	-	1 53%	-	-	-	-	-	4 48%	-	1 100%	-	-	-	-
Once a day	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 55%	-	-	-	-	-
Several times a week	5 19%	2 100%	-	-	1 33%	-	-	-	-	1 100%	-	-	-	-	-	-	1 45%	-	-	-	-	-
Once a week	2 9%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	* 100%	1 46%
Less often	2 6%	-	-	-	-	-	-	-	1 47%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
Never	8 29%	-	-	-	-	-	1 100%	1 100%	-	-	-	-	-	-	4 52%	-	-	-	-	* 100%	-	2 54%
NET: At least daily	10 37%	-	-	-	3 67%	-	-	-	1 53%	-	-	-	-	-	4 48%	1 55%	1 100%	-	-	-	-	-
NET: At least weekly	18 65%	2 100%	-	-	4 100%	-	-	-	1 53%	1 100%	-	-	-	1 100%	-	4 48%	2 100%	1 100%	-	-	* 100%	1 46%
NET: Ever	19 71%	2 100%	-	-	4 100%	-	-	-	2 100%	1 100%	-	-	-	1 100%	-	4 48%	2 100%	1 100%	1 100%	-	* 100%	1 46%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 511

**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?****Summary****Base: All who visited/ used sites/ apps**

	Devices									
	Mobile Phone/ smartphone	Laptop	Tablet computer	Desktop PC	Smart speaker	Smart TV/TV connected to the internet	Games console	Smart watch/ wearable	Other	
Unweighted base	1871	1871	1871	1871	1871	1871	1871	1871	1871	
Weighted base	1881	1881	1881	1881	1881	1881	1881	1881	1881	
Several times a day	669 36%	237 13%	159 8%	151 8%	42 2%	154 8%	61 3%	33 2%	15 1%	
Once a day	168 9%	176 9%	145 8%	112 6%	48 3%	104 6%	65 3%	43 2%	25 1%	
Several times a week	285 15%	222 12%	166 9%	157 8%	54 3%	131 7%	70 4%	36 2%	33 2%	
Once a week	121 6%	153 8%	129 7%	92 5%	30 2%	66 3%	42 2%	14 1%	19 1%	
Less often	151 8%	298 16%	245 13%	220 12%	97 5%	183 10%	144 8%	62 3%	51 3%	
Never	465 25%	771 41%	1011 54%	1117 59%	1575 84%	1210 64%	1469 78%	1663 88%	1501 80%	
Don't know	23 1%	24 1%	26 1%	32 2%	35 2%	33 2%	31 2%	30 2%	237 13%	
NET: At least daily	837 44%	413 22%	304 16%	264 14%	90 5%	258 14%	125 7%	76 4%	40 2%	
NET: At least weekly	1243 66%	788 42%	599 32%	513 27%	175 9%	455 24%	237 13%	126 7%	92 5%	
NET: Ever	1393 74%	1086 58%	844 45%	732 39%	271 14%	638 34%	381 20%	188 10%	143 8%	

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 512  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Mobile Phone/smartphone**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	669 36%	277 31%	391 40%a	159 71%efg hi	186 54%fgh i	133 43%ghi	104 30%hi	47 17%i	39 10%	187 36%	190 36%	137 36%	156 34%	49 30%	22 28%	80 40%os	66 43%osu x	69 42%osux	35 27%	29 32%	52 30%	109 44%nos uwx	88 34%	44 28%	26 42%
Once a day	168 9%	92 10%	76 8%	32 14%hi	40 12%hi	35 11%hi	35 10%hi	6 2%	20 5%	62 12%km	37 7%	35 9%	34 8%	23 14%sw	8 10%	18 9%	15 10%	12 7%	8 6%	9 10%	15 9%	22 9%	11 4%	18 11%w	9 15%w
Several times a week	285 15%	139 15%	146 15%	10 4%	57 16%cd	67 22%di	57 16%cd	51 18%di	45 12%cd	75 14%	99 19%	50 13%	62 14%	32 20%op	7 8%	21 10%	26 17%	24 15%	20 16%	16 18%	28 16%	35 14%	42 16%	27 17%	7 11%
Once a week	121 6%	55 6%	66 7%	7 3%	22 6%	10 3%	36 10%df	20 7%fg	26 7%	36 7%	30 9%	26 7%	29 6%	12 8%t	7 9%t	12 6%t	4 4%	11 7%t	9 7%t	- 8%t	13 8%t	14 6%t	23 9%t	9 6%t	4 7%t
Less often	151 8%	85 9%	66 7%	3 4%	15 4%	24 8%cd	32 9%de	32 11%de	45 12%de	35 7%	48 9%	36 9%	32 7%	12 7%	8 10%	12 6%	12 8%	14 11%	8 9%	14 8%	21 8%	26 10%	10 6%	3 4%	
Never	465 25%	249 27%b	215 22%	8 4%	21 6%	37 12%de	80 23%def	119 43%def	200 53%def	121 23%	118 22%	92 24%	134 30%jk	30 19%	28 35%nqr	57 28%v	28 18%	35 21%	42 32%nqr	25 29%v	47 28%v	41 17%	71 27%v	49 31%nqv	11 18%
Don't know	23 1%	11 1%	12 1%	4 2%	4 1%	4 1%	7 2%	2 1%	1 *	7 1%	6 1%	3 1%	6 1%	2 1%	- 1%	1 2%	3 2%	1 1%	2 1%	2 2%	2 1%	5 2%	3 1%	1 1%	1 2%
NET: At least daily	837 44%	369 41%	468 48%a	191 85%efg hi	227 66%fgh i	168 54%ghi	139 40%hi	53 19%	59 16%	249 47%	227 43%	172 45%	190 42%	72 45%	30 37%	98 48%os	81 52%osu x	81 49%sw	43 33%	38 42%	67 39%	132 54%osu wx	99 38%	62 39%	35 57%osuwx
NET: At least weekly	1243 66%	563 62%	680 70%a	208 93%fgh i	306 88%fgh i	244 79%ghi	232 66%hi	124 45%i	130 35%	360 69%am	355 67%	247 65%	280 62%	117 73%os	44 55%	132 65%	113 72%os	116 71%os	72 55%	54 60%	108 63%	180 73%ost w	164 62%	99 62%	46 76%os
NET: Ever	1393 74%	647 71%	746 77%a	212 94%fgh i	321 93%fgh i	268 87%ghi	263 75%hi	155 56%i	174 46%	396 75%am	403 76%am	283 75%	312 69%	128 80%os	52 65%	144 71%	125 80%osx	129 78%os	86 66%	62 70%	122 71%	201 82%ops tuwx	189 72%	108 68%	48 80%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 513  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Mobile Phone/smartphone**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	669 36%	372 42%ef	89 37%ef	82 51%	38 46%ef	11 14%	25 8%	53 45%ef	126 32%	72 42%hjk	73 28%	34 28%	5 28%	528 37%j	5 37%	4 41%	348 34%	209 37%	69 33%	29 68%pqr	568 33%	98 59%t	18 48%	53 62%t	18 64%	6 57%	3 66%
Once a day	168 9%	99 11%efg	21 9%e	17 10%	8 10%e	1 1%	17 6%	5 5%	20 5%	10 6%	10 4%	5 4%	- -	141 10%hjk	- -	3 28%	77 7%	47 8%	31 15%pq	8 20%pq	147 9%	17 10%	4 10%	11 13%	2 6%	- -	1 14%
Several times a week	285 15%	141 16%e	48 20%e	18 11%	12 15%e	4 5%	43 14%e	19 17%e	66 17%	31 18%	38 15%	22 18%	2 11%	214 15%	1 4%	1 6%	164 16%e	88 16%e	30 14%e	1 2%	269 16%u	14 9%	2 5%	7 9%	2 6%	3 29%	- -
Once a week	121 6%	57 6%	11 5%	10 6%	6 7%	4 4%	26 8%	7 6%	24 6%	6 4%	16 6%	7 5%	3 16%	95 7%	1 11%	- -	63 6%	37 7%	19 9%	1 1%	113 7%	7 4%	3 9%w	1 1%	2 9%	- -	- -
Less often	151 8%	70 8%g	17 7%g	6 4%	5 6%	5 6%	46 15%abd	2 2%	33 8%	14 8%	23 9%	13 11%	3 19%	113 8%	2 14%	- -	72 7%	60 11%p	14 6%	1 2%	130 8%	19 11%	6 17%t	9 11%	3 11%	- -	- -
Never	465 25%	136 15%	55 23%a	27 17%	12 15%	56 69%abd fg	152 49%abd g	27 24%a	129 32%im	37 21%	98 38%him	40 33%im	4 27%	327 23%	4 34%	3 24%	293 28%qs	111 20%e	47 22%e	2 4%	448 26%uvw	9 5%	3 8%	3 4%	- -	2 14%	1 20%
Don't know	23 1%	16 2%	2 1%	1 1%	- -	- -	1 *	3 2%	1 *	1 1%	1 1%	1 1%	- -	20 1%	- -	- -	12 1%	7 1%	3 1%	1 2%	21 1%	2 1%	1 2%	- -	1 4%	- -	- -
NET: At least daily	837 44%	470 53%bef	110 45%ef	99 61%	46 56%ef	12 15%	42 14%	58 50%ef	147 37%j	83 48%hjk	82 32%	40 32%	5 28%	668 47%hjk	5 37%	8 69%	425 41%	257 46%	101 47%	37 88%pqr	715 42%	115 70%t	21 58%	64 75%t	20 70%	6 57%	4 80%
NET: At least weekly	1243 66%	668 75%ef	169 70%ef	127 79%	64 79%ef	20 24%	111 36%	84 73%ef	237 59%j	120 70%hjk	136 53%	68 56%	9 54%	977 68%hjk	7 52%	8 76%	652 63%	382 68%	149 70%	39 92%pqr	1098 65%	136 82%t	27 73%	72 85%t	24 85%	9 86%	4 80%
NET: Ever	1393 74%	738 83%bef g	186 76%ef	133 83%	69 85%ef	25 31%	156 51%e	86 74%ef	269 67%j	134 78%hjk	158 61%	82 66%	12 73%	1090 76%hjk	9 66%	8 76%	724 70%	442 79%p	163 77%	39 94%pqr	1228 72%	154 94%t	33 91%t	82 96%t	27 96%	9 86%	4 80%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 514  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Mobile Phone/smartphone**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77				
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*				
Several times a day	669 36%	408 31%	252 46% <sup>ad</sup>	231 46%	195 43% <sup>a</sup>	100 57% <sup>abd</sup>	125 48% <sup>a</sup>	92 41% <sup>a</sup>	39 41%	92 44% <sup>aj</sup>	576 35%	25 34%	70 31%	86 27%	164 38% <sup>m</sup>	118 32%	61 39% <sup>m</sup>	28 47% <sup>m</sup>	25 55%	54 56% <sup>klmnop</sup>				
Once a day	168 9%	109 8%	58 11%	56 11%	50 11%	26 15% <sup>a</sup>	27 10%	23 10%	6 7%	32 15% <sup>aj</sup>	136 8%	4 6%	18 8%	22 7%	27 6%	35 10%	27 17% <sup>klmn</sup>	5 9%	3 6%	20 21% <sup>klmno</sup>				
Several times a week	285 15%	187 14%	99 18%	96 19%	81 18%	26 15%	47 18%	44 20%	12 12%	37 17%	248 15%	12 17%	20 9%	46 14%	68 16% <sup>l</sup>	81 22% <sup>lmn</sup>	19 12%	10 16%	6 13%	11 11%				
Once a week	121 6%	89 7%	32 6%	27 5%	29 7%	8 4%	13 5%	15 7%	8 9%	17 8%	104 6%	1 1%	21 9% <sup>kn</sup>	18 6%	18 4%	31 8% <sup>kn</sup>	15 9% <sup>k</sup>	3 5%	3 6%	4 4%				
Less often	151 8%	115 9%	36 7%	31 6%	31 7%	6 4%	16 6%	16 7%	9 9%	14 6%	137 8%	8 12% <sup>s</sup>	12 6%	30 9%	47 11% <sup>lo</sup>	23 6%	11 7%	5 9%	1 3%	3 3%				
Never	465 25%	410 31% <sup>bde</sup>	54 10% <sup>e</sup>	49 10%	54 12% <sup>be</sup>	6 3%	26 10% <sup>e</sup>	32 14% <sup>be</sup>	17 18% <sup>be</sup>	19 9%	446 27% <sup>il</sup>	21 30% <sup>opq</sup>	80 36% <sup>nop</sup>	116 36% <sup>nop</sup>	110 25% <sup>pqs</sup>	71 19% <sup>s</sup>	24 15% <sup>s</sup>	6 11%	8 17%	3 3%				
Don't know	23 1%	11 1%	11 2%	9 2%	11 2% <sup>a</sup>	3 2%	7 3% <sup>a</sup>	3 1%	4 5% <sup>a</sup>	1 1%	22 1%	-	1 *	7 2% <sup>n</sup>	1 *	8 2% <sup>n</sup>	1 1%	2 4% <sup>n</sup>	-	2 2%				
NET: At least daily	837 44%	516 39%	309 57% <sup>adg</sup>	286 58%	245 54% <sup>a</sup>	125 72% <sup>abd</sup>	152 58% <sup>a</sup>	116 51% <sup>a</sup>	45 47%	124 59% <sup>aj</sup>	713 43%	29 41%	89 40%	108 33%	191 44% <sup>m</sup>	154 42% <sup>m</sup>	87 56% <sup>lmn</sup>	33 55% <sup>m</sup>	27 61%	74 77% <sup>klmnopq</sup>				
NET: At least weekly	1243 66%	792 60%	440 81% <sup>adh</sup>	408 82%	355 79% <sup>ah</sup>	159 91% <sup>abd</sup>	212 81% <sup>ah</sup>	175 77% <sup>a</sup>	65 68%	178 84% <sup>aj</sup>	1065 64%	41 58%	130 58%	172 53%	277 64% <sup>m</sup>	265 72% <sup>klm</sup>	121 77% <sup>klm</sup>	46 76% <sup>lm</sup>	36 80%	89 92% <sup>klmnopq</sup>				
NET: Ever	1393 74%	907 68%	475 88% <sup>adh</sup>	439 88%	386 86% <sup>ah</sup>	166 95% <sup>abd</sup>	228 87% <sup>ah</sup>	191 85% <sup>a</sup>	74 78%	191 90% <sup>aj</sup>	1202 72%	50 70%	143 64%	202 62%	324 74% <sup>lm</sup>	287 78% <sup>lm</sup>	132 84% <sup>klm</sup>	51 85% <sup>lm</sup>	37 83%	92 95% <sup>klmnop</sup>				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 515  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Mobile Phone/smartphone**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	669 36%	22 30%	23 32%	21 26%	38 46% cipw	14 31%	16 36%	61 43% cipw	26 40% pw	22 27%	68 44% cipw	27 35%	21 38%	16 32%	10 35%	166 39% cipw	13 22%	18 28%	18 30%	21 31%	26 42% pw	23 23%
Once a day	168 9%	13 18% dio	8 12%	8 9%	4 4%	4 8%	8 17% dio	11 8%	6 10%	4 4%	13 9%	8 11%	5 8%	2 5%	2 6%	30 7%	9 14%	6 9%	4 7%	7 10%	9 15% i	8 8%
Several times a week	285 15%	18 25% cg	11 15%	7 8%	12 15%	10 23% cg	8 18%	14 10%	8 12%	11 14%	25 17%	18 23% cg	11 20%	6 12%	6 22%	59 14%	10 16%	9 14%	10 17%	13 19%	7 11%	12 11%
Once a week	121 6%	3 4%	8 11% s	7 9% s	2 2%	1 3%	4 8% s	7 5%	7 11% s	5 6%	9 6%	6 8% s	4 7%	2 5%	7 27%	24 6%	6 9% s	4 6%	4 7%	-	4 7% s	7 7% s
Less often	151 8%	5 7%	5 7%	8 10%	9 11%	3 7%	10 7%	4 7%	10 7%	7 13% j	5 19%	6 8%	4 7%	7 15% j	-	34 8%	10 16% fjvw	5 9%	4 7%	7 10%	3 4%	6 6%
Never	465 25%	12 16%	14 20%	31 38% abdf hjkov	18 22%	11 24%	6 14%	37 26%	12 20%	28 35% atjk v	28 19%	10 13%	11 20%	15 31% k	-	102 24%	14 22%	22 35% afjk	18 30% k	18 27%	11 18%	46 45% abdefghjklopvs
Don't know	23 1%	-	2 3%	-	-	1 2%	2 4%	1 1%	-	1 1%	1 1%	2 3%	-	-	3 9%	5 1%	-	-	1 2%	2 2%	1 2%	1 1%
NET: At least daily	837 44%	36 48% w	32 44%	29 35%	41 51% iw	17 39%	24 53% iw	73 51% ciw	32 50% iw	25 31%	80 53% cipw	35 46%	25 46%	18 37%	11 41%	196 47% iw	22 36%	24 37%	22 37%	28 42%	35 57% cipr w	32 30%
NET: At least weekly	1243 66% w	57 77% cimq 70% ciw	50 70% ciw	43 52%	55 67% w	29 66% w	36 80% cimq 66% w	94 66% w	47 74% cimw 52%	42 52%	115 76% cimq sw	59 76% cimq w	40 73% ciw	26 53%	25 91%	279 66% ciw	38 62%	36 56%	36 60%	41 61%	46 76% cimq w	51 49%
NET: Ever	1393 74%	63 84% ciqw 77% w	55 77% w	51 62%	64 78% cw	32 73%	37 83% ciw	104 73% w	51 80% cw	52 64%	122 80% ciqw	65 84% ciqw	44 80% w	34 69%	25 91%	313 75% cw	48 78% w	41 65%	41 68%	47 71% w	48 80% cw	57 55%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 516  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Laptop**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	237 13%	119 13%	118 12%	55 25% i	48 14% hi	52 17% ghi	34 10%	16 6%	32 8%	88 17% lm	79 15% lm	34 9%	36 8%	15 9%	6 7%	19 10%	23 15%	28 17%	14 11%	13 14%	18 10%	53 22% nop suwxy	27 10%	17 11%	4 7%
Once a day	176 9%	94 10%	82 8%	35 15% fhi	46 13% hi	25 8%	37 10% hi	14 5%	21 5%	57 11% m	49 9%	43 11% m	28 6%	26 16% ruw	6 7%	24 12% w	14 9% w	13 8%	11 8%	12 14% w	10 6%	27 11% w	10 4%	14 9%	9 14% w
Several times a week	222 12%	116 13%	106 11%	33 15% i	53 15% hi	36 12%	42 12%	25 9%	33 9%	69 13% m	78 15% lm	35 9%	39 9%	19 12%	8 10%	20 10%	19 12%	19 12%	16 12%	6 7%	22 13%	35 14%	30 12%	25 16% y	2 4%
Once a week	153 8%	61 7%	92 9%	17 8%	31 9%	25 8%	25 7%	23 8%	31 8%	34 7% m	41 8% m	34 9% m	43 10%	11 7%	9 11%	19 9%	7 5%	15 9%	12 9%	6 7%	12 7%	27 11%	17 6%	14 9%	4 6%
Less often	298 16%	150 17%	148 15%	24 11%	61 18%	50 16%	62 18% d	44 16%	56 15%	76 15% m	85 16% m	58 15% m	78 17%	31 19%	11 14%	28 14%	17 11%	27 16%	20 15%	15 17%	24 14%	36 14%	49 19%	30 19%	9 15%
Never	771 41%	353 39%	419 43%	56 25%	99 29%	116 37% de	145 41% de	155 56% def g	202 54% def g	192 37%	190 36%	169 45% jk	220 49% jk	57 35%	40 51% v	90 45% v	72 47% v	61 37% v	58 44% v	35 40% v	80 47% v	63 26%	126 48% nr v	56 36%	32 53% nr v
Don't know	24 1%	14 2%	9 1%	4 2% h	7 2%	6 2% h	6 2%	-	2 *	8 2%	4 1%	4 1%	7 2%	2 1%	-	1 1%	2 1%	1 1%	1 1%	2 2%	5 3%	5 2%	3 1%	1 1%	-
NET: At least daily	413 22%	214 24%	200 21%	90 40% efg hi	95 27% hi	77 25% hi	70 20% hi	30 11%	52 14%	145 28% lm	128 24% lm	77 20% m	64 14%	41 26% w	11 14%	44 22%	37 24% w	41 25% w	24 19%	25 28% ouw	28 16%	81 33% ops uwx	37 14%	31 20%	13 21%
NET: At least weekly	788 42%	391 43%	397 41%	140 62% efg hi	179 52% ghi	138 45% hi	138 39% hi	77 28%	116 31%	248 47% lm	248 47% lm	146 39%	146 32%	71 44% w	28 35%	83 41%	64 41%	75 46% w	52 40%	37 42%	62 36%	143 58% nop qrstuw xy	84 32%	70 45% w	19 31%
NET: Ever	1086 58%	541 60%	545 56%	164 73% fgh i	240 69% ghi	188 61% hi	200 57% hi	122 44%	172 46%	324 62% m	333 63% lm	205 54%	225 50%	101 63% uw	39 49%	111 55%	81 52%	102 62% w	72 55%	52 59%	86 51%	178 72% opq rstuw	134 51%	101 64% uw y	28 47%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 517  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Laptop**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	237	126	38	28	13	9	20	2	46	29	27	10	2	185	1	2	100	82	37	12	201	35	5	18	6	4	1
	13%	14%fg	16%fg	17%	16%fg	12%g	6%	2%	12%	17%hjk	11%	8%	9%	13%	10%	17%	10%	15%p	18%p	29%pq	12%	21%t	14%	21%t	23%	37%	25%
Once a day	176	107	20	16	8	6	13	6	29	10	7	1	143	2	3	81	47	35	7	149	26	3	17	4	1	1	
	9%	12%fg	8%f	10%	9%	8%	4%	5%	7%	6%	8%	6%	8%	10%	13%	24%	8%	8%	17%pq	17%p	9%	16%t	9%	20%t	15%	8%	24%
Several times a week	222	125	27	13	7	4	29	16	48	25	31	14	1	171	1	-	107	78	30	6	203	17	3	10	3	1	-
	12%	14%e	11%	8%	9%	6%	9%	14%	12%	15%	12%	7%	12%	9%	-	10%	14%	14%	14%	14%	12%	10%	8%	12%	10%	10%	-
Once a week	153	67	22	13	10	8	24	9	24	10	12	12	-	127	-	-	86	49	16	1	142	7	3	3	1	-	-
	8%	8%	9%	8%	12%	10%	8%	8%	6%	6%	5%	10%hj	-	9%j	-	-	8%	9%	7%	3%	8%	4%	8%	3%	3%	-	-
Less often	298	143	43	22	11	9	50	21	66	29	41	23	2	222	4	3	155	94	30	7	258	38	14	19	3	1	1
	16%	16%	18%	14%	14%	11%	16%	18%	16%	17%	16%	19%	13%	15%	30%	30%	15%	17%	14%	17%	15%	23%t	37%tu	23%	10%	12%	14%
Never	771	304	90	69	32	44	171	61	184	68	124	56	10	570	4	3	489	204	61	8	725	39	8	18	8	3	2
	41%	34%	37%	43%	39%	54%ab	55%abd	52%ab	46%im	40%	48%im	45%	63%	40%	28%	30%	47%qrs	36%es	29%	19%	43%uvw	24%	22%	21%	29%	33%	37%
Don't know	24	17	2	1	1	-	2	1	3	1	2	1	-	20	1	-	12	6	3	1	18	4	1	-	3	-	-
	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	8%	-	1%	1%	1%	2%	1%	2%	-	11%	-	-	-
NET: At least daily	413	233	58	44	21	16	33	8	75	38	48	17	3	327	3	4	181	129	73	19	350	61	8	35	11	5	2
	22%	26%fg	24%fg	27%	26%fg	19%fg	11%	7%	19%	22%k	18%	14%	17%	23%k	24%	41%	18%	23%p	34%pq	46%pq	21%	37%tv	23%	41%t	38%	44%	49%
NET: At least weekly	788	426	108	69	38	29	86	33	147	74	91	43	4	626	4	4	374	256	118	26	695	84	14	48	14	6	2
	42%	48%efg	44%fg	43%	46%fg	35%	28%	29%	37%	43%hj	35%	35%	24%	44%hj	33%	41%	36%	46%p	56%pq	63%pq	41%	51%t	39%	56%t	50%	55%	49%
NET: Ever	1086	568	151	91	49	37	136	54	212	103	131	67	6	847	8	8	529	349	149	33	954	122	28	67	17	7	3
	58%	64%efg	62%efg	57%	60%f	46%	44%	47%	53%	60%hj	51%	54%	37%	59%j	64%	70%	51%	62%p	70%p	79%pq	56%	74%t	76%t	79%t	61%	67%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 518  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Laptop**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£7,000 (k)	£14,000 (l)	£21,000 (m)	£28,000 (n)	£34,000 (o)	£41,000 (p)	£48,000 (q)	£55,000 (r)	£55,000 (s)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77	
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*	
Several times a day	237	168	63	54	49	21	29	27	14	48	189	8	24	40	56	40	19	7	4	25	
	13%	13%	12%	11%	11%	12%	11%	12%	15%	23%j	11%	12%	11%	12%	13%	11%	12%	11%	9%	26%klmnop	
Once a day	176	114	62	59	54	30	33	24	8	39	137	8	16	26	41	30	21	5	4	20	
	9%	9%	11%	12%	12%	17%ab	13%	11%	9%	19%j	8%	11%	7%	8%	9%	8%	13%	8%	10%	21%lmno	
Several times a week	222	148	71	66	62	16	35	35	16	41	181	5	20	34	49	59	16	10	4	14	
	12%	11%	13%	13%	14%	9%	13%	16%	17%	19%j	11%	7%	9%	11%	11%	16%l	10%	17%	9%	14%	
Once a week	153	91	61	58	48	20	32	22	8	21	131	7	19	23	42	32	12	2	4	4	
	8%	7%	11%a	12%	11%a	11%	12%a	10%	9%	10%	8%	10%	9%	7%	10%	9%	8%	3%	9%	4%	
Less often	298	205	92	87	72	34	40	36	9	16	281	12	38	43	69	62	29	10	9	10	
	16%	15%	17%h	17%	16%	19%	15%	16%	10%	8%	17%ai	17%	17%	13%	16%	17%	18%	16%	21%	10%	
Never	771	589	182	165	158	51	85	80	37	42	729	30	105	153	178	132	60	26	18	22	
	41%	44%bde	34%	33%	35%	29%	33%	35%	38%	20%	44%i	42%g	47%os	47%os	41%os	36%os	38%os	43%os	41%	23%	
Don't know	24	12	11	8	10	4	7	2	3	3	21	1	1	6	1	11	-	1	-	2	
	1%	1%	2%	2%	2%g	2%	3%	1%	3%a	1%	1%	2%	*	2%n	*	3%ln	-	1%	-	2%	
NET: At least daily	413	282	125	112	102	51	62	51	22	87	326	16	41	66	97	71	40	12	9	45	
	22%	21%	23%	23%	23%	29%a	24%	23%	23%	41%j	20%	22%	18%	20%	22%	19%	26%	19%	19%	47%klmnopq	
NET: At least weekly	788	521	257	237	212	86	128	108	46	150	639	28	80	123	187	161	69	24	17	62	
	42%	39%	47%a	48%	47%a	49%a	49%a	48%a	49%	71%j	38%	39%	36%	38%	43%	44%	43%	40%	38%	65%klmnopq	
NET: Ever	1086	726	349	324	284	120	168	144	56	166	920	40	118	165	256	223	97	34	26	72	
	58%	55%	64%a	65%	63%a	68%a	65%a	64%a	58%	78%j	55%	56%	53%	51%	59%lm	61%lm	62%	56%	59%	75%klmnopq	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 519  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Laptop**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	237 13%	6 7%	7 10%	4 5%	13 16% <b>c</b>	6 6%	10 22% <b>c</b> gkw	12 9%	8 13%	8 9%	24 16% <b>c</b>	6 8%	9 17%	5 9%	1 5%	76 18% <b>c</b> gw	5 7%	8 13%	8 13%	12 18% <b>c</b>	4 7%	8 8%
Once a day	176 9%	13 18% <b>c</b> fko	11 15% <b>c</b> kw	4 4%	9 12%	3 8%	1 3%	20 14% <b>c</b> kw	8 13%	7 9%	17 11% <b>w</b>	3 3%	9 16% <b>c</b> fw	3 5%	2 6%	33 8%	7 12%	4 6%	3 6%	7 10%	9 14% <b>k</b> w	4 3%
Several times a week	222 12%	11 14%	7 10%	8 10%	7 9%	6 13%	8 19% <b>v</b>	16 12%	7 11%	11 14%	16 11%	15 20% <b>s</b> vw	11 21% <b>s</b> w	8 15%	8 29%	49 12%	8 14%	6 9%	4 7%	4 6%	2 4%	8 8%
Once a week	153 8%	9 12% <b>b</b>	1 1%	9 11% <b>b</b>	6 7%	1 2%	2 6%	17 12% <b>b</b>	5 8%	6 8%	13 7%	5 7%	6 11% <b>b</b>	4 9%	1 5%	35 8%	6 10% <b>b</b>	6 10%	4 7%	5 8%	4 6%	8 8%
Less often	298 16%	12 16%	16 23% <b>l</b> w	12 15%	8 10%	5 12%	5 12%	25 18%	6 10%	10 12%	24 15%	13 17%	3 5%	7 15%	7 26%	71 17% <b>l</b>	13 21% <b>l</b> w	13 20% <b>l</b>	15 24% <b>l</b> w	14 21% <b>l</b> w	9 15%	9 9%
Never	771 41%	24 33%	27 37%	45 55% <b>a</b> gjl ops	37 45%	26 58% <b>a</b> gjl ops	16 37%	50 35%	29 46%	37 45%	56 37%	33 43%	17 31%	23 46%	6 21%	152 36%	22 36%	27 42%	25 41%	23 35%	32 53% <b>a</b> glo	65 63% <b>a</b> bdgijklpqr
Don't know	24 1%	-	2 3%	-	-	1 2%	1 3%	1 1%	-	2 2%	1 1%	3 4%	-	-	3 9%	5 1%	-	-	1 2%	2 2%	-	1 1%
NET: At least daily	413 22%	19 26% <b>c</b> w	18 26% <b>c</b> w	8 10%	23 28% <b>c</b> kw	6 13%	11 24% <b>c</b>	33 23% <b>c</b> w	16 25% <b>c</b> w	15 18%	42 28% <b>c</b> kw	8 11%	18 32% <b>c</b> kw	7 15%	3 11%	109 26% <b>c</b> kw	12 19%	12 19%	11 19%	19 28% <b>c</b> kw	13 21%	12 11%
NET: At least weekly	788 42%	38 52% <b>c</b> eww	26 37%	25 30%	36 45% <b>w</b>	12 28%	22 49% <b>w</b>	66 46% <b>c</b> w	28 44% <b>w</b>	32 40%	70 46% <b>c</b> w	29 37%	35 64% <b>b</b> cei jkmopqr sw	19 39%	12 44%	192 46% <b>c</b> ew	26 43% <b>w</b>	24 38%	20 33%	28 42%	19 31%	28 27%
NET: Ever	1086 58%	50 67% <b>c</b> eww	43 60% <b>w</b>	37 45%	45 55% <b>w</b>	17 40%	27 60% <b>w</b>	91 64% <b>c</b> eww	34 54% <b>w</b>	42 52% <b>w</b>	94 62% <b>c</b> ew	42 53% <b>w</b>	38 69% <b>c</b> eww	26 54%	19 70%	263 63% <b>c</b> eww	39 64% <b>c</b> ew	37 58% <b>w</b>	35 57% <b>w</b>	42 63% <b>c</b> ew	28 47%	37 36%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 520  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Tablet computer**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	159 8%	78 9%	82 8%	18 8%	34 10%	29 9%	33 9%	17 6%	28 7%	48 9%	43 8%	35 9%	33 7%	8 5%	6 8%	17 8%	15 10%	16 10%	6 5%	8 9%	14 8%	28 11%	29 11%	10 7%	2 4%
Once a day	145 8%	81 9%	64 7%	21 9%	33 10%	30 10%	25 7%	13 5%	23 6%	45 9%	32 6%	35 9%	33 7%	19 12%	3 wx	26 13%	14 ouw	12 9%	10 7%	6 8%	10 7%	22 9%	12 5%	5 3%	6 10%
Several times a week	166 9%	76 8%	89 9%	12 6%	37 11%	30 10%	28 8%	30 11%	28 7%	53 10%	36 7%	34 9%	42 9%	17 11%	6 7%	17 8%	12 8%	14 9%	13 10%	7 8%	13 8%	27 11%	21 8%	16 10%	3 5%
Once a week	129 7%	58 6%	70 7%	17 7%	22 7%	24 8%	18 5%	24 9%	24 6%	42 8%	34 7%	24 6%	28 6%	11 7%	6 7%	11 5%	6 4%	9 5%	9 7%	8 9%	13 7%	18 7%	15 6%	20 13%	4 pqrw
Less often	245 13%	120 13%	126 13%	25 11%	39 11%	44 14%	54 15%	33 12%	50 13%	63 12%	75 14%	45 12%	62 14%	20 13%	7 9%	29 15%	20 13%	24 15%	20 16%	7 8%	24 14%	32 13%	24 9%	26 16%	12 19%
Never	1011 54%	480 53%	531 55%	127 57%	173 50%	147 47%	187 54%	157 57%	220 58%	265 51%	300 57%	200 53%	246 54%	83 51%	52 65%	101 50%	86 55%	89 54%	71 55%	51 57%	93 54%	114 47%	158 60%	80 51%	34 56%
Don't know	26 1%	15 2%	11 1%	4 2%	7 2%	6 2%	5 1%	1 *	3 1%	8 2%	7 1%	3 1%	7 2%	3 2%	-	1 1%	3 2%	1 1%	1 2%	2 3%	6 4%	4 2%	4 2%	2 1%	-
NET: At least daily	304 16%	158 17%	146 15%	39 17%	67 19%	59 19%	58 17%	31 11%	51 14%	93 18%	75 14%	70 19%	66 15%	27 17%	9 11%	43 21%	29 19%	28 17%	16 12%	14 16%	24 14%	50 20%	41 16%	15 10%	8 14%
NET: At least weekly	599 32%	293 32%	306 31%	68 30%	127 37%	113 36%	104 30%	85 31%	102 27%	188 36%	145 28%	129 34%	137 30%	55 34%	21 26%	71 35%	47 30%	51 31%	38 29%	29 33%	49 29%	95 39%	76 29%	50 32%	15 25%
NET: Ever	844 45%	413 45%	431 44%	93 42%	166 48%	157 51%	158 45%	118 43%	153 41%	251 48%	220 42%	174 46%	199 44%	75 47%	28 35%	100 50%	67 ow	75 43%	58 45%	36 41%	73 43%	127 52%	100 ow	76 38%	27 44%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 521  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Tablet computer**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	159	79	19	17	8	7	23	5	31	17	25	8	1	126	1	-	82	47	21	6	132	26	6	10	7	2	1
	8%	9%	8%	11%	10%	9%	7%	5%	8%	10%	10%	7%	7%	9%	10%	-	8%	8%	10%	13%	8%	16%t	16%	11%	24%	23%	17%
Once a day	145	91	14	7	3	6	17	6	20	6	14	6	-	125	4	3	71	34	29	2	124	19	3	15	1	-	-
	8%	10%bf	6%	5%	3%	8%	6%	5%	5%	3%	5%	4%	-	9%hi	29%	30%	7%	6%	14%pq	6%	7%	12%	9%	18%t	4%	-	-
Several times a week	166	85	18	13	5	6	30	10	37	18	27	9	3	123	1	2	86	58	16	2	156	9	-	6	1	1	-
	9%	10%	7%	8%	6%	7%	10%	8%	9%	10%	10%	7%	20%	9%	4%	14%	8%	10%	8%	4%	9%	5%	-	7%	5%	10%	-
Once a week	129	59	15	14	4	3	24	10	26	8	16	8	2	101	1	-	73	36	13	5	124	5	2	1	*	-	1
	7%	7%	6%	9%	5%	3%	8%	9%	6%	5%	6%	7%	14%	7%	11%	-	7%	6%	6%	12%	7%	3%	6%	1%	2%	-	25%
Less often	245	118	27	17	11	9	45	18	61	31	37	22	3	178	-	2	121	90	29	1	213	31	8	17	2	2	2
	13%	13%	11%	11%	14%	11%	15%	15%	15%	18% <sup>m</sup>	15%	17%	18%	12%	-	15%	12%	16% <sup>ps</sup>	13%	2%	13%	19% <sup>t</sup>	22%	19%	6%	22%	45%
Never	1011	440	149	89	47	50	168	67	220	91	135	77	7	763	3	4	583	290	101	26	928	70	17	34	14	5	1
	54%	49%	61% <sup>a</sup>	56%	58%	62%	54%	58%	55%	53%	52%	57%	42%	53%	24%	40%	57% <sup>r</sup>	52%	47%	61%	55% <sup>uw</sup>	43%	46%	40%	49%	45%	14%
Don't know	26	17	2	3	3	-	2	-	4	1	3	1	-	21	3	-	13	6	4	1	20	5	-	2	3	-	-
	1%	2%	1%	2%	4% <sup>bfg</sup>	-	1%	-	1%	1%	1%	1%	-	1%	21%	-	1%	1%	2%	2%	1%	3%	-	2%	11%	-	-
NET: At least daily	304	170	33	25	11	13	40	11	51	23	39	14	1	251	5	3	154	81	50	8	256	45	9	25	8	2	1
	16%	19% <sup>fg</sup>	14%	15%	14%	17%	13%	10%	13%	13%	15%	11%	7%	17% <sup>h</sup>	40%	30%	15%	14%	24% <sup>pq</sup>	19%	15%	27% <sup>t</sup>	26%	29% <sup>t</sup>	28%	23%	17%
NET: At least weekly	599	314	66	52	20	22	94	31	114	49	82	31	7	475	7	5	312	175	79	14	536	59	12	32	10	3	2
	32%	35% <sup>bd</sup>	27%	32%	24%	27%	30%	27%	29%	28%	32%	25%	40%	33%	55%	45%	30%	31%	37%	34%	32%	36%	32%	38%	34%	33%	41%
NET: Ever	844	433	93	69	31	31	139	49	175	80	120	52	10	653	7	7	434	265	108	15	749	90	20	49	11	6	4
	45%	49% <sup>b</sup>	38%	43%	38%	38%	45%	42%	44%	46%	46%	42%	58%	45%	55%	60%	42%	47%	51% <sup>p</sup>	37%	44%	54% <sup>t</sup>	54%	57% <sup>t</sup>	40%	55%	86%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 522  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Tablet computer**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77						
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*						
Several times a day	159 8%	106 8%	52 10%	46 9%	41 9%	21 12%	25 10%	19 9%	11 11%	41 20% <sub>j</sub>	118 7%	5 7%	20 9%	24 7%	45 10%	24 7%	17 11%	5 8%	3 6%	6 6%						
Once a day	145 8%	83 6%	58 11% <sub>a</sub>	55 11%	45 10% <sub>a</sub>	31 18% <sub>abd</sub> fg	27 10%	22 10%	8 8%	45 21% <sub>j</sub>	100 6%	6 9%	10 4%	26 8%	36 8%	25 7%	19 12% <sub>l</sub>	2 4%	2 4%	13 14% <sub>l</sub>						
Several times a week	166 9%	107 8%	58 11% <sub>g</sub>	55 11%	49 11% <sub>g</sub>	12 7%	38 15% <sub>abde</sub> g	14 6%	8 8%	27 13%	138 8%	8 11%	22 10%	21 6%	37 9%	42 12% <sub>m</sub>	8 5%	11 18% <sub>mp</sub>	3 7%	11 11%						
Once a week	129 7%	79 6%	46 9%	44 9%	36 8%	16 9%	23 9%	17 8%	5 5%	8 4%	120 7%	-	22 10% <sub>k</sub>	18 6% <sub>k</sub>	28 6% <sub>k</sub>	26 7% <sub>k</sub>	9 6%	1 1%	3 7%	14 15% <sub>kmnopq</sub>						
Less often	245 13%	175 13%	70 13%	67 13%	61 14%	16 9%	35 13%	34 15%	13 13%	28 13%	217 13%	9 13%	28 13%	36 11%	59 13%	54 15%	21 14%	10 17%	6 12%	11 12%						
Never	1011 54% f	764 58% <sub>bde</sub> f	243 45%	222 45%	209 46% <sub>f</sub>	74 43%	106 41%	117 52% <sub>bdf</sub>	47 49%	59 28%	952 57% <sub>i</sub>	42 58% <sub>s</sub>	118 53%	196 60% <sub>nos</sub>	228 52%	185 51%	83 52%	29 49%	28 63%	39 40%						
Don't know	26 1%	13 1%	12 2% <sub>g</sub>	8 2%	11 2% <sub>g</sub>	5 3%	7 3%	1 1%	4 4% <sub>a</sub>	3 1%	23 1%	2 3% <sub>n</sub>	3 2%	4 1%	2 *	10 3% <sub>n</sub>	-	2 4% <sub>n</sub>	-	2 2%						
NET: At least daily	304 16%	189 14%	111 20% <sub>a</sub>	101 20%	86 19% <sub>a</sub>	52 30% <sub>abd</sub> fg	52 20%	42 19%	19 20%	86 41% <sub>j</sub>	219 13%	11 15%	31 14%	50 15%	81 14%	50 14%	36 23% <sub>lo</sub>	7 12%	5 10%	19 20%						
NET: At least weekly	599 32%	375 28%	215 40% <sub>ag</sub>	200 40%	171 38% <sub>ag</sub>	80 46% <sub>ag</sub>	113 43% <sub>adg</sub>	74 33%	32 33%	122 58% <sub>j</sub>	477 29%	19 26%	74 33%	89 27%	147 34%	118 32%	53 34%	19 31%	11 24%	45 47% <sub>kmo</sub>						
NET: Ever	844 45%	550 41%	285 53% <sub>a</sub>	267 54%	232 51% <sub>a</sub>	96 55% <sub>a</sub>	147 57% <sub>adg</sub>	108 48%	45 47%	150 71% <sub>j</sub>	694 42%	28 39%	102 46%	125 39%	205 47% <sub>m</sub>	171 47% <sub>m</sub>	75 48%	29 48%	16 37%	56 58% <sub>km</sub>						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 523  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Tablet computer**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	159 8%	2 3%	5 7%	5 6%	14 17% aeirv w	-	4 8%	12 9%	7 11% ew	5 6%	14 9%	4 6%	6 11%	6 12% ew	1 5%	51 12% ew	4 6%	6 10%	2 3%	6 10%	2 4%	3 2%
Once a day	145 8%	13 18% ceopr w	5 8%	4 5%	9 11% p	1 2%	3 6%	22 15% ceopr w	5 9% p	7 9% p	13 8% p	7 9% p	3 6%	2 4%	-	31 7% p	-	3 5%	1 2%	5 8% p	6 10% p	4 4%
Several times a week	166 9%	8 11%	9 12%	6 8%	3 4%	8 18% djw	3 6%	13 9%	4 7%	8 10%	10 7%	5 7%	12 21% cdghj kopqw	4 8%	4 16%	39 9%	3 6%	3 5%	7 12%	6 8%	3 5%	6 6%
Once a week	129 7%	4 5%	7 10%	6 7%	3 4%	5 10%	1 2%	9 6%	5 8%	2 3%	8 5%	5 7%	3 6%	3 6%	2 8%	27 6%	7 11%	9 14% l	7 11%	5 8%	4 6%	6 5%
Less often	245 13%	12 16%	6 9%	7 8%	10 12%	6 13%	8 18%	17 12%	9 14%	13 16%	20 13%	13 16%	5 9%	4 7%	2 7%	52 12%	12 19%	6 10%	12 20%	8 12%	12 19%	11 11%
Never	1011 54%	34 45%	37 51%	54 66% aglo	42 52%	24 54%	25 56%	68 48%	32 51%	45 55%	85 56%	42 54%	24 44%	30 62%	13 49%	213 51%	36 58%	35 56%	30 49%	35 53%	34 56%	73 70% abdghjlor
Don't know	26 1%	1 1%	2 3%	-	-	1 2%	2 4%	1 1%	-	2 2%	1 1%	1 1%	1 2%	-	4 14%	6 1%	-	-	2 3%	2 2%	-	1 1%
NET: At least daily	304 16%	15 21% eprw	11 15%	9 11%	22 27% ceprw	1 2%	6 14%	34 24% ceprw w	13 20% eprw	12 14%	26 17% eprw	11 15%	9 17% e	8 17% e	1 5%	82 20% eprw	4 6%	10 15%	3 5%	11 17% erw	8 14%	7 7%
NET: At least weekly	599 32%	28 37% w	27 37% w	21 26%	29 36% w	13 31%	10 22%	56 39% pw	22 34% w	22 27%	45 29%	22 29%	24 44% cfpw	15 31%	8 29%	149 36% w	14 23%	22 34% w	17 28%	22 33% w	15 25%	19 18%
NET: Ever	844 45%	40 54% cw	33 46% w	28 34%	39 48% w	19 44%	18 40%	73 51% cw	31 49% w	35 43%	65 43% w	35 45%	30 54% cw	19 38%	10 36%	201 48% cw	25 42%	28 44%	29 48% w	30 45% w	27 44%	30 29%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 524  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Desktop PC**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61	
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*	
Several times a day	151 8%	98 11%b	54 6%	23 10%	31 9%	33 11%h	25 7%	14 5%	25 7%	47 9%	31 6%	32 9%	42 9%	13 8%	7 9%	18 9%	14 9%	13 8%	10 7%	8 9%	10 6%	21 9%	22 8%	14 9%	2 3%	
Once a day	112 6%	60 7%	53 5%	30 13%efgh	19 6%	18 6%	14 4%	11 4%	20 5%	40 8%k	20 4%	31 8%k	22 5%	11 7%	1 2%	18 9%w	16 11%osw	8 5%	5 4%	7 7%	8 5%	13 5%	9 3%	11 7%	4 7%	
Several times a week	157 8%	96 11%b	61 6%	14 6%	41 12%	23 7%	27 8%	21 8%	31 8%	43 8%	64 12%lm	19 5%	31 7%	22 13%px	5 6%	9 4%	12 8%	15 9%	9 7%	11 12%px	15 9%	19 8%	29 11%px	6 4%	7 11%	
Once a week	92 5%	44 5%	48 5%	8 3%	17 5%	20 6%	13 4%	12 4%	24 6%	34 6%	21 4%	16 4%	22 5%	7 4%	9 12%ps	3 2%	8 5%	8 5%	1 4%	3 5%	8 5%	12 5%	20 7%ps	10 7%ps	1 2%	
Less often	220 12%	117 13%	103 11%	13 6%	38 11%	38 14%cd	42 16%cd	56 10%	29 11%	42 10%	54 13%	67 13%	48 11%	51 11%	8 5%	8 10%	28 14%n	19 12%	17 10%	13%n	7 8%	19 11%	42 17%nw	25 10%	22 14%n	5 9%
Never	1117 59%	476 52%	641 66%a	128 57%	195 56%	167 54%	210 60%	186 67%def	230 61%	295 56%	319 60%	227 60%	275 61%	97 60%	48 60%	124 61%	81 52%	100 61%	87 67%qv	51 58%	107 62%	133 54%	154 59%	95 60%	41 67%	
Don't know	32 2%	18 2%	14 1%	9 4%hi	6 2%	7 2%	4 1%	2 1%	4 1%	11 2%	6 1%	4 1%	10 2%	2 1%	2 2%	2 1%	4 3%	4 3%	1 1%	2 2%	4 3%	5 2%	4 2%	1 1%	-	
NET: At least daily	264 14%	157 17%b	106 11%	53 24%efgh	50 14%	51 17%h	39 11%	25 9%	45 12%	87 17%k	50 10%	64 17%k	63 14%k	25 15%	8 10%	36 18%	31 20%uw	21 13%	14 11%	15 16%	18 10%	35 14%	31 12%	24 15%	6 10%	
NET: At least weekly	513 27%	297 33%b	215 22%	75 33%gh	107 31%gh	93 30%h	79 23%	59 21%	100 27%	164 31%	135 26%	98 26%	115 26%	53 33% <u>s</u>	22 28%	48 24%	51 33% <u>s</u>	44 27%	25 19%	29 32% <u>s</u>	41 24%	66 27%	79 30% <u>s</u>	40 25%	14 24%	
NET: Ever	732 39%	414 46%b	318 33%	88 39%	145 42%h	135 44%h	135 39%	88 32%	141 38%	218 42%	202 38%	146 39%	166 37%	62 38%	30 38%	77 38%	71 45% <u>s</u>	61 37%	43 33%	36 40%	60 35%	107 44%	104 40%	62 39%	20 33%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 525  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Desktop PC**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher univer-sity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)	
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6	
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**	
Several times a day	151 8%	76 9% <sup>f</sup>	17 7%	22 14%	12 14% <sup>b</sup>	8 10% <sup>f</sup>	12 4%	4 3%	40 10%	21 12% <sup>k</sup>	25 10%	7 6%	3 18%	107 7%	3 24%	* 4%	67 7%	52 9%	22 10%	6 15% <sup>p</sup>	136 8%	15 9%	4 11%	7 8%	4 14%	-	1 14%	
Once a day	112 6%	69 8% <sup>b</sup>	10 4%	9 6%	4 5%	5 6%	14 5%	1 1%	17 4%	6 3%	11 4%	4 4%	1 3%	94 7%	2 13%	1 13%	64 6%	22 4%	17 8% <sup>q</sup>	6 14% <sup>q</sup>	101 6%	10 6%	3 7%	7 8%	1 2%	-	-	
Several times a week	157 8%	86 10% <sup>e</sup>	14 6%	19 12%	3 3%	2 2%	29 9% <sup>e</sup>	3 3%	35 9%	14 8%	20 10%	12 8%	5 29%	116 8%	1 10%	-	67 7%	60 11% <sup>p</sup>	22 11%	2 8%	143 8%	9 5%	2 5%	4 5%	2 7%	1 7%	-	-
Once a week	92 5%	43 5%	14 6%	2 1%	6 8%	6 7%	17 3%	3 3%	17 4% <sup>k</sup>	6 3%	14 5% <sup>k</sup>	2 2%	-	74 5%	-	-	41 4%	39 7% <sup>p</sup>	11 5%	1 2%	87 5%	5 3%	2 7%	2 3%	-	-	-	-
Less often	220 12%	107 12%	29 12%	10 6%	14 18%	9 11%	35 11%	15 13%	56 14%	24 14%	39 15%	19 15%	4 24%	161 11%	2 14%	1 10%	131 13%	64 11%	16 7%	2 5%	181 11%	36 22% <sup>t</sup>	8 22% <sup>t</sup>	21 25% <sup>t</sup>	4 14%	1 8%	2 36%	
Never	1117 59%	487 55%	157 65% <sup>a</sup>	96 60%	39 48%	52 64%	197 64% <sup>a</sup>	88 76% <sup>a</sup>	227 57%	100 58%	145 56%	77 62%	4 26%	862 60%	3 22%	8 73%	646 63% <sup>q</sup>	311 55%	120 57%	24 56%	1026 60% <sup>u</sup>	83 50%	17 47%	39 46%	15 56%	8 81%	3 51%	
Don't know	32 2%	20 2%	1 1%	3 2%	3 4% <sup>b</sup>	-	4 1%	1 1%	8 2%	1 1%	5 2%	2 2%	-	23 2%	2 18%	-	13 1%	12 2%	4 2%	1 2%	23 1%	7 4% <sup>t</sup>	1 2%	5 5% <sup>t</sup>	2 7%	-	-	
NET: At least daily	264 14%	146 16% <sup>b</sup>	27 11% <sup>g</sup>	31 20%	16 19% <sup>f</sup>	13 16% <sup>g</sup>	26 8%	5 4%	57 14%	27 16%	35 14%	12 9%	3 21%	201 14%	5 36%	2 17%	131 13%	74 13%	39 19%	12 29% <sup>p</sup>	237 14%	25 15%	6 18%	14 16%	5 16%	-	1 14%	
NET: At least weekly	513 27%	275 31% <sup>b</sup>	56 23% <sup>g</sup>	52 33%	25 30% <sup>g</sup>	20 25% <sup>g</sup>	73 24% <sup>g</sup>	12 10%	109 27% <sup>k</sup>	47 27%	68 27%	26 21%	8 50%	391 27%	6 46%	2 17%	240 23%	174 31% <sup>p</sup>	72 34% <sup>p</sup>	15 37%	467 28%	39 24%	11 29%	20 24%	7 24%	1 10%	1 14%	
NET: Ever	732 39%	382 43% <sup>b</sup>	85 35% <sup>g</sup>	62 39%	39 48% <sup>b</sup>	29 36%	108 35% <sup>g</sup>	27 23%	165 41%	71 42%	108 42%	44 36%	12 74%	552 38%	8 60%	3 27%	371 36%	238 42% <sup>p</sup>	88 41%	17 42%	648 38%	75 45%	19 51%	41 49%	10 37%	2 19%	2 49%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 526  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Desktop PC**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	1 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
Several times a day	151	107	41	40	36	15	25	17	8	38	113	13	20	23	36	24	13	3	2	10
	8%	8%	8%	8%	8%	9%	10%	7%	8%	18% <sup>j</sup>	7%	18% <sup>klmno</sup>	9%	7%	8%	7%	8%	4%	4%	10%
Once a day	112	76	35	33	29	16	17	16	5	25	87	2	9	18	24	23	18	-	3	12
	6%	6%	7%	7%	6%	9%	6%	7%	5%	12% <sup>j</sup>	5%	2%	4%	6%	6%	6%	11% <sup>klq</sup>	-	8%	12% <sup>klq</sup>
Several times a week	157	117	39	37	30	14	22	11	4	33	124	5	21	29	34	35	10	9	3	8
	8%	9%	7%	7%	7%	8%	8%	5%	4%	15% <sup>j</sup>	7%	6%	9%	9%	8%	10%	6%	16%	6%	8%
Once a week	92	65	28	26	23	9	19	11	3	14	78	2	8	16	13	26	8	5	-	7
	5%	5%	5%	5%	5%	5%	7%	5%	3%	7%	5%	2%	4%	5%	3%	7% <sup>n</sup>	5%	8%	-	7%
Less often	220	138	80	76	69	18	37	37	13	26	194	8	24	39	66	35	16	7	9	5
	12%	10%	15% <sup>a</sup>	15%	15% <sup>a</sup>	10%	14%	17% <sup>a</sup>	14%	12%	12%	11%	11%	12%	15% <sup>os</sup>	10%	10%	12%	20%	6%
Never	1117	805	305	275	253	100	132	132	59	70	1046	39	140	192	261	213	93	35	26	50
	59%	61% <sup>f</sup>	56% <sup>f</sup>	55%	56% <sup>f</sup>	57%	51%	58%	62%	33%	63% <sup>i</sup>	55%	62%	59%	60%	58%	59%	59%	58%	52%
Don't know	32	19	12	10	12	3	8	1	4	5	26	3	2	6	1	10	-	1	2	5
	2%	1%	2% <sup>g</sup>	2%	3% <sup>g</sup>	2%	3%	1%	4% <sup>g</sup>	3%	2%	4% <sup>np</sup>	1%	2% <sup>n</sup>	*	3% <sup>n</sup>	-	1%	4%	5% <sup>lp</sup>
NET: At least daily	264	184	77	72	64	31	42	33	13	63	201	14	29	42	60	47	31	3	5	22
	14%	14%	14%	15%	14%	18%	16%	15%	13%	30% <sup>j</sup>	12%	20% <sup>q</sup>	13%	13%	14%	13%	20% <sup>q</sup>	4%	11%	22% <sup>q</sup>
NET: At least weekly	513	365	144	136	117	54	83	55	20	110	403	21	58	87	107	108	49	17	8	36
	27%	28%	27%	27%	26%	31%	32% <sup>bd</sup>	24%	21%	52% <sup>j</sup>	24%	29%	26%	27%	25%	29%	31%	28%	18%	38% <sup>n</sup>
NET: Ever	732	503	224	212	186	72	120	93	33	135	597	29	82	126	173	143	64	24	17	42
	39%	38%	41%	43%	41%	41%	46% <sup>ad</sup>	41%	34%	64% <sup>j</sup>	36%	40%	37%	39%	40%	39%	41%	40%	38%	43%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 527  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Desktop PC**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																			None of these (w)		
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)		Cardiff (s)	Belfast (v)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	151	8	5	8	12	4	2	10	8	4	15	5	5	2	-	40	3	6	5	7	2	2
	8%	11%w	7%	10%w	14%vw	8%	3%	7%	12%w	5%	10%w	6%	9%	4%	-	10%w	4%	10%w	9%	11%w	3%	2%
Once a day	112	5	6	1	7	3	4	16	4	5	7	4	2	2	-	22	5	5	2	7	4	-
	6%	7%w	9%w	2%	9%w	6%w	9%w	11%cow	6%w	7%w	5%w	5%	4%	4%	-	5%w	8%w	7%w	4%	10%cw	7%w	-
Several times a week	157	11	8	5	6	6	*	4	6	9	12	6	9	3	3	36	6	3	1	8	7	7
	8%	15%fgr	11%g	6%	8%	14%fgr	1%	3%	9%	11%gr	8%	8%	17%fgqr	6%	10%	9%	10%	4%	2%	12%fgr	11%g	7%
Once a week	92	2	5	10	4	3	-	2	2	2	8	2	4	3	2	26	6	2	5	2	1	1
	5%	3%	7%	13%fgw	4%	7%	-	2%	2%	3%	5%	3%	7%	7%	6%	6%	10%fgw	3%	8%w	3%	2%	1%
Less often	220	6	3	7	11	7	5	23	9	7	14	10	6	3	-	66	6	12	8	5	5	7
	12%	8%	4%	9%	13%	15%	10%	17%bw	15%	9%	13%	11%	11%	7%	-	16%bw	10%	19%bw	13%	8%	9%	7%
Never	1117	41	43	49	40	21	33	84	35	51	92	50	29	34	20	223	35	36	38	36	41	86
	59%	55%	60%	60%	49%	48%	73%deo	59%	56%	63%	61%	64%	52%	69%cd	74%	53%	57%	57%	63%	54%	67%	83%abcdghijklpqrsv
Don't know	32	-	2	2	1	2	2	2	-	2	4	1	-	2	3	7	-	-	1	2	-	1
	2%	-	3%	2%	2%	2%	4%	1%	-	2%	3%	1%	-	3%	9%	2%	-	-	2%	2%	-	1%
NET: At least daily	264	13	11	9	19	6	5	26	11	10	22	9	7	4	-	62	8	11	8	14	6	2
	14%	18%w	16%w	11%w	23%mw	14%w	12%w	18%w	18%w	12%w	14%w	11%w	12%w	8%	-	15%w	13%w	18%w	13%w	21%w	10%w	2%
NET: At least weekly	513	27	24	24	29	15	6	32	19	21	42	17	20	10	4	124	20	15	13	24	14	10
	27%	37%fw	34%fw	30%w	36%fw	35%fw	13%	23%w	30%w	26%w	28%w	22%	37%fw	21%	16%	30%fw	33%fw	24%w	22%	36%fw	24%w	10%
NET: Ever	732	33	27	31	39	22	10	56	28	28	56	27	26	13	4	190	26	27	21	29	20	17
	39%	45%fw	37%w	38%w	49%fmw	50%fw	23%	39%w	44%fw	35%w	37%w	35%w	48%fw	27%	16%	45%fmw	43%w	43%w	35%w	43%fw	33%w	16%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 528  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart speaker**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	42 2%	24 3%	18 2%	7 3%h	18 5%ghi	9 3%h	3 1%	- -	4 1%	10 2%	8 2%	11 3%	13 3%	5 3%	4 5%u	7 3%u	4 3%	7 4%u	2 1%	1 1%	- -	4 2%	4 2%	5 3%u	1 1%
Once a day	48 3%	24 3%	24 2%	15 7%fghi	18 5%hi	6 2%h	7 2%h	- -	3 1%	16 3%	14 3%	9 2%	9 2%	7 4%w	1 1%	4 2%	6 4%w	7 4%w	1 1%	3 3%w	5 3%w	11 4%w	1 *	1 1%	2 3%
Several times a week	54 3%	29 3%	25 3%	12 5%hi	18 5%hi	13 4%hi	9 3%hi	1 *	1 *	19 4%	13 2%	10 3%	12 3%	6 4%	1 1%	6 3%	3 2%	5 3%	3 2%	4 4%	10 6%w	9 3%	3 1%	3 1%	1 1%
Once a week	30 2%	15 2%	15 2%	7 3%l	11 3%l	4 1%	4 1%	4 1%	1 *	12 2%	5 1%	4 1%	10 2%	3 2%	2 3%	6 3%	2 1%	5 3%	- -	2 2%	3 1%	1 1%	2 1%	4 2%	1 2%
Less often	97 5%	45 5%	52 5%	10 5%i	39 11%dghi	22 7%hi	19 5%hi	4 1%	3 1%	22 4%	25 5%	29 8%	21 5%	5 3%	3 5%	9 4%	7 5%	5 3%	3 2%	5 6%	12 7%	22 9%rs	16 6%	10 6%	2 3%
Never	1575 84%	755 83%	820 84%	169 75%	234 68%	246 80%e	302 86%def	267 97%defg	357 95%defg	435 83%	455 86%	305 81%	380 84%	130 81%	68 85%	167 83%	131 84%	134 81%	121 93%npqr	74 83%	133 78%	196 80%	233 89%uv	133 84%	54 89%
Don't know	35 2%	15 2%	20 2%	4 2%	8 2%	10 3%h	6 2%	1 *	6 2%	11 2%	8 1%	9 2%	7 2%	5 3%	2 2%	3 2%	2 1%	2 1%	1 1%	2 2%	8 5%	3 1%	4 2%	2 2%	- -
NET: At least daily	90 5%	48 5%	42 4%	22 10%fghi	36 10%fghi	15 5%h	10 3%h	- -	7 2%h	26 5%	22 4%	20 5%	22 5%	11 7%w	4 5%	11 5%	10 7%w	14 9%suw	2 2%	4 4%	5 3%	15 6%w	5 2%	6 4%	3 4%
NET: At least weekly	175 9%	93 10%	82 8%	41 18%fghi	65 19%fghi	32 10%hi	23 7%hi	4 2%	9 3%	57 11%	40 8%	34 9%	43 10%	21 13%sw	7 9%	23 11%sw	15 10%w	25 15%sw	5 4%	9 10%w	18 10%w	25 10%w	10 4%	12 8%	5 8%
NET: Ever	271 14%	138 15%	133 14%	52 23%ghi	104 30%fghi	53 17%hi	42 12%hi	8 3%	13 3%	79 15%	65 12%	63 17%	64 14%	26 16%ss	10 13%	32 16%ss	22 14%ss	29 18%sw	8 6%	14 16%ss	30 17%sw	47 19%sw	26 10%	22 14%ss	6 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 529  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart speaker**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condi- tion (i)	Yes - phys- ical condi- tion (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal educa- tion (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educa- tion (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	42 2%	26 3%	8 3%f	3 2%	1 1%	1 1%	3 1%	2 2%	5 1%	3 1%	3 1%	1 1%	-	36 2%	3 20%	-	21 2%	9 2%	7 3%	3 7%q	3 2%	1 2%	3 3%	-	-	-	-
Once a day	48 3%	36 4%bfg	3 1%	5 3%	2 3%	1 1%	2 1%	-	8 2%	4 2%	4 2%	-	-	40 3%	-	1 13%	14 1%	14 2%	15 7%ppq	4 10%ppq	39 2%	9 5%t	3 9%t	5 6%t	-	-	-
Several times a week	54 3%	41 5%bf	4 1%	6 3%	1 1%	-	1 2%	3 2%	11 3%j	7 4%j	3 1%	4 3%	1 4%	41 3%	-	-	34 3%	9 2%	8 4%	2 3%	49 3%	2 1%	-	2 2%	-	-	1 11%
Once a week	30 2%	20 2%	3 1%	2 1%	1 1%	-	2 1%	2 1%	9 2%	3 2%	7 3%	3 2%	1 8%	21 1%	-	-	22 2%	8 1%	* 1%	-	30 2%	1 *	-	1 1%	-	-	-
Less often	97 5%	69 8%bef	8 3%f	8 5%	3 3%	1 1%	2 1%	5 5%f	16 4%	8 5%	10 4%	5 4%	-	80 6%	1 9%	1 7%	51 5%	27 5%	15 7%	2 5%	76 5%	20 12%t	7 19%t	7 9%	4 13%	2 24%	-
Never	1575 84%	679 76%	212 87%a	135 84%	71 87%a	78 97%abd	296 96%abd	103 89%a	345 86%	146 85%	227 88%	110 89%	15 88%	1190 83%	6 48%	9 80%	872 85%rs	486 87%rs	159 75%	31 73%	1434 84%uv	126 76%	25 70%	65 77%	22 80%	8 76%	4 89%
Don't know	35 2%	19 2%	6 2%	3 2%	3 4%	-	3 1%	1 1%	5 1%	2 1%	3 1%	1 1%	-	29 2%	3 22%	-	15 1%	8 2%	8 4%	1 2%	30 2%	4 2%	-	2 2%	2 7%	-	-
NET: At least daily	90 5%	61 7%fg	11 4%f	7 5%	3 4%	2 2%	4 1%	2 2%	13 3%	6 4%	8 3%	1 1%	-	76 5%k	3 20%	1 13%	35 3%	22 4%	22 11%ppq	7 16%ppq	78 5%	12 8%	4 12%	8 10%	-	-	-
NET: At least weekly	175 9%	122 14%befg	18 7%f	15 9%	5 6%	2 2%	7 2%	6 5%	34 8%	16 9%	18 7%	8 6%	2 12%	138 10%	3 20%	1 13%	91 9%	39 7%	31 14%ppq	8 20%ppq	157 9%	15 9%	4 12%	10 12%	-	-	1 11%
NET: Ever	271 14%	191 22%bde fg	26 11%f	23 14%	8 9%f	3 3%	10 3%	11 10%f	50 13%	24 14%	28 11%	13 10%	2 12%	218 15%	4 29%	2 20%	142 14%	66 12%	46 21%ppq	11 25%ppq	233 14%	35 21%t	11 30%t	18 21%	4 13%	2 24%	1 11%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 530

**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Smart speaker**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)			
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77			
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*			
Several times a day	42 2%	18 1%	24 5%a	24 5%	20 5%a	11 6%a	16 6%a	11 5%a	4 4%	18 8%j	24 1%	2 2%	5 2%	7 2%	15 4%o	2 1%	5 3%o	-	1 2%	3 3%			
Once a day	48 3%	30 2%	17 3%	17 3%	13 3%	9 5%	7 3%	9 4%	2 2%	17 8%j	31 2%	1 1%	7 3%	5 2%	10 2%	4 1%	10 6%mo	2 3%	-	7 7%mmo			
Several times a week	54 3%	24 2%	30 6%a	28 6%	24 5%a	10 6%a	13 5%a	11 5%a	3 3%	24 11%j	30 2%	2 2%	2 1%	9 3%	10 2%	11 3%	7 5%	1 1%	2 4%	9 9%lmno			
Once a week	30 2%	15 1%	13 2%	13 3%	13 3%a	5 3%	8 3%a	8 3%a	1 1%	7 3%	23 1%	* 1%	2 1%	2 1%	5 1%	8 2%	2 1%	3 5%am	1 2%	6 6%lmn			
Less often	97 5%	47 4%	47 9%adf	44 9%	31 7%a	21 12%adf	14 6%	18 8%a	9 9%a	19 9%j	78 5%	7 10%an	10 4%	15 5%	12 3%	21 6%	20 13%lmno	5 8%	1 1%	4 4%			
Never	1575 84%	1176 89%bde	393 73%e	356 72%	335 74%e	114 65%	190 73%	166 74%	75 79%e	123 58%	1451 87%i	57 80%	195 87%ps	281 87%ps	380 87%ps	307 84%ps	112 71%	47 79%	41 91%	65 67%			
Don't know	35 2%	18 1%	16 3%ag	14 3%	14 3%ag	6 3%	12 5%ag	2 1%	3 3%	3 1%	32 2%	2 3%an	3 1%	5 1%	3 1%	13 4%an	1 *	3 5%an	-	3 3%			
NET: At least daily	90 5%	48 4%	42 8%a	41 8%	34 8%a	20 11%a	23 9%a	20 9%a	6 6%	35 17%j	55 3%	2 3%	12 5%o	12 4%	26 6%o	6 2%	15 10%mo	2 3%	1 2%	10 10%mo			
NET: At least weekly	175 9%	87 7%	85 16%a	83 17%	71 16%a	34 20%a	45 17%a	39 17%a	9 10%	66 31%j	108 6%	5 7%	16 7%	23 7%	41 9%	25 7%	25 16%lmo	5 9%	4 8%	24 25%klmnoq			
NET: Ever	271 14%	133 10%	132 24%a	127 26%	103 23%a	55 32%abd	59 23%a	57 25%a	18 19%a	85 40%j	186 11%	12 16%	26 12%	38 12%	52 12%	46 13%	45 28%lmn	10 17%	4 9%	28 29%lmno			

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 531  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Smart speaker**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	42 2%	2 3%	3 4%	2 3%	2 3%	1 3%	3 6%iw	2 2%	5 7%ikow	-	7 4%	-	1 3%	1 3%	-	6 1%	-	4 6%w	1 2%	1 1%	1 1%	-
Once a day	48 3%	4 6%	2 3%	1 1%	3 4%	3 8% <sup>s</sup>	-	5 3%	3 5%	1 1%	6 4%	2 3%	-	2 4%	-	12 3%	-	-	1 2%	-	2 3%	2 2%
Several times a week	54 3%	4 5%	3 4%	1 1%	2 2%	-	2 4%	5 3%	1 2%	2 3%	3 2%	3 4%	9 16% <sup>abodeg</sup> hijkmpqq nw	-	2 6%	11 3%	2 4%	-	-	4 5%	1 1%	1 1%
Once a week	30 2%	2 2%	1 2%	2 3%	1 1%	1 2%	-	7 5%ow	-	-	5 3%	1 1%	-	1 2%	-	4 1%	-	1 1%	3 5%o	1 1%	1 2%	-
Less often	97 5%	-	5 7%w	3 3%	4 5%w	1 3%	1 3%	8 5%w	3 4%	2 3%	4 3%	10 13%ajmq w	3 6%w	1 1%	3 11%	32 8%ajqw	4 7%aw	-	7 12%ajqw	4 6%w	2 3%	-
Never	1575 84%	59 80%	56 78%	71 87%	69 85%	36 83%	38 84%	114 80%	50 79%	74 91% <sup>bkl</sup>	126 83%	58 75%	40 72%	44 89%	19 69%	350 83%	54 89% <sup>l</sup>	58 91% <sup>kl</sup>	47 79%	57 84%	54 89% <sup>l</sup>	100 96% <sup>abcdefghijklors</sup>
Don't know	35 2%	3 4%	2 3%	2 2%	-	1 2%	1 3%	2 1%	2 2%	2 1%	2 1%	3 4%	2 3%	1 1%	4 14%	4 1%	-	1 2%	1 2%	2 2%	-	1 1%
NET: At least daily	90 5%	7 9% <sup>ip</sup>	5 7%	3 4%	5 6%	5 10% <sup>ipsw</sup>	3 6%	7 5%	8 13% <sup>iopsw</sup>	1 1%	12 8% <sup>ipw</sup>	2 3%	1 3%	3 7%	-	18 4%	-	4 6%	2 3%	1 1%	3 4%	2 2%
NET: At least weekly	175 9%	12 16% <sup>ipw</sup>	9 12% <sup>w</sup>	6 8%	8 10%	5 12% <sup>w</sup>	4 10%	18 13% <sup>w</sup>	9 14% <sup>w</sup>	3 4%	20 13% <sup>w</sup>	6 8%	10 19% <sup>iopw</sup>	4 8%	2 6%	33 8%	2 4%	4 7%	5 8%	5 7%	5 8%	2 2%
NET: Ever	271 14%	12 16% <sup>w</sup>	14 19% <sup>w</sup>	9 11% <sup>w</sup>	12 15% <sup>w</sup>	7 15% <sup>w</sup>	6 13% <sup>w</sup>	26 18% <sup>w</sup>	12 18% <sup>w</sup>	5 7%	24 16% <sup>w</sup>	16 21% <sup>w</sup>	14 25% <sup>iqw</sup>	5 10%	4 16%	65 16% <sup>w</sup>	7 11% <sup>w</sup>	4 7%	12 20% <sup>w</sup>	9 13% <sup>w</sup>	6 11% <sup>w</sup>	2 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 532  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart TV/TV connected to the internet**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	154 8%	73 8%	82 8%	23 10%hi	44 13%ghi	38 12%ghi	24 7%h	5 2%	19 5%h	37 7%	36 7%	33 9%	47 10%	10 6%	3 4%	23 11%	16 10%	17 11%	11 8%	6 7%	11 6%	21 8%	19 7%	14 9%	4 6%
Once a day	104 6%	64 7%ab	40 4%	22 10%ghi	33 9%ghi	21 7%hi	13 4%	5 2%	11 3%	24 5%	30 6%	28 7%	22 5%	19 12%ppqsuwx	7 9%	6 3%	7 5%	11 7%	5 4%	5 5%	6 4%	17 7%	13 5%	4 3%	4 6%
Several times a week	131 7%	66 7%	65 7%	19 8%ai	39 11%hi	23 7%hi	23 7%	13 5%	14 4%	34 7%	38 7%	25 7%	33 7%	5 3%	6 7%	13 6%	8 5%	15 9%	12 9%an	7 8%	19 11%envy	12 5%	22 8%	12 7%	1 1%
Once a week	66 3%	31 3%	34 4%	13 6%hi	10 3%	18 6%hi	11 3%	5 2%	9 2%	18 3%	21 4%	13 3%	14 3%	9 5%	4 5%	9 4%	3 2%	7 4%	2 1%	4 4%	5 3%	5 2%	10 4%	6 4%	2 4%
Less often	183 10%	91 10%	92 9%	21 10%hi	42 12%hi	39 12%hi	48 14%hi	12 4%	22 6%	46 9%	52 10%	40 11%	45 10%	12 7%	6 7%	24 12%	20 13%	17 10%	11 8%	9 10%	13 8%	28 10%	26 10%	12 8%	6 10%
Never	1210 64%	567 62%	643 66%	122 54%	171 50%	162 52%	224 64%defg	233 84%defg	298 79%defg	354 67%	340 65%	235 62%	281 62%	104 65%	54 68%	123 61%	97 62%	97 59%	90 69%	58 65%	109 64%	158 64%	169 64%	109 69%	43 72%
Don't know	33 2%	17 2%	17 2%	5 2%	6 2%	9 3%ai	7 2%	3 1%	3 1%	11 2%	10 2%	3 1%	9 2%	3 2%	-	5 2%	4 3%	1 1%	1 1%	2 2%	8 4%	5 2%	4 1%	1 1%	-
NET: At least daily	258 14%	136 15%	122 13%	45 20%ghi	77 22%ghi	59 19%ghi	37 11%h	10 4%	30 8%h	61 12%	67 13%	61 16%	69 15%	29 18%	10 13%	29 15%	23 15%	28 17%	15 12%	11 10%	17 10%	37 15%	32 12%	18 12%	8 13%
NET: At least weekly	455 24%	233 26%	222 23%	77 34%ghi	126 36%ghi	100 32%ghi	71 20%hi	28 10%	52 14%	113 22%	126 24%	99 26%	116 26%	48 26%	20 26%	51 25%	34 22%	50 30%	29 22%	21 24%	41 24%	54 22%	64 25%	36 23%	11 18%
NET: Ever	638 34%	324 36%	313 32%	98 44%ghi	168 49%ghi	139 45%ghi	119 34%hi	40 15%	74 20%	159 30%	178 34%	140 37%	161 36%	54 34%	26 32%	75 37%	54 35%	66 40%	40 31%	30 33%	55 32%	83 34%	90 34%	48 31%	17 28%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 533  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart TV/TV connected to the internet**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	154	94	21	12	6	2	8	10	29	18	16	7	1	125	2	2	86	43	17	5	134	20	5	12	2	-	1
	8%	11%ef	9%ef	7%	8%ef	3%	3%	9%ef	7%	10%ef	6%	6%	7%	9%	16%	16%	8%	8%	8%	13%	8%	12%	14%	15%	6%	-	17%
Once a day	104	69	11	6	4	2	8	4	19	8	10	1	1	81	2	3	55	18	21	2	88	15	4	8	2	-	1
	6%	8%ef	4%	4%	5%	2%	3%	3%	5%k	5%k	4%	1%	4%	6%k	13%	24%	5%	3%	10%pq	5%	5%	9%	12%	9%	7%	-	11%
Several times a week	131	83	18	8	4	3	12	4	29	15	21	7	1	97	1	*	74	41	13	2	117	13	1	9	-	3	-
	7%	9%fg	7%	5%	5%	3%	4%	3%	7%	8%	8%	6%	4%	7%	7%	5%	7%	7%	6%	4%	7%	8%	2%	10%	-	29%	-
Once a week	66	31	4	10	4	-	12	5	11	7	5	4	-	54	-	1	36	19	5	5	59	6	1	4	-	-	1
	3%	3%	2%	6%	5%	-	4%	4%	3%	4%	2%	3%	-	4%	-	9%	3%	3%	2%	12%pqr	3%	4%	3%	5%	-	-	25%
Less often	183	100	24	10	11	5	20	13	35	19	18	14	1	141	*	3	81	77	18	2	162	20	5	11	2	2	-
	10%	11%ef	10%	6%	13%	7%	6%	11%	9%	11%	7%	11%	8%	10%	3%	25%	8%	14%p	8%	6%	10%	12%	14%	13%	8%	15%	-
Never	1210	491	162	113	50	69	248	76	272	104	185	88	13	910	6	2	683	351	135	24	1112	83	19	36	19	6	2
	64%	55%	67%a	70%	62%	85%abd	80%abd	66%a	68%ai	61%	72%him	72%ai	77%	63%	48%	22%	66%	63%	63%	57%	66%uw	50%	53%	43%	68%	56%	48%
Don't know	33	22	3	1	2	-	2	3	4	2	3	2	-	29	2	-	14	12	5	1	24	8	1	4	3	-	-
	2%	2%	1%	1%	3%	-	1%	3%	1%	1%	1%	1%	-	2%	12%	-	1%	2%	2%	2%	1%	5%t	2%	5%t	11%	-	-
NET: At least daily	258	163	32	19	10	4	16	14	48	26	26	8	2	206	4	4	141	61	38	8	222	35	9	20	4	-	1
	14%	18%ef	13%ef	12%	13%ef	5%	5%	12%ef	12%k	15%k	10%	7%	11%	14%k	30%	40%	14%	11%	18%q	18%	13%	21%t	25%t	24%t	13%	-	27%
NET: At least weekly	455	277	54	36	18	7	40	23	89	47	52	19	3	358	5	6	250	121	55	15	399	54	11	33	4	3	3
	24%	31%bef	22%ef	23%	22%ef	9%	13%	20%e	22%k	27%hjk	20%	16%	15%	25%k	36%	53%	24%	22%	26%	35%	23%	33%t	31%	39%t	13%	29%	52%
NET: Ever	638	377	78	47	29	12	59	36	124	66	70	33	4	498	5	9	331	197	73	17	561	74	17	44	6	5	3
	34%	42%bef	32%ef	29%	35%ef	15%	19%	31%ef	31%j	38%hjk	27%	27%	23%	35%j	39%	78%	32%	35%	34%	41%	33%	45%t	45%	52%t	21%	44%	52%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 534  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart TV/TV connected to the internet**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No children aged 18 or under (a)	NET: Yes (b)		NET: Under 16 (c)		NET: Any 5-18 (d)		Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Yes (h)	No (i)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)							Yes (h)	No (i)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77		
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*		
Several times a day	154	76	78	70	60	32	32	29	15	39	116	12	15	28	38	27	16	2	2	13		
	8%	6%	14%a	14%	13%a	19%a	12%a	13%a	16%a	18%aj	7%	17%lmnoq	7%	9%	9%	7%	10%	4%	5%	13%		
Once a day	104	56	47	46	39	28	25	16	3	27	77	1	12	14	17	18	18	-	3	12		
	6%	4%	9%a	9%	9%a	16%abd10%a	10%a	7%	4%	13%j	5%	2%	5%	4%	4%	5%	12%kmnoq	-	8%	13%klmnoq		
Several times a week	131	74	52	50	40	18	21	21	7	27	105	7	9	23	30	27	20	2	-	11		
	7%	6%	10%a	10%	9%a	11%a	8%	9%	8%	13%j	6%	10%	4%	7%	7%	7%	13%l	3%	-	12%l		
Once a week	66	44	21	19	20	4	11	10	6	6	60	2	3	12	17	14	6	2	2	4		
	3%	3%	4%	4%	4%	2%	4%	5%	6%	3%	4%	3%	1%	4%	4%	4%	4%	4%	5%	4%		
Less often	183	116	67	67	54	23	35	31	10	23	160	8	17	22	40	41	20	10	7	8		
	10%	9%	12%a	13%	12%	13%	14%a	14%a	11%	11%	10%	12%	8%	7%	9%	11%	13%	16%lm	15%	8%		
Never	1210	943	262	235	225	66	126	117	51	88	1122	39	167	215	289	227	77	42	30	46		
	64%	71%bde48%e	47%e	50%e	38%	48%e	52%e	53%e	42%	67%i	55%	2%	74%kmo	66%ps	67%ps	62%ps	49%	70%ps	67%	48%		
Don't know	33	19	13	11	13	3	10	2	3	3	30	2	2	11	3	12	-	1	-	2		
	2%	1%	2%g	2%	3%g	2%	4%ag	1%	3%	1%	2%	2%	1%	3%n	1%	3%n	-	2%	-	2%		
NET: At least daily	258	132	126	116	98	61	57	45	18	65	193	13	27	42	55	45	34	2	6	25		
	14%	10%	23%a	23%	22%a	35%abd22%a	20%a	19%a	31%j	12%	19%q	13%	12%	13%	13%	12%	22%lmnoq	4%	13%	26%lmnoq		
NET: At least weekly	455	250	198	185	159	83	89	77	31	98	358	22	39	76	102	86	61	7	8	41		
	24%	19%	37%a	37%	35%a	47%abd34%a	34%a	33%a	46%j	21%	31%lq	17%	24%	24%	24%	39%lmn	11%	17%	42%lmnoq			
NET: Ever	638	366	265	251	213	106	125	107	42	120	518	31	56	99	143	127	81	16	15	48		
	34%	28%	49%a	51%	47%a	61%abd48%a	48%a	43%a	57%j	31%	43%lm	25%	30%	30%	33%l	35%l	51%lmn	27%	33%	50%lmnoq		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 535  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart TV/TV connected to the internet**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Birgh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	154 8%	5 7%	3 4%	3 4%	10 12%	3 7%	7 17% bcio	17 12%	6 10%	3 3%	18 12% i	6 7%	5 9%	5 9%	2 7%	28 7%	6 9%	5 7%	7 12%	5 8%	4 6%	7 6%
Once a day	104 6%	7 10% i	11 16% dgikl opqs	7 9% i	3 4%	1 3%	3 7%	6 4%	5 8% i	1 1%	11 7% i	1 1%	* 1%	3 5%	2 7%	26 6%	2 3%	- -	3 6%	1 2%	4 6%	6 6%
Several times a week	131 7%	2 3%	2 3%	7 8%	4 4%	3 8%	1 1%	10 7%	4 6%	11 13% atov	11 7%	13 16% abdf moww	11 20% abdf jmoww	2 3%	7 25%	21 5%	6 10%	4 6%	3 6%	5 8%	1 1%	5 5%
Once a week	66 3%	4 5%	5 7%	4 5%	* 1%	2 4%	2 4%	9 6%	2 3%	1 1%	5 3%	4 5%	2 3%	1 2%	- -	12 3%	3 5%	2 3%	3 5%	4 5%	2 4%	1 1%
Less often	183 10%	4 5%	8 11%	5 6%	11 14% m	7 16% m	3 7%	19 13% m	4 7%	6 7%	13 8%	5 6%	8 14% m	1 2%	- -	51 12% m	5 8%	2 3%	9 15% m	8 12%	6 10%	8 8%
Never	1210 64%	52 70%	40 56%	56 68%	52 64%	27 61%	27 61%	77 55%	42 66%	58 72% gl	93 61%	46 59%	29 52%	38 78% abgjl r	14 52%	275 65% g	39 63%	51 80% b lors	34 56% gjk	42 62%	43 72% g	76 73% bgjr
Don't know	33 2%	1 1%	2 3%	- -	1 1%	2 4%	2 4%	5 3%	- -	2 2%	1 1%	5 6% o	1 1%	1 1%	3 9%	6 1%	- -	- -	1 2%	2 2%	- -	1 1%
NET: At least daily	258 14%	12 16% i	14 20% i	10 13%	13 16% i	5 10%	11 24% ikq	23 16% i	12 18% i	3 4%	29 19% i	7 8%	5 10%	7 14%	4 13%	54 13% i	8 13%	5 7%	10 17% i	6 10%	8 13%	12 12%
NET: At least weekly	455 24%	18 24%	21 30%	21 26%	17 21%	9 20%	13 28%	41 29%	17 27%	15 19%	45 29%	23 30%	18 32%	10 19%	10 38%	87 21%	17 28%	11 17%	17 27%	15 23%	11 18%	19 18%
NET: Ever	638 34%	22 29%	29 41% mq	26 32%	29 35%	16 35%	16 36%	60 42% imqw 34%	22 34%	21 26%	58 38% mq	28 36%	26 46% imqw 21%	10 21%	10 38%	139 33%	22 37%	13 20%	26 43% mq	24 35%	17 28%	27 26%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 536  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Games console**  
**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61	
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*	
Several times a day	61 3%	42 5% <sup>b</sup>	19 2%	19 8% <sup>ghi</sup>	23 7% <sup>ghi</sup>	14 4% <sup>ghi</sup>	3 1%	- -	2 1%	19 4%	16 3%	12 3%	13 3%	6 4%	3 4%	2 1%	8 5% <sup>ps</sup>	13 8% <sup>psw</sup>	1 1%	2 3%	9 5% <sup>ps</sup>	6 3%	5 2%	4 3%	* 1%	
Once a day	65 3%	38 4%	27 3%	21 9% <sup>fghi</sup>	20 6% <sup>fghi</sup>	12 4% <sup>hi</sup>	7 2%	3 1%	2 1%	20 4%	18 3%	17 4%	11 2%	10 6% <sup>sx</sup>	2 3%	10 5%	4 3%	3 2%	1 1%	4 4%	9 5%	11 5%	6 2%	2 1%	2 3%	
Several times a week	70 4%	30 3%	39 4%	14 6% <sup>fghi</sup>	28 8% <sup>fghi</sup>	18 6% <sup>fghi</sup>	6 2% <sup>i</sup>	3 1%	1 *	13 3%	19 4%	14 4%	24 5% <sup>j</sup>	6 4%	1 1%	9 4%	6 4%	13 8% <sup>wxy</sup>	5 4%	2 2%	7 4%	10 4%	7 3%	3 2%	- -	
Once a week	42 2%	28 3% <sup>b</sup>	13 1%	6 3% <sup>hi</sup>	13 4% <sup>hi</sup>	16 5% <sup>ghi</sup>	6 2%	* *	1 *	11 2%	10 2%	10 3%	11 2%	4 3%	4 5%	4 2%	3 2%	3 3%	1 1%	2 1%	5 2%	4 2%	6 4%	2 4%	2 4%	
Less often	144 8%	65 7%	79 8%	14 6% <sup>hi</sup>	51 15% <sup>dhi</sup>	31 10% <sup>hi</sup>	36 10% <sup>hi</sup>	6 2%	7 2%	36 7%	42 8%	33 9%	33 7%	10 6%	7 9%	14 7%	14 9%	15 6%	7 7%	6 5%	9 11%	28 7%	20 8%	12 5%	3 5%	
Never	1469 78%	688 76%	781 80% <sup>a</sup>	143 64%	204 59%	211 68% <sup>ae</sup>	286 82% <sup>def</sup>	263 95% <sup>def</sup>	362 96% <sup>def</sup>	415 79%	416 79%	287 76%	351 78%	122 76%	62 78%	159 79%	116 74%	115 70%	111 85% <sup>qrv</sup>	73 82%	129 76%	182 74%	217 83% <sup>rv</sup>	130 82% <sup>r</sup>	53 87% <sup>r</sup>	
Don't know	31 2%	17 2%	14 1%	8 4% <sup>hi</sup>	7 2% <sup>i</sup>	9 3% <sup>hi</sup>	6 2%	1 *	1 *	10 2%	7 1%	5 1%	9 2%	3 2%	- -	4 2%	4 3%	2 2%	1 1%	2 2%	5 3%	5 2%	3 1%	1 1%	- -	
NET: At least daily	125 7%	80 9% <sup>b</sup>	46 5%	40 18% <sup>fghi</sup>	43 12% <sup>fghi</sup>	26 8% <sup>fghi</sup>	10 3%	3 1%	4 1%	39 7%	34 6%	28 8%	24 5%	16 10% <sup>s</sup>	6 7%	12 6%	13 8% <sup>s</sup>	16 10% <sup>s</sup>	2 1%	6 7% <sup>s</sup>	18 11% <sup>swx</sup>	18 7% <sup>s</sup>	12 4%	6 4%	2 4%	
NET: At least weekly	237 13%	139 15% <sup>b</sup>	98 10%	60 27% <sup>fghi</sup>	83 24% <sup>fghi</sup>	60 19% <sup>fghi</sup>	22 6% <sup>hi</sup>	6 2%	6 2%	63 12%	63 12%	52 14%	59 13%	26 16% <sup>w</sup>	10 13%	25 12%	22 14%	32 19% <sup>swx</sup>	11 8%	9 10%	28 16% <sup>w</sup>	32 13%	23 9%	15 10%	5 8%	
NET: Ever	381 20%	204 22% <sup>b</sup>	177 18%	73 33% <sup>fghi</sup>	135 39% <sup>fghi</sup>	90 29% <sup>fghi</sup>	59 17% <sup>hi</sup>	11 4%	12 3%	99 19%	105 20%	86 23%	92 20%	36 22%	17 22%	39 19%	36 23%	47 28% <sup>swx</sup>	18 14%	15 17%	37 21%	59 24% <sup>s</sup>	42 16%	27 17%	8 13%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 537  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Games console**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	61 3%	41 5%f	7 3%g	6 4%	4 5%ef	-	-	2 2%g	9 2%j	7 4%k	3 1%	1 1%	-	51 4%j	4 30%	*	30 3%	12 2%	11 5%	3 6%	53 3%	8 5%	2 7%	4 5%	-	-	1 14%
Once a day	65 3%	45 5%fg	6 3%	8 5%	4 4%f	-	2 1%	* *	7 2%	3 2%	4 2%	1 1%	-	56 4%h	-	3 24%	27 3%	17 3%	12 6%p	6 15%pp	54 3%	10 6%	-	9 10%t	-	-	1 25%
Several times a week	70 4%	53 6%bdef	6 2%	2 1%	4 5%ef	-	1 *	4 4%g	10 2%k	8 5%hk	5 2%	*	-	56 4%k	-	-	36 3%	20 4%	10 5%	-	58 3%	9 6%	3 7%	6 7%	-	1 10%	-
Once a week	42 2%	24 3%g	4 2%	5 3%	3 4%f	-	1 *	5 4%g	10 2%	9 5%hjm	4 2%	2 2%	-	31 2%	1 9%	-	25 2%	14 2%	1 2%	1 2%	38 2%	4 2%	1 3%	2 3%	-	-	-
Less often	144 8%	96 11%f	16 7%g	9 6%	4 5%g	3 4%	3 1%	12 11%g	35 9%	12 7%	25 10%	13 11%	-	109 8%	*	2 14%	79 8%	50 9%	11 5%	2 5%	116 7%	27 16%t	6 17%t	15 17%t	3 12%	2 22%	1 11%
Never	1469 78%	608 68%	201 83%ca	130 81%	60 73%	78 96%abd	302 98%abd	91 79%ca	323 81%	131 76%	212 82%	103 84%	17 100%	1110 77%	7 50%	6 58%	820 80%	434 78%	165 77%	28 68%	1354 80%uw	102 62%	24 66%	45 53%	23 82%	7 68%	3 51%
Don't know	31 2%	23 3%g	4 2%	1 1%	2 2%f	-	1 *	1 1%	7 2%	2 1%	4 1%	3 2%	-	23 2%	1 8%	-	13 1%	12 2%	3 1%	1 3%	24 1%	6 4%	-	4 5%t	2 7%	-	-
NET: At least daily	125 7%	86 10%bdefg	13 5%ef	14 9%	8 10%efg	-	2 1%	3 2%	15 4%	10 6%k	7 3%	2 2%	-	107 7%hjk	4 30%	3 28%	56 5%	29 5%	24 11%ppq	9 21%ppq	107 6%	18 11%	2 7%	13 16%t	-	-	2 38%
NET: At least weekly	237 13%	163 18%bdefg	22 9%ef	21 13%	16 19%bef	-	3 1%	12 10%ef	35 9%gjk	27 15%hjk	17 6%	4 3%	-	195 14%hjk	5 39%	3 28%	118 11%	63 11%	34 16%	10 23%pq	203 12%	31 19%t	6 17%	21 25%t	-	1 10%	2 38%
NET: Ever	381 20%	259 29%bdef	39 16%ef	30 19%	20 24%ef	3 4%	6 2%	24 21%ef	70 17%	39 23%hjk	42 16%	17 14%	-	304 21%	6 42%	5 42%	196 19%	113 20%	45 21%	12 29%	319 19%	57 35%t	12 34%t	36 42%t	3 12%	3 32%	2 49%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 538  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Games console**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET:		NET:		Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00
			to Yes	Under 16	Any 5- 18	Any aged 5-10							£14,00 to £21,00	£21,00 to £28,00	£28,00 to £34,00	£34,00 to £41,00	£41,00 to £48,00	£48,00 to £55,00	£55,00 or more	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
Several times a day	61	34	23	23	20	9	17	12	2	20	41	4	9	6	12	6	8	4	3	6
	3%	3%	4%	5%	4%	5%	7%a	5%a	2%	9%j	2%	6%o	4%	2%	3%	2%	5%	7%o	7%	6%mo
Once a day	65	38	25	24	19	13	9	11	4	20	44	2	8	15	9	10	6	2	2	8
	3%	3%	5%	5%	4%	7%a	3%	5%	4%	10%j	3%	2%	3%	5%	2%	3%	4%	3%	3%	9%no
Several times a week	70	28	42	40	34	19	25	14	6	20	50	2	3	6	13	19	15	-	-	8
	4%	2%	8%a	8%	8%a	11%a	9%a	6%a	6%a	9%j	3%	3%	1%	2%	3%	5%lm	9%lmnq	-	-	8%lmn
Once a week	42	15	27	26	25	3	17	13	5	11	31	3	2	8	14	6	5	2	-	1
	2%	1%	5%ae	5%	5%a	2%	6%ae	6%a	5%a	5%j	2%	5%	1%	3%	3%	2%	3%	3%	-	1%
Less often	144	81	64	60	49	22	31	24	8	29	116	7	17	18	33	30	19	8	6	5
	8%	6%	12%a	12%	11%a	12%a	11%a	8%	14%j	7%	9%	9%	8%	6%	8%	8%	12%am	13%	13%	6%
Never	1469	1114	347	313	290	104	151	151	69	107	1362	51	183	264	354	284	105	44	33	64
	78%	84%bde	64%ef	63%	64%ef	60%	58%	67%ef	72%ef	51%	82%i	72%	82%ps	81%ps	81%ps	78%p	66%	73%	73%	67%
Don't know	31	17	14	11	13	5	10	-	3	4	27	2	2	8	1	11	1	1	2	3
	2%	1%	3%g	2%	3%ag	3%g	4%ag	-	3%g	2%	2%	3%n	1%	2%n	*	3%n	*	1%	4%	3%n
NET: At least daily	125	73	48	47	40	21	26	23	5	40	85	6	17	21	20	16	14	6	5	14
	7%	5%	9%a	9%	9%a	12%a	10%a	10%a	6%	19%j	5%	8%	8%	6%	5%	4%	9%	10%	10%	15%mo
NET: At least weekly	237	116	117	113	99	44	67	51	16	71	166	12	22	35	47	41	33	8	5	23
	13%	9%	22%a	23%	22%a	25%a	26%a	22%a	17%a	34%j	10%	16%	10%	11%	11%	11%	21%lmn	13%	10%	24%lmno
NET: Ever	381	196	180	173	148	66	99	75	24	100	281	18	39	53	80	71	52	16	10	29
	20%	15%	33%a	35%	33%a	38%a	38%adh	33%a	25%a	47%j	17%	26%	18%	16%	18%	19%	33%lmn	26%	23%	30%lmno

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 539  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Games console**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																			None of these (w)	
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Noit-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)		Belfast (v)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	61 3%	5 6%	-	3 4%	5 6% <sub>i</sub>	3 7% <sub>i</sub>	1	4 3%	1	-	12 8% <sub>biop</sub>	8 oprw	2 3%	-	1 5%	8 2%	-	4 6%	*	2 3%	*	2 2%
Once a day	65 3%	7 9% <sub>jqw</sub>	3 5%	2 3%	2 2%	-	2 3%	6 4%	4 6% <sub>w</sub>	3 4%	3 2%	4 5%	3 5%	1 2%	2 7%	15 4%	2 4%	-	1 2%	4 6% <sub>w</sub>	2 3%	-
Several times a week	70 4%	4 5%	3 4%	1 1%	4 5%	2 5%	*	5 4%	3 5%	5 5% <sub>w</sub>	8 2%	4 3%	6 5% <sub>w</sub>	*	2 6%	15 4%	1 2%	1 5% <sub>w</sub>	-	3 4%	-	1 1%
Once a week	42 2%	1 2%	3 4%	4 5% <sub>w</sub>	-	2 4%	-	1 1%	3 5%	4 5% <sub>w</sub>	4 2%	2 3%	-	1 1%	-	8 2%	-	3 5% <sub>w</sub>	3 4%	1 1%	2 4%	-
Less often	144 8%	3 4%	6 9% <sub>w</sub>	10 7% <sub>w</sub>	13% <sub>w</sub>	9% <sub>w</sub>	4%	2 7% <sub>w</sub>	9 13% <sub>w</sub>	8 6%	16 10% <sub>w</sub>	5 6%	5 9% <sub>w</sub>	2 4%	-	42 10% <sub>w</sub>	6 10% <sub>w</sub>	5 8% <sub>w</sub>	5 8% <sub>w</sub>	2 3%	3 5%	*
Never	1469 78%	54 73%	54 75%	66 80%	59 72%	32 73%	39 88% <sub>ijkl</sub>	112 79%	45 70%	62 77%	107 70%	53 68%	38 69%	45 92% <sub>abde</sub>	20 73%	326 78%	51 84%	50 79%	50 83%	54 81%	53 87% <sub>hijkl</sub>	98 94% <sub>abcd</sub>
Don't know	31 2%	1 1%	2 3%	-	2 2%	1 2%	1 3%	4 3%	-	2 2%	2 2%	2 3%	2 3%	-	3 9%	5 1%	-	-	1 2%	2 2%	-	2 2%
NET: At least daily	125 7%	11 15% <sub>imorw</sub>	3 5%	6 7%	7 8%	3 7%	2 5%	10 7%	4 7%	3 4%	15 10% <sub>w</sub>	12 15% <sub>imorw</sub>	4 8%	1 2%	3 12%	24 6%	2 4%	4 6%	1 2%	6 8%	2 4%	2 2%
NET: At least weekly	237 13%	16 22% <sub>fmpop</sub>	9 13% <sub>w</sub>	10 13% <sub>w</sub>	10 13% <sub>w</sub>	7 16% <sub>w</sub>	2 5%	16 11%	11 17% <sub>w</sub>	12 15% <sub>w</sub>	27 18% <sub>mpw</sub>	18 23% <sub>fmpop</sub>	11 19% <sub>mpw</sub>	2 4%	5 17%	47 11% <sub>w</sub>	4 6%	8 13% <sub>w</sub>	4 7%	9 14% <sub>w</sub>	5 8%	4 3%
NET: Ever	381 20%	19 26% <sub>mw</sub>	16 22% <sub>w</sub>	16 20% <sub>w</sub>	21 25% <sub>mw</sub>	11 25% <sub>w</sub>	4 9%	25 18% <sub>w</sub>	19 30% <sub>fmvw</sub>	17 21% <sub>w</sub>	43 28% <sub>fmvw</sub>	22 29% <sub>fmvw</sub>	16 28% <sub>fmvw</sub>	4 8%	5 17%	89 21% <sub>mw</sub>	10 16% <sub>w</sub>	13 21% <sub>w</sub>	9 15% <sub>w</sub>	11 17% <sub>w</sub>	8 13%	4 4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 540  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart watch/wearable**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	33 2%	15 2%	18 2%	6 3%hi	16 5%ghi	10 3%ghi	2 1%	-	-	10 2%	7 1%	10 3%	7 1%	1 1%	2 3%	2 1%	1 1%	4 3%	1 1%	-	3 2%	6 3%	3 1%	8 5%ppqst	1 1%
Once a day	43 2%	26 3%	16 2%	12 5%hi	14 4%hi	7 2%hi	8 2%hi	2 1%	-	13 3%	12 2%	12 3%	5 1%	9 6%psw	-	1 1%	4 3%	5 3%	-	2 2%	6 3%	10 4%psw	2 1%	2 1%	2 3%
Several times a week	36 2%	14 2%	22 2%	10 4%ghi	20 6%fghi	4 1%	3 1%	-	-	11 2%	10 2%	4 1%	11 2%	4 2%	-	6 3%	3 2%	4 2%	5 4%	-	3 2%	4 2%	3 1%	4 3%	-
Once a week	14 1%	8 1%	6 1%	2 1%	6 2%	2 1%	3 1%	* 1%	* 1%	4 1%	3 1%	3 1%	3 1%	3 1%	1 2%	* 1%	1 1%	2 1%	* 1%	1 1%	2 1%	-	2 1%	1 1%	-
Less often	62 3%	29 3%	33 3%	5 2%h	21 6%hi	19 6%hi	13 4%hi	* 1%	4 1%	16 3%	20 4%	12 3%	14 3%	1 1%	-	4 2%	9 6%nos	6 4%	* 1%	2 2%	3 2%	17 7%nos	10 4%	7 4%	2 4%
Never	1663 88%	799 88%	864 89%	184 82%	263 76%	260 84%e	314 90%de	273 99%defg	370 99%defg	459 88%	470 89%	329 87%	404 90%	141 88%	76 96%rvx	188 93%vix	134 86%	142 86%	121 92%v	82 91%	149 87%	203 83%	238 91%v	134 85%	55 92%
Don't know	30 2%	17 2%	13 1%	6 3%hi	7 2%h	8 3%hi	7 2%h	-	1 *	11 2%	5 1%	7 2%	8 2%	2 1%	-	2 1%	2 1%	2 1%	3 3%	2 3%	5 3%	5 2%	4 1%	2 1%	-
NET: At least daily	76 4%	42 5%	34 4%	18 8%ghi	29 9%ghi	17 5%hi	10 3%hi	2 1%	-	23 4%	19 4%	22 6%	12 3%	10 6%psw	2 3%	3 1%	6 4%	9 5%h	1 1%	2 2%	9 5%h	16 7%psw	5 2%	10 6%ps	3 4%
NET: At least weekly	126 7%	63 7%	63 6%	30 13%fghi	55 16%fghi	22 7%hi	16 4%hi	3 1%	1 *	38 7%	33 6%	29 8%	26 6%	17 10%w	4 4%	9 6%	10 6%	15 9%w	6 5%	3 4%	14 8%	21 8%	10 4%	15 9%w	3 4%
NET: Ever	188 10%	92 10%	96 10%	35 15%ghi	76 22%fghi	41 13%hi	29 8%hi	3 1%	4 1%	54 10%	52 10%	41 11%	39 9%	18 11%	4 4%	12 6%	19 12%h	21 13%ps	6 5%	5 6%	17 10%	38 15%opst	20 8%	22 14%ps	5 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 541  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart watch/wearable**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	33 2%	27 3% <sup>f</sup>	3 1%	2 1%	-	-	-	1 1%	2 *	1 *	2 1%	-	-	31 2% <sup>h</sup>	1 10%	-	12 1%	10 2%	7 3% <sup>p</sup>	1 2%	27 2%	5 3%	3 9% <sup>t</sup>	2 2%	-	-	-
Once a day	43 2%	33 4% <sup>f</sup> <sup>g</sup>	5 2% <sup>f</sup>	5 3%	-	-	-	-	10 3%	4 2%	6 2%	-	-	33 2%	-	1 13%	18 2%	8 1%	10 5% <sup>p</sup> <sup>q</sup>	5 11% <sup>p</sup> <sup>q</sup>	37 2%	6 3%	2 5%	4 5%	-	-	-
Several times a week	36 2%	31 3% <sup>b</sup> <sup>f</sup>	2 1%	1 1%	1 1%	-	-	1 1%	7 2% <sup>j</sup>	6 3% <sup>j</sup>	1 *	2 3%	-	28 2%	2 13%	-	12 1%	11 2%	11 5% <sup>p</sup> <sup>q</sup>	-	32 2%	3 2%	1 2%	2 2%	1 1%	-	-
Once a week	14 1%	8 1%	2 1%	-	1 1%	-	1 *	2 2%	1 *	-	1 1%	1 1%	-	12 1%	1 4%	-	9 1%	3 1%	1 1%	-	13 1%	1 *	-	1 1%	-	-	-
Less often	62 3%	43 5% <sup>f</sup>	5 2%	7 4%	7 *	2 2%	2 1%	3 3%	8 2%	5 3%	5 2%	4 3%	-	54 4%	1 9%	2 14%	31 3%	20 4%	6 3%	2 5%	42 2%	20 12% <sup>t</sup>	5 14% <sup>t</sup>	10 12% <sup>t</sup>	1 5%	1 10%	2 38%
Never	1663 88%	726 82%	224 92% <sup>a</sup>	145 90%	75 92% <sup>a</sup>	79 98% <sup>a</sup>	307 99% <sup>abd</sup>	107 92% <sup>a</sup>	367 92% <sup>m</sup>	154 90%	240 93% <sup>m</sup>	116 94% <sup>m</sup>	17 100%	1255 87%	6 44%	8 72%	933 91% <sup>rs</sup>	497 89% <sup>r</sup>	174 82%	33 79%	1519 89% <sup>uvw</sup>	129 78%	26 70%	67 79%	24 87%	9 90%	3 62%
Don't know	30 2%	22 2% <sup>f</sup>	2 1%	1 1%	4 5% <sup>bef</sup>	-	-	1 1%	5 1%	3 2%	3 1%	1 1%	-	25 2%	2 19%	-	14 1%	10 2%	3 1%	1 2%	27 2%	2 1%	-	-	2 7%	-	-
NET: At least daily	76 4%	59 7% <sup>bdef</sup>	7 3% <sup>f</sup>	7 5%	-	-	-	1 1%	12 3%	5 3%	8 3%	-	-	64 4% <sup>k</sup>	1 10%	1 13%	30 3%	19 3%	17 8% <sup>p</sup> <sup>q</sup>	6 13% <sup>p</sup> <sup>q</sup>	64 4%	11 7%	5 14% <sup>t</sup>	6 7%	-	-	-
NET: At least weekly	126 7%	99 11% <sup>bdef</sup>	12 5% <sup>f</sup>	9 5%	2 2% <sup>f</sup>	-	1 *	4 4% <sup>f</sup>	19 5%	10 6%	10 4%	3 2%	-	104 7% <sup>k</sup>	4 28%	1 13%	51 5%	33 6%	30 14% <sup>p</sup> <sup>q</sup>	6 13% <sup>p</sup>	109 6%	14 9%	6 16% <sup>t</sup>	8 9%	1 1%	-	-
NET: Ever	188 10%	142 16% <sup>bdef</sup>	16 7% <sup>f</sup>	15 9%	2 3%	2 2%	2 1%	8 7% <sup>f</sup>	27 7%	15 9%	15 6%	6 5%	-	158 11% <sup>hjk</sup>	5 38%	3 28%	82 8%	52 9%	36 17% <sup>p</sup> <sup>q</sup>	8 19% <sup>p</sup>	151 9%	34 21% <sup>t</sup>	11 30% <sup>t</sup>	18 21% <sup>t</sup>	2 6%	1 10%	2 38%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 542  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart watch/wearable**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No child- ren aged 18 or under		NET: Under 18		NET: Any 5- 18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes	NET: Under 18	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	(i)	(j)	(k)	(l)											
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	1678	93	275	369	417	337	120	51	32	77		
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	1670	71*	224	324	435	366	158*	60*	45**	96*		
Several times a day	33	17	16	15	12	7	10	9	2	13	20	2	20	2	2	3	7	3	10	1	2	5		
	2%	1%	3%a	3%	3%	4%a	4%a	4%a	2%	6%j	1%	3%	1%	3%	1%	1%	2%	1%	6%lmno	1%	4%	5%lmo		
Once a day	43	27	15	15	15	6	7	9	2	17	26	2	26	2	5	7	3	7	11	1	-	5		
	2%	2%	3%	3%	3%	4%	3%	4%	2%	8%j	2%	2%	2%	2%	2%	2%	1%	2%	7%mmo	2%	-	5%n		
Several times a week	36	18	18	17	14	8	11	4	1	19	17	2	17	2	4	5	8	4	3	1	-	8		
	2%	1%	3%a	3%	3%	5%a	4%a	2%	1%	9%j	1%	3%	3%	3%	2%	2%	2%	1%	2%	2%	-	8%lmno		
Once a week	14	4	10	9	9	2	5	7	3	6	8	*	8	*	1	2	6	3	-	-	-	1		
	1%	*	2%a	2%	2%a	1%	2%a	3%a	3%a	3%j	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%		
Less often	62	24	37	33	24	14	11	13	7	16	46	4	46	4	7	9	11	15	7	3	-	3		
	3%	2%	7%adf	7%	5%a	8%a	4%a	6%a	8%a	7%j	3%	6%	3%	6%	3%	3%	3%	4%	5%	4%	-	3%		
Never	1663	1223	430	394	365	129	208	183	78	135	1528	58	1528	58	203	293	400	321	126	50	43	72		
	88%	92%bde	79%	79%	81%	74%	80%	81%	81%	64%	92%ci	82%	82%	82%	91%kps	90%kps	92%kps	88%ks	80%	84%	96%	75%		
Don't know	30	14	16	13	12	8	9	1	3	5	25	2	25	2	1	6	-	13	-	4	-	3		
	2%	1%	3%ag	3%	3%ag	5%ag	4%ag	*	3%	2%	2%	3%np	2%	*	2%n	-	3%ln	-	7%lmnp	-	-	3%n		
NET: At least daily	76	44	31	30	27	13	17	18	5	30	45	4	45	4	7	9	10	10	21	2	2	9		
	4%	3%	6%a	6%	6%a	8%a	6%a	8%a	5%	14%j	3%	5%	3%	3%	3%	2%	3%	3%	13%lmno	3%	4%	10%lmno		
NET: At least weekly	126	67	58	56	50	23	32	29	8	56	70	6	70	6	12	16	24	17	25	3	2	18		
	7%	5%	11%a	11%	11%a	13%a	12%a	13%a	9%	26%j	4%	9%	6%	6%	5%	5%	5%	5%	16%lmno	5%	4%	19%lmnoq		
NET: Ever	188	90	95	89	74	37	43	42	15	71	116	11	116	11	20	25	35	32	32	5	2	21		
	10%	7%	18%a	18%	16%a	21%a	16%a	19%a	16%a	34%j	7%	15%	9%	9%	8%	8%	8%	9%	20%lmno	9%	4%	22%lmno		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 543  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**  
**Smart watch/wearable**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	33 2%	1 2%	-	1 1%	2 3%	-	-	2 1%	-	1 1%	4 3%	1 1%	3 6%w	1 1%	-	8 2%	1 2%	4 6%w	4 6%w	-	1 1%	-
Once a day	43 2%	4 6%w	5 6%cgw	-	3 4%	-	2 3%	1 1%	-	-	5 3%	2 3%	3 5%	1 1%	1 2%	12 3%	-	-	2 3%	2 3%	2 3%	-
Several times a week	36 2%	2 2%	2 2%	-	-	3 7%cdjos w	1 3%	6 4%o	1 2%	5 6%cdjow	1 1%	3 4%	3 6%jow	-	2 6%	5 1%	2 3%	-	1 2%	-	-	-
Once a week	14 1%	-	3 4%o	1 2%	1 2%	-	-	1 1%	-	-	1 1%	1 2%	1 2%	-	-	2 1%	1 1%	-	1 2%	-	-	-
Less often	62 3%	-	1 2%	-	5 6%cw	3 6%cw	1 2%	4 2%	-	1 1%	5 3%	3 4%	2 4%	1 3%	-	25 6%cw	2 4%	3 4%	2 3%	2 3%	2 4%	-
Never	1663 88%	67 90%	59 83%	79 97%bdej klor	70 86%	37 84%	40 89%	126 89%	62 98%bdej klor	73 90%	134 88%	64 82%	43 78%	47 95%l	21 78%	364 87%	55 89%	57 90%	50 83%	60 90%	55 92%	100 97%bdegijklor
Don't know	30 2%	-	2 3%	-	-	1 2%	1 3%	2 2%	-	2 2%	2 1%	3 4%	-	-	4 14%	5 1%	1 1%	-	1 2%	2 4%	-	3 3%
NET: At least daily	76 4%	6 8%w	5 6%w	1 1%	5 6%w	-	2 3%	3 2%	-	1 1%	9 6%w	3 4%	6 10%cgw	1 2%	1 2%	20 5%w	1 2%	4 6%w	5 9%hw	2 3%	3 4%	-
NET: At least weekly	126 7%	7 10%w	9 13%chw	2 3%	6 8%w	3 7%w	3 6%w	10 7%w	1 2%	5 7%w	11 7%w	8 10%w	10 18%chmos ww	1 2%	2 8%	27 6%w	3 5%w	4 6%w	7 12%w	2 3%	3 4%	-
NET: Ever	188 10%	7 10%w	10 14%chw	2 3%	11 14%chw	6 14%chw	4 8%w	14 10%w	1 2%	7 8%w	16 11%w	11 13%chw	12 22%chmos w	3 5%w	2 8%	51 12%chw	6 9%w	6 10%w	9 15%chw	4 6%w	5 8%w	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 544  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
Several times a day	15 1%	8 1%	7 1%	3 1%	6 2%	3 1%	2 1%	-	1 *	7 1%	1 *	2 1%	4 1%	*	-	2 1%	1 1%	3 2%	-	-	1 1%	2 1%	5 2%	1 1%	-
Once a day	25 1%	16 2%	9 1%	12 5% fghi	7 2% hi	1 *	6 2% i	-	-	5 1%	1 *	12 3% jkl	6 1%	8 5% prst wx	1 1%	*	4 2%	1 1%	1 1%	-	3 2%	5 2%	1 *	1 1%	-
Several times a week	33 2%	16 2%	17 2%	4 2% ghi	24 7% dfgh i	5 2% ghi	-	-	-	6 1%	15 3%	6 2%	7 1%	4 2%	1 1%	4 2%	2 1%	6 3%	-	3 3%	8 4% swv	2 1%	2 1%	2 1%	-
Once a week	19 1%	9 1%	10 1%	3 1%	7 2% i	6 2% i	2 1%	*	1 *	3 1%	5 1%	5 1%	6 1%	2 1%	1 2%	4 2%	1 1%	3 2%	2 2%	-	1 1%	1 1%	2 1%	2 1%	-
Less often	51 3%	30 3%	21 2%	5 2%	16 5% i	13 4% i	9 3%	5 2%	3 1%	9 2%	17 3%	15 4%	10 2%	3 2%	1 2%	6 3%	8 5% u	3 2%	2 1%	1 2%	-	13 5% u	6 2%	7 4% u	-
Never	1501 80%	713 79%	788 81%	167 74% h	232 67% hi	229 74% ghi	287 82% ef	249 90% def g	337 90% def g	427 81%	417 79%	296 79%	361 80%	130 81%	64 81%	160 79%	118 76%	129 78%	111 85% v	70 78%	136 79%	186 76%	215 82%	128 81%	54 90% qv
Don't know	237 13%	116 13%	121 12%	31 14% h	54 16% hi	53 17% hi	44 13%	21 8%	34 9%	67 13%	71 13%	40 11%	58 13%	13 8%	11 13%	27 13%	22 14%	20 12%	14 11%	15 17%	23 14%	37 15%	31 12%	17 11%	6 10%
NET: At least daily	40 2%	24 3%	16 2%	15 7% fghi	13 4% hi	4 1%	8 2% hi	-	1 *	12 2% k	3 *	15 4% k	10 2% k	9 5% pst	1 1%	2 1%	5 3%	4 2%	1 1%	-	3 2%	7 3%	6 2%	2 1%	-
NET: At least weekly	92 5%	49 5%	43 4%	21 9% fghi	43 13% fghi	15 5% hi	10 3% hi	*	2 *	21 4%	23 4%	26 7%	23 5%	14 9% sy	4 4%	10 5%	7 5%	13 8% y	3 2%	3 3%	12 7%	11 4%	10 4%	6 4%	-
NET: Ever	143 8%	79 9%	64 7%	26 12% ghi	59 17% fghi	28 9% hi	19 5% i	6 2%	5 1%	30 6%	39 7%	41 11% j	33 7%	18 11% sy	5 6%	15 8%	16 10% y	16 10% y	5 4%	4 5%	12 7%	24 10% y	16 6%	13 8% y	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 545  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ic al condit ion (j)	Yes - disabi-lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
Several times a day	15 1%	10 1%	3 1%	1 *	1 1%	-	1 *	*	2 *	1 1%	1 *	-	-	13 1%	1 6%	-	4 *	5 1%	4 2%p	1 3%p	13 1%	2 1%	-	2 2%	1 2%	-	-
Once a day	25 1%	19 2%f	3 1%f	3 2%	-	-	-	-	2 1%	-	2 1%	-	-	22 2%	2 13%	1 13%	8 1%	8 1%	5 3%	1 2%	21 1%	4 3%	1 3%	3 4%	-	-	-
Several times a week	33 2%	31 3%bf	1 *	1 1%	1 1%	-	-	-	6 1%	4 2%	2 1%	-	-	26 2%	-	-	19 2%	6 1%	8 4%q	-	28 2%	4 2%	2 5%	-	2 7%	-	-
Once a week	19 1%	12 1%	4 1%	1 1%	-	-	1 *	2 2%	5 1%	2 1%	4 1%	1 1%	-	13 1%	-	-	11 1%	6 1%	1 1%	1 2%	17 1%	2 1%	-	2 2%	-	-	-
Less often	51 3%	37 4%f	4 2%	3 2%	2 2%	-	3 1%	2 10%	14 3%	6 4%	8 3%	6 5%	-	36 2%	*	-	20 3%	17 3%	10 5%p	37 5%	14 2%	3 8%t	7 9%t	1 8%t	2 5%	-	-
Never	1501 80%	650 73%	200 82%a	133 83%	63 77%	76 94%abd	280 90%abd	100 86%a	316 79%	130 75%	208 81%	97 78%	14 85%	1149 80%	5 41%	8 71%	850 83%rs	442 79%	161 76%	29 69%	1370 81%uw	116 70%	26 71%	59 70%	19 68%	8 81%	4 75%
Don't know	237 13%	131 15%f	28 12%	20 13%	16 20%ef	5 6%	25 8%	12 10%	55 14%	29 17%	33 13%	20 16%	2 15%	179 12%	5 36%	2 15%	117 11%	77 14%	23 11%	8 19%	211 12%	23 14%	4 12%	12 14%	5 18%	-	1 25%
NET: At least daily	40 2%	29 3%f	6 2%f	3 2%	1 1%	-	1 *	*	4 1%	1 1%	4 1%	-	-	35 2%	3 20%	1 13%	12 1%	12 2%	9 4%p	2 4%	33 2%	7 4%	1 3%	5 6%t	1 2%	-	-
NET: At least weekly	92 5%	72 8%bdef	10 4%f	5 3%	1 1%	-	2 1%	2 2%	15 4%k	7 4%	9 4%k	1 1%	-	73 5%k	3 20%	1 13%	42 4%	24 4%	18 9%pq	3 7%	78 5%	12 7%	3 8%	7 8%	2 9%	-	-
NET: Ever	143 8%	109 12%bdef	15 6%cef	8 5%	3 4%	-	5 2%	4 4%	29 7%	13 8%	17 7%	7 6%	-	109 8%	3 23%	1 13%	62 6%	42 7%	28 13%pq	5 11%	116 7%	26 16%t	6 17%t	14 16%t	4 14%	2 19%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 546  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5- 18	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	1 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)				(h)	(i)	(j)	(k)	(l)	(m)	(n)		(o)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
Several times a day	15 1%	7 1%	8 1%	8 2%	6 1%	5 3%a	6 2%a	4 2%	*	9 4%j	6 *	1 2%	2 1%	2 1%	5 1%	2 1%	- -	1 1%	- -	1 1%
Once a day	25 1%	16 1%	9 2%	9 2%	9 2%	4 2%	4 2%	5 2%	-	9 4%j	16 1%	1 1%	5 2%	4 1%	4 1%	4 2%	3 -	-	-	4 4%
Several times a week	33 2%	12 1%	21 4%a	20 4%	16 3%a	9 5%a	11 4%a	5 2%	1	19 9%j	14 1%	2 2%	5 2%	6 1%	5 1%	8 2%	1 *	-	-	6 6%np
Once a week	19 1%	9 1%	11 2%a	10 2%	9 2%a	4 2%	6 3%a	6 3%	2	9 4%j	11 1%	2 2%	2 1%	6 1%	2 1%	3 2%	1 2%	-	-	1 1%
Less often	51 3%	27 2%	24 4%a	21 4%	18 4%a	6 3%	10 4%	9 4%	6	11 6%a	40 5%	4 2%	6 3%n	9 1%	3 3%n	12 3%n	9 6%n	4 6%n	1 2%	1 1%
Never	1501 80%	1106 83%bde	386 71%	353 71%	329 73%	118 68%	186 71%	170 75%	70 73%	124 58%	1378 83%i	51 72%	179 80%	271 83%kop	367 84%kop	279 76%	114 72%	42 71%	38 85%	69 72%
Don't know	237 13%	151 11%	83 15%a	76 15%	65 14%	29 17%	38 15%	27 12%	16	31 15%	206 12%	11 15%	26 11%	30 9%	44 10%	58 16%mn	28 18%mn	12 20%mn	6 13%	15 15%
NET: At least daily	40 2%	23 2%	17 3%	17 3%	14 3%	9 5%a	10 4%	8 4%	*	18 9%j	22 1%	2 3%	7 3%	6 2%	10 2%	6 2%	3 2%	1 1%	-	4 5%
NET: At least weekly	92 5%	43 3%	49 9%a	47 9%	39 9%a	22 12%ah	27 10%a	19 9%a	3	46 22%j	46 3%	5 7%	14 6%	14 4%	21 5%	17 5%	7 3%	2 3%	-	11 12%mmo
NET: Ever	143 8%	70 5%	72 13%a	68 14%	58 13%a	27 16%a	37 14%a	28 13%a	9	57 27%j	86 5%	9 13%n	19 9%	24 7%	24 6%	29 8%	16 10%	5 9%	1 2%	12 13%n

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 547  
**Q.9 In the last week how often did you use these devices to visit or use video-sharing sites?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
Several times a day	15 1%	* *	- -	- -	1 1%	- -	- -	2 1%	- -	- -	3 2%	- -	3 5%w	- -	- -	5 1%	- -	1 2%	- -	- -	- -	- -
Once a day	25 1%	6 8% opsw	2 3%	1 1%	- -	2 5%	2 3%	* *	- -	- -	2 1%	- -	2 3%	- -	- -	7 2%	- -	- -	1 2%	- -	- -	- -
Several times a week	33 2%	2 2%	2 2%	- -	3 3%o	- -	- -	6 4%o	2 4%o	3 3%o	1 1%	3 4%o	6 10% cfjmo qrsww	- -	2 6%	2 1%	1 2%	- -	- -	1 1%	- -	- -
Once a week	19 1%	- -	2 3%	1 2%	- -	- -	- -	3 2%	1 2%	3 3%	3 3%	- -	1 2%	1 2%	- -	4 1%	- -	- -	2 3%	- -	- -	- -
Less often	51 3%	- -	3 5%	1 2%	5 6%w	1 3%	2 5%w	5 4%	* 1%	1 1%	2 1%	1 1%	3 5%w	- -	17 4%	2 4%	4 6%w	1 2%	1 2%	- -	- -	- -
Never	1501 80%	63 85%l	52 73%	68 83%l	60 73%	35 79%l	35 78%l	105 74%l	52 82%l	69 85%l	125 82%l	61 79%l	30 55%	41 83%l	17 64%	333 79%l	50 82%l	52 82%l	51 84%l	52 77%l	54 90% abdgl	97 94% bcdefghjklopqs
Don't know	237 13%	3 3%	10 14%	11 13%	13 16%a	6 13%	6 13%	22 15%a	8 12%	7 7%	17 11%	13 16%a	11 19%aw	7 15%a	8 31%	52 12%	7 12%	6 10%	6 10%	13 20%aiw	6 10%	7 6%
NET: At least daily	40 2%	7 9% ghiko psvw	2 3%	1 1%	1 1%	2 5%	2 3%	2 1%	- -	- -	5 3%	- -	4 8% gilkps w	- -	- -	12 3%	- -	1 2%	1 2%	- -	- -	- -
NET: At least weekly	92 5%	8 11% osvw	6 9% vw	2 3%	4 5% w	2 5%	2 3%	10 7% w	3 5% w	5 7% w	9 6% w	3 4%	11 20% cdfgh ijkmopqr sw	1 2%	2 6%	18 4%	1 2%	1 2%	3 4%	1 1%	- -	- -
NET: Ever	143 8%	8 11% vw	10 13% mvw	4 5%	9 11% vw	3 7% w	4 8% vw	15 11% vw	4 6% w	6 8% vw	11 7% w	4 5%	14 25% ceghi jkmopqrs vw	1 2%	2 6%	35 8% vw	4 6% w	5 8% vw	4 6% w	2 3%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 548  
**Q.10 How much do you agree or disagree with the following statements:**  
**Summary**  
**Base: All who visited/ used sites/ apps**

	Statements	
	The benefits of using video sharing sites outweigh the risks	I spend more time watching videos on video sharing sites, than I watch live broadcast TV
Unweighted base	1871	1871
Weighted base	1881	1881
NET: Agree	671 36%	607 32%
Strongly agree (+2)	219 12%	352 19%
Slightly agree (+1)	451 24%	255 14%
Neither agree or disagree (0)	549 29%	196 10%
Slightly disagree (-1)	147 8%	250 13%
Strongly disagree (-2)	133 7%	773 41%
NET: Disagree	281 15%	1023 54%
Don't know	381 20%	54 3%
Mean	0.32	-0.46
Standard deviation	1.11	1.59
Standard error	0.03	0.04



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 549  
**Q.10 How much do you agree or disagree with the following statements:**  
**The benefits of using video sharing sites outweigh the risks**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
NET: Agree	671 36%	353 39% <sup>b</sup>	317 33%	111 50% <sup>fgh</sup> <sub>i</sub>	182 53% <sup>fgh</sup> <sub>i</sub>	122 40% <sup>hi</sup>	126 36% <sup>hi</sup>	69 25% <sup>i</sup>	60 16%	204 39% <sup>m</sup>	200 38% <sup>m</sup>	127 34%	139 31%	66 41% <sup>u</sup>	29 36%	69 34%	56 36%	42% <sup>suw</sup> <sub>y</sub>	39 30%	34 38%	49 29%	105 43% <sup>suw</sup> <sub>y</sub>	82 31%	57 36%	16 26%
Strongly agree (+2)	219 12%	130 14% <sup>b</sup>	90 9%	53 24% <sup>fgh</sup> <sub>i</sub>	57 17% <sup>hi</sup>	45 14% <sup>hi</sup>	40 11% <sup>hi</sup>	12 4%	12 3%	69 13%	63 12%	43 11%	45 10%	28 17% <sup>sw</sup>	12 15%	20 10%	17 11%	26 16% <sup>w</sup>	11 8%	10 11%	19 11%	27 11%	21 8%	23 15%	6 10%
Slightly agree (+1)	451 24%	224 25%	228 23%	58 26% <sup>i</sup>	125 36% <sup>d</sup> <sub>ghi</sub>	78 25% <sup>i</sup>	87 25% <sup>i</sup>	56 20% <sup>i</sup>	48 13%	136 26%	137 26%	84 22%	95 21%	38 24%	17 21%	49 24%	39 25%	44 26% <sup>i</sup>	28 22%	23 26%	31 18%	78 32% <sup>uy</sup>	61 23%	34 21%	10 16%
Neither agree or disagree (0)	549 29%	266 29%	283 29%	57 25%	89 26%	90 29%	120 34% <sup>de</sup>	82 30%	111 30%	142 27%	153 29%	117 31%	137 30%	59 37% <sup>r</sup>	23 29%	57 28%	51 33%	40 24%	38 29%	24 27%	50 29%	64 26%	80 31%	46 29%	17 28%
Slightly disagree (-1)	147 8%	70 8%	78 8%	13 6%	16 5%	29 9%	22 6%	24 9%	43 12% <sup>d</sup> <sub>efg</sub>	33 6%	41 8%	31 8%	42 9%	9 6%	2 3%	15 7%	8 5%	17 10%	13 10%	7 8%	21 12% <sup>oqx</sup>	19 8%	24 9%	8 5%	5 8%
Strongly disagree (-2)	133 7%	52 6%	82 8% <sup>a</sup>	6 3%	14 4%	11 4%	19 6%	28 10% <sup>def</sup> <sub>g</sub>	54 15% <sup>defg</sup>	41 8%	41 8%	19 5%	32 7%	7 4%	8 10%	18 9%	10 7%	13 8%	9 7%	7 8%	13 7%	9 4%	17 7%	11 7%	10 17% <sup>nqwx</sup>
NET: Disagree	281 15%	121 13%	160 16%	20 9%	30 9%	39 13%	41 12%	52 19% <sup>deg</sup>	98 26% <sup>def</sup> <sub>g</sub>	75 14%	82 16%	50 13%	73 16%	17 10%	10 13%	33 16%	18 12%	29 18%	22 17%	14 16%	34 20% <sup>nv</sup>	28 11%	41 16%	19 12%	15 26% <sup>nqvx</sup>
Don't know	381 20%	168 18%	213 22%	37 16%	44 13%	58 19%	62 18%	73 26% <sup>def</sup> <sub>g</sub>	107 28% <sup>def</sup> <sub>g</sub>	103 20%	93 18%	83 22%	102 23%	19 12%	18 22%	44 22% <sup>n</sup>	31 20%	26 16%	32 24% <sup>n</sup>	17 19%	38 22% <sup>n</sup>	49 20%	59 23% <sup>n</sup>	36 23% <sup>n</sup>	12 20%
Mean	0.32	0.42 <sup>b</sup>	0.22	0.74 <sup>f</sup> <sub>ghi</sub>	0.65 <sup>gh</sup> <sub>i</sub>	0.46 <sup>hi</sup>	0.37 <sup>hi</sup>	*i	-0.30	0.37	0.32	0.34	0.23	0.50 <sup>uw</sup> <sub>y</sub>	0.35	0.23	0.36 <sup>y</sup>	0.38 <sup>y</sup>	0.19	0.31	0.16	0.48 <sup>su</sup> <sub>wy</sub>	0.21	0.42 <sup>y</sup>	-0.09
Standard deviation	1.11	1.10	1.12	1.06	1.00	1.05	1.03	1.10	1.12	1.15	1.13	1.06	1.10	1.04	1.22	1.15	1.07	1.19	1.10	1.14	1.15	1.01	1.06	1.13	1.30
Standard error	0.03	0.04	0.04	0.08	0.06	0.07	0.06	0.07	0.07	0.06	0.05	0.07	0.06	0.09	0.15	0.10	0.09	0.10	0.11	0.12	0.10	0.07	0.07	0.11	0.18

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 550  
**Q.10 How much do you agree or disagree with the following statements:**  
**The benefits of using video sharing sites outweigh the risks**  
**Base: All who visited/ used sites/ apps**

	Working Status								Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secund ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
NET: Agree	671	383	83	76	31	11	58	29	120	61	74	39	9	534	3	1	311	233	92	25	595	70	21	32	12	4	1
	36%	43% <sup>bef</sup>	34% <sup>ef</sup>	47%	38% <sup>efg</sup>	14%	19%	25%	30%	35%	29%	31%	53%	37% <sup>hij</sup>	23%	13%	30%	42% <sup>p</sup>	43% <sup>p</sup>	60% <sup>pq</sup>	35%	43%	57% <sup>t</sup>	38%	42%	36%	24%
Strongly agree (+2)	219	132	27	34	11	2	9	5	36	21	22	10	2	178	2	1	82	82	38	12	198	20	6	9	3	2	1
	12%	15% <sup>efg</sup>	11% <sup>efg</sup>	21%	13% <sup>efg</sup>	2%	3%	5%	9%	12%	9%	8%	11%	12%	13%	13%	8%	15% <sup>p</sup>	18% <sup>p</sup>	29% <sup>pq</sup>	12%	12%	17%	11%	9%	15%	14%
Slightly agree (+1)	451	251	55	42	21	9	49	23	84	40	52	29	7	355	1	-	229	151	54	13	398	50	15	23	9	2	1
	24%	28% <sup>ef</sup>	23% <sup>ef</sup>	26%	25% <sup>e</sup>	12%	16%	20%	21%	23%	20%	23%	43%	25%	9%	-	22%	27%	25%	31%	23%	30%	41% <sup>t</sup>	27%	33%	21%	11%
Neither agree or disagree (0)	549	254	78	46	22	25	90	33	129	67	79	37	3	407	8	8	325	152	49	5	490	53	8	30	11	4	1
	29%	29%	32%	29%	27%	31%	29%	29%	32%	39% <sup>hjm</sup>	30%	30%	20%	28%	63%	78%	32% <sup>rs</sup>	27% <sup>s</sup>	23%	12%	29%	32%	21%	35%	38%	37%	14%
Slightly disagree (-1)	147	57	22	9	8	6	35	12	36	11	21	13	-	108	-	-	82	45	20	1	142	5	2	2	1	-	-
	8%	6%	9%	5%	10%	7%	11% <sup>a</sup>	10%	9%	6%	8%	11%	-	8%	-	-	8%	8%	9%	1%	8% <sup>u</sup>	3%	5%	2%	3%	-	-
Strongly disagree (-2)	133	39	20	7	5	14	40	8	36	12	27	12	1	97	1	-	75	35	18	4	125	8	-	7	1	-	-
	7%	4%	8% <sup>a</sup>	4%	7%	18% <sup>abd</sup>	13% <sup>a</sup>	7%	9%	7%	10%	10%	7%	7%	4%	-	7%	6%	9%	9%	7%	5%	-	9%	2%	-	-
NET: Disagree	281	95	43	16	13	20	75	19	72	23	47	25	1	205	1	-	157	80	38	4	267	13	2	9	2	-	-
	15%	11%	17% <sup>a</sup>	10%	16%	25% <sup>a</sup>	24% <sup>a</sup>	17%	18% <sup>i</sup>	13%	18%	21% <sup>i</sup>	7%	14%	4%	-	15%	14%	18%	10%	16% <sup>u</sup>	8%	5%	11%	6%	-	-
Don't know	381	157	40	23	15	25	87	34	79	21	57	22	3	292	1	1	237	94	33	8	344	29	6	13	4	3	3
	20%	18%	16%	14%	19%	31% <sup>ab</sup>	28% <sup>ab</sup>	30% <sup>ab</sup>	20% <sup>i</sup>	12%	22% <sup>i</sup>	18%	20%	20% <sup>i</sup>	10%	9%	23% <sup>qr</sup>	17%	16%	18%	20%	18%	17%	16%	14%	27%	62%
Mean	0.32	0.52 <sup>befg</sup>	0.23 <sup>ef</sup>	0.63	0.35 <sup>e</sup>	-0.37	-0.22	0.09 <sup>ef</sup>	0.15	0.31 <sup>hj</sup>	0.11	0.11	0.61	0.36 <sup>hj</sup>	0.31	0.29	0.20	0.43 <sup>p</sup>	0.41	0.84 <sup>p</sup>	0.30	0.51	0.83	0.35	0.50	0.70	1.00
Standard deviation	1.11	1.04	1.13	1.07	1.14	1.15	1.10	1.03	1.12	1.05	1.15	1.14	1.06	1.11	0.93	0.75	1.07	1.12	1.23	1.26	1.13	0.99	0.83	1.09	0.86	0.84	-
Standard error	0.03	0.04	0.07	0.08	0.13	0.15	0.07	0.11	0.06	0.08	0.08	0.10	0.27	0.03	0.27	0.24	0.04	0.05	0.09	0.20	0.03	0.08	0.15	0.13	0.17	0.34	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 551  
**Q.10 How much do you agree or disagree with the following statements:**  
**The benefits of using video sharing sites outweigh the risks**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
			Yes (a)	Under (b)	Under (c)	Any 5-18 (d)								Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77	
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*	
NET: Agree	671	458	209	194	182	71	118	82	29	111	560	25	71	92	152	135	68	22	22	54	
	36%	34%	39%	39%	40%h	41%	45%abg	36%	31%	53%j	34%	35%	32%	28%	35%	37%g	43%g	37%	48%	56%klmno	
Strongly agree (+2)	219	158	62	60	52	26	32	28	9	44	175	7	23	35	47	40	17	9	5	24	
	12%	12%	11%	12%	12%	15%	12%	13%	9%	21%j	11%	9%	10%	11%	11%	11%	15%	12%		25%klmnop	
Slightly agree (+1)	451	300	147	135	130	46	86	53	21	67	384	18	48	56	105	95	51	13	16	29	
	24%	23%	27%	27%	29%ag	26%	33%abg	24%	22%	32%j	23%	25%	21%	17%	24%g	26%g	32%klm	22%	37%	31%g	
Neither agree or disagree (0)	549	367	179	168	150	50	77	89	35	57	492	25	70	109	118	110	38	21	9	21	
	29%	28%	33%a	34%	33%	29%	30%	40%abd	37%	27%	29%	35%	31%	34%	27%	30%	24%	35%	21%	22%	
Slightly disagree (-1)	147	115	32	28	29	8	18	13	7	16	132	4	13	32	32	25	14	9	4	5	
	8%	9%	6%	6%	6%	5%	7%	6%	7%	7%	8%	5%	6%	10%	7%	7%	9%	15%l	10%	6%	
Strongly disagree (-2)	133	110	24	22	14	13	7	5	5	15	118	5	21	29	34	19	16	1	2	3	
	7%	8%bdfg	4%d	4%	3%	7%dfg	3%	2%	5%	7%	7%	6%	9%	9%	8%	5%	10%	1%	4%	3%	
NET: Disagree	281	225	56	50	43	21	25	18	12	31	250	8	34	60	66	44	30	10	6	8	
	15%	17%bdfg	10%	10%	10%	12%	10%	8%	12%	15%	15%	11%	15%	19%os	15%	12%	19%	16%	14%	9%	
Don't know	381	278	97	86	77	33	40	37	19	13	368	13	49	63	99	78	21	7	8	13	
	20%	21%	18%	17%	17%	19%	16%	16%	20%	6%	22%i	19%	22%	20%	23%p	21%	13%	12%	17%	13%	
Mean	0.32	0.27	0.43a	0.44	0.47a	0.45	0.53a	0.46	0.28	0.55j	0.28	0.32	0.22	0.15	0.30	0.39m	0.28	0.40	0.50	0.80klmnop	
Standard deviation	1.11	1.16	1.00	1.00	0.96	1.13	0.95	0.92	1.00	1.15	1.10	1.03	1.15	1.14	1.13	1.04	1.17	1.01	1.05	1.04	
Standard error	0.03	0.04	0.05	0.05	0.05	0.10	0.07	0.07	0.11	0.09	0.03	0.12	0.08	0.07	0.06	0.06	0.11	0.15	0.21	0.13	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 552  
**Q.10 How much do you agree or disagree with the following statements:**  
**The benefits of using video sharing sites outweigh the risks**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
NET: Agree	671 36%	27 36%	37 52% cgit oprw	26 32%	29 36%	17 38%	15 34%	46 32%	28 44% ilw	19 23%	67 44% ilw	28 36%	12 21%	18 37%	13 49%	155 37% ilw	20 32%	27 43% ilw	17 29%	30 44% ilw	16 26%	23 22%
Strongly agree (+2)	219 12%	11 15% fl	16 22% fikl orw	12 14% fl	14 17% fl	3 8%	-	15 11% f	7 11% f	5 7%	24 16% fl	6 8%	1 2%	4 9%	2 7%	49 12% f	7 11% f	14 22% fillor w	4 6%	9 14% fl	6 10%	9 9%
Slightly agree (+1)	451 24%	15 21%	22 30% w	15 18%	15 19%	14 31% w	15 34% w	31 22%	21 33% w	14 17%	43 28% w	22 28% w	11 19%	14 28%	11 41%	106 25% w	13 21%	13 21%	14 23%	21 31% w	10 16%	14 14%
Neither agree or disagree (0)	549 29%	37 50% bcdh jkopqsv w	16 23%	24 29%	23 29%	17 39%	17 37%	50 35% j	14 23%	27 33%	34 23%	23 29%	18 32%	15 31%	6 23%	113 27%	17 28%	18 29%	20 34%	17 25%	17 28%	25 24%
Slightly disagree (-1)	147 8%	2 3%	5 7%	5 6%	5 6%	1 3%	1 3%	8 6%	4 6%	11 13% a	13 9%	9 12%	8 14%	2 3%	-	38 9%	8 13%	2 3%	4 6%	5 7%	5 8%	11 11%
Strongly disagree (-2)	133 7%	1 1%	4 5%	7 9% a	7 8%	4 10% a	3 7%	11 8%	3 5%	6 7%	13 8%	6 8%	3 6%	3 5%	-	23 6%	4 6%	2 4%	7 11% a	3 5%	10 17% aoqs	13 13% ao
NET: Disagree	281 15%	3 4%	9 13%	12 15% a	11 14%	6 13%	4 9%	20 14%	7 11%	17 21% aq	26 17% a	15 19% a	11 20% a	4 9%	-	61 15% a	12 19% a	4 7%	10 17% a	8 11%	15 26% amq	25 24% amoq
Don't know	381 20%	8 11%	9 12%	19 24%	18 22%	5 10%	9 19%	26 18%	14 22%	18 23%	25 16%	12 16%	15 26%	12 24%	8 28%	91 22% w	13 21%	14 21%	12 20%	13 19%	12 20%	31 30% abej
Mean	0.32	0.53irv w	0.64irv w	0.30	0.39w	0.26	0.23	0.26	0.51irv w	0.03	0.41irv w	0.20	-0.04	0.41	0.78	0.36irv w	0.24	0.69gik nw	0.08	0.52iv w	-0.09	-0.08
Standard deviation	1.11	0.85	1.13	1.21	1.21	1.05	0.87	1.09	1.04	1.06	1.20	1.09	0.95	1.00	0.63	1.09	1.13	1.07	1.11	1.06	1.30	1.27
Standard error	0.03	0.12	0.15	0.15	0.15	0.17	0.14	0.11	0.15	0.13	0.10	0.14	0.15	0.16	0.17	0.06	0.15	0.16	0.16	0.13	0.18	0.15

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 553  
**Q.10 How much do you agree or disagree with the following statements:**  
**I spend more time watching videos on video sharing sites, than I watch live broadcast TV**  
Base: All who visited/ used sites/ apps

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
NET: Agree	607	304	303	129	170	118	97	48	46	180	163	137	128	59	25	58	55	59	40	29	46	103	75	47	12
	32%	34%	31%	57% <sub>ij</sub>	49% <sub>fgh</sub>	38% <sub>ghi</sub>	28% <sub>hi</sub>	17%	12%	34%	31%	36% <sub>m</sub>	28%	37% <sub>y</sub>	31%	29%	35%	36% <sub>y</sub>	31%	33%	27%	42% <sub>puwxy</sub>	28%	30%	20%
Strongly agree (+2)	352	197	155	81	89	71	56	29	27	100	101	79	72	35	13	35	39	33	24	18	25	50	49	22	8
	19%	22% <sub>b</sub>	16%	36% <sub>efghi</sub>	26% <sub>ghi</sub>	23% <sub>hi</sub>	16% <sub>i</sub>	11%	7%	19%	19%	21%	16%	22%	17%	17%	25% <sub>ux</sub>	20%	19%	20%	15%	20%	19%	14%	13%
Slightly agree (+1)	255	107	148	48	82	47	41	19	19	81	62	58	55	24	11	23	16	26	16	11	21	53	25	25	4
	14%	12%	15%	21% <sub>ghi</sub>	24% <sub>fghi</sub>	15% <sub>hi</sub>	12% <sub>i</sub>	7%	5%	15%	12%	15%	12%	15%	14%	11%	10%	16%	12%	12%	12%	22% <sub>pqs</sub>	10%	16%	7%
Neither agree or disagree (0)	196	100	97	25	58	44	39	12	18	45	52	47	52	20	7	20	23	16	14	14	17	25	23	10	7
	10%	11%	10%	11% <sub>hi</sub>	17% <sub>hi</sub>	14% <sub>hi</sub>	11% <sub>hi</sub>	4%	5%	9%	10%	13%	11%	13%	8%	10%	15% <sub>x</sub>	10%	11%	16% <sub>x</sub>	10%	10%	9%	6%	11%
Slightly disagree (-1)	250	113	137	26	49	57	57	34	27	65	78	46	62	26	16	38	16	22	15	7	20	34	28	20	8
	13%	12%	14%	11%	14% <sub>i</sub>	18% <sub>i</sub>	16% <sub>i</sub>	12% <sub>i</sub>	7%	12%	15%	12%	14%	16%	20%	19% <sub>tw</sub>	10%	13%	12%	8%	12%	14%	11%	13%	13%
Strongly disagree (-2)	773	361	411	27	57	82	145	178	283	221	220	138	194	55	32	83	56	62	57	33	83	73	127	79	33
	41%	40%	42%	12%	16%	26% <sub>de</sub>	42% <sub>def</sub>	65% <sub>defg</sub>	75% <sub>defgh</sub>	42% <sub>g</sub>	42%	37%	43%	34%	41%	41% <sub>v</sub>	36%	37%	43% <sub>v</sub>	37%	49% <sub>nqv</sub>	30%	48% <sub>nqv</sub>	50% <sub>nqv</sub>	54% <sub>nqrv</sub>
NET: Disagree	1023	475	548	53	106	139	203	213	310	286	297	184	256	81	48	121	72	83	72	41	104	107	154	98	40
	54%	52%	56%	24%	31%	45% <sub>de</sub>	58% <sub>def</sub>	77% <sub>defg</sub>	83% <sub>defg</sub>	55% <sub>g</sub>	56%	49%	57%	51%	60% <sub>v</sub>	60% <sub>qtv</sub>	46%	51%	55%	46%	61% <sub>qtv</sub>	43%	59% <sub>qtv</sub>	62% <sub>qtv</sub>	67% <sub>qtv</sub>
Don't know	54	29	25	18	12	9	11	4	1	13	15	9	17	1	*	3	6	6	4	5	4	11	11	3	1
	3%	3%	3%	8% <sub>efghi</sub>	3% <sub>i</sub>	3% <sub>i</sub>	3% <sub>i</sub>	1%	*	2%	3%	2%	4%	*	1%	1%	4%	4%	3%	5% <sub>n</sub>	2%	4% <sub>n</sub>	4% <sub>n</sub>	2%	1%
Mean	-0.46	-0.38	-0.53	0.62 <sub>ef</sub>	0.29 <sub>f</sub>	-0.11 <sub>g</sub>	-0.57 <sub>h</sub>	-1.15 <sub>i</sub>	-1.39	-0.44	-0.49	-0.29 <sub>m</sub>	-0.57	-0.27 <sub>u</sub>	-0.53	-0.56	-0.23 <sub>u</sub>	-0.33 <sub>y</sub>	-0.51	-0.31 <sub>y</sub>	-0.69	-0.11 <sub>p</sub>	-0.62	-0.70	-0.89
				gh <sub>i</sub>	gh <sub>i</sub>	hi	i							xy			wxy				suxy				
Standard deviation	1.59	1.63	1.55	1.44	1.43	1.54	1.53	1.39	1.23	1.61	1.59	1.60	1.55	1.58	1.55	1.54	1.65	1.61	1.60	1.61	1.54	1.57	1.62	1.55	1.48
Standard error	0.04	0.06	0.05	0.10	0.09	0.09	0.08	0.08	0.06	0.07	0.07	0.09	0.07	0.13	0.17	0.11	0.13	0.12	0.14	0.16	0.12	0.10	0.10	0.13	0.19

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 554  
**Q.10 How much do you agree or disagree with the following statements:**  
**I spend more time watching videos on video sharing sites, than I watch live broadcast TV**  
Base: All who visited/ used sites/ apps

	Working Status								Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
NET: Agree	607 32%	344 39%efg	81 33%ef	71 44%	39 47%bdefg	7 8%	39 13%	27 23%ef	122 31%	63 37%hij	70 27%	35 28%	6 37%	465 32%	3 24%	3 29%	295 29%	201 36%p	74 35%	25 60%ppqr	509 30%	93 56%t	22 60%t	51 61%t	14 49%	5 44%	1 24%
Strongly agree (+2)	352 19%	196 22%ef	42 17%ef	50 31%	24 30%bdefg	2 3%	22 7%	17 14%ef	81 20%	48 28%hijm	45 18%	25 20%	4 25%	263 18%	-	3 29%	167 16%	125 22%p	36 17%	17 40%ppqr	299 18%	51 31%t	13 35%t	28 33%t	7 25%	2 23%	1 14%
Slightly agree (+1)	255 14%	148 17%efg	39 16%ef	22 13%	14 18%ef	5 6%	17 5%	10 9%	41 10%	16 9%	25 10%	10 8%	2 12%	203 14%	3 24%	-	127 12%	76 14%	39 18%p	8 20%	210 12%	42 26%t	9 25%t	24 28%t	7 24%	2 21%	1 11%
Neither agree or disagree (0)	196 10%	115 13%ef	26 11%f	16 10%	7 9%	3 4%	15 5%	13 12%f	42 11%	26 15%hij	22 8%	15 12%	4 22%	150 10%	3 21%	3 29%	112 11%	57 10%	19 9%	3 7%	171 10%	22 13%	4 12%	10 11%	4 15%	3 29%	1 17%
Slightly disagree (-1)	250 13%	140 16%ef	30 12%	21 13%	12 15%e	4 5%	26 8%	17 15%e	46 12%	18 10%	31 12%	13 11%	2 9%	201 14%	1 9%	2 17%	135 13%	81 14%	25 12%	4 9%	232 14%	17 11%	4 11%	8 10%	3 12%	-	2 34%
Strongly disagree (-2)	773 41%	254 29%	103 42%ad	46 29%	19 23%	68 83%abcd	228 74%abcd	55 48%ad	181 45%i	60 35%	131 51%him	58 47%i	5 29%	575 40%	5 38%	3 26%	456 44%qs	209 37%rs	90 42%rs	6 14%	746 44%uvw	18 11%	5 14%	7 8%	5 17%	2 14%	-
NET: Disagree	1023 54%	394 44%	133 55%ad	67 42%	31 38%	72 88%abcd	254 82%abcd	72 63%ad	227 57%i	78 45%	162 63%him	71 58%i	6 38%	777 54%i	6 47%	5 42%	591 57%rs	290 52%rs	115 54%rs	9 23%	979 58%uvw	36 22%	9 25%	16 18%	8 29%	2 14%	2 34%
Don't know	54 3%	37 4%bf	3 1%	6 4%	5 6%bef	-	*	3 3%f	8 2%	5 3%	4 2%	2 1%	1 4%	45 3%	1 8%	-	31 3%	12 2%	5 2%	4 11%ppqr	39 2%	14 8%t	1 3%	8 10%t	2 7%	1 12%	1 25%
Mean	-0.46	-0.13b efg	-0.47ef	0.05	0.17b efg	-1.60	-1.37 f	-0.75e	-0.52j	-0.16h jkm	-0.70	-0.57	-0.05	-0.45j	-0.66	-0.11	-0.59	-0.32p	-0.45	0.70p qr	-0.55	0.59t	0.57i	0.74t	0.30	0.44	0.05
Standard deviation	1.59	1.56	1.58	1.66	1.61	1.00	1.23	1.50	1.62	1.66	1.59	1.62	1.61	1.58	1.31	1.60	1.56	1.62	1.59	1.51	1.58	1.38	1.46	1.31	1.48	1.41	1.34
Standard error	0.04	0.06	0.09	0.12	0.17	0.11	0.07	0.13	0.08	0.12	0.09	0.13	0.37	0.04	0.36	0.48	0.05	0.07	0.11	0.23	0.04	0.11	0.24	0.15	0.28	0.53	0.60

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 555  
**Q.10 How much do you agree or disagree with the following statements:**  
**I spend more time watching videos on video sharing sites, than I watch live broadcast TV**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
NET: Agree	607	394	207	198	165	83	111	71	23	96	511	26	68	82	125	119	64	20	21	49
	32%	30%	38% <sup>agh</sup>	40%	37% <sup>agh</sup>	47% <sup>abdh</sup>	43% <sup>gadh</sup>	32%	24%	46% <sup>gj</sup>	31%	36%	30%	25%	29%	33%	41% <sup>mn</sup>	33%	47%	51% <sup>lmno</sup>
Strongly agree (+2)	352	244	105	103	79	44	50	41	10	54	298	18	37	51	74	63	37	11	12	28
	19%	18%	19% <sup>dh</sup>	21%	18%	25% <sup>dh</sup>	19%	18%	11%	26% <sup>j</sup>	18%	25%	16%	16%	17%	17%	24%	19%	28%	29% <sup>lmno</sup>
Slightly agree (+1)	255	149	102	95	86	39	61	30	13	42	213	8	31	31	51	56	27	9	9	22
	14%	11%	19% <sup>ag</sup>	19%	19% <sup>ag</sup>	22% <sup>ag</sup>	23% <sup>abdg</sup>	13%	14%	20% <sup>j</sup>	13%	11%	14%	10%	12%	15% <sup>m</sup>	17% <sup>m</sup>	14%	19%	23% <sup>mn</sup>
Neither agree or disagree (0)	196	110	86	79	73	29	45	40	11	43	153	12	25	40	33	30	22	6	1	16
	10%	8%	16% <sup>a</sup>	16%	16% <sup>a</sup>	17% <sup>a</sup>	17% <sup>a</sup>	18% <sup>a</sup>	12%	20% <sup>j</sup>	9%	17% <sup>no</sup>	11%	12% <sup>n</sup>	8%	8%	14%	9%	2%	17% <sup>no</sup>
Slightly disagree (-1)	250	160	90	80	78	26	40	42	22	31	219	6	25	48	68	51	15	11	6	6
	13%	12%	17% <sup>a</sup>	16%	17% <sup>a</sup>	15%	15%	18% <sup>a</sup>	23% <sup>a</sup>	15%	13%	8%	11%	15%	16% <sup>s</sup>	14%	10%	18%	14%	6%
Strongly disagree (-2)	773	632	138	123	121	29	58	67	33	38	735	24	103	147	199	154	51	21	13	19
	41%	48% <sup>bde</sup>	26% <sup>e</sup>	25%	27% <sup>ef</sup>	17%	22%	30% <sup>e</sup>	35% <sup>bef</sup>	18%	44% <sup>i</sup>	34%	46% <sup>ps</sup>	45% <sup>ps</sup>	46% <sup>ps</sup>	42% <sup>s</sup>	32%	35%	30%	19%
NET: Disagree	1023	792	228	203	199	55	98	108	56	69	954	30	128	195	267	206	66	32	20	25
	54%	60% <sup>bde</sup>	42% <sup>e</sup>	41%	44% <sup>ef</sup>	32%	38%	48% <sup>bef</sup>	58% <sup>bde</sup>	33%	57% <sup>i</sup>	43% <sup>s</sup>	57% <sup>kps</sup>	60% <sup>kps</sup>	61% <sup>kps</sup>	56% <sup>kps</sup>	42% <sup>s</sup>	53% <sup>s</sup>	44%	26%
Don't know	54	32	20	16	15	8	6	6	3	52	3	3	7	10	11	6	3	3	3	6
	3%	2%	4%	3%	3%	5%	2%	3%	6%	1%	3%	4%	1%	2%	3%	4%	4%	4%	7%	6%
Mean	-0.46	-0.61	-0.10 <sup>a</sup>	-0.05	-0.17 <sup>ah</sup>	0.25 <sup>ab</sup>	0.02 <sup>a</sup>	-0.29 <sup>a</sup>	-0.62	0.21 <sup>j</sup>	-0.54	-0.16 <sup>m</sup>	-0.57	-0.66	-0.63	-0.50	-0.10 <sup>l</sup>	-0.38	0.01	0.37 <sup>lmnoq</sup>
Standard deviation	1.59	1.61	1.49	1.50	1.48	1.45	1.45	1.49	1.40	1.44	1.59	1.64	1.57	1.52	1.57	1.58	1.61	1.58	1.70	1.50
Standard error	0.04	0.04	0.07	0.07	0.07	0.11	0.09	0.10	0.14	0.10	0.04	0.17	0.10	0.08	0.08	0.09	0.15	0.23	0.32	0.18

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 556  
**Q.10 How much do you agree or disagree with the following statements:**  
**I spend more time watching videos on video sharing sites, than I watch live broadcast TV**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
NET: Agree	607 32%	27 36%w	29 41%lw	22 27%	28 34%	20 45%lw	16 35%	40 29%	19 30%	22 27%	61 40%lw	28 36%w	10 18%	18 37%w	4 15%	156 37%lw	19 30%	19 30%	15 24%	23 34%	12 20%	21 20%
Strongly agree (+2)	352 19%	18 24%	15 21%	12 15%	21 26%l	13 30%lr	10 21%	27 19%	9 14%	12 15%	34 23%	15 20%	5 9%	10 21%	-	85 20%	9 15%	11 18%	6 11%	16 24%	8 13%	15 15%
Slightly agree (+1)	255 14%	9 13%	14 20%w	10 13%	7 8%	7 15%	6 14%	13 9%	10 16%	10 12%	26 17%w	13 16%w	5 8%	8 16%	4 15%	71 17%w	10 16%w	8 12%	8 14%	7 10%	4 7%	6 5%
Neither agree or disagree (0)	196 10%	8 10%	10 14%p	7 8%	13 16%mp	5 11%	4 10%	18 13%	6 9%	10 12%	14 9%	7 9%	13 24% pqrw	2 3%	9 31%	34 8%	2 3%	3 5%	4 7%	11 17%mp	7 11%	10 10%
Slightly disagree (-1)	250 13%	12 17%	13 18%	17 20%ds	5 6%	5 11%	6 13%	23 16%	13 21%ds	16 20%ds	19 12%	7 9%	5 9%	3 7%	1 5%	57 14%	6 11%	9 15%	9 15%	4 6%	8 13%	12 11%
Strongly disagree (-2)	773 41%	27 37%	20 28%	36 44%	33 41%	14 31%	16 35%	58 41%	25 40%	31 38%	52 34%	34 44%	26 46%	25 51%b	10 38%	154 37%	33 55%bejo	32 51%b	31 51%b	24 35%	33 54%bejo	58 56%cabefgijios
NET: Disagree	1023 54%	40 53%	33 45%	52 64%bejo	39 47%	19 42%	22 48%	81 57%	39 61% s	47 58%	71 47%	42 53%	31 56%	28 58%	12 42%	212 50%	40 65%bejo	41 65%ejs	40 66%ejs	28 41%	40 67%bdejos	70 67%bdejos
Don't know	54 3%	-	-	* 1%	2 2%	1 2%	3 7%ab	3 2%	-	2 3%	6 4%	1 2%	1 2%	1 2%	3 12%	18 4%	1 2%	-	2 3%	5 7%abcq	1 1%	3 3%
Mean	-0.46	-0.30w	-0.12p rw	-0.66	-0.29w	0.01cl prw	-0.29w	-0.51	-0.58	-0.56	-0.19lp rw	-0.43	-0.77	-0.53	-0.73	-0.31rv w	-0.75	-0.69	-0.84	-0.19rv w	-0.89	-0.91
Standard deviation	1.59	1.63	1.53	1.51	1.68	1.68	1.65	1.57	1.49	1.49	1.64	1.65	1.38	1.72	1.20	1.62	1.60	1.60	1.47	1.66	1.48	1.51
Standard error	0.04	0.21	0.19	0.16	0.19	0.26	0.25	0.14	0.19	0.16	0.13	0.19	0.19	0.24	0.29	0.08	0.20	0.21	0.19	0.20	0.19	0.15

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 557

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Summary****Base: All who visited/ used sites/ apps**

	Activities		
	Keep up to date with family and friends	Keep up to date with my favourite celebrities or vloggers	Keep up to date with news and current affairs
Unweighted base	1871	1871	1871
Weighted base	1881	1881	1881
10 - a lot	170 9%	65 3%	160 9%
9	111 6%	51 3%	114 6%
8	216 11%	123 7%	251 13%
7	192 10%	137 7%	241 13%
6	168 9%	147 8%	165 9%
5	167 9%	127 7%	189 10%
4	105 6%	89 5%	100 5%
3	100 5%	133 7%	113 6%
2	109 6%	134 7%	106 6%
1 - very little	492 26%	812 43%	405 22%
Don't know	50 3%	64 3%	38 2%
Mean	4.94	3.52	5.22
Standard deviation	3.16	2.88	3.05
Standard error	0.07	0.07	0.07
NET: 8-10	497 26%	239 13%	525 28%
NET: 4-7	633 34%	500 27%	695 37%
NET: 1-3	701 37%	1079 57%	623 33%

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 558  
**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**  
**Keep up to date with family and friends**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
10 - a lot	170	64	106	22	49	24	39	11	26	44	43	46	36	14	6	20	17	17	13	9	11	20	26	11	5
	9%	7%	11%a	10%h	14%fhi	8%	11%h	4%	7%	8%	8%	12%	8%	9%	7%	10%	11%	10%	10%	11%	6%	8%	10%	7%	9%
9	111	50	61	12	31	21	16	12	19	24	32	26	30	6	7	9	10	16	5	4	8	27	10	5	4
	6%	5%	6%	5%	9%	7%	4%	4%	5%	5%	6%	7%	7%	4%	9%	5%	6%	10%wx	4%	4%	5%	11%np	4%	3%	6%
8	216	83	133	47	67	28	30	25	21	73	57	42	45	14	8	23	21	22	10	6	20	30	32	22	8
	11%	9%	14%a	21%fghi	19%fghi	9%	8%	9%	6%	14%	11%	11%	10%	9%	10%	11%	14%	13%	8%	6%	12%	12%	12%	14%	13%
7	192	80	111	36	38	39	35	23	21	62	60	25	45	16	10	24	15	17	11	12	15	26	23	13	10
	10%	9%	11%	16%ghi	11%i	13%i	10%i	8%	6%	12%l	11%l	7%	10%	10%	12%	12%	10%	10%	9%	13%	9%	11%	9%	8%	17%
6	168	84	85	26	32	35	28	16	30	41	41	43	44	15	6	19	10	19	14	8	18	25	17	13	4
	9%	9%	9%	12%h	9%	11%h	8%	6%	8%	8%	8%	11%	10%	10%	8%	9%	7%	11%	11%	8%	10%	10%	6%	8%	7%
5	167	74	93	23	34	25	37	22	27	36	46	45	40	11	4	26	15	9	9	11	18	20	31	7	6
	9%	8%	10%	10%	10%	8%	11%	8%	7%	7%	9%	12%j	9%	7%	5%	13%rx	10%	6%	7%	13%x	10%	8%	12%x	4%	11%
4	105	49	56	14	20	19	22	12	19	28	39	20	19	16	6	10	10	6	4	5	13	11	12	11	1
	6%	5%	6%	6%	6%	6%	6%	4%	5%	5%	7%am	5%	4%	10%swy	7%	5%	7%	4%	3%	5%	8%	5%	4%	7%	1%
3	100	54	46	10	16	17	23	10	24	34	31	15	20	12	1	8	7	8	9	3	10	11	20	8	2
	5%	6%	5%	4%	5%	6%	7%	4%	6%	7%	6%	4%	4%	8%	1%	4%	5%	5%	7%	4%	6%	4%	8%	5%	4%
2	109	63	46	14	6	12	25	27	25	29	35	25	20	11	6	9	8	9	12	4	9	4	15	13	9
	6%	7%	5%	6%e	2%	4%	7%e	10%ef	7%e	6%	7%	7%	4%	7%v	7%v	5%	5%	6%	9%v	4%	5%	2%	6%v	8%v	15%pqrtuw
1 - very little	492	280	211	11	40	82	87	111	161	142	133	79	138	40	24	52	36	37	42	24	46	55	74	52	10
	26%	31%b	22%	5%	12%d	26%de	25%de	40%defg	43%defg	27%	25%	21%	31%l	25%	30%	26%	23%	22%	32%y	27%	27%	22%	28%	33%vy	16%
Don't know	50	26	23	10	12	8	8	7	4	11	11	13	15	4	2	3	4	4	1	4	3	17	4	2	2
	3%	3%	2%	4%i	4%	3%	2%	3%	1%	2%	2%	3%	3%	2%	2%	1%	3%	3%	1%	5%	2%	7%psuw	1%	1%	3%
Mean	4.94	4.48	5.37a	6.30fg	6.33fg	4.95hi	4.85hi	3.80	3.81	4.89	4.88	5.31m	4.77	4.67	4.85	5.05	5.24s	5.42sx	4.41	4.92	4.70	5.48ns	4.76	4.43	5.29
				hi	hi																uw				
Standard deviation	3.16	3.13	3.13	2.49	2.84	3.10	3.15	3.05	3.13	3.16	3.11	3.15	3.21	3.05	3.28	3.11	3.19	3.21	3.22	3.15	3.02	3.14	3.17	3.19	3.08
Standard error	0.07	0.11	0.10	0.17	0.17	0.18	0.17	0.18	0.16	0.14	0.13	0.19	0.15	0.26	0.37	0.23	0.26	0.25	0.27	0.32	0.23	0.21	0.20	0.26	0.40
NET: 8-10	497	197	301	81	146	73	84	48	66	140	132	113	111	35	21	52	49	55	28	19	39	76	68	39	17
	26%	22%	31%a	36%fghi	42%fghi	24%	24%i	17%	18%	27%	25%	30%	25%	22%	27%	26%	31%	33%ns	21%	21%	23%	31%	26%	25%	27%
NET: 4-7	633	288	345	99	125	118	122	72	97	167	186	133	148	59	26	79	52	51	38	35	64	83	82	44	21
	34%	32%	35%	44%ghi	36%hi	38%hi	35%hi	26%	26%	32%	35%	35%	33%	37%	33%	39%	33%	31%	29%	40%	37%	34%	31%	28%	35%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 558  
**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**  
**Keep up to date with family and friends**  
**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
NET: 1-3	701	397	304	35	62	111	136	149	209	206	199	119	178	64	31	69	52	55	63	31	65	70	109	73	21
	37%	44%b	31%	15%	18%	36%de	39%de	54%def	56%def	39%l	38%	31%	39%l	40%v	38%	34%	33%	33%	49%pq	34%	38%	28%	41%v	46%qr	35%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base

## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 559

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with family and friends**

**Base: All who visited/ used sites/ apps**

	Working Status				Disability								What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
10 - a lot	170	92	19	12	6	5	16	20	47	22	30	12	1	117	-	-	115	46	8	1	155	14	3	6	1	2	1
	9%	10% <sub>f</sub>	8%	7%	7%	7%	5%	18% <sub>ab</sub>	12% <sub>cd</sub>	13%	12%	9%	8%	8%	-	-	11% <sub>r</sub>	8% <sub>r</sub>	4%	3%	9%	8%	8%	8%	3%	23%	24%
9	111	52	18	11	8	2	12	7	22	10	14	6	-	86	3	1	60	24	18	5	90	19	-	17	1	1	-
	6%	6%	7%	7%	10% <sub>f</sub>	3%	4%	6%	6%	5%	5%	5%	-	20% <sub>t</sub>	21%	6%	6%	4%	9% <sub>q</sub>	12% <sub>q</sub>	5%	11% <sub>tv</sub>	-	17% <sub>uv</sub>	4%	8%	-
8	216	118	35	22	6	4	19	12	38	21	21	14	3	175	2	3	127	55	19	9	185	29	8	16	4	2	-
	11%	13% <sub>f</sub>	15% <sub>ef</sub>	14%	8%	5%	6%	11%	10%	12%	8%	11%	20%	12%	17%	28%	12%	10%	9%	21% <sub>qr</sub>	11%	18% <sub>t</sub>	22%	18%	14%	19%	-
7	192	109	23	20	10	2	16	12	39	19	25	18	1	150	2	1	90	63	29	7	175	16	4	10	*	1	1
	10%	12% <sub>ef</sub>	9%	12%	12% <sub>ef</sub>	3%	5%	10%	10%	11%	10%	14% <sub>h</sub>	7%	10%	16%	10%	9%	11%	14%	16%	10%	10%	10%	12%	1%	10%	14%
6	168	92	21	18	5	13	16	3	33	9	22	9	2	130	2	2	97	37	23	6	147	20	7	9	3	-	1
	9%	10% <sub>fg</sub>	9% <sub>g</sub>	11%	6%	16% <sub>fg</sub>	5%	3%	8%	5%	9%	7%	13%	9%	12%	20%	9%	7%	11%	14%	9%	12%	19%	10%	10%	-	25%
5	167	88	18	13	11	5	23	9	33	17	20	9	-	132	-	2	97	48	19	1	145	22	1	11	5	3	2
	9%	10%	8%	8%	13%	6%	8%	7%	8%	10%	8%	7%	-	9%	-	22%	9%	9%	9%	1%	9%	13% <sub>v</sub>	3%	13%	19%	28%	37%
4	105	51	14	9	7	6	13	5	19	9	12	3	1	83	2	-	46	43	9	4	99	6	2	2	1	-	-
	6%	6%	6%	6%	8%	8%	4%	4%	5%	5%	5%	2%	7%	6%	13%	-	4%	8% <sub>p</sub>	4%	9%	6%	3%	6%	3%	4%	-	-
3	100	49	12	5	5	2	24	3	19	8	10	5	1	78	-	*	54	33	10	1	89	10	5	4	1	-	-
	5%	5%	5%	3%	6%	3%	8%	3%	5%	4%	4%	4%	4%	5%	-	5%	5%	6%	5%	3%	5%	6%	13%	5%	4%	-	-
2	109	36	20	13	3	6	24	7	24	11	13	5	*	84	1	1	60	33	10	5	108	2	1	1	-	-	-
	6%	4%	8% <sub>a</sub>	8%	4%	8%	8% <sub>a</sub>	7%	6%	6%	5%	4%	3%	6%	4%	9%	6%	6%	5%	13%	6% <sub>u</sub>	1%	3%	1%	-	-	-
1 - very little	492	174	57	34	20	34	141	33	117	42	85	40	6	364	2	-	250	167	65	2	467	17	4	5	9	-	-
	26%	20%	23%	21%	25%	42% <sub>ab</sub>	46% <sub>ab</sub>	28% <sub>a</sub>	29%	24%	33% <sub>him</sub>	32%	36%	25%	17%	-	24% <sub>s</sub>	30% <sub>ps</sub>	30% <sub>s</sub>	6%	28% <sub>uvw</sub>	11%	10%	6%	31%	-	-
Don't know	50	29	6	5	1	-	5	4	10	7	4	4	1	39	-	-	34	11	3	1	38	11	2	4	3	1	-
	3%	3%	2%	3%	1%	-	2%	4%	2%	4% <sub>j</sub>	1%	3%	4%	3%	-	-	3%	2%	2%	2%	2%	6% <sub>t</sub>	7%	5%	10%	12%	-
Mean	4.94	5.44 <sub>ef</sub>	5.05 <sub>ef</sub>	5.21	4.97 <sub>ef</sub>	3.81	3.47	5.29 <sub>ef</sub>	4.88	5.19	4.72	4.85	4.59	4.96	5.83	6.14	5.14 <sub>q</sub>	4.60	4.67	5.99 <sub>qr</sub>	4.83	6.19 <sub>t</sub>	5.69	6.75 <sub>tu</sub>	4.47	7.54	6.74
Standard deviation	3.16	3.03	3.14	3.05	3.07	3.02	2.99	3.54	3.30	3.27	3.33	3.31	3.36	3.12	2.96	2.05	3.21	3.13	3.05	2.64	3.17	2.70	2.68	2.45	3.00	2.10	2.20
Standard error	0.07	0.12	0.17	0.22	0.32	0.33	0.16	0.31	0.15	0.23	0.19	0.27	0.77	0.09	0.79	0.62	0.10	0.13	0.22	0.38	0.08	0.22	0.44	0.27	0.58	0.79	0.90
NET: 8-10	497	262	72	45	20	12	47	40	107	52	65	32	5	378	5	4	302	125	45	15	430	62	11	39	6	5	1
	26%	29% <sub>ef</sub>	30% <sub>ef</sub>	28%	25% <sub>f</sub>	15%	15%	35% <sub>ef</sub>	27%	30%	25%	26%	28%	26%	37%	34%	29% <sub>qr</sub>	22%	21%	36% <sub>r</sub>	25%	38% <sub>t</sub>	30%	46% <sub>t</sub>	21%	50%	24%
NET: 4-7	633	341	77	60	32	27	68	29	123	53	80	38	4	495	5	6	330	190	80	17	566	63	14	32	9	4	4
	34%	38% <sub>fg</sub>	32% <sub>f</sub>	37%	39% <sub>fg</sub>	33%	22%	25%	31%	31%	31%	31%	27%	34%	41%	52%	32%	34%	38%	41%	33%	38%	38%	38%	34%	38%	76%
NET: 1-3	701	258	89	52	28	42	189	43	159	60	108	49	7	526	3	1	364	233	85	9	663	29	9	10	10	-	-
	37%	29%	37% <sub>a</sub>	32%	35%	52% <sub>ab</sub>	61% <sub>abd</sub>	37%	40%	35%	42%	40%	42%	37%	21%	13%	35%	42% <sub>ps</sub>	40% <sub>s</sub>	21%	39% <sub>uw</sub>	18%	25%	12%	35%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 560

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with family and friends**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£14,001 to £21,000 (n)	£21,001 to £28,000 (o)	£28,001 to £34,000 (p)	£34,001 to £41,000 (q)	£41,001 to £48,000 (r)	£48,001 to £55,000 (s)		
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
10 - a lot	170	98	72	65	58	27	28	33	17	20	150	5	21	19	48	34	15	9	9	9
	9%	7%	13%a	13%	13%a	15%a	11%	15%a	18%a	10%	9%	6%	9%	6%	11% <sup>m</sup>	9%	9%	15% <sup>m</sup>	20%	9%
9	111	65	45	42	37	17	16	16	10	18	93	9	15	18	31	13	7	4	3	7
	6%	5%	8%a	8%	7%	10%a	6%	7%	10%	9%	6%	12% <sup>mop</sup>	7%	6%	7%	4%	4%	6%	6%	8%
8	216	146	64	60	56	21	41	27	5	37	180	10	26	24	38	42	26	8	6	28
	11%	11%	12%	12%	12% <sup>h</sup>	12%	16% <sup>bh</sup>	12%	6%	17% <sup>j</sup>	11%	13%	12%	7%	9%	11%	16% <sup>mn</sup>	13%	13%	29% <sup>klmno</sup>
7	192	128	63	60	54	24	35	25	6	32	160	8	16	35	41	39	15	8	7	12
	10%	10%	12%	12%	12%	13%	13%	11%	7%	15% <sup>j</sup>	10%	11%	7%	11%	9%	11%	9%	13%	17%	12%
6	168	101	65	61	54	19	33	27	7	25	144	4	18	26	32	44	13	10	5	5
	9%	8%	12%a	12%	12%a	11%	13%a	12%a	7%	12%	9%	6%	8%	8%	7%	12%	9%	17% <sup>ns</sup>	12%	5%
5	167	108	59	50	45	24	18	25	10	21	146	9	15	38	36	30	13	4	5	7
	9%	8%	11% <sup>f</sup>	10%	10% <sup>f</sup>	14% <sup>af</sup>	7%	11%	10%	10%	9%	12%	6%	12%	8%	8%	8%	7%	12%	8%
4	105	77	29	25	25	10	17	10	7	10	95	5	9	19	27	18	4	3	1	7
	6%	6%	5%	5%	6%	6%	6%	4%	8%	5%	6%	8%	4%	6%	6%	5%	3%	4%	1%	8%
3	100	79	21	20	18	3	9	13	4	8	92	2	11	19	22	19	11	2	3	8
	5%	6%	4%	4%	4%	2%	3%	6%	4%	4%	6%	2%	5%	6%	5%	5%	7%	3%	7%	8%
2	109	82	25	24	24	4	12	14	9	3	106	2	22	17	24	17	12	4	3	2
	6%	6%	5%	5%	5%	2%	4%	6%	10% <sup>be</sup>	2%	6% <sup>i</sup>	3%	10% <sup>os</sup>	5%	6%	5%	8%	7%	6%	2%
1 - very little	492	404	87	81	76	22	46	35	17	33	459	17	70	97	123	103	38	6	2	6
	26%	30% <sup>bde</sup>	16%	16%	17%	12%	18%	15%	18%	16%	27% <sup>ai</sup>	24% <sup>s</sup>	31% <sup>qs</sup>	30% <sup>qs</sup>	28% <sup>qs</sup>	28% <sup>qs</sup>	24% <sup>qs</sup>	11%	5%	7%
Don't know	50	39	11	9	8	5	5	1	3	4	45	1	1	12	13	8	4	2	*	5
	3%	3% <sup>g</sup>	2% <sup>g</sup>	2%	2% <sup>g</sup>	3%	2%	*	3% <sup>g</sup>	2%	3%	1%	1%	4% <sup>l</sup>	3%	2%	3%	3%	1%	5% <sup>l</sup>
Mean	4.94	4.57	5.81a	5.80	5.70a	6.26ab	5.69a	5.74a	5.52a	5.98j	4.81	5.36m	4.61	4.48	4.91	4.86	5.04	6.13lm	6.57	6.44klmnop
Standard deviation	3.16	3.15	3.01	3.02	3.03	2.85	2.99	3.04	3.32	2.85	3.17	3.11	3.30	3.03	3.28	3.13	3.18	2.88	2.72	2.59
Standard error	0.07	0.09	0.13	0.14	0.15	0.22	0.19	0.21	0.34	0.21	0.08	0.33	0.20	0.16	0.16	0.17	0.29	0.41	0.49	0.30
NET: 8-10	497	310	181	167	147	64	85	76	32	75	422	23	62	61	118	88	47	21	18	44
	26%	23%	34%a	34%	33%a	37%a	33%a	33%a	34%a	35% <sup>j</sup>	25%	32% <sup>m</sup>	28% <sup>m</sup>	19%	27% <sup>m</sup>	24%	30% <sup>m</sup>	35% <sup>m</sup>	39%	46% <sup>lmnop</sup>
NET: 4-7	633	414	215	196	178	76	103	87	31	88	545	27	57	118	136	131	46	25	19	31
	34%	31%	40%a	39%	40%a	44%a	40%a	39%	32%	41% <sup>j</sup>	33%	38%	26%	36% <sup>l</sup>	31%	36% <sup>l</sup>	29%	42% <sup>l</sup>	42%	32%
NET: 1-3	701	565	134	125	119	29	67	62	30	44	657	21	103	133	168	139	61	13	8	16
	37%	43% <sup>bde</sup>	25%e	25%	26%e	17%	26%e	28%e	32%e	21%	39% <sup>l</sup>	29%	46% <sup>kkqs</sup>	41% <sup>qs</sup>	39% <sup>qs</sup>	38% <sup>qs</sup>	38% <sup>qs</sup>	21%	18%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 561  
**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:  
Keep up to date with family and friends  
Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
10 - a lot	170	9	5	7	6	7	5	15	7	7	17	8	3	6	-	33	6	4	6	6	5	9
	9%	12%	7%	8%	7%	15%	11%	11%	11%	8%	11%	10%	6%	12%	-	8%	9%	7%	9%	9%	9%	9%
9	111	3	4	7	5	2	3	6	6	2	18	3	2	1	2	30	5	1	2	1	4	3
	6%	4%	5%	9%	6%	4%	7%	4%	9%	3%	12%giqsw	4%	4%	2%	7%	7%	2%	3%	2%	6%	3%	3%
8	216	6	6	9	18	3	1	22	3	6	19	13	5	7	4	51	8	6	12	6	8	4
	11%	9%	9%	11%	22%fhios	7%	2%	15%fw	5%	8%	12%w	16%fw	10%	14%fw	13%	12%w	14%fw	10%	19%fhw	8%	13%	4%
7	192	9	6	8	11	4	4	14	9	7	18	8	5	3	4	45	6	6	2	9	10	6
	10%	13%	9%	9%	13%	9%	9%	10%	14%	8%	12%	10%	9%	6%	13%	11%	10%	9%	4%	13%	17%rw	5%
6	168	8	6	6	4	6	3	15	6	7	12	9	10	3	2	37	6	3	5	9	4	7
	9%	11%	8%	8%	5%	13%	8%	11%	10%	8%	8%	11%	19%djqw	6%	6%	9%	10%	5%	8%	13%	7%	7%
5	167	6	6	5	7	5	4	22	5	8	11	8	7	7	3	36	3	2	5	8	6	5
	9%	8%	8%	6%	8%	11%	9%	15%pqw	8%	10%	7%	10%	12%	14%q	12%	9%	5%	2%	9%	12%	11%	5%
4	105	9	6	6	4	4	2	7	2	5	6	6	3	-	-	23	6	4	4	3	1	4
	6%	12%mv	9%	7%	4%	10% <u>m</u>	4%	5%	3%	6%	4%	8%	5%	-	-	6%	10% <u>m</u>	6%	7%	5%	1%	4%
3	100	3	9	1	5	2	3	5	4	5	12	4	1	1	2	27	3	5	1	3	2	3
	5%	4%	13% <u>cgnw</u>	1%	6%	5%	8%	3%	6%	6%	8%	5%	2%	2%	9%	6%	5%	7%	1%	4%	4%	3%
2	109	5	4	6	5	1	1	8	3	12	7	5	2	7	1	13	2	9	2	3	9	4
	6%	7%	6%	7%	6%	3%	3%	6%	4%	14% <u>jopw</u>	5%	6%	3%	14% <u>opw</u>	5%	3%	3%	14% <u>op</u>	4%	5%	15% <u>jopw</u>	4%
1 - very little	492	14	19	26	16	10	17	25	19	23	30	14	15	13	10	104	16	22	21	17	10	52
	26%	19%	27%	32% <u>g</u>	19%	22%	37% <u>gdgjk</u>	18%	31%	29%	20%	17%	28%	26%	35%	25%	26%	35% <u>gjkv</u>	35% <u>gjkv</u>	25%	16%	50% <u>abcdghijklmopsv</u>
Don't know	50	1	1	2	2	1	3	-	1	2	2	1	2	-	19	-	2	-	3	2	6	6
	3%	2%	1%	2%	3%	2%	1%	2%	-	1%	2%	2%	2%	5%	5%	-	3%	-	5%	3%	6%	6%
Mean	4.94	5.21qw	4.47	4.77w	5.43iqw	5.32w	4.39	5.48iqw	4.89w	4.26	5.58bfi	5.38iqw	4.83w	4.78	4.28	5.09iqw	5.21qw	3.91	4.69	4.89w	5.29qw	3.59
Standard deviation	3.16	3.05	3.01	3.33	3.06	3.16	3.36	2.97	3.29	3.07	3.19	2.97	2.96	3.31	3.01	3.12	3.22	3.13	3.31	3.01	3.08	3.27
Standard error	0.07	0.39	0.38	0.36	0.35	0.49	0.50	0.26	0.42	0.32	0.25	0.35	0.40	0.47	0.69	0.16	0.39	0.41	0.42	0.35	0.40	0.33
NET: 8-10	497	18	15	23	28	12	9	43	15	15	53	23	11	14	5	115	20	12	19	13	17	17
	26%	25%	21%	28%	35% <u>w</u>	27%	20%	31% <u>w</u>	24%	19%	35% <u>iqsw</u>	30%	20%	28%	20%	27% <u>w</u>	32% <u>w</u>	19%	31% <u>w</u>	19%	27%	16%
NET: 4-7	633	32	24	24	25	19	13	58	22	26	47	31	25	13	9	142	21	14	17	29	21	22
	34%	43% <u>qw</u>	33%	29%	31%	42% <u>w</u>	30%	41% <u>qw</u>	35%	32%	31%	39% <u>w</u>	45% <u>qw</u>	26%	31%	34% <u>w</u>	34%	22%	28%	43% <u>qw</u>	35%	22%
NET: 1-3	701	23	32	33	26	13	22	38	26	39	49	22	18	20	13	144	21	35	24	22	21	59
	37%	30%	45% <u>g</u>	40%	32%	29%	48% <u>g</u>	27%	41%	49% <u>adgj</u>	32%	29%	33%	41%	49%	34%	34%	56% <u>adeg</u>	40%	33%	35%	57% <u>acddegjklopsv</u>

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 562

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with my favourite celebrities or vloggers**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
10 - a lot	65 3%	21 2%	44 5%a	20 9%ghi	16 4%hi	14 4%hi	13 4%hi	1 *	1 *	18 3%	16 3%	18 5%	14 3%	4 2%	3 4%	11 5%w	6 4%	4 2%	8 6%w	3 3%	9 6%w	9 4%	3 1%	3 2%	1 2%
9	51 3%	27 3%	24 2%	14 6%ghi	18 5%ghi	9 3%hi	6 2%hi	2 1%	1 *	23 4%am	13 2%	10 3%	5 1%	3 2%	1 1%	3 3%	5 3%	4 3%	1 1%	1 1%	4 2%	13 5%	9 3%	6 4%	* 1%
8	123 7%	48 5%	75 8%	27 12%ghi	46 13%fghi	22 7%hi	15 4%hi	9 3%	5 1%	24 5%	47 9%jm	29 8%	23 5%	12 8%	6 7%	7 3%	8 5%	17 10%pu	5 4%	5 5%	5 3%	21 9%p	19 7%	15 10%pu	4 7%
7	137 7%	61 7%	76 8%	34 15%fghi	49 14%fghi	23 8%hi	20 6%hi	8 3%hi	2 1%	39 7%	35 7%	32 8%	32 7%	7 4%	6 7%	18 9%ix	17 11%nsx	8 5%	4 3%	5 5%	21 12%nrnsx	23 10%csx	20 8%	4 2%	4 7%
6	147 8%	86 9%b	62 6%	25 11%hi	44 13%ghi	36 12%ghi	22 6%hi	11 4%	9 2%	36 7%	50 9%	33 9%	29 6%	11 7%	5 7%	10 5%	15 10%ix	21 13%px	9 7%	7 8%	14 8%ix	29 12%px	18 7%	4 6%	4 6%
5	127 7%	56 6%	71 7%	18 8%hi	40 11%hi	25 8%hi	27 8%hi	7 3%	9 2%	29 6%	34 6%	23 6%	41 9%j	10 6%	2 3%	17 8%	11 7%	10 6%	9 7%	7 8%	10 6%	20 8%	16 6%	9 6%	3 5%
4	89 5%	32 4%	57 6%a	20 9%ehi	14 4%	14 5%	19 5%	10 3%	13 3%	24 5%	23 4%	25 7%	17 4%	11 7%u	6 4%	7 4%	13 9%tu	6 4%u	8 6%u	1 1%	* *	13 5%u	11 4%u	11 7%u	1 1%
3	133 7%	64 7%	68 7%	19 9%hi	27 8%h	23 7%h	40 11%hi	9 3%	14 4%	32 6%	39 7%	22 6%	40 9%	13 8%	4 4%	9 4%	10 6%	9 6%	11 8%	5 5%	14 8%	11 4%	27 10%pv	13 8%	7 11%
2	134 7%	64 7%	70 7%	5 2%	13 4%	19 6%	28 8%de	34 12%defg	36 10%defgh	32 6%	38 7%	30 8%	34 7%	16 10%v	8 11%v	16 8%v	9 6%	16 10%v	9 7%	5 6%	12 7%	7 3%	20 8%v	7 5%	6 11%v
1 - very little	812 43%	415 46%	397 41%	25 11%	68 20%d	114 37%de	153 44%de	175 63%defg	278 74%defgh	249 71%defghi	219 41%	145 38%	199 44%	69 43%	38 47%	99 49%qv	55 35%	63 38%	64 49%qv	47 53%qrv	73 43%	84 34%	109 42%	85 54%qrvw	28 46%
Don't know	64 3%	34 4%	30 3%	17 7%gi	12 3%	10 3%	7 2%	11 4%	7 2%	19 4%	15 3%	12 3%	18 4%	4 3%	1 2%	5 2%	5 3%	7 4%ix	2 2%	5 5%ix	7 4%ix	17 7%ix	9 4%ix	-	2 4%ix
Mean	3.52	3.34	3.69a	5.77efghi	5.16fghi	3.94ghi	3.27hi	2.13i	1.66	3.39	3.63	3.84m	3.28	3.27	3.31	3.98stx	3.73	3.19	3.03	3.63	4.32nopstwy	3.43	3.07	3.07	
Standard deviation	2.88	2.79	2.95	2.74	2.82	2.94	2.71	2.08	1.52	2.93	2.89	2.98	2.70	2.71	2.87	2.92	2.89	2.89	2.84	2.76	3.01	3.02	2.76	2.80	2.65
Standard error	0.07	0.10	0.10	0.18	0.17	0.17	0.14	0.12	0.08	0.13	0.12	0.18	0.12	0.23	0.32	0.22	0.23	0.22	0.24	0.28	0.23	0.20	0.17	0.23	0.34
NET: 8-10	239 13%	96 11%	143 15%a	61 27%fghi	79 23%fghi	45 15%hi	35 10%hi	12 4%	6 2%	65 12%	76 14%am	57 15%am	41 9%	19 12%	21 12%	19 10%	25 12%	14 11%	8 9%	19 11%	42 17%	31 12%	24 15%	6 10%	
NET: 4-7	500 27%	235 26%	265 27%	98 44%fghi	147 42%fghi	99 32%hi	88 25%hi	36 13%	33 9%	127 24%	141 27%	112 30%	119 26%	39 25%	19 24%	53 26%	58 37%nstwxy	45 27%	30 23%	20 22%	45 26%	86 35%stwx	66 25%	28 18%	11 19%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 562

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with my favourite celebrities or vloggers**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
NET: 1-3	1079	543	535	49	108	155	220	218	329	313	296	197	273	98	50	124	74	88	83	57	100	101	157	106	41
	57%	60%	55%	22%	31% <sup>d</sup>	50% <sup>d</sup>	63% <sup>def</sup>	79% <sup>def</sup>	88% <sup>def</sup>	60%	56%	52%	60% <sup>l</sup>	61% <sup>qv</sup>	62% <sup>v</sup>	61% <sup>qv</sup>	47%	54% <sup>v</sup>	64% <sup>qv</sup>	64% <sup>qv</sup>	58% <sup>v</sup>	41%	60% <sup>qv</sup>	67% <sup>qrv</sup>	68% <sup>qv</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 563

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to: Keep up to date with my favourite celebrities or vloggers**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
10 - a lot	65 3%	41 5% <sub>f</sub>	7 3% <sub>f</sub>	9 6%	6 7% <sub>ef</sub>	-	-	2 2% <sub>f</sub>	12 3%	10 6% <sub>h</sub>	7 3%	2 2%	-	51 4%	-	-	38 4%	20 4%	3 1%	4 8% <sub>r</sub>	52 3%	12 7% <sub>t</sub>	3 9%	5 5%	3 12%	1 8%	-
9	51 3%	30 3% <sub>f</sub>	6 2% <sub>f</sub>	9 6%	6 4% <sub>f</sub>	-	1 1%	1 1%	8 2%	5 3%	3 1%	2 2%	-	40 3%	-	-	23 2%	20 4%	3 2%	15 2%	35 9% <sub>t</sub>	15 9% <sub>t</sub>	1 3%	12 14% <sub>t</sub>	2 6%	-	-
8	123 7%	68 8% <sub>f</sub>	17 7% <sub>f</sub>	14 9%	5 7% <sub>k</sub>	2 2%	3 1%	14 12% <sub>ef</sub>	20 5% <sub>k</sub>	16 9% <sub>hjk</sub>	9 4%	1 1%	-	101 7% <sub>k</sub>	1 9%	-	71 7%	35 6%	12 5%	5 12% <sub>t</sub>	104 6%	19 12% <sub>t</sub>	8 21% <sub>t</sub>	9 11%	3 9%	-	-
7	137 7%	89 10% <sub>ef</sub>	16 6% <sub>f</sub>	10 6%	10 12% <sub>ef</sub>	1 1%	2 1%	9 8% <sub>ef</sub>	25 6%	11 5%	13 5%	7 6%	2 13%	110 8%	2 17%	3 24%	71 7%	39 7%	17 8%	5 12% <sub>t</sub>	118 7%	19 12% <sub>t</sub>	3 8%	10 11%	4 15%	1 14%	1 25%
6	147 8%	93 10% <sub>ef</sub>	16 6% <sub>f</sub>	14 9%	9 11% <sub>ef</sub>	2 2%	8 3%	6 5%	27 7% <sub>j</sub>	16 9% <sub>j</sub>	12 5%	8 7%	-	115 8%	3 22%	* 4%	82 8%	39 7%	18 9%	4 10%	122 7%	22 13% <sub>t</sub>	6 17% <sub>t</sub>	12 14% <sub>t</sub>	1 3%	3 25%	-
5	127 7%	65 7% <sub>f</sub>	20 8% <sub>f</sub>	12 8%	11 14% <sub>aef</sub>	2 3%	6 2%	10 9% <sub>f</sub>	27 7%	19 11% <sub>h</sub>	18 7%	11 9%	1 7%	98 7%	-	-	76 7%	34 6%	11 5%	3 8%	111 7%	15 9%	1 2%	10 12%	2 6%	2 19%	1 11%
4	89 5%	49 5% <sub>f</sub>	12 5%	10 6%	3 7% <sub>f</sub>	2 3%	7 2%	6 5%	16 4%	6 3%	15 6% <sub>h</sub>	5 4%	-	71 5%	3 24%	2 14%	43 4%	24 4%	12 5%	5 11% <sub>p</sub>	84 5%	4 7%	-	3 4%	1 2%	-	-
3	133 7%	78 9% <sub>f</sub>	22 9% <sub>f</sub>	10 6%	6 7% <sub>f</sub>	4 5%	5 2%	7 6% <sub>f</sub>	20 5%	9 5%	12 5%	6 5%	2 9%	108 8%	-	1 11%	81 8%	35 6%	8 4%	5 11%	121 7%	12 7%	4 11%	4 5%	1 5%	1 8%	1 27%
2	134 7%	62 7%	15 6%	4 2%	7 8%	10 13%	26 9%	10 9%	36 9% <sub>k</sub>	10 6%	25 10% <sub>k</sub>	6 5%	2 11%	94 7%	2 12%	-	75 7%	38 7%	19 9%	1 1%	130 8% <sub>uw</sub>	4 2%	2 6%	1 1%	-	-	1 20%
1 - very little	812 43%	276 31%	107 44% <sub>ad</sub>	62 39%	21 26%	57 70% <sub>abd</sub>	243 79% <sub>abd</sub>	46 39%	194 48% <sub>im</sub>	63 37%	137 53% <sub>him</sub>	72 58% <sub>him</sub>	9 57%	601 42%	2 17%	2 19%	434 42% <sub>s</sub>	256 46% <sub>s</sub>	104 49% <sub>s</sub>	7 3%	773 3%	30 8% <sub>uw</sub>	6 18%	11 13%	9 31%	3 27%	1 17%
Don't know	64 3%	39 4%	6 2%	5 3%	1 1%	1 1%	7 2%	5 5%	15 4%	8 5%	7 3%	3 2%	1 4%	47 3%	-	3 28%	35 3%	19 3%	6 3%	1 3%	49 3%	14 8% <sub>t</sub>	2 7%	9 10% <sub>t</sub>	3 10%	-	-
Mean	3.52	4.18 <sub>be</sub>	3.42 <sub>ef</sub>	4.15	4.61 <sub>be</sub>	1.75	1.55	3.62 <sub>ef</sub>	3.16 <sub>jk</sub>	4.05 <sub>hj</sub>	2.80	2.70	2.39	3.62 <sub>hj</sub>	4.56	4.13	3.54	3.47	3.13	5.26 <sub>pq</sub>	3.34	5.52 <sub>t</sub>	5.46 <sub>t</sub>	5.90 <sub>t</sub>	5.11	4.72	3.68
Standard deviation	2.88	2.94	2.80	3.14	2.98	1.58	1.43	2.83	2.77	3.05	2.55	2.49	2.20	2.90	2.44	2.56	2.87	2.94	2.68	2.92	2.80	2.97	3.08	2.76	3.51	2.85	2.46
Standard error	0.07	0.11	0.15	0.23	0.31	0.17	0.08	0.25	0.13	0.22	0.15	0.20	0.50	0.08	0.65	0.91	0.09	0.13	0.19	0.42	0.07	0.24	0.51	0.32	0.68	1.01	1.00
NET: 8-10	239 13%	139 16% <sub>ef</sub>	29 12% <sub>ef</sub>	33 20%	15 18% <sub>ef</sub>	2 2%	4 1%	17 15% <sub>ef</sub>	40 10% <sub>jk</sub>	30 18% <sub>hjk</sub>	19 7%	6 4%	-	192 13% <sub>jk</sub>	1 9%	-	132 13%	75 13%	18 8%	11 26% <sub>pqr</sub>	190 11%	46 28% <sub>t</sub>	12 33% <sub>t</sub>	25 30% <sub>t</sub>	8 27%	1 8%	-
NET: 4-7	500 27%	295 33% <sub>bef</sub>	64 26% <sub>ef</sub>	47 29%	33 40% <sub>bef</sub>	7 9%	23 8%	31 27% <sub>ef</sub>	95 24%	51 29% <sub>hj</sub>	58 22%	31 25%	3 20%	394 27%	8 62%	5 42%	272 26%	137 24%	58 27%	17 41% <sub>pq</sub>	434 26%	60 36% <sub>t</sub>	10 27%	35 41% <sub>t</sub>	7 26%	6 58%	2 36%
NET: 1-3	1079 57%	416 47%	144 59% <sub>ad</sub>	76 47%	34 41%	72 88% <sub>abd</sub>	275 89% <sub>abd</sub>	63 54%	250 63% <sub>im</sub>	83 48%	174 68% <sub>him</sub>	84 68% <sub>im</sub>	13 77%	804 56%	4 29%	3 30%	591 57% <sub>s</sub>	329 59% <sub>s</sub>	131 62% <sub>s</sub>	13 30%	1024 60% <sub>uw</sub>	46 28% <sub>w</sub>	12 34%	16 19%	10 36%	4 34%	3 64%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 564

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:  
Keep up to date with my favourite celebrities or vloggers**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
10 - a lot	65	42	23	20	15	13	8	5	3	12	52	2	9	11	16	9	7	8	-	1
	3%	3%	4% <sup>d</sup>	4%	3%	8% <sup>abdfg</sup>	3%	2%	4%	6%	3%	2%	4%	3%	4%	3%	4%	13% <sup>klmn</sup>	-	1%
9	51	33	17	17	14	6	9	6	3	10	41	1	8	6	9	6	7	2	3	5
	3%	3%	3%	3%	3%	3%	4%	3%	3%	5%	2%	2%	4%	2%	2%	5%	3%	3%	6%	5%
8	123	69	55	51	42	22	29	17	8	27	96	6	14	18	27	27	7	2	4	13
	7%	5%	10% <sup>a</sup>	10%	9% <sup>a</sup>	12% <sup>a</sup>	11% <sup>a</sup>	7%	9%	13% <sup>j</sup>	6%	9%	6%	6%	6%	7%	5%	3%	9%	14% <sup>mnop</sup>
7	137	79	54	50	42	21	24	18	8	24	113	5	10	19	20	33	19	7	2	14
	7%	6%	10% <sup>a</sup>	10%	9% <sup>a</sup>	12% <sup>a</sup>	9%	8%	8%	11% <sup>j</sup>	7%	7%	5%	6%	5%	9% <sup>n</sup>	12% <sup>ln</sup>	11%	3%	14% <sup>lmn</sup>
6	147	85	60	58	49	19	33	36	4	25	122	10	17	17	25	41	17	2	2	12
	8%	6%	11% <sup>ah</sup>	12%	11% <sup>ah</sup>	11%	13% <sup>ah</sup>	16% <sup>abdh</sup>	4%	12% <sup>j</sup>	7%	13% <sup>lmn</sup>	8%	5%	6%	11% <sup>mn</sup>	10%	3%	6%	13% <sup>mn</sup>
5	127	67	59	53	45	27	26	24	10	16	110	15	16	23	36	14	7	3	2	6
	7%	5%	11% <sup>a</sup>	11%	10% <sup>a</sup>	15% <sup>a</sup>	10% <sup>a</sup>	10% <sup>a</sup>	10% <sup>a</sup>	8%	7%	21% <sup>lmno</sup>	7%	7%	8% <sup>o</sup>	4%	5%	5%	5%	6%
4	89	67	20	19	18	8	13	8	3	13	76	*	6	19	14	18	7	3	4	6
	5%	5%	4%	4%	4%	4%	5%	4%	3%	6%	5%	1%	3%	6%	3%	5%	5%	5%	10%	6%
3	133	89	44	36	38	8	18	18	11	22	110	2	9	23	33	29	7	5	10	9
	7%	7%	8% <sup>e</sup>	7%	8%	4%	7%	8%	12% <sup>e</sup>	10%	7%	3%	4%	7%	7%	8%	5%	8%	21%	10%
2	134	103	29	27	26	8	15	10	3	4	130	2	22	21	25	23	21	3	3	5
	7%	8%	5%	5%	6%	4%	6%	5%	3%	2%	8% <sup>i</sup>	2%	10% <sup>k</sup>	6%	6%	6%	13% <sup>kmno</sup>	4%	7%	5%
1 - very little	812	644	168	154	151	40	80	78	37	52	760	28	108	154	216	156	52	24	13	19
	43%	48% <sup>bdefg</sup>	31% <sup>e</sup>	33% <sup>be</sup>	33% <sup>be</sup>	23%	31%	35% <sup>e</sup>	39% <sup>e</sup>	25%	46% <sup>il</sup>	39% <sup>s</sup>	48% <sup>ps</sup>	47% <sup>ps</sup>	50% <sup>ps</sup>	43% <sup>s</sup>	33%	40% <sup>s</sup>	29%	20%
Don't know	64	50	13	11	11	4	5	4	6	4	59	1	5	13	15	10	5	2	2	5
	3%	4%	2%	2%	2%	2%	2%	2%	6% <sup>bdg</sup>	2%	4%	1%	2%	4%	3%	3%	3%	4%	4%	5%
Mean	3.52	3.17	4.33 <sup>ad</sup>	4.37	4.13 <sup>a</sup>	5.06 <sup>ab</sup>	4.32 <sup>a</sup>	4.03 <sup>a</sup>	3.78	4.88 <sup>j</sup>	3.35	4.05 <sup>mn</sup>	3.34	3.21	3.20	3.56	3.98 <sup>mn</sup>	4.11	3.71	4.88 <sup>lmno</sup>
Standard deviation	2.88	2.80	2.93	2.94	2.90	2.95	2.89	2.78	2.94	2.96	2.83	2.82	2.95	2.78	2.82	2.83	2.99	3.40	2.66	2.76
Standard error	0.07	0.08	0.13	0.14	0.14	0.23	0.19	0.19	0.30	0.22	0.07	0.29	0.18	0.15	0.14	0.16	0.28	0.49	0.48	0.32
NET: 8-10	239	144	94	89	72	41	46	28	14	49	190	10	31	35	51	42	21	11	7	19
	13%	11%	17% <sup>ag</sup>	18%	16% <sup>a</sup>	23% <sup>abd</sup>	18% <sup>a</sup>	12%	15%	23% <sup>j</sup>	11%	13%	14%	11%	12%	11%	14%	19%	16%	20% <sup>m</sup>
NET: 4-7	500	298	193	180	154	74	95	87	25	79	421	30	49	78	95	106	50	15	10	38
	27%	22%	36% <sup>ah</sup>	36%	34% <sup>a</sup>	43% <sup>adh</sup>	37% <sup>a</sup>	38% <sup>ah</sup>	26%	37% <sup>j</sup>	25%	42% <sup>lmn</sup>	22%	24%	22%	29% <sup>n</sup>	32% <sup>n</sup>	24%	23%	40% <sup>lmn</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 564

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with my favourite celebrities or vloggers**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																										
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes		No		Up to £7,000		£7,001 to £14,000		£14,001 to £21,000		£21,001 to £28,000		£28,001 to £34,000		£34,001 to £41,000		£41,001 to £48,000		£48,001 to £55,000		£55,001 or more			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)		
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*																			
NET: 1-3	1079	835	241	217	215	55	114	107	51	79	1000	31	139	198	273	208	81	32	26	33																			
	57%	63%	44%	44%	48%	32%	44%	47%	53%	37%	60%	44%	62%	61%	63%	57%	51%	53%	57%	35%																			

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 565

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with my favourite celebrities or vloggers**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				None of these (w)	
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)		Belfast (v)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
10 - a lot	65 3%	1 1%	3 4%	3 4%	4 5%	1 3%	* 1%	9 6%	3 4%	7 8%q	5 3%	5 7%	2 4%	- -	- -	13 3%	2 4%	- -	* 10%chprw	3 1%	1 4%	3 2%
9	51 3%	2 3%	1 1%	1 1%	4 5%	- -	1 3%	3 2%	- -	1 2%	4 3%	1 1%	1 2%	3 7%	- -	19 5%	- -	6 10%chprw	- -	1 1%	* 1%	1 1%
8	123 7%	4 5%	7 10%	6 7%	4 5%	3 7%	1 2%	6 4%	4 6%	2 3%	15 10%	6 7%	3 5%	3 5%	1 4%	33 8%	5 8%	6 9%	8 13%giw	2 3%	4 7%	4 3%
7	137 7%	3 5%	3 4%	6 7%w	6 8%w	8 12%cabjprw	3 7%w	12 8%w	7 11%rw	6 9%	9 6%w	9 12%rw	9 17%bjprw	3 5%	2 7%	38 9%rw	2 3%	3 4%	- -	4 7%w	4 7%w	* -
6	147 8%	6 8%	5 6%	5 7%	6 7%	- -	8 19%egpqrw	10 7%	3 5%	8 10%	16 10%	10 12%eprw	4 7%	7 13%epqrw	3 10%	40 10%	1 2%	1 2%	1 1%	7 10%	4 6%	3 3%
5	127 7%	3 4%	7 10%	1 2%	5 6%	5 11%c	5 10%c	18 13%cio	2 3%	2 3%	10 7%	5 6%	6 10%	3 6%	3 11%	27 6%	4 7%	2 3%	5 9%	6 9%	3 5%	5 5%
4	89 5%	7 9%ks	4 5%	5 6%	10 12%ghjkm osw	* 1%	5 11%kmsv	6 4%	1 2%	5 6%	6 4%	* 1%	2 3%	- -	3 12%	18 4%	4 6%	2 3%	5 9%ks	* -	1 1%	4 4%
3	133 7%	9 12%	5 6%	4 4%	4 5%	7 15%gm	2 5%	6 5%	3 5%	6 7%	12 8%	6 8%	4 7%	1 2%	5 19%	29 7%	5 9%	7 11%	2 4%	4 5%	7 11%	5 5%
2	134 7%	9 12%fo	7 10%	8 10%f	9 11%fo	* 1%	- -	15 11%fo	5 8%	8 9%	14 9%	6 8%	3 5%	7 14%efoqw	- -	19 4%	2 4%	1 2%	4 6%	5 8%	6 11%fi	4 4%
1 - very little	812 43%	30 41%	29 41%	42 41%	26 32%	19 42%	18 40%	51 36%	34 54%djgio	35 43%	56 37%	27 35%	20 37%	22 44%	10 37%	159 38%	33 55%djgk o	35 56%djgk o	35 57%djgk o	31 47%	28 46%	71 69%abcdefgijklmosv
Don't know	64 3%	- -	2 3%	1 1%	2 3%	1 2%	1 3%	6 4%	1 1%	2 2%	6 4%	2 3%	2 3%	2 3%	- -	25 6%	2 4%	- -	- -	4 6%	2 4%	3 3%
Mean	3.52	3.16w	3.53w	3.12w	3.94prw	3.65w	3.70w	3.80w	3.11	3.56w	3.76w	4.16prw	4.03rw	3.39w	3.39	3.96cprw	2.87	3.21w	2.80	3.24w	3.07	2.23
Standard deviation	2.88	2.51	2.86	2.86	2.94	2.84	2.57	2.95	2.89	3.04	2.90	3.08	2.95	2.88	2.25	3.00	2.71	3.01	2.56	2.81	2.65	2.36
Standard error	0.07	0.32	0.37	0.31	0.33	0.44	0.38	0.26	0.37	0.32	0.23	0.36	0.40	0.40	0.52	0.15	0.33	0.39	0.33	0.33	0.34	0.24
NET: 8-10	239 13%	7 9%	10 15%	10 12%	12 15%	4 10%	2 6%	18 12%	6 10%	10 12%	23 15%	12 15%	6 11%	6 12%	1 4%	65 15%w	7 12%	12 18%	8 14%	5 8%	6 10%	7 7%
NET: 4-7	500 27%	19 26%w	18 26%	17 21%	27 33%pqw	13 30%w	21 47%abch ijmopqr sw	45 32%qw	14 21%	21 26%w	40 27%w	24 31%qw	20 37%pqw	12 24%	11 41%	123 29%qw	11 17%	8 13%	12 19%	17 26%w	11 19%	13 12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 565

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with my favourite celebrities or vloggers**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
NET: 1-3	1079	48 57%	41 65%o	54 66%df	40 49%	26 58%	20 44%	73 52%	43 67%fo	48 59%	83 54%	39 51%	27 49%	30 60%	15 56%	207 49%	41 67%df	44 69%df	41 67%fo	40 60%	41 68%df	80 78%bdefgijklmos

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 566

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with news and current affairs**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North of England (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
10 - a lot	160	66	94	26	41	29	31	11	23	51	36	38	35	17	6	18	17	11	11	8	10	26	19	10	6
	9%	7%	10%	12%hi	12%hi	9%h	9%h	4%	6%	10%	7%	10%	8%	10%	8%	9%	11%	6%	8%	9%	6%	11%	7%	6%	10%
9	114	58	56	17	31	20	23	12	11	28	29	32	25	11	7	9	8	7	9	6	12	22	11	8	5
	6%	6%	6%	8%i	9%i	7%i	7%i	4%	3%	5%	6%	8%	6%	7%	7%	4%	5%	4%	7%	6%	7%	9%	4%	8%	5%
8	251	111	139	51	68	45	37	24	25	74	85	47	45	18	11	22	23	35	12	8	18	32	45	16	11
	13%	12%	14%	23%fghi	20%ghi	15%i	11%	9%	7%	14%	16%lm	12%	10%	11%	14%	11%	15%	21%npstux	9%	9%	10%	13%	17%	10%	18%
7	241	102	139	41	81	45	40	21	14	61	63	55	62	20	8	26	16	23	16	9	30	43	30	16	5
	13%	11%	14%	18%ghi	23%fghi	14%hi	11%i	8%i	4%	12%	12%	15%	14%	12%	10%	13%	10%	14%	12%	10%	18%	18%	11%	10%	8%
6	165	81	84	28	29	35	30	14	28	41	61	30	32	12	6	23	16	23	9	8	13	22	18	10	5
	9%	9%	9%	12%h	8%	11%h	8%	5%	7%	8%	12%lm	8%	7%	7%	7%	11%	11%	14%w	7%	9%	8%	9%	7%	6%	9%
5	189	92	97	19	28	44	37	28	32	51	43	45	50	17	8	24	22	18	6	11	12	24	31	13	4
	10%	10%	10%	9%	8%	14%ei	11%	10%	9%	10%	8%	12%	11%	10%	10%	12%	14%su	11%	5%	12%	7%	10%	12%st	8%	7%
4	100	49	51	12	16	19	26	8	19	23	28	21	28	16	1	10	9	2	9	4	11	12	11	9	6
	5%	5%	5%	5%	5%	6%	8%h	3%	5%	4%	5%	6%	6%	10%orw	2%	5%	6%fr	1%	7%r	5%	7%fr	5%	4%	5%	10%r
3	113	62	51	11	15	17	33	12	26	29	34	21	29	17	3	10	5	7	12	7	5	12	15	16	4
	6%	7%	5%	5%	4%	5%	9%eh	4%	7%	5%	6%	6%	6%	10%qu	4%	5%	4%	4%	9%u	8%	3%	5%	6%	10%qu	7%
2	106	51	55	3	7	11	21	25	38	31	29	19	27	8	7	9	6	7	6	4	13	9	18	16	3
	6%	6%	6%	1%	2%	4%	6%de	9%def	10%def	6%	6%	5%	6%	5%	9%	5%	4%	4%	5%	4%	7%	4%	7%	10%qv	5%
1 - very little	405	215	190	8	20	37	68	116	155	125	112	61	108	25	22	49	28	30	41	20	45	30	62	44	10
	22%	24%	19%	3%	6%	12%de	19%def	42%defg	41%defg	24%l	21%	16%	24%l	16%	27%v	24%v	18%	18%	31%nqr	22%v	26%nv	12%	23%v	28%nv	16%
Don't know	38	20	17	8	10	6	4	5	4	11	6	9	11	2	1	3	4	3	1	4	3	13	3	-	2
	2%	2%	2%	4%i	3%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	3%	2%	1%	5%wx	2%	5%swx	1%	-	3%
Mean	5.22	5.00	5.42a	6.79fghi	6.71fghi	5.83ghi	5.12hi	3.75	3.60	5.16	5.21	5.64m	4.92	5.37x	4.97	5.07	5.57sx	5.60sx	4.65	5.06	4.91	6.04opstuw	5.04	4.43	5.61x
Standard deviation	3.05	3.05	3.03	2.25	2.43	2.73	3.00	3.03	2.98	3.15	2.99	2.96	3.04	2.95	3.25	3.04	2.98	2.87	3.23	3.08	3.09	2.84	3.05	3.07	3.04
Standard error	0.07	0.10	0.10	0.15	0.15	0.16	0.16	0.18	0.15	0.14	0.13	0.18	0.14	0.25	0.36	0.22	0.24	0.27	0.27	0.31	0.23	0.19	0.19	0.25	0.39
NET: 8-10	525	236	290	94	140	95	91	47	59	153	151	116	105	45	24	49	49	52	32	22	40	81	75	35	22
	28%	26%	30%	42%fghi	40%fghi	31%hi	26%hi	17%	16%	29%	29%	31%lm	23%	28%	30%	24%	31%	32%	24%	25%	23%	33%ax	29%	22%	36%
NET: 4-7	695	325	370	101	154	143	133	71	93	176	196	152	172	64	23	83	64	66	39	32	66	101	90	47	20
	37%	36%	38%	45%hi	45%hi	46%hi	38%hi	26%	25%	34%	37%	40%	38%	40%	29%	41%	41%	40%	30%	36%	39%	41%	34%	30%	33%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 566  
**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**  
**Keep up to date with news and current affairs**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
NET: 1-3	623	327	296	22	43	65	122	152	219	184	175	100	164	49	32	68	39	44	58	31	63	51	94	76	17
	33%	36%b	30%	10%	12%	21%de	35%def	55%defg	58%defg	35%l	33%	27%	36%l	31%	40%qv	34%v	25%	27%	45%nqr	34%v	37%qv	21%	36%qv	48%npq	28%rwy

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 567

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with news and current affairs**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
10 - a lot	160	85	24	18	7	5	12	10	36	18	20	10	-	119	-	-	81	56	16	7	135	23	7	9	4	2	1
	9%	10% <sup>f</sup>	10% <sup>f</sup>	11%	9%	6%	4%	9% <sup>f</sup>	9%	11%	8%	8%	-	8%	-	-	8%	10%	8%	17% <sup>g</sup>	8%	14% <sup>t</sup>	19% <sup>t</sup>	10%	15%	20%	24%
9	114	65	12	11	10	4	5	7	31	18	15	4	2	82	1	*	64	28	16	3	95	17	3	12	2	-	-
	6%	7% <sup>f</sup>	5% <sup>f</sup>	7%	12% <sup>bf</sup>	5%	2%	6% <sup>f</sup>	8% <sup>jk</sup>	11% <sup>ejkm</sup>	6%	3%	12%	6%	8%	5%	6%	5%	8%	3	6%	10% <sup>t</sup>	7%	14% <sup>t</sup>	8%	-	-
8	251	145	41	17	11	5	22	10	52	26	25	13	3	191	3	2	143	74	20	8	223	26	5	18	1	2	1
	13%	16% <sup>efg</sup>	17% <sup>efg</sup>	11%	14% <sup>f</sup>	6%	7%	8%	13% <sup>aj</sup>	15% <sup>aj</sup>	10%	18%	13%	13%	26%	17%	14%	13%	9%	19%	13%	16%	15%	21%	3%	15%	17%
7	241	150	26	16	11	3	16	21	33	19	23	13	-	199	1	4	118	78	36	5	207	33	8	16	7	2	-
	13%	17% <sup>bef</sup>	11% <sup>f</sup>	10%	13% <sup>ef</sup>	4%	5%	18% <sup>ef</sup>	8%	11%	9%	10%	-	14% <sup>hj</sup>	9%	34%	11%	14%	17%	12%	12%	20% <sup>t</sup>	21%	19%	25%	21%	-
6	165	80	21	23	8	9	16	8	27	11	20	8	1	132	1	1	94	46	12	8	147	17	2	9	4	1	1
	9%	9% <sup>f</sup>	8%	15%	9%	11%	5%	7%	7%	7%	8%	6%	4%	9%	10%	10%	9%	8%	6%	19% <sup>pqr</sup>	9%	10%	5%	11%	14%	10%	25%
5	189	93	20	18	8	7	29	13	42	17	25	14	-	145	2	-	117	50	17	3	164	23	6	11	3	2	1
	10%	10%	8%	11%	10%	9%	9%	11%	10%	10%	11%	-	-	10%	13%	-	11%	9%	8%	8%	10%	14%	15%	14%	12%	19%	20%
4	100	46	17	10	3	2	15	6	16	7	12	6	1	83	2	1	56	24	13	2	93	7	1	2	3	-	1
	5%	5%	7%	6%	3%	3%	5%	5%	4%	4%	4%	5%	3%	6%	13%	10%	5%	4%	6%	5%	6%	4%	3%	2%	10%	-	14%
3	113	51	16	10	8	5	17	6	24	11	16	11	2	86	1	-	64	34	10	4	110	3	1	2	-	-	-
	6%	6%	7%	6%	9%	6%	5%	6%	6%	6%	6%	9%	13%	6%	4%	-	6%	6%	5%	9%	6% <sup>u</sup>	2%	2%	3%	-	-	-
2	106	31	14	7	1	9	33	10	19	8	15	3	1	86	-	-	63	30	10	1	103	2	-	2	-	-	-
	6%	3%	6%	5%	1%	12% <sup>ad</sup>	11% <sup>abd</sup>	9% <sup>ad</sup>	5%	4%	6%	3%	7%	6%	-	-	6%	5%	5%	3%	6% <sup>u</sup>	1%	-	2%	-	-	-
1 - very little	405	117	49	26	14	32	142	24	111	31	83	40	6	287	2	3	206	133	57	-	391	6	2	1	2	2	-
	22%	13%	20% <sup>a</sup>	16%	18%	39% <sup>abd</sup>	46% <sup>abd</sup>	20% <sup>a</sup>	38% <sup>im</sup>	18%	32% <sup>him</sup>	32% <sup>im</sup>	38%	20%	17%	24%	20% <sup>s</sup>	24% <sup>s</sup>	27% <sup>s</sup>	-	23% <sup>uvw</sup>	4%	6%	1%	6%	14%	-
Don't know	38	26	4	3	1	-	3	1	8	6	2	2	1	28	-	-	25	8	5	1	29	8	2	4	2	-	-
	2%	3%	1%	2%	1%	-	1%	1%	2% <sup>j</sup>	3% <sup>j</sup>	1%	2%	4%	2%	-	-	2%	1%	2%	2%	2%	5% <sup>t</sup>	7% <sup>t</sup>	4%	7%	-	-
Mean	5.22	5.91 <sup>befg</sup>	5.32 <sup>ef</sup>	5.52	5.74 <sup>ef</sup>	3.81	3.28	5.10 <sup>ef</sup>	4.97 <sup>j</sup>	5.71 <sup>hjk</sup>	4.55	4.51	4.01	5.26 <sup>jk</sup>	5.46	5.39	5.22	5.18	4.98	6.83 <sup>pqr</sup>	5.06	6.91 <sup>t</sup>	6.96 <sup>t</sup>	7.08 <sup>t</sup>	6.53	6.41	6.83
Standard deviation	3.05	2.81	3.07	2.95	3.00	3.04	2.81	3.03	3.24	3.11	3.19	3.13	3.33	2.99	2.71	2.88	3.00	3.13	3.16	2.32	3.06	2.25	2.47	2.02	2.43	2.92	2.41
Standard error	0.07	0.11	0.17	0.21	0.31	0.33	0.15	0.26	0.15	0.22	0.19	0.26	0.76	0.08	0.72	0.87	0.09	0.13	0.22	0.33	0.08	0.18	0.41	0.22	0.46	1.03	0.98
NET: 8-10	525	295	77	46	28	13	38	27	119	63	61	27	5	391	4	2	287	157	52	18	453	66	15	38	7	4	2
	28%	33% <sup>efg</sup>	32% <sup>ef</sup>	29%	35% <sup>ef</sup>	17%	12%	23% <sup>f</sup>	30% <sup>ijk</sup>	36% <sup>hijk</sup>	24%	22%	31%	27%	33%	21%	28%	28%	25%	43% <sup>pqr</sup>	27%	40% <sup>t</sup>	41%	45% <sup>t</sup>	26%	35%	41%
NET: 4-7	695	369	84	67	29	22	76	48	119	54	80	40	1	558	6	6	385	199	78	18	611	80	16	38	17	5	3
	37%	42% <sup>bef</sup>	34% <sup>f</sup>	42%	36% <sup>f</sup>	27%	24%	41% <sup>f</sup>	30%	32%	31%	32%	7%	39% <sup>hj</sup>	45%	55%	37%	35%	37%	43%	36%	48% <sup>t</sup>	45%	45%	61%	50%	59%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 567

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with news and current affairs**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?											
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
NET: 1-3	623	199	79	44	23	46	192	40	154	49	114	54	10	459	3	3	333	196	78	5	604	11	3	5	2	2	-
	33%	22%	32%a	28%	28%	56%abdg	62%abdg	35%a	39%im	29%	44%him	44%im	59%	32%	21%	24%	32% <sub>s</sub>	35% <sub>s</sub>	36% <sub>s</sub>	12%	36% <sub>uwv</sub>	7%	8%	6%	6%	14%	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 568

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with news and current affairs**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*
10 - a lot	160	103	57	49	45	22	25	19	13	33	128	6	17	28	43	25	14	8	5	6
	9%	8%	11%	10%	10%	13%	9%	8%	14%	15%j	8%	9%	8%	9%	10%	7%	9%	14%	11%	7%
9	114	76	35	34	28	16	17	15	5	21	93	4	13	14	27	25	10	5	1	10
	6%	6%	6%	7%	6%	9%	6%	7%	5%	10%j	6%	6%	6%	4%	6%	7%	6%	8%	3%	11%mn
8	251	168	83	78	74	30	47	35	11	42	209	6	33	37	45	53	26	9	10	17
	13%	13%	15%	16%	16%	17%	18%a	16%	11%	20%j	13%	9%	15%	11%	10%	14%	16%	15%	22%	17%
7	241	144	94	86	77	31	51	37	14	31	211	8	26	33	47	53	25	14	5	20
	13%	11%	17%a	17%	17%a	18%a	20%a	16%a	15%	15%	13%	12%	12%	10%	11%	14%	16%	23%mn	10%	21%mn
6	165	103	59	57	48	16	32	24	6	18	147	8	19	28	28	31	16	8	4	11
	9%	8%	11%	11%	11%	9%	12%	11%	6%	9%	9%	11%	9%	9%	7%	8%	10%	13%	9%	12%
5	189	119	67	64	58	16	27	40	11	25	164	12	18	30	53	25	19	4	8	10
	10%	9%	12%a	13%	13%a	9%	10%	18%abd ef	12%	12%	10%	17%lo	8%	9%	12%o	7%	12%	7%	19%	11%
4	100	68	32	30	26	12	13	12	6	7	93	3	11	20	17	17	9	5	5	6
	5%	5%	6%	6%	6%	7%	5%	5%	6%	3%	6%	4%	5%	6%	4%	5%	5%	8%	12%	6%
3	113	85	28	25	21	12	8	11	8	5	108	4	11	19	34	23	6	2	2	4
	6%	6%	5%	5%	5%	7%f	3%	5%	9%	2%	6%i	5%	5%	6%	8%	6%	4%	3%	5%	4%
2	106	89	16	15	13	6	7	6	5	7	98	6	20	19	21	23	10	3	-	-
	6%	7%bdf	3%	3%	3%	3%	3%	3%	3%	3%	6%	9%ns	9%ns	6%ns	5%	6%ns	6%ns	5%	-	-
1 - very little	405	341	63	55	57	11	31	25	16	16	388	13	53	88	106	87	21	2	2	6
	22%	26%bde fg	12%e	11%	13%e	6%	12%e	11%	17%e	8%	23%i	19%qs	24%ppqs	27%pqs	24%ppqs	24%ppqs	13%	3%	5%	6%
Don't know	38	31	7	6	4	3	3	-	1	7	31	1	1	8	12	5	3	-	1	5
	2%	2%g	1%	1%	1%	2%	1%	-	1%	3%	2%	1%	1%	2%	3%	1%	2%	-	3%	5%l
Mean	5.22	4.88	5.99a	6.01	5.95a	6.44ab dh	6.14a	5.92a	5.54	6.70j	5.03	5.15	5.02	4.80	5.02	5.11	5.76lm n	6.62kl mno	6.27	6.50klmno
Standard deviation	3.05	3.12	2.71	2.67	2.73	2.60	2.66	2.61	3.05	2.65	3.04	2.95	3.12	3.13	3.15	3.09	2.80	2.39	2.38	2.32
Standard error	0.07	0.09	0.12	0.12	0.13	0.20	0.17	0.18	0.31	0.19	0.07	0.31	0.19	0.16	0.16	0.17	0.26	0.34	0.44	0.27
NET: 8-10	525	347	174	160	147	68	89	70	29	96	430	17	63	79	116	103	49	22	16	33
	28%	26%	32%a	32%	32%a	39%ab	34%a	31%	30%	45%j	26%	24%	28%	24%	27%	28%	31%	36%	37%	35%
NET: 4-7	695	434	253	236	209	74	123	113	37	80	615	31	75	111	146	126	69	31	22	47
	37%	33%	47%a	47%	46%a	43%a	47%a	50%a	39%	38%	37%	43%	33%	34%	34%	34%	44%	52%lmn o	50%	49%lmno

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 568

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with news and current affairs**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																																				
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)		£14,001 to £21,000 (m)		£21,001 to £28,000 (n)		£28,001 to £34,000 (o)		£34,001 to £41,000 (p)		£41,001 to £48,000 (q)		£48,001 to £55,000 (r)		£55,001 or more (s)														
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)																								
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*																											
NET: 1-3	623	516	107	95	91	29	46	43	29	29	594	23	84	126	161	133	37	7	5	10	33%	39%	bde20%	19%	20%	16%	18%	19%	30%	bde14%	36%	i	32%	q	38%	p	39%	p	37%	p	36%	p	23%	s	11%	10%	10%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 569

**Q.11 On a scale of 1 to 10, where 1 means very little and 10 means a lot, to what extent are you dependent on video-sharing platforms to:**

**Keep up to date with news and current affairs**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
10 - a lot	160	10	6	7	11	3	4	12	7	6	12	5	4	4	-	38	4	7	3	7	6	5
	9%	13%	8%	9%	14%	6%	9%	8%	12%	7%	8%	7%	7%	8%	-	9%	6%	11%	5%	10%	10%	5%
9	114	7	4	7	6	2	1	8	*	4	9	7	2	2	1	33	3	4	3	5	5	2
	6%	9%	6%	8%	7%	4%	2%	6%	1%	5%	6%	9%	4%	4%	2%	8%w	5%	7%	5%	7%	8%	2%
8	251	5	12	11	12	6	11	14	10	9	30	10	4	10	3	62	5	6	6	7	11	8
	13%	6%	17%	13%	15%	13%	24%aglpw	10%	15%	11%	20%agw	13%	7%	21%aw	10%	15%	9%	9%	9%	11%	18%	7%
7	241	9	11	6	6	8	5	21	7	10	17	16	12	4	3	64	7	6	7	6	5	11
	13%	12%	15%	8%	7%	17%	10%	15%	12%	12%	11%	20%cd	7%	10%	15%	12%	10%	12%	12%	9%	8%	10%
6	165	6	5	6	9	4	3	17	7	5	22	8	7	5	3	32	6	1	4	7	5	4
	9%	9%	6%	7%	11%	9%	6%	12%q	11%	6%	15%oqw	10%	13%q	10%	12%	8%	10%	1%	6%	10%	9%	4%
5	189	7	8	9	9	5	6	20	9	7	17	6	2	-	6	44	7	5	6	6	4	6
	10%	9%	11% m	11% m	11% m	12% m	14% m	14% m	15% m	8%	11% m	8%	3%	-	21%	11% m	11% m	8%	9%	9% m	7%	6%
4	100	8	5	1	4	4	1	8	4	4	3	5	1	2	1	20	2	4	3	3	6	9
	5%	11% cj	7%	2%	5%	8%	3%	6%	7%	5%	2%	6%	1%	5%	5%	5%	4%	7%	6%	4%	10% cj	8% j
3	113	7	10	3	3	3	3	10	1	6	9	-	3	7	3	17	4	7	1	6	4	5
	6%	9% k	14% cdhko	4%	4%	6%	7% k	7% k	2%	8% k	6%	-	6%	14% hkor	10%	4%	7% k	11% ko	2%	8% k	7% k	5%
2	106	3	4	8	5	-	-	6	3	6	6	6	2	5	5	18	8	6	4	4	3	5
	6%	4%	5%	9%	7%	-	-	5%	4%	7%	4%	7%	4%	10% f	17%	4%	13% efjo	10%	6%	5%	5%	5%
1 - very little	405	13	7	23	14	10	11	23	14	24	25	14	16	9	4	75	15	16	24	14	10	44
	22%	18%	10%	29% bjo	17%	22%	24%	16%	22%	29% bjjo	16%	18%	30% b	19%	14%	18%	24%	26%	40% abdgjkmsov	21%	16%	42% abdeghjkmops
Don't know	38	-	-	1	2	1	1	2	-	1	3	2	1	-	-	16	-	-	-	3	2	5
	2%	-	-	1%	3%	2%	1%	2%	-	1%	2%	2%	2%	-	-	4%	-	-	-	5%	3%	5%
Mean	5.22	5.43rw	5.59rw	4.86w	5.69prw	5.20w	5.40w	5.38rw	5.28w	4.63	5.73ipqrw	5.57rw	4.88w	5.08w	4.35	5.65ipqrw	4.55	4.70	4.15	5.22w	5.61rw	3.68
Standard deviation	3.05	3.07	2.78	3.28	3.12	2.86	3.08	2.83	3.02	3.16	2.85	2.97	3.15	3.14	2.39	2.99	2.98	3.27	3.14	3.14	3.04	2.99
Standard error	0.07	0.39	0.35	0.36	0.35	0.44	0.46	0.25	0.38	0.33	0.22	0.35	0.43	0.43	0.55	0.15	0.36	0.43	0.40	0.36	0.39	0.30
NET: 8-10	525	21	22	24	29	10	15	34	17	19	51	22	11	17	3	133	12	17	11	19	22	14
	28%	28% w	31% w	30% w	36% pw	23%	35% w	24%	28%	24%	34% pw	28% w	19%	34% w	12%	32% w	19%	27%	19%	29% w	36% w	14%
NET: 4-7	695	31	28	23	28	21	15	66	28	25	59	34	22	11	13	161	23	17	20	22	20	30
	37%	41%	39%	28%	34%	47% m	33%	47% cimq	44% m	31%	39%	44% m	39%	23%	47%	38% m	37%	26%	33%	33%	33%	29%
NET: 1-3	623	22	22	34	22	12	14	40	18	36	39	20	22	21	11	110	27	30	29	23	17	54
	33%	30%	30%	42% jo	27%	28%	31%	28%	28%	44% dgjko	26%	26%	40%	44% jo	41%	26%	44% gjk	47% dgjko	48% sdgjk	34%	28%	53% abdefghjksv

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 570

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Summary**

**Base: All who visited/ used sites/ apps**

	Sites/ apps																		
	YouTube	YouTube Kids	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	DailyMotion	Reddit	Mixer	Yubo	Other
Unweighted base	1602	111	5	1416	727	333	144	651	76	339	90	35	9	19	101	189	10	6	26
Weighted base	1593	113	5	1420	748	361	162	634	70	330	86	33	11	23	100	196	11	6	27
10 - extremely protected	44 3%	14 12%	-	33 2%	17 2%	7 2%	11 7%	13 2%	2 3%	14 4%	-	2 7%	-	-	2 2%	4 2%	-	1 10%	2 6%
9	47 3%	20 18%	-	29 2%	23 3%	19 5%	7 5%	16 2%	5 7%	6 2%	1 1%	-	-	3 11%	5 5%	11 6%	1 6%	1 23%	2 6%
8	92 6%	17 15%	1 10%	67 5%	60 8%	20 6%	10 6%	33 5%	9 13%	24 7%	3 4%	2 6%	-	1 5%	6 6%	14 7%	4 32%	-	1 3%
7	147 9%	23 20%	-	127 9%	76 10%	29 8%	10 6%	47 7%	8 12%	32 10%	9 11%	1 4%	-	1 4%	6 6%	5 3%	1 13%	1 14%	2 9%
6	164 10%	7 7%	-	128 9%	78 10%	28 8%	33 20%	59 9%	13 18%	29 9%	6 7%	2 7%	3 23%	3 14%	4 4%	14 7%	2 17%	-	2 8%
5	195 12%	15 13%	4 77%	190 13%	74 10%	52 14%	17 11%	64 10%	5 7%	29 9%	5 6%	6 19%	1 13%	1 3%	15 15%	16 8%	3 28%	1 11%	3 10%
4	152 10%	5 4%	-	141 10%	84 11%	34 9%	16 10%	64 10%	2 3%	9 3%	9 10%	3 10%	-	-	4 4%	7 4%	-	1 22%	1 3%
3	140 9%	4 3%	1 13%	158 11%	63 8%	40 11%	12 8%	57 9%	7 9%	17 5%	4 5%	2 7%	-	6 24%	9 9%	32 17%	-	1 20%	1 3%
2	146 9%	2 1%	-	127 9%	67 9%	49 14%	12 7%	60 10%	3 4%	20 6%	10 11%	3 8%	2 17%	3 11%	10 10%	17 9%	-	-	-
1 - not very protected	189 12%	1 1%	-	202 14%	80 11%	44 12%	22 14%	91 14%	6 9%	32 10%	7 8%	3 10%	5 43%	-	9 9%	32 16%	* 3%	-	4 16%
Don't know	278 17%	6 5%	-	218 15%	126 17%	40 11%	11 7%	129 20%	10 15%	116 35%	33 38%	7 22%	* 4%	7 29%	31 31%	44 22%	-	-	10 38%
Mean	4.63	7.19	5.03	4.35	4.76	4.45	5.02	4.32	5.63	5.16	4.32	4.69	2.90	4.95	4.65	4.22	6.49	6.11	5.24
Standard deviation	2.51	2.08	1.30	2.44	2.50	2.53	2.69	2.52	2.57	2.74	2.32	2.62	2.27	2.57	2.63	2.73	1.78	2.81	3.15
Standard error	0.07	0.20	0.58	0.07	0.10	0.15	0.23	0.11	0.32	0.18	0.32	0.49	0.80	0.71	0.31	0.23	0.56	1.15	0.79
NET: 8-10	183 11%	51 45%	1 10%	129 9%	100 13%	47 13%	29 18%	62 10%	16 23%	45 14%	4 5%	4 13%	-	4 15%	13 13%	29 15%	4 38%	2 33%	4 14%
NET: 4-7	658 41%	50 44%	4 77%	585 41%	312 42%	142 39%	75 47%	235 37%	28 40%	100 30%	29 33%	13 40%	4 36%	5 20%	28 28%	43 22%	6 58%	3 47%	8 29%
NET: 1-3	475 30%	6 6%	1 13%	487 34%	210 28%	132 37%	46 29%	209 33%	16 22%	68 21%	21 24%	8 25%	7 61%	8 35%	28 28%	81 41%	* 3%	1 20%	5 19%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 571  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**YouTube**  
**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade							Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55		
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*		
10 - extremely protected	44	25	19	9	9	13	5	2	6	15	8	15	1	1	7	3	3	2	6	5	6	4	4	3	3		
	3%	3%	2%	5%h	3%	4%h	2%	1%	2%	1%	3%	3%	4%j	1%	1%	2%	2%	1%	7%nw	4%	3%	2%	3%	6%	6%		
9	47	34	13	8	13	11	13	1	1	13	15	9	10	4	-	6	4	3	6	6	9	3	2	-	-		
	3%	4%b	2%	4%hi	4%hi	4%hi	4%hi	1%	*	3%	3%	3%	2%	3%	-	4%	5%	3%	7%owx	5%	4%	4%	1%	1%	-		
8	92	49	43	16	23	22	17	7	6	23	27	17	25	5	2	11	9	15	6	2	13	11	10	1	1		
	6%	6%	5%	9%hi	8%i	8%i	6%i	3%	2%	5%	6%	6%	6%	3%	4%	7%	7%	11%nu	5%	8%u	2%	6%	5%	8%	3%		
7	147	88	59	36	30	26	29	11	16	37	37	36	37	16	8	13	19	15	8	1	11	20	26	8	2		
	9%	11%b	7%	19%efg	10%	9%	10%	5%	5%	8%	8%	12%	10%	12%t	12%t	8%	16%txy	10%t	7%	1%	8%t	9%t	12%t	6%	4%		
6	164	87	76	18	49	30	31	12	24	45	47	43	29	12	8	19	11	18	7	4	11	32	23	13	6		
	10%	11%	10%	9%	16%hi	11%	10%	6%	8%	10%	10%	14%h	8%	9%	11%	12%	8%	12%	7%	5%	9%	14%t	10%	10%	12%		
5	195	122	73	15	49	34	40	29	28	55	50	39	52	25	11	11	15	20	13	14	12	28	24	16	7		
	12%	15%b	9%	8%	16%di	12%	13%	13%	9%	12%	11%	13%	13%	18%p	16%	7%	12%	14%	12%	18%p	9%	12%	11%	12%	12%		
4	152	63	89	21	28	37	27	21	19	53	41	23	34	13	5	16	11	15	14	4	12	23	23	11	6		
	10%	8%	11%	11%	9%	13%i	9%	9%	6%	12%	9%	8%	9%	10%	7%	10%	9%	10%	5%	10%	10%	10%	10%	8%	11%		
3	140	54	86	13	22	22	29	31	23	36	52	17	36	18	6	20	14	8	12	5	10	13	12	17	7		
	9%	7%	11%a	7%	7%	8%	10%	14%defi	8%	8%	11%l	6%	9%	13%vw	9%	12%vw	11%	6%	10%	6%	7%	6%	5%	13%vw	12%		
2	146	52	93	25	21	20	24	16	39	39	46	24	36	9	8	19	7	13	7	7	8	19	30	12	5		
	9%	7%	12%a	13%	7%	7%	8%	7%	13%efh	9%	10%	8%	9%	7%	13%	12%	6%	9%	6%	9%	6%	8%	14%q	9%	9%		
1 - not very protected	189	77	112	11	25	37	35	32	47	52	49	39	49	17	9	15	14	16	11	8	27	19	26	16	9		
	12%	10%	14%a	6%	9%	13%cd	12%	15%cd	16%de	12%	11%	13%	13%	13%	13%	10%	12%	11%	10%	8	21%prsv	8%	12%	12%	17%		
Don't know	278	142	136	19	29	31	51	56	92	88	79	44	66	15	10	25	17	20	30	19	26	44	41	25	8		
	17%	18%	17%	10%	10%	11%	17%de	26%def	30%def	20%	17%	15%	17%	11%	14%	15%	13%	13%	27%npqr	23%n	20%	20%	18%	19%	15%		
Mean	4.63	5.05b	4.22	5.30gh	5.13hi	4.86hi	4.67hi	3.86	3.74	4.49	4.63	4.84	4.63	4.45	4.27	4.71	4.94	4.91	4.49	5.19	4.27	4.97	4.43	4.44	4.12		
Standard deviation	2.51	2.49	2.47	2.57	2.37	2.62	2.48	2.21	2.39	2.39	2.54	2.53	2.60	2.28	2.27	2.63	2.53	2.49	2.37	2.95	2.77	2.44	2.43	2.50	2.55		
Standard error	0.07	0.10	0.10	0.19	0.16	0.17	0.15	0.16	0.16	0.13	0.13	0.18	0.14	0.22	0.30	0.23	0.24	0.22	0.25	0.36	0.27	0.18	0.18	0.25	0.37		
NET: 8-10	183	109	74	34	44	45	35	11	13	42	57	35	49	10	3	24	17	22	10	18	13	28	17	16	5		
	11%	14%b	9%	18%hi	15%hi	16%hi	12%hi	5%	4%	9%	12%	12%	13%	7%	5%	15%	14%	15%ow	9%	23%nos	10%	12%	8%	12%	8%		
NET: 4-7	658	361	297	89	155	126	126	73	87	189	175	141	152	66	32	59	55	67	42	23	46	103	96	48	21		
	41%	45%b	37%	47%hi	52%ghi	45%hi	42%i	33%	29%	42%	36%	47%	39%	49%t	47%t	36%	44%t	46%t	36%	29%	36%	46%t	43%t	36%	39%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 571

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
NET: 1-3	475	184	291	49	69	79	89	79	110	127	146	81	121	44	23	55	35	38	29	20	44	51	68	46	21
	30%	23%	36% <sup>a</sup>	26%	23%	28%	29%	36% <sup>de</sup>	36% <sup>de</sup>	28%	32%	27%	31%	33%	34%	34% <sup>v</sup>	28%	26%	26%	25%	34% <sup>v</sup>	22%	31%	34% <sup>v</sup>	39% <sup>v</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**

VSP Survey  
ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 572

Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?

YouTube

Base: All who visited/ used sites/ apps

	Total	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
		Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
10 - extremely protected	44	22	6	6	3	2	3	2	15	10	7	6	-	27	1	-	26	11	4	2	37	6	2	4	1	-	-
9	47	31	7	2	*	*	4	9	4	7	2	*	37	1	-	24	15	5	-	37	10	4	6	-	-	1	
8	92	53	13	9	4	1	7	5	21	11	12	7	-	69	1	2	56	20	10	4	80	11	2	8	*	-	-
7	147	83	13	16	14	2	11	9	25	13	14	8	2	117	1	1	96	34	8	5	125	20	7	12	-	1	1
6	164	86	18	13	10	6	19	12	33	19	18	7	1	123	-	2	103	36	18	3	143	18	2	8	6	1	1
5	195	110	24	17	9	6	22	8	35	19	22	12	-	156	4	2	95	72	18	4	175	20	2	8	7	2	1
4	152	78	26	16	2	2	16	11	21	10	11	7	-	127	2	-	74	48	22	5	136	15	4	7	1	1	-
3	140	61	19	14	8	4	27	7	32	16	19	11	1	108	-	1	68	52	11	9	127	13	2	9	2	-	-
2	146	56	24	16	1	9	31	9	28	13	16	9	1	115	-	-	65	51	26	4	136	9	3	4	2	-	-
1 - not very protected	189	73	32	13	11	10	31	18	44	14	32	15	2	143	-	-	94	70	24	1	175	13	6	4	2	2	-
Don't know	278	102	25	20	10	18	89	14	64	27	47	16	4	203	-	1	149	85	35	3	258	16	1	7	5	3	1
Mean	4.63	4.98be	4.31f	4.70	5.02ef	3.92	3.72	4.41f	4.67	5.04hj	4.51	4.61	4.07	4.60	6.13	5.96	4.87qr	4.26	4.23	5.04	4.54	5.30t	5.17	5.63t	4.59	4.30	6.27
Standard deviation	2.51	2.46	2.56	2.50	2.59	2.69	2.24	2.64	2.70	2.66	2.74	2.79	2.83	2.47	2.18	1.63	2.52	2.47	2.50	2.31	2.50	2.53	2.96	2.50	2.00	2.15	1.48
Standard error	0.07	0.11	0.16	0.20	0.30	0.41	0.16	0.27	0.15	0.21	0.20	0.27	0.85	0.08	0.73	0.62	0.10	0.12	0.21	0.34	0.07	0.21	0.49	0.30	0.42	0.96	0.66
NET: 8-10	183	106	26	17	8	5	10	11	45	26	26	15	*	133	2	2	106	46	19	6	154	27	8	18	1	-	1
NET: 4-7	658	357	81	62	35	16	68	40	115	61	65	33	4	523	6	5	369	189	67	19	579	72	15	35	14	5	3

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 572

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes- mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
NET: 1-3	475	190	75	43	21	23	89	34	104	44	66	35	5	366	-	1	227	172	61	13	438	35	11	17	6	2	-
		30%	25%	36%a	30%	28%	38%	35%a	34%	32%	28%	32%	35%	38%	30%	-	12%	27%	35%p	33%	32%	31%	23%	31%	23%	22%	16%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 573

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*
10 - extremely protected	44	28	16	15	11	9	5	5	1	10	34	5	8	8	9	7	5	*	-	-
	3%	3%	3%	4%	3%	6%	2%	3%	1%	5%	2%	7%nos	4%	3%	2%	2%	4%	1%	-	-
9	47	26	18	17	12	7	6	9	4	12	35	2	3	10	12	8	1	2	1	5
	3%	2%	4%	4%	3%	4%	3%	5%	4%	6%	3%	2%	1%	4%	3%	2%	1%	3%	2%	6%
8	92	49	41	39	34	14	23	15	5	23	69	6	13	9	18	18	9	4	1	9
	6%	4%	9%a	9%	9%a	9%a	10%a	8%	6%	13%j	5%	9%	7%	4%	5%	6%	7%	8%	4%	11%k
7	147	95	52	47	47	18	26	18	13	27	120	9	15	22	33	22	21	3	7	11
	9%	8%	11%	11%	12%	11%	11%	10%	16%a	15%j	9%	13%	8%	9%	9%	7%	16%o	5%	17%	12%
6	164	91	70	66	58	21	38	32	9	12	152	5	19	24	36	41	19	5	2	8
	10%	8%	15%a	16%	15%a	14%a	16%a	17%a	11%	6%	11%	7%	10%	9%	10%	13%	15%	9%	5%	9%
5	195	120	74	67	62	26	33	29	13	26	169	11	17	32	44	44	17	9	7	8
	12%	11%	16%a	16%	16%a	17%	14%	16%	15%	15%	12%	16%	9%	12%	12%	14%	13%	18%	17%	9%
4	152	102	48	46	39	17	27	21	5	11	141	3	12	32	40	24	3	7	6	15
	10%	9%	10%	11%	10%	11%	12%	11%	5%	6%	10%	5%	6%	12%lp	11%p	7%	2%	13%p	15%	18%klop
3	140	106	34	30	28	10	17	12	4	17	123	5	24	16	37	30	13	1	5	3
	9%	10%	7%	7%	7%	6%	7%	6%	5%	9%	9%	7%	13%ms	6%	10%	9%	10%	2%	11%	4%
2	146	113	33	30	26	13	15	12	8	16	130	4	17	20	35	26	8	12	7	10
	9%	10%	7%	7%	7%	8%	6%	6%	10%	9%	9%	5%	9%	8%	10%	8%	6%	22%klm	17%	12%
1 - not very protected	189	133	55	47	48	15	27	23	18	12	177	5	21	40	36	45	14	7	2	6
	12%	12%	12%	11%	12%	9%	12%	12%	22%abde	7%	13%	7%	11%	15%	10%	14%	11%	13%	6%	8%
Don't know	278	252	25	23	22	7	13	9	5	15	263	14	39	44	64	61	19	3	3	10
	17%	23%bdef	5%	5%	6%	4%	6%	5%	6%	8%	19%i	21%q	21%q	17%	18%	19%	15%	6%	7%	12%
Mean	4.63	4.41	5.03ah	5.10	4.98a	5.26ah	4.98a	5.01a	4.46	5.52j	4.50	5.55lm	4.61	4.51	4.62	4.51	5.07	4.19	4.43	5.00
Standard deviation	2.51	2.50	2.47	2.46	2.44	2.53	2.39	2.44	2.63	2.62	2.47	2.62	2.62	2.60	2.44	2.48	2.51	2.40	2.13	2.42
Standard error	0.07	0.08	0.12	0.13	0.13	0.21	0.17	0.19	0.29	0.21	0.07	0.32	0.19	0.16	0.14	0.16	0.27	0.38	0.43	0.31
NET: 8-10	183	103	75	72	57	30	34	28	9	45	138	13	24	28	39	33	15	6	2	14
	11%	9%	16%a	17%	15%a	19%a	15%a	15%a	11%	25%j	10%	19%	13%	11%	11%	10%	12%	6%	6%	17%
NET: 4-7	658	408	244	226	206	82	125	101	40	76	582	28	62	109	152	133	59	24	22	41
	41%	37%	52%a	53%	53%a	53%a	54%a	55%a	47%	42%	41%	41%	33%	43%l	42%	41%	46%	45%	54%	48%l

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 573

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to	£14,000 1 to	£21,000 1 to	£28,000 1 to	£34,000 1 to	£41,000 1 to	£48,000 1 to	£55,000 1 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)	(s)				
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*				
NET: 1-3	475	352	121	107	101	37	59	46	30	46	429	13	62	76	108	100	35	20	14	20				
		30%	32%	26%	25%	26%	24%	26%	25%	36% bdg	25%	30%	20%	33% k	29%	30%	31%	27%	37%	34%	23%			

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 574

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
10 - extremely protected	44	-	1	1	1	-	2	7	1	*	4	2	1	2	8	1	2	1	5	3	2	2
	3%	-	1%	1%	1%	-	6%	6%	2%	1%	3%	4%	3%	-	8%	2%	2%	3%	3%	9%acio	6%	2%
9	47	2	2	-	4	-	1	1	6	2	4	4	-	3	-	11	-	1	5	-	*	1
	3%	3%	4%	-	7%cg	-	3%	1%	11%cgjopvw	3%	4%	6%	-	6%	-	3%	-	2%	1%	9%cgopvw	-	1%
8	92	1	3	3	4	3	2	6	8	3	11	1	2	2	-	23	2	5	3	4	1	3
	6%	2%	6%	5%	6%	7%	6%	5%	15%agkovw	4%	8%	2%	6%	5%	-	6%	4%	9%	7%	7%	3%	4%
7	147	8	8	8	9	6	3	9	4	2	15	10	4	1	2	33	7	3	2	1	2	8
	9%	12%is	13%is	12%is	16%is	17%	8%	8%	7%	3%	11%is	15%is	10%	3%	10%	9%	15%is	5%	5%	2%	4%	11%
6	164	7	4	10	6	3	3	13	6	7	6	17	4	5	6	2	46	5	8	1	3	2
	10%	11%	6%	14%rw	9%	8%	7%	11%	12%	9%	13%rw	7%	13%r	14%rw	9%	12%rw	10%	15%rw	1%	6%	12%	3%
5	195	13	11	9	8	3	6	10	4	9	17	6	7	4	3	38	5	7	7	11	7	13
	12%	21%o	18%	12%	13%	8%	15%	8%	7%	13%	13%	9%	17%	10%	14%	10%	11%	12%	13%	19%	12%	16%
4	152	8	4	5	5	2	5	13	4	7	15	9	4	5	1	40	3	4	4	3	6	4
	10%	13%	7%	7%	8%	5%	12%	11%	8%	11%	11%	15%	9%	12%	6%	11%	7%	8%	8%	6%	11%	5%
3	140	8	9	6	6	5	4	17	5	7	10	5	3	3	2	21	4	4	9	4	7	2
	9%	12%	16%ow	9%	10%	15%	10%	14%ow	9%	10%	7%	7%	8%	7%	9%	6%	9%	6%	18%ow	7%	12%	3%
2	146	4	4	10	5	1	2	14	7	5	11	5	2	1	4	40	9	5	4	4	5	4
	9%	7%	7%	13%	8%	3%	4%	12%	14%	7%	8%	7%	4%	4%	17%	11%	18%w	10%	8%	7%	9%	5%
1 - not very protected	189	7	10	9	6	5	6	9	3	8	16	9	4	6	4	39	5	5	8	3	9	18
	12%	11%	16%	12%	10%	14%	15%	8%	5%	12%	14%	10%	16%	15%	10%	9%	9%	9%	17%	5%	17%	22%ghos
Don't know	278	6	4	10	7	8	6	18	5	19	17	10	8	9	3	75	7	12	10	13	8	23
	17%	9%	7%	15%	11%	23%	14%	16%	10%	28%abdhj	12%	15%	21%	22%	12%	20%ab	15%	22%	19%	23%ab	15%	29%abdhj
Mean	4.63	4.49	4.45	4.31	5.01	4.55	4.76	4.58	5.43cirvw	4.23	4.84	4.74	4.85	4.50	4.27	4.69	4.36	4.83	3.95	5.67abcgjoiprw	4.12	4.04
Standard deviation	2.51	2.11	2.48	2.32	2.50	2.41	2.71	2.53	2.70	2.32	2.50	2.67	2.31	2.54	2.77	2.48	2.41	2.51	2.54	2.82	2.55	2.65
Standard error	0.07	0.31	0.36	0.30	0.33	0.45	0.45	0.26	0.39	0.32	0.22	0.37	0.40	0.43	0.71	0.14	0.36	0.40	0.39	0.40	0.37	0.34
NET: 8-10	183	3	7	4	8	3	6	13	15	5	18	7	3	5	2	42	3	8	5	15	5	5
	11%	5%	11%	6%	14%	7%	15%	11%	29%abcgijkloprww	8%	13%	11%	9%	12%	8%	11%	6%	13%	11%	25%acgio	8%	6%
NET: 4-7	658	36	26	32	28	14	17	45	18	24	64	29	20	16	9	157	21	22	14	19	21	27
	41%	56%hirs	44%	45%	47%	39%	42%	39%	33%	36%	47%r	45%	49%	40%	39%	42%	42%	40%	27%	32%	39%	34%
NET: 1-3	475	19	23	25	17	11	12	40	15	20	37	18	9	11	10	100	18	14	21	11	21	24
	30%	30%	38%is	35%	28%	31%	29%	35%	28%	29%	27%	28%	22%	27%	41%	27%	36%	25%	42%os	19%	39%is	30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 575

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	111	32	79	13	43	27	14	7	7	27	35	18	31	5	1	8	15	14	11	7	8	18	16	3	5
Weighted base	113*	36**	77*	16**	46*	25**	11**	6**	9**	29**	36**	24**	24**	6**	1**	9**	16**	16**	9**	5**	7**	18**	17**	2**	6**
10 - extremely protected	14	3	11	5	2	6	-	*	-	3	6	4	*	1	-	4	1	1	1	-	3	3	-	-	-
9	20	6	15	1	13	3	2	1	-	1	8	6	5	-	2	1	3	4	2	2	4	1	-	2	25%
8	17	6	11	2	4	5	2	1	4	6	6	2	3	-	1	4	1	-	1	-	3	6	1	-	-
7	23	10	12	6	5	4	5	2	1	7	3	5	8	2	1	2	2	3	1	*	4	6	1	1	13%
6	7	1	6	-	5	*	1	-	1	2	2	3	-	-	-	3	-	1	-	-	2	1	-	1	-
5	15	4	10	-	9	2	1	1	2	3	3	5	4	1	1	7	-	-	-	1	-	2	-	2	30%
4	5	*	4	-	1	3	*	1	-	2	2	-	1	-	1	-	-	-	*	-	1	1	-	2	24%
3	4	1	3	-	3	-	1	-	-	2	2	-	2	-	-	-	-	-	1	-	1	-	1	-	-
2	2	1	1	1	-	1	-	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
1 - not very protected	1	-	1	6%	-	3%	-	-	-	3%	2%	-	-	11%	-	-	-	-	-	13%	-	-	-	-	-
Don't know	6	3	3	*	4	-	-	2	3	2	-	*	-	-	-	3	2	1	-	-	-	-	-	-	-
Mean	7.19	7.16	7.19	8.04	6.93	7.37	6.83	7.02	6.93	6.60	7.40	7.63	7.08	6.00	5.00	8.80	7.33	6.69	8.09	6.63	7.74	7.47	6.99	6.38	6.10
Standard deviation	2.08	1.93	2.16	2.04	2.07	2.52	1.56	1.98	1.34	2.37	2.33	1.83	1.51	3.03	-	1.73	1.46	2.17	1.32	2.85	3.08	2.18	1.29	2.51	2.06
Standard error	0.20	0.35	0.25	0.59	0.33	0.48	0.42	0.75	0.55	0.47	0.41	0.43	0.28	1.36	-	0.61	0.41	0.63	0.42	1.08	1.09	0.51	0.32	1.45	0.92
NET: 8-10	51	14	37	8	19	14	3	2	4	10	21	12	9	1	-	7	6	5	5	3	4	10	7	1	2
NET: 4-7	50	16	33	6	20	9	8	3	4	13	10	11	15	3	1	6	9	4	1	1	7	10	1	5	75%
NET: 1-3	6	2	4	1	3	2	1	-	-	3	3	-	2	-	-	-	2	-	1	1	1	-	1	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 576  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**YouTube Kids**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	111	45	29	3	2	2	4	26	16	9	10	5	-	92	1	-	58	37	11	2	89	22	5	12	2	1	2
Weighted base	113*	60*	21**	2*	2**	2**	5**	20**	13**	9**	7**	3**	-**	95*	1**	-**	57*	39**	12**	2**	90*	23**	6**	13**	2**	1**	2**
10 - extremely protected	14	9	2	-	-	-	-	3	3	3	-	-	-	11	-	-	8	4	-	11	3	3	-	-	-	-	
	12%	15%	8%	-	-	-	-	14%	24%	33%	-	-	-	11%	-	-	14%	9%	-	12%	13%	50%	-	-	-	-	
9	20	11	2	1	-	1	-	5	2	1	2	1	-	17	-	-	13	5	2	-	12	8	3	4	-	1	1
	18%	19%	10%	24%	-	39%	-	27%	17%	9%	32%	49%	-	18%	-	-	23%	12%	19%	-	14%	35%	50%	29%	-	100%	30%
8	17	6	4	1	-	1	3	2	2	2	-	-	-	15	-	-	10	5	*	11	6	-	5	-	-	1	
	15%	9%	19%	52%	-	61%	52%	11%	12%	17%	-	-	-	16%	-	-	18%	13%	3%	68%	12%	25%	-	36%	-	-	70%
7	23	15	6	-	-	-	-	2	3	2	2	*	-	17	1	-	11	9	2	-	22	1	-	1	-	-	
	20%	25%	28%	-	-	-	-	9%	22%	18%	30%	12%	-	17%	100%	-	19%	23%	20%	-	25%	3%	-	5%	-	-	
6	7	4	-	-	*	-	1	3	-	-	-	-	-	7	-	-	5	1	2	-	6	2	-	1	1	-	
	7%	6%	-	-	19%	-	14%	13%	-	-	-	-	-	8%	-	-	9%	2%	13%	-	7%	-	-	5%	56%	-	
5	15	7	3	-	2	-	-	3	1	-	1	-	-	14	-	-	6	5	4	-	11	4	-	3	1	-	
	13%	11%	13%	-	81%	-	-	16%	5%	-	9%	-	-	15%	-	-	11%	12%	32%	-	12%	17%	-	25%	44%	-	
4	5	3	1	1	-	-	-	1	1	1	1	1	-	3	-	-	2	3	-	-	5	-	-	-	-	-	
	4%	4%	3%	25%	-	-	-	3%	9%	6%	8%	39%	-	4%	-	-	3%	8%	-	-	5%	-	-	-	-	-	
3	4	1	3	-	-	-	-	-	2	2	2	-	-	2	-	-	1	3	-	-	4	-	-	-	-	-	
	3%	2%	12%	-	-	-	-	-	12%	16%	22%	-	-	3%	-	-	1%	9%	-	-	4%	-	-	-	-	-	
2	2	1	-	-	-	-	-	1	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	-	-	
	1%	1%	-	-	-	-	-	3%	-	-	-	-	-	2%	-	-	-	4%	-	-	2%	-	-	-	-	-	
1 - not very protected	1	-	1	-	-	-	-	*	-	-	-	-	-	1	-	-	*	-	-	1	1	-	-	-	-	-	
	1%	-	3%	-	-	-	-	2%	-	-	-	-	-	1%	-	-	1%	-	-	32%	1%	-	-	-	-	-	
Don't know	6	3	1	-	-	-	2	*	-	-	-	-	-	6	-	-	1	3	2	-	6	-	-	-	-	-	
	5%	5%	3%	-	-	-	34%	2%	-	-	-	-	-	6%	-	-	2%	8%	13%	-	7%	-	-	-	-	-	
Mean	7.19	7.37	6.62	7.24	5.19	8.39	7.57	7.28	7.34	7.51	6.34	6.80	-	7.15	7.00	-	7.61	6.57	6.61	5.76	6.98	7.92	9.50	7.37	5.56	9.00	8.30
Standard deviation	2.08	2.01	2.32	2.51	0.51	0.65	0.99	2.29	2.47	2.68	2.51	2.85	-	2.08	-	-	1.81	2.35	1.62	-	2.15	1.68	0.55	1.62	-	-	
Standard error	0.20	0.31	0.44	1.45	0.36	0.46	0.57	0.46	0.62	0.89	0.79	1.27	-	0.22	-	-	0.24	0.40	0.51	-	0.23	0.36	0.25	0.47	-	-	
NET: 8-10	51	26	8	2	-	2	3	10	7	6	2	1	-	43	-	-	32	13	3	1	34	17	6	8	-	1	2
	45%	44%	37%	75%	-	100%	52%	52%	52%	59%	32%	49%	-	45%	-	-	55%	34%	22%	68%	38%	73%	100%	64%	-	100%	100%
NET: 4-7	50	28	9	1	2	-	1	8	5	2	3	2	-	41	1	-	24	17	8	-	43	6	-	5	2	-	
	44%	47%	45%	25%	100%	-	14%	41%	36%	24%	47%	51%	-	43%	100%	-	42%	45%	64%	-	48%	27%	-	36%	100%	-	
NET: 1-3	6	2	3	-	-	-	-	1	2	2	2	-	-	5	-	-	1	5	-	1	6	-	-	-	-	-	
	6%	4%	15%	-	-	-	-	5%	12%	16%	22%	-	-	5%	-	-	2%	13%	-	32%	7%	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 577

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Unweighted base	111	26	84	82	64	50	57	22	6	20	91	2	11	18	32	16	12	5	4	5				
Weighted base	113*	32**	80*	78*	59*	49*	53*	21**	6**	26**	86*	1**	9**	16**	33**	13**	16**	6**	7**	6**				
10 - extremely protected	14	4	10	10	5	6	5	4	-	6	7	*	2	-	6	-	2	-	-	-	-	-	1	
	12%	13%	12%	13%	9%	12%	9%	18%	-	24%	9%	41%	18%	-	17%	-	11%	-	-	-	-	-	22%	
9	20	2	18	18	12	15	12	2	1	3	17	-	5	3	4	4	2	1	-	-	-	-	1	
	18%	6%	23%	24%	21%	31%	22%	9%	9%	13%	20%	-	55%	20%	11%	29%	14%	16%	-	-	-	-	10%	
8	17	5	11	9	8	5	6	3	3	1	15	-	-	5	6	1	4	1	-	-	-	-	1	
	15%	16%	13%	11%	14% <sup>f</sup>	11%	10%	15%	52%	6%	18%	-	-	29%	17%	9%	22%	9%	-	-	-	-	22%	
7	23	9	14	13	12	6	11	3	*	7	15	1	2	3	5	3	1	2	3	2	3	2	2	
	20%	29%	17%	17%	20%	12%	21%	13%	8%	28%	18%	59%	17%	17%	16%	23%	9%	33%	52%	29%	29%	29%	29%	
6	7	1	6	6	4	5	3	1	1	1	6	-	*	1	3	1	-	1	-	-	-	-	1	
	7%	5%	7%	8%	6%	9%	6%	7%	12%	6%	7%	-	5%	8%	9%	6%	-	17%	-	-	-	-	16%	
5	15	4	10	10	9	9	9	6	-	5	10	-	1	4	4	2	1	-	-	2	-	-	-	
	13%	13%	13%	13%	14%	18%	16%	28%	-	19%	11%	-	5%	24%	12%	17%	9%	-	-	29%	-	-	-	
4	5	1	4	4	4	*	4	2	1	1	4	-	-	*	1	*	3	-	-	-	-	-	-	
	4%	2%	5% <sup>e</sup>	5%	7%	1%	7% <sup>e</sup>	10%	20%	2%	5%	-	-	2%	2%	3%	20%	-	-	-	-	-	-	
3	4	-	4	4	4	-	4	-	-	-	4	-	-	-	2	-	-	2	-	-	-	-	-	
	3%	-	5%	5%	7%	-	7%	-	-	-	5%	-	-	-	7%	-	-	24%	-	-	-	-	-	
2	2	1	1	1	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	
	1%	3%	1%	1%	-	1%	-	-	-	3%	1%	-	-	-	-	5%	-	-	-	14%	-	-	-	
1 - not very protected	1	-	1	1	1	*	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
	1%	-	1%	1%	2%	1%	2%	-	-	-	1%	-	-	-	3%	-	-	-	-	-	-	-	-	
Don't know	6	4	2	2	-	2	-	-	-	-	6	-	-	-	2	1	3	-	*	-	-	-	-	
	5%	13%	2%	2%	-	3%	-	-	-	-	7%	-	-	-	5%	9%	16%	-	6%	-	-	-	-	
Mean	7.19	7.18	7.17 <sup>f</sup>	7.15	6.93	7.53 <sup>f</sup>	6.82	6.94	6.99	7.36	7.13	8.24	8.49	7.08	7.09	6.93	7.07	6.27	5.67	7.94				
Standard deviation	2.08	1.88	2.17	2.20	2.18	1.98	2.24	2.10	1.83	2.14	2.08	-	1.45	1.57	2.35	2.05	2.23	2.26	1.91	1.53				
Standard error	0.20	0.38	0.24	0.25	0.27	0.29	0.30	0.45	0.75	0.48	0.22	-	0.44	0.37	0.42	0.55	0.67	1.01	1.10	0.69				
NET: 8-10	51	11	39	37	26	26	22	9	3	11	40	*	7	8	15	5	8	2	-	-	-	-	3	
	45%	35%	49%	48%	44%	54%	41%	42%	61%	42%	46%	41%	73%	50%	46%	38%	46%	25%	-	-	-	-	55%	
NET: 4-7	50	16	34	33	28	20	26	12	2	14	35	1	3	8	13	6	6	3	5	2			2	
	44%	49%	42%	43%	47%	40%	50%	58%	39%	55%	41%	59%	27%	50%	39%	48%	37%	50%	81%	45%			45%	
NET: 1-3	6	1	6	6	5	1	5	-	-	1	6	-	-	-	3	1	-	2	1	-			-	
	6%	3%	7% <sup>e</sup>	7%	8%	2%	9%	-	-	3%	6%	-	-	-	10%	5%	-	24%	14%	-			-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 578  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**YouTube Kids**  
**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	111	2	3	1	9	5	3	7	2	3	15	5	3	3	3	26	1	1	1	6	5	7
Weighted base	113*	2**	4**	1**	8**	7**	2**	9**	1**	3**	16**	3**	4**	2**	3**	27**	1**	1**	1**	4**	6**	7**
10 - extremely protected	14	1	-	-	-	1	*	3	1	-	2	1	-	-	-	5	-	-	-	-	-	-
	12%	67%	-	-	-	14%	17%	37%	46%	-	11%	29%	-	-	-	17%	-	-	-	-	-	-
9	20	-	-	-	1	-	-	2	1	1	5	1	2	-	4	-	-	-	2	2	2	
	18%	-	-	-	17%	-	-	17%	54%	28%	31%	16%	45%	-	15%	-	-	-	43%	25%	23%	
8	17	-	-	-	3	1	-	1	-	-	-	-	-	3	7	-	-	1	1	-	-	
	15%	-	-	-	34%	17%	-	13%	-	-	-	-	-	100%	27%	-	-	100%	13%	-	-	
7	23	-	2	-	1	1	-	2	-	2	*	*	2	-	6	1	-	-	*	1	4	
	20%	-	53%	-	11%	17%	-	26%	-	72%	2%	11%	55%	-	21%	100%	-	-	6%	13%	54%	
6	7	-	-	-	2	1	-	-	-	-	-	-	1	-	2	-	-	-	-	1	-	
	7%	-	-	-	24%	12%	51%	-	-	-	-	-	33%	-	8%	-	-	-	-	9%	-	
5	15	-	1	1	1	-	-	-	-	7	1	-	1	-	1	-	-	-	-	2	1	
	13%	-	12%	100%	15%	-	-	-	-	42%	16%	-	42%	-	4%	-	-	-	-	30%	9%	
4	5	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	*	2	*	
	4%	-	-	-	-	-	-	7%	-	-	-	-	25%	-	4%	-	-	-	7%	24%	6%	
3	4	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	1	-	-	
	3%	-	35%	-	-	-	-	-	-	-	-	-	-	-	2%	-	100%	-	30%	-	-	
2	2	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
	1%	33%	-	-	-	-	-	-	-	-	28%	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	1	-	-	-	-	-	-	-	-	*	-	-	-	-	1	-	-	-	-	-	-	
	1%	-	-	-	-	-	-	-	-	2%	-	-	-	-	2%	-	-	-	-	-	-	
Don't know	6	-	-	-	-	3	1	-	-	-	2	-	-	-	-	-	-	-	-	-	1	
	5%	-	-	-	-	39%	32%	-	-	-	13%	-	-	-	-	-	-	-	-	-	8%	
Mean	7.19	7.39	5.35	5.00	7.13	7.79	6.98	8.40	9.46	7.57	6.96	6.47	7.90	5.08	8.00	7.60	7.00	3.00	8.00	6.59	6.10	7.12
Standard deviation	2.08	5.23	2.10	-	1.44	1.62	-	1.78	-	1.14	2.38	3.94	1.17	1.00	0.00	1.97	-	-	-	3.03	2.06	1.52
Standard error	0.20	3.70	1.21	-	0.48	0.81	-	0.67	-	0.66	0.66	1.76	0.67	0.58	0.00	0.39	-	-	-	1.24	0.92	0.62
NET: 8-10	51	1	-	-	4	2	*	6	1	1	7	1	2	-	3	-	-	1	3	2	2	
	45%	67%	-	-	50%	31%	17%	67%	100%	28%	41%	45%	45%	-	100%	59%	-	-	100%	57%	25%	23%
NET: 4-7	50	-	3	1	4	2	1	3	-	2	7	1	2	2	10	1	-	-	1	5	5	
	44%	-	65%	100%	50%	29%	51%	33%	-	72%	44%	27%	55%	100%	37%	100%	-	-	13%	75%	68%	
NET: 1-3	6	1	2	-	-	-	-	-	-	-	*	1	-	-	1	-	1	-	1	-	-	
	6%	33%	35%	-	-	-	-	-	-	-	2%	28%	-	-	4%	-	100%	-	30%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 579

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	4	1	3	-	4	1	-	-	3	-	1	-	-	-	3	-	-	1	1	-	-
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	100%	-	-	100%	100%	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.03	4.17	5.42	8.00	5.00	3.96	-	-	5.00	-	5.00	5.14	-	5.14	-	5.00	-	-	5.00	5.00	-
Standard deviation	1.30	-	1.21	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-
Standard error	0.58	-	0.70	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-
NET: 8-10	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-	-
NET: 4-7	4	1	3	-	4	1	-	-	3	-	1	-	-	-	3	-	-	1	1	-	-
	77%	59%	86%	-	100%	48%	-	-	100%	-	100%	-	-	-	100%	-	-	100%	100%	-	-
NET: 1-3	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 580  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	-	2	2	1	-	5	-	-	-	-	-	-
Weighted base	5*	4**	1**	*	**	**	**	**	**	**	**	**	**	5**	**	**	2**	1**	3**	**	5**	**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	45%	-	-	10%	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	-	1	1	3	-	4	-	-	-	-	-	-
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	-	59%	55%	100%	-	77%	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	13%	16%	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	41%	-	-	-	13%	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.03	4.67	6.34	-	-	-	-	-	-	-	-	-	-	5.03	-	-	4.17	6.34	5.00	-	5.03	-	-	-	-	-	-
Standard deviation	1.30	0.85	-	-	-	-	-	-	-	-	-	-	-	1.30	-	-	-	-	*	-	1.30	-	-	-	-	-	-
Standard error	0.58	0.49	-	-	-	-	-	-	-	-	-	-	-	0.58	-	-	-	-	*	-	0.58	-	-	-	-	-	-
NET: 8-10	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	45%	-	-	10%	-	-	-	-	-	-
NET: 4-7	4	4	1	-	-	-	-	-	-	-	-	-	-	4	-	-	1	1	3	-	4	-	-	-	-	-	-
	77%	84%	55%	-	-	-	-	-	-	-	-	-	-	77%	-	-	59%	55%	100%	-	77%	-	-	-	-	-	-
NET: 1-3	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	13%	16%	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	41%	-	-	-	13%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 581  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)					
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-	-	-	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	-**	4**	2**	-**	-**	1**	3**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	100%	-	-	-
	13%	37%	-	-	-	-	-	-	-	-	37%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.03	5.09	5.00	5.00	5.00	5.00	5.00	5.00	-	5.00	5.09	-	-	5.00	5.51	-	3.00	-	-	-	-	-	-	-	-
Standard deviation	1.30	-	*	*	*	*	*	*	-	*	-	-	-	-	1.36	-	-	-	-	-	-	-	-	-	-
Standard error	0.58	-	*	*	*	*	*	*	-	*	-	-	-	0.96	-	-	-	-	-	-	-	-	-	-	-
NET: 8-10	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	-	28%	-	-	17%	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	4	1	4	4	4	3	4	3	-	4	1	-	-	1	3	-	-	-	-	-	-	-	-	-	-
	77%	35%	100%	100%	100%	100%	100%	100%	-	100%	35%	-	-	100%	83%	-	-	-	-	-	-	-	-	-	-
NET: 1-3	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	13%	37%	-	-	-	-	-	-	-	-	37%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 582

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	5	-	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	**	**	**	**	**	**	1**	**	**	3**	**	**	**	**	2**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 10%	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	4 77%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1 13%	-	-	-	-	-	-	1 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.03	-	-	-	-	-	-	5.14	-	-	5.00	-	-	-	5.00	-	-	-	-	-	-
Standard deviation	1.30	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Standard error	0.58	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
NET: 8-10	1 10%	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	4 77%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-	-
NET: 1-3	1 13%	-	-	-	-	-	-	1 57%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 583

Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?

Facebook

Base: All who visited/ used sites/ apps

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	135	128	124	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
10 - extremely protected	33	14	19	7	8	8	3	4	3	6	6	13	8	-	-	5	1	3	4	2	1	9	3	4	1
	2%	2%	2%	4%	3%	3%	1%	2%	1%	1%	2%	5% <sub>j</sub>	2%	-	-	3%	1%	3%	4%	2%	1%	5% <sub>n</sub>	1%	3%	3%
9	29	22	7	3	11	7	5	2	1	10	11	1	7	4	2	4	5	3	-	1	2	7	1	-	-
	2%	4% <sub>b</sub>	1%	2%	4% <sub>i</sub>	3% <sub>i</sub>	2%	1%	*	3%	3%	*	2%	3%	3%	4% <sub>x</sub>	3%	-	1%	2%	4%	4%	1%	-	-
8	67	35	32	10	14	11	23	4	4	17	19	13	18	6	2	9	2	5	3	6	8	6	14	3	3
	5%	6%	4%	5% <sub>i</sub>	5%	5%	9% <sub>hi</sub>	2%	2%	4%	5%	4%	5%	5%	4%	6%	1%	5%	3%	8% <sub>q</sub>	6%	3%	7% <sub>q</sub>	3%	7%
7	127	62	64	22	32	33	19	8	13	29	37	36	25	10	5	10	15	13	3	7	10	26	13	12	1
	9%	10%	8%	12% <sub>hi</sub>	12% <sub>hi</sub>	14% <sub>ghi</sub>	7%	4%	5%	7%	9%	12%	8%	8%	9%	7%	13% <sub>ss</sub>	11%	4%	10%	8%	13% <sub>ss</sub>	7%	10%	2%
6	128	59	69	19	34	14	24	17	19	36	35	22	35	8	3	20	12	11	2	5	11	26	20	10	2
	9%	10%	9%	10%	12%	6%	9%	8%	7%	9%	9%	7%	11%	6%	4%	13% <sub>ss</sub>	10% <sub>ss</sub>	9%	2%	7%	9%	13% <sub>ss</sub>	10% <sub>ss</sub>	7%	4%
5	190	90	100	27	43	24	40	24	32	41	51	55	43	24	9	18	19	17	11	9	16	18	20	19	8
	13%	14%	13%	15%	16%	10%	15%	12%	12%	10%	12%	19% <sub>kj</sub>	13%	19% <sub>v</sub>	16%	12%	16%	14%	12%	13%	13%	9%	10%	15%	19%
4	141	55	86	17	36	30	22	22	13	42	45	30	24	15	7	17	12	13	9	3	10	22	17	11	4
	10%	9%	11%	9%	13% <sub>i</sub>	13% <sub>i</sub>	8%	11% <sub>i</sub>	5%	11%	11%	10%	7%	12%	10%	12%	10%	11%	10%	5%	8%	11%	9%	9%	9%
3	158	66	92	25	25	23	34	27	24	44	51	22	41	13	6	16	15	11	17	6	19	11	20	20	4
	11%	11%	11%	13%	9%	10%	13%	13%	9%	11%	12%	7%	13%	11%	10%	11%	12%	10%	18% <sub>v</sub>	8%	14% <sub>v</sub>	6%	10%	15% <sub>v</sub>	10%
2	127	52	76	22	16	12	19	23	36	43	35	24	25	6	5	8	7	13	9	7	10	13	30	13	5
	9%	8%	9%	12% <sub>f</sub>	6%	5%	7%	11% <sub>f</sub>	13% <sub>efg</sub>	11%	9%	8%	8%	5%	9%	6%	5%	11%	10%	11%	8%	7%	15% <sub>npq</sub>	10%	12% <sub>v</sub>
1 - not very protected	202	62	140	15	31	35	40	32	49	60	57	43	43	23	11	20	17	13	11	10	21	22	29	16	10
	14%	10%	18% <sub>a</sub>	8%	11%	15%	15% <sub>d</sub>	16% <sub>d</sub>	19% <sub>cde</sub>	15%	14%	15%	13%	19%	19%	13%	14%	11%	12%	14%	17%	11%	15%	13%	22%
Don't know	218	103	115	18	23	33	34	39	71	66	60	36	56	15	8	20	17	15	22	14	20	34	30	20	5
	15%	17%	14%	10%	8%	14%	13%	19% <sub>de</sub>	27% <sub>defg</sub>	17%	15%	12%	17%	12%	14%	14%	14%	13%	24% <sub>nr</sub>	20%	15%	17%	15%	15%	12%
Mean	4.35	4.73 <sub>b</sub>	4.06	4.70 <sub>hi</sub>	4.86 <sub>hi</sub>	4.65 <sub>hi</sub>	4.39 <sub>hi</sub>	3.79	3.52	4.13	4.33	4.57	4.44	4.17	4.00	4.63	4.47	4.58	3.88	4.47	4.15	4.99 <sub>no</sub>	4.07	4.17	3.75
																						<sub>suwxy</sub>			
Standard deviation	2.44	2.44	2.41	2.40	2.40	2.59	2.42	2.26	2.27	2.43	2.41	2.50	2.45	2.32	2.37	2.48	2.32	2.45	2.38	2.63	2.40	2.59	2.42	2.33	2.45
Standard error	0.07	0.11	0.09	0.18	0.17	0.18	0.16	0.17	0.16	0.13	0.13	0.18	0.14	0.24	0.33	0.23	0.22	0.24	0.27	0.33	0.23	0.21	0.19	0.23	0.39
NET: 8-10	129	71	58	20	33	26	31	10	8	33	37	28	32	10	4	17	8	12	6	8	11	23	18	8	4
	9%	12% <sub>b</sub>	7%	11% <sub>i</sub>	12% <sub>hi</sub>	11% <sub>hi</sub>	12% <sub>hi</sub>	5%	3%	8%	9%	9%	10%	8%	7%	12%	6%	10%	7%	12%	9%	12%	9%	6%	9%
NET: 4-7	585	266	320	85	144	102	105	71	77	148	169	142	126	57	24	65	59	54	25	24	48	92	70	53	15
	41%	43%	40%	46% <sub>i</sub>	53% <sub>ghi</sub>	44% <sub>i</sub>	40% <sub>i</sub>	35%	29%	37%	41%	48% <sub>kj</sub>	39%	46% <sub>ss</sub>	41%	44% <sub>ss</sub>	48% <sub>sw</sub>	46% <sub>s</sub>	28%	34%	37%	47% <sub>sw</sub>	36%	41%	35%
NET: 1-3	487	180	308	61	72	70	92	82	109	147	143	89	108	42	22	44	38	37	37	23	50	47	79	50	19
	34%	29%	38% <sub>a</sub>	33%	27%	30%	35%	40% <sub>ef</sub>	41% <sub>ef</sub>	37%	35%	30%	34%	34%	37%	30%	32%	32%	41% <sub>v</sub>	33%	39% <sub>v</sub>	24%	40% <sub>v</sub>	38% <sub>v</sub>	44% <sub>v</sub>

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

Prepared by Populus



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Table 584  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status					Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
10 - extremely protected	33 2%	22 3% <sup>f</sup>	2 1%	3 3%	1 2%	1 1%	1 1%	3 3%	11 4%	5 4%	7 4%	4 4%	-	22 2%	-	-	22 3%	9 2%	1 1%	2 2%	27 2%	6 6% <sup>t</sup>	3 9%	3 5%	1 5%	-	-
9	29 2%	20 3%	3 2%	3 3%	-	1 1%	1 1%	1 1%	7 2%	5 3%	4 3%	2 2%	-	21 2%	-	-	15 2%	7 2%	3 2%	2 2%	23 5%	5 4%	1 5%	2 4%	-	-	1 19%
8	67 5%	38 6% <sup>f</sup>	10 5% <sup>f</sup>	7 6%	5 8% <sup>f</sup>	2 4%	3 2%	2 2%	20 6%	6 4%	14 7%	6 6%	2 19%	44 4%	2 21%	2 20%	39 5%	15 4%	9 5%	1 2%	59 5%	8 7%	3 9%	5 10%	-	-	-
7	127 9%	71 10% <sup>ef</sup>	21 11% <sup>def</sup>	12 10%	1 2%	1 2%	11 5%	10 11% <sup>de</sup>	19 6%	10 7%	12 6%	9 9%	1 10%	104 10%	2 17%	1 18%	80 10%	27 7%	11 6%	4 10%	114 9%	12 11%	4 13%	8 15%	-	-	-
6	128 9%	68 10%	16 8%	11 9%	7 12%	2 3%	15 7%	8 9%	37 12% <sup>m</sup>	18 13%	23 9%	9 12%	1 11%	88 8%	-	-	73 9%	36 8%	18 11%	1 4%	116 9%	11 10%	5 18%	2 4%	4 19%	-	-
5	190 13%	95 14% <sup>f</sup>	23 12%	22 18%	10 17%	11 18% <sup>f</sup>	17 8%	12 14%	33 11%	17 12%	21 11%	12 12%	1 7%	152 14%	1 14%	1 14%	107 14%	49 12%	24 14%	8 22%	175 14%	14 12%	1 5%	9 16%	1 4%	3 32%	1 19%
4	141 10%	81 12% <sup>f</sup>	20 10%	13 10%	5 9%	2 4%	13 6%	6 7%	24 8%	13 9%	12 6%	5 5%	-	115 11%	2 23%	1 9%	68 9%	49 12%	16 9%	4 12%	122 9%	19 16% <sup>t</sup>	2 5%	9 17%	6 33%	1 17%	-
3	158 11%	76 11%	28 14%	10 8%	9 15%	7 12%	21 10%	8 10%	33 12%	17 12%	17 9%	12 15%	2 20%	124 12%	-	9 12%	92 12%	46 11%	12 7%	6 17%	147 11%	10 9%	2 8%	7 12%	-	-	1 34%
2	127 9%	48 7%	20 10%	14 11%	3 6%	6 10%	30 14% <sup>a</sup>	5 6%	10 30%	13 9%	21 11%	11 11%	2 17%	92 9%	1 11%	-	60 8%	43 10%	23 13% <sup>p</sup>	1 3%	121 9%	7 6%	4 3%	1 9%	2 9%	-	-
1 - not very protected	202 14%	77 11%	31 16%	14 11%	9 15%	10 17%	39 19% <sup>a</sup>	22 26% <sup>ab</sup>	45 14%	20 14%	15 15%	15 15%	-	153 14%	1 14%	-	101 13%	73 17%	23 14%	4 10%	187 14%	10 9%	5 15%	3 5%	2 8%	2 18%	-
Don't know	218 15%	90 13%	21 11%	16 13%	8 13%	17 28% <sup>cabg</sup>	58 28% <sup>abd</sup>	9 10%	50 16%	19 13%	33 17%	14 14%	2 17%	161 15%	-	2 30%	115 15%	64 15%	28 17%	3 10%	201 16%	13 11%	-	5 9%	4 22%	3 33%	1 28%
Mean	4.35	4.72 <sup>be</sup> <sub>fg</sub>	4.16 <sup>f</sup>	4.59	4.23 <sup>f</sup>	3.67	3.36	4.00	4.45	4.49	4.48	4.45	4.99	4.31	4.86	5.98	4.52 <sup>q</sup>	4.00	4.16	4.74	4.29	5.09 <sup>t</sup>	5.14	5.42 <sup>t</sup>	4.40	3.69	5.09
Standard deviation	2.44	2.45	2.38	2.42	2.34	2.32	2.18	2.58	2.60	2.54	2.65	2.68	2.47	2.39	2.60	1.99	2.46	2.41	2.34	2.46	2.42	2.53	2.95	2.38	2.24	1.84	3.15
Standard error	0.07	0.12	0.15	0.21	0.31	0.36	0.17	0.27	0.15	0.21	0.19	0.26	0.71	0.08	0.82	0.89	0.10	0.13	0.20	0.40	0.07	0.25	0.54	0.34	0.53	0.92	1.82
NET: 8-10	129 9%	81 12% <sup>f</sup>	15 8% <sup>f</sup>	13 11%	6 10% <sup>f</sup>	4 6%	5 2%	5 6%	38 12% <sup>m</sup>	16 11%	25 13% <sup>m</sup>	13 13%	2 19%	87 8%	2 21%	2 20%	76 10%	31 7%	13 8%	4 12%	109 8%	19 16% <sup>t</sup>	7 22%	11 19% <sup>t</sup>	1 5%	-	1 19%
NET: 4-7	585 41%	315 46% <sup>ef</sup>	80 41% <sup>f</sup>	58 47%	23 40%	17 27%	56 27%	36 42% <sup>f</sup>	113 37%	58 41%	69 36%	35 35%	3 28%	460 43%	5 54%	3 42%	327 42%	161 38%	68 41%	17 48%	527 41%	56 49%	12 42%	29 52%	11 56%	4 49%	1 19%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 584  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**Facebook**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes- mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)	
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**	
NET: 1-3	487	200	79	37	21	24	91	36	108	49	67	39	4	369	2	1	252	162	58	11	454	27	11	11	3	2	1	
		34%	29%	40%a	30%	36%	38%	43%a	42%a	35%	35%	35%	39%	36%	34%	25%	9%	33%	39%	35%	30%	35%uw	24%	36%	20%	17%	18%	34%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 585

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*
10 - extremely protected	33	16	17	16	11	12	9	1	1	10	23	3	4	7	7	6	4	-	1	-
	2%	2%	4%ag	4%	3%g	9%abdg	5%ag	1%	1%	7%j	2%	7%g	2%	3%	2%	2%	4%	-	2%	-
9	29	17	12	12	8	5	4	2	3	13	16	-	5	5	5	4	3	2	-	2
	2%	2%	3%	3%	2%	4%	2%	3%	3%	8%j	1%	-	3%	2%	2%	1%	3%	3%	-	2%
8	67	37	30	27	27	7	10	16	7	11	56	4	6	12	17	11	9	1	2	5
	5%	4%	7%a	7%	8%a	5%	5%	9%a	9%a	7%	4%	8%	3%	5%	5%	4%	8%	2%	6%	7%
7	127	73	53	52	43	15	31	29	5	21	106	8	13	16	41	22	9	5	1	8
	9%	7%	13%a	13%	12%a	11%	16%a	16%ah	7%	14%	8%	17%g	8%	7%	12%	8%	8%	10%	3%	10%
6	128	87	40	35	35	8	18	15	8	14	114	5	13	20	25	31	16	6	2	8
	9%	9%	10%	9%	10%	6%	9%	8%	11%	9%	9%	10%	7%	8%	7%	11%	14%	11%	6%	10%
5	190	122	65	60	49	27	24	31	10	15	175	9	24	33	41	40	20	5	6	7
	13%	12%	15%	16%	14%	19%	12%	17%	14%	10%	14%	19%	14%	14%	12%	15%	17%	9%	17%	9%
4	141	85	55	52	47	20	29	24	6	15	125	2	14	28	35	25	5	10	-	12
	10%	9%	13%a	13%	13%a	14%	15%a	13%	8%	10%	10%	5%	8%	12%	10%	9%	5%	17%g	-	15%g
3	158	114	40	39	35	15	24	12	7	15	142	4	18	21	43	25	12	8	9	11
	11%	12%	10%	10%	10%g	11%	12%g	6%	9%	10%	11%	8%	10%	9%	13%	9%	11%	14%	25%	14%
2	127	98	28	23	23	7	8	14	6	10	117	2	18	20	26	20	7	11	9	7
	9%	10%f	7%	6%	6%	5%	4%	8%	8%	7%	9%	5%	10%	8%	8%	7%	6%	20%kmn	25%	9%
1 - not very protected	202	144	58	50	50	17	29	25	18	14	188	4	23	38	50	46	12	8	3	9
	14%	15%	14%	13%	14%	12%	15%	13%	24%bdg	9%	15%	7%	13%	16%	15%	17%	10%	14%	8%	11%
Don't know	218	194	23	22	20	6	12	10	5	13	205	6	36	34	48	44	17	1	3	10
	15%	20%bbdefgh	6%	6%	6%	4%	6%	6%	7%	9%	16%l	13%q	21%q	14%q	14%q	16%q	15%q	1%	8%	13%q
Mean	4.35	4.13	4.80ah	4.86	4.72a	5.01a	4.75a	4.76a	4.17	5.42j	4.21	5.46lm	4.29	4.29	4.34	4.28	4.95q	3.85	3.75	4.37
Standard deviation	2.44	2.38	2.52	2.51	2.48	2.66	2.52	2.38	2.59	2.73	2.37	2.45	2.48	2.50	2.43	2.42	2.49	2.16	2.21	2.26
Standard error	0.07	0.08	0.13	0.13	0.14	0.24	0.19	0.19	0.30	0.24	0.07	0.34	0.19	0.17	0.15	0.17	0.28	0.32	0.45	0.30
NET: 8-10	129	69	59	55	46	24	23	22	10	34	95	7	15	23	28	21	16	2	3	7
	9%	7%	14%a	14%	13%a	18%a	12%	12%a	13%	22%j	8%	15%	9%	10%	8%	8%	14%	4%	8%	9%
NET: 4-7	585	367	214	199	175	70	101	100	30	65	520	25	64	97	142	119	50	26	10	35
	41%	37%	51%a	51%	50%a	50%a	51%a	55%ah	40%	43%	41%	52%	37%	42%	42%	43%	44%	47%	27%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 585

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*
NET: 1-3	487	355	126	112	107	39	61	50	30	40	448	9	59	79	120	91	31	26	21	27
	34%	36%	30%	29%	31%	28%	31%	28%	41%bg	26%	35%	20%	34%	34%	35%k	33%	27%	48%kp	58%	34%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 586

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
10 - extremely protected	33	-	-	-	1%	-	3%	4%	4%	3%	5%	2%	2%	-	2	9	1	2	2	1	1	-
9	29	2%	1%	3%	2	4	1	-	3	1	-	3	-	1	-	9	-	-	-	1	-	-
8	67	5%	3%	3%	2	1	*	1	7	2	4	4	5	2	4	1	13	1	3	1	5	3
7	127	9%	3%	7%	6	7	2	3	8	3	4	12	5	1	3	-	37	6	6	3	5	1
6	128	9%	2%	5%	4	5	3	3	12	4	2	10	11	5	1	2	37	1	5	3	4	2
5	190	13%	12%	11%	7	13	4	5	17	3	4	15	10	4	4	27	4	10	9	8	8	8
4	141	10%	8%	7%	7	3	6	5	13	5	4	14	5	3	7	-	31	7	3	2	2	4
3	158	11%	10%	3%	6	9	5	3	12	6	12	12	5	9	3	3	24	9	3	11	5	4
2	127	9%	4%	*	5	5	*	-	9	2	8	10	8	3	3	-	31	8	5	6	5	8
1 - not very protected	202	14%	9%	10%	11	7	7	4	14	5	7	12	8	4	5	5	43	9	6	4	5	10
Don't know	218	15%	5%	6%	9	8	7	4	14	5	14	16	5	2	7	1	59	6	11	6	10	18
Mean	4.35	4.00	4.68w	4.05	4.55w	3.87	4.52	4.65pw	4.51	3.97	4.64pw	4.49	4.15	4.34	4.25	4.57pw	3.59	4.60	4.01	4.77pw	3.75	3.51
Standard deviation	2.44	2.14	2.41	2.41	2.35	2.22	2.26	2.48	2.53	2.45	2.51	2.38	2.30	2.42	3.02	2.57	2.25	2.43	2.16	2.52	2.45	2.32
Standard error	0.07	0.33	0.37	0.33	0.31	0.42	0.42	0.26	0.40	0.34	0.25	0.33	0.40	0.44	0.84	0.16	0.32	0.39	0.34	0.36	0.39	0.32
NET: 8-10	129	9%	5%	4	5	1	2	14	5	5	12	6	3	4	3	31	2	4	2	7	4	3
NET: 4-7	585	41%	25	30	24	29	15	17	51	16	15	51	30	13	15	6	132	18	24	18	19	15
NET: 1-3	487	34%	22	13	22	21	12	7	34	14	27	34	21	16	11	8	98	26	15	21	15	19

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 587

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
10 - extremely protected	17	6	11	6	5	3	2	1	-	5	4	6	1	-	-	4	1	-	2	-	-	6	-	1	2
	2%	2%	2%	3%	2%	2%	2%	1%	-	2%	2%	4%	1%	-	-	5%	1%	-	5%	-	-	5%	-	2%	9%
9	23	13	9	5	6	10	1	1	-	9	5	6	3	4	1	4	1	2	3	2	-	4	1	1	-
	3%	5%	2%	3%	3%	7%g	1%	1%	-	4%	2%	4%	2%	7%	4%	5%	1%	3%	8%	5%	-	3%	1%	2%	-
8	60	28	32	18	17	10	10	3	2	13	21	11	15	2	-	9	4	10	-	4	12	8	7	2	1
	8%	10%	7%	10%	8%	7%	9%	4%	5%	6%	10%	7%	10%	3%	-	11%	6%	13% <sub>s</sub>	-	12% <sub>s</sub>	18% <sub>nsvx</sub>	7%	8%	4%	4%
7	76	32	44	15	29	10	18	1	1	21	13	18	23	8	2	9	6	7	3	6	4	17	7	5	1
	10%	12%	9%	9%	14% <sub>hi</sub>	8%	17% <sub>thi</sub>	2%	2%	10%	6%	12%	15% <sub>k</sub>	14%	11%	11%	9%	10%	7%	16%	5%	14%	8%	9%	5%
6	78	27	51	17	29	14	10	5	3	18	23	15	22	1	1	8	8	9	3	3	12	14	12	6	1
	10%	10%	11%	9%	14%	10%	9%	8%	5%	8%	11%	10%	14%	2%	7%	10%	11%	12%	7%	9%	18% <sub>n</sub>	11%	13%	10%	2%
5	74	26	49	15	28	9	9	6	8	25	20	18	11	6	5	7	12	7	4	2	4	11	7	7	3
	10%	10%	10%	8%	14%	7%	8%	8%	16%	12%	9%	11%	7%	10%	25%	8%	18%	9%	10%	6%	6%	9%	7%	12%	12%
4	84	29	56	26	18	21	10	7	2	20	31	18	15	6	2	8	6	9	5	2	9	20	11	6	2
	11%	11%	12%	15%	9%	15%	9%	10%	5%	9%	14%	11%	10%	11%	12%	10%	8%	13%	12%	5%	13%	16%	12%	10%	5%
3	63	17	45	20	19	7	8	6	4	24	18	10	11	13	1	8	7	4	3	3	5	5	5	6	2
	8%	7%	9%	11%	9%	5%	7%	9%	8%	11%	8%	7%	7%	23% <sub>ruw</sub>	3%	10%	10%	6%	8%	9%	7%	4%	6%	11%	6%
2	67	21	46	23	14	6	12	7	6	16	27	9	15	-	3	5	4	6	3	5	4	10	16	8	3
	9%	8%	10%	13% <sub>f</sub>	7%	4%	11%	9%	13%	8%	12%	6%	10%	-	16%	6%	7%	9%	7%	12% <sub>n</sub>	5%	8%	18% <sub>np</sub>	14% <sub>n</sub>	12%
1 - not very protected	80	21	58	11	17	22	11	13	6	22	24	18	16	8	2	8	9	9	4	3	10	6	10	6	6
	11%	8%	12%	6%	8%	16% <sub>d</sub>	10%	19% <sub>de</sub>	11%	10%	11%	12%	10%	15%	8%	10%	13%	12%	10%	7%	15% <sub>v</sub>	5%	11%	11%	20%
Don't know	126	47	79	22	22	26	17	21	19	43	33	26	24	9	3	12	11	10	11	8	9	22	16	9	8
	17%	18%	16%	12%	11%	19%	16%	29% <sub>de</sub>	37% <sub>def</sub>	20%	15%	17%	15%	16%	13%	14%	16%	14%	27%	20%	13%	18%	17%	15%	27%
Mean	4.76	5.20 <sub>b</sub>	4.52	4.84 <sub>h</sub>	5.12 <sub>h</sub>	4.83 <sub>h</sub>	4.83 <sub>h</sub>	3.64	3.78	4.73	4.53	5.00	4.89	4.40	4.41	5.29 <sub>w</sub>	4.52	4.83	4.82	5.10	4.76	5.37 <sub>wx</sub>	4.24	4.33	4.12
Standard deviation	2.50	2.52	2.47	2.49	2.35	2.73	2.51	2.41	2.15	2.51	2.48	2.60	2.43	2.48	2.18	2.68	2.31	2.47	2.76	2.59	2.48	2.41	2.36	2.41	3.07
Standard error	0.10	0.17	0.13	0.20	0.19	0.26	0.25	0.32	0.37	0.19	0.18	0.28	0.20	0.40	0.53	0.34	0.30	0.32	0.50	0.45	0.33	0.24	0.27	0.35	0.64
NET: 8-10	100	47	52	29	27	23	13	5	2	27	31	23	20	6	1	17	6	12	5	6	12	18	8	5	4
	13%	18% <sub>b</sub>	11%	17%	13%	17%	12%	6%	5%	12%	14%	15%	12%	10%	4%	21%	9%	16%	12%	17%	18%	15%	9%	8%	12%
NET: 4-7	312	114	198	73	105	54	47	20	14	84	88	69	72	21	11	32	32	32	15	13	28	61	37	23	7
	42%	42%	41%	41%	51% <sub>hi</sub>	40%	43%	28%	28%	39%	40%	44%	46%	36%	55%	39%	46%	44%	36%	35%	41%	50%	40%	41%	24%
NET: 1-3	210	60	150	53	49	34	31	26	16	62	68	38	42	22	5	21	20	19	10	11	19	20	32	20	11
	28%	22%	31% <sub>a</sub>	30%	24%	25%	29%	37%	31%	29%	31%	24%	27%	38% <sub>v</sub>	27%	25%	30%	26%	25%	28%	28%	17%	34% <sub>v</sub>	36% <sub>v</sub>	37%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 588

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Prim- ary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**
10 - extremely protected	17	11	1	3	1	-	-	*	5	3	1	1	11	-	-	10	3	1	2	13	4	3	1	-	-	-	
	2%	3%	1%	3%	1%	-	-	1%	4%j	4%	1%	3%	33%	2%	-	3%	1%	1%	7%	2%	4%	13%	3%	-	-	-	
9	23	15	2	3	1	-	-	1	4	4	1	-	16	1	-	6	14	2	1	20	2	-	1	-	-	1	
	3%	4%	2%	4%	2%	-	-	2%	3%	5%	2%	-	3%	21%	-	1%	6%p	2%	3%	3%	2%	-	3%	-	-	22%	
8	60	37	8	10	2	2	1	13	4	8	4	1	47	-	2	33	12	7	4	49	10	3	5	2	-	-	
	8%	9%	7%	12%	5%	13%	2%	1%	10%k	5%	12%	11%	18%	8%	-	42%	9%	5%	8%	12%	8%	11%	15%	11%	13%	-	
7	76	42	11	10	5	-	1	7	8	5	7	5	1	67	1	1	45	20	6	3	63	12	4	8	-	-	
	10%	10%	11%	12%	11%	-	3%	14%	6%	7%	10%	13%	27%	11%	34%	12%	20	6%	9%	10%	13%	17%	19%	-	-		
6	78	49	12	6	6	1	2	3	10	3	9	2	-	67	-	-	43	23	9	2	66	12	3	6	2	1	
	10%	12%	10%	7%	13%	6%	5%	6%	8%k	4%	12%k	6%	-	11%	-	-	10%	10%	7%	10%	13%	12%	14%	14%	10%		
5	74	35	11	6	6	4	5	7	12	9	8	3	-	58	1	-	31	24	15	4	63	10	*	5	1	3	
	10%	9%	10%	8%	13%	33%	11%	16%	10%	12%	12%	7%	-	10%	31%	-	8%	10%	16%	12%	10%	11%	2%	12%	8%	35%	
4	84	53	12	13	3	-	4	1	8	5	5	1	-	76	*	-	47	27	5	5	70	13	2	6	3	1	
	11%	13%g	10%	16%	5%	-	8%	2%	7%	7%	7%	3%	-	13%	15%	-	13%	11%	5%	17%	11%	15%	10%	13%	20%	17%	
3	63	30	11	5	7	2	4	5	13	8	5	4	-	49	-	-	32	21	7	3	61	2	1	1	-	-	
	8%	7%	9%	6%	15%	15%	10%	10%	10%	11%	7%	9%	-	8%	-	-	9%	9%	8%	8%	9%	2%	3%	3%	-	-	
2	67	31	17	10	2	-	5	3	9	5	4	5	-	52	-	-	34	20	11	2	60	7	3	3	1	-	
	9%	8%	15%a	12%	5%	-	11%	6%	7%	7%	6%	13%	-	9%	-	-	9%	8%	12%	6%	9%	8%	13%	7%	9%	-	
1 - not very protected	80	35	15	7	7	2	4	10	15	11	6	6	-	63	-	-	40	30	6	4	69	9	3	3	1	2	
	11%	9%	13%	8%	15%	21%	8%	22%a	12%	15%	9%	14%	-	10%	-	-	11%	13%	7%	11%	11%	10%	15%	8%	4%	19%	
Don't know	126	65	16	10	6	1	18	9	29	17	16	8	1	92	-	1	53	43	24	3	114	10	-	4	5	2	
	17%	16%	14%	12%	13%	12%	41%abd	20%	22%	23%	20%	22%	15%	-	18%	-	14%	18%	26%p	8%	18%	11%	-	8%	32%	19%	
Mean	4.76	5.04bg	4.34	5.02	4.51	4.21	3.65	4.06	4.82	4.50	5.05	4.61	8.51	4.76	6.36	7.52	4.79	4.59	4.69	5.12	4.69	5.22	5.41	5.46	4.87	3.98	4.28
Standard deviation	2.50	2.49	2.47	2.60	2.52	2.42	1.93	2.54	2.75	2.79	2.38	2.83	1.62	2.44	2.24	0.61	2.48	2.55	2.38	2.71	2.49	2.52	3.05	2.37	2.18	1.88	3.67
Standard error	0.10	0.16	0.21	0.28	0.38	0.81	0.36	0.37	0.25	0.34	0.29	0.44	0.94	0.11	1.12	0.43	0.14	0.19	0.30	0.47	0.11	0.28	0.65	0.38	0.63	0.84	2.12
NET: 8-10	100	63	12	15	4	2	1	2	22	10	10	6	2	74	1	2	49	29	10	7	82	16	6	8	2	-	
	13%	16%fg	11%	19%	9%	13%	2%	4%	17%	14%	14%	15%	51%	12%	21%	42%	13%	12%	11%	22%	13%	18%	28%	17%	13%	-	
NET: 4-7	312	179	46	35	19	5	12	18	39	22	29	11	1	268	2	1	167	93	35	14	263	47	9	25	6	5	
	42%	44%f	39%	43%	42%	39%	27%	38%	31%	30%	41%h	29%	27%	45%hik	79%	39%	44%	39%	37%	45%	40%	51%	42%	57%	42%	62%	
NET: 1-3	210	96	42	21	16	4	13	18	38	25	15	14	-	164	-	-	107	70	25	8	190	18	6	8	2	1	
	28%	24%	36%a	26%	35%	36%	30%	38%a	30%j	33%	22%	36%j	-	27%	-	-	28%	30%	26%	25%	29%	20%	31%	18%	13%	19%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 589

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*
10 - extremely protected	17	9	8	7	5	5	2	2	1	8	9	1	2	3	3	2	3	-	-	3
	2%	2%	3%	3%	3%	5%	2%	2%	2%	7%j	1%	3%	2%	4%	2%	1%	4%	-	-	4%
9	23	16	6	6	5	1	4	4	-	12	11	1	1	4	7	3	1	2	-	2
	3%	3%	2%	2%	3%	1%	3%	4%	-	10%j	2%	2%	2%	4%	4%	2%	2%	6%	-	2%
8	60	37	23	22	18	8	10	13	7	19	41	3	12	2	12	12	6	1	-	7
	8%	7%	10%	10%	10%	9%	9%	13%	21%abd	17%j	6%	9%	16%mn	2%	7%	8%	8%	2%	-	11%
7	76	44	32	30	27	9	19	13	4	11	65	7	6	3	20	18	7	4	1	8
	10%	9%	13%	13%	15%	10%	17%a	13%	13%	10%	25%	7	9%	4%	12%	13%am	10%	10%	5%	13%
6	78	45	33	30	26	10	13	13	5	9	68	1	8	13	14	13	13	4	3	3
	10%	9%	14%	14%	14%	11%	11%	13%	15%	9%	11%	3%	11%	13%	8%	9%	19%as	11%	14%	4%
5	74	49	25	25	20	17	12	15	2	11	64	5	6	11	18	16	6	2	2	5
	10%	10%	11%	11%	11%	19%ab	11%	15%	7%	10%	10%	16%	8%	11%	11%	12%	8%	6%	8%	7%
4	84	59	21	21	17	5	12	10	1	11	74	1	11	11	17	15	2	7	5	8
	11%	12%	9%	9%	10%	6%	11%	10%	3%	10%	12%	3%	15%p	11%	10%	11%	3%	18%	22%	12%
3	63	45	16	16	13	5	8	5	1	5	57	4	5	4	15	10	5	3	3	11
	8%	9%	7%	7%	7%	6%	7%	5%	4%	5%	9%	12%	7%	5%	9%	7%	8%	8%	13%	17%am
2	67	51	16	16	13	7	6	8	2	9	58	1	5	7	12	10	7	7	7	7
	9%	10%	7%	7%	7%	6%	6%	8%	5%	8%	9%	4%	7%	8%	7%	8%	10%	19%	31%	10%
1 - not very protected	80	48	31	27	21	13	13	10	9	9	71	1	8	14	21	18	4	3	*	5
	11%	10%	13%	12%	11%	15%	11%	10%	27%abdf	8%	11%	3%	11%	15%	12%	13%	6%	9%	2%	7%
Don't know	126	102	23	22	19	9	12	9	1	7	119	5	8	22	29	21	15	4	1	9
	17%	20%bdg	10%	10%	10%	10%	11%	9%	4%	6%	19%l	18%	11%	23%	17%	16%	22%	10%	6%	14%
Mean	4.76	4.64	5.01	5.04	5.08	4.90	5.09	5.18	4.78	5.88j	4.54	5.62	5.00	4.47	4.78	4.68	5.24	4.28	3.67	4.88
Standard deviation	2.50	2.47	2.56	2.54	2.48	2.64	2.46	2.46	2.89	2.76	2.39	2.29	2.56	2.62	2.56	2.48	2.49	2.38	1.67	2.59
Standard error	0.10	0.13	0.18	0.18	0.19	0.30	0.25	0.26	0.46	0.28	0.11	0.41	0.28	0.29	0.22	0.24	0.37	0.45	0.45	0.38
NET: 8-10	100	62	37	35	28	14	16	19	7	39	61	4	15	10	23	16	10	3	-	12
	13%	12%	16%	16%	15%	15%	14%	18%	22%	35%j	10%	14%	20%	10%	13%	12%	14%	9%	-	17%
NET: 4-7	312	196	112	106	90	41	56	51	13	42	271	14	31	38	70	61	28	17	11	24
	42%	39%	48%	48%	49%a	46%	50%	50%	38%	38%	42%	47%	43%	40%	41%	45%	40%	45%	48%	36%
NET: 1-3	210	144	63	59	46	25	27	23	12	23	187	6	18	26	48	39	16	13	11	22
	28%	29%	27%	26%	25%	28%	25%	23%	35%	21%	29%	20%	25%	27%	28%	24%	24%	36%	46%	33%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 590

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
10 - extremely protected	17	-	-	-	1	-	*	4	1	-	2	-	-	-	-	6	1	-	1	-	2	-
2%	-	-	-	-	2%	-	2%	6%	2%	-	2%	-	-	-	-	3%	3%	-	4%	-	9%	-
9	23	1	3	1	-	1	-	1	3	1	3	-	-	1	-	5	-	1	-	2	-	1
3%	5%	12%	4%	-	4%	-	1%	13%	7%	4%	-	-	3%	-	2%	-	5%	-	6%	-	3%	-
8	60	1	1	-	3	2	-	7	6	2	5	5	3	1	2	18	1	1	1	2	1	-
8%	3%	4%	-	7%	7%	-	12%	23%	9%	7%	13%	14%	6%	17%	10%	4%	3%	4%	7%	4%	-	-
7	76	1	6	2	4	2	-	8	1	3	6	4	-	3	2	19	1	1	3	7	1	*
10%	5%	29%	11%	12%	9%	-	13%	5%	14%	9%	9%	-	16%	22%	10%	5%	4%	20%	22%	5%	2%	-
6	78	-	*	2	5	*	3	5	3	2	9	13	3	1	2	20	2	4	*	2	1	1
10%	-	2%	11%	14%	2%	20%	8%	14%	9%	13%	32%	11%	4%	19%	11%	8%	15%	2%	7%	2%	2%	2%
5	74	4	1	5	7	4	1	6	1	3	7	3	3	-	-	14	4	2	3	2	3	1
10%	15%	7%	24%	21%	19%	5%	10%	12%	9%	9%	9%	12%	-	-	8%	17%	8%	15%	7%	12%	4%	4%
4	84	5	1	2	-	3	3	5	2	3	9	5	1	3	1	28	2	*	3	2	2	2
11%	17%	5%	12%	-	14%	23%	9%	10%	13%	13%	12%	6%	18%	12%	15%	9%	1%	19%	6%	5%	6%	6%
3	63	9	4	1	3	2	2	6	2	1	7	-	5	3	2	7	4	1	*	3	2	1
8%	31%	18%	2%	9%	8%	16%	10%	9%	4%	10%	-	23%	15%	18%	4%	15%	5%	2%	9%	6%	2%	2%
2	67	-	-	3	4	1	1	5	2	1	4	2	1	-	-	19	6	5	1	3	3	7
9%	-	-	16%	10%	4%	7%	8%	8%	3%	6%	4%	6%	-	-	10%	26%	20%	4%	10%	12%	24%	24%
1 - not very protected	80	3	5	2	6	1	1	7	3	2	8	5	4	2	1	13	1	3	3	1	6	5
11%	10%	21%	7%	17%	3%	8%	11%	11%	11%	12%	12%	16%	11%	13%	7%	4%	11%	20%	2%	20%	5	5
Don't know	126	4	*	3	3	7	3	8	1	4	10	3	3	5	-	34	2	7	2	8	8	12
17%	14%	2%	13%	8%	31%	19%	13%	3%	19%	14%	9%	12%	27%	-	19%	10%	29%	10%	25%	27%	41%	41%
Mean	4.76	4.03	4.96	4.50	4.51	5.06	4.07	5.08	5.62	5.17	4.81	5.19	4.08	4.64	5.13	5.06	3.98	4.10	4.52	5.46	4.12	2.82
Standard deviation	2.50	2.04	2.85	2.15	2.50	2.13	1.97	2.71	2.86	2.51	2.50	2.18	2.36	2.50	2.44	2.50	2.15	2.59	2.61	2.35	3.07	2.16
Standard error	0.10	0.50	0.67	0.51	0.44	0.53	0.53	0.40	0.61	0.61	0.33	0.42	0.56	0.69	0.86	0.20	0.44	0.65	0.61	0.46	0.64	0.54
NET: 8-10	100	2	4	1	3	3	*	12	9	3	9	5	3	2	2	28	2	2	1	4	4	1
13%	7%	16%	4%	9%	11%	2%	19%	38%	15%	14%	13%	14%	9%	17%	16%	6%	8%	8%	13%	12%	3%	3%
NET: 4-7	312	10	9	12	17	10	7	24	8	10	31	25	7	7	6	80	10	7	9	13	7	4
42%	37%	43%	58%	46%	43%	48%	39%	31%	47%	45%	62%	29%	37%	52%	44%	39%	28%	56%	41%	24%	14%	14%
NET: 1-3	210	12	9	5	13	3	4	18	7	4	19	6	10	5	3	39	11	9	4	6	11	12
28%	41%	39%	26%	36%	14%	31%	29%	28%	19%	27%	16%	45%	26%	31%	21%	45%	36%	26%	21%	37%	42%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 591

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
10 - extremely protected	7	2	5	5	2	1	-	-	-	1	3	3	*	-	-	3	2	-	*	-	*	1	-	-	-
9	19	12	7	7	8	2	2	1	-	6	7	3	4	2	1	*	2	5	1	2	1	1	2	2	1
8	20	8	12	7	5	4	4	-	-	2	7	3	8	2	1	2	1	3	2	2	-	2	2	1	1
7	29	13	16	16	3	5	4	1	1	12	4	9	5	4	2	6	3	4	*	*	2	4	3	1	-
6	28	6	22	9	13	1	2	1	1	6	5	10	7	-	1	1	3	2	3	3	4	10	-	*	-
5	52	22	29	18	23	5	4	-	2	14	21	14	3	5	1	2	8	9	*	2	5	3	9	7	1
4	34	11	23	17	6	7	1	2	1	13	10	6	5	3	4	2	4	4	-	1	3	8	3	1	-
3	40	13	27	19	14	3	2	2	-	13	10	10	7	4	*	2	5	3	5	2	3	3	2	6	3
2	49	14	35	18	13	5	3	10	1	14	18	8	8	5	1	9	1	11	*	4	3	4	5	3	2
1 - not very protected	44	11	33	14	14	9	4	2	-	8	16	11	9	8	-	4	5	4	2	1	2	1	7	4	5
Don't know	40	14	26	15	12	5	4	4	1	15	11	7	7	2	1	5	4	3	1	2	2	16	2	-	2
Mean	4.45	4.91	4.20	4.58	4.44	4.35	4.90	3.03	4.95	4.43	4.26	4.63	4.58	3.92	5.05	4.62	4.72	4.54	4.46	4.70	4.57	5.13	4.08	4.03	3.27
Standard deviation	2.53	2.57	2.48	2.53	2.47	2.72	2.71	2.04	1.78	2.33	2.60	2.55	2.71	2.57	2.14	3.03	2.54	2.58	2.69	2.75	2.21	2.04	2.53	2.38	2.75
Standard error	0.15	0.25	0.18	0.22	0.28	0.44	0.51	0.51	0.80	0.26	0.26	0.38	0.33	0.53	0.64	0.58	0.42	0.41	0.65	0.63	0.47	0.35	0.45	0.50	0.83
NET: 8-10	47	22	25	18	14	7	6	1	-	9	16	10	12	4	2	6	5	8	3	4	2	4	4	3	3
NET: 4-7	142	52	90	60	45	17	11	4	4	44	40	38	20	13	8	11	18	19	3	6	14	25	14	9	1
NET: 1-3	132	38	94	51	41	17	9	13	1	35	44	29	24	17	2	15	11	18	8	8	7	14	12	11	64%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 592

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Prim- ary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
10 - extremely protected	7	6	*	1	*	-	-	-	-	-	-	-	-	7	-	-	5	2	-	-	5	2	1	1	1	-	-
	2%	3%	1%	1%	2%	-	-	-	-	-	-	-	-	2%	-	-	3%	2%	-	-	2%	4%	10%	2%	8%	-	-
9	19	13	3	2	2	-	-	-	3	2	-	1	-	17	-	-	12	5	2	1	15	4	1	3	-	-	1
	5%	6%	7%	4%	6%	-	-	-	6%	6%	-	8%	-	6%	-	-	7%	4%	7%	3%	5%	8%	7%	9%	-	-	22%
8	20	12	3	4	-	-	-	2	4	1	4	-	-	15	2	-	11	6	1	2	16	4	1	2	-	-	-
	6%	6%	6%	7%	-	-	-	10%	8%	5%	14%	-	-	5%	81%	-	6%	5%	2%	6%	5%	7%	14%	7%	-	-	-
7	29	16	3	4	3	-	1	1	5	1	4	2	2	23	-	-	17	9	1	2	20	9	2	6	*	-	-
	8%	7%	8%	8%	12%	-	34%	5%	9%	4%	14%	16%	100%	8%	-	-	10%	8%	3%	6%	7%	16%t	26%	19%	4%	-	-
6	28	18	1	2	3	-	-	3	5	4	4	1	-	23	-	-	18	8	-	2	20	8	*	6	1	-	-
	8%	8%	2%	5%	13%	-	-	15%	9%	13%	14%	11%	-	8%	-	-	10%	7%	-	6%	15%	6%	19%	14%	-	-	-
5	52	42	3	3	2	2	-	-	6	3	5	2	-	45	-	-	24	14	11	1	45	5	1	5	-	-	-
	14%	20%b	6%	5%	9%	73%	-	-	13%	11%	16%	17%	-	15%	-	-	13%	12%	32%	4%	15%	10%	7%	14%	-	-	-
4	34	20	6	3	5	1	-	1	2	1	2	1	-	32	*	1	11	16	2	4	29	5	1	-	1	1	1
	9%	9%	13%	5%	19%	27%	-	3%	4%	3%	6%	4%	-	11%	19%	51%	6%	14%	5%	15%	10%	9%	10%	-	18%	100%	50%
3	40	19	7	11	2	-	-	1	3	2	-	2	-	36	-	-	19	8	4	8	34	6	1	5	-	-	-
	11%	9%	16%	23%	8%	-	-	4%	6%	5%	-	14%	-	12%	-	-	11%	7%	12%	30%	11%	11%	9%	16%	-	-	-
2	49	28	8	7	3	-	1	2	10	7	5	2	-	38	-	-	18	21	9	2	44	5	1	4	*	-	-
	14%	13%	19%	14%	10%	-	25%	8%	20%	25%	17%	16%	-	13%	-	-	10%	18%	25%	7%	14%	10%	11%	12%	5%	-	-
1 - not very protected	44	20	8	6	3	-	-	7	6	4	2	2	-	31	-	-	26	13	2	3	42	1	-	*	-	-	1
	12%	9%	18%	12%	11%	-	-	31%	12%	13%	8%	14%	-	10%	-	-	15%	11%	5%	10%	14%u	2%	-	1%	-	-	28%
Don't know	40	22	2	7	3	-	1	5	6	4	4	-	-	33	-	1	18	15	3	3	36	4	-	*	4	-	-
	11%	10%	5%	14%	10%	-	41%	23%	12%	14%	12%	-	-	11%	-	49%	10%	13%	10%	12%	12%	8%	-	1%	51%	-	-
Mean	4.45	4.70	3.86	4.09	4.59	4.73	4.85	3.67	4.42	4.06	4.38	7.00	4.52	7.25	4.00	4.68	4.26	4.03	4.02	4.26	5.54t	6.21	5.52	5.62	4.00	4.28	
Standard deviation	2.53	2.49	2.61	2.57	2.41	0.57	-	2.82	2.61	2.59	2.36	2.53	-	2.49	-	-	2.67	2.47	2.17	2.23	2.51	2.39	2.61	2.32	2.75	-	3.67
Standard error	0.15	0.22	0.33	0.36	0.48	0.40	-	0.60	0.37	0.48	0.46	0.63	-	0.16	-	-	0.22	0.27	0.41	0.42	0.16	0.35	0.83	0.45	1.12	-	2.12
NET: 8-10	47	30	6	6	2	-	-	2	7	3	4	1	-	38	2	-	27	12	3	3	36	10	3	6	1	-	1
	13%	14%	14%	13%	8%	-	-	10%	14%	11%	14%	8%	-	13%	81%	-	15%	11%	8%	10%	12%	19%	32%	18%	8%	-	22%
NET: 4-7	142	95	12	12	14	3	1	5	18	9	15	7	2	123	*	1	71	47	13	9	114	27	4	17	3	1	1
	39%	44%	28%	24%	54%	100%	34%	24%	35%	31%	50%	48%	100%	41%	19%	51%	40%	40%	30%	37%	51%	49%	52%	37%	100%	50%	
NET: 1-3	132	67	23	25	8	-	1	9	19	12	7	6	-	105	-	-	63	42	14	13	119	12	2	9	*	-	1
	37%	31%	53%a	50%	28%	-	25%	43%	38%	43%	24%	44%	-	35%	-	-	35%	36%	43%	47%	39%	23%	19%	29%	5%	-	28%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 593

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*
10 - extremely protected	7	2	5	5	2	4	1	1	-	6	1	1	*	-	4	1	-	*	-	-
	2%	1%	4%	5%	2%	8%a	2%	2%	-	10%j	*	5%	1%	-	7%	2%	-	3%	-	-
9	19	9	11	11	9	2	4	8	1	8	11	-	6	3	3	3	*	1	-	2
	5%	4%	9%	10%	10%	5%	7%	16%a	4%	14%j	4%	-	17%k	6%	5%	4%	1%	5%	-	3%
8	20	9	10	10	8	8	7	4	*	6	14	1	2	2	3	4	1	1	-	5
	6%	4%	9%	9%	9%	16%a	13%	7%	4%	11%	5%	10%	7%	5%	5%	7%	5%	5%	-	10%
7	29	19	10	10	10	3	5	7	1	7	22	4	2	1	6	4	1	-	3	7
	8%	8%	8%	9%	12%	5%	9%	15%	10%	12%	7%	30%	6%	1%	10%	7%	4%	-	17%	13%
6	28	12	16	13	13	3	7	5	2	1	26	-	1	2	8	5	4	4	-	2
	8%	5%	13%a	12%	15%a	6%	13%	11%	20%	2%	9%	-	2%	5%	14%	9%	12%	22%	-	4%
5	52	37	14	14	7	11	5	5	-	8	43	1	1	8	5	16	9	5	1	2
	14%	16%	12%d	13%	8%	23%bd	9%	10%	-	14%	14%	4%	4%	18%	9%	25%ls	29%	29%	4%	4%
4	34	25	8	8	8	2	5	6	1	3	32	1	2	4	4	4	-	1	2	8
	9%	10%	7%	7%	9%	4%	9%	12%	5%	5%	10%	9%	5%	9%	6%	7%	-	5%	15%	16%
3	40	30	6	6	4	2	3	2	1	8	31	2	5	4	8	6	3	-	1	7
	11%	13%	6%	6%	5%	5%	5%	3%	9%	14%	10%	2	15%	10%	13%	10%	11%	-	9%	14%
2	49	35	14	13	9	5	6	3	1	3	46	*	4	9	11	6	-	3	5	9
	14%	15%	12%	12%	11%	11%	11%	6%	9%	5%	15%	3%	12%	19%	18%	10%	-	17%	28%	18%
1 - not very protected	44	28	15	14	10	7	6	6	4	6	37	-	7	6	4	7	5	1	3	4
	12%	12%	13%	12%	12%	14%	12%	13%	33%	11%	12%	-	21%	13%	6%	11%	17%	6%	20%	8%
Don't know	40	33	7	7	7	2	5	3	1	2	38	3	4	6	4	5	6	1	1	5
	11%	14%	6%	6%	8%	4%	9%	6%	6%	3%	13%	23%	10%	13%	6%	7%	21%	6%	8%	10%
Mean	4.45	4.12	5.12a	5.16	5.19a	5.20a	5.10	5.51a	3.79	5.76j	4.17	5.83	4.49	3.96	4.93	4.72	4.34	4.89	3.24	4.35
Standard deviation	2.53	2.32	2.79	2.80	2.71	2.87	2.71	2.75	2.81	2.96	2.34	2.34	3.16	2.41	2.72	2.41	2.22	2.35	2.17	2.42
Standard error	0.15	0.17	0.28	0.29	0.31	0.43	0.41	0.40	0.75	0.41	0.15	0.65	0.50	0.37	0.39	0.34	0.54	0.68	0.77	0.40
NET: 8-10	47	20	26	26	18	14	12	12	1	20	27	2	9	5	10	8	2	2	-	7
	13%	8%	22%a	23%	21%a	28%a	23%	25%a	8%	35%j	9%	15%	25%	11%	17%	14%	6%	13%	-	13%
NET: 4-7	142	93	48	45	37	19	21	23	4	19	123	5	6	16	23	30	13	9	6	20
	39%	39%	41%	41%	44%	38%	40%	47%	35%	33%	41%	43%	17%	34%	39%	49%l	45%	57%	35%	38%
NET: 1-3	132	93	35	33	23	14	15	11	6	17	115	2	17	19	22	19	9	4	10	21
	37%	39%	30%	30%	27%	29%	28%	22%	51%	30%	38%	19%	48%	42%	37%	30%	28%	24%	57%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 594

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
10 - extremely protected	7	-	-	-	2	-	*	3	-	-	-	-	*	-	-	1	-	-	-	-	-	-
9	19	-	2	1	1	-	2	2	-	4	-	1	-	-	2	1	1	-	-	1	-	-
8	20	-	2	1	1	1	2	1	1	2	-	2	-	4	1	-	-	-	-	2	1	1
7	29	1	3	2	3	*	6	3	*	3	2	-	-	7	-	-	-	-	1	*	-	-
6	28	-	-	1	2	1	1	-	3	2	1	2	-	11	-	-	-	-	-	3	-	-
5	52	3	2	1	3	3	2	1	1	-	9	5	2	-	9	-	3	4	2	1	-	-
4	34	3	-	4	1	2	1	2	-	4	1	1	-	12	-	1	1	1	1	-	-	-
3	40	3	1	*	2	2	3	1	1	2	4	3	-	4	3	1	2	2	2	3	1	1
2	49	4	1	1	-	1	-	6	2	-	11	2	-	1	-	7	2	*	1	3	2	4
1 - not very protected	44	4	2	-	4	2	1	3	1	*	4	*	-	-	1	3	1	3	1	1	5	5
Don't know	40	-	1	1	-	4	-	2	1	1	3	-	-	-	19	1	-	-	-	2	2	3
Mean	4.45	3.06	5.55	5.05	4.87	3.86	4.63	5.27	4.73	5.17	4.32	4.33	6.27	2.36	1.00	4.93	4.32	3.85	4.03	4.20	3.27	2.27
Standard deviation	2.53	1.66	2.90	2.14	2.87	2.03	2.81	3.15	3.41	2.30	2.47	1.79	1.92	-	-	2.17	3.13	2.81	1.75	2.29	2.75	2.25
Standard error	0.15	0.48	1.03	0.64	0.68	0.56	0.85	0.69	1.14	0.87	0.38	0.57	0.68	-	-	0.28	1.11	0.94	0.58	0.59	0.83	0.80
NET: 8-10	47	-	4	2	3	1	2	7	3	1	6	-	3	-	7	2	1	-	2	3	1	1
NET: 4-7	142	7	5	8	9	6	3	10	1	3	18	9	5	-	40	-	4	5	6	1	-	-
NET: 1-3	132	11	4	2	6	6	4	10	4	2	19	6	-	2	1	15	5	5	4	7	11	10

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 595

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
10 - extremely protected	11	5	6	5	2	3	-	-	-	-	4	3	4	-	-	4	3	1	-	2	-	-	-	1	-
	7%	8%	6%	11%	5%	10%	-	-	-	-	8%	9%	12%	-	-	22%	18%	6%	-	27%	-	-	-	9%	-
9	7	6	2	2	1	4	1	-	-	3	2	3	-	-	4	-	-	-	-	1	2	-	-	-	-
	5%	10%	2%	3%	2%	12%	5%	-	-	6%	4%	8%	-	-	24%	-	-	-	-	7%	12%	-	-	-	-
8	4	6	4	1	5	*	-	-	-	4	2	3	1	2	-	1	-	1	-	-	-	2	2	1	-
	6%	7%	6%	8%	2%	14%	2%	-	-	10%	4%	8%	2%	18%	-	5%	-	4%	9%	-	-	9%	9%	14%	-
7	10	4	6	2	3	3	2	-	-	4	3	-	2	1	-	1	3	2	*	1	1	1	1	-	-
	6%	6%	6%	4%	7%	8%	9%	-	-	10%	7%	-	7%	5%	-	6%	12%	15%	5%	12%	3%	5%	5%	-	-
6	33	13	20	13	12	3	4	1	-	7	8	7	10	1	7	2	4	5	2	1	3	1	4	2	-
	20%	22%	19%	25%	25%	9%	20%	14%	-	17%	15%	20%	32%	9%	91%	12%	26%	22%	19%	16%	21%	7%	16%	23%	-
5	17	5	12	3	10	4	-	-	-	6	8	1	3	-	-	2	2	3	1	-	1	3	5	-	-
	11%	9%	12%	7%	20%	13%	-	-	-	14%	16%	2%	9%	-	-	13%	14%	15%	7%	-	8%	13%	22%	-	-
4	16	3	13	3	3	1	4	3	-	7	2	5	1	-	-	2	3	3	-	1	2	2	-	2	-
	10%	4%	12%	6%	7%	4%	24%	35%	-	16%	4%	15%	4%	-	-	13%	19%	15%	-	7%	18%	10%	-	32%	-
3	12	4	8	5	7	-	1	-	-	2	8	1	1	4	-	1	*	2	2	-	2	-	1	-	-
	8%	7%	8%	9%	15%	-	3%	-	-	5%	16%	4%	3%	32%	-	3%	2%	10%	13%	-	15%	-	6%	-	-
2	12	3	9	5	4	-	2	1	1	2	4	1	5	-	-	1	2	2	-	2	-	2	1	-	-
	7%	4%	9%	9%	8%	-	9%	9%	46%	6%	7%	2%	14%	-	-	6%	15%	11%	-	27%	-	-	8%	22%	-
1 - not very protected	22	9	14	4	3	8	3	4	1	4	7	8	3	5	1	*	-	1	1	1	2	5	6	-	-
	14%	15%	13%	8%	5%	23%	17%	42%	54%	9%	14%	21%	10%	36%	9%	3%	-	4%	8%	9%	19%	25%	26%	-	-
Don't know	11	4	8	6	2	2	2	-	-	3	2	4	2	-	-	-	*	4	1	-	4	2	-	1	-
	7%	6%	8%	11%	4%	6%	10%	-	-	8%	4%	10%	7%	-	-	-	2%	29%	10%	-	20%	8%	-	100%	-
Mean	5.02	5.50	4.76	5.45	4.95	5.75	4.32	2.84	1.46	5.13	4.75	5.13	5.19	3.63	5.55	6.82	5.57	5.08	5.26	5.36	4.50	4.70	4.04	5.16	-
Standard deviation	2.69	2.89	2.55	2.75	2.17	3.20	2.44	1.93	-	2.31	2.71	3.11	2.74	2.77	1.53	2.86	2.58	2.25	2.30	3.72	2.42	3.06	2.49	2.68	-
Standard error	0.23	0.43	0.27	0.41	0.38	0.60	0.56	0.73	-	0.37	0.41	0.66	0.51	0.88	0.68	0.74	0.67	0.52	0.77	1.31	0.77	0.70	0.60	1.01	-
NET: 8-10	29	15	14	11	4	12	1	-	-	7	7	10	5	2	-	9	3	2	1	2	1	4	2	2	-
	18%	26%	13%	22%	9%	36%	7%	-	-	16%	15%	26%	14%	18%	-	50%	18%	11%	9%	27%	7%	21%	9%	24%	-
NET: 4-7	75	24	51	21	29	12	10	5	-	24	21	14	17	2	7	7	10	14	5	2	7	7	10	4	-
	47%	42%	49%	41%	59%	35%	53%	49%	-	56%	42%	37%	52%	13%	91%	38%	65%	63%	41%	27%	59%	34%	43%	55%	-
NET: 1-3	46	15	31	13	14	8	5	5	2	8	19	10	9	9	1	2	3	6	3	3	4	5	9	1	-
	29%	26%	30%	26%	28%	23%	29%	51%	100%	20%	38%	27%	27%	68%	9%	12%	17%	25%	21%	36%	34%	25%	40%	22%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 596

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educat ion (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univer- sity degree (r)	Still in full time educat ion (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	**	**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	**
10 - extremely protected	11	10	1	-	1	-	-	-	2	2	-	-	-	9	-	-	8	2	-	1	9	2	1	1	-	-	-
	7%	11%	2%	-	6%	-	-	-	6%	8%	-	-	-	8%	-	-	10%	4%	-	5%	7%	7%	12%	7%	-	-	-
9	7	7	-	1	-	-	-	-	1	-	1	1	-	7	-	-	2	4	1	1	5	3	1	2	-	-	-
	5%	7%	-	4%	-	-	-	-	3%	-	5%	10%	-	6%	-	-	3%	7%	5%	8%	4%	9%	8%	10%	-	-	-
8	10	4	3	4	-	-	-	-	3	3	1	-	1	6	-	-	5	2	-	2	8	2	-	2	-	-	-
	6%	4%	11%	18%	-	-	-	-	10%	11%	5%	-	57%	5%	-	-	7%	4%	-	22%	6%	6%	-	8%	-	-	-
7	10	6	1	1	2	-	-	-	*	*	-	-	-	9	-	-	3	7	-	-	7	2	1	1	-	-	-
	6%	7%	4%	4%	20%	-	-	-	1%	2%	-	-	-	8%	-	-	4%	12%	-	-	6%	8%	17%	6%	-	-	-
6	33	15	6	5	2	-	-	4	5	3	5	1	-	27	-	-	22	6	2	2	27	5	1	4	-	-	-
	20%	17%	26%	22%	18%	-	-	31%	16%	14%	29%	11%	-	23%	-	-	27%	12%	18%	23%	21%	18%	16%	20%	-	-	-
5	17	10	2	2	2	-	-	2	4	4	-	-	-	11	-	-	10	4	4	-	14	4	-	3	1	-	-
	11%	11%	9%	11%	15%	-	-	12%	13%	18%	-	-	-	9%	-	-	12%	7%	35%	-	11%	12%	-	14%	57%	-	-
4	16	7	3	2	1	-	-	3	3	1	3	-	-	12	-	-	5	5	3	2	11	5	-	5	-	-	-
	10%	8%	11%	8%	11%	-	-	23%	9%	4%	17%	-	-	10%	-	-	7%	9%	28%	17%	8%	17%	-	24%	-	-	-
3	12	7	4	*	-	-	-	1	1	1	1	1	-	12	-	-	3	6	-	1	12	1	-	1	-	-	-
	8%	8%	18%	2%	-	-	-	7%	2%	2%	3%	6%	43%	10%	-	-	3%	11%	-	14%	9%	3%	-	5%	-	-	-
2	12	5	1	2	1	1	1	-	5	5	4	3	-	6	-	-	4	7	1	-	10	1	1	-	-	-	-
	7%	6%	5%	9%	13%	100%	46%	-	15%	22%	22%	29%	-	5%	-	-	5%	12%	8%	-	8%	4%	16%	-	-	-	-
1 - not very protected	22	12	3	2	-	-	1	3	7	2	3	4	-	11	-	-	16	6	-	1	17	4	2	1	-	1	-
	14%	14%	14%	10%	-	-	54%	25%	20%	9%	19%	43%	-	9%	-	-	20%	10%	-	5%	13%	15%	31%	6%	-	100%	-
Don't know	11	7	-	3	2	-	-	-	2	2	-	-	-	9	-	-	3	6	1	1	11	1	-	-	1	-	-
	7%	7%	-	13%	16%	-	-	3%	7%	9%	-	-	-	7%	-	-	4%	11%	7%	6%	8%	2%	-	-	43%	-	-
Mean	5.02	5.33	4.62	5.25	5.45	2.00	1.46	3.93	4.47	4.82	3.97	2.80	5.86	5.34	-	-	5.10	4.85	4.86	5.86	4.97	5.30	4.66	5.72	5.00	1.00	-
Standard deviation	2.69	2.93	2.35	2.48	2.17	-	-	2.01	2.86	2.80	2.48	2.74	-	2.59	-	-	2.86	2.72	1.49	2.60	2.68	2.74	3.62	2.36	-	-	-
Standard error	0.23	0.40	0.42	0.54	0.69	-	-	0.54	0.52	0.63	0.60	0.91	-	0.26	-	-	0.34	0.41	0.50	0.78	0.26	0.52	1.48	0.53	-	-	-
NET: 8-10	29	20	3	5	1	-	-	-	6	5	2	1	1	22	-	-	16	9	1	4	22	7	1	5	-	-	-
	18%	23%	13%	22%	6%	-	-	-	18%	20%	10%	10%	57%	18%	-	-	19%	16%	5%	36%	17%	22%	20%	25%	-	-	-
NET: 4-7	75	37	12	10	7	-	-	9	13	9	8	1	-	60	-	-	39	22	10	4	59	17	2	13	1	-	-
	47%	42%	50%	45%	65%	-	-	66%	39%	38%	46%	11%	-	50%	-	-	49%	39%	81%	39%	45%	55%	33%	65%	57%	-	-
NET: 1-3	46	25	9	5	1	1	2	4	12	8	8	7	1	29	-	-	22	19	1	2	39	7	3	2	-	1	-
	29%	28%	36%	21%	13%	100%	100%	31%	36%	33%	44%	78%	43%	24%	-	-	28%	34%	8%	19%	30%	22%	47%	11%	-	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 597

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)	(s)				
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15				
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**				
10 - extremely protected	11	1	11	11	5	7	1	5	-	7	4	1	2	1	5	1	1	-	-	-				
	7%	1%	14%	14%	8%	23%	4%	14%	-	14%	4%	12%	14%	3%	13%	3%	11%	-	-	-				
9	7	5	2	1	2	-	-	1	2	3	4	-	1	1	3	-	1	-	-	1				
	5%	6%	3%	2%	3%	-	-	3%	25%	6%	4%	-	5%	5%	7%	-	9%	-	-	5%				
8	10	6	4	4	4	2	3	3	1	5	2	1	4	1	1	-	-	-	-	2				
	6%	7%	6%	6%	7%	6%	8%	7%	11%	9%	5%	39%	4%	22%	2%	3%	-	-	-	10%				
7	10	5	4	4	4	-	3	3	1	5	5	1	3	1	1	1	1	-	-	2				
	6%	6%	6%	6%	7%	-	7%	10%	6%	9%	5%	14%	17%	5%	1%	3%	12%	-	-	10%				
6	33	15	18	16	17	3	13	7	2	13	19	-	6	3	6	6	2	1	-	8				
	20%	17%	23%	21%	28%	8%	33%	21%	29%	26%	17%	-	37%	18%	15%	21%	16%	30%	-	42%				
5	17	8	9	9	7	7	5	6	-	4	14	-	-	1	6	3	3	2	-	1				
	11%	10%	12%	13%	12%	22%	13%	16%	-	7%	13%	-	-	7%	15%	10%	20%	70%	-	6%				
4	16	7	9	9	6	4	3	4	-	4	12	1	2	6	3	2	-	-	-	-				
	10%	8%	11%	12%	10%	14%	8%	13%	-	7%	11%	23%	10%	11%	13%	9%	18%	-	-	-				
3	12	8	5	5	5	2	5	-	-	2	10	-	-	1	2	2	1	-	3	1				
	8%	9%	6%	6%	8%	5%	12%	-	-	4%	10%	-	-	5%	6%	8%	6%	-	44%	7%				
2	12	7	4	4	3	1	1	3	1	4	8	-	1	-	2	6	-	-	-	2				
	7%	8%	6%	6%	6%	3%	3%	10%	15%	7%	7%	-	4%	-	5%	19%	-	-	-	9%				
1 - not very protected	22	13	9	9	5	4	4	2	1	5	17	-	1	4	9	4	*	-	3	-				
	14%	16%	11%	12%	9%	14%	11%	5%	15%	10%	16%	-	8%	19%	21%	12%	4%	-	50%	-				
Don't know	11	10	2	2	1	1	1	-	-	1	11	1	-	1	4	1	-	-	*	2				
	7%	11%	2%	2%	1%	4%	1%	-	-	2%	10%	12%	-	4%	2%	12%	5%	-	6%	10%				
Mean	5.02	4.59	5.45	5.39	5.41	5.51	5.06	5.83	5.66	5.89j	4.57	7.05	6.18	5.36	4.93	4.10	5.93	5.30	1.94	5.79				
Standard deviation	2.69	2.58	2.76	2.79	2.49	3.11	2.23	2.59	3.16	2.78	2.55	2.32	2.53	2.81	3.04	2.37	2.40	0.54	1.09	1.93				
Standard error	0.23	0.31	0.34	0.35	0.34	0.63	0.38	0.45	1.05	0.45	0.26	0.95	0.63	0.59	0.54	0.49	0.85	0.31	0.77	0.53				
NET: 8-10	29	12	17	16	11	9	5	9	3	15	14	2	4	6	9	2	3	-	-	3				
	18%	14%	22%	22%	19%	29%	12%	25%	35%	29%j	12%	51%	23%	30%	22%	6%	20%	-	-	15%				
NET: 4-7	75	35	40	38	34	14	24	21	3	25	50	2	11	8	19	12	8	4	-	10				
	47%	41%	52%	52%	58%	45%	61%	60%	35%	49%	46%	37%	65%	42%	45%	42%	66%	100%	-	58%				
NET: 1-3	46	28	18	18	13	7	10	5	2	11	35	-	2	4	13	11	1	-	6	3				
	29%	33%	23%	24%	22%	23%	26%	15%	30%	21%	32%	-	12%	24%	32%	39%	9%	-	94%	17%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 598

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	**	6**	1**	6**
10 - extremely protected	11	-	-	-	10%	-	40%	24%	30%	-	7%	-	-	-	-	-	11%	-	-	-	-	-
9	7	-	-	-	-	-	-	1	3	-	-	-	1	-	-	2	-	-	-	-	-	-
	5%	-	-	-	-	-	-	8%	33%	-	-	-	16%	-	7%	-	-	-	-	-	-	-
8	10	1	2	-	-	-	-	1	-	-	2	-	1	-	-	2	2	-	-	-	-	-
	6%	11%	28%	-	-	-	6%	-	-	10%	-	13%	-	-	7%	32%	-	-	-	-	-	-
7	10	-	-	-	1	-	-	-	1	3	1	-	-	-	-	1	-	-	-	*	-	2
	6%	-	-	-	12%	-	-	-	22%	14%	22%	-	-	-	3%	-	-	-	-	-	7%	31%
6	33	-	1	7	3	-	1	4	-	2	3	1	2	2	2	3	-	-	-	-	1	-
	20%	-	19%	91%	40%	-	16%	27%	-	30%	15%	25%	32%	35%	100%	9%	-	-	-	-	25%	-
5	17	-	-	-	-	3	-	2	1	-	3	-	2	3	-	4	-	-	-	-	-	-
	11%	-	-	-	-	52%	-	13%	5%	-	15%	-	27%	58%	-	11%	-	-	-	-	-	-
4	16	-	-	-	1	2	-	2	-	-	3	-	-	-	4	2	*	-	-	1	-	-
	10%	-	-	-	18%	28%	-	16%	-	-	15%	-	-	-	12%	31%	40%	-	-	11%	-	-
3	12	3	1	-	-	*	-	1	1	1	1	-	1	-	3	-	-	-	-	-	-	-
	8%	44%	22%	-	-	7%	-	7%	6%	14%	6%	-	12%	-	10%	-	-	-	-	-	-	-
2	12	-	-	-	2	1	-	-	1	-	2	-	-	-	2	1	1	-	-	2	-	-
	7%	-	-	-	20%	13%	-	-	12%	-	11%	-	-	-	5%	16%	60%	-	-	42%	-	-
1 - not very protected	22	3	2	1	-	-	-	-	1	1	2	-	*	-	7	1	-	-	-	-	-	3
	14%	45%	31%	9%	-	-	-	-	14%	14%	4%	53%	-	7%	-	20%	10%	-	-	-	-	60%
Don't know	11	-	-	-	-	2	-	-	-	1	*	-	-	-	5	-	-	-	-	1	1	1
	7%	-	-	-	-	44%	-	-	20%	2%	-	-	-	-	16%	-	-	-	-	15%	100%	10%
Mean	5.02	2.64	4.35	5.55	5.38	4.19	8.88	6.66	6.81	4.88	5.28	3.55	6.09	5.06	6.00	4.24	5.29	2.81	-	3.83	-	3.03
Standard deviation	2.69	2.26	3.10	1.53	2.45	1.14	2.25	2.48	3.82	2.47	2.35	3.14	2.00	1.35	-	2.63	3.29	-	-	2.22	-	3.17
Standard error	0.23	1.01	1.55	0.68	0.87	0.46	1.59	0.75	1.35	1.24	0.54	1.81	0.82	0.67	-	0.47	1.34	-	-	0.91	-	1.83
NET: 8-10	29	1	2	-	1	-	2	5	6	-	3	-	2	-	5	2	-	-	-	-	-	-
	18%	11%	28%	-	10%	-	40%	38%	63%	-	16%	-	28%	-	14%	43%	-	-	-	-	-	-
NET: 4-7	75	-	1	7	6	5	1	8	1	3	13	2	3	6	2	12	2	*	-	2	-	2
	47%	-	19%	91%	70%	80%	16%	56%	5%	52%	60%	47%	59%	93%	100%	36%	31%	40%	-	43%	-	31%
NET: 1-3	46	6	3	1	2	1	-	1	3	2	5	2	1	*	-	12	2	1	-	2	-	3
	29%	89%	53%	9%	20%	20%	-	7%	31%	28%	22%	53%	12%	7%	-	35%	27%	60%	-	42%	-	60%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 599

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	651	321	330	125	106	127	137	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23	
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
10 - extremely protected	13	7	6	7	3	1	1	-	1	2	2	8	1	-	4	1	2	1	-	-	1	1	1	1	
	2%	2%	2%	6% <sup>f</sup>	3%	1%	1%	-	2%	1%	1%	6% <sup>jk</sup>	1%	-	5%	2%	4%	4%	-	-	1%	2%	1%	7%	
9	16	10	6	5	3	1	5	1	-	5	7	-	4	4	2	1	-	*	2	-	3	-	-	1	
	2%	3%	2%	4%	2%	1%	5%	1%	-	2%	3%	-	4%	8% <sup>w</sup>	6%	2%	2%	-	1%	6%	-	3%	-	-	7%
8	33	21	12	4	6	7	10	3	3	8	12	7	6	2	1	2	3	2	2	7	4	5	1	5	
	5%	7%	4%	3%	5%	5%	9%	4%	3%	4%	6%	6%	5%	4%	4%	2%	5%	4%	5%	18% <sup>nprvw</sup>	8%	5%	1%	10% <sup>w</sup>	
7	47	29	18	10	9	10	15	1	3	21	12	9	5	4	1	11	6	6	3	2	1	3	5	3	2
	7%	9%	6%	8%	8%	8%	12% <sup>h</sup>	1%	4%	10%	6%	8%	5%	7%	5%	14% <sup>uv</sup>	12% <sup>u</sup>	13% <sup>uv</sup>	8%	5%	1%	3%	7%	5%	8%
6	59	28	31	9	17	17	3	8	5	24	11	12	12	6	4	6	7	2	2	3	5	13	5	7	*
	9%	9%	10%	7%	14% <sup>g</sup>	13% <sup>g</sup>	3%	12% <sup>g</sup>	7%	12% <sup>k</sup>	5%	10%	10%	10%	15%	8%	13%	3%	6%	7%	9%	13%	6%	14%	2%
5	64	39	26	15	9	17	11	6	7	22	18	14	11	6	4	10	8	2	4	2	7	6	6	5	4
	10%	13%	8%	12%	7%	13%	9%	10%	10%	11%	9%	12%	9%	11%	14%	13%	16%	4%	11%	6%	14%	6%	8%	9%	20%
4	64	30	34	17	16	14	8	4	5	14	26	15	9	6	4	9	3	9	3	1	3	11	8	4	1
	10%	10%	10%	14%	13%	11%	7%	5%	6%	7%	13%	13%	8%	11%	13%	12%	5%	20% <sup>qt</sup>	9%	2%	6%	11%	11%	8%	7%
3	57	32	25	8	17	4	16	7	5	14	21	9	13	7	2	9	6	4	4	5	5	3	4	5	4
	9%	10%	8%	7%	14% <sup>f</sup>	3%	13% <sup>f</sup>	11% <sup>f</sup>	7%	7%	10%	8%	11%	12%	6%	12%	12%	9%	10%	13% <sup>v</sup>	9%	3%	6%	10%	18%
2	60	26	34	15	8	11	11	7	8	17	28	5	9	3	1	6	2	4	4	3	3	13	18	1	1
	10%	8%	10%	12%	6%	9%	9%	11%	11%	9%	14% <sup>l</sup>	4%	8%	3%	5%	8%	3%	9%	10%	8%	5%	13%	24% <sup>npqux</sup>	3%	5%
1 - not very protected	91	33	58	17	11	25	18	13	8	26	28	19	18	9	5	7	7	8	4	2	11	13	15	8	2
	14%	11%	18% <sup>a</sup>	13%	9%	19% <sup>e</sup>	15%	19%	11%	13%	14%	16%	16%	16%	18%	9%	14%	18%	11%	6%	22%	13%	19%	15%	9%
Don't know	129	55	74	17	22	23	21	18	28	45	38	20	26	9	4	10	8	7	10	11	12	27	13	12	3
	20%	18%	23%	14%	18%	18%	26%	26%	38% <sup>cdelfg</sup>	22%	19%	17%	23%	17%	13%	14%	15%	16%	27%	30%	25%	27%	17%	24%	17%
Mean	4.32	4.69 <sup>b</sup>	3.95	4.55 <sup>h</sup>	4.65 <sup>h</sup>	4.16	4.45	3.60	3.99	4.47	4.04	4.66	4.22	4.41 <sup>w</sup>	4.43	4.81 <sup>w</sup>	4.72 <sup>w</sup>	4.13	4.40	5.26	3.74	4.25 <sup>w</sup>	3.32	4.49 <sup>w</sup>	4.85
Standard deviation	2.52	2.48	2.50	2.70	2.38	2.41	2.66	2.29	2.42	2.45	2.46	2.66	2.55	2.55	2.48	2.48	2.42	2.60	2.60	2.71	2.38	2.55	2.24	2.48	2.73
Standard error	0.11	0.15	0.16	0.26	0.26	0.24	0.25	0.29	0.34	0.19	0.18	0.31	0.24	0.38	0.49	0.33	0.35	0.40	0.51	0.49	0.39	0.29	0.27	0.39	0.63
NET: 8-10	62	38	24	16	13	9	17	4	4	15	21	14	12	6	3	8	5	4	4	9	4	10	2	6	3
	10%	12%	7%	13%	10%	7%	14%	6%	5%	7%	10%	12%	10%	11%	10%	10%	9%	8%	9%	24% <sup>ww</sup>	8%	10%	3%	11%	14%
NET: 4-7	235	126	109	50	51	58	37	18	20	81	67	50	37	22	12	37	25	19	13	7	15	34	24	19	8
	37%	41%	34%	41%	42%	45% <sup>ghi</sup>	31%	28%	27%	41%	33%	43%	32%	39%	47%	48% <sup>t</sup>	47% <sup>t</sup>	40%	33%	20%	30%	34%	32%	37%	38%
NET: 1-3	209	91	118	39	36	40	44	27	22	58	78	33	40	19	8	22	15	17	12	10	18	29	38	15	6
	33%	29%	36%	32%	30%	31%	38%	41%	29%	29%	38%	28%	35%	33%	29%	29%	29%	36%	31%	27%	37%	29%	49% <sup>pqt</sup>	29%	31%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 600

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educat ion (n)	Primary (o)	Secondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	304	233	76	32	579	61	13	32	12	2	2	
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
10 - extremely protected	13	9	1	1	1	1	1	-	1	-	1	-	12	-	-	9	3	-	1	12	1	1	1	-	-	-	
9	16	9	3	4	-	-	-	-	5	1	2	1	1	9	-	7	5	1	2	13	2	1	2	-	-	-	
8	33	21	2	5	1	-	3	*	10	6	6	2	-	22	1	18	10	2	2	28	4	-	4	-	-	-	
7	47	30	5	5	1	-	4	2	4	1	3	2	1	41	-	25	16	5	1	39	8	2	6	-	-	-	
6	59	33	5	7	3	3	4	4	17	6	14	6	1	41	-	30	22	4	3	54	6	1	4	1	-	-	
5	64	32	11	7	5	1	8	1	16	9	8	2	-	49	-	23	27	7	5	61	4	-	2	1	1	-	
4	64	38	8	6	3	3	1	4	7	2	5	3	-	54	-	24	27	8	5	54	9	1	5	2	1	-	
3	57	30	8	10	3	1	2	4	17	10	6	7	1	40	-	27	23	4	3	56	1	1	*	-	-	-	
2	60	29	8	10	4	-	7	3	17	10	6	1	42	-	18	28	11	3	49	11	3	6	1	-	1	-	
1 - not very protected	91	44	18	5	7	2	7	8	12	7	5	2	-	71	-	53	28	9	1	83	6	3	1	1	-	-	
Don't know	129	57	18	11	5	1	27	8	24	11	19	10	-	96	-	100%	53	50	19	3	118	7	-	1	5	-	1
Mean	4.32	4.56b	3.82	4.65	3.71	4.30	4.16	3.35	4.44	4.01	4.77i	4.11	5.86	4.32	8.00	-	4.42	4.21	3.77	5.14	4.29	4.68	4.07	5.27	3.52	4.41	2.00
Standard deviation	2.52	2.55	2.45	2.48	2.37	2.50	2.52	2.19	2.40	2.30	2.36	2.19	2.78	2.51	-	2.70	2.34	2.24	2.41	2.49	2.61	3.22	2.47	1.98	0.68	-	
Standard error	0.11	0.17	0.24	0.29	0.39	0.75	0.38	0.37	0.22	0.29	0.28	0.34	0.98	0.13	-	0.17	0.17	0.30	0.46	0.12	0.35	0.89	0.44	0.70	0.48	-	
NET: 8-10	62	39	6	10	2	1	4	*	16	7	10	2	1	43	1	34	18	3	6	52	8	2	6	-	-	-	
NET: 4-7	235	133	29	25	12	7	16	11	44	19	30	12	2	185	-	102	93	24	14	207	27	4	17	4	2	-	
NET: 1-3	209	103	33	24	15	3	16	14	45	27	20	15	2	154	-	98	79	25	7	188	18	7	8	2	-	1	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 601

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41				
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*				
10 - extremely protected	13	6	8	8	4	5	3	1	-	6	7	1	-	3	3	2	4	-	-	1				
	2%	1%	4% <sup>d</sup>	4%	3%	10% <sup>ad</sup>	3%	2%	-	7% <sup>j</sup>	1%	3%	-	3%	2%	1%	7%	-	-	1%				
9	16	9	7	7	6	1	3	4	3	5	11	1	*	1	2	3	1	2	1	1				
	2%	2%	4%	4%	4%	2%	4%	5%	8% <sup>a</sup>	5%	2%	3%	1%	1%	2%	3%	2%	11%	5%	3%				
8	33	19	14	11	11	3	6	4	6	9	24	1	5	5	11	5	3	1	-	2				
	5%	4%	7%	6%	7%	6%	6%	7%	13% <sup>a</sup>	9%	5%	4%	8%	5%	7%	4%	5%	4%	-	4%				
7	47	27	20	19	19	4	9	13	3	10	37	4	5	6	9	7	4	3	-	6				
	7%	6%	10%	11%	12% <sup>a</sup>	7%	10%	15% <sup>a</sup>	9%	11%	7%	20%	9%	6%	6%	6%	7%	14%	-	12%				
6	59	33	26	23	23	6	15	13	5	10	49	1	8	11	16	9	4	2	1	1				
	9%	8%	14% <sup>a</sup>	13%	14% <sup>a</sup>	11%	16% <sup>a</sup>	15%	13%	10%	9%	5%	14%	12%	11%	7%	10%	8%	3%	3%				
5	64	43	22	22	16	6	8	10	5	8	56	1	6	7	16	14	8	-	5	2				
	10%	10%	11%	12%	10%	12%	9%	12%	15%	9%	10%	6%	10%	7%	11%	12%	14%	-	28%	5%				
4	64	53	11	11	8	4	6	6	1	14	50	2	3	11	13	13	3	3	2	10				
	10%	12% <sup>bd</sup>	5%	6%	5%	7%	7%	7%	2%	14%	9%	12%	4%	11%	9%	11%	4%	15%	8%	20% <sup>lp</sup>				
3	57	40	17	15	14	5	9	5	2	10	47	3	8	6	11	13	3	1	5	3				
	9%	9%	9%	8%	9%	9%	9%	6%	4%	11%	9%	15%	13%	6%	8%	11%	6%	7%	26%	6%				
2	60	41	18	16	15	3	7	8	3	9	52	1	5	5	15	10	5	3	-	10				
	10%	9%	9%	9%	9%	6%	7%	8%	3%	9%	10%	3%	8%	5%	11%	8%	8%	15%	-	21% <sup>m</sup>				
1 - not very protected	91	62	29	26	23	11	17	8	6	7	85	2	11	15	20	18	9	3	3	4				
	14%	14%	15%	14%	14%	22%	18%	10%	16%	7%	16%	12%	17%	15%	14%	15%	13%	18%	8%	8%				
Don't know	129	105	23	22	21	4	10	12	4	7	121	4	10	27	24	27	15	3	1	8				
	20%	24% <sup>bde</sup>	12%	12%	13%	8%	11%	14%	11%	8%	23% <sup>l</sup>	19%	16%	28%	17%	23%	25%	13%	7%	17%				
Mean	4.32	4.11	4.76 <sup>a</sup>	4.80	4.77 <sup>a</sup>	4.67	4.61	5.14 <sup>a</sup>	5.00	5.24 <sup>j</sup>	4.13	4.76	4.25	4.40	4.40	4.14	4.74	4.64	3.84	4.17				
Standard deviation	2.52	2.40	2.69	2.68	2.63	3.00	2.68	2.47	2.73	2.63	2.45	2.61	2.42	2.59	2.54	2.41	2.90	2.78	2.03	2.40				
Standard error	0.11	0.13	0.21	0.22	0.22	0.46	0.30	0.29	0.45	0.29	0.12	0.54	0.29	0.28	0.23	0.26	0.47	0.65	0.61	0.41				
NET: 8-10	62	33	28	26	21	9	12	12	7	20	42	2	6	9	16	9	8	3	1	4				
	10%	8%	14% <sup>a</sup>	14%	13%	18% <sup>a</sup>	13%	14%	21% <sup>a</sup>	21% <sup>j</sup>	8%	9%	9%	9%	12%	8%	14%	15%	5%	8%				
NET: 4-7	235	156	79	74	66	20	38	42	14	43	192	8	23	36	54	43	20	8	8	20				
	37%	36%	41%	42%	41%	37%	41%	49% <sup>a</sup>	39%	45%	36%	42%	37%	36%	38%	36%	33%	39%	44%	40%				
NET: 1-3	209	143	64	57	51	20	32	21	10	26	183	6	24	27	47	40	17	8	8	17				
	33%	33%	33% <sup>g</sup>	32%	32% <sup>g</sup>	37%	35%	24%	29%	27%	34%	30%	38%	27%	33%	33%	29%	34%	45%	35%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 602

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
10 - extremely protected	13	-	-	-	4%	-	-	4	-	1	2	-	1	-	-	2	1	-	-	-	1	-
9	16	3	1	2	1	-	-	-	2	-	*	-	-	-	3	-	-	-	-	2	1	-
8	33	*	2	1	1	1	1	3	2	2	3	1	-	-	5	1	3	1	4	-	*	-
7	47	1%	4	1	2	2	2	13	1	3	5	-	1	2	5	-	2	1	1	2	1	1
6	59	3	2	4	3	-	5	5	1	2	2	1	2	2	16	3	3	-	3	*	2	2
5	64	2	4	2	4	5	2	5	5	3	2	3	2	1	11	1	3	1	2	4	3	3
4	64	3	3	4	1	1	1	4	5	3	10	2	3	1	16	3	1	1	1	1	*	*
3	57	6	1	2	2	2	2	7	3	2	7	4	*	1	4	4	1	2	4	4	1	1
2	60	1	2	1	1	1	-	5	2	2	4	2	2	1	27	4	1	-	2	1	1	1
1 - not very protected	91	4	5	5	4	1	3	4	5	3	7	3	4	1	*	21	2	4	4	*	2	10
Don't know	129	5	2	4	1	6	3	7	1	5	7	6	1	6	38	2	9	3	11	3	9	9
Mean	4.32	4.25	4.51	4.37	4.69	4.82	4.79	5.04o	4.40	4.83	4.06	4.17	4.00	4.52	5.08	3.85	3.88	4.68	3.34	5.48	4.85	2.97
Standard deviation	2.52	2.64	2.54	2.60	2.78	2.01	2.18	2.58	2.50	2.67	2.52	2.38	2.66	2.36	2.50	2.45	2.26	2.55	2.64	2.49	2.73	2.35
Standard error	0.11	0.58	0.54	0.52	0.61	0.54	0.54	0.41	0.50	0.63	0.38	0.62	0.71	0.71	1.44	0.22	0.52	0.59	0.73	0.52	0.63	0.57
NET: 8-10	62	4	3	3	3	1	1	5	5	3	4	3	2	-	10	2	3	1	6	3	*	*
NET: 4-7	235	8	13	10	10	8	11	27	12	10	18	6	7	5	48	7	10	3	7	8	7	7
NET: 1-3	209	11	8	8	7	4	5	16	9	7	18	9	6	3	*	53	9	6	6	6	6	12

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 603

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	**
10 - extremely protected	2	2	-	1	-	-	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	1	1	-
	3%	4%	-	5%	-	-	31%	-	-	7%	4%	-	-	-	-	10%	-	-	-	-	-	14%	9%	-
9	5	5	-	2	1	1	-	-	1	1	1	1	-	1	-	3	-	-	-	-	-	-	-	-
	7%	9%	-	6%	9%	9%	-	-	6%	3%	8%	14%	-	8%	-	35%	-	-	-	-	-	-	-	-
8	9	9	-	4	3	1	-	-	5	2	2	-	-	1	1	-	-	-	1	4	-	2	-	-
	13%	16%	-	14%	20%	7%	-	-	24%	8%	12%	-	-	22%	9%	-	-	-	17%	38%	-	33%	-	-
7	8	7	1	4	2	2	-	-	4	2	1	1	1	-	1	2	*	1	-	1	*	-	-	-
	12%	12%	8%	13%	10%	15%	-	-	19%	9%	6%	11%	19%	-	13%	28%	17%	100%	-	12%	8%	-	-	-
6	13	9	3	5	3	3	-	1	1	2	7	3	2	3	1	1	-	-	2	-	*	1	*	-
	18%	17%	23%	16%	19%	20%	-	37%	6%	9%	36%	27%	25%	32%	18%	17%	15%	-	42%	-	9%	17%	100%	-
5	5	3	2	3	2	1	-	-	3	1	-	1	-	2	1	*	-	-	1	1	*	-	-	-
	7%	6%	13%	9%	9%	4%	-	-	17%	5%	-	6%	-	30%	10%	5%	-	-	11%	7%	6%	-	-	-
4	2	2	*	2	*	-	-	-	*	2	*	-	-	-	2	-	-	-	*	-	-	*	-	-
	3%	3%	2%	6%	2%	-	-	-	2%	8%	3%	-	-	-	17%	-	-	-	5%	-	-	6%	-	-
3	7	4	3	4	1	1	1	-	1	3	2	-	1	2	3	1	-	-	-	-	-	-	-	-
	9%	7%	19%	13%	8%	5%	21%	-	6%	16%	11%	-	11%	23%	50%	15%	-	-	-	-	-	-	-	-
2	3	2	1	2	1	1	-	-	1	1	-	1	-	-	-	-	1	-	-	2	1	-	-	-
	4%	3%	10%	5%	4%	4%	-	-	3%	7%	-	10%	-	-	-	-	27%	-	16%	13%	-	-	-	-
1 - not very protected	6	5	1	1	2	3	-	-	4	*	2	2	-	-	-	*	*	-	1	-	1	1	-	-
	9%	8%	10%	3%	14%	17%	-	-	19%	2%	17%	33%	-	-	-	5%	16%	-	9%	-	19%	18%	-	-
Don't know	10	8	2	3	1	3	1	2	4	3	2	1	1	1	-	1	1	-	1	3	2	1	-	-
	15%	15%	15%	11%	5%	18%	48%	63%	20%	14%	12%	12%	11%	7%	-	18%	40%	-	17%	27%	31%	17%	-	-
Mean	5.63	6.00	4.15	5.82	5.46	5.19	7.18	6.00	6.47	4.64	6.11	5.06	3.99	5.21	4.83	6.29	7.32	3.12	7.00	5.59	6.23	4.74	5.98	6.00
Standard deviation	2.57	2.58	2.06	2.42	2.70	2.87	-	-	1.89	3.10	2.15	2.92	2.79	1.76	2.25	2.45	2.13	-	2.20	2.60	4.02	3.30	-	-
Standard error	0.32	0.37	0.53	0.44	0.68	0.77	-	-	0.44	0.69	0.60	0.84	1.06	0.72	1.01	0.82	0.87	-	0.90	0.98	1.64	1.48	-	-
NET: 8-10	16	16	-	8	5	3	1	-	6	4	5	1	-	1	1	3	3	-	1	4	1	3	-	-
	23%	29%	-	25%	28%	16%	31%	-	30%	18%	24%	14%	-	8%	22%	33%	35%	-	17%	38%	14%	41%	-	-
NET: 4-7	28	21	6	14	7	6	-	1	9	5	9	5	3	5	1	5	3	*	1	3	2	1	2	*
	40%	39%	46%	43%	41%	39%	-	37%	41%	26%	51%	47%	45%	62%	28%	52%	42%	17%	100%	58%	19%	22%	23%	100%
NET: 1-3	16	10	5	7	4	4	1	-	2	9	3	3	3	2	3	1	*	1	-	2	2	1	-	-
	22%	18%	39%	21%	26%	27%	21%	-	9%	42%	13%	27%	44%	23%	50%	15%	5%	43%	-	9%	16%	32%	18%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 604

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemplo yed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No formal educ ation (n)	Pri - mary (o)	Secon - dary (p)	Univ - ersity degree (q)	Higher uni - versity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non - white (u)	Mixed (v)	Asian (w)	Black (x)	Chin - ese (y)	Other (z)	
																											10 - extremely protected
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	**	**	2**	13**	10**	5**	2**	2**	54*	**	**	27**	25**	7**	9**	58*	11**	1**	8**	1**	**	1**
10 - extremely protected	2	2	-	-	1	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	1	1	1	-	-	-	-
9	5	3	-	2	-	-	-	1	1	-	-	-	4	-	-	3	1	-	1	2	3	-	3	-	-	-	-
8	9	8	1	-	-	-	-	-	-	-	-	-	8	-	-	1	7	-	1	7	2	-	2	-	-	-	-
7	8	5	2	*	*	-	-	2	1	1	-	-	6	-	-	2	2	-	4	8	*	-	*	-	-	-	-
6	13	6	*	1	3	-	-	1	1	1	*	*	11	-	*	6	3	1	-	11	1	-	1	-	-	-	-
5	5	2	2	1	-	-	-	1	1	1	-	-	4	-	-	1	4	-	*	5	-	-	-	-	-	-	-
4	2	2	1	-	-	-	-	*	*	*	*	*	2	-	-	2	-	-	-	2	-	-	-	-	-	-	-
3	7	3	1	2	-	-	-	3	3	1	1	1	3	-	-	-	1	1	4	7	-	-	-	-	-	-	-
2	3	-	1	2	1	-	-	-	-	-	-	-	3	-	-	1	1	1	1	3	-	-	-	-	-	-	-
1 - not very protected	6	2	2	-	1	-	-	3	3	1	1	1	3	-	-	4	2	-	-	6	-	-	-	-	-	-	-
Don't know	10	5	*	3	2	-	-	2	1	1	-	-	8	-	-	5	4	-	2	7	4	-	1	1	-	1	
Mean	5.63	6.30	4.06	5.10	5.06	-	-	5.68	3.97	3.49	4.01	1.90	2.46	6.01	-	6.00	5.49	6.28	5.61	3.97	5.26	8.16	10.00	7.92	-	-	-
Standard deviation	2.57	2.40	2.52	2.82	2.95	-	-	2.65	2.61	3.18	1.62	2.58	2.43	-	-	2.92	2.43	2.03	2.39	2.52	1.38	-	1.27	-	-	-	-
Standard error	0.32	0.48	0.59	0.89	1.04	-	-	0.66	0.75	1.42	0.94	1.49	0.36	-	-	0.56	0.53	0.83	0.90	0.34	0.52	-	0.52	-	-	-	-
NET: 8-10	16	13	1	2	1	-	-	1	1	-	-	-	14	-	-	5	9	-	1	10	6	1	5	-	-	-	-
NET: 4-7	28	15	5	3	4	-	-	2	4	2	*	*	23	-	*	11	9	5	*	25	2	-	2	-	-	-	-
NET: 1-3	16	6	4	4	2	-	-	7	7	2	2	2	9	-	-	5	3	2	5	16	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 605

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child-ren aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10	
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	10**	5**	3**	2**	11**	
10 - extremely protected	2	1	1	1	1	-	-	1	-	1	1	-	-	1	-	1	-	-	-	-	
	3%	2%	7%	9%	8%	-	-	16%	-	6%	3%	-	-	12%	-	8%	-	-	-	-	
9	5	2	3	3	3	3	3	1	-	1	3	-	1	-	-	-	1	-	-	1	
	7%	4%	14%	17%	15%	32%	29%	15%	-	10%	6%	-	19%	-	-	-	29%	-	-	11%	
8	9	6	3	2	3	-	1	2	-	9	-	-	1	1	-	3	-	-	-	4	
	13%	13%	13%	12%	14%	-	10%	12%	31%	-	16%	-	-	5%	9%	-	71%	-	-	34%	
7	8	5	3	3	2	1	2	2	-	4	4	*	*	4	1	1	-	-	-	2	
	12%	10%	16%	19%	13%	9%	25%	17%	-	30%	7%	16%	6%	30%	8%	8%	-	-	-	14%	
6	13	8	4	3	4	3	3	1	1	4	9	*	1	3	3	1	-	*	-	*	
	18%	17%	21%	17%	22%	31%	29%	14%	24%	28%	15%	14%	13%	23%	32%	13%	-	15%	-	4%	
5	5	4	1	1	1	1	-	1	-	1	4	-	1	1	1	*	-	-	2	*	
	7%	8%	6%	7%	3%	13%	-	5%	-	6%	7%	-	14%	6%	5%	5%	-	-	100%	3%	
4	2	1	2	2	2	-	-	2	-	2	*	*	2	*	-	-	-	-	-	-	
	3%	1%	8%	9%	8%	-	-	16%	-	-	4%	15%	20%	2%	-	-	-	-	-	-	
3	7	5	1	-	1	-	-	-	1	2	5	1	-	1	2	1	-	-	-	2	
	9%	11%	6%	-	7%	-	-	-	23%	13%	9%	29%	-	5%	21%	13%	-	-	-	17%	
2	3	2	1	1	1	1	-	-	1	-	3	-	-	2	-	1	-	-	-	1	
	4%	5%	3%	4%	4%	8%	-	-	12%	-	5%	-	-	14%	-	7%	-	-	-	5%	
1 - not very protected	6	6	1	1	1	-	-	1	1	1	5	-	1	*	-	2	-	1	-	-	
	9%	11%	3%	3%	3%	-	-	5%	9%	7%	9%	-	11%	3%	-	25%	-	37%	-	-	
Don't know	10	8	1	1	1	1	-	-	-	10	1	1	1	2	2	-	1	-	1	1	
	15%	18%	3%	4%	3%	7%	7%	-	-	19%	25%	16%	-	25%	22%	-	49%	-	-	11%	
Mean	5.63	5.21	6.49	6.75	6.51	6.65	7.42	6.82	4.95	6.01	5.50	4.63	5.42	5.93	5.46	4.05	8.29	2.44	5.00	6.48	
Standard deviation	2.57	2.60	2.34	2.33	2.42	2.19	1.30	2.56	2.83	2.36	2.65	-	2.73	2.57	1.82	3.18	0.51	-	*	2.43	
Standard error	0.32	0.39	0.54	0.58	0.59	0.77	0.49	0.85	1.16	0.63	0.38	-	0.97	0.64	0.69	1.13	0.29	-	*	0.81	
NET: 8-10	16	9	7	6	7	3	4	4	2	2	14	-	1	2	1	1	5	-	-	5	
	23%	18%	34%	38%	37%	32%	39%	42%	31%	16%	25%	-	19%	17%	9%	8%	100%	-	-	46%	
NET: 4-7	28	18	10	9	9	5	5	5	1	9	19	1	4	7	5	3	-	*	2	2	
	40%	37%	50%	51%	46%	53%	54%	52%	24%	64%	34%	45%	53%	61%	45%	25%	-	15%	100%	21%	
NET: 1-3	16	13	2	1	2	1	-	1	2	3	13	1	1	3	2	4	-	1	-	2	
	22%	27%	12%	7%	13%	8%	-	5%	45%	20%	23%	29%	11%	22%	21%	44%	-	37%	-	22%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 606

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	**	**	16**	2**	5**	2**	1**	***	1**
10 - extremely protected	2	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	5%	34%	-	-	-	-	-
9	5	-	-	1	1	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	11%	20%	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-
8	9	-	-	-	1	-	-	1	-	-	-	-	1	-	-	4	-	2	-	-	-	-
	13%	-	-	-	12%	-	-	20%	-	-	-	-	46%	-	-	23%	-	48%	-	-	-	-
7	8	*	1	-	-	*	1	2	-	*	1	-	-	-	-	2	-	-	-	1	-	-
	12%	18%	23%	-	43%	21%	28%	-	17%	10%	-	-	-	-	10%	-	-	-	-	100%	-	-
6	13	1	*	3	1	-	-	1	-	-	1	-	*	-	2	*	1	-	-	-	*	-
	18%	82%	9%	43%	23%	-	-	17%	-	-	18%	-	21%	-	12%	26%	26%	-	-	-	100%	-
5	5	-	-	*	2	*	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	7%	-	-	7%	32%	57%	-	49%	-	-	54%	-	-	-	6%	-	-	-	-	-	-	-
4	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*
	3%	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-	24%	-	-	25%
3	7	-	1	2	-	-	1	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	17%	30%	-	-	36%	36%	51%	-	-	-	-	-	-	-	-	-	-	-	-	-
2	3	-	-	-	-	-	-	-	-	1	-	-	-	-	2	1	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	27%	-	-	-	-	10%	39%	-	-	-	-	-	-
1 - not very protected	6	-	2	-	-	-	-	-	-	*	1	-	-	-	1	-	-	1	-	-	-	-
	9%	-	51%	-	-	-	-	-	-	16%	6%	46%	-	-	7%	-	-	76%	-	-	-	-
Don't know	10	-	-	1	-	-	-	-	-	1	1	-	1	-	5	-	1	-	-	-	-	1
	15%	-	-	9%	-	-	-	-	-	40%	22%	-	33%	-	29%	-	26%	-	-	-	-	75%
Mean	5.63	6.18	3.20	5.29	7.05	5.86	4.28	5.59	3.97	3.12	7.42	3.17	7.37	-	5.97	5.80	7.31	1.72	7.00	6.00	4.00	
Standard deviation	2.57	-	2.89	2.11	2.07	-	1.75	2.23	-	-	2.51	-	-	-	2.77	-	1.12	-	-	-	-	-
Standard error	0.32	-	1.29	0.94	0.92	-	1.01	1.12	-	-	1.12	-	-	-	0.80	-	0.79	-	-	-	-	-
NET: 8-10	16	-	-	1	3	-	-	1	-	-	3	-	1	-	4	1	2	-	-	-	-	-
	23%	-	-	11%	45%	-	-	20%	-	-	43%	-	46%	-	27%	34%	48%	-	-	-	-	-
NET: 4-7	28	2	2	3	4	1	2	3	1	*	2	1	*	-	4	*	1	*	1	*	*	*
	40%	100%	33%	50%	55%	100%	64%	45%	49%	17%	28%	54%	21%	-	28%	26%	26%	24%	100%	100%	25%	
NET: 1-3	16	-	3	2	-	-	1	2	1	1	*	1	-	-	3	1	-	1	-	-	-	-
	22%	-	67%	30%	-	-	36%	36%	51%	43%	6%	46%	-	-	16%	39%	-	76%	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 607

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	33	49	57	26	16	
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
10 - extremely protected	14	5	10	4	2	2	1	1	5	1	2	8	3	-	-	5	-	-	2	2	-	1	1	2	-
	4%	6%	4%	9%	4%	3%	1%	1%	9%	1%	3%	14% <sup>jk</sup>	4%	-	-	14%	-	-	10%	10%	-	3%	3%	8%	-
9	6	4	3	2	-	2	-	1	2	2	-	1	3	1	-	1	-	1	-	-	-	2	1	1	-
	2%	4%	1%	4%	-	3%	-	1%	3%	-	-	2%	4%	3%	-	2%	-	5%	-	-	-	4%	1%	4%	-
8	24	7	17	4	7	5	5	4	-	8	5	5	6	2	2	1	3	1	4	1	1	5	2	3	1
	7%	8%	7%	9% <sup>id</sup>	11% <sup>id</sup>	8% <sup>id</sup>	9% <sup>id</sup>	7%	-	8%	6%	8%	8%	9%	13%	1%	19%	4%	16%	4%	2%	10%	4%	10%	4%
7	32	14	18	9	7	6	7	3	-	13	7	10	3	2	-	6	1	4	3	2	6	3	4	2	-
	10%	16% <sup>b</sup>	8%	20% <sup>id</sup>	12% <sup>id</sup>	10% <sup>id</sup>	13% <sup>id</sup>	6%	-	12% <sup>m</sup>	8%	16% <sup>am</sup>	4%	8%	-	15%	9%	16%	12%	11%	17%	7%	8%	6%	-
6	29	9	20	4	7	4	7	3	3	10	13	-	7	1	1	4	2	2	1	-	3	5	6	4	1
	9%	10%	8%	9%	12%	7%	13%	6%	6%	10% <sup>id</sup>	15% <sup>id</sup>	-	8%	3%	4%	11%	11%	10%	6%	-	10%	10%	11%	14%	5%
5	29	7	22	1	4	9	6	3	7	7	8	6	7	3	3	2	2	4	-	1	-	5	6	-	4
	9%	8%	9%	2%	7%	15% <sup>d</sup>	10%	5%	12%	7%	10%	10%	9%	14%	23%	4%	11%	20%	-	4%	-	10%	11%	-	24%
4	9	-	9	-	-	2	1	6	-	2	2	3	3	2	1	1	-	-	2	-	2	-	1	-	2
	3%	-	4%	-	-	3%	2%	12% <sup>dei</sup>	-	2%	2%	4%	4%	11%	5%	2%	-	-	6%	-	5%	-	2%	-	10%
3	17	6	11	3	2	3	4	3	1	3	6	1	6	-	1	3	*	1	1	1	3	4	2	1	1
	5%	7%	4%	8%	3%	5%	7%	6%	3%	3%	7%	2%	8%	-	4%	9%	3%	4%	4%	4%	10%	8%	3%	3%	3%
2	20	4	16	2	5	2	5	1	5	8	6	4	3	-	-	2	1	1	2	1	1	3	5	3	1
	6%	5%	7%	5%	8%	3%	9%	2%	9%	7%	7%	6%	4%	-	-	4%	8%	6%	6%	3%	3%	7%	10%	11%	8%
1 - not very protected	32	6	26	5	4	6	3	7	13	6	6	6	4	2	*	2	3	1	3	3	4	5	5	-	-
	10%	6%	11%	11%	7%	11%	5%	12%	11%	13%	7%	11%	8%	16%	14%	1%	15%	12%	2%	14%	9%	9%	10%	19%	-
Don't know	116	27	89	10	22	18	16	23	27	37	31	16	32	8	5	13	4	5	10	10	14	15	19	7	7
	35%	31%	37%	23%	36%	31%	29%	42%	47% <sup>d</sup>	36%	36%	27%	40%	36%	38%	35%	24%	23%	39%	50%	43%	37%	25%	46%	
Mean	5.16	5.81	4.90	5.76	5.50	5.23	5.12	4.46	4.74	4.81	4.95	5.87	5.22	4.71	4.59	6.38	4.97	5.02	6.28	5.31	4.66	5.17	4.69	5.01	4.59
Standard deviation	2.74	2.65	2.74	2.99	2.64	2.67	2.34	2.58	3.25	2.67	2.41	3.12	2.78	2.67	2.53	2.69	2.77	2.48	2.76	3.64	2.40	2.74	2.65	3.37	1.65
Standard error	0.18	0.34	0.22	0.51	0.45	0.39	0.36	0.44	0.61	0.33	0.30	0.51	0.38	0.77	0.80	0.55	0.72	0.57	0.83	1.05	0.55	0.48	0.45	0.75	0.48
NET: 8-10	45	15	30	9	9	9	5	5	7	11	7	14	13	3	2	7	3	2	6	3	1	8	4	6	1
	14%	17%	12%	21%	15%	15%	10%	9%	12%	10%	8%	24% <sup>k</sup>	16%	12%	13%	18%	19%	9%	25%	14%	2%	17%	8%	22%	4%
NET: 4-7	100	30	71	14	19	21	21	15	11	32	30	18	20	8	4	12	5	10	6	3	10	13	17	6	6
	30%	34%	29%	31%	31%	35%	39% <sup>i</sup>	28%	18%	31%	35%	31%	25%	36%	32%	33%	31%	46%	24%	16%	32%	27%	32%	21%	38%
NET: 1-3	68	16	53	11	11	11	11	13	24	18	11	16	4	2	5	4	5	3	4	7	11	12	9	2	
	21%	18%	22%	24%	17%	19%	21%	22%	23%	24%	21%	19%	19%	16%	18%	14%	25%	22%	13%	20%	23%	24%	32%	11%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 608

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	High- er univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	-**	1**
10 - extremely protected	14	5	2	2	1	1	3	-	3	1	3	2	-	11	-	-	8	3	1	1	13	2	-	2	-	-	-
	4%	4%	5%	6%	6%	4%	7%	-	5%	4%	6%	8%	-	4%	-	-	6%	3%	4%	19%	4%	5%	-	9%	-	-	-
9	6	3	-	2	1	1	-	-	5	3	3	1	1	1	-	-	4	2	1	-	5	1	1	1	-	-	-
	2%	2%	-	5%	5%	5%	-	-	7% <sup>m</sup>	9% <sup>m</sup>	6% <sup>m</sup>	4%	40%	1%	-	-	2%	2%	2%	-	2%	3%	6%	3%	-	-	-
8	24	15	5	1	2	-	*	1	4	3	3	-	1	20	-	-	9	12	1	17	7	-	5	2	-	-	-
	7%	11%	9%	4%	10%	-	1%	4%	6%	7%	6%	-	27%	8%	-	-	6%	10%	2%	14%	6%	19% <sup>t</sup>	-	26%	26%	-	-
7	32	21	3	6	1	-	-	1	9	3	5	3	-	24	-	-	17	13	1	2	27	5	1	4	-	-	-
	10%	15% <sup>f</sup>	5%	19%	6%	-	-	5%	12%	10%	12%	14%	-	9%	-	-	11%	10%	2%	27%	9%	14%	13%	20%	-	-	-
6	29	14	3	4	2	1	3	3	5	3	3	2	-	24	-	-	13	14	1	-	26	3	2	1	-	-	-
	9%	10%	6%	13%	9%	5%	7%	9%	7%	7%	8%	9%	-	9%	-	-	8%	11%	1%	-	9%	9%	23%	5%	-	-	-
5	29	12	7	1	1	3	2	1	4	3	2	1	-	25	1	-	15	12	2	-	27	3	-	3	-	-	-
	9%	9%	14%	4%	5%	21%	6%	4%	6%	8%	5%	6%	-	10%	100%	-	10%	9%	5%	-	9%	7%	-	13%	-	-	-
4	9	5	1	-	-	-	4%	2	2	1	1	1	-	8	-	-	6	3	1	-	8	1	-	1	-	-	-
	3%	3%	3%	-	-	-	4%	5%	2%	4%	3%	3%	-	3%	-	-	4%	2%	2%	-	3%	2%	-	4%	-	-	-
3	17	7	4	1	1	1	-	1	4	2	1	1	-	13	-	-	9	7	1	-	15	2	1	*	1	-	-
	5%	5%	8%	3%	5%	9%	-	5%	5%	5%	2%	6%	-	5%	-	-	6%	5%	3%	-	5%	5%	6%	2%	11%	-	-
2	20	9	4	-	1	-	4	2	3	2	2	2	-	17	-	-	10	5	5	-	17	3	1	1	1	-	-
	6%	6%	8%	-	6%	-	9%	7%	5%	5%	2%	7%	-	6%	-	-	7%	4%	12%	-	6%	7%	12%	3%	12%	-	-
1 - not very protected	32	14	5	1	1	2	5	3	4	2	2	1	-	27	-	-	11	12	8	1	26	5	2	1	1	-	-
	10%	10%	10%	4%	6%	15%	12%	10%	5%	7%	6%	4%	-	11%	-	-	7%	10%	23%	9%	9%	12%	21%	5%	18%	-	-
Don't know	116	36	16	12	9	7	21	15	27	12	19	10	1	87	-	1	51	43	16	2	109	7	2	2	3	-	1
	35%	26%	31%	41%	42%	41%	54% <sup>ab</sup>	50% <sup>a</sup>	39%	34%	43%	39%	33%	34%	-	100%	34%	34%	43%	30%	38% <sup>u</sup>	19%	19%	9%	33%	-	100%
Mean	5.16	5.34	4.78	6.61	5.90	4.51	4.17	4.06	5.88	5.73	6.21	5.63	8.60	5.00	5.00	-	5.36	5.23	3.25	7.26	5.09	5.61	4.24	6.59	4.18	-	-
Standard deviation	2.74	2.66	2.72	2.24	2.99	2.94	3.12	2.42	2.75	2.79	2.72	2.85	-	2.72	-	-	2.68	2.62	2.94	3.06	2.71	2.85	2.89	2.37	3.40	-	-
Standard error	0.18	0.30	0.37	0.45	0.80	0.98	0.74	0.53	0.37	0.51	0.47	0.64	-	0.21	-	-	0.26	0.29	0.66	1.37	0.20	0.50	0.92	0.56	1.52	-	-
NET: 8-10	45	23	7	5	4	2	3	1	12	7	8	3	2	32	-	-	21	18	3	2	34	11	1	8	2	-	-
	14%	16%	14%	15%	21%	10%	7%	4%	18%	20%	19%	12%	67%	13%	-	-	14%	14%	8%	34%	12%	27% <sup>t</sup>	6%	38%	26%	-	-
NET: 4-7	100	51	15	11	4	4	7	7	19	11	12	8	-	81	1	-	50	41	4	2	88	12	3	9	-	-	-
	30%	37%	29%	37%	20%	26%	18%	24%	28%	29%	28%	31%	-	31%	100%	-	33%	33%	11%	27%	30%	31%	36%	43%	-	-	-
NET: 1-3	68	30	14	2	4	4	9	7	11	6	4	4	-	57	-	-	29	25	14	1	58	9	4	2	3	-	-
	21%	21%	26%	7%	17%	24%	21%	22%	15%	17%	10%	17%	-	22%	-	-	19%	19%	38%	9%	20%	23%	40%	10%	42%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 609

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	NET: Any 5 under	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15		
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**		
10 - extremely protected	14	9	6	5	2	4	2	1	1	6	9	1	2	5	3	2	-	-	-	-		
	4%	4%	6%	5%	3%	10%	4%	2%	3%	12% <sub>j</sub>	3%	5%	8%	10%	5%	5%	-	-	-	-		
9	6	3	3	3	3	-	3	2	-	1	5	1	1	-	1	-	-	1	-			
	2%	1%	3%	3%	4%	-	7% <sub>a</sub>	5%	-	1%	2%	8%	3%	2%	-	3%	-	15%	-			
8	24	15	9	8	7	4	3	3	3	10	14	1	-	3	7	2	4	2	1			
	7%	6%	9%	8%	9%	10%	7%	7%	14%	20% <sub>j</sub>	5%	6%	-	6%	10% <sub>l</sub>	3%	16%	11%	20%			
7	32	26	7	6	7	*	3	5	*	8	24	4	2	3	8	3	3	5	2			
	10%	11%	6%	7%	9%	1%	6%	13%	2%	17%	9%	27%	4%	6%	11%	7%	10%	26%	21%			
6	29	23	6	4	6	2	3	2	3	4	25	1	5	5	5	1	5	-	-			
	9%	10%	6%	5%	7%	4%	6%	6%	16%	8%	9%	10%	8%	7%	2%	21%	-	-	5%			
5	29	16	13	13	10	5	7	6	2	3	26	1	5	7	8	3	2	-	2			
	9%	7%	13%	14%	13%	14%	16%	14%	7%	6%	9%	8%	12%	12%	10%	7%	10%	-	10%			
4	9	8	2	1	2	-	-	1	-	9	-	-	2	4	3	1	-	-	1			
	3%	3%	1%	1%	2%	-	-	2%	3%	-	3%	-	2%	4%	3%	5%	3%	-	4%			
3	17	8	8	8	7	2	6	3	2	4	13	*	3	4	2	3	2	1	-			
	5%	4%	8%	9%	9%	5%	12% <sub>a</sub>	8%	7%	8%	5%	3%	7%	7%	2%	5%	9%	6%	-			
2	20	10	10	10	7	3	4	5	2	5	15	1	1	2	6	2	1	*	-			
	6%	5%	9%	10%	9%	9%	12%	7%	11%	5%	4%	2%	3%	9%	11%	9%	3%	6%	-			
1 - not very protected	32	25	6	6	5	2	4	2	3	2	30	1	3	8	5	5	3	2	1			
	10%	11%	6%	6%	6%	6%	8%	6%	12%	5%	11%	4%	7%	15%	6%	10%	10%	-	7%			
Don't know	116	83	33	31	22	15	12	10	7	7	110	3	20	16	26	20	3	8	3			
	35%	37%	32%	32%	29%	40%	26%	25%	29%	13%	39% <sub>l</sub>	21%	47%	28%	36%	42%	13%	43%	38%			
Mean	5.16	5.14	5.24	5.15	5.14	5.43	4.98	5.07	4.81	6.15 <sub>j</sub>	4.91	6.51	5.06	5.07	5.35	4.47	5.00	5.44	7.37			
Standard deviation	2.74	2.73	2.77	2.78	2.64	3.08	2.78	2.58	2.75	2.78	2.68	2.51	2.69	3.02	2.66	2.97	2.42	2.83	2.10			
Standard error	0.18	0.23	0.31	0.33	0.33	0.64	0.44	0.44	0.60	0.43	0.20	0.73	0.49	0.44	0.38	0.58	0.55	1.15	1.05			
NET: 8-10	45	27	18	16	12	7	8	6	4	17	28	3	3	10	11	5	4	2	3			
	14%	12%	18%	17%	16%	20%	17%	14%	17%	33% <sub>j</sub>	10%	22%	8%	17%	15%	16%	11%	11%	35%			
NET: 4-7	100	73	27	24	23	7	12	14	6	15	85	6	12	17	23	10	11	5	2			
	30%	32%	26%	25%	31%	19%	27%	35%	28%	31%	30%	45%	28%	30%	32%	20%	44%	26%	21%			
NET: 1-3	68	44	24	24	19	7	14	10	6	11	57	2	7	14	13	7	3	*	1			
	21%	19%	24%	25%	25%	20%	30%	26%	26%	23%	20%	12%	17%	25%	18%	27%	28%	19%	6%			

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 610

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
10 - extremely protected	14	-	-	-	-	-	5*	19%	11%	14%	-	-	4%	-	-	2%	-	13%	7%	10%	-	-
9	6	-	-	-	-	-	-	1	-	1	-	1	-	-	2	-	1	-	-	-	-	1
8	24	1	1	1	2	*	2	1	-	2	2	-	1	-	7	-	1	1	1	1	1	-
7	32	-	2	-	1	-	5	*	3	4	2	3	1	-	8	2	-	-	2	-	-	*
6	29	-	-	2	1	-	1	3	-	1	2	1	1	-	10	4	-	1	-	1	1	1
5	29	-	3	3	-	2	-	1	1	-	4	-	2	*	5	2	-	-	1	4	4	1
4	9	2	-	1	-	-	1	-	2	-	-	-	-	-	2	-	-	-	-	-	2	-
3	17	-	-	1	*	-	1	2	2	-	1	1	2	-	5	*	-	1	-	1	-	-
2	20	-	-	-	*	1	-	1	*	-	1	-	2	-	7	2	1	1	1	1	1	1
1 - not very protected	32	1	3	2	2	-	1	-	1	-	4	*	1	1	6	2	2	2	2	1	-	2
Don't know	116	4	2	5	3	1	2	8	3	3	6	5	2	2	31	5	5	2	7	7	13	13
Mean	5.16	4.45	4.45	4.29	4.49	5.37	5.99	6.77	4.84	7.14	4.94	5.29	5.00	3.08	6.00	5.09	4.28	5.80	4.31	6.27	4.59	3.85
Standard deviation	2.74	2.73	2.74	2.20	3.38	2.12	3.08	2.54	3.59	1.98	2.64	2.35	2.72	3.46	-	2.64	2.30	4.13	3.58	3.28	1.65	3.00
Standard error	0.18	1.57	1.03	0.69	1.13	0.95	1.26	0.66	1.08	0.88	0.58	0.89	0.82	1.73	-	0.36	0.66	1.56	1.27	1.24	0.48	1.13
NET: 8-10	45	1	1	1	2	*	3	5	2	4	3	-	2	-	11	-	4	2	2	1	1	1
NET: 4-7	100	2	5	5	1	3	1	10	1	6	10	3	6	1	25	8	-	1	3	6	2	2
NET: 1-3	68	1	3	2	3	1	2	3	4	-	6	2	5	1	18	5	3	4	1	2	3	3

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 611  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**Vimeo**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	5%	-	-	3%	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	-
8	3	3	-	1	1	1	-	*	-	2	-	-	1	1	-	1	-	*	-	-	-	-	1	-	-
	4%	6%	-	7%	5%	5%	-	3%	-	5%	-	-	6%	15%	-	11%	-	6%	-	-	-	-	12%	-	-
7	9	8	1	*	-	3	3	3	-	4	2	1	2	-	-	-	-	3	-	2	-	1	1	2	-
	11%	16%	4%	3%	-	21%	17%	20%	-	11%	9%	7%	12%	-	-	17%	-	38%	-	43%	-	6%	9%	24%	-
6	6	2	4	-	5	*	-	1	-	2	2	1	1	-	-	-	-	-	-	-	-	4	1	1	-
	7%	3%	12%	-	28%	3%	-	5%	-	7%	7%	17%	3%	-	-	-	-	-	-	-	-	16%	7%	15%	-
5	5	2	3	-	1	3	1	*	-	2	1	1	1	-	-	-	1	-	-	-	-	2	*	1	-
	6%	4%	8%	-	4%	19%	6%	3%	-	5%	4%	21%	4%	-	-	35%	-	-	-	-	-	8%	4%	14%	-
4	9	4	4	5	1	2	-	*	-	3	3	2	*	1	-	2	-	*	-	3	1	-	1	-	-
	10%	9%	12%	37%	6%	13%	-	3%	-	9%	12%	30%	2%	20%	-	35%	-	7%	-	62%	6%	-	12%	-	-
3	4	4	-	2	-	1	1	-	-	1	3	-	1	-	2	1	-	-	-	-	-	1	-	1	-
	5%	9%	-	13%	-	10%	6%	-	-	3%	11%	-	4%	-	45%	12%	-	-	-	-	-	4%	-	9%	-
2	10	2	8	-	3	-	4	1	3	1	3	1	5	1	-	1	-	-	2	1	-	2	1	1	1
	11%	4%	20%	-	16%	-	21%	4%	30%	4%	11%	9%	26%	20%	-	18%	-	27%	12%	-	6%	12%	19%	100%	-
1 - not very protected	7	4	3	1	4	*	1	1	-	4	2	-	1	-	-	-	1	-	-	-	-	4	2	1	-
	8%	8%	9%	4%	22%	3%	6%	8%	-	11%	9%	-	4%	-	-	-	9%	-	-	-	15%	20%	8%	-	-
Don't know	33	19	13	5	3	4	7	7	6	15	9	1	7	2	1	3	3	4	2	2	10	3	-	-	
	38%	39%	36%	36%	18%	25%	39%	54%	70%	42%	38%	17%	39%	30%	55%	24%	65%	48%	65%	45%	38%	39%	36%	-	
Mean	4.32	4.87	3.61	4.18	3.81	5.19	4.30	5.14	2.00	4.72	3.78	4.71	4.10	5.36	3.00	3.93	5.00	6.10	2.41	5.90	4.00	3.97	4.08	4.45	2.00
Standard deviation	2.32	2.46	1.96	1.84	2.46	1.85	2.78	2.69	0.00	2.60	2.04	1.46	2.56	3.26	-	2.09	-	2.70	1.13	2.59	0.00	2.24	3.15	2.20	-
Standard error	0.32	0.43	0.43	0.65	0.78	0.51	0.80	0.90	0.00	0.55	0.54	0.65	0.71	1.63	-	1.05	-	1.21	0.80	1.29	0.62	1.05	0.78	-	-
NET: 8-10	4	4	-	1	1	1	1	*	-	3	-	-	1	2	-	1	-	*	-	-	-	-	1	-	-
	5%	8%	-	7%	5%	5%	5%	3%	-	8%	-	-	6%	30%	-	11%	-	6%	-	-	-	-	12%	-	-
NET: 4-7	29	16	13	6	6	8	4	4	-	12	8	5	4	1	-	2	1	3	*	2	3	9	2	5	-
	33%	32%	35%	39%	38%	57%	23%	31%	-	32%	32%	74%	22%	20%	-	35%	35%	38%	7%	43%	62%	36%	19%	64%	-
NET: 1-3	21	10	11	3	6	2	6	2	3	7	7	1	6	1	2	2	-	1	2	1	-	6	3	3	1
	24%	21%	29%	17%	38%	13%	32%	12%	30%	18%	31%	9%	33%	20%	45%	30%	-	9%	27%	12%	-	25%	33%	36%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 612

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Working Status				Disability							What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secund ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	**	65*	**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	2%	-	-	1%	-	-	-	-	-	-
8	3	2	*	1	*	-	-	-	*	*	-	-	-	3	-	-	1	1	*	1	2	2	1	1	-	-	
	4%	3%	4%	12%	7%	-	-	-	3%	-	4%	-	-	4%	-	-	5%	3%	2%	14%	2%	12%	32%	12%	-	-	
7	9	6	2	-	-	1	1	-	1	1	1	1	-	8	-	-	2	5	2	-	7	2	-	2	-	-	
	11%	12%	12%	-	-	34%	7%	-	5%	8%	9%	12%	-	13%	-	-	14%	11%	12%	-	10%	14%	-	30%	-	-	
6	6	5	*	-	-	-	1	-	1	1	-	-	-	5	-	-	1	4	1	-	5	1	-	-	1	-	
	7%	10%	4%	-	-	-	7%	-	4%	-	6%	-	-	8%	-	-	7%	9%	6%	-	7%	9%	-	-	43%	-	
5	5	3	1	1	-	-	*	-	1	-	1	-	-	4	-	-	2	3	-	-	3	2	1	1	-	-	
	6%	7%	5%	12%	-	-	4%	-	4%	-	7%	-	-	7%	-	-	11%	8%	-	-	4%	17%	24%	25%	-	-	
4	9	4	1	2	1	-	-	-	3	3	*	-	-	6	-	-	-	4	1	2	7	2	-	-	1	1	
	10%	9%	9%	39%	18%	-	-	-	15%	23%	4%	-	-	9%	-	-	-	9%	5%	45%	9%	16%	-	-	25%	100%	
3	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	1	2	-	2	4	-	-	-	-	-	
	5%	9%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	4%	4%	-	41%	6%	-	-	-	-	-	
2	10	3	2	-	-	1	1	2	2	2	-	1	-	8	-	-	1	5	4	-	8	1	1	-	-	-	
	11%	7%	16%	-	-	46%	17%	100%	11%	16%	-	16%	-	12%	-	-	4%	12%	22%	-	12%	9%	44%	-	-	-	
1 - not very protected	7	4	1	-	1	-	-	-	1	-	1	-	-	5	-	-	2	2	3	-	6	-	-	-	-	-	
	8%	9%	9%	-	24%	-	-	-	4%	-	6%	-	-	8%	-	-	13%	5%	14%	-	8%	-	-	-	-	-	
Don't know	33	16	5	2	3	*	6	-	9	6	5	-	-	21	-	2	7	15	7	-	30	3	-	2	1	-	
	38%	33%	42%	37%	51%	19%	65%	-	54%	53%	63%	72%	-	32%	-	100%	41%	36%	39%	-	41%	22%	-	33%	32%	-	
Mean	4.32	4.55	4.11	4.96	3.09	4.13	4.16	2.00	4.12	3.81	5.24	4.10	-	4.43	-	-	4.63	4.59	3.54	4.15	4.15	5.38	4.63	6.44	5.26	4.00	-
Standard deviation	2.32	2.32	2.54	1.82	2.97	3.45	2.60	-	2.17	1.89	2.60	3.43	-	2.34	-	-	2.64	2.30	2.58	1.83	2.33	1.95	3.25	1.34	-	-	
Standard error	0.32	0.44	0.76	1.05	1.33	2.44	1.30	-	0.72	0.84	1.06	2.42	-	0.35	-	-	0.73	0.44	0.81	1.06	0.35	0.62	1.87	0.67	-	-	
NET: 8-10	4	2	*	1	*	-	-	-	*	*	-	-	-	4	-	-	1	2	*	1	2	2	1	1	-	-	
	5%	5%	4%	12%	7%	-	-	-	3%	-	4%	-	-	5%	-	-	5%	5%	2%	14%	3%	12%	32%	12%	-	-	
NET: 4-7	29	18	4	3	1	1	2	-	5	3	3	1	-	24	-	-	5	15	4	2	21	7	1	3	2	1	
	33%	38%	31%	51%	18%	34%	18%	-	29%	30%	26%	12%	-	37%	-	-	32%	37%	23%	45%	30%	56%	24%	55%	68%	100%	
NET: 1-3	21	12	3	-	1	1	1	2	2	2	1	1	-	17	-	-	3	9	7	2	19	1	1	-	-	-	
	24%	25%	24%	-	24%	46%	17%	100%	15%	16%	6%	16%	-	26%	-	-	22%	22%	36%	41%	26%	9%	44%	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 613  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child-ren aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	3
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	5%	-	-	-	-	-	4%	-	-	-	-
8	3	2	1	1	1	-	1	1	-	2	1	*	1	-	-	1	-	-	-	-
	4%	4%	3%	3%	4%	-	7%	7%	-	10%	2%	14%	17%	-	-	4%	-	-	-	-
7	9	5	4	4	3	2	2	2	1	1	8	1	2	1	1	3	1	-	-	-
	11%	8%	16%	17%	16%	26%	21%	21%	15%	8%	11%	22%	26%	6%	4%	15%	24%	-	-	-
6	6	6	-	-	-	-	-	-	-	6	-	1	-	4	-	1	-	-	-	-
	7%	9%	-	-	-	-	-	-	-	9%	-	9%	-	17%	-	19%	-	-	-	-
5	5	2	3	3	3	1	3	1	-	3	2	1	-	2	1	1	-	-	-	-
	6%	3%	14%	15%	18%	17%	24%	8%	-	15%	4%	22%	-	25%	3%	5%	-	-	-	-
4	9	7	1	1	1	-	1	-	-	8	-	*	-	5	-	-	-	-	-	1
	10%	12%	5%	5%	7%	-	11%	-	-	5%	11%	-	6%	-	20%	-	-	-	-	37%
3	4	2	2	2	2	1	1	1	-	3	1	-	-	1	1	1	-	-	-	2
	5%	3%	11%	11%	14%	8%	13%	10%	-	16%	2%	-	-	3%	5%	12%	-	-	-	49%
2	10	4	5	5	3	3	2	2	1	3	7	-	-	1	2	4	2	-	-	-
	11%	7%	23%	24%	15%	31%	19%	19%	27%	15%	10%	-	-	12%	10%	17%	37%	-	-	-
1 - not very protected	7	7	-	-	-	-	-	-	-	6	-	-	-	2	1	4	*	-	-	-
	8%	11%	-	-	-	-	-	-	-	4%	9%	-	-	17%	4%	17%	8%	-	-	-
Don't know	33	26	6	6	5	2	3	3	4	29	1	3	4	9	7	-	2	3	1	
	38%	42%	26%	25%	27%	18%	5%	35%	59%	21%	42%	42%	41%	40%	38%	34%	-	100%	100%	15%
Mean	4.32	4.35	4.26	4.26	4.54	4.31	4.65	4.81	3.77	4.61	4.22	6.49	6.81	3.46	4.21	3.98	4.00	-	-	3.43
Standard deviation	2.32	2.43	2.13	2.13	2.02	2.31	2.07	2.56	-	2.52	2.27	-	1.36	2.30	1.80	2.93	2.50	-	-	0.59
Standard error	0.32	0.40	0.52	0.52	0.54	0.94	0.65	0.97	-	0.67	0.36	-	0.56	0.81	0.50	0.81	1.02	-	-	0.42
NET: 8-10	4	3	1	1	1	-	1	1	-	3	1	*	1	-	-	2	-	-	-	-
	5%	5%	3%	3%	4%	-	7%	7%	-	16%	2%	14%	17%	-	-	8%	-	-	-	-
NET: 4-7	29	20	8	8	7	4	6	3	1	5	24	1	3	3	11	4	3	-	-	1
	33%	32%	36%	37%	41%	43%	56%	29%	15%	28%	35%	44%	42%	31%	44%	20%	43%	-	-	37%
NET: 1-3	21	13	8	8	5	3	3	3	1	6	15	-	-	3	4	8	3	-	-	2
	24%	21%	34%	35%	28%	39%	32%	29%	27%	36%	21%	-	-	29%	17%	38%	57%	-	-	49%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 614

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Notting-ham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	***	1**	33**	3**	4**	3**	5**	1**	2**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3	-	1	-	-	-	-	1	-	-	*	-	1	-	*	-	-	-	-	-	-	-
	4%	-	29%	-	-	-	-	10%	-	-	6%	-	24%	-	1%	-	-	-	-	-	-	-
7	9	-	-	-	-	-	-	-	-	-	3	-	-	-	2	-	1	1	2	-	-	-
	11%	-	-	-	-	-	-	-	-	-	36%	-	-	-	7%	-	32%	21%	43%	-	-	-
6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	1	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	100%	12%	-	30%	-	-	-	-	-
5	5	-	-	-	1	-	-	-	-	-	-	-	-	-	2	-	-	1	-	-	-	-
	6%	-	-	-	55%	-	-	-	-	-	-	-	-	-	7%	-	-	35%	-	-	-	-
4	9	-	1	-	-	-	-	2	-	-	*	-	1	-	3	1	-	-	-	-	-	-
	10%	-	41%	-	-	-	-	31%	-	-	6%	-	22%	-	10%	36%	-	-	-	-	-	-
3	4	-	-	2	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	5%	-	-	45%	-	-	-	11%	-	-	-	-	-	-	3%	-	-	24%	-	-	-	-
2	10	1	-	-	-	-	-	-	1	-	-	-	2	-	3	-	1	-	1	-	1	-
	11%	56%	-	-	-	-	-	-	100%	-	-	-	54%	-	9%	-	38%	-	12%	100%	-	-
1 - not very protected	7	-	-	-	-	-	-	-	-	-	1	-	-	*	5	-	-	1	-	-	*	-
	8%	-	-	-	-	-	-	-	-	-	8%	-	-	100%	14%	-	-	20%	-	-	19%	-
Don't know	33	1	-	2	1	2	-	3	-	1	3	1	-	-	12	2	-	-	2	-	2	-
	38%	44%	-	55%	45%	100%	-	49%	-	100%	45%	100%	-	-	36%	64%	-	-	45%	-	81%	-
Mean	4.32	2.00	6.68	3.00	5.00	-	-	4.55	2.00	-	5.89	-	3.85	1.00	6.00	3.93	4.00	4.79	4.16	5.90	2.00	1.00
Standard deviation	2.32	-	2.76	-	-	-	-	2.03	-	-	2.62	-	2.98	-	2.24	-	2.58	2.51	2.59	-	-	-
Standard error	0.32	-	1.59	-	-	-	-	1.17	-	-	1.07	-	1.72	-	0.51	-	1.49	1.25	1.29	-	-	-
NET: 8-10	4	-	2	-	-	-	-	1	-	-	*	-	1	-	*	-	-	-	-	-	-	-
	5%	-	59%	-	-	-	-	10%	-	-	6%	-	24%	-	1%	-	-	-	-	-	-	-
NET: 4-7	29	-	1	-	1	-	-	2	-	-	3	-	1	-	1	12	1	2	2	2	-	-
	33%	-	41%	-	55%	-	-	31%	-	-	41%	-	22%	-	100%	37%	36%	62%	57%	43%	-	-
NET: 1-3	21	1	-	2	-	-	-	1	1	-	1	-	2	*	8	-	1	1	1	1	1	*
	24%	56%	-	45%	-	-	-	11%	100%	-	8%	-	54%	100%	-	26%	-	38%	43%	12%	100%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 615  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	..*	3**	4**	5**	***	3**	3**	2**	6**	5**
10 - extremely protected	2	2	-	1	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-
9	7%	9%	-	12%	-	11%	-	-	-	9%	-	31%	-	-	-	29%	-	-	31%	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2	1	2	2	-	-	-	-	-	-	2	2	-	-	2	-	-	-	-	-	-	-	-	-
6	6%	5%	26%	20%	-	-	-	-	-	-	69%	-	-	-	68%	-	-	-	-	-	-	-	-	-
5	1	4	-	-	-	-	15%	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	*	
4	4%	5%	-	-	-	-	15%	100%	-	-	-	13%	-	-	-	100%	-	-	29%	-	-	-	9%	
3	2	7	2	4	2	-	-	-	-	3	-	2	2	-	-	-	-	-	-	-	-	*	-	
2	7%	9%	-	4%	21%	-	-	-	-	3%	-	19%	70%	-	-	-	-	-	-	-	-	8%	-	
1 - not very protected	6	19%	4	16%	2	26%	1	18%	15%	3	34%	-	-	2	14%	3	44%	14%	14%	-	2	1	-	-
Don't know	3	10%	3	14%	-	4%	27%	8%	-	1	-	-	-	-	-	-	-	9%	-	24%	1	42%	-	-
Mean	4.69	4.67	4.75	4.98	4.90	4.38	3.20	7.00	-	4.50	3.98	8.61	3.96	5.10	-	6.41	7.85	4.22	2.00	6.62	4.74	2.55	3.37	2.68
Standard deviation	2.62	2.63	2.80	3.28	0.95	2.92	2.24	-	-	2.77	1.35	1.13	2.42	1.74	-	2.84	-	1.73	-	3.49	0.56	2.38	1.59	3.17
Standard error	0.49	0.56	1.14	0.95	0.48	1.03	1.29	-	-	0.88	0.55	0.80	0.77	1.01	-	2.01	-	0.87	-	1.75	0.40	1.38	0.79	1.83
NET: 8-10	4	13%	2	9%	2	26%	3	32%	-	1	-	11%	-	-	-	9%	-	100%	-	2	1	-	-	-
NET: 4-7	13	40%	11	44%	2	26%	3	26%	63%	6	42%	15%	100%	-	39%	3	50%	-	46%	70%	-	3	1	3
NET: 1-3	8	25%	6	23%	3	32%	4	37%	-	2	2	76%	-	-	2	2	-	4	40%	30%	1	1	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 616

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	**	11**	9**	6**	3**	***	21**	-**	-**	9**	15**	4**	2**	30**	4**	1**	1**	1**	-**	-**
10 - extremely protected	2	1	-	1	-	-	-	-	1	1	1	-	-	1	-	-	1	1	-	2	-	-	-	-	-	-	-
	7%	7%	-	20%	-	-	-	-	8%	11%	16%	-	-	6%	-	-	14%	6%	-	7%	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	2	-	-	2	-	-	-	-	2	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-
	6%	-	-	33%	-	-	-	-	18%	24%	-	-	-	-	-	-	-	-	84%	7%	-	-	-	-	-	-	-
7	1	-	-	*	-	1	-	-	1	1	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
	4%	-	-	7%	-	100%	-	-	11%	10%	22%	39%	-	-	-	-	15%	-	-	4%	-	-	-	-	-	-	-
6	2	-	1	-	1	-	-	-	1	-	*	-	*	1	-	-	*	2	-	2	-	-	-	-	-	-	-
	7%	-	13%	-	28%	-	-	-	8%	-	8%	100%	-	7%	-	-	5%	12%	-	8%	-	-	-	-	-	-	-
5	6	4	2	-	-	-	-	-	1	-	1	1	-	5	-	-	-	4	-	5	1	-	-	1	-	-	-
	19%	32%	30%	-	-	-	-	-	7%	-	14%	25%	-	25%	-	-	-	29%	-	16%	38%	-	-	100%	-	-	-
4	3	2	-	*	1	-	-	-	*	*	*	-	-	3	-	-	-	1	2	*	2	1	-	-	1	-	-
	10%	19%	-	6%	13%	-	-	-	3%	5%	7%	-	-	14%	-	-	-	4%	54%	16%	8%	29%	-	-	100%	-	-
3	2	1	1	-	-	-	-	-	1	1	-	-	-	1	-	-	1	1	-	2	-	-	-	-	-	-	-
	7%	8%	19%	-	-	-	-	-	7%	9%	-	-	-	7%	-	-	17%	5%	-	8%	-	-	-	-	-	-	-
2	3	-	1	*	1	-	-	-	1	1	-	1	-	1	-	-	1	1	1	1	1	1	1	-	-	-	-
	8%	-	18%	7%	21%	-	-	-	11%	14%	-	36%	-	7%	-	-	10%	8%	13%	-	5%	33%	100%	-	-	-	-
1 - not very protected	3	-	1	1	1	-	-	-	2	2	1	-	-	2	-	-	2	2	-	3	-	-	-	-	-	-	-
	10%	-	16%	19%	24%	-	-	-	14%	18%	21%	-	-	9%	-	-	21%	11%	-	12%	-	-	-	-	-	-	-
Don't know	7	4	*	1	1	-	1	-	1	1	1	-	-	5	-	-	2	4	1	7	-	-	-	-	-	-	-
	22%	34%	4%	9%	14%	-	100%	-	12%	8%	12%	-	-	25%	-	-	19%	24%	33%	-	25%	-	-	-	-	-	-
Mean	4.69	5.03	3.52	6.21	3.32	7.00	-	-	5.24	5.09	5.47	4.70	6.00	4.35	-	-	4.50	4.47	3.60	7.37	4.85	3.73	2.00	5.00	4.00	-	-
Standard deviation	2.62	1.98	1.90	3.74	2.37	-	-	-	3.10	3.52	3.39	2.59	-	2.30	-	-	3.56	2.46	0.98	1.89	2.75	1.49	-	-	-	-	-
Standard error	0.49	0.81	0.63	1.41	1.06	-	-	-	0.90	1.24	1.28	1.30	-	0.57	-	-	1.07	0.71	0.69	1.34	0.56	0.75	-	-	-	-	-
NET: 8-10	4	1	-	3	-	-	-	-	3	3	1	-	-	1	-	-	1	1	-	2	4	-	-	-	-	-	-
	13%	7%	-	53%	-	-	-	-	26%	35%	16%	-	-	6%	-	-	14%	6%	-	84%	14%	-	-	-	-	-	-
NET: 4-7	13	7	3	1	2	1	-	-	3	1	3	2	*	10	-	-	2	7	2	*	11	2	-	1	1	-	-
	40%	51%	43%	13%	41%	100%	-	-	30%	15%	51%	64%	100%	46%	-	-	20%	45%	54%	16%	36%	67%	-	100%	100%	-	-
NET: 1-3	8	1	4	2	2	-	-	-	4	4	1	1	-	5	-	-	4	4	1	7	1	1	1	-	-	-	-
	25%	8%	53%	25%	45%	-	-	-	31%	42%	21%	36%	-	23%	-	-	47%	24%	13%	-	24%	33%	100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 617  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Imgur**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	5	
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	-**	-**	6**	
10 - extremely protected	2	2	-	-	-	-	-	-	-	2	-	-	-	1	-	-	-	-	-	1	
	7%	7%	-	-	-	-	-	-	-	8%	-	-	-	25%	-	-	-	-	-	22%	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	2	2	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	
	6%	7%	-	-	-	-	-	-	-	7%	-	-	-	30%	-	-	-	-	-	-	
7	1	1	-	-	-	-	-	-	-	1	*	-	-	-	1	-	-	-	-	-	
	4%	4%	-	-	-	-	-	-	-	5%	12%	-	-	-	15%	-	-	-	-	-	
6	2	2	-	-	-	-	-	-	*	2	-	*	-	2	-	-	-	-	-	-	
	7%	8%	-	-	-	-	-	-	8%	7%	-	55%	-	27%	-	-	-	-	-	-	
5	6	4	2	2	2	1	2	1	-	1	5	-	-	1	-	2	1	-	-	-	
	19%	14%	54%	54%	54%	100%	54%	42%	-	15%	19%	-	-	18%	-	38%	31%	-	-	-	
4	3	3	-	-	-	-	-	-	-	3	-	-	-	1	-	-	-	-	-	2	
	10%	12%	-	-	-	-	-	-	-	12%	-	-	-	10%	-	-	-	-	-	43%	
3	2	2	-	-	-	-	-	-	-	2	1	-	1	-	-	-	-	-	-	-	
	7%	8%	-	-	-	-	-	-	-	8%	36%	-	27%	-	-	-	-	-	-	-	
2	3	1	1	1	1	-	1	1	1	1	*	-	*	-	1	-	-	-	-	1	
	8%	5%	29%	29%	29%	-	29%	36%	100%	22%	5%	12%	-	13%	-	21%	-	-	-	11%	
1 - not very protected	3	3	-	-	-	-	-	-	-	2	1	*	1	-	-	*	-	-	-	1	
	10%	12%	-	-	-	-	-	-	-	27%	7%	33%	45%	18%	-	10%	-	-	-	15%	
Don't know	7	7	1	1	1	-	1	1	-	6	*	-	-	2	1	3	-	-	-	1	
	22%	23%	17%	17%	17%	-	17%	21%	-	21%	7%	-	-	34%	26%	59%	-	-	-	10%	
Mean	4.69	4.80	3.95	3.95	3.95	5.00	3.95	3.61	2.00	2.72	5.05	2.67	3.76	4.63	6.61	4.57	4.04	-	-	4.77	
Standard deviation	2.62	2.74	1.70	1.70	1.70	-	1.70	1.91	-	2.19	2.57	2.24	-	3.92	1.60	2.02	-	-	-	3.57	
Standard error	0.49	0.55	0.98	0.98	0.98	-	0.98	1.35	-	0.98	0.54	1.00	-	1.76	0.80	1.01	-	-	-	1.79	
NET: 8-10	4	4	-	-	-	-	-	-	-	4	-	-	-	1	2	-	-	-	-	1	
	13%	15%	-	-	-	-	-	-	-	15%	-	-	-	25%	30%	-	-	-	-	22%	
NET: 4-7	13	11	2	2	2	1	2	1	-	1	12	*	*	1	3	3	1	-	-	2	
	40%	38%	54%	54%	54%	100%	54%	42%	-	24%	43%	12%	55%	18%	36%	54%	31%	-	-	43%	
NET: 1-3	8	7	1	1	1	-	1	1	1	3	6	3	*	2	1	*	-	-	-	1	
	25%	25%	29%	29%	29%	-	29%	36%	100%	49%	21%	81%	45%	57%	-	21%	10%	-	-	25%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 618

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Notting-ham (i)	Birm-ingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
10 - extremely protected	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	7%	-	-	-	73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31%	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	68%	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	*
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	43%
6	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-
	7%	100%	36%	-	-	-	-	-	-	-	-	-	-	-	-	8%	-	-	-	-	-
5	6	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	-	-	-	1	-
	19%	-	-	-	-	-	-	-	-	-	62%	-	-	-	43%	-	-	-	-	28%	-
4	3	-	-	-	-	-	-	-	-	-	*	-	1	2	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-	-	9%	-	100%	100%	-	-	-	-	-	-	-
3	2	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	7%	-	64%	-	-	-	-	32%	-	-	-	-	-	-	-	-	-	-	19%	-	-
2	3	-	-	-	*	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	8%	-	-	-	27%	-	-	-	-	100%	-	-	-	-	31%	-	-	-	-	-	-
1 - not very protected	3	-	-	-	-	-	-	-	-	-	1	-	-	*	1	-	-	-	1	*	-
	10%	-	-	-	-	-	-	-	-	-	14%	-	-	39%	14%	-	-	-	45%	12%	-
Don't know	7	-	-	-	-	3	-	-	-	1	-	-	-	1	*	-	-	1	1	-	1
	22%	-	-	-	-	100%	-	-	-	15%	-	-	-	61%	4%	-	-	100%	36%	-	57%
Mean	4.69	6.00	4.09	-	7.85	-	-	6.41	-	2.00	4.22	-	4.00	1.00	4.00	3.54	-	-	1.59	6.62	7.00
Standard deviation	2.62	-	-	-	-	-	-	2.84	-	1.73	-	-	-	0.00	1.96	-	-	-	-	3.49	-
Standard error	0.49	-	-	-	-	-	-	2.01	-	0.87	-	-	-	0.00	0.80	-	-	-	-	1.75	-
NET: 8-10	4	-	-	-	1	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-
	13%	-	-	-	73%	-	-	68%	-	-	-	-	-	-	-	-	-	-	-	31%	-
NET: 4-7	13	1	*	-	-	-	-	-	-	3	-	1	-	2	3	-	-	-	-	2	*
	40%	100%	36%	-	-	-	-	-	-	70%	-	100%	-	100%	51%	-	-	-	-	57%	43%
NET: 1-3	8	-	1	-	*	-	-	1	-	*	1	-	*	-	3	-	-	-	2	*	-
	25%	-	64%	-	27%	-	-	32%	-	100%	14%	-	-	39%	-	45%	-	-	64%	12%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 619

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of London (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	..	..	1**	5**	1**	4**	2**	..	1**	1**	3**	..	2**	2**	..
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	3	3	-	-	1	1	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	23%	31%	-	-	36%	26%	-	-	100%	-	100%	-	-	-	100%	-	44%	-	-	-	-
5	1	1	-	-	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	13%	17%	-	-	32%	-	-	-	-	-	38%	-	-	-	-	43%	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	2	2	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-
	17%	23%	-	69%	-	-	-	-	39%	-	-	-	-	-	-	-	-	100%	-	-	-
1 - not very protected	5	2	3	*	2	2	-	-	3	-	2	2	-	-	1	-	-	-	2	-	-
	43%	24%	100%	16%	64%	42%	-	-	61%	-	51%	100%	-	-	100%	-	-	-	100%	-	-
Don't know	*	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
	4%	5%	-	15%	-	-	-	-	-	-	11%	-	-	-	-	13%	-	-	-	-	-
Mean	2.90	3.59	1.00	1.81	2.81	3.56	-	-	6.00	1.39	6.00	2.72	1.00	-	6.00	1.00	5.50	-	2.00	1.00	-
Standard deviation	2.27	2.29	0.00	0.51	2.79	2.54	-	-	0.55	-	2.38	-	-	-	-	0.62	-	-	-	-	-
Standard error	0.80	1.02	0.00	0.36	1.61	1.46	-	-	0.27	-	1.68	-	-	-	-	0.44	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	4	4	-	-	1	3	-	-	1	-	1	1	-	-	1	-	3	-	-	-	-
	36%	48%	-	-	36%	58%	-	-	100%	-	100%	38%	-	-	100%	-	87%	-	-	-	-
NET: 1-3	7	4	3	2	2	2	-	-	5	-	2	2	-	-	1	-	-	2	2	-	-
	61%	47%	100%	85%	64%	42%	-	-	100%	-	51%	100%	-	-	100%	-	-	100%	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 620

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-	-
Weighted base	11*	8**	-**	3*	***	-**	-**	-**	2**	***	2**	-**	-**	8**	-**	-**	7**	2**	-**	-**	7**	4**	-**	4**	-**	-**	-**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	3	3	33%	-	-	-	-	-	-	-	-	-	-	3	-	3	37%	-	-	-	3	64%	-	3	64%	-	-	-
5	1	1	13%	18%	-	-	-	-	-	-	-	-	1	17%	-	-	-	1	73%	-	1	36%	-	1	36%	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	2	2	17%	24%	-	-	-	-	-	-	-	-	2	23%	-	-	-	-	-	-	2	27%	-	-	-	-	-	-
1 - not very protected	5	2	43%	25%	-	-	-	-	2	82%	2	100%	-	2	30%	-	4	56%	1	27%	5	67%	-	-	-	-	-	-
Don't know	-	-	4%	-	-	100%	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	6%	-	-	-	-	-	-	-
Mean	2.90	3.59	-	1.00	-	-	-	-	1.00	-	1.00	-	-	3.43	-	-	2.99	3.91	-	-	1.28	5.64	-	5.64	-	-	-	-
Standard deviation	2.27	2.29	-	0.00	-	-	-	-	-	-	-	-	-	2.30	-	-	2.67	-	-	-	0.49	0.55	-	0.55	-	-	-	-
Standard error	0.80	1.02	-	0.00	-	-	-	-	-	-	-	-	-	0.94	-	-	1.33	-	-	-	0.22	0.32	-	0.32	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	4	4	36%	51%	-	-	-	-	-	-	-	-	4	47%	-	3	37%	1	73%	-	4	100%	-	4	100%	-	-	-
NET: 1-3	7	4	61%	49%	-	-	-	-	2	82%	2	100%	-	4	53%	-	4	56%	1	27%	7	94%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 621  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to	£14,000 to	£21,000 to	£28,000 to	£34,000 to	£41,000 to	£48,000 to	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	1	1	2	-	-	-	-	
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	3**	-**	-**	-**	-**		
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
6	3	-	3	3	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
	23%	-	44%	44%	44%	50%	30%	45%	100%	73%	12%	-	100%	-	-	-	-	-	45%	-	-	-		
5	1	-	1	1	1	1	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-		
	13%	-	24%	24%	24%	50%	30%	55%	-	-	15%	-	-	-	-	-	-	-	55%	-	-	-		
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
2	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-		
	17%	36%	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	-	-	-	-	-		
1 - not very protected	5	3	2	2	2	-	2	-	-	1	4	*	-	2	1	2	-	-	-	-	-	-		
	43%	56%	32%	32%	32%	-	40%	-	-	27%	47%	51%	-	100%	100%	100%	-	-	-	-	-	-		
Don't know	*	*	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-		
	4%	8%	-	-	-	-	-	-	-	-	5%	49%	-	-	-	-	-	-	-	-	-	-		
Mean	2.90	1.39	4.15	4.15	4.15	5.50	3.71	5.45	6.00	4.64	2.51	1.00	6.00	1.00	1.00	1.00	1.00	5.45	-	-	-	-		
Standard deviation	2.27	0.55	2.42	2.42	2.42	0.62	2.52	0.64	-	-	2.06	-	-	-	-	-	-	0.64	-	-	-	-		
Standard error	0.80	0.27	1.21	1.21	1.21	0.44	1.46	0.45	-	-	0.84	-	-	-	-	-	-	0.45	-	-	-	-		
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NET: 4-7	4	-	4	4	4	3	3	3	1	1	3	-	1	-	-	-	-	3	-	-	-	-		
	36%	-	68%	68%	68%	100%	60%	100%	100%	73%	28%	-	100%	-	-	-	-	100%	-	-	-	-		
NET: 1-3	7	5	2	2	2	-	2	-	-	1	6	*	-	2	1	2	-	-	-	-	-	-		
	61%	92%	32%	32%	32%	-	40%	-	-	27%	68%	51%	-	100%	100%	100%	-	-	-	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 622

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Notting-ham (i)	Birm-ingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	**	2**	**	1**	**	**	1**	**	**	3**	**	**	**	**	4**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	3	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	-	100%	-	-	44%	-	-	-	-	-	-	-	-	-	-
5	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	-	-
1 - not very protected	5	-	2	-	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
	43%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	-	-
Don't know	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-
Mean	2.90	-	1.00	-	1.00	-	-	6.00	-	-	5.50	-	-	-	-	1.50	-	-	-	-	-
Standard deviation	2.27	-	-	-	-	-	-	-	-	-	0.62	-	-	-	-	0.58	-	-	-	-	-
Standard error	0.80	-	-	-	-	-	-	-	-	-	0.44	-	-	-	-	0.41	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	4	-	-	-	-	-	-	1	-	-	3	-	-	-	-	-	-	-	-	-	-
	36%	-	-	-	-	-	-	100%	-	-	87%	-	-	-	-	-	-	-	-	-	-
NET: 1-3	7	-	2	-	1	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-
	61%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 623

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region													
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3	-	3	-	3	-	-	-	-	3	-	-	-	-	-	-	-	-	3	-	-	-	-	-
	11%	-	24%	-	34%	-	-	-	-	42%	-	-	-	-	-	-	-	-	83%	-	-	-	-	-
8	1	1	-	1	-	-	-	-	1	*	-	-	*	-	-	-	-	1	-	-	-	-	-	-
	5%	9%	-	43%	-	-	-	-	10%	5%	-	-	10%	-	-	-	-	17%	-	-	-	-	-	-
7	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	4%	7%	-	-	9%	-	-	-	14%	-	-	-	-	-	-	-	-	19%	-	-	-	-	-	-
6	3	3	-	-	2	1	-	-	3	-	-	-	1	-	-	-	-	2	-	-	-	-	-	-
	14%	26%	-	-	28%	12%	-	-	41%	-	-	-	35%	-	-	-	-	48%	-	-	-	-	-	-
5	1	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	3%	-	6%	-	7%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	32%	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	6	5	1	-	-	4	2	-	1	-	3	2	-	3	-	-	-	1	1	-	1	-	-	-
	24%	40%	5%	-	-	40%	47%	-	11%	-	78%	29%	-	100%	-	-	-	20%	17%	-	100%	-	-	-
2	3	1	2	-	2	-	1	-	1	-	-	2	-	-	-	-	-	2	1	-	-	-	-	-
	11%	5%	19%	-	27%	-	14%	-	7%	-	-	37%	-	-	-	-	-	44%	13%	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7	2	5	1	1	3	2	-	2	2	1	2	2	-	-	-	-	2	-	1	-	1	1	1
	29%	14%	47%	57%	11%	31%	40%	-	22%	39%	22%	34%	55%	-	-	-	-	40%	-	68%	-	100%	100%	100%
Mean	4.95	4.65	5.53	8.00	5.92	4.29	2.77	-	5.32	8.46	3.00	2.44	6.42	-	3.00	-	3.66	5.05	8.00	5.00	3.00	-	-	-
Standard deviation	2.57	2.03	3.54	-	3.12	1.74	0.53	-	1.89	0.99	*	0.58	-	*	-	-	3.35	2.04	2.74	-	-	-	-	-
Standard error	0.71	0.68	1.77	-	1.80	0.78	0.31	-	0.77	0.57	*	0.34	-	*	-	-	2.37	1.02	1.93	-	-	-	-	-
NET: 8-10	4	1	3	1	3	-	-	-	1	3	-	-	*	-	-	-	1	-	3	-	-	-	-	-
	15%	9%	24%	43%	34%	-	-	-	10%	47%	-	-	10%	-	-	-	17%	-	83%	-	-	-	-	-
NET: 4-7	5	4	1	-	2	3	-	-	4	1	-	-	1	-	-	-	-	3	-	1	-	-	-	-
	20%	32%	6%	-	28%	29%	-	-	49%	14%	-	-	35%	-	-	-	-	67%	-	32%	-	-	-	-
NET: 1-3	8	6	3	-	2	4	3	-	1	-	3	4	-	3	-	-	2	1	1	-	1	-	-	-
	35%	45%	24%	-	27%	40%	60%	-	19%	-	78%	66%	-	100%	-	-	44%	33%	17%	-	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 624

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	19	11	3	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-
Weighted base	23*	16**	2**	2*	3**	-**	-**	1**	7**	5**	6**	4**	-**	16**	-**	-**	11**	8**	2**	-**	20**	3**	-**	3**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3	3	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	3	-	-	-	-	-	-	-
	11%	16%	-	-	-	-	-	-	-	-	-	-	16%	-	-	22%	-	-	13%	-	-	-	-	-	-	-
8	1	1	*	-	-	-	-	-	-	-	-	-	1	-	-	*	-	1	1	-	-	-	-	-	-	-
	5%	5%	16%	-	-	-	-	-	-	-	-	-	7%	-	-	3%	-	35%	5%	-	-	-	-	-	-	-
7	1	1	-	-	-	-	-	1	-	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	4%	5%	-	-	-	-	-	12%	-	13%	23%	-	-	-	-	-	11%	-	4%	-	-	-	-	-	-	-
6	3	3	-	-	-	-	-	-	-	-	-	-	3	-	-	2	1	-	3	-	-	-	-	-	-	-
	14%	21%	-	-	-	-	-	-	-	-	-	-	20%	-	-	19%	14%	-	16%	-	-	-	-	-	-	-
5	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-
	3%	-	35%	-	-	-	-	-	-	-	-	-	4%	-	-	-	8%	-	3%	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	6	4	-	-	1	-	-	1	-	-	-	-	6	-	-	4	-	1	6	-	-	-	-	-	-	-
	24%	26%	-	-	35%	-	-	100%	-	-	-	-	35%	-	-	37%	-	65%	28%	-	-	-	-	-	-	-
2	3	1	-	-	2	-	-	2	2	2	-	-	1	-	-	-	3	-	1	2	-	2	-	-	-	-
	11%	4%	-	-	65%	-	-	28%	43%	32%	-	-	4%	-	-	-	33%	-	3%	59%	-	59%	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7	4	1	2	-	-	-	4	3	4	3	-	2	-	-	2	3	-	5	1	-	1	-	-	-	-
	29%	23%	50%	100%	-	-	-	61%	57%	55%	77%	-	15%	-	-	20%	34%	-	27%	41%	-	41%	-	-	-	-
Mean	4.95	5.64	5.94	-	2.35	-	-	3.00	3.46	2.00	3.46	7.00	5.27	-	-	5.53	4.03	4.77	5.37	2.00	-	2.00	-	-	-	-
Standard deviation	2.57	2.54	-	-	0.58	-	-	2.82	0.00	2.82	-	-	2.51	-	-	2.71	2.34	3.25	2.47	0.00	-	0.00	-	-	-	-
Standard error	0.71	0.90	-	-	0.41	-	-	1.99	0.00	1.99	-	-	0.76	-	-	1.21	1.05	1.87	0.71	0.00	-	0.00	-	-	-	-
NET: 8-10	4	3	*	-	-	-	-	-	-	-	-	-	4	-	-	3	-	1	4	-	-	-	-	-	-	-
	15%	21%	16%	-	-	-	-	-	-	-	-	-	22%	-	-	25%	-	35%	18%	-	-	-	-	-	-	-
NET: 4-7	5	4	1	-	-	-	-	1	-	1	1	-	4	-	-	2	3	-	5	-	-	-	-	-	-	-
	20%	26%	35%	-	-	-	-	12%	-	13%	23%	-	24%	-	-	19%	33%	-	24%	-	-	-	-	-	-	-
NET: 1-3	8	5	-	-	3	-	-	1	2	2	2	-	6	-	-	4	3	1	6	2	-	2	-	-	-	-
	35%	29%	-	-	100%	-	-	100%	28%	43%	32%	-	39%	-	-	37%	33%	65%	31%	59%	-	59%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 625  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Periscope**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1		
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	-**	2**	7**	2**	6**	5**	1**	-**	1**		
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
9	3	-	3	3	3	3	-	-	3	-	-	-	3	-	-	-	-	-	-	-		
	11%	-	25%	26%	29%	60%	36%	-	23%	-	-	-	37%	-	-	-	-	-	-	-		
8	1	*	1	1	-	1	-	-	1	*	-	-	*	-	-	-	-	-	-	1		
	5%	2%	7%	8%	-	18%	-	-	7%	2%	-	-	4%	-	-	-	-	-	-	100%		
7	1	-	1	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-		
	4%	-	8%	9%	10%	-	12%	-	8%	-	-	-	-	-	15%	-	-	-	-	-		
6	3	3	-	-	-	-	-	-	2	1	-	-	1	-	2	-	-	-	-	-		
	14%	25%	-	-	-	-	-	-	19%	9%	-	-	16%	-	37%	-	-	-	-	-		
5	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-		
	3%	5%	-	-	-	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-	-		
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
3	6	-	6	6	5	1	4	2	3	3	-	2	-	-	1	3	-	-	-	-		
	24%	-	54%	57%	54%	21%	51%	100%	28%	21%	-	100%	-	-	16%	60%	-	-	-	-		
2	3	2	1	-	1	-	-	-	1	3	-	-	1	-	-	2	-	-	-	-		
	11%	16%	6%	-	7%	-	-	-	100%	21%	-	-	9%	-	-	40%	-	-	-	-		
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	7	7	-	-	-	-	-	-	2	5	-	-	2	2	2	-	1	-	-	-		
	29%	52%	-	-	-	-	-	-	16%	41%	-	-	24%	100%	32%	-	100%	-	-	-		
Mean	4.95	4.68	5.11	5.30	5.08	7.53	5.67	3.00	2.00	6.08	3.49	-	3.00	7.00	-	5.52	2.60	-	-	8.00		
Standard deviation	2.57	2.13	2.90	2.88	2.98	2.75	3.04	-	-	2.55	1.84	-	-	2.63	-	1.68	0.55	-	-	-		
Standard error	0.71	0.95	1.03	1.09	1.22	1.59	1.52	-	-	1.14	0.65	-	-	1.18	-	0.97	0.39	-	-	-		
NET: 8-10	4	*	3	3	3	3	3	-	3	*	-	-	3	-	-	-	-	-	-	1		
	15%	2%	32%	34%	29%	79%	36%	-	30%	2%	-	-	42%	-	-	-	-	-	-	100%		
NET: 4-7	5	4	1	1	1	-	1	-	3	2	-	-	2	-	3	-	-	-	-	-		
	20%	30%	8%	9%	10%	-	12%	-	27%	14%	-	-	26%	-	52%	-	-	-	-	-		
NET: 1-3	8	2	6	6	5	1	4	2	1	3	5	-	2	1	-	1	5	-	-	-		
	35%	16%	60%	57%	61%	21%	51%	100%	100%	28%	42%	-	100%	9%	-	16%	100%	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 626

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	1	-	-	2	-	-	1	3	1	1
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3 11%	-	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-
8	1 5%	* 15%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
7	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 22%	-	-
6	3 14%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 55%	-	-
5	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	6 24%	-	-	-	-	-	-	-	3 84%	-	-	1 100%	-	-	-	-	-	-	-	1 23%	-	1 100%
2	3 11%	-	-	-	-	-	-	-	1 16%	2 100%	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7 29%	2 85%	-	-	-	-	-	2 100%	-	-	-	-	-	-	-	1 68%	-	-	1 100%	-	1 100%	-
Mean	4.95	8.00	6.00	-	-	-	-	-	2.84	2.00	8.00	3.00	9.00	-	-	5.00	-	-	-	5.52	-	3.00
Standard deviation	2.57	-	-	-	-	-	-	-	0.43	0.00	-	-	0.00	-	-	-	-	-	-	1.68	-	-
Standard error	0.71	-	-	-	-	-	-	-	0.30	0.00	-	-	0.00	-	-	-	-	-	-	0.97	-	-
NET: 8-10	4 15%	* 15%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	-	-	-	-	-	-
NET: 4-7	5 20%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	3 77%	-	-
NET: 1-3	8 35%	-	-	-	-	-	-	-	4 100%	2 100%	-	1 100%	-	-	-	-	-	-	-	1 23%	-	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 627

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
10 - extremely protected	2	2	-	1	1	-	-	-	-	-	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-
9	5	4	1	-	4	-	-	1	-	-	3	3	-	-	-	-	1	1	-	3	-	-	-	-	-
8	6	3	3	-	2	3	1	-	-	2	1	3	-	-	1	-	1	1	-	-	1	1	1	1	-
7	6	4	2	1	1	2	1	*	1	4	*	*	1	-	1	-	1	-	-	-	3	1	-	1	-
6	4	2	1	*	2	*	-	*	-	2	1	-	-	-	-	-	*	-	-	-	2	*	1	-	-
5	15	12	3	4	2	7	1	-	1	4	6	3	1	3	-	-	3	-	2	4	3	*	-	-	-
4	4	2	2	-	3	1	-	-	-	1	2	-	1	1	-	-	1	-	-	1	1	-	-	1	-
3	9	4	5	3	3	1	2	-	-	1	4	2	2	1	2	2	1	1	-	2	1	1	-	-	-
2	10	5	7	5	1	*	3	1	-	2	2	3	3	1	-	2	-	-	1	-	2	3	1	-	-
1 - not very protected	9	3	6	4	3	1	-	-	-	1	3	4	1	2	-	-	1	-	-	-	2	4	-	-	-
Don't know	31	17	14	7	8	6	7	2	1	10	9	4	8	2	3	2	3	5	1	2	8	4	1	-	-
Mean	4.65	5.36	3.74	3.24	5.35	5.26	3.97	5.95	5.89	5.24	4.50	5.00	3.31	3.39	3.00	3.86	7.08	6.32	-	3.80	5.82	4.70	2.76	5.27	7.00
Standard deviation	2.63	2.56	2.47	2.31	2.99	2.06	2.30	3.87	1.26	2.18	2.51	3.27	1.73	1.85	-	2.57	4.03	2.70	-	1.72	2.45	2.39	2.47	2.55	-
Standard error	0.31	0.40	0.47	0.58	0.65	0.48	0.81	1.94	0.73	0.50	0.49	0.84	0.55	0.75	-	1.28	2.01	0.82	-	0.99	0.93	0.60	0.71	1.28	-
NET: 8-10	13	9	4	1	8	3	1	1	-	2	4	7	-	-	1	2	3	-	-	4	1	1	1	-	-
NET: 4-7	28	20	8	5	8	9	2	1	3	10	10	5	3	4	-	1	-	5	-	2	5	8	2	2	1
NET: 1-3	28	10	18	12	7	2	5	1	-	4	9	9	6	3	2	4	1	1	-	1	2	4	8	1	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 628

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	Primary (n)	Secon- dary (o)	Univ- ersity degree (p)	Higher uni- versity degree (q)	Still in full time education (r)	White (s)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	101	46	21	18	8	-	3	5	21	10	13	6	1	77	-	-	35	42	15	7	77	22	6	8	6	-	2
Weighted base	100*	57*	14**	17*	7**	**	2**	4**	21**	11**	11**	5**	1**	74*	**	**	37**	42*	12**	7**	78*	20**	6**	8**	5**	**	2**
10 - extremely protected	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	2	1	1	-	-	-	-
	2%	4%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	4%	4%	-	-	11%	15%	17%	-	-	-	-
9	5	4	1	-	-	-	-	1	-	1	-	-	4	-	-	4	1	-	-	5	-	-	-	-	-	-	-
	5%	7%	5%	-	-	-	-	3%	-	6%	-	-	5%	-	-	10%	2%	-	-	6%	-	-	-	-	-	-	-
8	6	3	1	-	1	-	1	1	1	1	-	-	4	-	-	3	2	1	-	4	2	1	-	1	-	1	-
	6%	6%	6%	-	10%	-	27%	6%	11%	-	-	-	6%	-	-	7%	5%	11%	-	5%	10%	24%	-	15%	-	-	-
7	6	3	1	1	*	-	1	*	1	*	1	-	5	-	-	3	1	2	1	4	2	-	1	1	-	-	-
	6%	5%	6%	4%	6%	-	42%	11%	6%	-	3%	15%	-	7%	-	7%	2%	17%	9%	5%	9%	-	10%	24%	-	-	-
6	4	2	*	*	-	-	*	*	*	*	-	-	3	-	-	*	2	1	*	2	2	-	-	2	-	2	-
	4%	4%	3%	2%	-	-	19%	-	2%	3%	3%	-	4%	-	-	1%	4%	10%	5%	3%	8%	-	-	34%	-	-	-
5	15	11	2	1	-	-	1	5	2	3	1	-	10	-	-	1	9	3	-	12	2	-	1	-	-	1	-
	15%	19%	11%	8%	-	-	31%	22%	15%	24%	16%	-	14%	-	-	4%	20%	24%	-	15%	10%	-	17%	-	-	-	36%
4	4	3	-	1	-	-	-	1	1	1	1	-	3	-	-	3	1	1	-	3	2	2	-	-	-	-	-
	4%	5%	-	7%	-	-	-	6%	5%	10%	10%	-	4%	-	-	7%	2%	8%	-	3%	8%	28%	-	-	-	-	-
3	9	7	1	2	*	-	-	-	-	-	-	-	9	-	-	2	5	1	2	9	1	-	1	-	-	-	-
	9%	11%	4%	10%	7%	-	-	-	-	-	-	-	12%	-	-	4%	12%	5%	25%	11%	3%	-	7%	-	-	-	-
2	10	3	3	5	-	-	*	5	4	1	1	-	5	-	-	2	5	-	3	7	2	2	1	-	-	-	-
	10%	3%	19%	29%	-	-	13%	23%	36%	6%	22%	-	7%	-	-	6%	12%	-	36%	10%	12%	33%	7%	-	-	-	-
1 - not very protected	9	5	2	-	1	-	-	-	-	-	-	-	4	-	-	7	1	*	-	6	1	-	1	*	-	-	-
	9%	9%	16%	-	15%	-	-	-	-	-	-	-	6%	-	-	18%	3%	4%	-	8%	6%	-	9%	9%	-	-	-
Don't know	31	15	4	7	4	-	1	7	3	5	2	1	24	-	-	11	15	3	2	27	5	-	3	1	-	1	-
	31%	26%	31%	39%	62%	-	39%	19%	33%	29%	47%	38%	100%	32%	-	31%	36%	23%	25%	34%	23%	-	32%	18%	-	64%	-
Mean	4.65	5.05	3.91	3.29	4.17	-	6.68	5.79	4.57	3.95	5.14	4.24	-	5.00	-	-	4.88	4.40	5.59	3.19	4.47	5.50	5.20	5.48	6.08	-	5.00
Standard deviation	2.63	2.68	2.86	1.65	3.91	-	-	2.55	2.31	2.40	1.99	2.31	-	2.61	-	-	3.30	2.31	1.85	1.89	2.51	2.93	3.35	3.55	2.31	-	-
Standard error	0.31	0.47	0.71	0.48	1.96	-	-	1.27	0.60	0.91	0.66	1.16	-	0.36	-	-	0.67	0.44	0.53	0.84	0.36	0.69	1.37	1.45	1.03	-	-
NET: 8-10	13	9	2	-	1	-	-	1	2	1	1	-	11	-	-	8	4	1	-	8	4	2	1	1	-	-	-
	13%	17%	11%	-	10%	-	-	27%	10%	11%	6%	-	14%	-	-	21%	8%	11%	-	11%	21%	39%	17%	15%	-	-	-
NET: 4-7	28	19	3	4	*	-	1	2	7	3	5	2	21	-	-	7	12	7	1	21	7	2	2	3	-	1	-
	28%	33%	20%	22%	6%	-	61%	42%	35%	23%	41%	40%	-	29%	-	-	20%	28%	58%	14%	26%	35%	28%	27%	58%	-	36%
NET: 1-3	28	14	6	6	1	-	-	*	5	4	1	1	-	19	-	-	10	12	1	5	22	4	2	2	*	-	-
	28%	24%	38%	39%	22%	-	-	13%	23%	36%	6%	22%	-	25%	-	-	28%	28%	8%	61%	29%	21%	33%	24%	9%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 629

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 5 (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**
10 - extremely protected	2	-	2	2	2	1	1	1	-	2	-	-	1	-	-	1	-	-	-	-
	2%	-	8%	9%	9%	21%	8%	9%	-	11%	-	-	21%	-	-	3%	-	-	-	-
9	5	1	-	-	-	-	-	-	-	1	4	-	1	-	1	3	-	-	-	-
	5%	2%	-	-	-	-	-	-	-	4%	5%	-	10%	-	6%	11%	-	-	-	-
8	6	3	3	3	2	2	2	-	-	1	4	2	-	2	1	-	-	-	-	-
	6%	4%	12%	12%	9%	27%	12%	-	-	6%	6%	27%	-	13%	5%	-	-	-	-	-
7	6	4	2	2	2	-	2	1	*	1	5	*	1	1	*	2	-	-	-	1
	6%	6%	7%	7%	8%	-	8%	15%	10%	7%	6%	5%	12%	5%	3%	7%	-	-	-	18%
6	4	4	-	-	-	-	-	-	-	-	4	-	-	*	2	-	1	-	-	-
	4%	5%	-	-	-	-	-	-	-	-	4%	-	-	2%	12%	-	13%	-	-	-
5	15	11	4	4	4	1	4	1	-	6	9	-	1	5	-	3	3	-	-	1
	15%	16%	14%	15%	16%	21%	21%	14%	-	29%	11%	-	14%	29%	-	12%	30%	-	-	20%
4	4	4	-	-	-	-	-	-	-	1	3	1	1	1	1	1	-	-	-	-
	4%	6%	-	-	-	-	-	-	-	4%	4%	8%	8%	7%	7%	3%	-	-	-	-
3	9	6	3	3	3	-	3	1	-	2	7	-	2	1	1	2	-	1	1	2
	9%	9%	10%	11%	12%	-	15%	6%	-	12%	9%	-	28%	6%	8%	8%	-	29%	14%	27%
2	10	7	3	3	3	*	1	3	1	2	8	2	-	-	3	2	-	-	-	1
	10%	10%	10%	10%	11%	7%	7%	27%	31%	11%	10%	26%	-	-	26%	8%	-	-	-	9%
1 - not very protected	9	7	1	1	1	*	-	1	1	8	-	-	-	1	2	2	*	-	3	-
	9%	11%	4%	5%	3%	6%	-	8%	20%	3%	10%	-	-	4%	13%	9%	5%	-	86%	-
Don't know	31	21	9	8	8	1	5	2	1	3	28	3	1	5	3	10	4	1	-	2
	31%	30%	33%	31%	32%	19%	29%	21%	39%	13%	36%	33%	7%	32%	20%	38%	52%	71%	-	26%
Mean	4.65	4.12	5.35	5.35	5.30	6.70	5.57	4.35	2.52	5.36	4.41	5.07	6.15	5.21	3.80	4.93	4.84	3.00	1.27	4.36
Standard deviation	2.63	2.28	2.93	2.93	2.90	3.21	2.57	3.04	2.72	2.73	2.58	3.06	3.06	1.96	2.70	3.04	1.62	-	0.80	1.98
Standard error	0.31	0.32	0.67	0.67	0.70	1.31	0.74	1.01	1.57	0.66	0.35	1.16	1.08	0.56	0.75	0.81	0.81	-	0.56	0.99
NET: 8-10	13	4	5	5	4	3	4	1	-	4	8	2	2	2	1	4	-	-	-	-
	13%	6%	20%	21%	18%	47%	19%	9%	-	21%	10%	27%	31%	13%	11%	15%	-	-	-	-
NET: 4-7	28	23	6	6	6	1	5	3	*	8	20	1	2	7	3	6	4	-	-	3
	28%	33%	22%	22%	24%	21%	29%	29%	10%	40%	26%	14%	34%	44%	22%	43%	-	-	-	37%
NET: 1-3	28	21	7	7	6	1	4	4	2	5	22	2	2	2	6	7	*	1	4	3
	28%	30%	25%	26%	26%	13%	22%	41%	51%	25%	28%	26%	28%	11%	47%	25%	5%	29%	100%	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 630

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	**	2**	10**	7**	4**	1**	**	32**	2**	2**	1**	4**	1**	5**
10 - extremely protected	2	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	26%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-
9	5	-	-	-	1	-	-	1	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	25%	-	-	9%	-	-	46%	-	-	-	-	-	-	-	-	-	-	-
8	6	-	-	-	-	-	-	1	-	-	-	-	1	-	-	3	-	1	-	-	-	-
	6%	-	-	-	-	-	-	10%	-	-	-	-	18%	-	-	10%	-	51%	-	-	-	-
7	6	-	-	-	-	-	-	1	-	-	1	-	-	-	-	3	-	-	-	-	1	-
	6%	-	-	-	-	-	-	8%	-	-	12%	-	-	-	-	11%	-	-	-	-	100%	-
6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	4%	-	-	-	6%	-	49%	-	-	-	-	-
5	15	1	2	-	-	-	-	-	-	-	3	2	-	-	5	-	-	-	2	-	-	-
	15%	69%	29%	-	-	-	-	-	-	-	25%	25%	-	-	16%	-	-	-	50%	-	-	-
4	4	-	1	-	-	-	-	-	-	-	1	1	-	-	1	1	-	-	-	-	-	-
	4%	-	14%	-	-	-	-	-	-	-	5%	17%	-	-	2%	40%	-	-	-	-	-	-
3	9	-	-	2	1	-	-	2	-	-	1	2	1	-	1	-	-	-	-	-	-	1
	9%	-	-	38%	31%	-	-	23%	-	-	6%	-	60%	40%	2%	-	-	-	-	-	-	11%
2	10	-	1	-	-	-	-	2	-	-	-	-	-	-	5	1	-	-	1	-	-	-
	10%	-	10%	-	-	-	-	26%	-	-	-	-	-	-	15%	40%	-	-	33%	-	-	-
1 - not very protected	9	-	2	-	-	-	-	-	-	-	1	-	-	1	2	-	-	-	-	-	-	3
	9%	-	32%	-	-	-	-	-	-	-	6%	-	-	60%	6%	-	-	-	-	-	-	67%
Don't know	31	1	1	3	1	1	3	2	-	2	3	1	1	-	10	*	-	1	1	-	1	-
	31%	31%	15%	62%	18%	100%	100%	23%	-	100%	29%	12%	22%	-	33%	20%	-	100%	17%	-	-	23%
Mean	4.65	5.00	2.98	3.00	7.08	-	-	4.44	-	-	5.76	6.88	4.17	1.80	-	4.76	3.00	7.02	-	3.80	7.00	1.28
Standard deviation	2.63	-	1.98	-	4.03	-	-	2.98	-	-	2.81	2.45	2.63	-	2.40	-	1.31	-	1.72	-	0.80	-
Standard error	0.31	-	0.99	-	2.01	-	-	1.33	-	-	0.94	1.22	1.86	-	0.47	-	0.93	-	0.99	-	0.57	-
NET: 8-10	13	-	-	-	2	-	-	2	-	-	1	3	1	-	3	-	1	-	-	-	-	-
	13%	-	-	-	51%	-	-	19%	-	-	14%	46%	18%	-	10%	-	51%	-	-	-	-	-
NET: 4-7	28	1	3	-	-	-	-	1	-	-	5	3	-	-	11	1	1	-	2	1	-	-
	28%	69%	43%	-	-	-	-	8%	-	-	45%	42%	-	-	35%	40%	49%	-	50%	100%	-	-
NET: 1-3	28	-	3	2	1	-	-	4	-	-	1	2	1	-	7	1	-	-	1	-	4	-
	28%	-	42%	38%	31%	-	-	49%	-	-	12%	-	60%	100%	22%	40%	-	-	33%	-	-	77%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 631

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	16	20	9	8	12	24	32	21	4
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**
10 - extremely protected	4	2	2	2	1	-	-	-	-	1	3	-	-	1	1	-	1	-	-	-	-	1	-	-	-
9	11	11	1	5	-	5	1	1	-	4	1	5	1	-	4	3	-	1	2	-	-	-	-	1	-
8	14	6	8	3	9	1	2	1	-	1	6	3	4	-	1	-	1	2	1	5	-	1	2	2	2
7	5	2	3	3	-	-	1	-	2	-	-	4	2	-	3	-	-	-	-	-	1	2	-	-	-
6	14	8	5	5	5	3	1	-	-	5	3	5	1	*	1	3	3	-	-	1	3	2	1	-	-
5	16	12	4	7	3	4	*	2	-	3	2	8	3	*	4	1	3	-	1	4	1	-	3	1	1
4	7	3	4	3	2	2	-	-	2	2	-	3	-	-	-	-	2	-	-	-	1	4	1	-	-
3	32	24	8	7	9	7	7	2	-	8	13	6	6	8	2	4	2	3	2	-	-	3	5	4	-
2	17	9	5	13	12	8	7	9	-	15	22	13	15	39	30	20	10	16	22	-	-	12	17	17	-
1 - not very protected	32	15	17	8	13	9	2	-	1	10	8	9	4	5	-	3	3	2	-	-	3	6	3	3	4
Don't know	44	24	20	7	14	11	8	4	1	19	14	2	9	3	2	5	4	5	4	2	2	7	6	3	-
Mean	4.22	4.48	3.84	4.62	3.94	3.99	3.76	5.42	5.02	3.85	4.12	4.62	4.30	2.95	5.77	5.23	5.32	4.17	5.66	5.34	5.36	3.52	3.35	3.77	3.54
Standard deviation	2.73	2.71	2.74	2.82	2.74	2.78	2.35	2.58	3.69	2.71	2.84	2.78	2.57	2.17	3.07	3.07	3.37	1.96	3.09	3.56	2.74	2.79	2.05	2.36	3.23
Standard error	0.23	0.29	0.36	0.40	0.44	0.48	0.57	1.29	2.61	0.41	0.42	0.54	0.48	0.53	1.61	0.89	0.93	0.54	1.26	1.45	0.91	0.66	0.42	0.56	1.62
NET: 8-10	29	19	10	10	10	6	2	2	-	6	10	8	5	1	2	4	1	3	2	5	1	1	3	2	2
NET: 4-7	43	26	17	18	10	9	2	2	2	11	7	16	9	2	*	5	3	8	-	1	5	5	7	5	1
NET: 1-3	81	45	36	22	27	19	11	2	1	23	27	18	13	14	2	8	5	5	3	2	3	10	14	11	4

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 632

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	-**	-**	70*	89*	23**	12**	170	25**	8**	13**	4**	-**	-**
10 - extremely protected	4	3	-	1	-	-	-	-	1	1	-	-	-	3	-	-	3	-	1	3	1	1	-	-	-	-	-
9	11	7	1	2	1	1	-	-	2	1	2	2	-	9	-	-	6	4	1	-	9	2	-	2	-	-	-
8	14	12	*	-	2	-	-	-	3	2	3	-	-	11	-	-	7	5	3	-	12	3	-	3	-	-	-
7	5	5	1	-	-	-	-	-	-	-	-	-	-	5	-	-	5	-	1	-	5	-	-	-	-	-	-
6	14	8	2	1	1	-	-	1	*	-	-	*	13	-	-	6	6	2	-	11	2	2	-	1	-	-	
5	16	11	2	2	1	-	-	-	3	2	1	*	-	12	-	-	4	7	3	-	15	1	-	1	-	-	
4	7	1	3	3	-	-	-	-	2	-	2	-	-	5	-	-	3	2	1	-	6	1	-	1	-	-	
3	32	22	4	3	2	-	1	-	6	4	2	2	1	26	-	-	9	16	3	5	29	3	-	3	-	-	
2	17	6	3	6	1	-	-	1	2	2	-	1	-	15	-	-	6	5	4	2	14	3	2	-	1	-	
1 - not very protected	32	16	3	8	3	-	1	1	6	6	3	*	-	24	-	-	10	16	3	3	26	5	3	1	1	-	
Don't know	44	25	6	5	5	-	1	3	5	5	3	1	-	37	-	-	12	27	2	2	40	4	-	2	2	-	
Mean	4.22	4.69	3.64	3.11	3.93	9.00	2.26	3.68	3.97	3.62	4.86	4.44	4.36	4.29	-	-	4.68	4.03	4.19	2.70	4.25	4.23	3.32	5.16	2.79	-	-
Standard deviation	2.73	2.80	2.10	2.49	2.97	-	1.32	2.96	2.84	2.91	3.13	3.19	-	2.74	-	-	2.81	2.79	2.52	2.27	2.69	3.04	3.21	2.93	2.66	-	
Standard error	0.23	0.34	0.39	0.47	0.86	-	0.93	1.71	0.54	0.67	0.84	1.13	-	0.26	-	-	0.37	0.37	0.56	0.72	0.25	0.65	1.13	0.93	1.33	-	
NET: 8-10	29	22	1	2	3	1	-	-	6	4	5	2	-	23	-	-	13	11	3	1	24	5	1	4	-	-	
NET: 4-7	43	26	8	6	2	-	-	1	5	2	3	*	*	36	-	-	18	15	7	-	38	4	2	2	1	-	
NET: 1-3	81	44	10	17	7	-	2	1	15	12	5	4	1	65	-	-	26	36	10	9	68	12	5	5	2	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 633

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)				(h)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15		
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**		
10 - extremely protected	4	3	1	1	1	-	-	1	-	1	3	-	-	-	2	-	1	-	-	-		
	2%	2%	2%	2%	2%	-	-	4%	-	2%	2%	-	-	-	6%	-	15%	-	-	-		
9	11	6	5	5	5	1	1	4	2	5	6	*	2	1	3	2	1	-	-	2		
	6%	4%	10%	10%	10%	3%	4%	17%	19%	13%	4%	7%	8%	5%	8%	5%	4%	-	-	11%		
8	14	7	7	6	6	3	3	1	6	9	-	1	3	5	-	4	-	2	-	-		
	7%	5%	12%	12%	13%	25%	10%	11%	8%	16%	5%	-	6%	10%	12%	-	13%	-	39%	-		
7	5	2	3	3	-	3	-	-	3	2	-	1	-	3	-	2	-	-	-	-		
	3%	2%	6%	6%	-	15%	-	-	9%	1%	-	3%	-	8%	-	5%	-	-	-	-		
6	14	9	5	5	2	3	2	2	2	12	-	1	1	5	1	3	-	-	2	-		
	7%	6%	8% <sup>d</sup>	9%	5%	12%	7%	7%	-	5%	7%	-	5%	13%	1%	8%	-	-	9%	-		
5	16	14	3	3	3	1	1	3	1	16	1	2	1	1	-	5	-	3	-	-		
	8%	10%	5%	5%	6%	6%	5%	12%	16%	1%	10%	15%	11%	5%	1%	-	15%	-	52%	-		
4	7	5	2	2	2	-	2	-	5	-	-	-	-	3	1	1	-	1	1	1		
	4%	4%	3%	3%	4%	-	6%	-	4%	3%	-	-	-	10%	2%	4%	-	10%	10%	6%		
3	32	26	7	5	7	1	5	-	2	5	27	1	2	7	8	6	6	1	-	2		
	17%	19%	12%	9%	14%	3%	15%	-	22%	15%	17%	22%	9%	26%	20%	18%	19%	12%	-	10%		
2	17	12	5	5	4	3	3	2	2	14	*	3	1	2	3	2	-	-	4	-		
	9%	8%	9%	10%	9%	12%	8%	8%	22%	7%	9%	6%	17%	5%	4%	10%	6%	-	-	20%		
1 - not very protected	32	21	10	10	9	1	6	7	1	6	26	1	1	4	8	6	2	2	-	6		
	16%	15%	17%	18%	19%	5%	20%	30%	6%	16%	16%	19%	6%	17%	19%	18%	6%	39%	-	35%		
Don't know	44	35	9	9	9	4	7	2	1	4	40	2	7	4	5	14	7	1	-	2		
	22%	25%	17%	17%	19%	19%	24%	11%	8%	10%	25%	31%	37%	17%	13%	39%	24%	24%	-	10%		
Mean	4.22	3.99	4.77	4.79	4.49	5.87	3.87	4.78	4.64	5.19	3.96	3.37	4.49	3.88	4.59	3.53	4.92	3.46	6.06	3.10		
Standard deviation	2.73	2.58	2.99	3.03	3.07	2.51	2.72	3.46	3.03	3.12	2.58	2.65	2.79	2.51	2.83	3.03	2.42	3.87	1.72	2.74		
Standard error	0.23	0.26	0.45	0.47	0.51	0.67	0.59	0.77	1.01	0.60	0.24	1.00	0.75	0.52	0.51	0.65	0.59	1.73	0.86	0.76		
NET: 8-10	29	16	13	13	11	6	5	7	2	11	18	*	3	4	8	4	5	1	2	2		
	15%	11%	23%	23%	24%	28%	15%	32%	27%	32%	11%	7%	14%	15%	19%	11%	16%	15%	39%	11%		
NET: 4-7	43	30	13	13	7	7	5	4	1	7	35	1	4	5	10	2	9	1	3	3		
	22%	21%	22% <sup>d</sup>	23%	15%	33%	18%	19%	16%	20%	22%	15%	18%	20%	25%	5%	29%	10%	61%	15%		
NET: 1-3	81	59	21	20	19	4	13	9	4	13	68	3	6	12	17	16	9	3	-	12		
	41%	42%	38%	36%	42%	20%	43%	39%	49%	38%	42%	47%	31%	48%	43%	45%	31%	51%	-	65%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 634

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
10 - extremely protected	4	1	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	2%	11%	-	14%	11%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-
9	11	-	-	-	2	-	2	1	3	*	1	-	-	-	-	1	-	-	-	2	-	-
	6%	-	-	-	22%	-	27%	6%	53%	7%	4%	-	-	-	-	7%	-	-	-	23%	-	-
8	14	-	-	-	1	-	-	-	-	2	1	2	3	-	-	*	-	1	1	1	2	-
	7%	-	-	-	15%	-	-	-	-	33%	5%	44%	83%	-	-	1%	-	17%	9%	9%	25%	-
7	5	-	-	-	-	-	-	3	-	-	-	-	-	-	1	2	-	-	-	-	-	-
	3%	-	-	-	-	-	-	19%	-	-	-	-	-	-	1%	19%	-	-	-	-	-	-
6	14	-	*	-	3	-	-	3	1	-	1	-	1	-	-	5	-	1	-	-	-	-
	7%	-	4%	-	32%	-	-	14%	9%	-	6%	-	17%	-	-	11%	-	15%	-	-	-	-
5	16	-	2	*	-	1	-	-	-	-	3	2	-	-	-	3	-	2	1	1	1	*
	8%	-	14%	9%	-	13%	-	-	-	-	19%	45%	-	-	-	6%	-	30%	6%	7%	19%	9%
4	7	-	-	-	-	-	-	-	-	-	2	-	-	1	-	2	2	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	11%	-	-	16%	-	6%	23%	-	-	-	-	-
3	32	3	5	2	-	*	1	4	1	2	3	-	-	1	-	6	-	2	2	-	-	-
	17%	33%	43%	38%	-	7%	22%	21%	9%	38%	17%	-	-	34%	-	14%	-	22%	27%	-	-	-
2	17	1	-	-	*	-	-	*	-	1	-	-	-	-	2	5	3	-	2	2	-	-
	9%	9%	-	-	6%	-	-	2%	-	11%	-	-	-	-	61%	11%	39%	-	23%	32%	-	-
1 - not very protected	32	1	5	-	1	1	1	3	-	-	2	1	-	1	2	7	1	-	1	-	4	2
	16%	9%	39%	-	16%	11%	14%	16%	-	-	13%	11%	-	24%	39%	17%	7%	-	15%	-	55%	49%
Don't know	44	3	-	2	-	4	2	4	2	1	4	-	-	1	-	13	*	1	2	2	-	2
	22%	38%	-	40%	-	69%	37%	23%	29%	11%	24%	-	-	27%	-	31%	5%	16%	20%	28%	-	41%
Mean	4.22	3.76	2.61	4.89	6.34	3.15	5.10	4.56	7.84	5.19	4.23	5.90	7.66	2.57	1.61	3.48	3.93	5.25	3.03	5.34	3.54	1.65
Standard deviation	2.73	3.26	1.59	3.51	3.20	-	4.02	2.70	2.44	3.00	2.25	2.47	0.87	1.45	0.56	2.34	2.60	1.86	2.19	3.56	3.23	1.86
Standard error	0.23	1.46	0.46	2.03	1.13	-	2.32	0.85	1.41	1.34	0.62	1.24	0.50	0.65	0.40	0.41	0.92	0.93	0.78	1.45	1.62	1.07
NET: 8-10	29	1	-	1	4	-	2	1	3	2	2	2	3	-	-	2	1	1	1	2	2	-
	15%	11%	-	14%	47%	-	27%	6%	53%	40%	9%	44%	83%	-	-	4%	7%	17%	9%	33%	25%	-
NET: 4-7	43	-	2	*	3	1	-	6	1	-	7	2	1	1	-	10	4	3	1	1	1	*
	22%	-	18%	9%	32%	13%	-	33%	9%	-	37%	45%	17%	16%	-	23%	42%	46%	6%	7%	19%	9%
NET: 1-3	81	4	10	2	2	1	2	7	1	3	5	1	-	2	4	18	4	2	5	2	4	2
	41%	51%	82%	38%	22%	18%	36%	38%	9%	49%	30%	11%	-	58%	100%	42%	46%	22%	65%	32%	55%	49%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 635

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	2	1	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	..	..	3**	4**	3**	1**	1**	1**	..	2**	1**	2**	2**	1**	1**	1**	..
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	7%	-	-	9%	-	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	54%	-
8	4	4	-	-	4	-	-	-	2	1	-	-	-	-	-	1	-	2	-	-	-	-	-
	32%	34%	-	-	49%	-	-	-	76%	42%	-	-	-	-	-	79%	-	100%	-	-	-	-	-
7	1	1	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	13%	13%	-	-	20%	-	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-	-
6	2	2	-	-	1	1	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	-	-
	17%	19%	-	-	16%	54%	-	-	-	58%	-	-	100%	-	-	-	100%	-	-	-	-	-	-
5	3	2	1	2	-	1	-	-	1	2	-	-	-	-	-	-	-	-	2	1	1	-	-
	28%	24%	100%	100%	-	46%	-	-	24%	70%	-	-	-	-	-	-	-	-	100%	100%	46%	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-
	3%	4%	-	-	5%	-	-	-	11%	-	-	-	-	-	-	21%	-	-	-	-	-	-	-
Mean	6.49	6.59	5.00	5.00	7.19	5.54	-	-	7.29	5.33	6.84	7.00	7.00	6.00	-	6.50	6.00	8.00	5.00	5.00	7.16	-	-
Standard deviation	1.78	1.79	-	0.00	1.85	-	-	-	1.59	2.56	1.18	-	-	-	-	-	-	0.00	-	-	-	-	-
Standard error	0.56	0.60	-	0.00	0.75	-	-	-	1.13	1.28	0.68	-	-	-	-	-	-	0.00	-	-	-	-	-
NET: 8-10	4	4	-	-	4	-	-	-	2	1	1	-	-	-	-	1	-	2	-	-	1	-	-
	38%	40%	-	-	59%	-	-	-	76%	19%	42%	-	-	-	-	79%	-	100%	-	-	54%	-	-
NET: 4-7	6	6	1	2	3	1	-	-	1	2	2	1	1	1	-	-	1	-	2	1	1	-	-
	58%	56%	100%	100%	36%	100%	-	-	24%	70%	58%	100%	100%	100%	-	-	100%	-	100%	100%	46%	-	-
NET: 1-3	*	*	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-
	3%	4%	-	-	5%	-	-	-	11%	-	-	-	-	-	-	21%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 636

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	..**	..**	..**	1**	1**	..**	..**	..**	10**	..**	..**	6**	3**	..**	..**	9**	2**	..**	2**	..**	..**	..**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	6%	9%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	25%	-	-	7%	-	-	-	-	-	-
8	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	4	-	-	-	2	1	-	1	-	-	-
	32%	49%	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	55%	-	-	-	23%	71%	-	71%	-	-	-
7	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-
	13%	-	-	-	100%	-	-	-	-	-	-	-	-	14%	-	-	-	51%	-	-	15%	-	-	-	-	-	-
6	2	1	1	-	-	-	-	-	1	1	-	-	-	1	-	-	2	-	-	-	2	-	-	-	-	-	-
	17%	16%	42%	-	-	-	-	-	100%	100%	-	-	-	11%	-	-	30%	-	-	-	21%	-	-	-	-	-	-
5	3	2	1	1	-	-	-	-	-	-	-	-	-	3	-	-	1	1	-	-	3	1	-	1	-	-	-
	28%	26%	36%	100%	-	-	-	-	-	-	-	-	-	30%	-	-	9%	24%	-	-	28%	29%	-	29%	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-
	3%	-	21%	-	-	-	-	-	-	-	-	-	-	4%	-	-	6%	-	-	-	4%	-	-	-	-	-	-
Mean	6.49	6.99	4.56	5.00	7.00	-	-	-	6.00	6.00	-	-	-	6.53	-	-	6.71	7.02	-	-	6.35	7.13	-	7.13	-	-	-
Standard deviation	1.78	1.55	-	-	-	-	-	-	-	-	-	-	-	1.84	-	-	1.97	1.75	-	-	1.83	-	-	-	-	-	-
Standard error	0.56	0.69	-	-	-	-	-	-	-	-	-	-	-	0.61	-	-	0.81	1.01	-	-	0.65	-	-	-	-	-	-
NET: 8-10	4	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	4	1	-	-	3	1	-	1	-	-	-
	38%	58%	-	-	-	-	-	-	-	-	-	-	-	41%	-	-	55%	25%	-	-	31%	71%	-	71%	-	-	-
NET: 4-7	6	3	1	1	1	-	-	-	1	1	-	-	-	6	-	-	3	2	-	-	6	1	-	1	-	-	-
	58%	42%	79%	100%	100%	-	-	-	100%	100%	-	-	-	55%	-	-	39%	75%	-	-	65%	29%	-	29%	-	-	-
NET: 1-3	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-
	3%	-	21%	-	-	-	-	-	-	-	-	-	-	4%	-	-	6%	-	-	-	4%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 637

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)	(s)				
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-	-	-	-	-
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	1**	-**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	-	24%	-	-	-	-	-	-	-	-
8	4	2	1	1	1	1	1	-	-	4	-	-	1	-	2	-	-	-	-	-	-	-	-	-
	32%	30%	35%	35%	65%	43%	100%	-	-	66%	-	-	100%	-	76%	-	-	-	-	-	-	-	-	-
7	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	13%	20%	-	-	-	-	-	-	-	25%	-	-	-	25%	-	42%	-	-	-	-	-	-	-	-
6	2	-	2	2	1	1	-	1	-	1	1	-	-	-	2	-	-	2	-	-	-	-	-	-
	17%	-	48%	48%	35%	36%	-	100%	-	22%	13%	-	-	-	58%	-	-	-	-	-	-	-	-	-
5	3	3	-	-	-	-	-	-	-	-	3	-	-	1	-	-	-	-	-	1	-	-	-	-
	28%	44%	-	-	-	-	-	-	-	55%	-	-	-	63%	-	-	-	-	-	100%	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	7%	-	-	-	37%	-	-	-	-	-	-	-	-	-	-
Mean	6.49	6.08	7.21	7.21	7.30	7.49	8.00	6.00	-	7.69	5.35	-	8.00	3.52	6.42	8.24	-	5.00	-	-	-	-	-	-
Standard deviation	1.78	1.94	1.40	1.40	1.30	1.41	-	-	-	1.05	1.59	-	-	0.59	0.53	-	-	-	-	-	-	-	-	-
Standard error	0.56	0.79	0.70	0.70	0.92	0.82	-	-	-	0.53	0.65	-	-	0.34	0.38	-	-	-	-	-	-	-	-	-
NET: 8-10	4	2	2	2	1	2	1	-	4	-	-	-	1	-	3	-	-	3	-	-	-	-	-	-
	38%	30%	52%	52%	65%	64%	100%	-	78%	-	-	100%	-	-	100%	-	-	-	-	-	-	-	-	-
NET: 4-7	6	5	2	2	1	1	-	1	-	1	5	-	-	1	3	-	-	3	-	-	1	-	-	-
	58%	64%	48%	48%	35%	36%	-	100%	-	22%	93%	-	-	63%	100%	-	-	100%	-	-	100%	-	-	-
NET: 1-3	*	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	7%	-	-	-	37%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 638

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-
8	4 32%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	-	-	-	-	-	2 100%	-
7	1 13%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2 17%	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
5	3 28%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	* 3%	-	-	-	-	-	-	-	-	-	* 21%	-	-	-	-	-	-	-	-	-	-
Mean	6.49	7.00	-	-	6.00	-	-	-	-	6.00	6.50	-	-	5.00	-	5.00	9.00	-	-	8.00	-
Standard deviation	1.78	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-	-	0.00	-
Standard error	0.56	-	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-	-	0.00	-
NET: 8-10	4 38%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	-	1 100%	-	-	-	2 100%	-
NET: 4-7	6 58%	1 100%	-	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	3 100%	-	-	-	-	-
NET: 1-3	* 3%	-	-	-	-	-	-	-	-	-	* 21%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 639

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	..*	2**	..*	2**	2**	..*	..*	..*	2**	..*	1**	2**	1**	..*
10 - extremely protected	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	10%	15%	-	35%	-	-	-	-	-	-	-	35%	-	-	-	32%	-	-	-	-	-
9	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	
	23%	33%	-	-	100%	-	-	-	-	-	61%	-	-	-	-	68%	-	-	-	-	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	
	14%	21%	-	-	-	58%	-	-	-	-	39%	-	-	-	-	-	-	-	58%	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	
	11%	-	35%	-	-	42%	-	-	32%	-	-	-	-	-	-	-	-	-	42%	-	
4	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	
	22%	32%	-	-	-	-	100%	-	68%	-	-	-	-	-	-	-	-	100%	-	-	
3	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	
	20%	-	65%	65%	-	-	-	-	-	-	-	65%	-	-	-	-	-	-	-	100%	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	6.11	7.15	3.70	5.44	9.00	6.15	4.00	-	4.32	-	8.22	5.44	-	-	-	9.32	-	4.00	6.15	3.00	-
Standard deviation	2.81	2.67	-	-	-	-	-	-	0.66	-	1.30	-	-	-	-	0.65	-	-	-	-	-
Standard error	1.15	1.34	-	-	-	-	-	-	0.46	-	0.92	-	-	-	-	0.46	-	-	-	-	-
NET: 8-10	2	2	-	1	1	-	-	-	-	-	1	1	-	-	-	2	-	-	-	-	
	33%	48%	-	35%	100%	-	-	-	-	-	61%	35%	-	-	-	100%	-	-	-	-	
NET: 4-7	3	2	1	-	-	2	1	-	2	-	1	-	-	-	-	-	-	1	2	-	
	47%	52%	35%	-	-	100%	100%	-	100%	-	39%	-	-	-	-	-	-	100%	100%	-	
NET: 1-3	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	
	20%	-	65%	65%	-	-	-	-	-	-	-	65%	-	-	-	-	-	-	-	100%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 640

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Primary (o)	Second ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	6	3	2	1	-	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-
Weighted base	6*	4**	1**	1*	**	**	**	**	1**	**	1**	**	**	5**	**	**	6**	1**	**	**	4**	3**	1**	1**	**	**	**
10 - extremely protected	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	
	10%	-	50%	-	-	-	-	-	-	-	-	-	-	12%	-	-	12%	-	-	18%	-	-	-	-	-	-	
9	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	
	23%	38%	-	-	-	-	-	-	-	-	-	-	27%	-	-	25%	-	-	-	54%	-	100%	-	-	-	-	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	
	14%	24%	-	-	-	-	-	100%	-	100%	-	-	-	-	-	16%	-	-	-	25%	-	-	-	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	
	11%	-	50%	-	-	-	-	-	-	-	-	-	12%	-	-	-	100%	-	-	18%	-	-	-	-	-	-	
4	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	
	22%	37%	-	-	-	-	-	-	-	-	-	-	26%	-	-	25%	-	-	-	38%	-	-	-	-	-	-	
3	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-	-	
	20%	-	-	100%	-	-	-	-	-	-	-	-	23%	-	-	22%	-	-	-	46%	100%	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	6.11	6.65	7.49	3.00	-	-	-	7.00	-	7.00	-	-	5.96	-	-	6.24	5.00	-	-	6.03	6.22	3.00	9.00	-	-	-	
Standard deviation	2.81	2.56	-	-	-	-	-	-	-	-	-	-	3.06	-	-	2.97	-	-	-	2.60	3.80	-	-	-	-	-	
Standard error	1.15	1.48	-	-	-	-	-	-	-	-	-	-	1.37	-	-	1.33	-	-	-	1.30	2.69	-	-	-	-	-	
NET: 8-10	2	1	1	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	1	1	-	1	-	-	-	
	33%	38%	50%	-	-	-	-	-	-	-	-	-	39%	-	-	37%	-	-	-	18%	54%	-	100%	-	-	-	
NET: 4-7	3	2	1	-	-	-	-	1	-	1	-	-	2	-	-	2	1	-	-	3	-	-	-	-	-	-	
	47%	62%	50%	-	-	-	-	100%	-	100%	-	-	38%	-	-	41%	100%	-	-	82%	-	-	-	-	-	-	
NET: 1-3	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-	-	
	20%	-	-	100%	-	-	-	-	-	-	-	-	23%	-	-	22%	-	-	-	46%	100%	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 641  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																		
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)									
Unweighted base	6	3	3	3	3	1	2	1	1	4	2	-	2	2	-	-	-	2	2	2	-	-	-	-	-	-	-		
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**		
10 - extremely protected	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-		
	10%	26%	-	-	-	-	-	-	-	16%	-	-	50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
9	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
	23%	-	38%	38%	38%	100%	61%	-	-	34%	-	-	54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
	14%	-	24%	24%	24%	-	39%	-	-	21%	-	-	-	-	-	-	-	39%	-	-	-	-	-	-	-	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	11%	26%	-	-	-	-	-	-	-	-	32%	-	-	50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
4	1	-	1	1	1	-	-	1	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
	22%	-	37%	37%	37%	-	-	100%	100%	-	68%	-	-	61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
3	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
	20%	48%	-	-	-	-	-	-	-	29%	-	-	46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	6.11	5.32	6.65	6.65	6.65	9.00	8.22	4.00	4.00	6.98	4.32	-	6.22	7.49	5.18	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard deviation	2.81	3.70	2.56	2.56	2.56	-	1.30	-	-	3.13	0.66	-	3.80	-	1.96	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	1.15	2.14	1.48	1.48	1.48	-	0.92	-	-	1.56	0.46	-	2.69	-	1.39	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 8-10	2	1	1	1	1	1	1	-	-	2	-	-	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	33%	26%	38%	38%	38%	100%	61%	-	-	49%	-	-	54%	50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	1	2	2	2	-	1	1	1	1	2	-	-	1	2	-	-	1	2	-	-	-	-	-	-	-	-	-	-
	47%	26%	62%	62%	62%	-	39%	100%	100%	21%	100%	-	-	50%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 1-3	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	20%	48%	-	-	-	-	-	-	-	29%	-	-	46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 642

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																					
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)		
Unweighted base	6	-	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-		
Weighted base	6*	**	**	**	**	**	**	**	**	**	2**	1**	**	**	**	3**	**	**	**	**	**		
10 - extremely protected	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-		
	10%	-	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	-	-	-	-	-	-	
9	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
	23%	-	-	-	-	-	-	-	-	-	68%	-	-	-	-	-	-	-	-	-	-	-	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	-	-	-	-	-	-	-	
4	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
	22%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
	20%	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	6.11	-	-	-	-	-	-	-	-	-	9.32	4.00	-	-	-	4.76	-	-	-	-	-	-	-
Standard deviation	2.81	-	-	-	-	-	-	-	-	-	0.65	-	-	-	-	2.17	-	-	-	-	-	-	-
Standard error	1.15	-	-	-	-	-	-	-	-	-	0.46	-	-	-	-	1.25	-	-	-	-	-	-	-
NET: 8-10	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	
	33%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	-	-	-	-	-	-	-	-	-	-	1	-	-	-	2	-	-	-	-	-	-	-
	47%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	56%	-	-	-	-	-	-	-
NET: 1-3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	20%	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 643

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	***	1**	4**	1**	2**	2**	**	6**	4**	3**	***
10 - extremely protected	2	1	1	-	-	-	-	1	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	6%	6%	7%	-	-	-	-	7%	8%	12%	-	20%	-	-	-	-	-	-	-	-	-	15%	-	30%	-
9	2	2	-	-	-	-	-	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-
	6%	10%	-	-	-	-	-	6%	8%	12%	5%	-	30%	-	-	-	51%	-	-	-	-	-	-	-	-
8	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	-	6%	-	-	-	-	5%	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	-
7	2	1	1	-	-	-	-	1	1	2	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-
	9%	9%	9%	-	-	-	-	9%	13%	34%	-	-	-	-	-	33%	-	53%	-	-	-	-	-	-	-
6	2	-	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
	8%	-	17%	-	-	-	-	17%	-	16%	-	-	-	-	-	-	-	-	-	-	37%	-	-	-	-
5	3	3	-	-	-	-	-	3	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	-	-
	10%	18%	-	-	-	-	-	22%	-	-	-	64%	-	-	-	67%	-	-	-	-	-	-	-	-	-
4	1	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	3%	-	6%	-	-	-	-	6%	10%	-	-	-	-	-	-	-	-	-	-	-	-	16%	-	-	-
3	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	6%	-	5%	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	4	2	3	*	*	-	-	1	2	1	1	-	2	*	-	-	-	-	2	-	1	1	-	-	-
	16%	11%	23%	100%	100%	-	-	9%	22%	17%	11%	-	63%	16%	-	-	-	-	68%	-	20%	29%	-	-	-
Don't know	10	6	4	-	-	-	3	5	1	7	1	1	1	2	-	1	1	1	-	-	2	2	1	*	-
	38%	41%	33%	-	-	-	100%	21%	42%	16%	57%	16%	37%	54%	-	100%	-	49%	47%	-	28%	55%	46%	100%	-
Mean	5.24	5.60	4.84	1.00	1.00	-	-	5.73	5.01	6.12	4.91	6.17	1.00	6.19	-	-	5.67	9.00	7.00	1.63	-	5.41	2.07	9.11	-
Standard deviation	3.15	3.15	3.31	-	-	-	-	2.60	3.93	3.37	3.15	2.50	-	-	-	1.09	-	-	1.26	-	3.65	-	-	-	-
Standard error	0.79	1.11	1.17	-	-	-	-	0.92	1.60	1.38	1.29	1.77	-	-	-	0.77	-	-	0.73	-	2.11	-	-	-	-
NET: 8-10	4	2	2	-	-	-	-	2	2	2	1	1	-	1	-	-	1	-	-	-	1	-	2	-	-
	14%	16%	12%	-	-	-	-	18%	16%	24%	11%	20%	-	30%	-	-	51%	-	-	-	15%	-	54%	-	-
NET: 4-7	8	4	4	-	-	-	-	6	2	3	2	3	-	-	-	4	-	1	-	-	2	1	-	-	-
	29%	27%	32%	-	-	-	-	47%	19%	43%	16%	64%	-	-	-	100%	-	53%	-	-	37%	16%	-	-	-
NET: 1-3	5	2	3	*	*	-	-	2	2	1	2	-	2	*	-	-	-	-	2	-	1	1	-	-	-
	19%	16%	23%	100%	100%	-	-	15%	22%	17%	17%	-	63%	16%	-	-	-	-	100%	-	20%	29%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 644

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condi tion (i)	Yes - phys ical condi tion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secund ary (p)	Univ- ersity degree (q)	High er univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	..**	1**	10**	..**	8**	***	6**	2**	..**	19**	..**	..**	10**	15**	2**	..**	24**	3**	1**	..**	2**	..**	..**
10 - extremely protected	2	1	-	-	-	1	-	-	-	-	-	-	-	2	-	-	1	1	-	1	1	1	-	-	-	-	
	6%	11%	-	-	-	8%	-	-	-	-	-	-	-	9%	-	-	9%	6%	-	4%	29%	100%	-	-	-	-	
9	2	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	1	-	-	2	-	-	-	-	-	-	
	6%	-	9%	-	-	8%	-	9%	-	12%	-	-	4%	-	-	7%	6%	-	-	6%	-	-	-	-	-	-	
8	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	
	3%	9%	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	5%	-	-	3%	-	-	-	-	-	-	
7	2	-	-	-	-	2	-	-	-	-	-	-	2	-	-	1	-	-	1	2	-	-	-	-	-	-	
	9%	-	-	-	-	24%	-	-	-	-	-	-	13%	-	-	11%	-	59%	-	10%	-	-	-	-	-	-	
6	2	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	2	-	-	
	8%	28%	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	14%	-	-	71%	-	-	-	100%	-	-	
5	3	3	-	-	-	-	-	3	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	
	10%	36%	-	-	-	-	-	35%	-	47%	-	-	-	-	-	27%	-	-	11%	-	-	-	-	-	-	-	
4	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	1	-	-	-	-	-	-	
	3%	-	-	-	-	7%	-	-	-	-	-	-	4%	-	-	-	5%	-	3%	-	-	-	-	-	-	-	
3	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	
	3%	-	9%	-	-	-	-	-	-	-	-	-	4%	-	-	7%	-	-	3%	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	4	1	2	*	-	1	-	*	*	-	-	-	4	-	-	2	3	-	4	-	-	-	-	-	-	-	
	16%	15%	22%	100%	-	100%	-	5%	100%	-	-	-	21%	-	-	15%	19%	-	18%	-	-	-	-	-	-	-	
Don't know	10	-	5	-	-	5	-	4	-	2	2	-	6	-	-	2	7	1	10	-	-	-	-	-	-	-	
	38%	-	60%	-	-	53%	-	51%	-	41%	100%	-	32%	-	-	24%	46%	41%	42%	-	-	-	-	-	-	-	
Mean	5.24	5.50	3.23	1.00	-	1.00	7.45	-	5.35	1.00	5.82	-	5.20	-	-	5.23	4.94	7.00	-	4.84	7.14	10.00	-	6.00	-	-	
Standard deviation	3.15	2.66	3.88	-	-	2.06	-	2.45	-	1.92	-	-	3.41	-	-	3.11	3.57	-	-	3.23	2.24	-	-	*	-	-	
Standard error	0.79	1.19	1.94	-	-	0.92	-	1.41	-	1.36	-	-	0.95	-	-	1.18	1.26	-	-	0.86	1.58	-	-	*	-	-	
NET: 8-10	4	2	1	-	-	2	-	1	-	1	-	-	3	-	-	2	2	-	3	1	1	-	-	-	-	-	
	14%	20%	9%	-	-	17%	-	9%	-	12%	-	-	17%	-	-	16%	16%	-	13%	29%	100%	-	-	-	-	-	
NET: 4-7	8	5	-	-	-	3	-	3	-	3	-	-	5	-	-	4	3	1	6	2	-	-	-	2	-	-	
	29%	64%	-	-	-	30%	-	35%	-	47%	-	-	27%	-	-	38%	19%	59%	24%	71%	-	-	-	100%	-	-	
NET: 1-3	5	1	2	*	-	1	-	*	*	-	-	-	5	-	-	2	3	-	5	-	-	-	-	-	-	-	
	19%	15%	31%	100%	-	100%	-	5%	100%	-	-	-	24%	-	-	22%	19%	-	21%	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 645  
**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-
Weighted base	27*	25**	2**	-*	2**	-**	-**	-**	2**	2**	25**	-**	4**	2**	10**	4**	3**	2**	-**	-**
10 - extremely protected	2	2	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-
	6%	7%	-	-	-	-	-	-	-	7%	-	-	-	17%	-	-	-	-	-	-
9	2	2	-	-	-	-	-	-	-	2	-	1	-	-	1	-	-	-	-	-
	6%	6%	-	-	-	-	-	-	-	6%	-	17%	-	-	23%	-	-	-	-	-
8	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-
	3%	-	42%	-	42%	-	-	-	42%	-	3%	-	-	7%	-	-	-	-	-	-
7	2	2	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-
	9%	10%	-	-	-	-	-	-	-	10%	-	-	-	25%	-	-	-	-	-	-
6	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-
	8%	8%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	100%	-	-	-
5	3	3	-	-	-	-	-	-	-	3	-	-	-	-	-	3	-	-	-	-
	10%	11%	-	-	-	-	-	-	-	11%	-	-	-	-	-	100%	-	-	-	-
4	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	3%	3%	-	-	-	-	-	-	-	3%	-	-	-	7%	-	-	-	-	-	-
3	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	3%	3%	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	4	4	-	-	-	-	-	-	-	4	-	2	-	2	1	-	-	-	-	-
	16%	17%	-	-	-	-	-	-	-	17%	-	36%	-	16%	34%	-	-	-	-	-
Don't know	10	9	1	-	1	-	-	-	1	10	-	2	2	3	2	-	-	-	-	-
	38%	36%	58%	-	58%	-	-	-	58%	41%	-	48%	100%	28%	43%	-	-	-	-	-
Mean	5.24	5.12	8.00	-	8.00	-	-	-	8.00	6.00	5.13	-	3.53	-	6.15	4.25	5.00	6.00	-	-
Standard deviation	3.15	3.16	-	-	-	-	-	-	*	3.36	-	5.04	-	3.50	5.41	*	*	-	-	-
Standard error	0.79	0.82	-	-	-	-	-	-	*	0.87	-	2.91	-	1.24	3.83	*	*	-	-	-
NET: 8-10	4	3	1	-	1	-	-	-	1	4	-	1	-	2	1	-	-	-	-	-
	14%	13%	42%	-	42%	-	-	-	42%	16%	-	17%	-	24%	23%	-	-	-	-	-
NET: 4-7	8	8	-	-	-	-	-	-	2	6	-	-	-	3	-	3	2	-	-	-
	29%	31%	-	-	-	-	-	-	100%	23%	-	-	-	32%	-	100%	100%	-	-	-
NET: 1-3	5	5	-	-	-	-	-	-	5	2	-	2	1	2	1	-	-	-	-	-
	19%	20%	-	-	-	-	-	-	20%	36%	-	36%	-	16%	34%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 646

**Q.12 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate videos on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																			None of these (w)		
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Noit-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)		Cardiff (s)	Belfast (v)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	***	***	3**
10 - extremely protected	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	55%	-	-	-	-	-
9	2	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	35%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
7	2	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	33%	-	-	-	-	53%	-	-	-	-	-	-	-	-	-	-	-	-
6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	-	-	-	-	-	-	-
5	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	4	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	*	-	2
	16%	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	100%	-	54%
Don't know	10	2	-	-	-	-	-	-	1	1	-	-	1	-	3	-	1	-	-	*	-	1
	38%	65%	-	-	-	-	-	-	47%	100%	-	-	100%	-	38%	-	100%	-	-	100%	-	46%
Mean	5.24	9.00	-	-	5.67	-	-	9.00	3.00	7.00	-	-	-	-	4.36	7.30	-	8.00	1.00	-	-	1.00
Standard deviation	3.15	-	-	-	1.09	-	-	-	-	-	-	-	-	-	3.71	-	-	-	-	-	-	-
Standard error	0.79	-	-	-	0.77	-	-	-	-	-	-	-	-	1.85	-	-	-	-	-	-	-	-
NET: 8-10	4	1	-	-	-	-	-	1	-	-	-	-	-	-	1	1	-	1	-	-	-	-
	14%	35%	-	-	-	-	-	100%	-	-	-	-	-	-	10%	55%	-	100%	-	-	-	-
NET: 4-7	8	-	-	-	4	-	-	-	-	1	-	-	-	-	2	1	-	-	-	-	-	-
	29%	-	-	-	100%	-	-	-	-	53%	-	-	-	-	24%	45%	-	-	-	-	-	-
NET: 1-3	5	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	-	-	*	-	-	2
	19%	-	-	-	-	-	-	-	100%	-	-	-	-	-	28%	-	-	-	100%	-	-	54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 647

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Summary**

**Base: All who visited/ used sites/ apps**

	Sites/ apps																		
	YouTube	YouTube Kids	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	DailyMotion	Reddit	Mixer	Yubo	Other
Unweighted base	1602	111	5	1416	727	333	144	651	76	339	90	35	9	19	101	189	10	6	26
Weighted base	1593	113	5	1420	748	361	162	634	70	330	86	33	11	23	100	196	11	6	27
10 - extremely protected	90 6%	19 16%	-	61 4%	38 5%	12 3%	9 6%	20 3%	12 17%	23 7%	2 3%	1 4%	-	2 9%	3 3%	15 7%	-	-	4 15%
9	92 6%	17 15%	-	65 5%	45 6%	22 6%	10 6%	31 5%	5 8%	23 7%	5 6%	-	-	* 1%	7 7%	9 5%	1 13%	-	2 6%
8	181 11%	21 18%	1 18%	165 12%	102 14%	54 15%	15 9%	69 11%	6 9%	37 11%	4 5%	2 5%	-	3 11%	10 10%	19 10%	1 6%	1 23%	4 16%
7	211 13%	16 14%	-	181 13%	108 14%	48 13%	25 15%	63 10%	11 16%	27 8%	9 10%	4 11%	3 23%	6 25%	7 7%	23 12%	1 13%	1 14%	1 5%
6	174 11%	6 5%	1 13%	180 13%	85 11%	40 11%	24 15%	66 10%	7 10%	38 12%	9 10%	4 13%	-	2 8%	7 7%	22 11%	2 17%	-	-
5	237 15%	11 10%	3 47%	210 15%	94 13%	50 14%	23 14%	106 17%	4 5%	32 10%	12 14%	8 24%	-	1 4%	18 18%	27 14%	2 17%	2 33%	3 13%
4	100 6%	2 2%	1 12%	90 6%	46 6%	16 5%	17 10%	41 6%	1 2%	14 4%	1 2%	3 8%	-	1 3%	5 5%	11 6%	3 30%	-	2 6%
3	101 6%	6 5%	-	91 6%	38 5%	30 8%	8 5%	40 6%	3 5%	12 4%	3 3%	1 4%	2 17%	1 2%	4 4%	14 7%	-	-	-
2	73 5%	5 4%	-	93 7%	38 5%	22 6%	2 1%	39 6%	3 4%	11 3%	6 7%	1 4%	1 13%	1 3%	4 4%	7 4%	-	-	-
1 - not very protected	115 7%	1 1%	-	131 9%	54 7%	32 9%	17 10%	62 10%	6 9%	20 6%	7 8%	2 7%	3 26%	-	11 11%	19 10%	* 3%	2 30%	4 16%
Don't know	220 14%	10 9%	1 10%	154 11%	101 14%	35 10%	14 9%	97 15%	10 14%	92 28%	27 31%	6 20%	2 21%	8 34%	25 25%	30 15%	-	-	6 24%
Mean	5.71	7.20	5.62	5.42	5.80	5.54	5.65	5.26	6.47	6.09	5.33	5.19	3.33	6.91	5.30	5.61	5.68	4.77	6.11
Standard deviation	2.51	2.37	1.46	2.53	2.51	2.55	2.48	2.53	2.94	2.63	2.63	2.17	2.61	1.98	2.67	2.66	2.01	2.97	3.32
Standard error	0.07	0.24	0.73	0.07	0.10	0.15	0.22	0.11	0.37	0.17	0.33	0.40	0.99	0.53	0.30	0.21	0.64	1.21	0.76
NET: 8-10	363 23%	56 50%	1 18%	291 20%	184 25%	88 24%	34 21%	120 19%	23 34%	84 25%	12 14%	3 9%	-	5 21%	19 19%	43 22%	2 19%	1 23%	10 36%
NET: 4-7	721 45%	35 31%	4 72%	660 46%	332 44%	154 43%	88 54%	277 44%	24 34%	111 34%	31 36%	19 57%	3 23%	9 40%	36 36%	84 43%	9 78%	3 47%	6 24%
NET: 1-3	289 18%	12 11%	-	315 22%	130 17%	84 23%	27 16%	140 22%	13 18%	44 13%	16 18%	5 15%	6 56%	1 5%	19 19%	39 20%	* 3%	2 30%	4 16%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 648

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**YouTube****Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
10 - extremely protected	90 6%	58 7% <sup>b</sup>	32 4%	13 7%	20 7%	22 8% <sup>i</sup>	14 5%	11 5%	10 3%	21 5%	27 6%	16 5%	26 7%	15 11% <sup>r</sup>	3 4%	9 6%	7 6%	6 4%	9 8%	4 5%	5 4%	10 5%	9 4%	10 7%	4 7%
9	92 6%	52 7%	40 5%	14 7%	28 10% <sup>g</sup>	14 5%	14 5%	6 3%	16 5%	25 7%	22 5%	22 7%	22 6%	7 5%	7 10% <sup>t</sup>	14 9% <sup>ty</sup>	6 5%	9 6%	6 6%	* 1%	11 9% <sup>ty</sup>	13 6%	10 4%	8 6%	- -
8	181 11%	100 13%	81 10%	29 15% <sup>i</sup>	35 12%	33 12%	34 11%	26 12%	52 8%	53 12%	28 9%	48 12%	7 10%	8 8%	8 8%	13 15%	19 15%	22 7%	8 13%	10 11%	15 15%	33 10%	23 11%	15 11%	7 14%
7	211 13%	100 13%	110 14%	43 23% <sup>e</sup>	37 13%	40 14%	37 12%	24 12%	29 10%	54 15%	65 14%	46 15%	46 12%	18 13%	11 8%	21 13%	21 17%	18 12%	16 14%	9 11%	15 11%	26 18%	40 18%	14 10%	4 7%
6	174 11%	92 12%	82 10%	27 14% <sup>i</sup>	37 12%	31 11%	33 11%	23 10%	24 8%	45 10%	47 10%	44 14%	39 10%	11 8%	10 15%	19 12%	13 11%	25 17% <sup>n</sup>	11 10%	10 13%	11 8%	26 12%	17 7%	17 12%	4 7%
5	237 15%	114 14%	123 15%	15 8%	51 17% <sup>d</sup>	43 15% <sup>d</sup>	53 18% <sup>d</sup>	33 15% <sup>d</sup>	41 14%	51 11%	62 14%	60 20% <sup>j</sup>	63 16%	29 21% <sup>su</sup>	8 12%	24 15%	15 12%	19 13%	11 10%	12 16%	11 8%	41 18% <sup>u</sup>	36 16%	18 13%	11 21% <sup>u</sup>
4	100 6%	54 7%	46 6%	11 5%	12 4%	16 6%	30 10% <sup>eh</sup>	10 5%	22 7%	33 7%	29 6%	13 4%	25 6%	15 11% <sup>v</sup>	4 6%	15 9% <sup>v</sup>	8 7%	7 5%	9 8% <sup>v</sup>	4 4%	10 8% <sup>v</sup>	5 2%	11 5%	7 5%	4 7%
3	101 6%	42 5%	59 7%	13 7%	12 4%	17 6%	21 7%	16 7%	22 7%	36 8% <sup>d</sup>	30 7%	10 3%	24 6%	5 4%	2 3%	14 9%	5 4%	8 6%	9 7%	6 10%	13 6%	13 6%	14 6%	8 6%	3 6%
2	73 5%	35 4%	38 5%	4 2%	17 6%	11 4%	13 4%	14 6%	15 5%	20 5%	26 6%	11 4%	16 4%	4 3%	5 8%	4 2%	3 2%	7 5%	5 4%	4 6%	3 2%	15 7%	14 6%	7 5%	2 3%
1 - not very protected	115 7%	42 5%	73 9% <sup>a</sup>	7 4%	23 8%	19 7%	20 7%	16 7%	29 10% <sup>d</sup>	39 9%	37 8%	18 5%	22 6%	10 8%	6 8%	8 7%	9 7%	7 5%	7 6%	8 10%	14 11%	12 5%	14 6%	10 7%	10 18% <sup>pqrstvw</sup>
Don't know	220 14%	107 13%	114 14%	16 9%	25 8%	35 12%	33 11%	41 19% <sup>d</sup>	69 23% <sup>def</sup>	72 16%	59 13%	33 11%	56 14%	12 9%	5 8%	21 13%	18 15%	19 13%	21 19% <sup>n</sup>	11 14%	22 17%	30 13%	34 15%	21 15%	6 11%
Mean	5.71	5.99 <sup>b</sup>	5.43	6.36 <sup>gh</sup>	5.94 <sup>i</sup>	5.87 <sup>i</sup>	5.54	5.47	5.18	5.52	5.63	5.93	5.86	5.83	5.67	5.81	6.05 <sup>y</sup>	5.91 <sup>y</sup>	5.78	5.31	5.46	5.80	5.57	5.77	4.96
Standard deviation	2.51	2.47	2.53	2.25	2.58	2.52	2.39	2.54	2.61	2.60	2.58	2.32	2.48	2.58	2.57	2.41	2.43	2.30	2.61	2.55	2.74	2.43	2.45	2.63	2.79
Standard error	0.07	0.09	0.10	0.16	0.17	0.16	0.14	0.18	0.17	0.13	0.12	0.16	0.13	0.25	0.32	0.21	0.23	0.20	0.26	0.29	0.26	0.18	0.18	0.26	0.39
NET: 8-10	363 23%	210 26% <sup>b</sup>	153 19%	55 29% <sup>i</sup>	84 28% <sup>hi</sup>	69 24% <sup>i</sup>	62 20%	43 20%	51 17%	98 22%	103 23%	66 22%	96 25%	32 24%	15 22%	37 23%	32 26%	36 25%	23 21%	15 19%	31 24%	56 25%	41 19%	34 25%	11 20%
NET: 4-7	721 45%	361 45%	360 45%	96 50% <sup>i</sup>	137 46%	131 46%	152 51% <sup>hi</sup>	90 41%	115 38%	183 41%	203 44%	162 54% <sup>jk</sup>	173 45%	72 54% <sup>u</sup>	34 50%	79 49% <sup>u</sup>	57 46%	70 48%	47 42%	35 44%	46 35%	99 54%	104 47%	56 41%	23 42%
NET: 1-3	289 18%	118 15%	171 21% <sup>a</sup>	24 13%	52 17%	47 17%	54 18%	45 21% <sup>d</sup>	66 22% <sup>d</sup>	95 21% <sup>d</sup>	92 20% <sup>d</sup>	39 13%	62 16%	19 14%	13 20%	26 16%	16 13%	22 15%	20 18%	18 23%	31 24% <sup>q</sup>	40 18%	43 19%	25 19%	15 27% <sup>q</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

Prepared by Populus





### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 649  
**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?  
 YouTube**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?						
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Prim-ary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
10 - extremely protected	90	44	6	13	7	4	10	7	26	16	14	7	2	62	-	-	52	25	8	5	77	12	2	8	1	2	-
	6%	6%	3%	10%	9%b	6%	4%	7%	8%	10%am	7%	7%	15%	5%	-	-	6%	5%	4%	13%q	5%	8%	7%	10%	2%	16%	-
9	92	50	10	6	3	4	12	8	16	8	9	6	1	75	1	-	53	26	9	*	82	9	3	6	-	-	1
	6%	7%	5%	4%	5%	6%	5%	8%	5%	5%	4%	6%	7%	6%	15%	-	6%	5%	5%	1%	6%	6%	9%	7%	-	-	11%
8	181	92	26	18	8	5	21	12	40	21	26	18	1	138	2	2	98	51	19	8	156	22	9	10	2	-	1
	11%	12%	13%	13%	11%	7%	8%	12%	12%	13%	13%	18%h	8%	11%	25%	19%	11%	10%	10%	20%	11%	14%	27%tu	13%	7%	-	17%
7	211	106	29	16	15	8	24	12	41	13	26	7	2	160	-	2	107	66	26	6	185	23	4	11	6	1	2
	13%	14%	14%	12%	21%f	13%	9%	12%	12%ik	8%	13%k	7%	2	13%	-	25%	13%	13%	14%	15%	13%	15%	11%	14%	22%	8%	34%
6	174	89	21	18	8	7	18	12	33	22	16	7	-	140	1	2	108	45	13	3	158	16	2	11	1	2	-
	11%	12%	10%	13%	11%	11%	7%	12%	10%	14%hjk	8%	7%	-	11%	14%	28%	13%	9%	7%	8%	11%	11%	6%	14%	5%	20%	-
5	237	120	33	22	9	12	32	8	44	22	27	14	1	188	3	2	131	70	25	7	209	27	4	13	7	3	2
	15%	16%	16%	15%	12%	20%	13%	9%	13%	14%	13%	14%	4%	15%	30%	20%	15%	14%	14%	17%	15%	18%	10%	17%	27%	27%	39%
4	100	46	17	5	4	1	19	8	28	13	16	9	3	70	1	-	51	35	10	2	95	4	-	4	*	-	-
	6%	6%	8%	4%	5%	1%	7%	8%	8%	9%	8%	9%	22%	6%	15%	-	6%	7%	6%	5%	7%	3%	-	5%	1%	-	-
3	101	42	16	10	6	2	20	4	20	9	10	7	-	80	-	-	53	35	10	3	91	9	2	5	1	1	-
	6%	6%	8%	7%	6%	4%	8%	4%	6%	6%	5%	7%	-	6%	-	-	6%	7%	5%	6%	6%	6%	7%	6%	3%	15%	-
2	73	33	9	7	1	2	14	7	15	6	11	6	1	54	-	-	29	32	11	2	66	7	4	1	2	-	-
	5%	4%	4%	5%	1%	3%	6%	7%	5%	4%	6%	6%	4%	4%	-	-	3%	6%p	6%	4%	5%	4%	11%	2%	7%	-	-
1 - not very protected	115	50	17	9	4	6	20	8	21	9	13	8	1	92	-	-	56	40	17	1	108	6	3	1	2	-	-
	7%	7%	8%	6%	6%	10%	8%	8%	6%	5%	6%	8%	8%	7%	-	-	7%	8%	10%	1%	8%	4%	7%	2%	6%	-	-
Don't know	220	84	22	17	8	11	65	14	45	17	36	12	2	166	-	1	112	66	32	4	201	15	1	8	5	1	-
	14%	11%	11%	12%	10%	18%	25%abd	14%	14%	11%	18%chi	12%	14%	14%	-	8%	13%	14%	18%	10%	14%	10%	4%	10%	20%	13%	-
Mean	5.71	5.84f	5.45	5.88	6.12f	5.68	5.23	5.80	5.81	6.00	5.66	6.11	5.69	6.37	6.46	5.84q	5.47	5.45	6.46qr	5.66	6.19t	6.09	6.47t	5.39	6.03	6.61	
Standard deviation	2.51	2.46	2.43	2.59	2.46	2.58	2.60	2.70	2.56	2.54	2.58	2.71	3.05	2.50	1.89	1.12	2.46	2.57	2.65	2.35	2.52	2.38	2.83	2.23	2.22	2.37	1.58
Standard error	0.07	0.11	0.15	0.21	0.28	0.35	0.18	0.27	0.14	0.19	0.18	0.26	0.81	0.08	0.63	0.42	0.09	0.12	0.22	0.36	0.07	0.20	0.48	0.27	0.46	0.97	0.65
NET: 8-10	363	185	42	37	18	12	43	26	82	46	49	30	4	275	4	2	202	102	36	14	315	43	15	23	2	2	1
	23%	24%f	20%	26%	25%	19%	17%	26%g	25%	29%	24%	30%	31%	22%	41%	19%	24%	21%	20%	34%	22%	29%	43%tu	30%	10%	16%	27%
NET: 4-7	721	361	100	62	36	29	93	40	145	71	85	36	6	559	5	6	398	217	75	18	648	70	9	38	14	5	4
	45%	48%f	49%f	44%	49%	46%	36%	41%	44%	45%	41%	36%	43%	46%	59%	73%	47%	44%	41%	44%	45%v	47%v	27%	50%w	55%	56%	73%
NET: 1-3	289	125	42	27	12	10	55	18	56	24	34	21	2	225	-	-	138	107	38	5	264	21	9	7	4	1	-
	18%	17%	20%	19%	16%	16%	21%	18%	17%	15%	17%	21%	13%	18%	-	-	16%	22%p	21%	12%	19%	14%	25%	10%	16%	15%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 650

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)	(s)				
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69				
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*				
10 - extremely protected	90	63	27	26	24	12	15	9	1	13	77	6	14	17	20	12	9	3	-	4				
	6%	6%	6%h	6%	6%h	8%h	7%	5%	1%	7%	5%	8%	8%	7%	6%	4%	7%	5%	-	5%				
9	92	60	29	27	25	9	21	6	3	14	78	1	14	10	23	23	5	6	1	5				
	6%	5%	6%g	6%	7%g	6%	9%g	3%	3%	8%	6%	1%	8%	4%	6%	7%	4%	12%km	2%	5%				
8	181	125	55	50	37	24	21	16	8	30	151	10	21	26	44	36	12	2	6	14				
	11%	11%	12%d	12%	10%	15%df	9%	9%	10%	16%	11%	15%	11%	10%	12%	11%	9%	3%	15%	17%q				
7	211	146	61	55	56	18	31	31	18	24	186	8	23	41	40	39	19	4	8	10				
	13%	13%	13%	13%	15%	12%	13%	17%	21%b	13%	13%	11%	12%	16%	11%	12%	15%	8%	19%	11%				
6	174	109	65	61	53	26	32	28	9	19	155	11	16	30	27	48	13	12	4	8				
	11%	10%	14%a	14%	14%	17%a	14%	15%	11%	11%	11%	17%an	8%	12%	7%	15%n	10%	22%ln	10%	10%				
5	237	143	92	82	78	21	43	36	19	31	206	15	26	33	71	44	15	4	10	10				
	15%	13%	20%ae	19%	20%a	14%	19%a	20%a	22%a	17%	15%	22%q	14%	13%	20%am	13%	12%	7%	26%	12%				
4	100	73	27	25	20	10	11	4	7	93	3	9	17	28	16	12	6	2	5	6				
	6%	7%	6%	6%	5%	6%	4%	6%	5%	4%	7%	4%	5%	7%	8%	5%	9%	11%	5%	6%				
3	101	69	30	30	24	10	14	16	4	14	87	1	16	14	23	23	7	4	-	4				
	6%	6%	6%	7%	6%	6%	6%	9%	5%	8%	6%	2%	8%	5%	6%	7%	6%	7%	-	4%				
2	73	59	14	11	11	5	4	6	4	8	65	-	11	10	18	12	8	6	2	6				
	5%	5%f	3%	3%	3%	3%	2%	3%	4%	5%	5%	-	6%k	4%	5%	4%	6%	11%ko	5%	7%k				
1 - not very protected	115	80	35	31	32	9	24	14	9	9	106	4	12	23	21	14	3	4	7	7				
	7%	7%	8%	7%	8%	6%	10%	8%	10%	5%	7%	5%	7%	9%	6%	6%	11%	6%	11%	9%				
Don't know	220	189	31	29	26	11	16	11	6	11	210	10	23	35	48	53	14	4	3	10				
	14%	17%bdef	7%	7%	7%	7%	7%	6%	7%	6%	15%cl	15%	12%	14%	13%	16%	14%	8%	7%	12%				
Mean	5.71	5.68	5.76	5.79	5.74	6.03	5.80	5.53	5.31	6.07	5.66	6.21	5.80	5.67	5.69	5.75	5.42	5.39	5.38	5.65				
Standard deviation	2.51	2.57	2.41	2.42	2.44	2.44	2.56	2.32	2.28	2.45	2.52	2.17	2.66	2.57	2.48	2.42	2.68	2.62	2.27	2.66				
Standard error	0.07	0.08	0.12	0.12	0.13	0.21	0.18	0.18	0.25	0.20	0.07	0.25	0.18	0.16	0.14	0.15	0.28	0.41	0.45	0.34				
NET: 8-10	363	249	110	103	86	45	57	31	12	57	307	16	50	53	87	72	26	11	7	23				
	23%	22%	24%gh	24%	22%gh	29%gh	25%g	17%	14%	31%j	22%	24%	27%	21%	24%	22%	20%	20%	17%	27%				
NET: 4-7	721	471	245	223	207	76	116	106	50	82	639	36	75	121	165	147	60	25	24	34				
	45%	42%	53%a	52%	54%a	48%	50%	58%a	59%a	46%	45%	54%	40%	47%	45%	45%	47%	48%	60%	40%				
NET: 1-3	289	208	79	73	67	24	41	36	17	31	257	5	39	48	62	56	29	13	7	17				
	18%	19%	17%	17%	17%	16%	18%	19%	20%	17%	18%	7%	21%k	19%k	17%k	17%k	22%k	25%k	16%	21%k				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 651

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
10 - extremely protected	90	10	6	3	3	1	3	5	6	7	5	1	1	*	4	15	4	4	3	3	4	3
	6%	15%cgjkm	9%	4%	5%	4%	7%	5%	11%	10%o	4%	2%	3%	1%	16%	4%	7%	7%	5%	5%	7%	4%
9	92	4	3	7	3	*	2	4	10	6	9	7	2	5	-	20	3	4	2	-	-	1
	6%	6%	6%	10%svw	6%	1%	5%	4%	18%gjors	8%svw	7%	10%svw	5%	12%svw	-	5%	6%	6%	4%	-	-	1%
8	181	4	4	7	10	6	3	8	6	5	19	9	4	4	1	49	8	8	5	8	7	7
	11%	6%	7%	10%	16%	18%	7%	7%	11%	7%	14%	13%	9%	9%	5%	13%	16%	14%	10%	14%	14%	9%
7	211	7	11	12	9	5	9	17	5	9	15	11	3	8	4	50	8	4	3	9	4	9
	13%	10%	18%	18%	14%	13%	22%	15%	9%	13%	11%	18%	7%	21%	19%	13%	16%	8%	7%	15%	7%	11%
6	174	7	4	9	11	2	6	17	2	6	26	5	3	2	3	35	3	9	5	9	4	7
	11%	11%	7%	13%	19%hmo	5%	15%	15%	3%	9%	19%hmop	8%	8%	4%	11%	9%	6%	15%	10%	15%h	7%	9%
5	237	17	9	9	5	6	2	19	6	6	20	5	10	5	2	58	7	9	6	9	11	14
	15%	27%dfik	15%	13%	9%	18%	6%	16%	11%	9%	15%	7%	25%dfk	13%	10%	16%	14%	16%	13%	15%	21%	17%
4	100	4	10	4	6	-	3	7	9	7	9	6	1	1	1	16	1	-	6	3	4	1
	6%	6%	17%opqw	6%	10%qw	-	7%	6%	16%opqw	11%oqw	7%	10%qw	3%	4%	6%	4%	3%	-	12%oqw	5%	7%	1%
3	101	4	1	2	2	4	2	13	2	2	10	5	2	2	-	30	3	-	6	4	3	6
	6%	6%	1%	3%	3%	11%	4%	11%bq	3%	3%	7%	7%	6%	5%	-	8%	6%	-	13%bq	6%	6%	8%
2	73	2	2	5	1	1	1	4	2	2	4	2	2	3	3	22	5	3	2	3	2	2
	5%	3%	4%	8%	1%	4%	2%	3%	4%	3%	3%	3%	6%	8%	12%	6%	10%	5%	4%	6%	3%	2%
1 - not very protected	115	3	6	6	2	2	5	7	3	6	6	7	3	2	2	22	5	4	5	4	10	6
	7%	5%	10%	8%	3%	5%	12%	6%	6%	9%	4%	10%	7%	5%	9%	6%	9%	7%	11%	6%	18%dgjo	7%
Don't know	220	3	3	5	8	8	6	14	5	11	15	7	8	8	3	57	4	11	6	7	6	24
	14%	4%	6%	8%	13%	21%	15%	12%	8%	16%a	11%	11%	21%a	19%a	12%	15%a	8%	20%a	13%	13%	11%	30%abcdghjkoprsv
Mean	5.71	6.07	5.68	5.74	6.30rv	5.67	5.78	5.48	6.33rv	5.93	5.89v	5.67	5.33	5.87	5.81	5.66	5.68	6.11	5.00	5.61	4.96	5.46
Standard deviation	2.51	2.55	2.64	2.55	2.12	2.49	2.67	2.33	2.78	2.79	2.23	2.63	2.46	2.52	2.97	2.47	2.81	2.58	2.62	2.34	2.79	2.46
Standard error	0.07	0.36	0.38	0.31	0.28	0.45	0.44	0.24	0.40	0.35	0.19	0.35	0.43	0.41	0.77	0.14	0.40	0.41	0.40	0.30	0.39	0.32
NET: 8-10	363	17	13	17	16	8	8	18	21	17	33	17	7	9	5	84	14	16	9	11	11	12
	23%	27%	22%	23%	27%	23%	18%	16%	40%glorsw	25%	24%	26%	18%	23%	22%	23%	29%	28%	19%	19%	20%	14%
NET: 4-7	721	35	35	35	31	13	20	59	21	29	69	28	17	16	11	159	18	22	20	29	23	30
	45%	55%	57%	50%	52%	35%	49%	52%	39%	43%	51%	43%	43%	41%	46%	42%	38%	40%	41%	50%	42%	38%
NET: 1-3	289	9	9	13	5	7	7	23	7	11	19	13	8	7	5	73	12	7	14	10	15	14
	18%	14%	15%	19%	8%	21%	17%	20%	13%	16%	14%	21%	19%	18%	20%	20%cd	25%cd	13%	28%cd	18%	27%cd	17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 652

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	111	32	79	13	43	27	14	7	7	27	35	18	31	5	1	8	15	14	7	8	18	16	3	5	
Weighted base	113*	36**	77*	16**	46*	25**	11**	6**	9**	29**	36**	24**	24**	6**	1**	9**	16**	16**	9**	5**	7**	18**	17**	2**	6**
10 - extremely protected	19	4	15	6	5	7	-	*	-	4	8	5	2	1	-	5	1	2	1	1	4	2	1	-	2
	16%	10%	20%	37%	12%	28%	-	8%	-	12%	23%	22%	6%	22%	-	55%	6%	12%	8%	22%	58%	10%	3%	-	25%
9	17	7	10	2	5	3	3	-	4	4	2	6	-	-	1	1	2	3	*	1	4	3	-	1	1
	15%	19%	13%	11%	11%	11%	29%	-	46%	15%	12%	9%	26%	-	15%	9%	9%	35%	9%	21%	21%	18%	-	13%	
8	21	8	13	3	7	4	3	2	2	6	4	4	6	-	-	3	1	3	2	-	6	5	1	1	1
	18%	22%	17%	16%	16%	17%	25%	35%	17%	20%	12%	18%	25%	-	-	22%	5%	29%	35%	-	34%	27%	29%	9%	
7	16	7	9	2	8	5	2	-	-	5	6	1	4	2	2	2	2	2	-	*	2	2	1	-	-
	14%	20%	11%	12%	17%	18%	15%	-	-	16%	18%	4%	16%	36%	-	29%	15%	10%	21%	-	5%	10%	12%	48%	
6	6	4	2	-	5	*	-	-	-	-	5	*	-	1	-	*	4	-	-	-	-	-	-	-	-
	5%	11%	3%	-	12%	2%	-	-	-	-	-	23%	2%	100%	-	3%	25%	-	-	-	-	-	-	-	
5	11	1	11	-	4	-	3	3	2	4	4	2	1	1	-	2	3	-	-	1	2	2	-	2	
	10%	2%	14%	-	9%	-	23%	47%	20%	13%	11%	10%	5%	8%	-	13%	16%	-	-	9%	8%	12%	-	30%	
4	2	*	2	-	-	2	*	-	-	*	2	-	1	-	-	-	-	-	-	*	1	-	-	-	2
	2%	1%	3%	-	-	8%	3%	-	-	1%	4%	-	2%	-	-	-	-	-	-	6%	8%	-	-	-	24%
3	6	3	3	-	2	3	1	1	-	1	4	-	1	1	-	-	1	-	1	-	2	1	1	-	
	5%	8%	4%	-	4%	13%	5%	10%	-	4%	10%	-	6%	11%	-	-	9%	-	27%	-	9%	4%	23%	-	
2	5	-	5	3	2	-	-	-	-	2	-	3	-	2	-	-	-	-	-	-	-	3	-	-	
	4%	-	6%	21%	3%	-	-	-	-	5%	-	14%	-	24%	-	-	-	-	-	-	-	20%	-	-	
1 - not very protected	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	*	-	-	1	-	-	-	
	1%	-	1%	-	-	4%	-	-	-	3%	-	-	-	-	-	-	2%	-	-	-	3%	-	-	-	
Don't know	10	3	6	*	8	-	-	2	3	3	-	3	-	3	-	5	2	1	-	-	1	1	-	-	
	9%	9%	8%	2%	17%	-	-	17%	11%	9%	-	13%	-	-	-	33%	12%	6%	-	-	6%	5%	-	-	
Mean	7.20	7.45	7.08	7.43	7.14	7.23	7.09	6.22	7.83	6.97	7.34	6.86	7.63	5.87	6.00	8.97	7.43	6.48	8.33	6.91	8.74	7.34	6.32	6.38	6.78
Standard deviation	2.37	1.89	2.57	3.15	2.11	2.72	1.90	2.20	1.76	2.55	2.39	2.64	1.84	3.21	-	1.40	1.59	2.29	0.98	3.09	2.18	2.33	2.77	2.51	2.69
Standard error	0.24	0.34	0.30	0.91	0.35	0.52	0.51	0.83	0.72	0.51	0.42	0.62	0.35	1.43	-	0.49	0.48	0.66	0.31	1.17	0.77	0.57	0.72	1.45	1.20
NET: 8-10	56	18	38	10	18	14	6	2	6	14	17	12	14	1	-	6	6	4	7	3	5	12	8	1	3
	50%	50%	50%	64%	39%	55%	54%	42%	63%	47%	48%	49%	57%	22%	-	71%	36%	26%	72%	66%	78%	64%	48%	29%	47%
NET: 4-7	35	12	23	2	17	7	5	3	2	9	12	9	6	3	1	2	5	8	2	*	1	3	4	1	3
	31%	33%	30%	12%	37%	28%	41%	47%	20%	30%	33%	37%	24%	44%	100%	29%	30%	51%	21%	6%	22%	18%	24%	48%	53%
NET: 1-3	12	3	9	3	3	4	1	1	-	4	4	3	1	2	-	-	2	-	1	-	2	4	1	-	
	11%	8%	12%	21%	7%	16%	5%	10%	-	12%	10%	14%	6%	34%	-	-	11%	-	27%	-	12%	23%	23%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## VSP Survey

### ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 653

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Working Status									Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condition (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	Primary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	111	45	29	3	2	2	4	26	16	9	10	5	-	92	1	-	58	37	11	2	89	22	5	12	2	1	2
Weighted base	113*	60*	21**	2*	2**	2**	5**	20**	13**	9**	7**	3**	**	95*	1**	**	57*	39**	12**	2**	90*	23**	6**	13**	2**	1**	2**
10 - extremely protected	19	13	2	1	-	-	-	4	3	3	-	-	-	15	-	-	12	4	-	-	16	3	3	-	-	-	-
	16%	21%	8%	24%	-	-	-	19%	24%	33%	-	-	-	16%	-	-	22%	9%	-	-	17%	13%	50%	-	-	-	-
9	17	5	4	-	-	1	2	5	1	-	1	1	-	15	-	-	9	7	2	-	10	7	3	2	-	1	1
	15%	8%	20%	-	-	61%	34%	26%	11%	-	20%	32%	-	16%	-	-	15%	18%	13%	-	12%	29%	50%	18%	-	100%	30%
8	21	10	4	1	-	1	2	4	4	3	2	1	-	17	1	-	9	7	2	1	17	4	-	3	-	-	1
	18%	16%	17%	52%	-	39%	33%	19%	28%	35%	30%	29%	-	18%	100%	-	16%	19%	17%	68%	19%	16%	-	19%	-	-	70%
7	16	11	4	-	-	-	-	1	1	-	1	1	-	15	-	-	9	6	2	-	13	3	-	3	-	-	-
	14%	19%	17%	-	-	-	-	5%	10%	-	11%	19%	-	15%	-	-	15%	15%	13%	-	14%	12%	-	22%	-	-	-
6	6	1	-	-	2	-	-	2	-	-	-	-	-	6	-	-	5	-	1	-	2	4	-	3	1	-	-
	5%	2%	-	-	100%	-	-	10%	-	-	-	-	-	6%	-	-	9%	-	6%	-	2%	17%	-	25%	44%	-	-
5	11	7	4	-	-	-	-	1	1	-	1	-	-	11	-	-	5	2	4	-	10	2	-	1	1	-	-
	10%	11%	18%	-	-	-	-	3%	5%	-	9%	-	-	11%	-	-	8%	6%	34%	-	11%	7%	-	5%	56%	-	-
4	2	2	1	-	-	-	-	1	-	-	-	-	-	2	-	-	2	1	2	-	2	-	-	-	-	-	-
	2%	3%	1%	-	-	-	-	3%	-	-	-	-	-	2%	-	-	5%	4%	-	3%	-	-	-	-	-	-	-
3	6	4	1	1	-	-	-	1	1	1	1	1	-	6	-	-	1	5	-	-	5	1	-	1	-	-	-
	5%	6%	5%	25%	-	-	-	3%	4%	6%	8%	20%	-	6%	-	-	2%	13%	-	-	5%	6%	-	11%	-	-	-
2	5	3	2	-	-	-	-	-	2	2	2	-	-	-	-	-	3	2	-	-	5	-	-	-	-	-	-
	4%	6%	7%	-	-	-	-	-	12%	16%	22%	-	-	-	-	-	6%	4%	-	-	5%	-	-	-	-	-	-
1 - not very protected	1	-	1	-	-	-	-	*	-	-	-	-	-	1	-	-	*	-	-	1	1	-	-	-	-	-	-
	1%	-	3%	-	-	-	-	2%	-	-	-	-	-	1%	-	-	1%	-	-	32%	1%	-	-	-	-	-	-
Don't know	10	5	1	-	-	-	2	2	1	1	-	-	-	9	-	-	4	4	2	-	10	-	-	-	-	-	-
	9%	9%	3%	-	-	-	34%	11%	7%	9%	-	-	-	9%	-	-	7%	11%	13%	-	11%	-	-	-	-	-	-
Mean	7.20	7.08	6.69	7.22	6.00	8.61	8.51	7.88	7.38	7.31	6.12	7.14	-	7.35	8.00	-	7.49	6.82	6.48	5.76	7.09	7.57	9.50	6.77	5.44	9.00	8.30
Standard deviation	2.37	2.47	2.57	3.37	0.00	0.65	0.60	2.13	2.75	3.22	2.94	2.65	-	2.14	-	-	2.32	2.52	1.69	-	2.49	1.92	0.55	1.81	-	-	-
Standard error	0.24	0.39	0.49	1.94	0.00	0.46	0.35	0.44	0.71	1.14	0.93	1.18	-	0.23	-	-	0.32	0.43	0.53	-	0.28	0.41	0.25	0.52	-	-	-
NET: 8-10	56	27	10	2	-	2	3	13	8	6	4	2	-	47	1	-	30	18	4	1	43	13	6	5	-	1	2
	50%	45%	45%	75%	-	100%	66%	63%	63%	68%	51%	61%	-	49%	100%	-	53%	46%	29%	68%	48%	58%	100%	37%	-	100%	100%
NET: 4-7	35	21	8	-	2	-	-	4	2	-	1	1	-	33	-	-	18	10	7	-	27	8	-	7	2	-	-
	31%	35%	37%	-	100%	-	-	20%	15%	-	19%	19%	-	35%	-	-	32%	26%	58%	-	30%	36%	-	52%	100%	-	-
NET: 1-3	12	7	3	1	-	-	-	1	2	2	2	1	-	6	-	-	5	7	-	1	11	1	-	1	-	-	-
	11%	12%	15%	25%	-	-	-	5%	16%	23%	30%	20%	-	7%	-	-	8%	17%	-	32%	12%	6%	-	11%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 654

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 16 (b)	NET: Under 18 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	111	26	84	82	64	50	57	22	6	20	91	2	11	18	32	16	12	5	4	5
Weighted base	113*	32**	80*	78*	59*	49*	53*	21**	6**	26**	86*	1**	9**	16**	33**	13**	16**	6**	7**	6**
10 - extremely protected	19	5	14	14	8	10	7	4	-	6	12	*	3	1	7	1	3	-	-	2
	16%	15%	17%	18%	13%	21%	14%	18%	-	24%	14%	41%	30%	7%	20%	5%	20%	-	-	33%
9	17	7	10	9	9	5	7	3	1	3	14	-	3	1	5	3	4	-	1	-
	15%	23%	12%	12%	15%	10%	13%	13%	17%	12%	16%	-	29%	6%	15%	23%	23%	-	14%	-
8	21	4	15	15	9	10	9	1	-	6	14	1	1	7	5	1	1	3	-	1
	18%	13%	19%	20%	16%	21%	18%	7%	-	24%	17%	59%	12%	44%	15%	7%	5%	42%	-	22%
7	16	1	15	13	14	6	10	5	3	4	11	-	*	3	3	5	2	-	-	2
	14%	4%	18%	17%	23%	12%	19%	24%	52%	17%	13%	-	4%	17%	10%	39%	11%	-	-	29%
6	6	-	6	6	4	6	4	1	-	3	3	-	2	2	1	1	-	-	-	-
	5%	-	7%	8%	7%	12%	7%	6%	-	10%	4%	-	20%	12%	4%	5%	-	-	-	-
5	11	7	5	5	4	4	4	3	1	3	8	-	-	2	6	1	-	-	2	1
	10%	21%	6%	6%	6%	8%	7%	16%	12%	13%	9%	-	-	12%	17%	7%	-	-	29%	16%
4	2	-	2	2	2	-	2	1	-	-	2	-	1	*	-	-	2	-	-	-
	2%	-	3%	3%	4%	-	4%	4%	-	-	3%	-	5%	2%	-	-	9%	-	-	-
3	6	1	6	6	5	2	5	2	1	-	6	-	-	-	3	1	2	-	-	-
	5%	2%	7%	7%	8%	4%	9%	12%	20%	-	7%	-	-	-	9%	5%	15%	-	-	-
2	5	3	2	2	2	-	2	-	-	-	5	-	-	-	-	-	2	3	-	-
	4%	11%	2%	2%	3%	-	3%	-	-	-	6%	-	-	-	-	-	24%	52%	-	-
1 - not very protected	1	-	1	1	1	*	1	-	-	-	1	-	-	-	1	-	-	-	-	-
	1%	-	1%	1%	2%	1%	2%	-	-	-	1%	-	-	-	3%	-	-	-	-	-
Don't know	10	4	5	5	2	5	2	-	-	-	10	-	-	-	2	1	3	2	*	-
	9%	13%	7% <sup>d</sup>	7%	3%	11% <sup>d</sup>	4%	-	-	-	11%	-	-	-	7%	9%	16%	33%	6%	-
Mean	7.20	7.00	7.26	7.26	7.01	7.62	6.90	6.88	6.33	7.83	6.98	8.83	8.22	7.36	7.15	7.31	7.28	5.80	3.93	7.88
Standard deviation	2.37	2.71	2.27	2.30	2.33	2.01	2.41	2.33	2.16	1.71	2.54	-	1.86	1.44	2.52	1.73	2.79	3.31	2.70	1.92
Standard error	0.24	0.55	0.26	0.27	0.30	0.31	0.33	0.50	0.88	0.38	0.28	-	0.56	0.34	0.46	0.46	0.84	1.91	1.56	0.86
NET: 8-10	56	16	39	39	26	26	24	8	1	16	40	1	7	9	17	5	8	3	1	3
	50%	50%	49%	50%	45%	52%	45%	38%	17%	60%	47%	100%	70%	58%	50%	35%	49%	42%	14%	55%
NET: 4-7	35	8	27	26	23	16	20	10	4	11	25	-	3	7	10	7	3	-	2	2
	31%	24%	34%	33%	40%	32%	38%	50%	63%	40%	28%	-	30%	42%	31%	51%	20%	-	29%	45%
NET: 1-3	12	4	8	8	7	2	7	2	1	-	12	-	-	-	4	1	2	2	3	-
	11%	12%	10%	10%	12%	5%	14%	12%	20%	-	14%	-	-	-	12%	5%	15%	24%	52%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 655

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nott-ingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	111	2	3	1	9	5	3	7	2	3	15	5	3	3	3	26	1	1	1	6	5	7
Weighted base	113*	2**	4**	1**	8**	7**	2**	9**	1**	3**	16**	3**	4**	2**	3**	27**	1**	1**	1**	4**	6**	7**
10 - extremely protected	19	1	-	-	-	1	*	4	1	-	2	1	-	-	4	-	-	-	-	1	2	2
	16%	67%	-	-	-	14%	17%	47%	46%	-	15%	29%	-	-	13%	-	-	-	-	24%	25%	23%
9	17	-	-	-	1	-	-	1	1	2	1	1	-	2	5	-	-	-	-	-	1	*
	15%	-	-	-	17%	-	-	8%	54%	13%	44%	56%	-	49%	19%	-	-	-	-	-	13%	6%
8	21	-	-	-	3	-	-	-	-	1	-	2	-	2	9	-	-	1	2	1	-	-
	18%	-	-	-	42%	-	-	-	-	7%	-	64%	-	51%	34%	-	-	100%	39%	9%	-	-
7	16	-	2	-	-	3	-	4	-	1	-	*	-	1	-	3	1	-	-	-	-	-
	14%	-	53%	-	-	47%	-	45%	-	44%	-	11%	-	42%	-	10%	100%	-	-	-	-	-
6	6	-	-	1	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	100%	6%	-	-	-	-	26%	-	-	-	-	-	-	-	-	-	-	-	-
5	11	-	1	-	2	-	-	-	-	3	-	-	-	-	3	-	-	-	-	-	2	1
	10%	-	12%	-	25%	-	-	-	-	16%	-	-	-	-	12%	-	-	-	-	-	30%	15%
4	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	*	2	-
	2%	-	-	-	-	-	-	-	-	16%	-	-	-	-	-	-	-	-	-	7%	24%	-
3	6	1	-	-	-	-	-	-	-	1	-	-	1	-	2	-	1	-	-	1	-	-
	5%	33%	-	-	-	-	-	-	-	9%	-	-	25%	-	6%	-	100%	-	30%	-	-	-
2	5	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
	4%	-	35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%
1 - not very protected	1	-	-	-	-	-	-	-	-	*	-	-	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	2%	-	-	-	-	2%	-	-	-	-	-	-	-
Don't know	10	-	-	-	1	3	2	-	-	2	-	-	1	-	1	-	-	-	-	-	-	1
	9%	-	-	-	11%	39%	83%	-	-	13%	-	-	33%	-	4%	-	-	-	-	-	-	8%
Mean	7.20	7.71	4.99	6.00	7.22	7.71	10.00	8.56	9.46	8.11	6.66	8.27	8.36	5.49	8.49	7.55	7.00	3.00	8.00	6.69	6.78	4.99
Standard deviation	2.37	4.57	2.62	-	1.65	1.46	-	1.53	-	1.26	2.46	2.48	0.56	-	0.60	2.14	-	-	-	3.19	2.69	3.78
Standard error	0.24	3.23	1.51	-	0.58	0.73	-	0.58	-	0.73	0.68	1.11	0.32	-	0.35	0.43	-	-	-	1.30	1.20	1.54
NET: 8-10	56	1	-	-	5	1	*	5	1	1	5	2	4	-	3	18	-	-	1	3	3	2
	50%	67%	-	-	59%	14%	17%	55%	100%	56%	35%	73%	100%	-	100%	66%	-	-	100%	63%	47%	30%
NET: 4-7	35	-	3	1	2	3	-	4	-	1	7	1	-	1	-	6	1	-	-	*	3	1
	31%	-	65%	100%	31%	47%	-	45%	-	44%	42%	27%	-	42%	-	22%	100%	-	-	7%	53%	15%
NET: 1-3	12	1	2	-	-	-	-	-	-	2	-	-	1	-	2	-	1	-	-	1	-	3
	11%	33%	35%	-	-	-	-	-	-	11%	-	-	25%	-	8%	-	100%	-	30%	-	-	47%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 656

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade				Region								
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	57%	-	57%	-	-	-	-	-	-	-	-
5	3	-	3	-	3	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-
	47%	-	69%	-	72%	-	-	80%	-	-	-	-	-	-	100%	-	-	-	-	-	-
4	1	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	12%	-	17%	-	-	48%	-	20%	-	-	-	-	-	-	-	-	-	100%	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-	-
Mean	5.62	7.17	4.80	-	5.84	5.04	-	-	4.80	-	8.00	6.00	-	6.00	-	5.00	-	-	4.00	8.00	-
Standard deviation	1.46	-	0.48	-	1.58	-	-	-	0.48	-	-	-	-	-	*	-	-	-	-	-	-
Standard error	0.73	-	0.34	-	1.12	-	-	-	0.34	-	-	-	-	-	*	-	-	-	-	-	-
NET: 8-10	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
NET: 4-7	4	1	3	-	3	1	-	3	-	-	1	-	1	-	3	-	-	1	-	-	-
	72%	41%	86%	-	72%	100%	-	100%	-	-	57%	-	57%	-	100%	-	-	100%	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 657

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
																											5
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	-	2	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	*	**	**	**	**	**	**	**	**	**	5**	**	**	2**	1**	3**	**	5**	**	**	**	**	**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	
	18%	23%	-	-	-	-	-	-	-	-	-	-	18%	-	-	59%	-	-	18%	-	-	-	-	-	-	-	
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
6	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	
	13%	16%	-	-	-	-	-	-	-	-	-	-	13%	-	-	41%	-	-	13%	-	-	-	-	-	-	-	
5	3	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	3	-	-	-	-	-	-	-	
	47%	60%	-	-	-	-	-	-	-	-	-	-	47%	-	-	-	100%	-	47%	-	-	-	-	-	-	-	
4	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	
	12%	-	55%	-	-	-	-	-	-	-	-	-	12%	-	-	-	55%	-	12%	-	-	-	-	-	-	-	
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	
	10%	-	45%	-	-	-	-	-	-	-	-	-	10%	-	-	-	45%	-	10%	-	-	-	-	-	-	-	
Mean	5.62	5.86	4.00	-	-	-	-	-	-	-	-	-	5.62	-	-	7.17	4.00	5.00	5.62	-	-	-	-	-	-	-	
Standard deviation	1.46	1.40	-	-	-	-	-	-	-	-	-	-	1.46	-	-	-	-	*	1.46	-	-	-	-	-	-	-	
Standard error	0.73	0.81	-	-	-	-	-	-	-	-	-	-	0.73	-	-	-	*	0.73	-	-	-	-	-	-	-		
NET: 8-10	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	
	18%	23%	-	-	-	-	-	-	-	-	-	-	18%	-	-	59%	-	-	18%	-	-	-	-	-	-	-	
NET: 4-7	4	3	1	-	-	-	-	-	-	-	-	-	4	-	-	1	1	3	4	-	-	-	-	-	-	-	
	72%	77%	55%	-	-	-	-	-	-	-	-	-	72%	-	-	41%	55%	100%	72%	-	-	-	-	-	-	-	
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 658  
**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	-**	4**	2**	-**	-**	1**	3**	-**	1**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	13%	37%	-	-	-	-	-	-	-	37%	-	-	-	-	-	100%	-	-	-	-
5	3	-	3	3	3	3	3	3	-	3	-	-	-	3	-	-	-	-	-	-
	47%	-	72%	72%	72%	100%	72%	100%	-	72%	-	-	-	83%	-	-	-	-	-	-
4	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	12%	35%	-	-	-	-	-	-	-	35%	-	-	100%	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	10%	28%	-	-	-	-	-	-	-	28%	-	-	-	17%	-	-	-	-	-	-
Mean	5.62	5.04	5.84	5.84	5.84	5.00	5.84	5.00	-	5.84	5.04	-	-	4.00	5.00	-	6.00	-	-	-
Standard deviation	1.46	-	1.58	1.58	1.58	*	1.58	*	-	1.58	-	-	-	*	-	-	-	-	-	-
Standard error	0.73	-	1.12	1.12	1.12	*	1.12	*	-	1.12	-	-	-	*	-	-	-	-	-	-
NET: 8-10	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	18%	-	28%	28%	28%	-	28%	-	-	28%	-	-	-	-	-	-	-	-	-	-
NET: 4-7	4	1	3	3	3	3	3	3	-	3	1	-	1	3	-	1	-	-	-	-
	72%	72%	72%	72%	72%	100%	72%	100%	-	72%	72%	-	100%	83%	-	100%	-	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 659

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	5	-	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	**	**	**	**	**	**	1**	**	**	3**	**	**	**	**	2**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 61%	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1 13%	-	-	-	-	-	-	1 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3 47%	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-
4	1 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 39%	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 10%	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.62	-	-	-	-	-	-	6.00	-	-	5.00	-	-	-	-	6.42	-	-	-	-	-
Standard deviation	1.46	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Standard error	0.73	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
NET: 8-10	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 61%	-	-	-	-	-
NET: 4-7	4 72%	-	-	-	-	-	-	1 57%	-	-	3 100%	-	-	-	-	1 39%	-	-	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



VSP Survey
ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 660

Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?

Facebook

Base: All who visited/ used sites/ apps

Table with 25 columns: Gender, Age (18-24 to 65+), Social Grade (AB to DE), Region (Scotland to Northern Ireland), and Total. Rows include Unweighted base, Weighted base, and protection levels from 10 (extremely protected) to 1 (not very protected), plus Mean and Standard deviation.

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 661

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?								To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4	
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**	
10 - extremely protected	61	34	3	6	4	1	7	7	18	6	10	8	1	42	-	-	39	14	7	2	51	9	3	5	1	2	-	
	4%	5%	2%	5%	7%b	1%	3%	8%b	6%	5%	5%	3%	8%	4%	-	5%	5%	3%	4%	5%	4%	9%	8%	3%	18%	-		
9	65	29	4	7	1	4	12	8	17	9	10	3	1	47	-	-	35	21	6	1	59	5	2	2	-	-	1	
	5%	4%	2%	6%	1%	7%	6%	9%bd	5%	7%	5%	3%	8%	4%	-	5%	5%	3%	3%	5%	4%	6%	4%	-	-	19%		
8	165	100	23	12	5	6	13	6	36	19	23	18	1	126	2	2	93	42	21	5	147	17	5	10	2	-	-	
	12%	15%f	12%	10%	8%	9%	6%	7%	12%	13%	12%	18%h	10%	12%	18%	20%	12%	10%	13%	16%	11%	15%	17%	19%	10%	-	-	
7	181	93	26	19	6	8	18	10	46	18	28	10	1	130	2	1	98	56	14	6	169	11	1	8	1	-	1	
	13%	14%	13%	15%	10%	13%	9%	12%	15%	13%	14%	10%	14%	12%	24%	18%	13%	13%	8%	18%	13%	10%	5%	14%	6%	-	28%	
6	180	81	34	18	9	5	19	13	37	17	24	10	1	139	2	2	90	60	19	5	163	16	6	4	1	4	-	
	13%	12%	18%af	14%	16%	8%	9%	16%	12%	12%	10%	14%	13%	25%	23%	12%	14%	12%	15%	13%	14%	21%	8%	7%	47%	-		
5	210	111	26	17	13	4	28	11	40	21	22	14	1	168	1	-	128	55	22	3	188	21	6	10	3	2	1	
	15%	16%	13%	13%	23%e	7%	13%	12%	13%	15%	12%	14%	5%	16%	14%	-	17%	13%	13%	9%	15%	19%	22%	19%	14%	18%	19%	
4	90	39	19	4	3	4	13	8	12	7	9	4	1	75	-	-	52	23	15	*	84	6	1	2	3	-	-	
	6%	6%	10%a	4%	5%	7%	6%	9%	4%	5%	5%	4%	10%	7%	-	7%	6%	9%	1%	6%	5%	3%	4%	14%	-	-		
3	91	34	14	9	4	6	19	5	20	8	13	10	*	71	-	-	53	27	8	4	82	9	1	3	2	1	1	
	6%	5%	7%	7%	6%	10%	9%	6%	7%	5%	7%	10%	4%	7%	-	-	7%	6%	5%	12%	6%	8%	4%	6%	11%	17%	34%	
2	93	47	12	11	3	4	17	*	21	12	12	4	1	71	1	-	33	34	22	3	85	9	2	6	1	-	-	
	7%	7%g	6%g	9%	2%	6%g	8%g	*	7%	8%	6%	3%	11%	7%	11%	-	4%	8%p	13%p	9%	7%	6%	11%	4%	-	-		
1 - not very protected	131	56	18	9	6	7	24	11	31	12	21	9	1	92	1	1	71	43	15	1	123	4	2	1	2	-	-	
	9%	8%	9%	7%	10%	11%	12%	13%	10%	8%	11%	9%	11%	9%	8%	9%	9%	10%	9%	2%	10%	4%	8%	1%	8%	-	-	
Don't know	154	63	15	13	6	13	39	7	31	12	20	9	-	115	-	2	79	43	20	4	140	8	-	4	4	-	-	
	11%	9%	8%	10%	10%	20%abg	18%abg	8%	10%	9%	10%	9%	-	11%	-	30%	10%	10%	12%	11%	11%	7%	-	7%	23%	-	-	
Mean	5.42	5.61bf	5.18	5.58	5.34	5.03	4.88	5.63f	5.55	5.57	5.49	5.75	5.80	5.40	5.62	6.18	5.52	5.28	5.08	5.84	5.38	5.82	5.87	6.07	4.77	6.06	5.63	
Standard deviation	2.53	2.51	2.31	2.54	2.44	2.69	2.66	2.72	2.65	2.68	2.67	3.09	2.49	2.30	2.36	2.51	2.56	2.62	2.39	2.53	2.46	2.55	2.44	2.42	2.29	2.66		
Standard error	0.07	0.11	0.15	0.22	0.31	0.38	0.19	0.28	0.15	0.21	0.19	0.25	0.83	0.08	0.73	1.06	0.10	0.13	0.22	0.40	0.07	0.24	0.47	0.35	0.59	0.93	1.33	
NET: 8-10	291	163	30	26	9	10	32	20	70	35	44	30	3	216	2	2	167	77	34	8	257	31	9	18	2	2	1	
	20%	24%bf	15%	21%	16%	17%	15%	23%	23%	24%	23%	30%hm	32%	20%	18%	20%	22%	19%	20%	24%	20%	27%	31%	32%	13%	18%	19%	
NET: 4-7	660	323	106	58	31	22	78	42	135	64	83	39	4	511	6	3	368	194	70	15	604	54	15	24	8	6	2	
	46%	47%f	54%ef	47%	54%ef	35%	37%	49%	44%	45%	43%	39%	42%	48%	63%	42%	48%	46%	42%	42%	47%	47%	51%	44%	41%	65%	47%	
NET: 1-3	315	137	44	28	11	17	60	17	72	31	46	23	3	234	2	1	156	103	44	8	290	22	5	10	4	1	1	
	22%	20%	23%	22%	20%	28%	29%a	20%	24%	22%	24%	23%	25%	22%	19%	9%	20%	25%	26%	23%	22%	19%	18%	17%	23%	17%	34%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 662

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64	
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*	
10 - extremely protected	61 4%	43 4%	18 4%	18 5%	14 4%	12 8% <sup>bgh</sup>	9 6%	5 3%	1 1%	9 10% <sup>j</sup>	52 4%	4 9% <sup>q</sup>	6 3%	11 5%	14 4%	11 4%	7 6%	- 1%	1 -	4 5%	
9	65 5%	43 4%	22 5%	22 6%	17 5%	10 7%	11 6%	8 4%	2 3%	15 10% <sup>j</sup>	50 4%	- -	11 6%	14 6%	13 4%	15 5%	6 6%	1 1%	- -	4 5%	
8	165 12%	110 11%	54 13%	50 13%	45 13%	17 12%	25 13%	24 13%	10 13%	25 16%	24 11%	8 17%	14 8%	24 10%	35 10%	33 12%	11 10%	10 19%	3 9%	17 22% <sup>lmn</sup>	
7	181 13%	124 13%	55 13%	47 12%	48 14%	14 10%	25 13%	25 14%	17 22% <sup>abde</sup>	11 7%	170 13%	4 8%	28 16%	29 13%	43 13%	29 10%	17 15%	2 4%	4 10%	10 13%	
6	180 13%	116 12%	64 15%	61 16%	55 16%	22 16%	37 19% <sup>a</sup>	24 13%	7 9%	24 16%	156 12%	8 16%	16 9%	28 12%	33 10%	49 18% <sup>ln</sup>	17 15%	9 17%	7 20%	6 7%	
5	210 15%	121 12%	88 21% <sup>a</sup>	82 21%	70 20% <sup>a</sup>	29 21% <sup>a</sup>	38 19% <sup>a</sup>	41 22% <sup>a</sup>	13 17%	24 16%	185 15%	11 22% <sup>l</sup>	18 10%	37 16%	64 19% <sup>lo</sup>	32 12%	16 14%	12 21%	7 19%	11 13%	
4	90 6%	62 6%	24 6%	22 6%	20 6%	5 4%	12 6%	12 6%	2 3%	8 5%	82 6%	2 5%	9 5%	20 9%	26 8%	19 7%	6 5%	2 3%	1 2%	4 4%	
3	91 6%	67 7%	21 5%	18 5%	17 5%	6 5%	11 6%	8 4%	5 7%	12 8%	79 6%	2 4%	18 10% <sup>m</sup>	11 5%	25 7%	15 5%	7 6%	3 5%	1 4%	5 6%	
2	93 7%	68 7%	26 6%	23 6%	22 6% <sup>f</sup>	6 4%	7 4%	13 7%	3 5%	10 7%	83 7%	* 1%	14 8%	14 6%	23 7%	20 7%	8 7%	11 21% <sup>klmn</sup>	2 5%	2 2%	
1 - not very protected	131 9%	101 10%	29 7%	27 7%	22 6%	13 9%	13 7%	12 7%	9 12% <sup>d</sup>	9 6%	122 10%	3 6%	15 9%	29 13%	27 8%	22 8%	10 8%	3 6%	8 22%	9 11%	
Don't know	154 11%	133 13% <sup>abdefg</sup>	21 5%	18 5%	18 5%	6 4%	8 4%	10 5%	5 7%	5 3%	149 12% <sup>i</sup>	6 12%	25 15% <sup>mq</sup>	17 7%	35 10%	31 11%	10 9%	2 3%	3 8%	9 12%	
Mean	5.42	5.33	5.63	5.67	5.65	5.83	5.78	5.50	5.34	5.84	5.36	6.00 <sup>q</sup>	5.29	5.32	5.31	5.51	5.59	4.87	4.64	5.80	
Standard deviation	2.53	2.61	2.36	2.36	2.33	2.58	2.30	2.31	2.44	2.53	2.53	2.30	2.61	2.64	2.44	2.50	2.55	2.36	2.58	2.66	
Standard error	0.07	0.09	0.12	0.13	0.13	0.23	0.17	0.18	0.28	0.22	0.08	0.32	0.19	0.17	0.14	0.17	0.28	0.36	0.53	0.35	
NET: 8-10	291 20%	196 20%	94 22%	89 23%	76 22%	38 27%	45 23%	37 20%	13 17%	48 32% <sup>j</sup>	243 19%	12 26%	31 18%	49 21%	62 18%	59 21%	24 21%	11 20%	4 11%	24 31% <sup>ln</sup>	
NET: 4-7	660 46%	423 43%	231 55% <sup>a</sup>	212 55%	193 55% <sup>a</sup>	70 50%	112 57% <sup>a</sup>	102 56% <sup>a</sup>	39 52%	67 44%	593 47%	24 51%	71 41%	113 49%	166 49%	128 47%	56 49%	25 45%	18 51%	30 38%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 662

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No child-ren aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*						
NET: 1-3	315	235	76	67	61	25	31	34	17	32	284	5	46	54	75	57	25	18	11	15						
	22%	24%bdf	18%	17%	18%	18%	16%	19%	23%	21%	22%	11%	27%k	23%	22%	21%	21%	32%k	30%	20%						

**Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**

**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 663

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
10 - extremely protected	61	5	6	*	3	1	1	3	2	4	1	1	-	2	14	4	3	2	4	3	2	2
	4%	9%	11%cs	1%	5%	4%	3%	3%	6%	7%	4%	2%	2%	-	11%	4%	7%	6%	3%	-	4%	3%
9	65	6	5	2	5	1	3	3	3	1	5	2	-	4	*	9	5	3	-	1	5	2
	5%	11%o	9%	4%	8%	3%	9%	3%	8%	1%	4%	3%	-	11%io	3%	3%	11%ior	5%	-	1%	13%gior	2%
8	165	4	3	11	9	2	2	17	3	6	11	14	3	3	2	39	7	5	6	6	5	5
	12%	8%	5%	19%b	15%	6%	7%	15%	7%	9%	10%	22%bw	8%	8%	11%	12%	13%	9%	12%	12%	12%	7%
7	181	5	13	4	4	8	4	23	5	6	16	8	3	5	2	40	6	6	7	5	5	7
	13%	9%	23%cd	7%	6%	22%	15%	20%cd	12%	10%	14%	12%	8%	13%	12%	12%	11%	11%	15%	9%	12%	10%
6	180	9	3	9	10	1	6	9	5	14	15	9	5	7	2	41	1	9	6	7	4	7
	13%	16%p	6%	16%p	16%p	4%	20%	8%	11%	23%bqp	14%p	14%p	15%	17%p	12%	13%p	2%	17%p	13%	14%p	10%	9%
5	210	8	8	10	6	5	1	17	8	9	23	5	10	4	4	41	11	7	5	11	5	12
	15%	14%	15%	17%	10%	15%	4%	15%	20%	14%	20%	7%	28%	10%	22%	13%	21%	14%	12%	21%	11%	17%
4	90	6	4	4	5	2	5	3	5	4	5	6	4	2	1	21	1	3	3	2	1	3
	6%	11%	7%	6%	8%	5%	17%	3%	12%g	6%	5%	10%	12%	6%	5%	7%	2%	6%	6%	3%	2%	4%
3	91	2	3	1	7	2	3	10	3	2	8	4	1	2	1	19	3	2	5	5	2	5
	6%	4%	5%	2%	11%	7%	9%	9%	8%	3%	7%	7%	3%	5%	4%	6%	5%	3%	11%	10%	5%	7%
2	93	5	3	7	1	4	-	6	2	1	3	5	3	3	-	23	5	5	5	4	3	4
	7%	10%	5%	12%dj	2%	12%	-	6%	5%	2%	3%	7%	8%	8%	-	7%	10%	9%	10%	8%	7%	6%
1 - not very protected	131	4	5	5	5	1	1	13	2	7	6	6	3	4	4	31	4	3	4	4	7	12
	9%	6%	10%	8%	8%	4%	5%	12%	5%	11%	6%	10%	9%	11%	21%	10%	8%	5%	8%	7%	16%	16%j
Don't know	154	1	3	5	8	6	4	8	2	7	15	4	2	5	-	42	4	9	5	7	3	14
	11%	1%	5%	8%	13%a	18%	12%	7%	6%	12%	13%a	6%	7%	12%	-	13%a	9%	16%a	10%	14%a	8%	19%ag
Mean	5.42	5.74	5.90	5.27	5.74	5.29	5.77	5.38	5.57	5.56	5.65w	5.43	4.84	5.33	5.36	5.34	5.72	5.64	5.07	4.97	5.51	4.73
Standard deviation	2.53	2.67	2.74	2.47	2.58	2.48	2.27	2.57	2.41	2.50	2.25	2.54	2.10	2.58	2.94	2.56	2.81	2.49	2.45	2.22	2.98	2.67
Standard error	0.07	0.39	0.40	0.32	0.34	0.45	0.42	0.27	0.38	0.33	0.22	0.35	0.37	0.44	0.79	0.15	0.40	0.39	0.39	0.30	0.47	0.35
NET: 8-10	291	16	13	14	17	5	6	24	8	11	20	17	3	7	4	62	16	11	7	7	13	10
	20%	28%	24%	24%	28%	13%	19%	21%	20%	18%	18%	27%	10%	19%	24%	19%	31%w	19%	15%	14%	29%	13%
NET: 4-7	660	28	28	27	25	16	16	52	22	32	60	27	22	18	9	143	19	26	21	24	15	29
	46%	50%	51%	45%	39%	46%	55%	46%	56%	53%	53%	43%	63%	46%	51%	45%	37%	47%	46%	47%	35%	40%
NET: 1-3	315	11	11	14	13	8	4	30	7	10	18	15	7	9	4	72	12	10	14	13	12	21
	22%	20%	20%	23%	20%	23%	14%	26%	18%	17%	16%	24%	20%	23%	25%	23%	24%	17%	29%	26%	28%	29%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 664  
**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**  
**Instagram**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade							Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	71	69	42	65	120	98	54	31			
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**	
10 - extremely protected	38	17	20	12	8	8	5	4	1	13	10	6	8	5	3	6	5	1	2	-	1	7	2	5	2	
	5%	6%	4%	7%	4%	6%	5%	6%	2%	6%	5%	4%	5%	14%	3%	8%	7%	1%	4%	-	2%	5%	2%	9%	6%	
9	45	21	23	12	11	10	5	3	2	11	12	11	10	5	1	4	4	8	4	4	1	8	4	2	1	
	6%	8%	5%	7%	6%	8%	5%	4%	5%	6%	7%	6%	9%	3%	5%	6%	11%u	9%	11%u	1%	6%	4%	3%	5%		
8	102	32	69	23	31	15	23	5	5	32	24	21	25	4	2	9	10	11	3	3	17	15	14	7	6	
	14%	12%	14%	13%	15%	11%	22%fh	6%	10%	15%	11%	14%	16%	7%	10%	11%	15%	15%	8%	9%	25%n	12%	15%	12%	20%	
7	108	43	65	34	35	19	10	6	2	37	26	26	19	7	3	12	8	10	7	6	10	14	14	11	5	
	14%	16%	14%	19%i	17%i	14%	10%	8%	5%	18%	12%	17%	12%	13%	17%	15%	12%	13%	17%	14%	14%	11%	16%	18%		
6	85	31	54	21	29	11	11	7	7	17	29	16	24	4	4	12	9	10	5	3	10	16	8	3	-	
	11%	11%	11%	12%	14%	8%	10%	10%	13%	8%	13%	10%	15%j	8%	20%	14%	14%	12%	8%	15%	13%	8%	5%	-		
5	94	25	69	13	34	21	18	6	1	23	29	21	21	6	1	7	8	9	4	4	4	27	15	6	2	
	13%	9%	14%	7%	17%di	16%di	17%di	9%	2%	11%	13%	13%	14%	11%	5%	9%	12%	12%	11%	11%	6%	22%u	16%	10%	7%	
4	46	23	23	16	7	11	4	1	7	13	21	9	4	5	-	8	6	3	1	2	4	7	5	2	3	
	6%	9%	5%	9%	3%	8%	4%	2%	13%eh	6%	9%em	6%	2%	9%	-	9%	9%	4%	1%	5%	6%	6%	4%	10%		
3	38	12	26	10	10	5	2	6	4	10	11	4	12	2	1	3	1	2	6	5	5	3	6	3	1	
	5%	4%	5%	6%	5%	4%	2%	9%	8%	5%	5%	3%	8%	4%	3%	3%	2%	3%	13%q	14%qv	7%	3%	6%	6%		
2	38	13	25	7	10	4	8	6	3	9	15	8	6	3	4	3	-	3	2	1	3	9	5	5	1	
	5%	5%	5%	4%	5%	3%	8%	9%	6%	4%	7%	5%	4%	5%	20%	3%	-	5%	4%	4%	7%q	5%	9%	3%		
1 - not very protected	54	11	43	13	13	11	8	5	4	18	16	13	7	5	-	7	5	3	1	4	8	5	8	4	5	
	7%	4%	9%a	8%	6%	8%	8%	7%	8%	8%	7%	9%	4%	9%	-	8%	7%	5%	2%	10%	12%	4%	8%	6%		
Don't know	101	40	62	16	16	20	12	21	15	33	27	20	21	9	2	11	11	12	7	4	6	12	13	10	4	
	14%	15%	13%	9%	8%	15%	12%	29%def	30%def	15%	12%	13%	14%	17%	9%	13%	17%	18%	11%	8%	10%	14%	17%	14%		
Mean	5.80	6.10	5.64	5.97	5.89	5.86	5.85	5.29	4.99	5.91	5.52	5.81	6.06	5.78	6.06	5.88	6.23	6.10	6.00	5.31	5.55	5.83	5.50	5.83	5.56	
Standard deviation	2.51	2.44	2.54	2.54	2.34	2.54	2.56	2.82	2.56	2.60	2.52	2.54	2.36	2.80	2.75	2.58	2.41	2.30	2.34	2.59	2.57	2.34	2.43	2.75	3.05	
Standard error	0.10	0.16	0.13	0.20	0.19	0.24	0.25	0.37	0.42	0.19	0.18	0.26	0.19	0.46	0.65	0.33	0.31	0.31	0.40	0.43	0.34	0.22	0.27	0.41	0.59	
NET: 8-10	184	71	113	47	50	34	34	12	8	56	47	39	43	14	5	19	19	20	9	7	19	29	19	14	9	
	25%	26%	24%	27%	24%	25%	31%	17%	15%	26%	21%	25%	27%	25%	26%	24%	28%	27%	21%	20%	28%	24%	21%	25%	31%	
NET: 4-7	332	122	210	84	105	63	43	21	17	89	104	71	68	23	8	39	32	32	17	15	28	64	43	22	9	
	44%	45%	44%	47%h	51%hi	46%h	40%	29%	33%	42%	47%	46%	43%	41%	42%	48%	46%	43%	42%	41%	41%	52%	46%	38%	33%	
NET: 1-3	130	36	94	30	33	20	19	17	11	37	42	26	25	10	5	12	6	9	8	10	16	17	18	12	7	
	17%	14%	20%	17%	16%	15%	17%	25%	21%	17%	19%	17%	16%	18%	23%	15%	9%	13%	19%	28%q	23%	14%	19%	21%	23%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 665

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Working Status											Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)			
																												10 - extremely protected	9	8
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	88	22	42	15	6	3			
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**			
10 - extremely protected	38	19	3	7	3	-	1	4	8	6	3	2	1	28	-	-	16	14	3	5	29	8	3	4	-	2	-			
9	45	28	6	5	1	-	2	2	7	5	2	2	1	36	1	-	24	13	7	*	41	3	-	3	-	1				
8	102	61	17	9	5	4	1	6	19	14	15	8	1	81	*	2	58	31	10	1	86	16	5	5	-	-				
7	108	67	12	10	8	-	3	7	15	6	8	4	1	90	2	-	51	36	9	7	94	13	4	7	1	1				
6	85	34	15	10	10	2	7	13	5	7	4	-	72	-	1	47	24	6	6	69	14	5	7	-	2	-				
5	94	59	17	10	3	-	-	5	17	9	9	5	-	76	-	-	53	24	14	2	77	17	3	9	3	2				
4	46	23	8	4	2	2	6	2	5	3	2	2	-	39	-	-	22	12	10	1	39	6	-	3	1	1				
3	38	15	10	5	2	1	2	3	5	4	2	2	-	33	-	-	18	14	3	2	34	3	-	2	-	1				
2	38	19	7	7	*	-	4	1	9	5	1	-	28	-	-	16	12	8	2	34	4	1	2	1	-	-				
1 - not very protected	54	32	6	2	6	1	3	4	8	5	4	3	-	41	-	-	29	20	6	1	50	2	-	1	1	1				
Don't know	101	47	16	11	5	1	15	6	21	11	13	6	-	74	-	1	44	34	17	4	95	4	-	2	2	-				
Mean	5.80	5.91	5.57	6.02	5.77	5.41	4.79	5.91	5.93	6.02	5.92	6.00	8.59	5.81	7.57	7.03	5.83	5.78	5.45	6.22	5.75	6.22	6.88	6.20	5.64	6.05	4.28			
Standard deviation	2.51	2.52	2.38	2.53	2.62	2.48	2.56	2.63	2.60	2.78	2.48	2.58	1.17	2.47	1.06	1.22	2.46	2.62	2.55	2.48	2.54	2.23	1.85	2.21	2.54	2.40	3.67			
Standard error	0.10	0.16	0.20	0.27	0.39	0.83	0.46	0.37	0.23	0.32	0.30	0.39	0.59	0.11	0.53	0.87	0.14	0.19	0.31	0.44	0.11	0.25	0.39	0.35	0.70	0.98	2.12			
NET: 8-10	184	108	26	22	10	4	4	12	35	26	20	12	3	145	1	2	97	58	20	6	156	27	8	12	5	2	1			
NET: 4-7	332	182	52	35	23	5	16	20	49	23	26	15	1	276	2	1	173	97	40	17	280	49	12	26	5	5	1			
NET: 1-3	130	65	23	14	9	2	9	8	22	14	11	6	-	102	-	-	63	46	17	5	119	10	1	5	2	1				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 666

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Instagram**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 1 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53						
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*						
10 - extremely protected	38	31	6	5	6	3	3	4	1	9	29	2	6	4	10	5	5	2	-	2						
	5%	6%	3%	2%	4%	3%	3%	3%	3%	8%	5%	7%	8%	4%	6%	4%	7%	5%	-	3%						
9	45	31	13	13	10	5	8	6	1	13	32	1	7	5	10	8	2	3	-	8						
	6%	6%	6%	6%	5%	5%	7%	5%	3%	12% <sub>g</sub>	5%	5%	10%	5%	6%	6%	2%	8%	-	11%						
8	102	67	35	29	26	12	9	14	13	17	84	4	8	6	27	22	10	5	1	7						
	14%	13%	15% <sub>f</sub>	13%	14% <sub>f</sub>	13%	8%	14%	13% <sub>efg</sub>	16%	13%	15%	12%	7%	16%	16%	15%	12%	5%	10%						
7	108	71	34	32	25	15	20	10	2	16	91	2	13	13	20	15	12	4	5	15						
	14%	14%	14%	15%	14%	17%	18%	9%	5%	15%	14%	8%	19%	14%	12%	11%	17%	10%	20%	23%						
6	85	51	34	34	28	12	20	15	3	9	76	6	6	16	19	15	5	5	4	4						
	11%	10%	14%	15%	15%	14%	18%	14%	10%	8%	12%	20%	8%	16%	11%	7%	13%	15%	6%	6%						
5	94	45	48	46	39	13	22	28	3	19	75	6	10	12	28	14	6	5	4	6						
	13%	9%	21% <sub>a</sub>	21% <sub>a</sub>	21% <sub>ah</sub>	14%	20% <sub>a</sub>	27% <sub>ah</sub>	9%	17%	12%	20%	14%	13%	17%	10%	9%	12%	18%	8%						
4	46	31	14	13	12	4	8	4	1	7	39	*	2	12	9	7	5	2	1	7						
	6%	6%	6%	6%	6%	4%	7%	4%	4%	6%	6%	1%	3%	12% <sub>l</sub>	5%	7%	5%	2%	10%	10%						
3	38	25	10	10	6	6	4	5	1	4	34	*	5	2	8	8	7	2	-	4						
	5%	5%	4%	4%	3%	7%	4%	5%	4%	4%	5%	1%	7%	2%	4%	6%	10%	6%	-	6%						
2	38	30	8	7	6	4	1	4	1	5	33	-	3	3	12	8	5	6	2	-						
	5%	6%	3% <sub>f</sub>	3%	3% <sub>f</sub>	4%	1%	4%	3%	5%	5%	-	4%	3%	7%	6%	7%	15%	7%	-						
1 - not very protected	54	39	15	14	11	7	8	7	6	7	47	-	5	10	8	10	5	1	6	6						
	7%	8%	7%	6%	6%	8%	7%	7%	17% <sub>abd</sub>	6%	7%	-	7%	11%	5%	8%	8%	3%	26%	10%						
Don't know	101	83	18	18	14	10	9	6	1	5	97	7	7	13	20	24	8	4	1	9						
	14%	16% <sub>bdg</sub>	8%	8%	8%	11%	8%	6%	4%	4%	15% <sub>i</sub>	23%	9%	14%	12%	17%	12%	10%	6%	14%						
Mean	5.80	5.83	5.79	5.75	5.83	5.67	5.79	5.66	5.80	6.24	5.72	6.67	6.14	5.37	5.91	5.70	5.56	5.61	4.40	5.93						
Standard deviation	2.51	2.65	2.25	2.22	2.22	2.42	2.15	2.28	2.86	2.54	2.50	1.73	2.60	2.45	2.44	2.59	2.66	2.64	2.55	2.53						
Standard error	0.10	0.13	0.15	0.16	0.17	0.28	0.22	0.24	0.45	0.26	0.11	0.32	0.29	0.26	0.20	0.26	0.37	0.50	0.68	0.37						
NET: 8-10	184	129	55	47	42	19	20	24	15	39	145	8	21	15	47	35	16	10	1	16						
	25%	26%	23%	21%	23%	21%	18%	23%	45% <sub>abd</sub>	35% <sub>ej</sub>	23%	26%	30% <sub>m</sub>	15%	28% <sub>m</sub>	26%	24%	26%	5%	24%						
NET: 4-7	332	198	129	126	104	43	70	56	9	51	281	14	31	53	76	52	28	15	13	32						
	44%	39%	55% <sub>ah</sub>	57%	57% <sub>ah</sub>	49%	62% <sub>aeh</sub>	55% <sub>ah</sub>	28%	46%	44%	49%	43%	55% <sub>o</sub>	45%	38%	40%	39%	57%	48%						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 666

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*
NET: 1-3	130	94	33	31	23	17	13	16	8	16	114	*	13	16	27	27	17	9	8	10
	17%	19%	14%	14%	13%	19%	12%	16%	24% <sup>d</sup>	15%	18%	1%	18%	16%	16%	20%	24%	25%	33%	15%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 667

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
10 - extremely protected	38	3	2	3	4	-	1	2	4	1	1	-	-	-	-	9	1	4	1	-	2	-
9	5	11%	8%	13%	12%	-	6%	3%	18%	4%	1%	-	-	-	-	5%	3%	16%	4%	-	6%	-
8	45	3	2	1	2	1	1	3	5	3	7	1	-	1	-	10	1	2	-	2	1	-
7	6	10%	10%	3%	6%	6%	5%	5%	19%	14%	10%	2%	-	3%	-	6%	4%	7%	-	6%	5%	-
6	102	1	2	2	5	5	1	6	3	5	8	12	3	4	4	24	3	1	2	3	6	1
5	14	5%	9%	9%	13%	22%	5%	10%	13%	25%	12%	31%	13%	22%	39%	13%	5%	10%	9%	20%	4%	
4	108	2	5	3	5	4	2	11	3	4	10	8	1	4	2	21	5	1	5	6	5	1
3	14	7%	23%	16%	14%	17%	10%	17%	10%	16%	14%	21%	5%	22%	12%	21%	5%	29%	21%	16%	3%	
2	85	4	1	5	6	1	3	8	2	4	12	5	2	1	2	25	-	-	1	2	-	2
1	11	14%	3%	24%	17%	6%	19%	14%	9%	16%	17%	12%	9%	3%	19%	14%	-	8%	8%	-	6%	
Don't know	94	4	2	1	4	4	1	7	1	2	10	3	5	1	-	31	6	3	2	4	2	3
	13%	15%	9%	5%	10%	16%	5%	11%	2%	9%	14%	7%	23%	6%	-	17%	23%	12%	14%	7%	10%	
	46	3	2	-	3	-	3	4	4	1	4	-	2	-	2	11	1	-	1	2	3	*
	6	12%	9%	-	9%	-	18%	7%	15%	2%	6%	-	10%	-	20%	6%	4%	-	4%	6%	10%	1%
	38	-	2	1	-	1	-	3	1	1	2	4	3	2	-	6	*	1	2	4	1	2
	5%	-	9%	2%	-	6%	-	4%	3%	6%	3%	11%	15%	10%	-	4%	2%	4%	14%	15%	3%	7%
	38	2	-	4	-	-	-	4	1	-	*	2	2	-	11	6	3	-	1	1	2	
	5%	6%	-	19%	-	-	-	7%	3%	-	*	4%	10%	-	6%	24%	11%	-	2%	3%	8%	
1 - not very protected	54	2	3	-	2	1	1	6	1	1	3	3	1	2	-	11	-	2	1	2	5	6
	7%	8%	13%	-	6%	6%	4%	10%	5%	3%	5%	8%	3%	10%	-	6%	-	9%	9%	6%	18%	22%
NET: 8-10	184	7	6	5	11	6	2	11	12	9	16	13	3	4	4	44	5	7	2	5	9	1
	25%	26%	27%	25%	31%	27%	16%	18%	50%	43%	23%	33%	13%	25%	39%	24%	20%	28%	13%	15%	31%	4%
NET: 4-7	332	13	10	9	18	9	8	30	9	10	35	16	10	5	7	88	12	4	9	15	9	6
	44%	48%	44%	45%	50%	39%	53%	48%	36%	44%	50%	40%	46%	31%	61%	49%	47%	18%	53%	48%	33%	21%
NET: 1-3	130	4	5	5	2	3	1	14	3	2	6	9	6	4	-	29	6	6	4	7	7	11
	17%	14%	22%	22%	6%	13%	4%	22%	11%	9%	9%	23%	28%	20%	-	16%	25%	23%	22%	22%	23%	37%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 668

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
10 - extremely protected	12	5	8	8	3	2	-	-	-	6	5	-	2	-	-	4	4	-	*	-	1	1	1	1	-
	3%	4%	3%	6%	2%	3%	-	-	-	6%	4%	-	3%	-	-	11%	11%	-	2%	-	5%	2%	2%	3%	-
9	22	7	15	11	6	-	2	2	1	5	5	3	8	-	1	2	3	5	3	2	-	3	2	1	-
	6%	5%	6%	8%	5%	-	7%	10%	11%	5%	5%	4%	12%	-	5%	6%	8%	11%	17%	9%	-	6%	5%	5%	-
8	54	17	37	21	18	4	5	5	1	12	19	14	9	-	4	6	9	8	1	4	2	6	5	3	5
	15%	13%	16%	15%	16%	9%	15%	23%	12%	11%	18%	16%	14%	-	31%	17%	23%	16%	10%	18%	10%	12%	13%	13%	33%
7	48	21	27	25	12	5	4	1	1	15	11	15	8	11	1	1	6	6	2	2	3	5	7	4	-
	13%	16%	12%	17%	11%	11%	14%	4%	19%	15%	10%	17%	12%	8%	32%	8%	16%	12%	13%	8%	11%	10%	20%	17%	-
6	40	13	26	14	17	4	3	1	1	9	18	8	5	4	4	-	3	6	2	3	5	5	3	5	-
	11%	11%	11%	10%	15%	9%	11%	2%	12%	9%	16%	9%	8%	11%	32%	-	8%	12%	13%	12%	19%	10%	9%	21%	-
5	50	19	31	12	18	12	5	3	-	14	12	16	7	2	2	5	6	11	-	1	3	9	4	3	4
	14%	15%	13%	8%	16%	26% <sup>d</sup>	15%	15%	-	14%	11%	19%	11%	7%	16%	14%	15%	23%	-	4%	10%	17%	12%	11%	24%
4	16	8	9	7	4	3	*	-	2	7	4	3	2	4	-	3	-	2	-	1	-	3	2	2	-
	5%	6%	4%	5%	3%	8%	1%	-	32%	7%	4%	4%	3%	12%	-	9%	-	4%	-	3%	-	5%	5%	10%	-
3	30	12	18	15	9	3	1	3	-	6	3	13	8	4	1	3	-	1	1	5	6	3	5	3	-
	8%	10%	8%	10%	8%	6%	3%	14%	-	6%	3%	15% <sup>k</sup>	13% <sup>k</sup>	10%	5%	7%	-	3%	9%	22%	23%	5%	15%	10%	-
2	22	4	18	7	7	1	4	3	-	5	14	1	3	2	*	2	-	4	2	1	2	5	3	2	1
	6%	3%	8%	5%	6%	2%	14%	12%	-	5%	12% <sup>l</sup>	1%	4%	6%	3%	4%	-	8%	14%	6%	7%	9%	8%	7%	4%
1 - not very protected	32	7	24	9	11	6	4	1	1	8	9	9	5	7	-	5	3	3	2	1	3	2	3	*	4
	9%	6%	10%	6%	10%	12%	13%	6%	14%	8%	8%	11%	8%	19%	-	13%	8%	6%	10%	7%	10%	3%	8%	1%	23%
Don't know	35	14	22	14	9	7	2	3	-	15	10	3	7	1	-	6	4	3	2	2	1	11	1	*	3
	10%	11%	9%	10%	8%	15%	8%	13%	-	14%	9%	3%	12%	3%	-	16%	11%	6%	10%	11%	5%	20%	4%	1%	17%
Mean	5.54	5.73	5.43	5.89	5.45	5.00	5.12	5.34	5.43	5.64	5.58	5.27	5.70	4.50	6.40	5.59	6.88	5.77	5.52	5.22	4.83	5.59	5.27	5.75	4.92
Standard deviation	2.55	2.37	2.65	2.58	2.49	2.35	2.71	2.79	2.73	2.59	2.64	2.33	2.69	2.35	1.72	3.10	2.40	2.32	3.10	2.66	2.54	2.38	2.51	2.15	3.01
Standard error	0.15	0.23	0.19	0.23	0.28	0.39	0.50	0.66	1.11	0.28	0.27	0.34	0.33	0.49	0.50	0.61	0.40	0.37	0.78	0.61	0.53	0.39	0.44	0.46	0.91
NET: 8-10	88	28	59	40	27	6	7	8	1	23	30	17	19	-	4	13	17	13	4	5	4	11	7	5	5
	24%	23%	25%	28%	24%	12%	22%	33%	24%	22%	27%	20%	29%	-	36%	34%	42%	27%	30%	26%	14%	20%	20%	21%	33%
NET: 4-7	154	61	93	58	51	24	12	5	4	45	45	42	22	22	7	10	15	25	4	6	10	22	16	14	4
	43%	48%	40%	41%	45%	53%	40%	21%	62%	44%	41%	50%	34%	62%	56%	26%	39%	51%	26%	27%	40%	42%	46%	59%	24%
NET: 1-3	84	24	61	32	26	9	9	7	1	20	25	23	16	12	1	9	3	8	5	7	10	9	11	4	4
	23%	19%	26%	22%	24%	20%	30%	32%	14%	19%	23%	27%	25%	35%	8%	24%	8%	16%	34%	36%	40%	17%	31%	18%	27%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 669

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Base: All who visited/ used sites/ apps**

	Working Status									Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
10 - extremely protected	12	6	1	2	1	-	-	3	1	1	-	-	-	10	-	-	7	4	2	-	8	4	1	2	1	-	-
	3%	3%	2%	4%	5%	-	-	12%	1%	2%	-	-	-	3%	-	-	4%	3%	-	-	7%	10%	7%	8%	-	-	-
9	22	10	4	3	3	-	1	2	5	4	4	1	1	15	1	-	8	10	2	2	16	6	2	4	-	-	1
	6%	5%	9%	5%	10%	-	20%	7%	10%	15%	15%	8%	60%	5%	39%	-	4%	8%	7%	5%	11%	18%	12%	-	-	22%	
8	54	35	5	9	2	-	1	2	6	4	4	4	-	46	*	-	30	15	4	5	48	6	*	3	2	-	-
	15%	16%	11%	18%	9%	-	20%	11%	12%	13%	12%	26%	-	15%	19%	-	17%	13%	11%	19%	16%	11%	6%	11%	21%	-	-
7	48	31	3	5	7	-	1	1	11	4	9	2	1	37	1	-	18	23	3	3	45	3	1	2	-	-	-
	13%	14%	7%	10%	26%	-	34%	5%	22%	13%	29%	16%	40%	12%	43%	-	10%	20%	9%	10%	15%	6%	10%	8%	-	-	-
6	40	25	5	3	2	1	-	3	5	1	3	2	-	34	-	1	17	13	3	4	26	12	3	9	1	-	-
	11%	12%	12%	6%	9%	27%	-	14%	10%	5%	10%	11%	-	12%	-	51%	10%	11%	8%	15%	9%	23%t	30%	27%	9%	-	-
5	50	38	4	4	3	-	-	1	3	3	1	1	-	46	-	-	32	9	7	1	44	6	1	5	-	-	-
	14%	18%	9%	8%	11%	-	-	5%	7%	9%	5%	10%	-	16%	-	-	18%	8%	22%	4%	14%	12%	15%	16%	-	-	-
4	16	7	7	1	2	-	-	1	1	1	-	-	-	15	-	-	6	6	4	-	14	3	-	2	*	-	-
	5%	3%	15%a	3%	-	73%	-	-	2%	4%	-	-	-	5%	-	-	3%	5%	12%	-	4%	5%	-	7%	5%	-	-
3	30	16	3	8	2	-	-	1	4	2	2	2	-	23	-	-	16	8	1	5	26	5	-	1	1	1	1
	8%	8%	7%	16%	7%	-	-	5%	9%	7%	6%	17%	-	8%	-	-	9%	7%	4%	17%	8%	9%	-	4%	9%	100%	50%
2	22	13	4	5	-	-	-	*	5	4	3	1	-	17	-	-	9	9	1	3	20	2	1	1	-	-	-
	6%	6%	10%	9%	-	-	-	2%	10%	12%	10%	6%	-	6%	-	-	5%	7%	4%	11%	7%	4%	11%	4%	-	-	-
1 - not very protected	32	15	5	3	3	-	1	5	5	4	2	1	-	25	-	-	20	9	2	1	31	1	-	-	-	-	1
	9%	7%	12%	6%	10%	-	25%	23%	10%	12%	7%	6%	-	8%	-	-	11%	8%	6%	2%	10%	1%	-	-	-	-	28%
Don't know	35	19	3	7	3	-	-	3	4	2	2	-	-	31	-	1	16	10	4	4	30	5	-	1	4	-	-
	10%	9%	6%	14%	12%	-	-	15%	7%	7%	7%	-	-	10%	-	49%	9%	9%	13%	16%	10%	9%	-	4%	48%	-	-
Mean	5.54	5.62	4.96	5.43	6.14	4.54	6.09	5.41	5.49	5.40	6.02	5.76	8.21	5.55	7.96	6.00	5.39	5.70	5.64	5.44	5.41	6.18	6.60	6.33	6.75	3.00	3.77
Standard deviation	2.55	2.39	2.67	2.73	2.59	1.13	3.65	3.44	2.71	2.98	2.59	2.54	-	2.50	-	-	2.60	2.59	2.42	2.50	2.58	2.32	2.41	2.10	2.69	-	3.79
Standard error	0.15	0.21	0.34	0.38	0.53	0.80	1.82	0.70	0.37	0.54	0.48	0.64	-	0.16	-	-	0.21	0.28	0.46	0.48	0.16	0.35	0.76	0.42	1.10	-	2.19
NET: 8-10	88	50	9	14	7	-	1	6	12	9	8	5	1	72	1	-	44	28	8	7	71	15	3	10	2	-	1
	24%	24%	22%	27%	25%	-	41%	30%	23%	30%	27%	34%	60%	24%	57%	-	25%	24%	23%	25%	23%	29%	34%	29%	29%	-	22%
NET: 4-7	154	101	19	14	12	3	1	5	21	9	13	5	1	133	1	1	74	51	17	8	128	25	5	19	1	-	-
	43%	47%	43%	27%	46%	100%	34%	23%	41%	31%	44%	37%	40%	44%	43%	51%	41%	44%	51%	29%	42%	47%	55%	58%	14%	-	-
NET: 1-3	84	44	12	16	5	-	1	7	14	9	7	4	-	64	-	-	45	26	5	9	77	8	1	3	1	1	2
	23%	21%	29%	31%	17%	-	25%	31%	29%	32%	23%	29%	-	21%	-	-	25%	23%	14%	30%	25%	15%	11%	9%	9%	100%	78%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 670

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Snapshot**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5- 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,000 or more (s)
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	27	13	10	40	
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*
10 - extremely protected	12 3%	6 3%	6 5%	6 5%	4 5%	4 8%	2 4%	3 6%	-	2 3%	11 4%	1 6%	2 9%	2 3%	1 9%	3 6%	*	-	-	1 2%
9	22 6%	18 8%	3 3%	3 3%	3 4%	-	3 5%	3 6%	1 5%	3 5%	19 6%	1 6%	3 9%	1 3%	5 9%	4 6%	2 7%	-	1 7%	3 5%
8	54 15%	35 15%	18 15%	16 14%	9 11%	9 18%	3 6%	7 14%	2 20%	11 20%	42 14%	1 7%	10 27%	7 15%	11 19%	7 11%	1 2%	2 14%	-	10 20%
7	48 13%	40 17% <sup>cbg</sup>	8 7%	6 5%	8 9% <sup>g</sup>	3 7%	5 9%	1 2%	2 16%	10 17%	38 13%	1 11%	2 7%	5 11%	6 11%	10 16%	6 19%	3 19%	2 11%	8 15%
6	40 11%	23 10%	17 15%	17 15%	13 15%	7 15%	8 15%	5 10%	-	7 12%	33 11%	-	5 14% <sup>n</sup>	6 13% <sup>n</sup>	*	8 14% <sup>n</sup>	6 19%	5 31%	4 26%	2 4%
5	50 14%	19 8%	30 26% <sup>ca</sup>	30 27%	21 25% <sup>a</sup>	12 25% <sup>a</sup>	14 26%	13 27% <sup>ca</sup>	2 16%	9 16%	41 13%	3 28%	1 3%	7 14%	10 16%	8 13%	4 14%	2 10%	3 18%	7 13%
4	16 5%	12 5%	4 4%	4 4%	4 4% <sup>g</sup>	1 3%	4 7%	4 1%	*	-	16 3%	*	1 3%	8 18% <sup>ns</sup>	4 1%	4 7%	-	1 5%	-	-
3	30 8%	23 10% <sup>b</sup>	2 2%	2 2%	2 3%	1 3%	2 5%	2 5%	-	2 3%	28 9%	1 4%	1 4%	10 17% <sup>m</sup>	4 7%	2 7%	-	3 20%	7 13%	
2	22 6%	17 7%	5 4%	5 5%	5 5%	3 3%	2 3%	4 8%	*	4 8%	18 6%	1 4%	3 9%	2 5%	5 8%	4 7%	2 6%	1 9%	2 10%	3 5%
1 - not very protected	32 9%	18 8%	13 11%	13 12%	8 9%	7 15%	4 7%	5 11%	4 35%	7 13%	24 8%	-	5 14%	4 9%	6 10%	4 7%	3 11%	1 6%	-	5 10%
Don't know	35 10%	26 11%	9 8%	9 8%	9 10%	2 4%	7 12%	5 10%	1 6%	2 3%	33 11%	4 31%	1 4%	3 7%	4 7%	5 9%	4 14%	1 6%	1 8%	8 15%
Mean	5.54	5.61	5.48	5.41	5.48	5.46	5.43	5.38	4.58	5.63	5.52	5.93	5.80	5.41	5.30	5.62	5.27	5.58	5.03	5.48
Standard deviation	2.55	2.60	2.49	2.49	2.41	2.66	2.24	2.72	3.23	2.64	2.54	2.29	2.98	2.38	2.74	2.49	2.46	2.10	2.00	2.66
Standard error	0.15	0.19	0.25	0.26	0.28	0.40	0.34	0.41	0.86	0.36	0.16	0.69	0.45	0.35	0.40	0.36	0.56	0.61	0.71	0.45
NET: 8-10	88 24%	60 25%	27 23%	25 22%	16 19%	13 26%	8 15%	13 26%	3 25%	16 28%	72 24%	2 17%	15 41%	10 21%	18 30%	13 22%	3 10%	2 14%	1 7%	14 26%
NET: 4-7	154 43%	94 39%	60 51%	57 51%	45 53% <sup>g</sup>	24 49%	31 58%	20 39%	4 32%	27 45%	128 42%	5 43%	10 28%	26 56% <sup>lms</sup>	17 29%	30 49%	16 53%	11 65%	9 55%	17 31%
NET: 1-3	84 23%	59 25%	21 18%	21 18%	15 17%	10 21%	8 15%	12 24%	4 38%	14 24%	70 23%	1 9%	9 27%	7 15%	20 34%	13 20%	7 23%	2 15%	5 30%	14 28%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 671

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
10 - extremely protected	12	-	-	-	3	*	1	2	2	-	-	-	-	-	-	3	1	-	-	-	-	-
3%	-	-	-	-	19%	2%	10%	8%	21%	-	-	-	-	-	-	4%	8%	-	-	-	-	-
9	22	-	-	1	2	1	1	3	1	2	4	-	-	-	-	5	-	1	-	2	-	-
6%	-	-	-	10%	9%	4%	8%	9%	6%	27%	9%	-	-	-	-	6%	-	13%	-	11%	-	-
8	54	-	-	4	5	2	2	3	2	2	6	2	3	-	-	9	2	1	1	1	5	4
15%	-	-	-	29%	30%	13%	17%	11%	26%	20%	14%	13%	34%	-	-	11%	23%	6%	11%	5%	33%	32%
7	48	2	9	1	4	3	1	1	-	-	6	4	*	-	-	12	1	3	-	2	-	-
13%	11%	66%	7%	22%	15%	6%	3%	-	-	12%	23%	5%	-	-	15%	12%	34%	-	10%	-	-	-
6	40	3	1	4	1	*	4	-	-	-	6	2	1	1	-	10	-	1	4	3	-	-
11%	16%	7%	30%	3%	3%	46%	-	-	-	13%	12%	8%	36%	-	13%	-	14%	41%	16%	-	-	-
5	50	2	-	2	1	4	1	5	-	-	11	2	2	-	-	12	1	*	1	1	4	-
14%	14%	-	-	16%	7%	22%	19%	19%	-	-	24%	13%	26%	-	-	15%	12%	4%	15%	5%	24%	-
4	16	4	-	-	-	-	3	-	-	2	-	-	-	-	3	1	2	*	1	-	-	-
5%	23%	-	-	-	-	-	12%	-	-	4%	-	-	-	-	4%	11%	20%	4%	4%	-	-	-
3	30	2	1	1	-	-	3	-	1	3	4	2	-	-	4	-	-	1	4	-	5	-
8%	10%	10%	4%	-	-	-	9%	-	12%	7%	24%	26%	-	-	5%	-	-	15%	24%	-	34%	-
2	22	1	-	*	-	2	-	2	*	2	2	-	-	-	7	1	1	1	*	1	1	1
6%	6%	-	3%	-	10%	-	6%	28%	6%	4%	12%	-	-	-	8%	9%	10%	7%	3%	4%	7%	7%
1 - not very protected	32	4	2	-	1	1	4	*	1	3	*	-	1	1	4	1	-	*	1	4	1	1
9%	20%	14%	-	7%	7%	6%	15%	6%	15%	7%	3%	-	64%	100%	5%	8%	-	4%	9%	23%	7%	7%
Don't know	35	-	1	-	*	4	-	3	1	2	3	-	-	-	12	1	-	*	2	3	3	3
10%	-	4%	-	3%	23%	-	9%	13%	20%	7%	-	-	-	-	15%	16%	-	4%	14%	17%	21%	21%
Mean	5.54	3.98	5.67	6.55	7.49	5.53	6.68	5.10	6.20	5.86	5.62	5.01	5.69	2.79	1.00	5.69	5.77	6.01	5.03	5.00	4.92	4.76
Standard deviation	2.55	2.04	2.34	1.78	2.31	2.63	2.17	3.00	3.78	3.66	2.27	2.27	2.12	-	-	2.43	2.98	2.16	1.94	2.61	3.01	2.86
Standard error	0.15	0.59	0.83	0.49	0.56	0.73	0.66	0.67	1.34	1.49	0.35	0.72	0.75	-	-	0.29	1.13	0.72	0.69	0.67	0.91	1.01
NET: 8-10	88	-	-	5	10	3	3	8	5	4	11	2	3	-	-	17	2	2	1	3	5	4
24%	-	-	-	39%	59%	19%	35%	28%	54%	47%	23%	13%	34%	-	-	21%	31%	19%	11%	16%	33%	32%
NET: 4-7	154	12	10	7	6	7	5	10	-	-	25	7	3	1	-	38	3	7	6	6	4	-
43%	64%	73%	53%	32%	40%	59%	34%	-	-	53%	48%	40%	36%	-	46%	36%	71%	60%	34%	24%	-	-
NET: 1-3	84	7	3	1	1	3	1	9	3	2	8	6	2	1	1	15	1	1	2	6	4	7
23%	36%	23%	7%	7%	17%	6%	30%	33%	33%	18%	39%	26%	64%	100%	18%	17%	10%	25%	35%	27%	47%	47%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 672

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	20	11	9	10	22	19	7	1	
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
10 - extremely protected	9	7	2	2	2	5	-	-	-	1	1	3	4	-	3	3	-	2	-	-	-	-	1	-	
	6%	12%b	2%	4%	4%	15%	-	-	-	3%	1%	8%	12%	-	17%	20%	-	17%	-	-	-	-	9%	-	
9	10	3	7	3	3	3	1	-	-	4	4	-	1	-	-	1	2	1	-	1	2	1	-	-	
	6%	5%	6%	6%	6%	8%	4%	-	-	9%	9%	-	4%	10%	-	5%	11%	12%	-	4%	10%	4%	-	-	
8	15	7	8	4	1	6	2	2	-	4	3	6	2	1	1	3	1	*	-	1	2	3	2	-	
	9%	12%	8%	8%	2%	19%	8%	23%	-	9%	6%	17%	6%	9%	17%	16%	5%	2%	-	10%	19%	14%	11%	-	
7	25	7	17	9	7	3	6	-	-	8	3	7	7	2	4	4	1	2	1	*	2	4	3	2	
	15%	13%	17%	18%	14%	9%	33%	-	-	18%	7%	19%	20%	18%	50%	24%	3%	7%	10%	5%	15%	18%	14%	27%	
6	24	7	17	6	15	2	1	-	-	4	14	3	2	3	2	-	2	6	*	2	2	1	3	2	
	15%	12%	16%	11%	31%	5%	7%	-	-	10%	28%	9%	7%	22%	24%	-	13%	28%	3%	27%	17%	4%	14%	23%	
5	23	4	18	7	7	5	3	-	-	5	5	9	4	-	-	6	4	3	1	2	1	2	3	1	
	14%	7%	18%	14%	15%	15%	16%	-	-	11%	10%	25%	11%	-	-	32%	23%	15%	9%	19%	8%	6%	7%	40%	
4	17	6	11	3	6	3	1	2	1	6	7	1	2	1	-	1	2	5	-	-	4	3	-	-	
	10%	10%	11%	7%	12%	10%	7%	22%	46%	14%	15%	2%	7%	10%	-	5%	15%	22%	-	4%	-	20%	11%	-	
3	8	3	5	6	1	-	-	1	-	2	3	2	1	-	-	-	-	2	1	5	-	-	-	-	
	5%	5%	5%	12%	1%	-	-	13%	-	5%	6%	4%	4%	-	-	-	-	13%	17%	38%	-	-	-	-	
2	2	1	2	2	-	-	1	-	-	2	-	1	-	1	-	-	2	-	-	-	-	-	-	-	
	1%	1%	2%	3%	-	-	4%	-	-	4%	-	2%	-	9%	-	-	7%	-	-	-	-	-	-	-	
1 - not very protected	17	5	11	5	3	4	2	3	-	4	5	5	2	4	-	*	1	*	-	1	-	3	7	-	
	10%	9%	11%	10%	6%	11%	10%	29%	-	10%	11%	13%	7%	26%	-	3%	8%	1%	-	9%	-	17%	29%	-	
Don't know	14	7	6	3	4	3	2	1	1	3	4	-	7	1	-	1	1	1	4	1	-	2	2	-	
	9%	13%	6%	7%	7%	8%	10%	12%	54%	7%	7%	-	21%	5%	-	3%	8%	6%	37%	10%	-	11%	-	-	
Mean	5.65	6.11	5.42	5.36	5.76	6.45	5.64	3.90	4.00	5.53	5.34	5.73	6.27	5.11	6.48	6.72	6.18	5.45	7.01	4.90	5.43	5.39	4.58	6.25	5.00
Standard deviation	2.48	2.74	2.32	2.53	2.04	2.81	2.30	2.90	-	2.54	2.31	2.56	2.60	2.95	1.65	2.18	2.80	1.95	2.86	2.12	2.20	2.75	2.84	1.58	
Standard error	0.22	0.43	0.25	0.38	0.37	0.53	0.53	1.18	-	0.41	0.36	0.52	0.53	0.98	0.74	0.58	0.75	0.46	1.01	0.75	0.70	0.63	0.71	0.60	
NET: 8-10	34	17	17	9	6	14	2	2	-	9	8	9	7	3	1	6	5	3	3	1	3	5	3	1	
	21%	30%	16%	18%	12%	42%	13%	23%	-	21%	16%	25%	22%	19%	17%	33%	30%	13%	29%	10%	23%	24%	14%	9%	
NET: 4-7	88	24	63	25	35	13	12	2	1	23	30	20	15	7	6	11	9	16	3	5	5	10	11	6	
	54%	42%	61%	50%	73%	39%	63%	22%	46%	53%	60%	56%	46%	50%	74%	61%	54%	72%	21%	54%	39%	48%	46%	91%	
NET: 1-3	27	9	18	13	4	4	3	4	-	8	8	7	4	4	1	*	1	2	2	2	5	3	7	-	
	16%	15%	17%	25%	8%	11%	14%	43%	-	18%	17%	19%	11%	26%	9%	3%	8%	9%	13%	26%	38%	17%	29%	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 673  
Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?

TikTok  
Base: All who visited/ used sites/ apps

	Working Status							Disability						What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	**	**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	**
10 - extremely protected	9	5	-	1	3	-	-	-	4	4	2	-	-	5	-	-	4	5	-	-	7	2	-	2	-	-	-
9	10	4	1	1	1	-	-	2	2	1	-	-	-	7	-	-	3	5	1	1	7	2	1	1	-	-	-
8	15	6	4	2	1	1	-	1	1	1	1	-	-	14	-	-	12	2	-	1	9	7	3	3	-	-	-
7	25	15	4	3	-	-	-	2	5	4	2	2	1	20	-	-	11	10	2	2	23	2	-	2	-	-	-
6	24	14	4	2	1	-	-	4	4	3	1	-	-	19	-	-	16	5	1	2	18	6	1	4	-	-	-
5	23	14	3	4	1	-	-	1	3	3	1	2	1	19	-	-	8	8	4	3	19	4	1	2	1	-	-
4	17	10	3	2	2	-	-	1	5	2	5	-	-	10	-	-	7	7	3	-	13	4	1	3	-	-	-
3	8	4	1	1	1	-	-	-	-	-	-	-	-	8	-	-	2	2	1	1	6	1	-	1	-	-	-
2	2	2	-	-	-	-	-	-	2	2	2	-	-	-	-	-	1	2	-	-	2	-	-	-	-	-	-
1 - not very protected	17	8	3	2	1	-	-	2	5	1	3	3	-	8	-	-	11	5	-	1	14	2	-	1	-	1	-
Don't know	14	5	1	2	3	-	1	3	1	-	1	-	10	-	-	7	6	1	-	12	1	-	1	-	1	-	-
Mean	5.65	5.58	5.50	5.53	6.77	8.00	4.00	5.81	5.53	6.29	4.93	6.14	5.89	-	-	5.67	5.77	5.12	5.95	5.55	6.13	6.60	6.22	5.00	1.00	-	-
Standard deviation	2.48	2.42	2.43	2.53	3.34	-	-	2.64	2.92	2.79	3.06	2.96	2.23	-	-	2.56	2.64	1.54	2.10	2.50	2.30	1.83	2.31	-	-	-	-
Standard error	0.22	0.33	0.44	0.55	1.18	-	-	0.73	0.53	0.61	0.74	1.05	0.23	-	-	0.32	0.41	0.51	0.61	0.25	0.44	0.75	0.53	-	-	-	-
NET: 8-10	34	16	5	4	4	1	-	3	7	7	4	1	-	26	-	-	19	12	1	2	23	10	4	6	-	-	-
NET: 4-7	88	52	14	11	2	-	1	8	17	12	9	4	1	68	-	-	42	30	9	7	72	16	4	11	1	-	-
NET: 1-3	27	15	4	4	2	-	-	2	7	3	5	3	-	16	-	-	13	9	1	1	23	3	-	2	-	1	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 674

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**TikTok**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child-ren aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**
10 - extremely protected	9	6	3	3	3	-	-	3	-	3	6	-	-	1	5	-	2	-	-	1
9	6%	7%	3%	4%	4%	-	-	8%	-	6%	5%	-	-	3%	12%	-	16%	-	-	7%
8	10	7	3	3	3	-	2	1	1	3	6	1	3	1	1	1	-	-	-	1
	6%	8%	4%	4%	5%	-	5%	4%	11%	7%	6%	11%	17%	7%	2%	3%	12%	-	-	5%
7	15	5	10	9	8	4	3	4	2	3	12	1	2	*	4	3	2	-	-	2
	9%	6%	13%	12%	13%	13%	8%	13%	30%	6%	11%	18%	12%	2%	11%	10%	14%	-	-	12%
6	25	11	13	12	13	2	10	8	2	9	16	1	4	4	4	3	3	-	-	3
	15%	13%	17%	16%	22%	5%	25%	22%	29%	16%	15%	12%	25%	19%	11%	10%	21%	-	-	18%
5	24	11	13	13	8	5	5	3	-	8	16	-	4	3	6	4	-	1	3	3
	15%	12%	17%	18%	14%	15%	14%	9%	-	15%	14%	-	25%	14%	13%	15%	-	30%	44%	16%
4	23	7	16	16	9	13	9	5	1	12	11	*	2	5	7	6	-	-	-	1
	14%	8%	21% <sup>sd</sup>	22%	16%	41%	25%	15%	15%	23%	10%	9%	14%	27%	17%	21%	-	-	-	8%
3	17	10	7	7	7	1	5	6	-	4	13	1	-	1	4	3	4	1	-	1
	10%	12%	9%	9%	12%	4%	13%	18%	-	8%	12%	23%	-	5%	10%	10%	31%	40%	-	7%
2	8	7	1	1	1	1	1	-	-	1	7	-	-	-	1	1	1	-	-	2
	5%	8%	1%	1%	1%	2%	2%	-	-	1%	6%	-	-	-	3%	3%	6%	-	-	8%
1 - not very protected	2	1	2	2	2	-	-	2	-	2	-	-	-	1	-	-	-	-	-	2
	1%	1%	2%	2%	3%	-	-	5%	-	5%	-	-	-	4%	-	-	-	-	-	9%
Don't know	17	13	3	3	2	2	1	1	1	4	13	-	-	1	7	3	-	1	3	-
	10%	15%	4%	5%	4%	7%	2%	4%	15%	7%	12%	-	-	6%	16%	12%	-	30%	50%	-
Mean	5.65	5.37	5.95	5.88	6.08	5.33	5.87	6.03	6.30	5.72	5.62	6.36	6.92	5.74	5.56	5.21	6.70	3.71	3.34	6.02
Standard deviation	2.48	2.83	2.01	2.03	2.07	1.77	1.66	2.27	2.68	2.35	2.56	2.32	1.36	2.19	2.83	2.24	2.48	2.31	2.72	2.39
Standard error	0.22	0.34	0.26	0.27	0.29	0.39	0.29	0.41	0.89	0.39	0.27	1.04	0.36	0.47	0.52	0.48	0.83	1.33	1.92	0.66
NET: 8-10	34	18	16	14	13	4	5	8	3	10	24	1	5	2	10	4	5	-	-	4
	21%	21%	20%	19%	22%	13%	13%	25%	41%	18%	22%	30%	29%	13%	25%	14%	42%	-	-	24%
NET: 4-7	88	38	50	48	38	20	29	22	4	33	55	2	11	12	21	16	7	2	3	9
	54%	45%	64%	64%	64%	65%	76%	64%	44%	63%	50%	44%	64%	65%	51%	56%	53%	70%	44%	48%
NET: 1-3	27	21	6	6	5	3	2	3	1	7	20	-	-	2	8	4	1	1	3	3
	16%	25% <sup>bd</sup>	7%	8%	8%	9%	4%	8%	15%	13%	18%	-	-	9%	19%	15%	6%	30%	50%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 675

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	**	6**	1**	6**
10 - extremely protected	9	-	-	-	15%	-	40%	-	3	2	-	-	-	-	-	-	1	-	-	-	-	-
9	6%	1	-	-	10%	-	-	-	2	2	-	-	-	-	3	1	-	-	-	-	-	-
8	15	-	1	1	1	-	-	3	-	*	2	-	-	-	4	-	-	-	-	1	-	1
7	9%	-	19%	17%	10%	-	20%	-	2	2	53%	-	-	-	12%	-	-	-	-	16%	-	19%
6	25	1	2	4	1	1	-	5	1	-	*	2	3	-	4	1	1	-	-	*	-	-
5	15%	11%	28%	50%	6%	14%	-	38%	6%	-	2%	-	28%	42%	13%	17%	100%	-	-	7%	-	-
4	24	3	-	2	2	-	-	2	-	6	1	2	3	-	3	-	-	-	-	-	-	-
3	15%	44%	-	24%	20%	7%	-	-	25%	30%	25%	33%	16%	100%	7%	-	-	-	-	-	-	-
2	23	-	-	-	1	2	-	4	2	-	4	1	-	-	3	3	-	-	-	2	1	-
1 - not very protected	14%	-	-	-	18%	38%	-	28%	17%	-	20%	22%	-	-	8%	47%	-	-	-	30%	100%	-
Don't know	17	-	1	-	-	2	1	1	-	5	-	-	3	-	4	-	-	-	-	*	-	-
Mean	10%	24%	31%	-	15%	44%	7%	5%	35%	2%	-	-	-	-	18%	10%	-	-	-	15%	-	21%
Standard deviation	14	-	-	-	1	2	1	2	*	-	-	-	-	-	4	-	-	-	-	1	-	1
Standard error	9%	-	-	-	15%	44%	7%	5%	35%	2%	-	-	-	12%	-	-	-	-	-	15%	-	21%
NET: 8-10	5.65	5.52	4.67	6.48	6.78	4.55	8.32	6.40	6.53	8.21	5.33	6.85	5.12	5.60	6.00	4.98	6.07	7.00	-	5.03	5.00	2.73
NET: 4-7	2.48	3.02	3.07	1.65	2.61	1.84	3.37	1.36	3.22	3.08	1.92	1.46	1.91	1.51	-	2.71	2.77	-	-	2.05	-	3.42
NET: 1-3	0.22	1.35	1.53	0.74	0.99	0.75	2.39	0.43	1.22	1.78	0.44	0.84	0.78	0.76	-	0.49	1.13	-	-	0.84	-	2.42
NET: 8-10	34	1	1	1	3	-	2	3	3	3	3	2	-	-	7	1	-	-	-	1	-	1
NET: 4-7	21%	21%	19%	17%	35%	-	40%	20%	33%	52%	14%	53%	-	-	20%	26%	-	-	-	16%	-	19%
NET: 1-3	88	4	3	6	4	5	1	10	4	-	16	2	3	6	2	14	4	1	-	2	1	-
NET: 1-3	54%	55%	50%	74%	44%	87%	16%	73%	48%	-	75%	47%	61%	100%	100%	41%	64%	100%	-	43%	100%	-
NET: 1-3	27	2	2	1	1	1	-	-	1	1	2	-	2	-	9	1	-	-	-	1	-	3
NET: 1-3	16%	24%	31%	9%	6%	13%	-	-	14%	14%	9%	-	39%	-	27%	10%	-	-	-	27%	-	60%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 676  
**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**  
**Twitter**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region															
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)				
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23				
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**				
10 - extremely protected	20	12	8	7	7	1	3	-	3	7	5	4	4	1	1	1	3	3	4	-	1	2	2	1	2				
	3%	4%	3%	5%	6%	1%	2%	-	4%	3%	2%	4%	4%	1%	4%	1%	5%	6%	10%	-	2%	2%	3%	1%	11%				
9	31	13	18	2	14	5	6	2	1	5	12	7	7	7	4	1	3	2	3	3	1	3	2	4	1				
	5%	4%	6%	2%	11%	4%	5%	3%	2%	2%	6%	6%	6%	12%	pw	2%	6%	5%	8%	8%	2%	3%	2%	8%	4%				
8	69	38	31	10	13	14	17	9	6	28	13	16	11	4	6	6	7	3	1	5	12	13	4	5	3				
	11%	12%	9%	8%	11%	10%	15%	8%	8%	14%	k	7%	14%	8%	23%	8%	13%	6%	3%	14%	w	np	13%	5%	9%	16%			
7	63	30	33	17	9	15	12	6	3	29	16	9	10	9	3	14	4	5	-	4	3	9	3	6	2				
	10%	10%	10%	14%	7%	12%	10%	9%	5%	15%	k	8%	7%	9%	16%	w	12%	12%	-	10%	7%	9%	3%	12%	11%				
6	66	34	32	16	15	14	8	4	8	19	24	12	11	7	3	10	8	4	6	4	8	9	3	3	1				
	10%	11%	10%	13%	12%	11%	7%	6%	11%	10%	12%	10%	9%	12%	13%	13%	15%	w	9%	16%	11%	16%	w	9%	4%	6%	4%		
5	106	50	56	18	26	22	18	10	11	24	37	23	22	10	3	9	10	8	2	2	6	19	20	9	7				
	17%	16%	17%	15%	21%	17%	15%	16%	16%	12%	18%	20%	19%	18%	11%	12%	19%	18%	6%	5%	12%	19%	26%	t	18%	32%			
4	41	22	19	7	6	12	8	3	5	14	8	6	13	1	-	10	1	5	4	3	2	8	5	2	-				
	6%	7%	6%	6%	5%	9%	7%	4%	7%	7%	4%	5%	11%	k	2%	-	14%	q	1%	10%	10%	8%	7%	3%	-				
3	40	20	20	14	-	6	12	3	5	10	16	8	7	2	2	11	3	2	4	4	2	2	4	3	2				
	6%	6%	6%	11%	e	-	5%	ee	11%	ee	4%	ee	7%	ee	5%	8%	6%	6%	3%	8%	15%	v	6%	3%	10%	11%			
2	39	21	17	4	10	9	9	5	2	11	18	7	3	1	2	4	2	4	5	1	3	8	8	2	-				
	6%	7%	5%	4%	8%	7%	8%	7%	3%	6%	9%	m	6%	2%	8%	5%	4%	8%	12%	3%	5%	8%	10%	5%	-				
1 - not very protected	62	24	38	11	9	14	13	7	7	19	26	8	9	9	3	4	5	4	3	6	4	9	10	5	-				
	10%	8%	12%	9%	7%	11%	11%	10%	10%	10%	13%	6%	8%	17%	13%	5%	9%	8%	7%	16%	8%	9%	13%	10%	-				
Don't know	97	46	51	16	14	18	11	17	21	32	29	18	18	5	2	7	8	7	7	5	8	18	17	11	2				
	15%	15%	16%	13%	11%	14%	10%	25%	eg	28%	def	16%	14%	15%	16%	9%	6%	9%	15%	16%	18%	14%	16%	18%	22%	21%	11%		
Mean	5.26	5.37	5.15	5.30	5.87	f	5.03	5.09	5.00	5.01	5.44	k	4.80	5.58	5.44	5.49	5.49	5.06	5.66	w	5.31	5.16	5.08	5.75	w	5.23	4.32	5.35	6.38
Standard deviation	2.53	2.49	2.57	2.47	2.60	2.39	2.62	2.56	2.51	2.54	2.58	2.47	2.41	2.68	2.77	2.10	2.55	2.57	2.94	2.77	2.47	2.47	2.45	2.43	2.61	2.17			
Standard error	0.11	0.15	0.15	0.24	0.27	0.23	0.24	0.32	0.33	0.19	0.19	0.29	0.22	0.38	0.51	0.27	0.36	0.39	0.55	0.46	0.38	0.26	0.30	0.41	0.47	0.47			
NET: 8-10	120	63	57	19	34	19	26	11	10	40	30	28	22	12	8	8	13	8	8	8	14	18	7	10	6				
	19%	20%	18%	15%	28%	d	15%	22%	17%	14%	20%	15%	24%	21%	29%	10%	24%	w	16%	21%	22%	29%	pw	18%	9%	19%	31%		
NET: 4-7	277	136	141	59	55	64	46	24	28	86	85	50	56	27	10	43	23	23	13	13	19	45	31	21	10				
	44%	44%	43%	48%	45%	49%	39%	36%	38%	43%	42%	43%	49%	49%	36%	56%	43%	49%	33%	34%	39%	45%	40%	40%	48%				
NET: 1-3	140	65	76	29	18	29	35	15	15	40	60	22	19	12	8	19	10	9	11	11	8	19	22	11	2				
	22%	21%	23%	24%	15%	22%	29%	e	23%	20%	20%	30%	j	m	18%	16%	21%	29%	24%	19%	19%	28%	29%	17%	19%	28%	21%	11%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Table 677

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

Absolutes/col percents

	Working Status						Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work- ing but seek- ing (d)	Priv-ate (e)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Prim-ary (o)	Secund-ary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)		
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
10 - extremely protected	20	8	1	4	5	1	2	-	7	4	6	2	-	11	-	-	10	5	3	2	14	5	1	4	-	-	-
	3%	2%	1%	5%	13%cabfg	6%	3%	-	5%	6%	8%am	5%	-	2%	-	-	3%	2%	5%	7%	8%at	7%	13%	-	-	-	-
9	31	18	4	2	2	1	1	3	8	6	3	2	1	21	-	-	18	11	1	1	27	3	-	3	-	-	-
	5%	5%	4%	3%	5%	8%	2%	9%	7%	9%	4%	6%	10%	4%	-	-	6%	4%	1%	3%	5%	5%	-	10%	-	-	-
8	69	39	9	5	3	3	6	4	13	5	10	5	1	56	-	-	33	24	10	2	61	8	4	3	1	-	-
	11%	12%	11%	7%	8%	23%	10%	11%	10%	8%	12%	13%	26%	12%	-	-	12%	10%	14%	5%	11%	14%	34%	9%	11%	-	-
7	63	39	9	8	1	1	4	2	15	8	11	1	-	47	1	-	25	25	8	4	57	6	-	4	2	-	-
	10%	12%	10%	11%	3%	4%	7%	7%	11%k	12%k	14%k	3%	-	10%	100%	-	9%	11%	12%	13%	10%	-	13%	16%	-	-	-
6	66	35	10	8	3	1	5	3	8	1	5	2	1	57	-	-	29	28	6	3	61	3	2	1	-	-	-
	10%	11%	12%	11%	8%	7%	8%	10%	6%	2%	6%	8%	14%	12%l	-	-	10%	12%	9%	10%	11%	6%	16%	4%	-	-	-
5	106	59	15	11	6	2	11	3	20	9	10	8	1	86	-	-	43	44	10	7	98	8	1	3	3	1	-
	17%	18%	18%	15%	19%	12%	17%	9%	15%	15%	13%	21%	28%	18%	-	-	15%	18%	15%	22%	17%	14%	10%	10%	24%	41%	-
4	41	15	3	8	4	2	4	5	10	6	7	3	1	27	-	-	17	19	5	*	35	7	2	2	1	1	-
	6%	4%	4%	11%	11%	18%	7%	14%ab	8%	10%	9%	7%	11%	6%	-	-	6%	8%	7%	2%	6%	11%	15%	8%	9%	59%	-
3	40	20	8	7	-	2	2	1	8	3	3	4	-	32	-	-	20	13	4	3	35	6	-	5	-	-	1
	6%	6%	10% <sup>d</sup>	10%	-	12%	3%	4%	7%	5%	4%	9%	-	7%	-	-	7%	6%	6%	12%	6%	9%	-	14%	-	-	45%
2	39	23	5	5	2	-	2	1	12	9	6	4	1	25	-	-	11	15	10	2	31	8	2	4	1	-	1
	6%	7%	6%	7%	6%	-	3%	3%	9%	15% <sup>m</sup>	8%	10%	12%	5%	-	-	4%	6%	15% <sup>pq</sup>	7%	15%	13%	15%	11%	8%	-	55%
1 - not very protected	62	33	9	3	5	1	6	4	12	7	5	2	-	43	-	-	38	21	1	1	57	2	*	2	-	-	-
	10%	10%	11%	5%	14%	9%	9%	13%	9%	12%	6%	5%	-	9%	-	-	13% <sup>r</sup>	9%	2%	3%	10%	4%	3%	6%	-	-	-
Don't know	97	44	12	11	4	-	19	6	16	4	13	7	-	73	-	-	42	35	11	5	89	4	-	1	4	-	-
	15%	13%	13%	16%	13%	-	31% <sup>ab</sup>	19%	12% <sup>i</sup>	6%	16% <sup>l</sup>	16%	-	15%	-	-	100%	15%	15%	15%	16%	7%	-	2%	33%	-	-
Mean	5.26	5.29	5.04	5.25	5.49	5.70	5.21	5.11	5.29	5.07	5.74 <sup>h</sup>	5.27	5.84	5.29	7.00	-	5.24	5.21	5.39	5.47	5.23	5.50	5.79	5.68	5.46	4.41	2.45
Standard deviation	2.53	2.52	2.48	2.40	3.02	2.71	2.48	2.67	2.71	2.88	2.65	2.60	2.34	2.43	-	-	2.69	2.39	2.45	2.42	2.50	2.70	2.63	2.97	1.98	0.68	0.67
Standard error	0.11	0.17	0.23	0.28	0.49	0.75	0.34	0.45	0.23	0.34	0.30	0.39	0.83	0.12	-	-	0.17	0.17	0.30	0.47	0.11	0.36	0.73	0.53	0.66	0.48	0.47
NET: 8-10	120	65	14	11	9	5	9	7	28	15	19	9	2	88	-	-	62	40	14	5	102	17	5	10	1	-	-
	19%	19%	17%	15%	27%	38%	15%	20%	22%	23%	24%	24%	35%	18%	-	-	21%	17%	20%	15%	18%	27%	41%	32%	11%	-	-
NET: 4-7	277	148	37	34	14	5	25	13	52	25	33	14	3	217	1	-	114	116	30	14	251	24	5	11	6	2	-
	44%	44%	43%	48%	41%	41%	39%	40%	40%	39%	42%	36%	53%	45%	100%	-	40%	48%	43%	47%	44%	40%	41%	35%	48%	100%	-
NET: 1-3	140	76	23	15	7	3	10	7	33	20	14	10	1	100	-	-	69	49	16	7	123	16	2	10	1	-	2
	22%	23%	27%	21%	20%	21%	15%	21%	25% <sup>j</sup>	32% <sup>j</sup>	18%	24%	12%	21%	-	-	24%	20%	22%	22%	22%	26%	19%	31%	8%	-	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 678

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41	
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*	
10 - extremely protected	20 3%	16 4%	4 2%	4 2%	3 2%	3 5%	3 3%	- -	- -	4 3%	16 3%	1 3%	6 2%	- -	3 3%	4 7%	- -	1 5%	1 3%	1 3%	
9	31 5%	17 4%	13 7%	12 7%	10 6%	3 6%	7 8%	6 7%	2 5%	8 8%	23 4%	1 5%	8 13%	2 2%	7 5%	6 5%	4 6%	3 14%	- -	- -	
8	69 11%	46 10%	23 12%	19 11%	17 11%	7 13%	5 6%	8 9%	8 22%	13 14%	56 10%	2 8%	3 5%	7 7%	15 10%	16 13%	10 17%	5 23%	- -	7 13%	
7	63 10%	42 10%	22 11%	20 11%	20 13%	4 7%	13 14%	10 12%	5 15%	15 15%	48 9%	1 3%	4 6%	9 9%	23 16%	9 8%	4 7%	- -	3 16%	8 17%	
6	66 10%	41 9%	25 13%	23 13%	22 14%	6 12%	15 16%	9 11%	4 10%	13 13%	53 10%	3 14%	4 6%	13 13%	15 11%	12 10%	5 8%	4 20%	5 27%	1 3%	
5	106 17%	62 14%	44 23%	41 23%	35 22%	11 20%	20 22%	24 28%	8 21%	13 13%	94 17%	5 27%	15 24%	12 12%	26 18%	23 19%	5 9%	2 9%	3 17%	7 14%	
4	41 6%	30 7%	10 6%	10 6%	11 7%	2 3%	9 10%	5 5%	2 4%	7 7%	34 6%	3 15%	4 7%	9 9%	6 5%	2 2%	9 14%	5 -	- -	3 7%	
3	40 6%	31 7%	10 5%	9 5%	6 4%	4 8%	1 2%	4 5%	2 4%	10 11%	30 6%	1 3%	7 11%	7 7%	15 11%	2 1%	3 4%	- -	2 10%	3 5%	
2	39 6%	25 6%	12 6%	12 7%	10 6%	3 6%	4 5%	6 7%	1 2%	8 8%	31 6%	1 4%	4 6%	6 4%	6 8%	9 8%	5 9%	1 3%	- -	7 14%	
1 - not very protected	62 10%	48 11%	13 7%	13 7%	10 6%	6 11%	6 9%	6 6%	2 6%	4 4%	58 10%	2 11%	7 11%	8 9%	14 10%	16 13%	4 7%	3 15%	3 18%	2 4%	
Don't know	97 15%	78 18%	18 9%	16 9%	16 10%	4 8%	6 7%	9 10%	4 11%	2 2%	95 18%	1 7%	7 11%	20 20%	15 11%	22 18%	8 13%	4 17%	1 7%	10 20%	
Mean	5.26	5.14	5.50	5.44	5.50	5.38	5.48	5.31	5.92	5.71	5.16	5.05	5.04	5.12	5.18	5.20	5.60	5.90	4.88	5.19	
Standard deviation	2.53	2.62	2.32	2.34	2.26	2.68	2.33	2.20	2.14	2.43	2.54	2.33	2.62	2.54	2.33	2.70	2.74	2.85	2.48	2.48	
Standard error	0.11	0.13	0.18	0.19	0.19	0.41	0.25	0.25	0.35	0.26	0.12	0.46	0.31	0.26	0.20	0.28	0.41	0.69	0.75	0.43	
NET: 8-10	120 19%	79 18%	40 21%	35 20%	30 18%	13 25%	16 17%	14 16%	9 26%	25 18%	95 16%	3 19%	12 19%	14 14%	21 15%	25 21%	18 29%	8 37%	1 5%	8 16%	
NET: 4-7	277 44%	175 40%	101 52%	94 53%	89 55%	22 42%	57 62%	48 56%	18 50%	47 49%	230 43%	12 59%	26 42%	43 43%	70 50%	47 39%	23 37%	6 29%	11 60%	20 40%	
NET: 1-3	140 22%	104 24%	35 18%	34 19%	27 17%	13 25%	14 15%	16 18%	4 12%	22 23%	119 22%	3 17%	17 27%	22 22%	35 24%	27 22%	12 20%	4 18%	5 28%	12 23%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 679

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
10 - extremely protected	20	1	1	3	3	-	-	-	3	16%	5%	-	-	-	-	4	-	1	-	-	2	2
9	31	3	4	1	1	1	1	-	3	12%	2	-	1	-	-	3	1	4	-	1	1	1
8	69	3	1	6	5	1	1	2	4	1	3	9	2	-	16	4	1	1	1	5	3	1
7	63	1	8	3	1	2	2	12	4	-	4	3	-	2	10	2	4	1	3	2	*	*
6	66	5	2	1	5	2	4	8	2	5	4	3	-	2	10	-	1	1	4	1	4	4
5	106	6	4	3	1	4	5	6	2	1	9	1	5	3	31	5	5	2	2	7	3	3
4	41	1	1	-	1	-	-	4	7	3	5	1	1	-	14	*	-	1	3	-	2	2
3	40	1	1	2	1	1	1	11	1	2	4	1	1	1	5	1	-	1	3	2	2	2
2	39	-	1	2	1	1	-	5	-	3	2	2	2	2	13	2	1	1	1	-	-	-
1 - not very protected	62	5	5	3	1	1	3	3	2	1	4	2	2	1	15	2	2	3	3	-	5	5
Don't know	97	2	1	2	1	6	3	4	1	2	7	3	2	5	*	29	2	9	2	5	2	9
Mean	5.26	5.38	5.52	5.44	6.61	5.09	5.08	4.66	5.88	5.89	5.20	6.08	4.47	4.60	6.00	4.92	5.21	5.90	3.85	5.18	6.38	4.83
Standard deviation	2.53	2.68	2.75	2.89	2.54	2.45	2.20	2.05	2.46	2.93	2.55	2.42	2.56	2.10	*	2.46	2.61	2.76	2.49	2.50	2.17	2.94
Standard error	0.11	0.54	0.57	0.55	0.55	0.63	0.55	0.31	0.50	0.66	0.38	0.59	0.71	0.61	*	0.22	0.60	0.63	0.69	0.46	0.47	0.69
NET: 8-10	120	6	5	8	9	2	1	2	8	8	8	9	3	-	23	5	6	1	6	6	4	4
NET: 4-7	277	14	14	8	7	7	11	30	15	9	22	8	6	6	2	64	7	10	5	12	10	9
NET: 1-3	140	6	6	8	3	4	3	19	3	6	10	4	5	3	-	32	5	4	5	7	2	6

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 680

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	**
10 - extremely protected	12	11	1	6	4	2	1	-	3	4	4	1	-	1	-	2	-	1	-	4	1	3	-	-
17%	21%	5%	18%	22%	12%	31%	-	14%	20%	23%	10%	-	14%	-	23%	-	27%	68%	-	38%	14%	41%	-	-
9	5	5	-	1	2	1	-	-	2	2	1	-	-	-	1	1	-	-	1	-	1	-	-	-
8%	10%	-	3%	14%	7%	38%	-	10%	9%	8%	-	-	-	22%	10%	17%	-	-	17%	-	18%	-	-	-
8	6	6	-	3	1	-	-	1	2	*	2	2	2	1	-	-	*	-	-	2	*	-	-	-
9%	11%	-	10%	8%	-	-	37%	10%	1%	10%	18%	23%	16%	-	-	-	17%	-	-	22%	9%	-	-	-
7	11	10	2	7	1	3	-	-	3	5	2	1	1	4	-	*	2	-	*	2	-	-	1	-
16%	17%	12%	23%	8%	19%	-	-	15%	27%	10%	11%	15%	46%	-	4%	28%	-	15%	32%	42%	-	-	17%	-
6	7	4	3	4	1	2	-	-	4	-	2	1	-	2	1	3	-	-	1	-	*	-	*	-
10%	7%	23%	12%	8%	12%	-	-	18%	-	13%	10%	-	25%	18%	31%	-	-	-	11%	-	8%	-	-	100%
5	4	3	1	2	*	1	1	-	*	1	1	1	1	-	1	-	1	-	*	-	*	-	-	-
5%	5%	6%	6%	3%	5%	21%	-	1%	7%	6%	7%	17%	-	10%	-	15%	-	-	5%	-	6%	-	-	-
4	1	1	1	-	*	1	-	-	1	*	*	-	*	-	-	-	-	-	-	1	-	*	-	-
2%	2%	5%	-	2%	7%	-	-	3%	2%	2%	-	6%	-	-	-	-	-	-	-	7%	-	6%	-	-
3	3	3	*	1	*	2	-	-	1	*	-	2	-	-	-	2	*	-	1	1	-	-	-	-
5%	5%	3%	2%	2%	16%	-	-	6%	2%	-	18%	-	-	-	-	22%	16%	-	12%	6%	-	-	-	-
2	3	-	3	2	1	-	-	-	1	2	-	-	-	-	2	-	-	-	-	-	1	-	-	-
4%	-	20%	7%	4%	-	-	-	-	4%	11%	-	-	-	40%	-	-	-	-	-	-	13%	-	-	-
1 - not very protected	6	5	1	3	3	1	-	-	1	4	2	-	2	-	-	3	-	-	1	-	1	-	-	-
9%	10%	8%	8%	20%	3%	-	-	6%	18%	8%	-	27%	-	-	32%	-	-	-	9%	-	19%	-	-	-
Don't know	10	7	3	3	1	3	*	2	4	2	2	2	1	-	1	-	1	-	*	3	1	3	-	-
14%	13%	19%	11%	8%	18%	10%	63%	17%	11%	9%	25%	11%	-	10%	-	18%	40%	-	5%	27%	14%	35%	-	-
Mean	6.47	6.90	4.65	6.53	6.26	6.06	8.41	8.00	6.76	6.19	6.52	6.32	4.85	7.32	4.84	5.66	5.99	7.56	9.04	6.04	8.24	5.71	8.66	6.00
Standard deviation	2.94	2.88	2.60	2.84	3.58	2.68	2.57	-	2.62	3.38	3.16	2.50	3.08	1.32	3.18	3.77	2.39	-	2.63	2.56	4.03	2.21	-	-
Standard error	0.37	0.41	0.70	0.52	0.92	0.69	1.48	-	0.60	0.76	0.84	0.75	1.16	0.50	1.59	1.26	0.98	-	0.99	0.97	1.52	1.10	-	-
NET: 8-10	23	23	1	10	7	3	2	1	7	6	8	3	2	2	1	3	1	1	1	6	2	3	-	-
34%	41%	5%	32%	44%	19%	69%	37%	34%	30%	40%	28%	23%	30%	22%	33%	17%	44%	68%	17%	60%	41%	41%	-	-
NET: 4-7	24	17	6	13	4	7	1	-	8	7	6	3	3	6	2	3	3	-	*	3	1	1	2	*
34%	31%	46%	41%	22%	43%	21%	-	37%	35%	32%	28%	38%	70%	29%	35%	42%	-	32%	58%	7%	14%	23%	100%	-
NET: 1-3	13	8	4	5	4	3	-	-	3	5	4	2	2	-	2	3	2	*	-	1	1	2	-	-
18%	15%	30%	17%	26%	19%	-	-	12%	23%	19%	18%	27%	-	40%	32%	22%	16%	-	21%	6%	32%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 681

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	High er univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	-**	-**	2**	13**	10**	5**	2**	2**	54*	-**	**	27**	25**	7**	9**	58*	11**	1**	8**	1**	-**	1**
10 - extremely protected	12	7	2	3	1	-	-	-	2	2	-	-	-	10	-	-	3	4	2	2	11	1	-	1	-	-	-
	17%	18%	18%	26%	8%	-	-	-	11%	15%	-	-	-	18%	-	-	13%	18%	30%	25%	19%	7%	-	10%	-	-	-
9	5	5	-	-	-	-	-	-	-	-	-	-	-	5	-	-	3	3	-	-	2	3	1	3	-	-	-
	8%	14%	-	-	-	-	-	-	-	-	-	-	-	10%	-	-	9%	11%	-	-	3%	31%	100%	32%	-	-	-
8	6	3	*	*	2	-	-	-	*	*	-	-	-	6	-	-	3	4	-	-	6	-	-	-	-	-	-
	9%	9%	3%	4%	23%	-	-	-	4%	5%	-	-	-	10%	-	-	9%	14%	-	-	10%	-	-	-	-	-	-
7	11	8	1	-	1	-	-	1	-	-	-	-	-	11	-	-	3	1	3	2	11	*	-	*	-	-	-
	16%	20%	11%	-	17%	-	-	68%	-	-	-	-	-	21%	-	-	12%	6%	42%	21%	19%	4%	-	5%	-	-	-
6	7	4	*	2	-	-	-	1	2	1	2	-	-	4	-	*	2	4	-	*	5	1	-	1	-	-	-
	10%	11%	5%	16%	-	-	-	32%	17%	10%	33%	-	-	8%	-	100%	9%	16%	-	5%	9%	13%	-	18%	-	-	-
5	4	-	2	*	1	-	-	-	2	1	1	1	1	1	-	-	2	1	-	1	4	-	-	-	-	-	-
	5%	-	21%	3%	15%	-	-	-	15%	13%	11%	39%	43%	3%	-	-	7%	4%	-	6%	6%	-	-	-	-	-	-
4	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	*	1	-	1	1	-	-	-	-	-	-
	2%	-	15%	-	-	-	-	-	-	-	-	-	-	3%	-	-	2%	4%	-	-	3%	-	-	-	-	-	-
3	3	1	1	-	1	-	-	-	*	*	-	-	-	3	-	-	1	2	1	-	1	2	-	1	1	-	-
	5%	4%	8%	-	16%	-	-	-	3%	4%	-	-	-	6%	-	-	3%	8%	9%	-	2%	19%	-	18%	63%	-	-
2	3	-	-	3	-	-	-	-	2	2	-	-	-	1	-	-	-	1	-	2	3	-	-	-	-	-	-
	4%	-	-	25%	-	-	-	-	15%	20%	-	-	-	1%	-	-	-	3%	-	24%	5%	-	-	-	-	-	-
1 - not very protected	6	5	1	-	-	-	-	-	2	2	-	-	-	5	-	-	5	-	1	-	6	-	-	-	-	-	-
	9%	14%	11%	-	-	-	-	-	12%	15%	-	-	-	9%	-	-	19%	-	19%	-	11%	-	-	-	-	-	-
Don't know	10	4	1	3	2	-	-	-	3	2	3	1	1	6	-	-	4	4	-	2	7	3	-	1	*	-	1
	14%	12%	8%	27%	21%	-	-	-	23%	20%	56%	61%	57%	11%	-	-	17%	15%	-	18%	12%	27%	-	17%	37%	-	100%
Mean	6.47	6.79	5.52	6.12	6.42	-	-	6.68	4.80	4.61	5.75	5.00	5.00	6.77	-	6.00	5.96	7.06	6.40	6.26	6.40	6.93	9.00	7.06	3.00	-	-
Standard deviation	2.94	3.01	2.96	3.58	2.39	-	-	-	3.10	3.44	0.59	-	-	2.82	-	-	3.27	2.48	3.53	3.38	3.00	2.79	-	2.71	-	-	-
Standard error	0.37	0.59	0.72	1.13	0.80	-	-	-	0.80	1.04	0.30	-	-	0.41	-	-	0.62	0.54	1.44	1.28	0.40	0.99	-	1.11	-	-	-
NET: 8-10	23	16	2	3	3	-	-	-	2	2	-	-	-	21	-	-	8	11	2	2	19	4	1	3	-	-	-
	34%	40%	21%	30%	31%	-	-	-	15%	19%	-	-	-	38%	-	-	32%	43%	30%	25%	33%	38%	100%	42%	-	-	-
NET: 4-7	24	12	5	2	3	-	-	2	4	2	2	1	1	19	-	*	8	8	3	3	21	2	-	2	-	-	-
	34%	31%	52%	19%	32%	-	-	100%	32%	22%	44%	39%	43%	35%	-	100%	30%	31%	42%	33%	37%	17%	-	23%	-	-	-
NET: 1-3	13	7	2	3	1	-	-	-	4	4	-	-	-	9	-	-	6	3	2	2	11	2	-	1	1	-	-
	18%	17%	19%	25%	16%	-	-	-	30%	39%	-	-	-	16%	-	-	22%	11%	28%	24%	18%	19%	-	18%	63%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 682

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more (s)			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)				(h)	(l)	(m)	(n)	(o)	(p)	(q)		(r)	(t)	
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10		
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	5**	3**	2**	11**			
10 - extremely protected	12	9	3	2	2	2	-	1	1	1	11	-	*	5	1	-	2	-	-	3		
	17%	19%	14%	13%	10%	17%	-	7%	23%	6%	20%	-	6%	41%	8%	-	48%	-	-	27%		
9	5	1	4	4	4	1	2	2	1	2	3	-	1	-	1	2	1	-	-	-		
	8%	2%	22%	26%	23%	16%	24%	21%	20%	16%	5%	-	19%	-	9%	18%	23%	-	-	-		
8	6	5	1	-	1	-	-	-	1	-	6	*	-	*	1	1	-	-	-	3		
	9%	10%	7%	-	7%	-	-	-	24%	-	11%	16%	-	3%	14%	13%	-	-	-	23%		
7	11	8	3	3	3	1	3	3	-	7	5	-	-	3	1	1	-	*	-	3		
	16%	18%	15%	17%	16%	15%	31%	31%	-	46%	9%	-	-	28%	13%	6%	-	15%	-	31%		
6	7	4	3	3	2	2	2	-	-	3	4	*	2	1	-	1	-	-	2	-		
	10%	9%	14%	17%	12%	23%	23%	-	-	23%	7%	14%	27%	12%	-	12%	-	-	100%	-		
5	4	4	-	-	-	-	-	-	-	*	3	1	-	1	*	-	-	-	-	*		
	5%	7%	-	-	-	-	-	-	-	2%	6%	29%	-	7%	4%	-	-	-	-	3%		
4	1	1	-	-	-	-	-	-	-	1	*	-	*	1	-	-	-	-	-	-		
	2%	3%	-	-	-	-	-	-	-	3%	15%	6%	6%	-	-	-	-	-	-	-		
3	3	2	1	1	1	1	1	1	-	3	-	*	*	1	-	1	-	-	-	1		
	5%	4%	7%	8%	8%	16%	15%	15%	-	6%	-	5%	3%	7%	-	29%	-	-	-	5%		
2	3	3	-	-	-	-	-	-	-	3	-	-	-	2	1	-	-	-	-	-		
	4%	6%	-	-	-	-	-	-	-	5%	-	-	-	21%	7%	-	-	-	-	-		
1 - not very protected	6	3	3	2	3	-	-	2	2	1	5	-	2	-	-	4	-	1	-	-		
	9%	6%	17%	12%	18%	-	-	22%	33%	7%	10%	-	20%	-	-	37%	-	37%	-	-		
Don't know	10	8	1	1	1	1	1	1	-	10	1	-	1	-	2	1	-	1	-	1		
	14%	16%	6%	7%	6%	13%	7%	5%	-	18%	25%	16%	-	23%	6%	-	49%	-	-	11%		
Mean	6.47	6.48	6.45	6.64	6.30	6.96	6.64	5.66	6.37	6.78	6.37	5.62	5.40	7.69	5.93	4.62	7.74	2.73	6.00	7.86		
Standard deviation	2.94	2.86	3.20	3.01	3.23	2.55	2.04	3.42	4.21	2.08	3.18	-	3.41	2.26	3.20	3.61	3.42	-	0.00	1.92		
Standard error	0.37	0.42	0.75	0.78	0.81	0.96	0.77	1.21	1.72	0.56	0.45	-	1.21	0.56	1.21	1.14	1.98	-	0.00	0.64		
NET: 8-10	23	15	8	6	8	3	2	3	4	3	20	*	2	5	3	3	3	-	-	6		
	34%	31%	42%	38%	40%	33%	24%	27%	67%	21%	37%	16%	25%	43%	32%	31%	71%	-	-	50%		
NET: 4-7	24	18	6	6	5	3	5	3	-	10	13	2	2	6	2	-	*	2	4	4		
	34%	37%	29%	34%	28%	38%	54%	31%	-	71%	24%	59%	33%	53%	18%	18%	-	15%	100%	34%		
NET: 1-3	13	8	5	3	5	1	1	3	2	1	12	-	2	*	3	4	1	1	-	1		
	18%	16%	24%	20%	25%	16%	15%	36%	33%	7%	21%	-	26%	3%	27%	44%	29%	37%	-	5%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 683

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	**	**	16**	2**	5**	2**	1**	***	1**
10 - extremely protected	12	-	-	1	2	-	-	-	-	1	-	-	-	-	-	4	1	2	-	1	-	-
	17%	-	-	18%	32%	-	-	-	-	27%	-	-	-	-	-	28%	34%	48%	-	68%	-	-
9	5	-	-	-	1	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-
	8%	-	-	-	13%	-	-	20%	-	-	22%	-	46%	-	6%	-	-	-	-	-	-	-
8	6	2	-	1	-	-	-	-	-	*	-	-	-	-	2	*	-	-	-	-	-	-
	9%	100%	-	21%	-	-	-	-	-	17%	-	-	-	-	13%	26%	-	-	-	-	-	-
7	11	-	1	4	-	*	-	2	-	-	1	-	*	-	2	-	1	-	*	-	-	-
	16%	-	23%	61%	-	43%	-	28%	-	-	10%	-	21%	-	12%	-	26%	-	32%	-	-	-
6	7	-	-	-	4	*	1	-	-	-	-	1	-	-	*	-	-	-	-	*	-	-
	10%	-	-	-	55%	57%	21%	17%	-	-	-	54%	-	-	3%	-	-	-	-	-	100%	-
5	4	-	1	-	-	-	-	-	1	-	1	-	-	-	*	-	-	-	-	-	*	-
	5%	-	26%	-	-	-	-	-	51%	-	18%	-	-	-	2%	-	-	-	-	-	-	25%
4	1	-	*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	*	-	-	-	-
	2%	-	9%	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	24%	-	-	-	-
3	3	-	-	-	-	-	-	-	-	*	2	-	1	-	1	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	16%	28%	-	33%	-	4%	-	-	-	-	-	-	-
2	3	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	4%	-	-	-	-	-	-	36%	-	-	-	-	-	-	-	39%	-	-	-	-	-	-
1 - not very protected	6	-	2	-	-	3	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	9%	-	41%	-	-	79%	-	-	-	-	46%	-	-	-	7%	-	-	-	-	-	-	-
Don't know	10	-	-	-	-	-	-	-	1	1	1	-	-	-	4	-	1	1	-	-	1	1
	14%	-	-	-	-	-	-	-	49%	40%	22%	-	-	-	23%	-	26%	76%	-	-	-	75%
Mean	6.47	8.00	3.72	7.76	7.68	6.43	2.07	5.43	5.00	7.56	5.67	3.71	6.60	-	7.45	6.33	8.96	4.00	9.04	6.00	5.00	
Standard deviation	2.94	-	2.76	1.23	2.04	-	2.42	3.00	-	2.73	-	3.72	-	-	2.93	-	1.68	-	-	-	-	-
Standard error	0.37	-	1.23	0.50	0.91	-	1.40	1.50	-	1.22	-	2.15	-	-	0.81	-	1.19	-	-	-	-	-
NET: 8-10	23	2	-	2	3	-	-	1	-	1	1	-	1	-	8	1	2	-	1	-	-	-
	34%	100%	-	39%	45%	-	-	20%	-	44%	22%	-	46%	-	47%	61%	48%	-	68%	-	-	-
NET: 4-7	24	-	3	4	4	1	1	3	1	-	2	1	*	-	3	-	1	*	*	*	*	*
	34%	-	59%	61%	55%	100%	21%	45%	51%	-	28%	54%	21%	-	21%	-	26%	24%	32%	100%	25%	25%
NET: 1-3	13	-	2	-	-	3	2	-	*	2	1	1	-	-	2	1	-	-	-	-	-	-
	18%	-	41%	-	-	79%	36%	-	16%	28%	46%	33%	-	-	10%	39%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



VSP Survey
ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 684
Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?

Base: All who visited/ used sites/ apps

Table with columns for Gender, Age, Social Grade, and Region, and rows for various response categories like 'Unweighted base', 'Weighted base', '10 - extremely protected', etc.

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 685

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	-**	1**
10 - extremely protected	23	11	2	3	3	1	-	2	6	4	4	2	1	17	-	-	13	7	3	1	20	3	-	3	-	-	-
9	23	10	3	1	-	3	2	5	7	4	4	2	1	16	-	-	14	6	3	-	20	3	2	-	1	-	-
8	37	18	4	5	4	2	2	1	6	3	3	1	31	-	-	15	16	5	2	29	7	-	4	3	-	-	-
7	27	12	6	2	1	1	3	1	6	5	2	2	-	21	-	-	14	12	-	1	24	2	-	2	-	-	-
6	38	17	4	4	1	2	6	4	8	2	7	4	-	31	-	-	20	13	5	1	33	5	1	4	-	-	-
5	32	20	4	2	1	2	2	1	8	5	4	3	-	24	1	-	15	14	-	-	26	6	2	4	-	-	-
4	14	5	3	2	-	-	3	1	3	1	2	1	-	11	-	-	4	8	1	-	11	3	1	1	1	-	-
3	12	3	3	3	1	1	-	1	1	1	1	1	-	11	-	-	4	8	-	-	12	-	-	-	-	-	-
2	11	7	2	*	1	-	1	1	2	1	1	*	-	9	-	-	7	1	3	-	10	2	-	1	1	-	-
1 - not very protected	20	6	7	-	-	1	4	2	2	2	1	-	-	17	-	-	12	6	2	-	18	2	2	-	-	-	-
Don't know	92	32	15	7	8	2	17	11	20	10	14	7	-	69	-	1	36	35	15	2	86	6	2	1	2	-	1
	28%	23%	28%	22%	38%	14%	43%a	38%	29%	27%	32%	29%	-	27%	-	100%	23%	27%	40%	31%	30%	14%	19%	5%	21%	-	100%
Mean	6.09	6.24b	5.24	6.51	6.89	6.73	5.26	6.37	6.61	6.65	6.56	6.69	8.92	5.97	5.00	-	6.10	6.00	6.07	8.05	6.07	6.32	5.22	6.74	6.41	-	-
Standard deviation	2.63	2.50	2.90	2.37	2.76	2.66	2.59	2.84	2.48	2.66	2.42	2.09	1.07	2.64	-	-	2.74	2.43	3.10	1.64	2.65	2.49	3.21	2.07	2.73	-	-
Standard error	0.17	0.27	0.39	0.43	0.74	0.71	0.54	0.57	0.32	0.48	0.39	0.44	0.62	0.20	-	-	0.24	0.26	0.68	0.73	0.18	0.43	1.02	0.49	1.11	-	-
NET: 8-10	84	39	9	10	7	7	4	7	20	11	11	7	3	63	-	-	41	29	10	3	70	14	2	7	4	-	-
	25%	28%	17%	33%	34%	41%	11%	25%	29%	30%	25%	27%	100%	25%	-	-	27%	23%	28%	47%	24%	35%	24%	35%	51%	-	-
NET: 4-7	111	54	17	10	3	5	14	8	24	12	15	10	-	87	1	-	54	47	6	1	94	17	4	12	1	-	-
	34%	38%	33%	34%	16%	32%	34%	25%	35%	33%	36%	39%	-	34%	100%	-	35%	37%	17%	22%	33%	42%	36%	57%	16%	-	-
NET: 1-3	44	15	12	4	3	2	5	3	5	4	3	1	-	38	-	-	23	15	5	-	39	4	2	1	1	-	-
	13%	11%	22%	12%	12%	13%	12%	12%	7%	10%	6%	5%	-	15%	-	-	15%	12%	15%	-	14%	9%	21%	3%	12%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



VSP Survey
ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 686

Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?

Pinterest

Base: All who visited/ used sites/ apps

Table with 18 columns: Total, Do you have any children aged 18 or under? If so, how old are they? (NET: Under 16, 18, 5-10, Any aged under), Opinion Influencer (Yes, No), and What is the combined annual income of your household, prior to tax being deducted? (£7,000 to £55,000+).

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 687

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
10 - extremely protected	23	2	2	1	2	1	*	5	1	2	-	-	-	-	-	4	-	2	1	-	-	1
7%	7%	27%	20%	7%	24%	16%	5%	19%	6%	15%	-	-	-	-	-	5%	-	13%	7%	-	-	4%
9	23	1	-	2	1	-	-	-	1	4	1	1	-	-	5	1	2	1	2	-	-	1
7%	7%	16%	-	14%	9%	-	-	-	13%	27%	5%	5%	-	-	6%	4%	4%	21%	9%	18%	-	6%
8	37	1	-	2	2	2	3	1	-	-	4	2	1	-	10	6	-	1	-	1	1	1
11%	11%	13%	-	18%	19%	39%	46%	2%	-	-	17%	16%	9%	-	11%	34%	-	8%	-	5%	7%	7%
7	27	1	3	-	1	1	-	3	1	2	3	-	1	1	7	1	-	1	*	2	*	*
8%	8%	7%	28%	-	15%	14%	-	13%	5%	14%	10%	-	5%	12%	8%	3%	-	17%	3%	10%	2%	2%
6	38	1	-	1	-	-	3	4	-	3	3	1	3	1	12	1	-	1	2	3	-	-
12%	12%	12%	-	8%	-	-	37%	15%	-	23%	13%	12%	20%	13%	100%	14%	3%	-	11%	15%	19%	-
5	32	-	-	1	-	-	-	4	2	-	3	-	5	1	9	1	*	-	1	2	2	2
10%	10%	-	-	5%	-	-	-	15%	16%	-	13%	-	35%	29%	11%	6%	4%	-	7%	16%	10%	10%
4	14	-	-	2	-	-	-	1	1	-	2	1	-	-	6	-	-	-	-	1	-	-
4%	4%	-	-	12%	-	-	-	5%	10%	-	7%	10%	-	-	8%	-	-	-	-	5%	-	-
3	12	-	-	1	-	2	-	2	-	-	-	1	-	-	4	-	-	1	1	1	1	-
4%	4%	-	-	4%	-	31%	-	7%	-	-	7%	-	-	-	5%	-	-	9%	11%	5%	-	-
2	11	-	2	1	-	-	-	1	*	-	2	-	2	-	3	1	-	-	-	*	-	-
3%	3%	-	18%	4%	-	-	-	2%	5%	-	7%	-	11%	-	3%	8%	-	-	-	3%	-	-
1 - not very protected	20	1	1	-	-	-	1	-	1	-	2	1	1	1	3	3	1	-	3	-	3	3
6%	6%	10%	8%	-	-	-	11%	-	13%	-	8%	9%	5%	14%	-	3%	19%	4%	-	19%	-	16%
Don't know	92	1	3	4	3	-	-	6	3	3	5	4	2	1	22	4	7	3	4	6	10	10
28%	28%	16%	25%	27%	33%	-	-	23%	32%	20%	19%	40%	16%	32%	26%	23%	58%	39%	28%	38%	55%	55%
Mean	6.09	7.65	5.93	6.66	8.63	6.62	6.56	6.50	5.25	7.96	5.52	5.31	5.03	4.70	6.00	5.98	5.33	8.14	7.03	4.88	5.52	5.17
Standard deviation	2.63	2.98	3.61	2.57	1.30	2.83	2.46	2.42	3.29	1.64	2.47	2.92	1.96	2.48	-	2.35	3.24	3.07	2.29	3.21	1.57	3.63
Standard error	0.17	1.22	1.47	0.74	0.46	1.07	0.87	0.59	1.04	0.67	0.53	1.03	0.62	1.11	-	0.30	0.90	1.37	0.86	1.01	0.44	1.15
NET: 8-10	84	5	2	5	5	3	4	5	2	6	5	2	1	-	19	7	4	2	2	1	3	3
25%	25%	56%	20%	39%	52%	55%	51%	21%	19%	42%	22%	21%	9%	-	22%	37%	34%	24%	18%	5%	17%	17%
NET: 4-7	111	2	3	3	1	1	3	12	3	5	11	2	9	2	1	35	2	*	2	3	8	2
34%	34%	19%	28%	26%	15%	14%	37%	47%	31%	37%	43%	23%	59%	54%	100%	40%	13%	4%	28%	24%	49%	12%
NET: 1-3	44	1	3	1	-	2	1	2	2	-	4	2	2	1	10	5	1	1	4	1	3	3
13%	13%	10%	27%	8%	-	31%	11%	9%	17%	-	15%	16%	16%	14%	11%	27%	4%	9%	30%	8%	16%	16%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 688

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
10 - extremely protected	2	2	*	-	-	-	2	1	-	2	-	1	-	1	-	-	-	-	-	1	1	*	-	-	-
9	5	3	3	-	1	1	2	1	1	3	2	-	-	-	1	-	-	-	1	1	1	1	1	1	-
8	4	3	1	1	-	1	2	*	2	-	-	3	-	-	1	1	*	-	1	-	1	*	-	-	-
7	9	6	2	4	-	4	-	-	3	2	2	1	1	2	3	1	-	-	*	-	*	1	-	-	-
6	10	12	7	30	-	29	-	-	7	10	30	8	20	45	47	15	-	-	8	-	2	12	-	-	-
5	9	4	5	-	2	3	3	1	-	1	2	3	3	-	1	1	2	-	-	-	1	1	2	1	1
4	12	7	5	2	5	1	2	*	1	7	4	-	2	1	-	-	2	-	-	2	4	2	2	2	-
3	14	14	14	13	30	10	13	3	16	18	16	-	10	15	-	-	30	-	-	46	16	16	25	-	-
2	1	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
1 - not very protected	2	2	2	-	-	10	-	-	-	4	-	-	-	-	-	-	-	-	-	-	3	9	-	-	-
Don't know	3	1	1	1	-	1	-	*	-	1	1	-	*	-	-	-	-	*	-	-	1	-	1	-	-
Mean	6	2	4	-	2	-	3	1	1	1	2	1	3	1	-	-	-	2	1	-	3	-	-	-	-
Standard deviation	7	3	12	-	10	-	15	4	13	3	7	9	15	20	-	-	-	27	12	-	11	-	-	-	-
Standard error	7	5	2	1	5	-	1	1	3	3	-	1	-	-	-	-	1	-	1	-	5	1	-	-	-
NET: 8-10	8	15	11	5	2	3	6	6	5	12	8	1	6	2	2	2	2	4	2	2	7	3	3	2	-
NET: 4-7	31	18	13	6	7	10	5	2	1	12	9	5	6	2	2	4	2	4	-	*	2	6	4	4	1
NET: 1-3	36	36	37	43	43	69	28	12	16	33	35	67	33	35	45	63	50	57	-	8	46	25	43	49	100
	16	8	8	2	6	1	3	2	2	6	6	1	4	1	-	-	1	2	1	-	9	1	1	1	-
	18	16	21	14	38	5	15	15	21	16	23	9	21	20	-	-	9	35	27	-	35	11	9	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 689

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Working Status										Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?						
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	-**	65*	-**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	-**
10 - extremely protected	2	1	1	-	*	-	1	-	-	-	-	-	-	2	-	-	*	1	1	-	2	-	-	-	-	-	-
9	5	4	-	-	1	-	1	-	1	-	1	1	-	5	-	-	-	5	1	-	5	1	-	-	1	-	-
8	4	1	*	1	1	1	-	-	2	1	2	1	-	1	-	-	2	1	*	1	4	1	-	1	-	-	-
7	9	4	3	2	-	-	-	-	2	2	-	-	-	6	-	-	1	3	1	4	7	1	-	1	-	-	
6	10	8	20	39	-	-	-	-	13	19	-	-	-	10	-	-	7	7	3	86	10	9	-	19	-	-	
5	12	9	1	1	-	-	2	-	2	1	1	1	-	10	-	-	3	5	3	-	10	3	3	-	-	-	
4	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	1	-	-	-	-	-	-	
3	3	2	-	-	*	-	-	-	*	*	*	-	-	2	-	-	-	3	-	-	1	1	-	-	-	1	
2	6	3	-	-	-	1	2	1	1	1	-	-	-	5	-	-	1	4	2	-	6	-	-	-	-	-	
1 - not very protected	7	5	1	-	1	-	1	-	-	-	-	-	-	6	-	-	2	2	4	-	5	1	-	-	1	-	
Don't know	27	13	5	2	2	-	4	-	8	6	5	5	-	17	-	2	6	11	6	-	24	2	-	1	1	-	
Mean	5.33	5.08	5.97	6.80	6.05	5.21	5.72	2.00	6.38	5.79	7.01	6.93	-	5.19	-	-	5.22	5.51	4.37	7.14	5.45	5.21	5.00	6.50	3.97	3.00	-
Standard deviation	2.63	2.59	2.24	1.15	4.06	3.84	2.93	-	2.04	2.19	2.00	2.19	-	2.66	-	-	2.66	2.58	3.22	0.39	2.69	2.21	0.00	0.81	-	-	
Standard error	0.33	0.47	0.68	0.67	1.66	2.22	1.11	-	0.61	0.98	0.71	1.26	-	0.38	-	-	0.69	0.46	0.93	0.23	0.38	0.67	0.00	0.36	-	-	
NET: 8-10	12	6	1	1	2	1	1	-	3	1	3	2	-	8	-	-	2	7	2	1	11	1	-	1	1	-	
NET: 4-7	31	20	6	3	-	-	3	-	5	3	1	1	-	27	-	-	6	15	5	4	25	7	3	4	-	-	
NET: 1-3	16	10	1	-	1	1	1	2	1	1	*	-	-	14	-	-	2	8	5	-	12	3	-	-	1	1	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 690

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	3
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**
10 - extremely protected	2	2	-	-	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-
	3%	4%	-	-	-	-	-	-	-	5%	2%	-	8%	10%	-	4%	-	-	-	-
9	5	4	2	2	-	2	-	-	-	5	-	1	-	2	2	-	-	-	-	-
	6%	6%	9%	9%	-	23%	-	-	-	8%	-	18%	-	9%	9%	-	-	-	-	-
8	4	4	1	1	1	-	1	-	-	1	3	1	*	*	-	1	-	-	-	-
	5%	6%	3%	3%	3%	-	5%	-	-	6%	5%	34%	7%	5%	-	4%	-	-	-	-
7	9	6	3	3	3	1	3	1	-	3	6	-	1	1	4	-	1	-	-	2
	10%	9%	11%	12%	15%	8%	24%	7%	-	15%	9%	-	10%	6%	16%	-	20%	-	-	49%
6	9	5	4	4	4	3	4	2	1	2	7	1	1	2	2	1	-	-	-	-
	10%	7%	19%	19%	24%	33%	34%	21%	15%	12%	10%	22%	9%	21%	8%	10%	24%	-	-	-
5	12	9	3	3	3	-	2	2	1	4	8	1	-	*	6	4	-	-	-	-
	14%	15%	13%	14%	17%	-	21%	20%	27%	23%	12%	22%	-	4%	23%	18%	-	-	-	-
4	1	1	1	1	1	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-
	2%	1%	4%	4%	5%	-	8%	-	-	2%	-	-	-	7%	-	4%	-	-	-	-
3	3	2	1	1	1	-	1	-	-	3	-	-	*	1	-	-	-	-	-	1
	3%	3%	3%	3%	4%	-	7%	-	-	4%	-	-	6%	-	3%	-	-	-	-	37%
2	6	3	3	3	2	2	-	2	-	1	5	-	-	1	2	1	2	-	-	-
	7%	4%	14%	15%	9%	19%	-	17%	-	6%	7%	-	-	12%	7%	5%	37%	-	-	-
1 - not very protected	7	7	-	-	-	-	-	-	-	1	7	-	-	1	2	4	1	-	-	-
	8%	11%	-	-	-	-	-	-	-	4%	10%	-	-	7%	7%	17%	19%	-	-	-
Don't know	27	21	6	5	4	2	-	3	3	5	22	1	3	3	6	7	-	2	3	1
	31%	33%	25%	22%	23%	18%	-	35%	59%	29%	31%	22%	41%	29%	27%	31%	-	100%	100%	15%
Mean	5.33	5.30	5.42	5.42	5.31	6.02	5.78	4.78	5.35	5.77	5.22	6.59	7.53	5.41	5.30	4.92	3.74	-	-	5.28
Standard deviation	2.63	2.81	2.24	2.24	1.71	2.69	1.31	1.90	-	2.24	2.74	1.71	2.35	2.99	2.42	3.05	2.66	-	-	2.37
Standard error	0.33	0.42	0.53	0.53	0.44	1.10	0.39	0.72	-	0.62	0.39	0.86	0.96	0.95	0.60	0.82	1.09	-	-	1.68
NET: 8-10	12	10	3	3	1	2	1	-	-	2	10	1	2	1	2	4	-	-	-	-
	14%	15%	11%	12%	3%	23%	5%	-	-	11%	15%	34%	32%	15%	9%	17%	-	-	-	-
NET: 4-7	31	20	11	11	11	4	9	5	2	9	23	1	1	4	11	7	3	-	-	2
	36%	33%	47%	48%	60%	41%	88%	49%	41%	50%	33%	44%	20%	37%	47%	31%	43%	-	-	49%
NET: 1-3	16	12	4	4	2	2	1	2	-	2	14	-	*	2	4	5	3	-	-	1
	18%	19%	17%	18%	13%	19%	7%	17%	-	9%	21%	-	6%	18%	17%	21%	57%	-	-	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 691

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	**	1**	33**	3**	4**	3**	5**	1**	2**
10 - extremely protected	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	*
	3%	-	30%	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	19%
9	5	-	-	-	-	-	-	-	1	-	-	-	1	-	2	-	1	-	1	-	-	-
	6%	-	-	-	-	-	-	-	100%	-	-	-	22%	-	5%	-	32%	-	18%	-	-	-
8	4	-	-	-	1	-	-	1	-	-	*	-	-	-	1	-	-	-	1	-	-	-
	5%	-	-	-	22%	-	-	17%	-	-	6%	-	-	-	4%	-	-	-	17%	-	-	-
7	9	-	1	2	1	-	-	3	-	-	-	1	*	-	-	-	-	-	*	-	-	-
	10%	-	41%	45%	23%	-	-	41%	-	-	-	24%	100%	-	2%	-	-	-	8%	-	-	-
6	9	-	-	-	1	-	-	1	-	-	2	-	-	1	1	-	1	1	1	-	1	-
	10%	-	-	-	55%	-	-	14%	-	-	26%	-	-	100%	3%	-	30%	21%	-	100%	-	-
5	12	-	1	-	-	-	-	-	-	-	2	-	-	-	7	1	-	1	-	-	-	-
	14%	-	29%	-	-	-	-	-	-	-	28%	-	-	-	22%	36%	-	35%	-	-	-	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-
3	3	-	-	-	-	-	-	-	-	-	*	-	-	-	1	-	-	1	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	6%	-	-	-	4%	-	-	24%	-	-	-	-
2	6	1	-	-	-	-	-	-	-	-	-	-	2	-	3	-	-	-	1	-	-	-
	7%	56%	-	-	-	-	-	-	-	-	-	-	54%	-	8%	-	-	-	12%	-	-	-
1 - not very protected	7	-	-	-	-	-	-	-	-	-	1	-	-	-	6	-	-	-	1	-	-	-
	8%	-	-	-	-	-	-	-	-	-	8%	-	-	-	18%	-	-	-	15%	-	-	-
Don't know	27	1	-	2	-	2	-	2	-	1	2	1	-	-	8	2	1	1	2	-	2	-
	31%	44%	-	55%	-	100%	-	27%	-	100%	27%	100%	-	-	26%	64%	38%	20%	30%	-	81%	-
Mean	5.33	2.00	7.33	7.00	6.67	-	-	7.03	9.00	-	4.97	-	4.72	7.00	6.00	4.28	5.00	7.54	4.67	5.64	6.00	10.00
Standard deviation	2.63	-	2.39	-	1.03	-	-	0.73	-	-	1.96	-	3.73	-	2.76	-	1.96	1.50	3.97	-	-	-
Standard error	0.33	-	1.38	-	0.59	-	-	0.33	-	-	0.74	-	2.15	-	0.58	-	1.39	0.87	1.78	-	-	-
NET: 8-10	12	-	1	-	1	-	-	1	1	-	*	-	1	-	4	-	1	-	2	-	*	-
	14%	-	30%	-	22%	-	-	17%	100%	-	6%	-	22%	-	12%	-	32%	-	35%	-	19%	-
NET: 4-7	31	-	2	2	2	-	-	4	-	-	4	-	1	*	1	10	1	1	2	*	1	-
	36%	-	70%	45%	78%	-	-	56%	-	-	54%	-	24%	100%	100%	32%	36%	30%	57%	8%	100%	-
NET: 1-3	16	1	-	-	-	-	-	-	-	-	1	-	2	-	10	-	-	1	1	-	-	-
	18%	56%	-	-	-	-	-	-	-	-	14%	-	54%	-	30%	-	-	24%	27%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 692

Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?

Imgur

Base: All who visited/ used sites/ apps

	Gender		Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	**	3**	4**	5**	***	3**	3**	2**	6**	5**
10 - extremely protected	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
4%	4%	5%	-	12%	-	-	-	-	-	9%	-	-	-	-	-	-	29%	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	2	2	-	*	-	-	*	1	-	-	-	2	-	-	-	-	-	*	1	-	-	-	*	
5%	7%	-	4%	-	-	15%	100%	-	-	-	-	17%	-	-	-	-	-	100%	29%	-	-	-	9%	
7	4	2	1	1	1	1	-	-	3	1	-	-	-	-	-	*	1	-	-	-	-	1	1	
11%	9%	18%	9%	15%	16%	-	-	-	19%	16%	-	-	-	-	-	11%	31%	-	-	-	-	15%	21%	
6	4	2	2	2	1	1	-	-	-	3	1	1	1	-	2	-	-	-	1	-	-	-	-	
13%	9%	26%	20%	16%	11%	-	-	-	-	100%	14%	53%	-	-	68%	-	-	-	31%	-	-	-	-	
5	8	6	2	2	3	2	1	-	2	4	-	2	1	-	-	-	-	-	1	2	-	4	1	
24%	25%	22%	23%	32%	19%	42%	-	-	17%	57%	-	22%	47%	-	-	-	-	-	28%	67%	-	63%	11%	
4	3	2	1	-	-	3	-	-	1	-	-	1	-	-	-	-	1	-	-	1	1	-	-	
8%	8%	8%	-	-	32%	-	-	-	9%	-	-	14%	-	-	-	-	31%	-	-	24%	32%	-	-	
3	1	1	-	-	-	1	-	-	*	1	-	-	-	-	1	-	-	-	*	-	-	-	-	
4%	5%	-	-	-	-	43%	-	-	2%	16%	-	-	-	-	32%	-	-	-	9%	-	-	-	-	
2	1	1	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
4%	2%	10%	14%	-	-	-	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	68%	-	-	
1 - not very protected	2	2	-	1	-	1	-	-	-	*	-	2	-	-	-	-	1	-	*	-	-	-	1	
7%	9%	-	10%	-	14%	-	-	-	-	6%	-	19%	-	-	-	-	14%	-	12%	-	-	-	26%	
Don't know	6	5	1	1	3	1	-	-	1	5	*	1	-	-	-	3	1	-	-	-	-	1	1	
20%	21%	16%	9%	37%	8%	-	-	100%	33%	6%	-	14%	-	-	-	61%	24%	-	-	-	-	22%	32%	
Mean	5.19	5.16	5.26	5.33	5.74	4.52	4.60	8.00	-	5.61	4.75	6.00	4.74	5.53	-	5.05	9.19	4.64	8.00	5.69	4.58	2.63	5.40	4.49
Standard deviation	2.17	2.36	1.64	2.85	0.91	1.97	2.12	-	-	2.54	1.66	0.00	2.51	0.63	-	1.71	-	2.63	-	2.57	0.81	1.29	0.90	3.52
Standard error	0.40	0.49	0.67	0.86	0.46	0.66	1.06	-	-	0.76	0.68	0.00	0.79	0.37	-	1.21	-	1.52	-	1.29	0.47	0.75	0.45	1.76
NET: 8-10	3	3	-	2	-	-	*	1	-	1	-	2	-	-	-	1	-	*	1	-	-	-	*	
9%	12%	-	16%	-	-	15%	100%	-	9%	-	-	17%	-	-	-	29%	-	100%	29%	-	-	-	9%	
NET: 4-7	19	13	6	5	6	7	1	-	6	4	3	5	3	-	2	*	3	-	2	3	1	5	1	
57%	52%	74%	52%	63%	78%	42%	-	-	46%	72%	100%	50%	100%	-	68%	11%	62%	-	59%	91%	32%	78%	32%	
NET: 1-3	5	4	1	2	-	1	1	-	2	1	-	2	-	-	1	-	1	-	*	*	1	-	1	
15%	16%	10%	23%	-	14%	43%	-	-	12%	21%	-	19%	-	-	32%	-	14%	-	12%	9%	68%	-	26%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 693

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No formal educ- ation (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
																											35
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	**	11**	9**	6**	3**	***	21**	-**	-**	9**	15**	4**	2**	30**	4**	1**	1**	1**	-**	-**
10 - extremely protected	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	
9	4%	-	-	20%	-	-	-	-	-	-	-	-	-	6%	-	-	14%	-	-	4%	-	-	-	-	-	-	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	2	-	-	1	-	1	-	-	1	1	1	1	-	*	-	-	2	-	-	2	-	-	-	-	-	-	
6	5%	-	-	13%	-	100%	-	-	11%	10%	22%	39%	-	2%	-	-	19%	-	-	6%	-	-	-	-	-	-	
5	4	1	2	-	*	-	-	-	*	-	*	-	-	3	-	-	*	3	-	4	-	-	-	-	-	-	
4	11%	8%	34%	-	9%	-	-	-	4%	-	8%	-	-	15%	-	-	5%	22%	-	13%	-	-	-	-	-	-	
3	4	1	-	2	1	-	-	-	3	3	1	-	-	1	-	-	2	-	2	4	-	-	-	-	-	-	
2	13%	7%	-	33%	28%	-	-	-	26%	35%	16%	-	-	7%	-	-	15%	-	84%	15%	-	-	-	-	-	-	
1 - not very protected	8	5	3	-	-	-	-	-	3	2	1	2	*	5	-	-	1	3	2	7	1	1	-	-	-	-	
Don't know	24%	40%	43%	-	-	-	-	-	29%	23%	14%	61%	100%	23%	-	-	11%	19%	54%	23%	33%	100%	-	-	-	-	
Mean	5.19	4.95	5.12	6.30	3.85	8.00	-	-	5.16	4.91	5.19	6.17	5.00	5.20	-	-	5.46	5.10	4.41	6.00	5.30	4.37	5.00	4.00	4.00	-	-
Standard deviation	2.17	1.09	1.91	3.22	2.62	-	-	-	2.20	2.37	3.01	1.75	-	2.22	-	-	3.43	1.81	1.46	0.00	2.29	0.58	-	-	-	-	
Standard error	0.40	0.41	0.60	1.31	1.17	-	-	-	0.66	0.89	1.23	0.87	-	0.52	-	-	0.99	0.50	1.04	0.00	0.45	0.33	-	-	-	-	
NET: 8-10	3	-	-	2	-	1	-	-	1	1	1	1	-	2	-	-	3	-	-	3	-	-	-	-	-	-	
NET: 4-7	9%	-	-	33%	-	100%	-	-	11%	10%	22%	39%	-	8%	-	-	34%	-	-	10%	-	-	-	-	-	-	
NET: 1-3	19	8	6	2	3	-	-	-	7	5	2	2	*	12	-	-	1	11	2	16	3	1	1	1	-	-	
NET: 1-3	57%	66%	87%	33%	50%	-	-	-	59%	58%	38%	61%	100%	57%	-	-	16%	74%	54%	84%	53%	89%	100%	100%	63%	-	
NET: 1-3	5	1	1	1	2	-	-	-	2	2	1	-	-	3	-	-	3	1	1	5	-	-	-	-	-		
NET: 1-3	15%	8%	13%	19%	36%	-	-	-	14%	18%	21%	-	-	15%	-	-	35%	8%	13%	16%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 694

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Imgur**  
Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)	(p)	(q)				(r)	(s)							
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	29	6	2	5	7	5	3	-	-	-	-	-	-	5	
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	-**	-**	6**							
10 - extremely protected	1	4%	-	-	-	-	-	-	-	1	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	2	5%	6%	-	-	-	-	-	-	-	2	6%	24%	-	-	-	1	-	-	-	-	-	-	-	-	-	-
7	4	11%	4	-	-	-	-	-	-	*	3	-	-	*	13%	1	1	-	-	-	-	-	-	-	-	-	
6	4	13%	4	-	-	-	-	-	-	8%	12%	-	-	55%	13%	14%	24%	10%	-	-	-	-	-	-	-	-	
5	8	24%	6	2	2	2	-	2	1	1	2	6	1	-	-	*	2	-	-	-	-	-	-	-	2		
4	3	8%	1	1	1	1	1	1	1	1	3	-	-	-	1	1	1	1	-	-	-	-	-	-	-	-	
3	1	4%	1	-	-	-	-	-	-	-	1	4%	4%	-	-	1	-	-	-	-	-	-	-	-	-	-	
2	1	4%	1	-	-	-	-	-	-	1	1	4%	5%	-	-	-	-	-	-	-	-	-	-	-	-	1	
1 - not very protected	2	7%	2	-	-	-	-	-	-	2	7%	2	8%	-	-	-	-	-	-	-	-	-	-	-	-	2	
Don't know	6	20%	6	1	1	1	-	1	1	-	1	5	15%	-	-	1	1	3	-	-	-	-	-	-	1		
Mean	5.19	5.27	4.59	4.59	4.59	4.00	4.59	4.46	5.00	3.95	5.40	4.23	4.31	4.08	5.85	6.25	4.72	-	-	-	-	-	-	-	5.40		
Standard deviation	2.17	2.31	0.58	0.58	0.58	-	0.58	0.64	-	2.27	2.13	3.15	-	2.35	0.93	1.42	-	-	-	-	-	-	-	-	3.26		
Standard error	0.40	0.45	0.34	0.34	0.34	-	0.34	0.45	-	1.01	0.43	1.29	-	1.05	0.42	0.71	-	-	-	-	-	-	-	-	1.63		
NET: 8-10	3	9%	3	-	-	-	-	-	-	-	3	11%	24%	-	-	-	1	-	-	-	-	-	-	-	1		
NET: 4-7	19	57%	15	3	3	3	1	3	3	1	2	16	1	*	2	6	3	2	-	-	-	-	-	-	2		
NET: 1-3	5	15%	5	-	-	-	-	-	-	1	3	12%	40%	45%	44%	-	-	-	-	-	-	-	-	-	1		

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 695

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)	
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2	
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**	
10 - extremely protected	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	4%	-	-	-	73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	2	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	1	*	
	5%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	29%	43%
7	4	-	-	-	*	-	-	-	-	-	1	-	*	-	*	-	-	-	1	-	-	
	11%	-	-	-	27%	-	-	-	-	-	31%	-	39%	-	8%	-	-	-	36%	-	-	
6	4	1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	
	13%	100%	-	-	-	-	-	68%	-	-	-	-	-	-	-	-	-	-	-	-	31%	
5	8	-	1	-	-	-	-	-	-	-	-	-	-	2	3	-	-	-	1	1	-	
	24%	-	100%	-	-	-	-	-	-	-	-	-	-	100%	53%	-	-	-	19%	28%	-	
4	3	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	
	8%	-	-	-	-	-	-	-	-	31%	-	100%	-	-	11%	-	-	-	-	-	-	
3	1	-	-	-	-	-	-	1	-	-	-	-	-	-	*	-	-	-	-	-	-	
	4%	-	-	-	-	-	-	32%	-	-	-	-	-	-	4%	-	-	-	-	-	-	
2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	-	-	-	-	-	-	
1 - not very protected	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	*	-	
	7%	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	45%	12%	-	
Don't know	6	-	-	-	-	3	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	
	20%	-	-	-	-	100%	-	-	-	24%	-	-	61%	-	-	-	-	100%	-	-	57%	
Mean	5.19	6.00	5.00	-	9.19	-	-	5.05	-	8.00	4.64	-	4.00	7.00	5.00	4.23	-	-	3.92	5.69	8.00	
Standard deviation	2.17	-	-	-	-	-	-	1.71	-	-	2.63	-	-	0.00	1.62	-	-	-	3.45	2.57	-	
Standard error	0.40	-	-	-	-	-	-	1.21	-	-	1.52	-	-	0.00	0.61	-	-	-	1.99	1.29	-	
NET: 8-10	3	-	-	-	1	-	-	-	-	*	-	-	-	-	-	-	-	-	-	1	*	
	9%	-	-	-	73%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	29%	43%	
NET: 4-7	19	1	1	-	*	-	-	2	-	-	3	-	1	*	2	4	-	-	1	2	-	
	57%	100%	100%	-	27%	-	-	68%	-	-	62%	-	100%	39%	100%	72%	-	-	55%	59%	-	
NET: 1-3	5	-	-	-	-	-	-	1	-	-	1	-	-	-	2	-	-	-	1	*	-	
	15%	-	-	-	-	-	-	32%	-	-	14%	-	-	-	28%	-	-	-	45%	12%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 696

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of London (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	-**	-**	1**	5**	1**	4**	2**	-**	1**	1**	3**	-**	2**	2**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	3	3	-	-	1	1	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	23%	31%	-	-	36%	26%	-	-	100%	-	100%	-	-	-	100%	-	44%	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-
	17%	23%	-	69%	-	-	-	-	-	39%	-	-	-	-	-	-	-	-	100%	-	-
2	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-
	13%	17%	-	-	-	32%	-	-	-	-	-	38%	-	-	-	-	43%	-	-	-	-
1 - not very protected	3	2	1	*	2	-	-	-	-	3	-	-	2	-	-	1	-	-	-	-	-
	26%	24%	34%	16%	64%	-	-	-	-	61%	-	-	100%	-	-	100%	-	-	-	-	-
Don't know	2	*	2	*	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-
	21%	5%	66%	15%	-	42%	-	-	-	-	-	62%	-	-	-	-	13%	-	-	100%	-
Mean	3.33	3.62	1.00	2.63	3.17	4.23	-	-	7.00	1.79	7.00	2.00	1.00	-	7.00	1.00	4.51	-	3.00	-	-
Standard deviation	2.61	2.63	-	1.03	3.34	3.20	-	-	-	1.10	-	-	-	-	-	-	3.11	-	-	-	-
Standard error	0.99	1.17	-	0.73	1.93	2.26	-	-	-	0.55	-	-	-	-	-	-	2.20	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	3	-	-	1	1	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	23%	31%	-	-	36%	26%	-	-	100%	-	100%	-	-	-	100%	-	44%	-	-	-	-
NET: 1-3	6	5	1	2	2	1	-	-	-	5	-	1	2	-	-	1	1	-	2	-	-
	56%	64%	34%	85%	64%	32%	-	-	-	100%	-	38%	100%	-	-	100%	43%	-	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 697

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?												
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-	-
Weighted base	11*	8**	-**	3*	***	..**	..**	..**	2**	***	2**	..**	..**	8**	..**	..**	7**	2**	..**	..**	7**	4**	..**	4**	..**	..**	..**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-	3	64%	-	3	64%	-	-	-
6	23%	33%	-	-	-	-	-	-	-	-	-	-	-	30%	-	-	37%	-	-	-	64%	-	64%	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-
2	17%	24%	-	-	-	-	-	-	-	-	-	-	-	23%	-	-	-	-	-	-	27%	-	-	-	-	-	-	-
1 - not very protected	3	2	-	1	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	3	-	-	-	-	-	-	-
Don't know	26%	25%	-	34%	-	-	-	-	-	-	-	-	-	30%	-	-	29%	27%	-	-	41%	-	-	-	-	-	-	-
Mean	3.33	3.62	-	1.00	-	-	-	-	-	-	-	-	-	3.45	-	-	4.38	1.73	-	-	1.79	5.22	-	5.22	-	-	-	-
Standard deviation	2.61	2.63	-	-	-	-	-	-	-	-	-	-	-	2.62	-	-	3.37	-	-	-	1.10	2.77	-	2.77	-	-	-	-
Standard error	0.99	1.17	-	-	-	-	-	-	-	-	-	-	-	1.07	-	-	1.95	-	-	-	0.55	1.60	-	1.60	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-	3	-	3	-	3	-	-	-
NET: 1-3	23%	33%	-	-	-	-	-	-	-	-	-	-	-	30%	-	-	37%	-	-	-	64%	-	64%	-	64%	-	-	-
	6	5	-	1	-	-	-	-	-	-	-	-	-	6	-	-	2	2	-	-	5	1	-	1	-	-	-	-
	56%	67%	-	34%	-	-	-	-	-	-	-	-	-	70%	-	-	29%	100%	-	-	68%	36%	-	36%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 698

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes (i)	No (j)	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)			(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-	
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	-**	-**	-**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	3 23%	-	3 44%	3 44%	3 44%	1 50%	1 30%	1 45%	1 100%	1 73%	1 12%	-	1 100%	-	-	-	1 45%	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
3	2 17%	2 36%	-	-	-	-	-	-	-	-	2 21%	-	-	-	-	-	-	-	-	-	
2	1 13%	-	1 24%	1 24%	1 24%	1 50%	1 30%	1 55%	-	-	1 15%	-	-	-	-	-	1 55%	-	-	-	
1 - not very protected	3 26%	3 56%	-	-	-	-	-	-	-	1 27%	2 26%	*	-	1 100%	2 100%	-	-	-	-	-	
Don't know	2 21%	* 8%	2 32%	2 32%	2 32%	- 40%	2 30%	-	-	-	2 25%	49%	-	2 100%	-	-	-	-	-	-	
Mean	3.33	1.79	5.22	5.22	5.22	4.51	4.51	4.23	7.00	5.37	2.75	1.00	7.00	-	1.00	1.00	4.23	-	-	-	
Standard deviation	2.61	1.10	2.77	2.77	2.77	3.11	3.11	3.20	-	-	2.22	-	-	-	-	-	3.20	-	-	-	
Standard error	0.99	0.55	1.60	1.60	1.60	2.20	2.20	2.26	-	-	0.99	-	-	-	-	-	2.26	-	-	-	
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: 4-7	3 23%	-	3 44%	3 44%	3 44%	1 50%	1 30%	1 45%	1 100%	1 73%	1 12%	-	1 100%	-	-	-	1 45%	-	-	-	
NET: 1-3	6 56%	5 92%	1 24%	1 24%	1 24%	1 50%	1 30%	1 55%	-	1 27%	6 62%	*	-	1 100%	2 100%	1 55%	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 699

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	**	2**	**	1**	**	**	1**	**	**	3**	**	**	**	**	4**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	3	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	100%	-	-	44%	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	-	-	-
2	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	26%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	*	-	-	-	-	2	-	-	-	-	-	-
	21%	-	-	-	-	-	-	-	-	13%	-	-	-	-	50%	-	-	-	-	-	-
Mean	3.33	-	1.00	-	1.00	-	-	7.00	-	-	4.51	-	-	-	3.00	-	-	-	-	-	-
Standard deviation	2.61	-	-	-	-	-	-	-	-	-	3.11	-	-	-	-	-	-	-	-	-	-
Standard error	0.99	-	-	-	-	-	-	-	-	-	2.20	-	-	-	-	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	100%	-	-	44%	-	-	-	-	-	-	-	-	-	-	-
NET: 1-3	6	-	2	-	1	-	-	-	-	1	-	-	-	-	2	-	-	-	-	-	-
	56%	-	100%	-	100%	-	-	-	-	43%	-	-	-	-	50%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 700

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
10 - extremely protected	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-
9	9%	-	19%	-	27%	-	-	-	-	-	-	37%	-	-	-	-	-	44%	-	-	-	-	-	-
8	11%	-	24%	-	34%	-	-	-	-	42%	-	-	-	-	-	-	-	-	83%	-	-	-	-	-
7	6	6	-	1	2	2	1	-	5	1	-	-	1	-	-	-	-	1	3	-	-	-	1	
6	25%	47%	-	31%	28%	23%	21%	-	62%	16%	-	-	35%	-	-	-	-	17%	68%	-	-	-	100%	-
5	2	2	-	-	1	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
4	8%	15%	-	-	9%	26%	-	-	14%	-	20%	-	-	-	-	-	-	19%	-	-	100%	-	-	-
3	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
2	2%	-	5%	-	6%	-	-	-	-	-	9%	-	-	-	-	-	-	-	17%	-	-	-	-	-
1 - not very protected	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Don't know	3%	5%	-	-	-	14%	-	7%	-	-	-	-	-	-	-	-	-	13%	-	-	-	-	-	-
Mean	6.91	6.51	7.44	7.56	7.92	5.81	5.44	-	6.20	7.49	5.00	7.81	7.42	-	-	-	-	9.17	6.15	7.16	4.00	6.00	7.00	5.00
Standard deviation	1.98	1.43	2.57	-	1.65	1.72	2.44	-	1.80	0.97	-	3.08	-	-	-	-	-	1.67	1.89	2.28	-	-	-	-
Standard error	0.53	0.48	1.15	-	0.83	0.77	1.41	-	0.73	0.49	-	1.78	-	-	-	-	-	1.18	0.94	1.61	-	-	-	-
NET: 8-10	5	2	5	2	5	-	-	-	3	-	2	2	3	-	-	-	-	2	3	-	-	-	-	-
NET: 4-7	21%	2%	42%	12%	61%	-	-	-	47%	-	37%	10%	-	-	-	-	-	44%	-	83%	-	-	-	-
NET: 1-3	9	8	2	1	3	4	2	-	6	2	1	1	1	-	-	-	-	1	4	-	1	1	1	1
	40%	62%	14%	31%	39%	40%	47%	-	71%	30%	22%	20%	35%	-	-	-	-	17%	87%	-	32%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 701

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Working Status						Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condi tion (i)	Yes - physi cal condi tion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educa tion (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educa tion (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-	-
Weighted base	23*	16**	2**	2*	3**	**	**	1**	7**	5**	6**	4**	**	16**	**	**	11**	8**	2**	**	20**	3**	**	3**	**	**	**	
10 - extremely protected	2	-	-	-	2	-	-	-	2	2	2	-	-	-	-	-	-	2	-	-	2	-	2	-	-	-	-	
9	9%	-	-	-	65%	-	-	-	28%	43%	32%	-	-	-	-	-	-	26%	-	-	59%	-	59%	-	-	-	-	
8	1%	-	16%	-	-	-	-	-	-	-	-	-	-	2%	-	-	3%	-	-	-	1%	-	-	-	-	-	-	
7	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-	3	-	-	-	-	-	-	
6	11%	16%	-	-	-	-	-	-	-	-	-	-	-	16%	-	-	22%	-	-	-	13%	-	-	-	-	-	-	
5	6	6	-	-	-	-	-	-	-	-	-	-	-	6	-	-	2	2	2	6	-	-	-	-	-	-	-	
4	25%	38%	-	-	-	-	-	-	-	-	-	-	-	37%	-	-	19%	26%	77%	30%	-	-	-	-	-	-	-	
3	2	1	-	-	1	-	-	-	1	-	1	1	-	1	-	-	1	1	-	2	-	-	-	-	-	-	-	
2	8%	5%	-	-	35%	-	-	-	12%	-	13%	23%	-	7%	-	-	10%	11%	-	10%	-	-	-	-	-	-	-	
1 - not very protected	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	
Don't know	4%	-	-	38%	-	-	-	-	12%	18%	-	-	-	-	-	-	7%	-	-	4%	-	-	-	-	-	-	-	
Mean	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	
Standard deviation	3%	4%	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	7%	-	3%	-	-	-	-	-	-	-	
Standard error	8	6	1	1	-	-	-	-	4	2	4	3	-	4	-	-	4	2	-	7	1	-	1	-	-	-	-	
NET: 8-10	34%	37%	50%	62%	-	-	-	-	49%	39%	55%	77%	-	28%	-	-	39%	22%	-	33%	41%	-	41%	-	-	-	-	
NET: 4-7	6.91	6.87	5.56	5.00	8.59	-	-	3.00	7.95	8.52	8.83	6.00	-	6.57	-	-	7.05	7.05	6.07	6.44	10.00	-	10.00	-	-	-	-	
NET: 1-3	1.98	1.42	-	2.32	-	-	-	2.65	2.83	2.26	-	-	1.73	-	-	1.18	2.77	2.30	1.66	0.00	-	0.00	-	-	-	-	-	
Overlap formulae used.	0.53	0.50	-	1.64	-	-	-	1.53	2.00	1.60	-	-	0.52	-	-	0.53	1.13	1.33	0.46	0.00	-	0.00	-	-	-	-	-	
* small base; ** very small base (under 30) ineligible for sig testing	5	3	*	2	-	-	-	2	2	2	-	-	3	-	-	3	2	-	3	2	-	2	-	-	-	-	-	
	21%	16%	16%	65%	-	-	-	28%	43%	32%	-	-	18%	-	-	25%	26%	-	14%	59%	-	59%	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 702

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5- 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1		
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	**	2**	7**	2**	6**	5**	1**	**	1**		
10 - extremely protected	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-		
9	9%	16%	-	-	-	-	-	-	-	17%	-	-	-	-	-	40%	-	-	-	-		
9	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-		
8	1%	2%	-	-	-	-	-	-	-	2%	-	-	4%	-	-	-	-	-	-	-		
8	3	-	3	3	3	3	-	-	3	-	-	-	3	-	-	-	-	-	-	-		
7	11%	-	25%	26%	29%	60%	36%	-	-	23%	-	-	37%	-	-	-	-	-	-	-		
7	6	4	2	2	-	2	-	-	3	3	-	-	1	1	3	-	-	-	-	1		
6	25%	32%	16%	17%	-	40%	-	-	26%	24%	-	-	16%	51%	53%	-	-	-	-	100%		
6	2	-	2	2	-	1	1	-	1	1	-	1	-	1	-	-	-	-	-	-		
5	8%	-	19%	20%	22%	-	12%	68%	-	8%	9%	-	68%	-	15%	-	-	-	-	-		
5	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-		
4	4%	7%	-	-	-	-	-	-	-	7%	-	-	13%	-	-	-	-	-	-	-		
4	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-		
3	3%	5%	-	-	-	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-	-		
3	1	-	1	1	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-		
2	2%	-	5%	5%	6%	-	7%	32%	-	4%	-	-	32%	-	-	-	-	-	-	-		
2	1	-	1	-	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-		
1 - not very protected	3%	-	6%	-	7%	-	-	-	100%	-	5%	-	9%	-	-	-	-	-	-	-		
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	8	5	3	3	3	-	3	-	5	3	-	-	1	1	2	3	1	-	-	-		
Mean	34%	38%	30%	32%	36%	-	44%	-	43%	26%	-	-	11%	49%	32%	60%	100%	-	-	-		
Standard deviation	6.91	7.37	6.39	6.78	6.21	7.60	6.91	5.05	2.00	7.27	6.66	-	5.05	6.42	7.00	6.78	10.00	-	-	7.00		
Standard error	1.98	1.98	1.99	1.47	2.28	0.56	2.00	-	0.74	2.54	-	-	2.26	-	0.48	0.00	-	-	-	-		
NET: 8-10	0.53	0.75	0.75	0.60	1.02	0.32	1.15	-	0.37	0.80	-	-	0.92	-	0.28	0.00	-	-	-	-		
NET: 8-10	5	2	3	3	3	3	3	-	3	2	-	-	3	-	-	2	-	-	-	-		
NET: 4-7	21%	18%	25%	26%	29%	60%	36%	-	23%	19%	-	-	42%	-	-	40%	-	-	-	-		
NET: 4-7	9	6	4	4	2	2	1	1	4	6	-	1	3	1	4	-	-	-	-	1		
NET: 1-3	40%	44%	35%	37%	22%	40%	12%	68%	-	34%	46%	-	68%	38%	51%	68%	-	-	-	100%		
NET: 1-3	1	-	1	1	1	-	1	1	-	1	-	-	1	1	-	-	-	-	-	-		
	5%	-	11%	5%	13%	-	7%	32%	100%	-	9%	-	32%	9%	-	-	-	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 703

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	-	-	2	-	-	1	3	1	1	
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
10 - extremely protected	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
9	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	11%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
7	6	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	3	-	-
	25%	-	100%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	100%	78%	-	-
6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	100%
5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	16%	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	8	2	-	-	-	-	2	3	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	34%	85%	-	-	-	-	100%	84%	-	-	-	-	-	-	68%	-	-	-	-	-	-	-
Mean	6.91	9.00	7.00	-	-	-	-	2.00	10.00	7.00	3.00	8.00	-	-	4.00	-	-	7.00	6.78	5.00	6.00	
Standard deviation	1.98	-	-	-	-	-	-	-	0.00	-	-	0.00	-	-	-	-	-	-	0.48	-	-	
Standard error	0.53	-	-	-	-	-	-	-	0.00	-	-	0.00	-	-	-	-	-	-	0.28	-	-	
NET: 8-10	5	*	-	-	-	-	-	-	2	-	-	3	-	-	-	-	-	-	-	-	-	
	21%	15%	-	-	-	-	-	-	100%	-	-	100%	-	-	-	-	-	-	-	-	-	
NET: 4-7	9	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	4	1	1	
	40%	-	100%	-	-	-	-	-	-	100%	-	-	-	-	32%	-	-	100%	100%	100%	100%	
NET: 1-3	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	
	5%	-	-	-	-	-	-	16%	-	-	100%	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 704

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

DailyMotion

Base: All who visited/ used sites/ apps

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
10 - extremely protected	3	3	-	-	-	-	2	1	-	-	1	2	-	-	-	-	1	-	-	-	1	2	-	-	-
	3%	5%	-	-	-	-	14%	15%	-	-	2%	9%	-	-	-	-	6%	-	-	-	3%	12%	-	-	-
9	7	6	1	3	1	1	-	1	3	1	3	-	-	-	-	1	-	-	-	3	-	1	1	-	-
	7%	10%	2%	10%	6%	4%	-	23%	10%	3%	13%	-	-	-	-	29%	-	-	-	25%	-	6%	25%	-	-
8	10	3	7	5	4	1	-	-	1	4	4	1	-	2	4	1	2	-	-	-	2	-	-	-	-
	10%	5%	16%	21%	11%	6%	-	-	5%	12%	16%	6%	-	38%	49%	16%	15%	-	-	-	10%	-	-	-	-
7	7	2	5	2	3	1	-	*	*	3	2	2	*	1	1	-	*	*	-	1	-	*	1	1	-
	7%	4%	10%	7%	10%	4%	-	10%	12%	12%	5%	6%	3%	10%	29%	-	9%	3%	-	10%	-	3%	24%	100%	-
6	7	5	1	*	3	1	1	1	-	3	2	1	-	-	1	-	2	-	-	1	2	1	-	-	-
	7%	10%	3%	2%	10%	6%	8%	19%	-	13%	7%	6%	-	-	13%	-	18%	-	-	6%	8%	9%	-	-	-
5	18	12	6	3	5	5	2	1	1	2	7	7	2	3	-	2	-	5	-	1	2	3	1	1	-
	18%	22%	13%	14%	16%	25%	16%	15%	44%	7%	23%	29%	11%	37%	-	26%	-	38%	-	19%	15%	17%	8%	19%	-
4	5	1	3	1	-	1	2	-	-	2	1	-	2	-	-	-	-	-	-	-	3	1	1	-	-
	5%	2%	8%	5%	-	6%	14%	-	-	8%	2%	-	13%	-	-	-	-	-	-	-	23%	6%	5%	-	-
3	4	2	2	1	1	1	1	-	-	1	1	-	3	1	1	-	-	-	-	1	1	-	-	-	-
	4%	4%	5%	6%	2%	5%	8%	-	-	2%	3%	-	15%	6%	23%	-	-	-	-	33%	8%	-	-	-	-
2	4	3	1	-	1	2	1	-	-	1	1	-	2	-	-	-	1	-	-	-	1	*	1	-	-
	4%	5%	2%	-	3%	9%	7%	-	-	4%	3%	-	11%	-	-	-	11%	-	-	-	5%	3%	19%	-	-
1 - not very protected	11	5	6	5	5	1	-	-	1	1	5	4	1	2	-	1	1	-	1	-	3	4	-	-	-
	11%	9%	14%	18%	16%	4%	-	-	22%	4%	16%	17%	4%	22%	-	10%	5%	-	17%	-	14%	31%	-	-	-
Don't know	25	13	12	6	7	6	5	2	-	9	8	1	7	2	1	2	*	5	1	2	8	3	1	-	-
	25%	23%	28%	24%	22%	29%	30%	42%	-	35%	26%	5%	38%	25%	10%	12%	36%	3%	100%	31%	13%	37%	24%	13%	-
Mean	5.30	5.51	5.00	5.04	5.35	4.98	5.64	6.97	5.30	5.78	4.93	5.98	3.87	3.91	6.39	6.82	7.16	5.44	-	3.07	6.00	4.57	4.44	6.06	7.00
Standard deviation	2.67	2.72	2.62	2.87	2.81	2.28	2.79	2.45	3.27	2.71	2.92	1.95	2.28	2.32	1.48	3.38	2.32	-	1.75	2.29	2.72	3.60	2.93	-	-
Standard error	0.30	0.40	0.47	0.70	0.60	0.54	0.84	1.10	1.63	0.51	0.52	0.71	0.59	1.02	1.34	0.66	1.51	0.64	-	1.01	0.86	0.66	1.00	1.47	-
NET: 8-10	19	12	8	6	7	2	3	1	1	4	6	9	1	-	2	4	2	3	-	-	3	3	2	1	-
	19%	21%	18%	24%	21%	12%	18%	15%	23%	15%	17%	37%	6%	-	38%	49%	45%	21%	-	-	25%	12%	17%	25%	-
NET: 4-7	36	21	15	7	11	8	6	2	2	10	12	10	4	4	1	3	*	7	-	1	7	6	4	2	1
	36%	38%	34%	28%	36%	41%	38%	43%	55%	39%	36%	41%	26%	47%	29%	39%	9%	59%	-	19%	54%	31%	25%	43%	100%
NET: 1-3	19	10	9	6	7	4	2	-	1	3	7	4	5	3	1	-	1	2	-	2	1	4	5	1	-
	19%	18%	20%	24%	21%	18%	14%	-	22%	10%	22%	17%	30%	29%	23%	-	10%	17%	-	50%	8%	19%	34%	19%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 706

Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?

DailyMotion

Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**
10 - extremely protected	3	3	-	-	-	-	-	-	-	3	1	1	1	-	-	-	-	-	-	-
	3%	4%	-	-	-	-	-	-	-	4%	11%	18%	5%	-	-	-	-	-	-	-
9	7	2	1	1	1	-	1	1	-	1	6	1	-	2	-	4	-	-	-	-
	7%	3%	5%	6%	6%	-	3%	9%	-	4%	7%	7%	-	13%	-	15%	-	-	-	-
8	10	7	4	4	3	2	3	2	-	5	5	2	1	-	3	-	1	-	-	2
	10%	9%	13%	14%	11%	27%	14%	-	-	23%	7%	27%	14%	-	21%	-	7%	-	-	27%
7	7	6	*	*	*	-	-	*	*	-	7	*	*	2	2	1	*	1	-	-
	7%	9%	1%	2%	2%	-	-	4%	10%	-	9%	5%	6%	10%	12%	3%	5%	71%	-	-
6	7	5	1	1	1	-	1	-	-	1	6	-	*	1	*	4	-	-	-	1
	7%	8%	5%	5%	6%	-	8%	-	-	6%	7%	-	7%	7%	4%	13%	-	-	-	18%
5	18	13	5	5	5	1	5	2	1	8	10	1	3	4	2	4	1	-	-	-
	18%	19%	20%	21%	22%	21%	29%	24%	31%	37%	13%	17%	48%	24%	11%	13%	13%	-	-	-
4	5	3	2	2	2	-	2	-	-	5	5	-	-	1	1	2	-	-	1	1
	5%	4%	8%	8%	9%	-	12%	-	-	6%	-	-	-	4%	5%	8%	-	-	14%	9%
3	4	3	1	1	1	-	1	-	-	4	-	-	2	-	1	-	-	-	-	-
	4%	5%	3%	4%	4%	-	5%	-	-	5%	-	-	11%	-	3%	-	-	-	-	-
2	4	1	3	3	3	2	1	3	-	1	3	-	-	-	1	1	1	-	-	-
	4%	1%	11%	11%	12%	28%	8%	29%	-	5%	4%	-	-	-	10%	4%	17%	-	-	-
1 - not very protected	11	10	1	1	1	*	-	1	1	10	-	-	1	3	2	1	1	3	-	-
	11%	14%	4%	5%	3%	6%	-	8%	20%	6%	13%	-	-	4%	22%	9%	13%	29%	86%	-
Don't know	25	16	7	7	6	1	4	3	1	4	21	3	1	3	2	9	4	-	-	3
	25%	24%	28%	26%	26%	19%	21%	26%	39%	20%	26%	33%	7%	21%	15%	32%	44%	-	-	46%
Mean	5.30	5.16	5.06	5.06	5.00	4.66	5.22	3.98	4.05	5.66	5.19	7.60	6.61	5.79	4.59	5.24	3.73	5.26	1.41	6.65
Standard deviation	2.67	2.70	2.44	2.44	2.35	2.95	1.97	2.70	2.92	2.23	2.79	1.89	2.15	2.48	2.96	2.64	2.86	-	1.19	1.76
Standard error	0.30	0.36	0.53	0.53	0.54	1.20	0.53	0.90	1.69	0.56	0.36	0.71	0.76	0.66	0.79	0.66	1.28	-	0.84	1.02
NET: 8-10	19	11	5	5	4	2	3	1	-	5	14	4	2	3	3	4	1	-	-	2
	19%	16%	19%	19%	17%	27%	17%	9%	-	27%	18%	45%	32%	18%	21%	15%	7%	-	-	27%
NET: 4-7	36	27	9	9	9	1	9	3	2	9	28	2	4	7	4	10	2	1	1	2
	36%	39%	35%	36%	39%	21%	49%	28%	42%	43%	35%	22%	61%	46%	31%	38%	19%	71%	14%	27%
NET: 1-3	19	14	5	5	5	2	2	4	1	2	17	-	-	2	4	4	3	1	3	-
	19%	20%	19%	19%	19%	34%	13%	37%	20%	11%	21%	-	-	15%	33%	16%	30%	29%	86%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 707

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Dailymotion**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	**	2**	10**	7**	4**	1**	**	32**	2**	2**	1**	4**	1**	5**
10 - extremely protected	3 3%	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-	2 7%	-	-	-	-	-	-
9	7 7%	-	-	-	1 45%	-	-	-	-	-	-	3 46%	-	-	-	1 2%	-	1 51%	-	-	-	-
8	10 10%	-	-	2 38%	1 25%	-	-	4 44%	-	-	1 5%	-	-	-	-	3 10%	-	-	-	-	-	-
7	7 7%	-	1 14%	1 29%	1 14%	-	-	-	-	-	4 4%	1 17%	-	*	31%	-	-	1 49%	-	-	1 100%	-
6	7 7%	-	-	-	-	-	-	1 12%	-	-	2 21%	1 11%	-	-	-	3 8%	20%	-	-	-	-	-
5	18 18%	1 69%	2 29%	-	-	-	-	2 23%	-	-	5 46%	-	-	-	-	7 20%	1 40%	-	-	1 19%	-	-
4	5 5%	-	-	-	-	-	-	-	-	-	-	-	3 78%	-	2 6%	-	-	-	-	-	-	-
3	4 4%	-	-	1 23%	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	1 33%	-	1 11%
2	4 4%	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	1 5%	1 40%	-	-	-	-	-	-
1 - not very protected	11 11%	-	2 32%	-	1 16%	-	-	-	-	-	1 6%	-	-	1 69%	3 9%	-	-	-	-	1 17%	-	3 67%
Don't know	25 25%	1 31%	2 25%	1 10%	-	1 100%	3 100%	1 11%	-	2 100%	* 4%	1 12%	1 22%	-	-	10 32%	-	-	1 100%	1 31%	-	1 23%
Mean	5.30	5.00	3.67	6.39	7.16	-	-	7.13	-	-	4.77	7.29	4.00	2.84	-	5.40	4.01	8.02	-	3.07	7.00	1.28
Standard deviation	2.67	-	2.73	2.32	3.38	-	-	1.73	-	-	1.87	2.36	0.00	-	-	2.77	2.22	1.31	-	1.75	-	0.80
Standard error	0.30	-	1.57	1.34	1.51	-	-	0.71	-	-	0.56	1.18	0.00	-	-	0.53	1.28	0.93	-	1.01	-	0.57
NET: 8-10	19 19%	-	-	2 38%	2 69%	-	-	4 53%	-	-	1 5%	3 46%	-	-	-	6 20%	-	1 51%	-	-	-	-
NET: 4-7	36 36%	1 69%	3 43%	1 29%	* 14%	-	-	3 35%	-	-	7 71%	2 28%	3 78%	* 31%	-	11 34%	1 60%	1 49%	-	1 19%	1 100%	-
NET: 1-3	19 19%	-	2 32%	1 23%	1 16%	-	-	-	-	-	2 20%	1 14%	-	1 69%	-	4 14%	1 40%	-	-	2 50%	-	4 77%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

VSP Survey
ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 708
Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?

Reddit
Base: All who visited/ used sites/ apps

Table with columns for Demographics (Gender, Age, Social Grade, Region) and Response Levels (Total, 10 - extremely protected, 9, 8, 7, 6, 5, 4, 3, 2, 1 - not very protected, Don't know, Mean, Standard deviation, Standard error, NET: 8-10, NET: 4-7, NET: 1-3).

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 710

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under	NET: Yes	NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	1 or more	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15	
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**	
10 - extremely protected	15	14	1	1	1	-	1	-	4	11	*	1	1	3	2	4	-	-	-	1	
	7%	10%	1%	2%	2%	-	3%	-	11%	7%	5%	7%	6%	8%	7%	14%	-	-	-	7%	
9	9	6	3	3	3	*	-	3	1	1	8	-	4	1	1	1	-	-	-	-	
	5%	4%	5%	6%	6%	2%	-	11%	13%	2%	5%	-	20%	6%	3%	2%	4%	-	-	-	
8	19	10	9	8	7	4	3	1	8	11	-	1	3	6	2	3	1	2	3	3	
	10%	7%	16%	15%	15%	31%	13%	14%	8%	22%	7%	-	4%	10%	14%	4%	8%	15%	39%	14%	
7	23	20	4	4	4	-	3	3	1	2	21	-	-	2	3	5	4	3	2	2	
	12%	14%	6%	7%	8%	-	9%	12%	6%	6%	13%	-	-	8%	7%	14%	14%	51%	27%	9%	
6	22	9	13	13	10	6	7	5	1	3	19	1	4	1	7	5	2	-	-	-	
	11%	7%	23% <sup>a</sup>	24%	21% <sup>a</sup>	29%	22%	24%	8%	9%	12%	19%	22%	3%	17%	15%	7%	-	-	-	
5	27	19	8	7	4	3	1	3	4	3	25	1	2	1	8	3	6	-	1	4	
	14%	14%	14% <sup>d</sup>	12%	9%	16%	4%	13%	45%	8%	15%	8%	11%	4%	21%	10%	20%	-	25%	21%	
4	11	7	4	4	4	2	4	1	-	1	10	*	1	4	2	2	1	1	1	1	
	6%	5%	7%	7%	8%	8%	12%	3%	-	3%	6%	6%	4%	15%	4%	5%	2%	10%	10%	4%	
3	14	13	1	1	1	-	1	-	1	4	10	*	3	4	2	1	1	-	-	1	
	7%	9%	2%	1%	2%	-	2%	-	7%	11%	6%	4%	13%	16%	5%	4%	5%	-	-	3%	
2	7	6	1	1	1	1	1	-	-	2	5	-	*	-	2	2	2	-	-	1	
	4%	4%	2%	3%	3%	3%	5%	-	-	6%	3%	-	2%	-	4%	6%	6%	-	-	4%	
1 - not very protected	19	14	5	5	4	1	4	2	1	5	14	1	-	2	4	4	1	1	-	5	
	10%	10%	9%	10%	9%	5%	12%	11%	6%	13%	9%	19%	-	8%	9%	11%	5%	24%	-	28%	
Don't know	30	22	8	8	7	2	6	2	1	2	28	2	4	6	3	8	4	-	-	2	
	15%	16%	14%	15%	16%	7%	19%	11%	8%	7%	17%	37%	21%	25%	8%	22%	14%	-	-	10%	
Mean	5.61	5.60	5.67	5.69	5.67	6.02	5.19	6.02	5.63	5.60	5.62	4.40	6.31	5.31	5.65	5.29	6.13	5.41	6.60	4.53	
Standard deviation	2.66	2.80	2.33	2.35	2.42	1.99	2.50	2.35	2.22	3.03	2.57	3.21	2.42	2.79	2.55	2.73	2.69	2.94	1.59	3.12	
Standard error	0.21	0.27	0.34	0.35	0.39	0.48	0.51	0.52	0.74	0.57	0.22	1.21	0.59	0.59	0.44	0.51	0.62	1.20	0.80	0.87	
NET: 8-10	43	30	13	12	11	7	5	6	2	13	30	*	6	5	10	5	8	1	2	4	
	22%	22%	23%	23%	23%	33%	15%	26%	21%	36%	19%	7%	29%	21%	24%	13%	26%	15%	39%	21%	
NET: 4-7	84	55	28	27	21	12	15	12	5	10	74	2	7	8	20	15	13	4	3	6	
	43%	40%	50%	50%	47%	52%	47%	53%	59%	27%	46%	34%	36%	30%	49%	43%	43%	61%	61%	33%	
NET: 1-3	39	32	8	7	7	2	6	2	1	11	29	1	3	6	7	7	5	1	-	7	
	20%	23%	13%	13%	14%	8%	18%	11%	13%	31%	18%	23%	14%	24%	18%	21%	16%	24%	-	36%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**Populus**



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 711

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
10 - extremely protected	15	-	-	1	1	-	-	-	3	2	-	-	-	-	2	1	-	2	-	1	-	*
7%	-	-	-	23%	16%	-	-	-	53%	40%	-	-	-	-	-	39%	3%	30%	-	11%	-	10%
9	9	-	-	-	2	-	-	2	-	-	2	-	-	-	-	1	1	1	-	-	-	2
5%	-	-	-	-	20%	-	-	8%	-	-	10%	-	-	-	-	3%	7%	17%	-	-	-	29%
8	19	2	-	2	1	2	-	-	-	-	2	2	3	1	-	-	-	-	1	2	2	-
10%	28%	-	-	38%	15%	24%	-	-	-	-	13%	44%	83%	19%	-	-	-	-	9%	21%	25%	-
7	23	1	-	2	1	-	-	4	1	1	4	2	-	1	-	5	2	1	1	-	-	-
12%	9%	-	-	40%	12%	-	-	21%	9%	11%	21%	31%	-	27%	-	11%	19%	15%	12%	-	-	-
6	22	1	2	-	-	-	2	4	-	1	3	-	-	1	-	3	2	2	-	-	-	2
11%	9%	21%	-	-	-	27%	24%	-	11%	16%	-	-	27%	-	7%	20%	22%	-	-	-	-	48%
5	27	-	4	-	3	-	1	2	1	1	1	-	-	-	2	8	2	-	1	1	1	-
14%	-	-	-	-	32%	-	22%	11%	9%	14%	5%	-	-	-	61%	18%	23%	-	16%	12%	19%	-
4	11	-	2	-	-	1	-	1	-	-	1	-	1	-	5	-	-	*	1	-	-	-
6%	-	13%	-	-	8%	-	8%	-	-	4%	-	17%	16%	-	11%	-	-	5%	7%	-	-	-
3	14	-	-	-	-	*	-	4	-	1	*	-	-	-	3	-	-	-	1	3	-	-
7%	-	-	-	-	7%	-	22%	-	24%	2%	-	-	-	-	7%	-	-	17%	38%	-	-	-
2	7	-	1	-	-	-	-	-	-	-	-	-	-	-	3	2	-	1	-	-	-	-
4%	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	7%	19%	-	18%	-	-	-	-
1 - not very protected	19	1	3	-	1	-	1	-	-	3	1	-	*	-	3	1	-	1	1	4	-	-
10%	16%	24%	-	7%	-	14%	-	-	-	15%	11%	-	11%	-	7%	7%	-	15%	10%	55%	-	-
Don't know	30	3	1	-	4	2	1	2	-	3	1	-	-	-	11	*	1	1	-	-	1	-
15%	38%	5%	-	-	61%	37%	5%	29%	-	16%	14%	-	-	-	26%	5%	16%	8%	-	-	-	12%
Mean	5.61	5.72	3.83	8.05	6.99	6.23	4.54	5.50	8.97	6.85	5.79	6.77	7.32	5.76	6.94	4.75	5.03	8.21	3.88	4.98	3.54	7.46
Standard deviation	2.66	3.25	2.03	1.27	2.60	2.83	2.27	1.88	2.10	3.10	2.67	2.55	1.74	2.48	2.82	2.34	2.42	1.83	2.47	3.03	3.23	1.90
Standard error	0.21	1.45	0.61	0.57	0.92	1.41	1.31	0.54	1.21	1.27	0.69	1.47	1.01	1.01	1.99	0.39	0.86	0.91	0.82	1.07	1.62	0.95
NET: 8-10	43	2	-	3	4	2	-	2	3	2	4	2	3	1	2	3	1	4	1	2	2	2
22%	28%	-	-	60%	50%	24%	-	8%	53%	40%	22%	44%	83%	19%	39%	6%	7%	47%	9%	33%	25%	39%
NET: 4-7	84	1	7	2	4	1	3	12	1	2	8	2	1	3	2	20	5	3	3	1	1	2
43%	18%	63%	40%	43%	8%	49%	64%	18%	36%	45%	31%	17%	70%	61%	46%	62%	37%	33%	19%	19%	48%	48%
NET: 1-3	39	1	4	-	1	*	1	4	-	1	3	1	-	*	-	9	2	-	4	4	4	-
20%	16%	32%	-	7%	7%	14%	22%	-	24%	17%	11%	-	11%	-	22%	26%	-	50%	48%	55%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 712

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Gender		Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	2	1	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	**	**	3**	4**	3**	1**	1**	1**	**	2**	1**	2**	2**	1**	1**	1**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	13%	14%	-	-	20%	-	-	-	-	-	42%	-	-	-	-	79%	-	-	-	-	-	-	-
8	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	7%	-	-	9%	-	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	54%	-
7	1	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	13%	13%	-	-	20%	-	-	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-
6	2	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-
	17%	18%	-	77%	-	-	-	-	-	54%	-	-	-	-	-	-	-	-	100%	-	-	-	-
5	2	2	-	-	1	1	-	-	-	-	2	-	-	1	-	-	1	-	-	-	-	-	-
	17%	19%	-	-	16%	54%	-	-	-	-	58%	-	-	100%	-	-	100%	-	-	-	-	-	-
4	3	3	1	1	2	1	-	-	3	1	-	-	-	-	-	-	-	2	-	1	1	-	-
	30%	26%	100%	23%	30%	46%	-	-	100%	16%	-	-	-	-	-	-	-	100%	-	100%	46%	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	*	-	-	*	-	-	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-
	3%	4%	-	-	5%	-	-	-	11%	-	-	-	-	-	-	21%	-	-	-	-	-	-	-
Mean	5.68	5.78	4.00	5.53	5.95	4.54	-	-	4.00	5.51	6.69	7.00	7.00	5.00	-	7.28	5.00	4.00	6.00	4.00	6.16	-	
Standard deviation	2.01	2.03	-	1.10	2.42	-	-	-	0.00	2.34	2.36	-	-	-	-	-	-	0.00	-	-	-	-	
Standard error	0.64	0.68	-	0.78	0.99	-	-	-	0.00	1.17	1.36	-	-	-	-	-	-	0.00	-	-	-	-	
NET: 8-10	2	2	-	-	2	-	-	-	-	1	1	-	-	-	-	1	-	-	-	-	1	-	
	19%	20%	-	-	29%	-	-	-	-	19%	42%	-	-	-	-	79%	-	-	-	-	54%	-	
NET: 4-7	9	8	1	2	5	1	-	-	3	2	2	1	1	1	-	-	1	2	2	1	1	-	
	78%	76%	100%	100%	65%	100%	-	-	100%	70%	58%	100%	100%	100%	-	-	100%	100%	100%	100%	46%	-	
NET: 1-3	*	*	-	-	*	-	-	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	
	3%	4%	-	-	5%	-	-	-	11%	-	-	-	-	-	-	21%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 713  
**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Mixer**  
**Base: All who visited/ used sites/ apps**

	Working Status						Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	-**	-**	-**	1**	1**	-**	-**	-**	10**	-**	-**	6**	3**	-**	-**	9**	2**	-**	2**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	
	13%	19%	-	-	-	-	-	-	-	-	-	-	14%	-	-	22%	-	-	-	-	71%	-	71%	-	-	-	
8	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-		
	6%	9%	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	25%	-	-	7%	-	-	-	-	-		
7	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-		
	13%	-	-	-	100%	-	-	-	-	-	-	-	14%	-	-	-	51%	-	-	15%	-	-	-	-	-		
6	2	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-		
	17%	26%	-	-	-	-	-	-	-	-	-	-	18%	-	-	-	-	-	-	21%	-	-	-	-	-		
5	2	1	1	-	-	-	-	1	1	-	-	-	1	-	-	2	-	-	-	2	-	-	-	-	-		
	17%	16%	42%	-	-	-	-	100%	100%	-	-	-	11%	-	-	30%	-	-	-	21%	-	-	-	-	-		
4	3	2	1	1	-	-	-	-	-	-	-	-	3	-	-	3	1	-	-	3	1	-	1	-	-		
	30%	29%	36%	100%	-	-	-	-	-	-	-	-	33%	-	-	42%	24%	-	-	31%	29%	-	29%	-	-		
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1 - not very protected	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-		
	3%	-	21%	-	-	-	-	-	-	-	-	-	4%	-	-	6%	-	-	-	4%	-	-	-	-	-		
Mean	5.68	6.02	3.78	4.00	7.00	-	-	-	5.00	5.00	-	-	5.73	-	-	5.22	6.53	-	-	5.27	7.55	-	7.55	-	-		
Standard deviation	2.01	2.00	-	-	-	-	-	-	-	-	-	-	2.08	-	-	2.40	1.86	-	-	1.65	-	-	-	-	-		
Standard error	0.64	0.89	-	-	-	-	-	-	-	-	-	-	0.69	-	-	0.98	1.07	-	-	0.58	-	-	-	-			
NET: 8-10	2	2	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	1	1	-	1	-	-		
	19%	29%	-	-	-	-	-	-	-	-	-	-	20%	-	-	22%	25%	-	-	7%	71%	-	71%	-			
NET: 4-7	9	5	1	1	1	-	-	1	1	-	-	-	8	-	-	5	2	-	-	8	1	-	1	-			
	78%	71%	79%	100%	100%	-	-	100%	100%	-	-	-	76%	-	-	72%	75%	-	-	88%	29%	-	29%	-			
NET: 1-3	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-			
	3%	-	21%	-	-	-	-	-	-	-	-	-	4%	-	-	6%	-	-	-	4%	-	-	-	-			

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 714

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more (s)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)					
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-	-	-		
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	1**	-**	-**		
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
9	1	-	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-		
	13%	-	35%	35%	65%	43%	100%	-	26%	-	-	-	100%	-	-	-	-	-	-	-	-	-		
8	1	-	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-		
	6%	-	17%	17%	-	21%	-	-	13%	-	-	-	-	-	-	-	24%	-	-	-	-	-		
7	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-		
	13%	20%	-	-	-	-	-	-	-	25%	-	-	-	25%	-	-	42%	-	-	-	-	-		
6	2	2	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-		
	17%	27%	-	-	-	-	-	-	-	33%	-	-	-	33%	-	-	-	-	-	-	-	-		
5	2	-	2	2	1	1	-	1	-	1	1	-	-	-	-	2	-	-	-	-	-	-		
	17%	-	48%	48%	35%	36%	-	100%	-	22%	13%	-	-	-	-	58%	-	-	-	-	-	-		
4	3	3	-	-	-	-	-	-	-	2	1	-	-	1	-	1	2	-	1	-	-	-		
	30%	48%	-	-	-	-	-	-	-	39%	22%	-	-	22%	-	63%	-	76%	-	100%	-	-		
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1 - not very protected	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-		
	3%	5%	-	-	-	-	-	-	-	7%	-	-	-	7%	-	37%	-	-	-	-	-	-		
Mean	5.68	4.97	6.91	6.91	7.61	7.35	9.00	5.00	-	6.03	5.34	-	9.00	2.89	5.84	4.97	-	4.00	-	-	-	-		
Standard deviation	2.01	1.68	2.15	2.15	2.60	2.17	-	-	-	2.39	1.75	-	-	-	1.18	2.14	-	-	-	-	-	-		
Standard error	0.64	0.69	1.08	1.08	1.84	1.25	-	-	-	1.20	0.71	-	-	-	0.68	1.51	-	-	-	-	-	-		
NET: 8-10	2	-	2	2	1	2	1	-	2	-	-	-	1	-	-	1	-	-	-	-	-	-		
	19%	-	52%	52%	65%	64%	100%	-	39%	-	-	-	100%	-	-	24%	-	-	-	-	-	-		
NET: 4-7	9	7	2	2	1	1	-	1	-	3	5	-	-	1	3	2	-	1	-	-	-	-		
	78%	95%	48%	48%	35%	36%	-	100%	-	61%	93%	-	-	63%	100%	76%	-	100%	-	-	-	-		
NET: 1-3	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-		
	3%	5%	-	-	-	-	-	-	-	7%	-	-	-	7%	-	37%	-	-	-	-	-	-		

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 715

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1 13%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	-	-	-	-	-	-	-
8	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-
7	1 13%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 74%	-	-	-	-	-	-
5	2 17%	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
4	3 30%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	1 26%	-	-	-	-	2 100%	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	* 3%	-	-	-	-	-	-	-	-	-	* 21%	-	-	-	-	-	-	-	-	-	-
Mean	5.68	7.00	-	-	5.00	-	-	-	-	5.00	7.28	-	-	4.00	5.49	8.00	-	-	4.00	-	
Standard deviation	2.01	-	-	-	-	-	-	-	-	-	-	-	-	-	1.12	-	-	-	0.00	-	
Standard error	0.64	-	-	-	-	-	-	-	-	-	-	-	-	0.79	-	-	-	-	0.00	-	
NET: 8-10	2 19%	-	-	-	-	-	-	-	-	1 79%	-	-	-	-	-	1 100%	-	-	-	-	-
NET: 4-7	9 78%	1 100%	-	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	3 100%	-	-	-	2 100%	-
NET: 1-3	* 3%	-	-	-	-	-	-	-	-	-	* 21%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 716

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	**	2**	**	2**	2**	**	**	**	2**	**	1**	2**	1**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	23%	33%	-	-	100%	-	-	-	-	61%	-	-	-	-	68%	-	-	-	-	-	-
7	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	14%	21%	-	-	58%	-	-	-	-	39%	-	-	-	-	-	-	-	58%	-	39%	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	2	1	1	-	1	1	-	2	-	-	-	-	-	-	-	-	1	1	-	-	-
	33%	32%	35%	-	42%	100%	-	100%	-	-	-	-	-	-	-	-	100%	42%	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	2	1	1	2	-	-	-	-	-	-	2	-	-	-	1	-	-	-	1	-	-
	30%	15%	65%	100%	-	-	-	-	-	-	100%	-	-	-	32%	-	-	-	100%	-	-
Mean	4.77	5.79	2.40	1.00	8.00	6.15	5.00	-	5.00	-	7.61	1.00	-	-	5.79	-	5.00	6.15	1.00	-	-
Standard deviation	2.97	2.68	-	-	-	-	-	-	*	-	0.65	-	-	-	4.53	-	-	-	-	-	-
Standard error	1.21	1.34	-	-	-	-	-	-	*	-	0.46	-	-	-	3.21	-	-	-	-	-	-
NET: 8-10	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	23%	33%	-	-	100%	-	-	-	-	61%	-	-	-	-	68%	-	-	-	-	-	-
NET: 4-7	3	2	1	-	2	1	-	2	-	1	-	-	-	-	-	-	1	2	-	-	-
	47%	52%	35%	-	100%	100%	-	100%	-	39%	-	-	-	-	-	-	100%	100%	-	-	-
NET: 1-3	2	1	1	2	-	-	-	-	-	-	2	-	-	-	1	-	-	-	1	-	-
	30%	15%	65%	100%	-	-	-	-	-	-	100%	-	-	-	32%	-	-	-	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 717

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	6	3	2	1	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-	-
Weighted base	6*	4**	1**	1*	..	..	..	1**	..	1**	..	..	5**	..	..	6**	1**	..	..	4**	3**	1**	1**	..	..	..	..
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-
	23%	38%	-	-	-	-	-	-	-	-	-	-	27%	-	-	25%	-	-	-	54%	-	100%	-	-	-	-	-
7	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	14%	24%	-	-	-	-	-	100%	-	100%	-	-	-	-	-	16%	-	-	-	25%	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	2	1	1	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	2	-	-	-	-	-	-	-
	33%	37%	50%	-	-	-	-	-	-	-	-	-	38%	-	-	25%	100%	-	-	57%	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	2	-	1	1	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	1	1	1	-	-	-	-	-
	30%	-	50%	100%	-	-	-	-	-	-	-	-	35%	-	-	34%	-	-	-	18%	46%	100%	-	-	-	-	-
Mean	4.77	6.64	3.01	1.00	-	-	-	7.00	-	7.00	-	-	4.39	-	-	4.74	5.00	-	-	4.77	4.76	1.00	8.00	-	-	-	-
Standard deviation	2.97	1.55	-	-	-	-	-	-	-	-	-	-	3.07	-	-	3.17	-	-	-	2.32	4.43	-	-	-	-	-	-
Standard error	1.21	0.89	-	-	-	-	-	-	-	-	-	-	1.37	-	-	1.42	-	-	-	1.16	3.14	-	-	-	-	-	-
NET: 8-10	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-
	23%	38%	-	-	-	-	-	-	-	-	-	-	27%	-	-	25%	-	-	-	54%	-	100%	-	-	-	-	-
NET: 4-7	3	2	1	-	-	-	-	1	-	1	-	-	2	-	-	2	1	-	-	3	-	-	-	-	-	-	-
	47%	62%	50%	-	-	-	-	100%	-	100%	-	-	38%	-	-	41%	100%	-	-	82%	-	-	-	-	-	-	-
NET: 1-3	2	-	1	1	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	1	1	1	-	-	-	-	-
	30%	-	50%	100%	-	-	-	-	-	-	-	-	35%	-	-	34%	-	-	-	18%	46%	100%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 718  
**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Yubo**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	6	3	3	3	3	1	2	1	1	4	2	-	2	2	2	-	-	-	-	-		
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**		
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
8	1	-	1	1	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-		
	23%	-	38%	38%	38%	100%	61%	-	34%	-	-	54%	-	-	-	-	-	-	-	-		
7	1	-	1	1	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-		
	14%	-	24%	24%	24%	-	39%	-	21%	-	-	-	-	39%	-	-	-	-	-	-		
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
5	2	1	1	1	1	-	-	1	1	-	2	-	-	1	1	-	-	-	-	-		
	33%	26%	37%	37%	37%	-	-	100%	100%	-	100%	-	-	50%	61%	-	-	-	-	-		
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
1 - not very protected	2	2	-	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-		
	30%	74%	-	-	-	-	-	-	45%	-	-	46%	50%	-	-	-	-	-	-	-		
Mean	4.77	2.04	6.64	6.64	6.64	8.00	7.61	5.00	5.00	4.65	5.00	-	4.76	3.01	5.79	-	-	-	-	-		
Standard deviation	2.97	2.26	1.55	1.55	1.55	-	0.65	-	3.79	*	-	4.43	-	1.31	-	-	-	-	-	-		
Standard error	1.21	1.30	0.89	0.89	0.89	-	0.46	-	1.90	*	-	3.14	-	0.92	-	-	-	-	-	-		
NET: 8-10	1	-	1	1	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-		
	23%	-	38%	38%	38%	100%	61%	-	34%	-	-	54%	-	-	-	-	-	-	-	-		
NET: 4-7	3	1	2	2	2	-	1	1	1	2	-	-	1	2	-	-	-	-	-	-		
	47%	26%	62%	62%	62%	-	39%	100%	100%	21%	100%	-	-	50%	100%	-	-	-	-	-		
NET: 1-3	2	2	-	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-		
	30%	74%	-	-	-	-	-	-	45%	-	-	46%	50%	-	-	-	-	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 719

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-
Weighted base	6*	**	**	**	**	**	**	**	**	**	2**	1**	**	**	**	3**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 23%	-	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	-	-	-	-	-	-
7	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	2 33%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	1 24%	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	2 30%	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	1 44%	-	-	-	-	-	-
Mean	4.77	-	-	-	-	-	-	-	-	5.79	5.00	-	-	-	3.88	-	-	-	-	-	-
Standard deviation	2.97	-	-	-	-	-	-	-	-	4.53	-	-	-	-	3.33	-	-	-	-	-	-
Standard error	1.21	-	-	-	-	-	-	-	-	3.21	-	-	-	-	1.92	-	-	-	-	-	-
NET: 8-10	1 23%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3 47%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	2 56%	-	-	-	-	-	-
NET: 1-3	2 30%	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	1 44%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 720

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	**	1**	4**	1**	2**	2**	**	6**	4**	3**	***
10 - extremely protected	4	4	-	-	-	-	-	2	2	2	2	-	2	-	-	-	1	-	-	-	-	-	-	1	-
	15%	27%	-	-	-	-	-	18%	16%	24%	17%	-	84%	-	-	-	51%	-	-	-	-	-	-	30%	-
9	2	1	1	-	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	2	-	-	-	-
	6%	6%	7%	-	-	-	-	7%	8%	-	6%	20%	-	-	-	-	-	-	-	-	30%	-	-	-	-
8	4	-	4	-	-	-	-	4	-	1	3	-	-	-	-	-	-	1	-	-	2	-	1	*	
	16%	-	35%	-	-	-	-	34%	-	20%	21%	-	-	-	-	-	-	53%	-	-	37%	-	24%	100%	
7	1	1	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	5%	9%	-	-	-	-	-	13%	19%	-	-	-	-	-	-	33%	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3	3	1	-	-	-	-	3	1	1	-	3	-	-	-	3	-	-	-	-	-	1	-	-	-
	13%	18%	6%	-	-	-	-	22%	6%	10%	-	64%	-	-	-	67%	-	-	-	-	-	16%	-	-	-
4	2	2	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	6%	11%	-	-	-	-	-	15%	-	12%	-	-	-	-	-	-	-	-	-	-	-	37%	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	4	2	3	*	*	-	-	1	2	1	1	-	2	*	-	-	-	-	-	2	-	1	1	-	-
	16%	11%	23%	100%	100%	-	-	9%	22%	17%	11%	-	63%	16%	-	-	-	-	68%	-	20%	29%	-	-	-
Don't know	6	3	4	-	-	-	3	1	2	1	4	1	1	-	1	-	1	1	1	-	1	1	1	-	-
	24%	19%	30%	-	-	-	100%	11%	19%	10%	31%	16%	37%	-	100%	-	49%	47%	32%	-	13%	17%	46%	-	
Mean	6.11	6.47	5.58	1.00	1.00	-	-	7.04	5.39	6.63	6.71	5.94	1.00	8.55	-	-	5.67	10.00	8.00	1.00	-	6.71	3.14	9.11	8.00
Standard deviation	3.32	3.28	3.51	-	-	-	-	2.80	3.63	3.42	3.44	2.00	-	4.09	-	-	1.09	-	-	-	-	3.57	1.91	-	-
Standard error	0.76	1.04	1.17	-	-	-	-	0.93	1.28	1.29	1.22	1.42	-	2.36	-	-	0.77	-	-	-	-	1.78	1.10	-	-
NET: 8-10	10	5	5	-	-	-	-	7	3	3	6	1	-	2	-	-	1	1	-	-	4	-	2	*	
	36%	32%	42%	-	-	-	-	58%	24%	44%	45%	20%	-	84%	-	-	51%	53%	-	-	67%	-	54%	100%	
NET: 4-7	6	6	1	-	-	-	-	3	4	2	2	3	-	-	-	4	-	-	-	-	-	2	-	-	-
	24%	38%	6%	-	-	-	-	22%	34%	28%	12%	64%	-	-	-	100%	-	-	-	-	-	53%	-	-	-
NET: 1-3	4	2	3	*	*	-	-	1	2	1	1	-	2	*	-	-	-	-	2	-	1	1	-	-	
	16%	11%	23%	100%	100%	-	-	9%	22%	17%	11%	-	63%	16%	-	-	-	-	68%	-	20%	29%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 721  
**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**  
**Other**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Priv-ate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ical condit ion (j)	Yes - disabi-lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)	
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-	-
Weighted base	27*	7**	8**	**	..**	1**	10**	..**	8**	***	6**	2**	..**	19**	..**	..**	10**	15**	2**	..**	24**	3**	1**	..**	2**	..**	..**	
10 - extremely protected	4	-	1	-	-	3	-	1	-	1	-	-	3	-	-	2	2	-	-	4	-	-	-	-	-	-	-	
15%	-	-	9%	-	-	32%	-	9%	-	12%	-	-	17%	-	-	16%	16%	-	-	16%	-	-	-	-	-	-	-	
9	2	1	-	-	-	1	-	-	-	-	-	-	2	-	-	-	2	-	-	1	1	1	-	-	-	-	-	
6%	11%	-	-	-	-	8%	-	-	-	-	-	-	9%	-	-	-	11%	-	-	3%	29%	100%	-	-	-	-	-	
8	4	3	*	-	-	1	-	-	-	-	-	-	4	-	-	1	3	-	-	2	2	-	-	2	-	-	-	
16%	37%	5%	-	-	-	10%	-	-	-	-	-	-	22%	-	-	15%	18%	-	-	9%	71%	-	-	100%	-	-	-	
7	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
5%	-	-	-	-	-	13%	-	-	-	-	-	-	7%	-	-	-	-	59%	-	6%	-	-	-	-	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	3	3	-	-	-	1	-	3	-	3	-	-	1	-	-	3	1	-	-	3	-	-	-	-	-	-	-	
13%	36%	-	-	-	-	7%	-	35%	-	47%	-	-	4%	-	-	27%	5%	-	-	14%	-	-	-	-	-	-	-	
4	2	-	-	-	-	2	-	2	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	
6%	-	-	-	-	-	16%	-	21%	-	28%	-	-	-	-	-	-	11%	-	-	7%	-	-	-	-	-	-	-	
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	4	1	2	*	-	1	-	*	*	-	-	-	4	-	-	2	3	-	-	4	-	-	-	-	-	-	-	
16%	15%	22%	100%	-	100%	-	-	5%	100%	-	-	-	21%	-	-	15%	19%	-	-	18%	-	-	-	-	-	-	-	
Don't know	6	-	5	-	-	1	-	2	-	1	2	-	4	-	-	3	3	1	-	6	-	-	-	-	-	-	-	
24%	-	64%	-	-	-	14%	-	30%	-	13%	100%	-	21%	-	-	27%	19%	41%	-	27%	-	-	-	-	-	-	-	
Mean	6.11	5.94	4.19	1.00	-	1.00	7.72	-	5.08	1.00	5.37	-	6.47	-	-	5.84	6.16	7.00	-	5.75	8.29	9.00	-	8.00	-	-	-	
Standard deviation	3.32	2.78	5.09	-	-	2.44	-	2.38	-	2.14	-	-	3.59	-	-	3.38	3.61	-	-	3.45	0.56	-	-	0.00	-	-		
Standard error	0.76	1.24	2.54	-	-	0.86	-	1.19	-	1.24	-	-	0.93	-	-	1.28	1.09	-	-	0.84	0.40	-	-	0.00	-	-		
NET: 8-10	10	4	1	-	-	5	-	1	-	1	-	-	9	-	-	3	7	-	-	7	3	1	-	2	-	-	-	
36%	48%	14%	-	-	-	51%	-	9%	-	12%	-	-	47%	-	-	30%	46%	-	-	29%	100%	100%	-	100%	-	-		
NET: 4-7	6	3	-	-	-	4	-	4	-	4	-	-	2	-	-	3	2	1	-	6	-	-	-	-	-	-		
24%	36%	-	-	-	-	36%	-	56%	-	75%	-	-	11%	-	-	27%	16%	59%	-	26%	-	-	-	-	-	-		
NET: 1-3	4	1	2	*	-	1	-	*	*	-	-	-	4	-	-	2	3	-	-	4	-	-	-	-	-	-		
16%	15%	22%	100%	-	100%	-	-	5%	100%	-	-	-	21%	-	-	15%	19%	-	-	18%	-	-	-	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 722

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child-ren aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-
Weighted base	27*	25**	2**	-*	2**	-**	-**	-**	2**	2**	25**	-**	4**	2**	10**	4**	3**	2**	-**	-**
10 - extremely protected	4	4	-	-	-	-	-	-	-	-	4	-	1	2	1	1	-	-	-	-
	15%	16%	-	-	-	-	-	-	-	-	16%	-	17%	65%	9%	23%	-	-	-	-
9	2	2	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-
	6%	7%	-	-	-	-	-	-	-	-	7%	-	-	35%	8%	-	-	-	-	-
8	4	4	1	-	1	-	-	-	1	2	2	-	-	2	2	-	-	2	-	-
	16%	14%	42%	-	42%	-	-	-	42%	100%	9%	-	-	22%	-	-	-	100%	-	-
7	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	5%	5%	-	-	-	-	-	-	-	-	5%	-	-	14%	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3	3	-	-	-	-	-	-	-	-	3	-	-	1	-	3	-	-	-	-
	13%	13%	-	-	-	-	-	-	-	-	14%	-	-	7%	-	100%	-	-	-	-
4	2	2	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-
	6%	6%	-	-	-	-	-	-	-	-	6%	-	-	-	43%	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	4	4	-	-	-	-	-	-	-	-	4	-	2	-	2	1	-	-	-	-
	16%	17%	-	-	-	-	-	-	-	-	17%	-	36%	-	16%	34%	-	-	-	-
Don't know	6	6	1	-	1	-	-	-	1	-	6	-	2	-	2	-	-	-	-	-
	24%	22%	58%	-	58%	-	-	-	58%	-	26%	-	48%	-	25%	-	-	-	-	-
Mean	6.11	6.04	8.00	-	8.00	-	-	-	8.00	8.00	5.89	-	3.85	9.65	6.37	4.37	5.00	8.00	-	-
Standard deviation	3.32	3.36	-	-	-	-	-	-	0.00	3.44	-	5.67	0.62	3.31	3.91	*	0.00	-	-	-
Standard error	0.76	0.79	-	-	-	-	-	-	0.00	0.81	-	3.27	0.44	1.10	2.26	*	0.00	-	-	-
NET: 8-10	10	9	1	-	1	-	-	-	1	2	8	-	1	2	4	1	-	2	-	-
	36%	36%	42%	-	42%	-	-	-	42%	100%	31%	-	17%	100%	38%	23%	-	100%	-	-
NET: 4-7	6	6	-	-	-	-	-	-	-	-	6	-	-	2	2	3	-	-	-	-
	24%	25%	-	-	-	-	-	-	-	-	25%	-	-	21%	43%	100%	-	-	-	-
NET: 1-3	4	4	-	-	-	-	-	-	-	-	4	-	2	2	1	-	-	-	-	-
	16%	17%	-	-	-	-	-	-	-	-	17%	-	36%	-	16%	34%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 723

**Q.13 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate videos on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	**	**	3**
10 - extremely protected	4	2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	15%	100%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	55%	-	-	-	-	-
9	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	-	-	-	-	-	-	-
8	4	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	-	1	-	-	-	-
	16%	-	-	-	-	-	-	-	53%	-	-	-	-	-	24%	-	-	100%	-	-	100%	-
7	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	13%	-	-	-	67%	-	-	-	-	-	-	-	-	-	-	-	45%	-	-	-	-	-
4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	4	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-
	16%	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	100%	-	54%
Don't know	6	-	-	-	-	-	-	1	1	1	-	-	1	-	1	-	1	-	-	-	-	1
	24%	-	-	-	-	-	-	100%	47%	100%	-	-	100%	-	9%	-	100%	-	-	-	-	46%
Mean	6.11	10.00	-	-	5.67	-	-	10.00	-	8.00	-	-	-	-	5.22	7.75	-	8.00	1.00	8.00	1.00	-
Standard deviation	3.32	*	-	-	1.09	-	-	-	-	-	-	-	-	-	3.55	-	-	-	-	-	-	-
Standard error	0.76	*	-	-	0.77	-	-	-	-	-	-	-	-	-	1.45	-	-	-	-	-	-	-
NET: 8-10	10	2	-	-	-	-	1	-	1	-	-	-	-	-	4	1	-	1	-	-	-	-
	36%	100%	-	-	-	-	100%	-	53%	-	-	-	-	-	44%	55%	-	100%	-	-	100%	-
NET: 4-7	6	-	-	-	4	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-
	24%	-	-	-	100%	-	-	-	-	-	-	-	-	-	19%	45%	-	-	-	-	-	-
NET: 1-3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-
	16%	-	-	-	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	100%	-	54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 724

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Summary**

**Base: All who visited/ used sites/ apps**

	Sites/ apps																		
	YouTube	YouTube Kids	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	DailyMotion	Reddit	Mixer	Yubo	Other
Unweighted base	1602	111	5	1416	727	333	144	651	76	339	90	35	9	19	101	189	10	6	26
Weighted base	1593	113	5	1420	748	361	162	634	70	330	86	33	11	23	100	196	11	6	27
10 - extremely protected	30 2%	16 14%	-	24 2%	13 2%	6 2%	3 2%	7 1%	3 5%	9 3%	-	-	-	-	2 2%	7 4%	1 13%	-	3 9%
9	29 2%	10 9%	-	26 2%	27 4%	7 2%	5 3%	15 2%	4 6%	8 2%	3 3%	-	-	3 12%	7 7%	7 3%	1 6%	-	-
8	85 5%	23 20%	-	60 4%	35 5%	19 5%	8 5%	23 4%	2 2%	29 9%	2 3%	-	-	4 16%	5 5%	4 2%	-	2 37%	1 3%
7	113 7%	16 14%	1 13%	76 5%	53 7%	34 9%	16 10%	38 6%	10 14%	16 5%	4 5%	2 6%	1 10%	-	6 6%	11 5%	-	-	-
6	112 7%	7 6%	1 18%	85 6%	63 8%	18 5%	18 11%	42 7%	11 16%	16 5%	9 11%	4 12%	1 13%	1 5%	4 4%	14 7%	5 48%	-	5 20%
5	173 11%	11 9%	3 47%	179 13%	75 10%	44 12%	22 13%	64 10%	8 12%	29 9%	7 8%	4 13%	-	-	12 12%	16 8%	2 17%	1 22%	4 14%
4	97 6%	7 6%	1 12%	117 8%	54 7%	32 9%	7 5%	32 5%	4 6%	14 4%	3 4%	1 2%	-	1 3%	4 4%	11 6%	1 6%	1 11%	-
3	177 11%	4 3%	-	158 11%	74 10%	33 9%	20 12%	72 11%	4 5%	24 7%	6 7%	4 12%	2 17%	-	5 5%	17 9%	-	-	2 6%
2	186 12%	6 5%	-	170 12%	87 12%	41 11%	17 11%	74 12%	2 2%	23 7%	10 12%	6 18%	1 13%	4 17%	9 9%	27 14%	1 7%	-	1 3%
1 - not very protected	314 20%	3 2%	-	316 22%	148 20%	88 24%	31 19%	142 22%	10 15%	48 15%	7 8%	4 11%	3 26%	1 5%	14 14%	45 23%	* 3%	1 10%	5 20%
Don't know	277 17%	11 10%	1 10%	210 15%	120 16%	38 11%	14 9%	126 20%	12 17%	113 34%	34 40%	8 25%	2 21%	10 42%	33 33%	38 19%	-	1 20%	7 26%
Mean	3.93	6.81	5.36	3.71	4.03	3.84	4.24	3.66	5.20	4.48	4.24	3.67	3.17	5.48	4.59	3.76	5.96	5.73	4.68
Standard deviation	2.55	2.46	0.99	2.45	2.60	2.55	2.56	2.50	2.67	2.82	2.39	2.03	2.37	3.25	2.87	2.73	2.34	2.70	2.99
Standard error	0.07	0.24	0.49	0.07	0.11	0.15	0.22	0.11	0.34	0.19	0.33	0.40	0.90	0.94	0.36	0.22	0.74	1.21	0.71
NET: 8-10	144 9%	48 43%	-	110 8%	74 10%	32 9%	16 10%	45 7%	9 13%	46 14%	5 6%	-	-	7 28%	14 14%	18 9%	2 19%	2 37%	3 12%
NET: 4-7	496 31%	41 36%	5 90%	456 32%	244 33%	129 36%	63 39%	176 28%	33 48%	76 23%	24 27%	11 34%	3 23%	2 8%	25 25%	52 27%	8 71%	2 33%	9 34%
NET: 1-3	676 42%	12 11%	-	644 45%	309 41%	162 45%	68 42%	287 45%	15 22%	95 29%	23 27%	14 41%	6 56%	5 22%	28 28%	89 45%	1 10%	1 10%	8 28%



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 725

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
10 - extremely protected	30 2%	22 3%b	8 1%	6 3%h	5 2%	11 4%h	4 1%	*	4 1%	9 2%	6 2%	7 2%	9 2%	3 2%	-	6 4%	-	2 1%	1 1%	3 3%	3 2%	5 2%	4 2%	3 2%	-
9	29 2%	21 3%b	8 1%	1 1%	12 4%h	4 1%	6 2%	1 1%	4 1%	8 2%	8 1%	4 2%	9 2%	3 2%	-	2 1%	1 1%	2 2%	1 *	1 2%	5 4%	9 4%	2 1%	2 1%	1 1%
8	85 5%	52 7%	33 4%	17 9%hi	20 7%h	16 6%	18 6%	5 2%	9 3%	28 6%	21 5%	11 4%	25 7%	7 5%	2 4%	7 5%	6 5%	14 10%vx	7 6%	7 9%	8 6%	8 4%	10 5%	4 3%	4 7%
7	113 7%	62 8%	52 6%	17 9%i	31 10%i	30 11%hi	20 7%i	11 5%i	5 2%	23 5%	29 7%	36 12%jk	26 7%	11 8%	8 11%p	4 2%	8 6%	15 10%p	5 5%	4 6%	9 7%	26 12%pw	10 4%	11 8%p	3 6%
6	112 7%	61 8%	51 6%	21 11%hi	30 10%hi	22 8%i	21 7%i	10 5%	8 3%	30 7%	27 6%	35 11%km	21 6%	6 4%	4 6%	12 7%	11 9%	18 12%nw	8 7%	5 6%	8 7%	16 7%	12 5%	11 8%	2 3%
5	173 11%	99 12%	74 9%	19 10%	30 10%	33 12%	36 12%	27 12%	28 9%	37 8%	60 13%j	30 10%	47 12%	25 19%puv	8 11%	14 9%	24 20%prs	15 10%	10 9%	8 11%	8 7%	16 7%	19 9%	15 11%	10 19%uv
4	97 6%	50 6%	47 6%	11 6%	19 6%	23 8%	12 4%	10 4%	22 7%	33 7%	31 7%	11 4%	22 6%	6 5%	7 10%	15 9%	8 7%	5 4%	11 9%	2 3%	9 7%	11 5%	14 6%	5 4%	4 7%
3	177 11%	80 10%	97 12%	23 12%	40 13%	23 8%	40 13%	21 10%	29 10%	53 12%	53 12%	28 9%	43 11%	17 13%	7 11%	16 10%	12 10%	19 13%	10 9%	6 7%	10 8%	30 13%	27 12%	18 14%	5 8%
2	186 12%	86 11%	100 12%	13 7%	34 12%	31 11%	35 12%	31 14% <sup>d</sup>	42 13%	59 14% <sup>d</sup>	54 13%	29 10%	45 12%	16 12%	7 10%	18 11%	12 10%	15 10%	19 17%	7 9%	16 12%	25 11%	25 11%	19 14%	6 11%
1 - not very protected	314 20%	123 15%	191 24% <sup>a</sup>	39 21%	46 16%	49 18%	60 20%	49 22%	70 23% <sup>e</sup>	74 17%	95 21%	68 23%	76 20%	24 18%	17 25% <sup>s</sup>	40 24% <sup>rsv</sup>	23 19%	20 14%	13 12%	18 23% <sup>s</sup>	30 23% <sup>s</sup>	33 15%	53 24% <sup>rsv</sup>	27 20%	15 27% <sup>rsv</sup>
Don't know	277 17%	139 17%	138 17%	24 12%	30 10%	39 14%	50 17% <sup>e</sup>	54 24% <sup>def</sup>	81 27% <sup>def</sup>	94 21%	74 16%	43 14%	65 17%	16 12%	7 11%	28 18%	18 15%	21 14%	28 25% <sup>nor</sup>	16 21%	23 18%	45 20%	46 21%	22 16%	5 10%
Mean	3.93	4.36b	3.52	4.34hi	4.40hi	4.35hi	3.90hi	3.27	3.15	3.93	3.78	4.07	4.02	4.04	3.61	3.66	3.92	4.53op	3.91	4.13	3.97	4.31w	3.52	3.73	3.64
Standard deviation	2.55	2.62	2.41	2.68	2.59	2.66	2.52	2.18	2.29	2.54	2.44	2.61	2.63	2.49	2.30	2.61	2.24	2.55	2.35	2.89	2.81	2.66	2.50	2.47	2.44
Standard error	0.07	0.10	0.09	0.20	0.17	0.17	0.16	0.16	0.15	0.13	0.12	0.19	0.14	0.25	0.30	0.23	0.21	0.22	0.24	0.35	0.27	0.20	0.19	0.24	0.34
NET: 8-10	144 9%	95 12% <sup>b</sup>	49 6%	25 13%hi	37 12%hi	31 11%hi	28 9%h	7 3%	17 6%	44 10%	35 8%	21 7%	43 11%	12 9%	2 4%	15 9%	7 6%	9 13%	11 8%	11 14% <sup>o</sup>	16 13%	22 10%	17 7%	8 6%	5 9%
NET: 4-7	496 31%	273 34% <sup>b</sup>	224 28%	68 35%i	110 37%hi	109 39%gh	89 29%i	58 26%	62 21%	123 27%	146 32%	111 37% <sup>j</sup>	116 30%	48 36%	26 39% <sup>w</sup>	45 28%	51 41% <sup>ptu</sup>	53 36% <sup>w</sup>	33 30%	20 25%	34 27%	70 31%	55 25%	41 30%	19 35%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 725

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
NET: 1-3	676	289	388	76	120	103	134	101	141	186	202	125	164	58	31	73	48	54	41	31	55	89	104	65	26
	42%	36%	49% <sup>a</sup>	40%	41%	37%	45%	46% <sup>f</sup>	47% <sup>f</sup>	42%	44%	42%	42%	43%	47%	45%	39%	37%	37%	40%	43%	39%	47%	48%	47%

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**



## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 726  
**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**  
**YouTube**

Base: All who visited/ used sites/ apps

	Working Status									Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher uni-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
10 - extremely protected	30 2%	18 2%	4 2%	3 2%	2 3%	1 1%	1 1%	1 1%	5 2%	2 1%	3 1%	2 1%	-	24 2%	-	-	15 2%	14 3%	2 1%	-	24 2%	5 3%	3 9%t	2 2%	1 2%	-	-
9	29 2%	16 2%	3 1%	3 2%	-	2 3%	2 1%	3 3%	5 2%	2 1%	3 1%	2 1%	*	24 15%	-	17 2%	4 1%	4 2%	1 2%	18 2%	9 6%t	4 11%t	5 6%t	-	-	1 11%	
8	85 5%	50 7%f	10 5%	7 5%	3 4%	2 3%	7 3%	3 7%	17 5%	8 5%	9 4%	7 7%	1 9%	67 5%	1 13%	3 32%	50 6%q	15 3%	11 6%	3 9%	76 5%	8 6%	3 10%	4 6%	-	-	1 17%
7	113 7%	65 9%f	14 7%f	11 8%	8 10%f	2 3%	4 2%	10 11%f	15 4%	9 6%	11 6%	4 5%	2 12%	98 8%h	3 34%	-	73 9%q	24 5%	10 5%	4 10%	94 7%	19 13%t	4 11%	15 20%t	-	-	1 14%
6	112 7%	65 9%bf	8 4%	10 7%	8 11%bf	4 6%	8 3%	10 10%bf	21 6%	14 9%	12 6%	4 4%	1 5%	90 7%	1 9%	1 17%	68 8%	31 6%	10 5%	2 5%	90 6%	21 14%t	3 8%	12 15%t	1 4%	4 40%	2 34%
5	173 11%	92 12%	27 13%	14 10%	8 11%	3 6%	22 9%	6 6%	37 11%	19 12%	24 12%	6 6%	1 4%	132 11%	1 14%	3 31%	101 12%	41 8%	23 12%	4 11%	160 11%	14 9%	2 6%	4 6%	7 28%	-	-
4	97 6%	51 7%	12 6%	8 6%	3 4%	4 6%	14 5%	5 5%	21 6%	10 7%	11 5%	9 9%	-	74 6%	1 15%	-	51 6%	34 7%	9 5%	1 2%	90 6%	7 5%	-	4 6%	3 10%	-	-
3	177 11%	94 12%	24 12%	15 11%	6 8%	10 17%f	19 8%	7 7%	34 10%j	14 9%	14 7%	11 11%	1 10%	141 12%	-	1 8%	88 10%	68 14%r	12 7%	7 16%	160 11%	16 10%	4 11%	8 10%	3 11%	1 15%	-
2	186 12%	77 10%	32 15%a	15 11%	8 11%	7 12%	37 14%	10 10%	45 14%	25 16%	32 16%t	16 11%	2 11%	131 11%	-	-	78 9%	72 15%p	32 18%p	3 6%	168 12%	15 10%	5 14%	7 10%	3 12%	-	-
1 - not very protected	314 20%	124 16%	48 23%a	32 23%	15 20%	14 23%	57 22%	23 23%	64 19%	27 17%	39 19%	22 23%	2 14%	243 20%	-	1 12%	164 19%	102 21%	34 19%	12 30%	297 21%uw	15 10%	6 16%	6 8%	2 7%	2 16%	-
Don't know	277 17%	104 14%	24 11%	23 16%	12 17%	13 21%	84 33%abd	16 16%	64 20%	27 17%	45 22%	15 15%	4 32%	202 16%	-	-	144 17%	88 18%	36 20%	3 8%	252 18%v	20 13%v	1 3%	9 26%	7 29%	3 25%	1 25%
Mean	3.93	4.28be	3.63f	3.86	4.15f	3.32	3.03	4.10f	3.73	3.86	3.69	3.64	4.43	4.00	6.61	5.52	4.13q	3.55	3.75	3.73	3.80	5.03t	5.23	5.21t	3.93	4.26	7.05
Standard deviation	2.55	2.56	2.48	2.63	2.64	2.40	2.19	2.71	2.46	2.44	2.48	2.60	2.93	2.57	1.71	2.38	2.57	2.45	2.52	2.63	2.50	2.65	3.23	2.53	1.88	2.28	1.31
Standard error	0.07	0.11	0.15	0.22	0.31	0.34	0.16	0.28	0.14	0.19	0.18	0.25	0.88	0.08	0.57	0.84	0.10	0.12	0.21	0.40	0.07	0.23	0.54	0.30	0.41	1.02	0.59
NET: 8-10	144 9%	84 11%f	17 8%	13 9%	6 8%	4 7%	10 4%	10 11%f	27 8%	12 8%	14 7%	11 11%	2 12%	115 9%	2 28%	3 32%	82 10%	33 7%	16 9%	4 11%	118 8%	23 15%t	10 30%tu	11 14%	1 2%	-	1 27%
NET: 4-7	496 31%	272 36%ef	62 30%f	43 30%	27 36%f	13 20%	48 19%	32 33%f	94 29%	52 33%	58 29%	25 25%	3 21%	394 32%	6 72%	4 48%	294 35%q	129 26%	51 28%	11 28%	433 30%	61 41%tv	9 25%	35 47%t	11 42%	4 40%	2 48%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 726

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
NET: 1-3	676	295	104	63	29	32	113	40	143	67	86	49	5	515	-	2	330	242	78	22	626	46	14	22	8	3	-
		42%	39%	50%a	45%	39%	52%	44%	44%	42%	42%	49%	35%	42%	-	20%	39%	49%p	43%	53%	44%uw	31%	41%	28%	30%	31%	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 727

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69	
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*	
10 - extremely protected	30 2%	20 2%	10 2%	10 2%	7 2%g	6 4%g	6 3%	1 *	-	11 6%j	19 1%	3 4%	3 2%	7 3%	7 2%	4 1%	3 2%	*	1 1%	1 1%	
9	29 2%	16 1%	9 2%	9 2%	6 2%	5 3%	5 2%	3 1%	1 1%	4 2%	25 2%	1 1%	5 2%	5 2%	3 1%	8 3%	3 3%	-	-	1 1%	
8	85 5%	56 5%	28 6%	26 6%	25 7%	11 7%	14 6%	15 8%	2 3%	18 10%j	67 5%	5 7%n	14 7%n	10 4%	9 2%	24 7%n	6 5%	3 6%	2 4%	10 11%mn	
7	113 7%	52 5%	61 13%a	57 13%	49 13%a	24 16%a	31 13%a	28 15%a	10 12%a	23 13%j	91 6%	6 8%	15 8%	14 5%	26 7%	20 6%	14 11%	*	5 13%	11 13%q	
6	112 7%	68 6%	44 10%a	41 10%	37 10%a	12 8%	23 10%	15 8%	7 8%	21 12%j	91 6%	9 13%l	8 4%	16 6%	26 7%	23 6%	8 6%	10 18%lmno	1 2%	7 8%	
5	173 11%	109 10%	65 14%a	55 13%	56 14%a	22 14%a	28 12%	26 14%	11 14%	21 12%	152 11%	7 10%	16 9%	30 12%	54 15%l	32 10%	14 11%	6 11%	4 10%	6 7%	
4	97 6%	62 6%	35 8%	32 7%	28 7%	13 8%	15 6%	14 8%	7 8%	11 6%	86 6%	4 6%	10 5%	16 6%	27 7%	16 5%	9 7%	1 2%	5 13%	5 5%	
3	177 11%	126 11%	50 11%	49 12%	41 11%	15 9%	26 11%	21 11%	10 12%	18 10%	159 11%	5 7%	21 11%	30 12%	40 11%	33 10%	12 9%	10 18%	6 14%	10 11%	
2	186 12%	139 12%e	42 9%	37 9%	37 10%	8 5%	19 8%	21 11%	11 13%	16 9%	170 12%	10 15%	21 11%	26 10%	44 12%	33 10%	17 13%	10 19%	4 11%	9 11%	
1 - not very protected	314 20%	226 20%	87 19%	77 18%	71 18%	31 20%	44 19%	29 16%	20 24%	24 13%	290 21%	5 8%	39 21%k	60 24%k	65 18%k	70 22%k	23 18%	9 17%	10 25%	17 20%	
Don't know	277 17%	241 22%bdefgh	33 7%	32 7%	30 8%	10 6%	20 9%	13 7%	4 5%	15 8%	262 19%i	14 21%	35 19%	43 17%	63 17%	63 19%	20 16%	4 7%	3 7%	10 12%	
Mean	3.93	3.71	4.38ah	4.43	4.33ah	4.67ah	4.42a	4.38ah	3.72	5.00j	3.78	4.80lm noq	3.94	3.76	3.85	3.96	4.13	3.71	3.70	4.30	
Standard deviation	2.55	2.51	2.54	2.56	2.50	2.69	2.61	2.42	2.33	2.71	2.49	2.60	2.68	2.58	2.35	2.65	2.61	2.23	2.45	2.67	
Standard error	0.07	0.08	0.13	0.13	0.13	0.23	0.19	0.19	0.25	0.22	0.07	0.32	0.19	0.16	0.14	0.17	0.28	0.35	0.49	0.34	
NET: 8-10	144 9%	92 8%	48 10%	46 11%	38 10%	22 14%ah	25 11%	18 10%	4 4%	33 18%j	112 8%	9 13%n	21 11%n	22 9%	19 5%	36 11%n	12 9%	4 7%	3 6%	11 13%n	
NET: 4-7	496 31%	291 26%	205 44%a	186 43%	169 44%a	71 46%a	97 42%a	83 45%a	35 42%a	76 42%j	420 30%	25 37%	49 26%	76 30%	132 36%lo	91 28%	45 35%	17 33%	15 38%	28 33%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 727

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*
NET: 1-3	676	491	179	164	149	53	89	71	41	58	619	20	81	116	149	136	52	29	20	35
	42%	44%e	39%	38%	39%	34%	39%	38%	49%de	32%	44%i	29%	44%k	45%k	41%	42%	40%	53%k	50%	42%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 728

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
10 - extremely protected	30 2%	2 3%	1 1%	-	-	-	1%	1%	5 9%	-	3 2%	1 2%	1 3%	-	2 8%	8 2%	1 1%	2 3%	1 1%	2 3%	-	-
9	29 2%	1 2%	1 2%	-	1 1%	-	-	1 1%	1 2%	-	3 2%	3 5%	1 2%	2 4%	-	10 3%	-	-	2 3%	1 2%	1 1%	1 2%
8	85 5%	3 4%	4 7%	2 3%	4 6%	1 3%	3 8%	10 8%	2 3%	3 5%	7 5%	2 3%	3 8%	1 2%	-	23 6%	2 4%	1 2%	2 4%	7 12%w	4 7%	2 3%
7	113 7%	7 11%g	4 6%	9 12%g	3 5%	3 7%	1 3%	1 1%	4 7%g	2 3%	15 11%g	6 9%g	2 6%	2 5%	1 3%	33 9%g	7 9%gi	4 6%	1 3%	2 4%	3 4%	5 6%
6	112 7%	3 4%	3 4%	4 6%	9 15%ow	1 2%	3 7%	6 6%	6 12%	7 10%	17 12%ow	4 6%	2 6%	3 7%	4 15%	23 6%	4 8%	4 6%	2 4%	5 9%	2 3%	2 2%
5	173 11%	9 14%	15 24%gijl op	9 12%	15 15%	7 19%	8 20%lo	9 8%	5 9%	5 8%	15 11%	11 17%o	1 2%	4 9%	-	27 7%	3 6%	7 12%	5 10%	7 11%	10 19%lo	9 11%
4	97 6%	5 7%	2 3%	5 7%	6 11%	3 8%	2 6%	12 10%	3 6%	5 7%	8 6%	5 7%	4 9%	1 2%	4 17%	17 5%	1 2%	2 4%	2 4%	2 4%	4 7%	5 6%
3	177 11%	8 12%	8 14%	8 12%	7 12%	4 11%	5 12%	11 10%	6 12%	6 9%	20 15%w	4 7%	4 11%	6 16%	1 3%	44 12%	4 9%	9 15%	8 15%	4 7%	5 8%	4 5%
2	186 12%	10 16%f	5 9%	8 11%	8 14%	3 9%	1 2%	11 10%	5 10%	14 21%fos	14 10%	7 11%	7 18%f	5 14%	5 22%	42 11%	6 13%	8 14%	7 15%	3 6%	6 11%	8 10%
1 - not very protected	314 20%	11 17%	13 21%	18 25%j	7 12%	7 19%	9 23%	30 26%j	10 19%	10 15%	17 13%	14 21%	5 13%	6 15%	6 27%	66 18%	14 29%dj	12 12%	11 22%	12 20%	15 27%j	21 26%j
Don't know	277 17%	5 9%	5 8%	8 11%	6 10%	8 23%	8 20%	21 19%	6 11%	16 23%ab	18 13%	8 13%	9 23%	10 25%ab	1 5%	80 21%ab	7 15%	9 16%	9 19%	13 22%	5 10%	24 30%abcdhjkv
Mean	3.93	4.09	4.04	3.61	4.17	3.62	3.94	3.52	4.50w	3.48	4.44gir	4.12	4.04	3.73	3.56	4.13w	3.58	3.53	3.43	4.52w	3.64	3.27
Standard deviation	2.55	2.58	2.47	2.32	2.18	2.14	2.40	2.54	2.92	2.17	2.46	2.63	2.74	2.43	2.76	2.69	2.61	2.38	2.46	2.90	2.44	2.40
Standard error	0.07	0.37	0.36	0.29	0.29	0.40	0.41	0.27	0.42	0.28	0.22	0.36	0.48	0.42	0.69	0.16	0.39	0.37	0.38	0.41	0.34	0.31
NET: 8-10	144 9%	6 10%	6 10%	2 3%	4 7%	1 3%	3 8%	13 11%	7 14%	3 5%	13 9%	6 10%	5 13%	3 6%	2 8%	41 11%	2 5%	3 4%	4 8%	10 18%ciqw	5 9%	3 4%
NET: 4-7	496 31%	23 37%	23 38%	26 37%	27 45%gllmo rw	13 36%	15 35%	28 25%	19 35%	19 27%	54 40%gor	25 39%	9 23%	9 24%	8 35%	101 27%	14 30%	16 29%	10 21%	16 28%	19 35%	20 25%
NET: 1-3	676 42%	29 45%	27 44%	34 48%	22 37%	14 38%	15 36%	53 46%	21 40%	30 44%	52 38%	25 39%	17 42%	18 45%	12 52%	152 41%	25 51%	29 51%	26 52%	19 33%	26 47%	33 41%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 729

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	111	32	79	13	43	27	14	7	7	27	35	18	31	5	1	8	15	14	11	7	8	18	16	3	5
Weighted base	113*	36**	77*	16**	46*	25**	11**	6**	9**	29**	36**	24**	24**	6**	1**	9**	16**	16**	9**	5**	7**	18**	17**	2**	6**
10 - extremely protected	16	4	12	6	3	6	-	*	-	3	8	4	*	1	-	4	2	1	2	-	4	2	-	-	-
	14%	10%	15%	39%	6%	25%	-	8%	-	10%	21%	19%	2%	22%	-	46%	12%	8%	16%	-	58%	10%	-	-	-
9	10	4	6	1	6	1	2	-	-	1	3	2	4	-	-	1	-	3	1	-	-	2	1	-	2
	9%	11%	8%	6%	12%	6%	17%	-	-	3%	8%	8%	17%	-	-	15%	-	16%	6%	-	-	12%	6%	-	38%
8	23	8	15	3	7	5	4	1	4	6	8	5	4	-	-	4	2	1	2	1	2	5	7	-	-
	20%	23%	19%	18%	15%	19%	31%	19%	42%	20%	22%	21%	17%	-	-	27%	15%	16%	37%	21%	26%	40%	-	-	-
7	16	8	8	-	8	6	2	-	-	7	3	1	5	2	-	2	1	1	3	-	-	3	1	2	1
	14%	23%	10%	-	16%	26%	18%	-	-	24%	9%	5%	20%	36%	-	22%	8%	9%	29%	-	-	15%	9%	77%	9%
6	7	3	4	1	3	*	1	1	1	1	2	4	-	1	-	2	-	1	1	*	1	-	-	-	-
	6%	9%	5%	6%	7%	2%	6%	15%	14%	2%	2%	9%	17%	-	100%	-	10%	-	14%	30%	5%	8%	-	-	-
5	11	3	8	3	6	1	*	1	-	3	-	6	2	-	-	-	6	-	-	-	1	-	4	-	-
	9%	7%	10%	21%	12%	3%	3%	11%	-	9%	-	25%	8%	-	-	-	34%	-	-	-	9%	-	26%	-	-
4	7	-	7	-	3	1	2	2	-	-	2	3	2	-	-	1	2	1	1	-	1	1	2	-	-
	6%	-	9%	-	7%	2%	18%	27%	-	-	6%	13%	8%	-	-	7%	13%	4%	9%	-	8%	5%	9%	-	-
3	4	-	4	-	2	2	-	-	-	2	1	-	1	-	-	-	1	-	*	-	-	2	*	-	-
	3%	-	5%	-	5%	6%	-	-	-	7%	3%	-	4%	-	-	-	5%	-	4%	-	-	12%	2%	-	-
2	6	1	4	-	3	-	1	1	1	2	4	-	1	2	-	-	1	-	-	1	-	1	1	1	-
	5%	4%	6%	-	7%	-	5%	20%	7%	5%	10%	-	2%	32%	-	-	4%	-	-	27%	-	3%	4%	23%	-
1 - not very protected	3	*	2	-	1	2	*	-	-	1	1	-	-	1	-	1	*	-	*	-	*	1	-	-	-
	2%	1%	3%	-	1%	6%	3%	-	-	4%	4%	-	-	11%	-	-	4%	2%	-	6%	-	3%	-	-	-
Don't know	11	4	7	2	5	2	-	-	3	4	6	-	1	-	-	10%	3	2	1	-	-	1	1	-	3
	10%	12%	9%	10%	11%	6%	-	-	37%	15%	16%	-	5%	-	-	10%	17%	12%	6%	-	-	7%	5%	-	53%
Mean	6.81	7.32	6.58	8.09	6.34	7.31	6.61	5.26	6.86	6.51	6.98	6.96	6.75	5.41	6.00	8.63	6.35	6.72	7.20	5.33	8.48	6.76	6.42	5.87	8.61
Standard deviation	2.46	1.92	2.65	2.12	2.42	2.61	2.28	2.65	2.13	2.57	3.00	2.17	1.90	3.66	-	1.94	2.71	2.19	2.04	2.96	2.25	2.58	1.97	2.80	0.97
Standard error	0.24	0.36	0.31	0.64	0.39	0.51	0.61	1.00	0.95	0.52	0.54	0.51	0.35	1.63	-	0.73	0.72	0.63	0.65	1.12	0.79	0.62	0.51	1.61	0.56
NET: 8-10	48	16	33	10	15	12	5	2	4	10	18	11	9	1	-	5	6	6	4	2	5	9	8	-	2
	43%	44%	42%	63%	33%	49%	48%	27%	42%	33%	51%	48%	37%	22%	-	61%	39%	38%	38%	37%	78%	48%	46%	-	38%
NET: 4-7	41	14	27	4	19	8	5	3	1	10	6	12	13	2	1	2	5	8	5	1	1	5	7	2	1
	36%	39%	35%	27%	42%	32%	45%	53%	14%	35%	16%	52%	53%	36%	100%	29%	31%	47%	51%	30%	22%	27%	44%	77%	9%
NET: 1-3	12	2	10	-	6	3	1	1	1	5	6	-	1	3	-	2	*	*	2	-	3	1	1	-	-
	11%	5%	14%	-	14%	12%	7%	20%	7%	16%	17%	-	6%	43%	-	-	14%	2%	4%	34%	-	18%	6%	23%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 730

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Working Status								Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	111	45	29	3	2	2	4	26	16	9	10	5	-	92	1	-	58	37	11	2	89	22	5	12	2	1	2
Weighted base	113*	60*	21**	2*	2**	2**	5**	20**	13**	9**	7**	3**	**	95*	1**	**	57*	39**	12**	2**	90*	23**	6**	13**	2**	1**	2**
10 - extremely protected	16	12	2	-	-	-	-	2	4	3	1	-	-	12	-	-	8	5	-	-	12	4	4	-	-	-	-
	14%	20%	8%	-	-	-	-	9%	29%	33%	11%	-	-	12%	-	-	15%	14%	-	-	13%	16%	65%	-	-	-	-
9	10	4	2	1	-	-	-	3	1	-	1	-	-	8	-	-	6	2	2	-	5	5	2	3	-	-	1
	9%	7%	11%	24%	-	-	-	14%	8%	-	15%	20%	-	9%	-	-	11%	4%	13%	-	5%	23%	26%	25%	-	-	30%
8	23	11	5	-	-	-	3	3	1	1	1	-	-	21	1	-	10	10	2	-	17	6	1	5	-	1	-
	20%	18%	22%	-	-	61%	52%	17%	10%	9%	18%	-	-	22%	100%	-	17%	27%	16%	-	19%	26%	9%	36%	-	100%	-
7	16	12	2	-	-	-	-	2	2	2	-	-	-	14	-	-	8	6	2	-	14	3	-	3	-	-	-
	14%	20%	8%	-	-	-	-	11%	12%	17%	-	-	-	15%	-	-	14%	16%	14%	-	15%	11%	-	19%	-	-	-
6	7	1	1	-	*	1	-	4	1	1	1	-	-	6	-	-	7	-	1	-	7	1	-	1	-	-	-
	6%	1%	6%	-	19%	39%	-	20%	7%	9%	12%	29%	-	7%	-	-	12%	-	5%	-	7%	3%	-	5%	-	-	-
5	11	7	1	-	2	-	-	1	1	-	1	*	-	6	-	-	7	1	3	-	9	2	-	2	-	-	-
	9%	11%	5%	-	81%	-	-	5%	7%	-	14%	12%	-	6%	-	-	12%	3%	21%	-	10%	8%	-	15%	-	-	-
4	7	3	3	-	-	-	-	2	1	-	-	1	-	7	-	-	5	-	2	-	6	2	-	2	-	-	-
	6%	4%	13%	-	-	-	-	9%	4%	-	-	19%	-	7%	-	-	9%	-	17%	-	6%	7%	-	-	100%	-	-
3	4	3	1	-	-	-	-	-	1	1	-	-	-	3	-	-	1	3	-	-	4	-	-	-	-	-	-
	3%	5%	4%	-	-	-	-	-	7%	9%	-	-	-	3%	-	-	2%	7%	-	-	4%	-	-	-	-	-	-
2	6	1	3	1	-	-	1	-	2	2	2	1	-	4	-	-	2	4	-	-	6	-	-	-	-	-	-
	5%	2%	15%	25%	-	-	14%	-	16%	23%	30%	20%	-	4%	-	-	3%	10%	-	-	6%	-	-	-	-	-	-
1 - not very protected	3	-	2	-	-	-	-	1	-	-	-	-	-	3	-	-	1	1	-	1	3	-	-	-	-	-	-
	2%	-	7%	-	-	-	-	5%	-	-	-	-	-	3%	-	-	2%	3%	-	32%	3%	-	-	-	-	-	-
Don't know	11	7	-	1	-	-	2	2	-	-	-	-	-	11	-	-	2	7	2	1	10	1	-	-	-	-	1
	10%	11%	-	52%	-	-	34%	10%	-	-	-	-	-	12%	-	-	3%	17%	13%	68%	11%	5%	-	-	-	-	70%
Mean	6.81	7.29	5.82	5.40	5.19	7.23	6.72	6.82	6.72	6.49	5.90	5.30	-	6.87	8.00	-	6.85	6.74	6.32	1.00	6.52	7.86	9.56	7.52	4.00	8.00	9.00
Standard deviation	2.46	2.23	2.97	-	0.51	1.31	2.97	2.32	3.08	3.35	3.18	2.83	-	2.40	-	-	2.31	2.78	1.87	-	2.55	1.80	0.71	1.37	-	-	-
Standard error	0.24	0.35	0.55	-	0.36	0.92	1.72	0.48	0.77	1.12	1.01	1.26	-	0.26	-	-	0.31	0.48	0.59	-	0.28	0.39	0.32	0.40	-	-	-
NET: 8-10	48	27	9	1	-	1	3	8	6	4	3	1	-	41	1	-	24	17	3	-	33	15	6	8	-	1	1
	43%	45%	42%	24%	-	61%	52%	39%	47%	42%	44%	20%	-	43%	100%	-	43%	45%	29%	-	37%	66%	100%	61%	-	100%	30%
NET: 4-7	41	22	7	-	2	1	-	9	4	2	2	2	-	34	-	-	27	7	7	-	34	7	-	5	2	-	-
	36%	37%	32%	-	100%	39%	-	45%	30%	26%	26%	60%	-	35%	-	-	47%	19%	58%	-	38%	29%	-	39%	100%	-	-
NET: 1-3	12	4	5	1	-	-	1	1	3	3	2	1	-	9	-	-	4	7	-	1	12	-	-	-	-	-	-
	11%	7%	26%	25%	-	-	14%	5%	23%	32%	30%	20%	-	10%	-	-	7%	19%	-	32%	13%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 731

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)				
Unweighted base	111	26	84	82	64	50	57	22	6	20	91	2	11	18	32	16	12	5	4	5				
Weighted base	113*	32**	80*	78*	59*	49*	53*	21**	6**	26**	86*	1**	9**	16**	33**	13**	16**	6**	7**	6**				
10 - extremely protected	16	4	11	11	8	7	7	4	-	7	8	*	2	1	7	1	2	-	-	1				
	14%	13%	14%	15%	14%	14%	13%	22%	-	27%	10%	41%	18%	7%	20%	6%	11%	-	-	22%				
9	10	2	8	8	6	7	6	1	-	2	8	-	5	-	1	1	2	-	-	1				
	9%	5%	11%	11%	10%	15%	12%	3%	-	7%	10%	-	48%	-	4%	5%	14%	-	-	10%				
8	23	9	14	12	12	5	10	5	3	8	14	-	2	5	6	2	4	-	-	1	2			
	20%	27%	18%e	16%	20%	10%	18%	23%	48%	31%	17%	-	19%	31%	17%	15%	24%	-	-	14%	29%			
7	16	-	16	16	11	11	10	3	1	4	12	1	-	5	3	3	3	2	-	-	-			
	14%	-	20%	21%	18%	22%	18%	12%	20%	14%	14%	59%	-	30%	9%	23%	16%	33%	-	-	-			
6	7	2	5	5	5	5	4	3	1	1	6	-	*	*	3	2	-	-	2	-	-			
	6%	7%	6%	7%	8%	9%	7%	13%	12%	5%	7%	-	5%	2%	10%	12%	-	-	26%	-	-			
5	11	4	7	7	5	6	5	3	-	3	8	-	-	3	3	2	-	-	-	3	-			
	9%	12%	8%	8%	8%	13%	9%	13%	-	10%	9%	-	-	16%	9%	12%	-	-	-	52%	-			
4	7	4	4	4	4	3	2	3	1	-	1	6	-	1	3	1	1	-	-	-	1			
	6%	11%	4%	5%	4%	3%	5%	5%	-	6%	7%	-	5%	8%	10%	5%	4%	-	-	-	16%			
3	4	-	4	4	3	3	2	2	1	-	4	-	*	-	-	*	1	1	-	-	-			
	3%	-	5%	5%	5%	6%	4%	7%	20%	-	4%	-	4%	-	-	3%	7%	16%	-	-	-			
2	6	2	4	4	4	-	4	-	-	-	6	-	-	1	3	1	-	2	-	-	-			
	5%	6%	5%	5%	7%	-	7%	-	-	-	7%	-	-	4%	9%	4%	-	24%	-	-	-			
1 - not very protected	3	-	3	3	1	2	1	*	-	-	3	-	-	*	1	1	-	-	-	-	-			
	2%	-	3%	3%	2%	3%	2%	2%	-	-	3%	-	-	2%	3%	10%	-	-	-	-	-			
Don't know	11	6	4	4	2	3	2	-	-	-	11	-	-	-	3	1	4	-	-	2	1			
	10%	19%	5%	5%	4%	5%	4%	-	-	-	13%	-	-	10%	4%	26%	-	-	35%	22%				
Mean	6.81	6.77	6.82	6.79	6.80	6.95	6.70	7.01	6.59	7.86	6.44	8.24	8.32	6.61	6.62	5.95	7.62	4.87	5.62	7.88				
Standard deviation	2.46	2.43	2.49	2.52	2.47	2.32	2.52	2.32	2.08	1.84	2.55	-	1.91	2.05	2.74	2.62	2.05	2.29	1.39	2.44				
Standard error	0.24	0.51	0.28	0.29	0.31	0.34	0.34	0.50	0.85	0.41	0.28	-	0.58	0.48	0.51	0.68	0.65	1.03	0.98	1.22				
NET: 8-10	48	14	34	32	26	19	23	10	3	17	31	*	8	6	13	4	8	-	-	1	3			
	43%	45%	43%	41%	44%	39%	42%	48%	48%	66%	36%	41%	85%	38%	41%	26%	49%	-	-	14%	62%			
NET: 4-7	41	10	31	31	23	23	21	9	2	9	32	1	1	9	13	7	3	4	3	1				
	36%	31%	39%	40%	38%	47%	39%	44%	32%	34%	37%	59%	10%	56%	38%	52%	19%	59%	52%	16%				
NET: 1-3	12	2	10	10	8	4	8	2	1	-	12	-	*	1	4	2	1	3	-	-	-			
	11%	6%	13%	13%	13%	9%	14%	9%	20%	-	14%	-	4%	6%	12%	17%	7%	41%	-	-				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





## VSP Survey

### ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 732

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	111	2	3	1	9	5	3	7	2	3	15	5	3	3	3	26	1	1	1	6	5	7
Weighted base	113*	2**	4**	1**	8**	7**	2**	9**	1**	3**	16**	3**	4**	2**	3**	27**	1**	1**	1**	4**	6**	7**
10 - extremely protected	16	1	-	-	1	1	*	3	1	1	2	1	-	-	4	-	-	-	-	-	-	1
	14%	67%	-	-	10%	14%	17%	37%	46%	28%	11%	29%	-	-	13%	-	-	-	-	-	-	15%
9	10	-	-	-	-	-	-	1	1	-	3	-	-	-	3	-	-	-	-	-	2	1
	9%	-	-	-	-	-	-	8%	54%	-	20%	-	-	-	10%	-	-	-	-	-	38%	8%
8	23	-	-	-	2	2	-	2	-	1	-	1	1	-	2	9	-	-	-	1	-	*
	20%	-	-	-	24%	34%	-	18%	-	56%	-	44%	19%	-	72%	34%	-	-	-	30%	-	6%
7	16	-	2	-	1	-	-	2	-	2	-	2	2	-	3	1	-	1	-	-	1	-
	14%	-	53%	-	16%	-	-	21%	-	16%	-	45%	-	28%	12%	100%	-	100%	-	-	9%	-
6	7	-	-	1	*	-	1	-	-	-	*	1	-	-	1	-	-	-	-	1	-	-
	6%	-	-	100%	6%	-	51%	-	-	-	-	11%	36%	-	5%	-	-	-	-	33%	-	-
5	11	-	-	-	-	-	-	-	-	6	-	-	1	-	-	-	-	-	-	-	-	4
	9%	-	-	-	-	-	-	-	-	35%	-	-	42%	-	-	-	-	-	-	-	-	56%
4	7	-	-	-	2	1	-	1	-	1	1	-	-	-	2	-	-	-	-	-	-	-
	6%	-	-	-	25%	12%	-	7%	-	4%	16%	-	-	-	9%	-	-	-	-	-	-	-
3	4	-	-	-	1	-	-	-	-	*	-	-	-	-	2	-	-	-	-	-	-	*
	3%	-	-	-	11%	-	-	-	-	16%	-	-	-	-	8%	-	-	-	-	-	-	6%
2	6	-	2	-	1	-	-	-	-	-	-	-	-	1	-	1	-	1	-	*	-	-
	5%	-	47%	-	8%	-	-	-	-	-	-	-	-	25%	-	2%	-	100%	-	30%	-	-
1 - not very protected	3	1	-	-	-	-	1	-	-	*	-	-	-	-	1	-	-	-	-	*	-	-
	2%	33%	-	-	-	-	32%	-	-	2%	-	-	-	-	2%	-	-	-	-	7%	-	-
Don't know	11	-	-	-	-	3	-	1	-	2	-	-	1	-	1	-	-	-	-	-	3	1
	10%	-	-	-	-	39%	-	9%	-	13%	-	-	33%	-	5%	-	-	-	-	-	53%	8%
Mean	6.81	7.06	4.63	6.00	5.91	7.68	5.08	8.39	9.46	7.78	6.71	7.72	6.84	3.87	7.72	7.08	7.00	2.00	7.00	5.05	8.61	6.26
Standard deviation	2.46	5.88	2.85	-	2.63	2.30	4.35	1.84	-	2.85	2.28	2.44	0.85	-	0.54	2.41	-	-	-	2.98	0.97	2.40
Standard error	0.24	4.16	1.64	-	0.88	1.15	2.51	0.75	-	1.65	0.63	1.09	0.49	-	0.31	0.48	-	-	-	1.22	0.56	0.98
NET: 8-10	48	1	-	-	3	3	*	6	1	2	5	2	1	-	2	15	-	-	-	1	2	2
	43%	67%	-	-	35%	49%	17%	63%	100%	84%	30%	73%	19%	-	72%	57%	-	-	-	30%	38%	30%
NET: 4-7	41	-	2	1	4	1	1	2	-	-	9	1	3	1	1	7	1	-	1	1	1	4
	36%	-	53%	100%	46%	12%	51%	28%	-	-	55%	27%	81%	42%	28%	26%	100%	-	100%	33%	9%	56%
NET: 1-3	12	1	2	-	2	-	1	-	-	*	*	-	-	1	-	3	-	1	-	2	-	*
	11%	33%	47%	-	19%	-	32%	-	-	16%	2%	-	-	25%	-	12%	-	100%	-	37%	-	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 733

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	13%	41%	-	-	-	52%	-	-	-	-	57%	-	-	57%	-	-	-	-	-	-	-
6	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	100%	-
5	3	-	3	-	3	-	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-
	47%	-	69%	-	72%	-	-	80%	-	-	-	-	-	-	100%	-	-	-	-	-	-
4	1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	12%	-	17%	-	-	48%	-	20%	-	-	-	-	-	-	-	-	-	-	100%	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-	-
Mean	5.36	6.41	4.80	-	5.28	5.56	-	-	4.80	-	6.00	7.00	-	7.00	-	5.00	-	-	4.00	6.00	-
Standard deviation	0.99	-	0.48	-	0.53	-	-	-	0.48	-	-	-	-	-	*	-	-	-	-	-	-
Standard error	0.49	-	0.34	-	0.37	-	-	-	0.34	-	-	-	-	-	*	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	5	2	3	-	4	1	-	-	3	-	1	1	-	1	-	3	-	-	1	1	-
	90%	100%	86%	-	100%	100%	-	-	100%	-	100%	57%	-	57%	-	100%	-	-	100%	100%	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 734

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	-	2	2	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	*	**	**	**	**	**	**	**	**	**	5**	**	**	2**	1**	3**	**	5**	**	**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 13%	1 16%	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	1 41%	-	-	-	1 13%	-	-	-	-	-	-	-
6	1 18%	1 23%	-	-	-	-	-	-	-	-	-	-	-	1 18%	-	-	1 59%	-	-	-	1 18%	-	-	-	-	-	-	-
5	3 47%	3 60%	-	-	-	-	-	-	-	-	-	-	-	3 47%	-	-	-	-	3 100%	-	3 47%	-	-	-	-	-	-	-
4	1 12%	-	1 55%	-	-	-	-	-	-	-	-	-	-	1 12%	-	-	-	1 55%	-	1 12%	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 10%	-	1 45%	-	-	-	-	-	-	-	-	-	-	1 10%	-	-	-	1 45%	-	1 10%	-	-	-	-	-	-	-	-
Mean	5.36	5.56	4.00	-	-	-	-	-	-	-	-	-	-	5.36	-	-	6.41	4.00	5.00	-	5.36	-	-	-	-	-	-	-
Standard deviation	0.99	0.87	-	-	-	-	-	-	-	-	-	-	-	0.99	-	-	-	-	*	-	0.99	-	-	-	-	-	-	-
Standard error	0.49	0.50	-	-	-	-	-	-	-	-	-	-	-	0.49	-	-	-	-	*	-	0.49	-	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	5 90%	4 100%	1 55%	-	-	-	-	-	-	-	-	-	-	5 90%	-	-	2 100%	1 55%	3 100%	-	5 90%	-	-	-	-	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 735

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)	(s)			
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	3	-	-	1	2	-	1	-	-	-
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	-**	4**	2**	-**	-**	1**	3**	-**	1**	-**	1**	-**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 13%	1 37%	-	-	-	-	-	-	-	-	1 37%	-	-	-	-	-	-	-	-	1 100%	-	-	-
6	1 18%	-	1 28%	1 28%	1 28%	-	1 28%	-	-	1 28%	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3 47%	-	3 72%	3 72%	3 72%	100%	3 72%	3 100%	-	3 72%	-	-	-	-	-	-	3 83%	-	-	-	-	-	-
4	1 12%	1 35%	-	-	-	-	-	-	-	-	1 35%	-	-	-	-	1 100%	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 10%	1 28%	-	-	-	-	-	-	-	-	1 28%	-	-	-	-	-	1 17%	-	-	-	-	-	-
Mean	5.36	5.56	5.28	5.28	5.28	5.00	5.28	5.00	-	5.28	5.56	-	-	4.00	5.00	-	7.00	-	-	-	-	-	-
Standard deviation	0.99	-	0.53	0.53	0.53	*	0.53	*	-	0.53	-	-	-	-	-	*	-	-	-	-	-	-	-
Standard error	0.49	-	0.37	0.37	0.37	*	0.37	*	-	0.37	-	-	-	-	-	*	-	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	5 90%	1 72%	4 100%	4 100%	4 100%	3 100%	4 100%	3 100%	-	4 100%	1 72%	-	-	1 100%	3 83%	-	1 100%	-	-	-	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 736

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	5	-	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	**	**	**	**	**	**	1**	**	**	3**	**	**	**	**	2**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 13%	-	-	-	-	-	-	1 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 61%	-	-	-	-	-
5	3 47%	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-
4	1 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 39%	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 10%	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.36	-	-	-	-	-	-	7.00	-	-	5.00	-	-	-	-	5.21	-	-	-	-	-
Standard deviation	0.99	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Standard error	0.49	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	5 90%	-	-	-	-	-	-	1 57%	-	-	3 100%	-	-	-	-	2 100%	-	-	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 737

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*
10 - extremely protected	24	11	13	3	6	8	2	3	3	6	4	8	7	1	-	2	-	3	2	1	1	7	2	3	2
	2%	2%	2%	2%	2%	3%	1%	1%	1%	2%	1%	3%	2%	1%	-	1%	-	3%	2%	1%	1%	4%	1%	2%	4%q
9	26	19	7	4	5	9	6	-	2	6	9	3	7	4	1	1	3	2	-	*	1	8	2	1	2
	2%	3%b	1%	2%	2%	4%hi	2%	-	1%	2%	2%	1%	2%	3%	2%	*	2%	2%	-	1%	1%	4%	1%	1%	4%
8	60	29	31	11	17	13	10	6	3	14	21	12	14	6	-	12	3	8	4	4	6	10	5	1	*
	4%	5%	4%	6%ai	6%ai	6%ai	4%ai	3%	1%	3%	5%	4%	4%	5%	-	8%owx	2%	7%ix	4%	5%	5%	5%	3%	1%	1%
7	76	42	33	20	12	19	13	4	8	23	15	20	18	7	3	3	7	7	3	2	2	17	15	9	-
	5%	7%	4%	11%eghi	4%	8%hi	5%	2%	3%	6%	4%	7%	6%	5%	6%	2%	5%	6%	3%	3%	1%	9%pu	8%u	7%u	-
6	85	42	43	10	29	22	13	5	6	19	19	27	20	8	3	8	7	9	1	9	11	12	10	6	1
	6%	7%	5%	5%	11%ghi	10%hi	5%	2%	2%	5%	5%	9%	6%	6%	5%	5%	6%	8%is	1%	13%is	9%is	6%	5%	5%	2%
5	179	84	95	32	44	28	40	22	13	43	53	39	43	19	5	21	18	16	9	8	17	24	23	15	6
	13%	13%	12%	17%ai	16%ai	12%ai	15%ai	11%ai	5%	11%	13%	13%	13%	15%	8%	14%	15%	13%	10%	11%	13%	12%	12%	11%	14%
4	117	53	63	13	25	21	18	13	26	31	42	18	26	8	6	16	15	8	10	5	12	12	14	7	5
	8%	9%	8%	7%	9%	9%	7%	6%	10%	8%	10%	6%	8%	6%	10%	11%	12%	7%	11%	7%	9%	6%	7%	5%	11%
3	158	57	102	24	26	16	31	30	46	50	28	35	13	10	12	14	15	15	9	4	16	22	21	20	4
	11%	9%	13%	13%	10%	7%	12%	15%fi	11%	12%	12%	10%	11%	10%	17%	8%	12%	12%	10%	5%	13%	11%	11%	16%ti	8%
2	170	78	91	15	31	26	30	28	40	54	47	39	30	13	9	19	13	14	14	4	11	21	25	19	7
	12%	13%	11%	8%	11%	11%	11%	14%	15%	14%	12%	13%	9%	10%	16%	13%	11%	12%	16%	6%	9%	11%	12%	15%	17%
1 - not very protected	316	107	209	34	52	39	68	55	68	87	92	65	72	35	17	29	30	20	18	18	32	28	53	25	12
	22%	17%	26%a	18%	19%	17%	26%fi	27%fi	26%fi	22%	22%	22%	22%	28%v	28%v	20%	24%v	17%	20%	25%	25%v	14%	27%v	19%	29%v
Don't know	210	97	113	20	26	29	31	36	68	66	57	37	51	10	5	23	12	16	21	16	19	34	28	22	4
	15%	16%	14%	11%	9%	13%	12%	18%e	26%def	17%	14%	13%	16%	8%	9%	16%	10%	13%	24%noq	23%nq	15%	17%	14%	17%	9%
Mean	3.71	4.07b	3.43	4.23gh	4.09gh	4.43gh	3.55hi	2.99	2.84	3.57	3.63	3.83	3.85	3.71	3.02	3.76	3.52	4.17ow	3.35	3.80	3.51	4.46oq	3.42	3.57	3.34
				i	i	i																suwxy			
Standard deviation	2.45	2.52	2.36	2.48	2.46	2.68	2.39	2.12	2.05	2.41	2.38	2.51	2.53	2.56	2.04	2.29	2.22	2.57	2.33	2.53	2.28	2.70	2.36	2.36	2.58
Standard error	0.07	0.11	0.09	0.19	0.17	0.19	0.16	0.16	0.14	0.13	0.12	0.18	0.15	0.26	0.28	0.22	0.21	0.25	0.27	0.33	0.22	0.22	0.18	0.24	0.41
NET: 8-10	110	59	51	18	28	30	19	9	7	26	34	22	28	12	1	15	6	14	6	5	8	25	9	6	4
	8%	10%b	6%	9%ai	10%ai	13%hi	7%ai	5%	3%	7%	8%	7%	9%	10%	2%	10%	5%	12%ow	6%	7%	6%	13%oqwx	4%	5%	9%
NET: 4-7	456	221	235	75	110	91	84	43	53	115	130	103	107	41	17	49	46	40	22	23	42	65	62	37	12
	32%	36%b	29%	40%hi	40%hi	39%hi	32%hi	21%	20%	29%	32%	35%	33%	33%	29%	33%	38%	34%	25%	34%	32%	33%	31%	29%	28%
NET: 1-3	644	242	402	73	109	81	129	114	138	187	189	132	136	60	35	61	57	48	41	25	60	71	98	65	23
	45%	39%	50%a	39%	40%	35%	49%fi	56%def	52%def	47%	46%	45%	42%	49%	61%prt	41%	47%	41%	45%	36%	46%	36%	50%v	50%v	54%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

Prepared by Populus



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 738

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Priv- ate (f)	House person (g)	NET: Yes (h)	Yes - mental condt ion (i)	Yes - physic al condt ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Prim- ary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
10 - extremely protected	24 2%	13 2%	3 1%	1 1%	2 4%f	1 1%	* *	4 1%	10 3%jm	5 3%	3 2%	5 5%jm	-	14 1%	-	-	16 2%	6 1%	1 1%	1 4%	18 1%	6 5%t	3 9%	2 4%	1 3%	-	-
9	26 2%	19 3%	2 1%	2 2%	1 1%	1 1%	* *	6 1%	1 2%	3 *	3 2%	3 3%	-	18 1%	-	-	13 2%	6 1%	6 4%	1 2%	20 2%	6 5%t	2 8%	3 5%	-	-	1 19%
8	60 4%	34 5%f	7 3%	10 8%	3 5%	1 2%	3 2%	2 3%	19 6%	6 5%	12 6%	8 8%	2 19%	41 4%	2 21%	2 20%	33 4%	9 2%	10 6%q	3 8%q	52 4%	6 6%	3 11%	3 6%	-	-	-
7	76 5%	41 6%	12 6%	7 5%	4 6%	2 3%	6 3%	4 5%	12 4%	8 6%	6 3%	3 3%	1 10%	62 6%	3 36%	1 18%	43 6%	20 5%	7 4%	1 3%	65 5%	10 8%	1 4%	8 15%t	-	-	-
6	85 6%	51 7%f	11 5%f	11 9%	2 3%	1 1%	3 1%	6 7%f	16 5%	9 7%	12 6%	7 7%	1 7%	69 6%	-	-	46 6%	24 6%	13 8%	2 5%	74 6%	11 9%	4 13%	2 4%	1 4%	4 47%	-
5	179 13%	109 16%f	26 13%f	16 13%	9 16%f	4 6%	8 4%	7 8%	33 11%	20 14%	20 10%	8 8%	1 9%	141 13%	* 4%	-	112 14%	43 10%	18 11%	4 12%	163 13%	16 14%	3 10%	9 15%	4 21%	-	1 19%
4	117 8%	52 8%	18 9%	10 8%	6 10%	6 9%	19 9%	8 9%	27 9%	12 9%	16 8%	7 7%	1 9%	89 14%	1 14%	1 14%	66 9%	36 9%	10 6%	2 6%	106 8%	10 9%	2 6%	5 9%	4 19%	-	-
3	158 11%	75 11%	23 12%	15 12%	6 10%	9 15%	20 10%	10 12%	32 10%	13 9%	18 9%	12 12%	1 10%	120 11%	-	1 9%	91 12%	51 12%	11 6%	4 13%	148 11%	9 8%	1 3%	7 12%	* 2%	1 17%	-
2	170 12%	82 12%	29 15%g	12 10%	4 7%	8 14%	31 15%g	5 5%	32 10%	20 14%	21 11%	11 11%	1 11%	134 12%	1 11%	1 8%	79 10%	51 12%	30 18%p	7 21%	152 12%	17 14%	6 19%	8 15%	2 9%	-	1 28%
1 - not very protected	316 22%	126 18%	48 24%	24 20%	14 25%	14 23%	60 29%a	29 34%a	72 23%	29 21%	50 26%	25 25%	1 11%	234 22%	1 14%	1 9%	157 20%	112 27%p	38 23%	6 19%	300 23%uw	12 11%	5 17%	4 7%	2 11%	2 18%	-
Don't know	210 15%	85 12%	18 9%	17 14%	7 13%	15 24%ab	58 28%abd	10 12%	49 16%	19 13%	32 17%	11 11%	2 15%	154 14%	-	2 21%	116 15%	61 15%	23 14%	3 9%	192 15%	13 11%	-	4 8%	6 31%	2 18%	1 34%
Mean	3.71	4.04be f	3.54f	4.02	3.90f	3.05	2.61	3.47f	3.82	3.84	3.61	3.99	4.77	3.69	5.32	5.03	3.86q	3.33	3.71	3.80	3.61	4.73t	4.93	4.89t	3.91	4.30	4.85
Standard deviation	2.45	2.48	2.35	2.48	2.64	2.17	1.92	2.66	2.64	2.51	2.55	2.88	2.65	2.39	2.73	2.81	2.45	2.31	2.58	2.66	2.40	2.68	3.11	2.60	2.13	2.26	3.82
Standard error	0.07	0.12	0.15	0.22	0.34	0.32	0.15	0.28	0.15	0.21	0.19	0.28	0.76	0.08	0.86	1.15	0.10	0.12	0.22	0.44	0.07	0.26	0.57	0.37	0.53	1.01	2.20
NET: 8-10	110 8%	66 10%f	12 6%f	13 10%	6 10%f	3 4%	4 2%	7 8%f	34 11%am	12 8%	19 10%	16 16%ijm	2 19%	73 7%	2 21%	2 20%	62 8%	20 5%	18 10%q	5 13%q	90 7%	18 16%t	8 27%	9 16%t	1 3%	-	1 19%
NET: 4-7	456 32%	253 37%ef	67 34%f	43 34%	20 36%f	13 20%	36 17%	25 29%f	89 29%	50 35%h	54 28%	25 25%	4 35%	361 34%	5 54%	3 33%	266 35%	123 29%	48 29%	9 25%	409 32%	46 40%	10 34%	24 43%	8 43%	4 47%	1 19%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 738

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**	
NET: 1-3	644	283	99	51	24	32	111	44	136	62	88	48	3	488	2	2	326	214	79	18	600	38	11	19	4	3	1	
		45%	41%	51%a	41%	42%	51%	53%a	51%	44%	43%	46%	48%	31%	45%	25%	26%	42%	51%p	47%	52%	46%u	33%	39%	34%	22%	34%	28%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 739  
Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?

Facebook  
Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64	
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*	
10 - extremely protected	24	13	11	11	9	8	7	1	-	5	19	3	4	3	2	5	4	1	1	-	
	2%	1%	3%g	3%	2%g	5%ag	4%a	1%	-	4%	1%	6%mn	2%	1%	1%	2%	4%n	1%	2%	-	
9	26	15	11	9	10	3	4	6	3	5	20	-	3	6	5	4	4	-	-	3	
	2%	2%	3%	2%	3%	2%	2%	3%	3%	3%	2%	-	2%	3%	1%	2%	3%	-	-	3%	
8	60	34	25	24	20	8	13	11	5	18	42	4	13	11	6	5	10	1	1	6	
	4%	3%	6%	6%	6%	6%	6%	6%	6%	12%j	3%	9%no	7%no	5%	2%	2%	9%no	2%	4%	8%no	
7	76	43	32	30	26	14	16	17	4	14	61	3	8	13	20	16	2	3	2	8	
	5%	4%	8%a	8%	10%a	10%a	8%	9%a	6%	9%j	5%	6%	5%	5%	6%	2%	6%	6%	5%	10%p	
6	85	41	44	42	36	14	26	17	3	14	71	3	4	11	28	21	9	6	-	2	
	6%	4%	10%ah	11%	10%ah	10%a	13%ah	9%a	4%	9%	6%	7%	2%	5%	8%l	8%l	8%l	12%l	-	2%	
5	179	108	68	57	56	22	26	29	15	23	156	9	17	24	34	44	18	6	10	9	
	13%	11%	16%a	15%	16%a	15%	13%	16%	20%a	15%	12%	19%	10%	10%	10%	16%	15%	11%	27%	12%	
4	117	80	37	34	28	16	14	15	6	9	107	5	16	22	39	15	6	4	*	5	
	8%	8%	9%	9%	8%	11%	7%	8%	8%	6%	8%	10%	9%	9%	12%o	5%	5%	7%	1%	7%	
3	158	123	33	30	29	8	17	15	8	10	148	6	23	27	38	28	6	7	4	11	
	11%	12%b	8%	8%	8%	6%	9%	8%	11%	7%	12%	12%	13%	12%	11%	10%	5%	13%	12%	13%	
2	170	123	45	43	37	10	16	26	10	17	153	3	16	27	49	29	11	14	2	11	
	12%	12%	11%	11%	11%	7%	8%	14%f	13%	11%	12%	7%	9%	12%	14%	10%	10%	24%klm	7%	14%	
1 - not very protected	316	223	92	83	77	29	46	36	18	24	292	5	40	54	72	69	26	10	13	15	
	22%	23%	22%	21%	22%	21%	24%	20%	25%	16%	23%	10%	23%k	23%k	21%	25%k	23%	18%	35%	20%	
Don't know	210	184	25	23	20	9	13	10	4	10	200	7	29	35	47	40	18	3	3	9	
	15%	19%bdefgh	6%	6%	6%	6%	6%	5%	5%	7%	16%i	15%	17%	15%	14%	15%	16%	6%	8%	11%	
Mean	3.71	3.46	4.19a	4.21	4.17a	4.51a	4.29a	4.12a	3.74	4.76j	3.57	4.79lm	3.76	3.67	3.51	3.63	4.21n	3.46	3.36	3.92	
Standard deviation	2.45	2.35	2.58	2.60	2.58	2.89	2.69	2.47	2.42	2.72	2.38	2.56	2.61	2.49	2.20	2.40	2.82	2.14	2.44	2.53	
Standard error	0.07	0.08	0.13	0.14	0.14	0.24	0.20	0.19	0.28	0.23	0.07	0.36	0.20	0.16	0.13	0.17	0.33	0.33	0.50	0.34	
NET: 8-10	110	62	47	45	39	18	24	18	7	29	81	7	20	20	12	14	18	1	2	9	
	8%	6%	11%a	12%	11%a	13%a	12%a	10%	10%	19%j	6%	15%noq	12%no	9%n	4%	5%	16%noq	3%	6%	11%n	
NET: 4-7	456	272	181	164	147	66	81	78	27	61	395	20	45	70	121	96	35	20	12	24	
	32%	28%	43%a	42%	42%a	47%a	41%a	43%a	37%	40%j	31%	41%	26%	30%	36%l	35%	31%	36%	32%	31%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 739

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under		Yes	No	Up to £7,000 (k)	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*	
NET: 1-3	644	469	170	156	143	47	79	77	36	52	592	14	79	108	158	125	43	31	19	37	
		45%	48%be	40%	40%	41%	34%	40%	42%	49%	34%	47%i	29%	45%k	46%k	47%k	46%k	38%	55%k	54%	47%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 740

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
10 - extremely protected	24	1	-	-	-	-	-	*	2	1	1	4	1	2	2	7	-	2	2	-	2	-
9	26	2%	2%	3	1	2	-	1	1	-	1	2	-	1	-	9	1	-	1	-	2	*
8	60	4%	4%	4	-	1	1	1	13	4	1	6	2	1	1	15	3	-	-	1	*	2
7	76	5%	5%	4	4	2	3	2	1	1	5	6	1	1	4	24	3	3	1	3	-	1
6	85	6%	8%	3	3	3	-	1	5	3	3	7	10	2	3	17	2	-	5	9	1	3
5	179	13%	10%	6	3	12	4	5	18	5	3	16	13	4	3	37	2	9	5	6	6	10
4	117	8%	1%	8	7	7	3	9	8	4	7	7	1	3	2	22	2	2	4	5	5	5
3	158	11%	14%	3	10	8	1	5	10	3	7	17	4	8	6	33	4	10	7	3	4	7
2	170	12%	15%w	4	9	10	5	-	14	6	10	15	6	4	4	38	14	6	7	2	7	1
1 - not very protected	316	22%	26%	16	17	13	8	7	26	6	13	17	14	9	5	59	15	11	9	10	12	25
Don't know	210	15%	2%	5	6	5	7	4	14	5	12	17	5	4	6	59	5	12	7	12	4	19
Mean	3.71	3.70	3.96	3.03	3.50	3.38	3.65	3.83	4.05c	3.38	4.11cpw	3.90	3.22	3.56	4.57	4.02cpw	3.05	3.36	3.57	4.04cw	3.34	3.02
Standard deviation	2.45	2.52	2.68	2.07	2.11	2.13	2.32	2.56	2.37	2.41	2.56	2.29	2.23	2.26	3.06	2.60	2.45	2.25	2.35	2.27	2.58	2.20
Standard error	0.07	0.38	0.40	0.27	0.28	0.39	0.44	0.27	0.38	0.33	0.25	0.32	0.40	0.39	0.85	0.16	0.35	0.37	0.38	0.34	0.41	0.30
NET: 8-10	110	8%	9%	7	1	3	1	2	16	5	2	12	4	2	1	31	4	3	2	1	4	3
NET: 4-7	456	32%	34%	21	17	25	14	11	34	16	16	36	31	7	13	100	9	14	15	22	12	18
NET: 1-3	644	45%	55% <sub>s</sub>	23	36	30	14	13	50	14	30	48	24	22	19	130	33	27	23	15	23	33

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 741

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (l)	C1 (k)	C2 (j)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	70	71	69	42	40	65	120	98	54	31
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
10 - extremely protected	13 2%	5 2%	7 2%	2 1%	3 2%	6 5%	1 1%	* 1%	- 1%	4 2%	3 1%	5 3%	1 1%	1 2%	- 6%	5 1%	1 1%	- 2%	1 -	- -	3 2%	- -	1 1%	1 4%	
9	27 4%	18 7%b	8 2%	7 4%	10 5%	7 5%	2 2%	- -	- -	9 4%	9 4%	4 3%	4 3%	2 4%	- 7%	5 2%	2 2%	3 4%	2 4%	- 2%	1 2%	6 5%	2 3%	2 3%	1 5%
8	35 5%	13 5%	22 5%	7 4%	11 5%	9 3%	2 8%	3 2%	3 5%	10 5%	8 4%	8 5%	9 5%	1 2%	1 4%	3 3%	4 5%	7 10%w	2 6%	* 1%	6 8%	8 7%	2 2%	1 2%	* 2%
7	53 7%	16 6%	37 8%	20 7%gi	15 7%	12 9%	2 2%	3 4%	1 1%	17 8%	7 3%	15 10%k	14 9%k	4 7%	2 1%	1 1%	4 5%	6 8%	1 4%	* 1%	7 10%	9 7%	9 10%p	8 15%pt	1 3%
6	63 8%	29 11%	34 7%	12 7%	19 10%	12 9%	13 12%	4 6%	2 5%	10 5%	17 8%	19 12%j	17 11%j	2 4%	2 1%	8 10%	5 7%	9 12%	3 7%	6 16%wx	13 19%nwxx	8 7%	3 3%	2 3%	2 6%
5	75 10%	26 10%	49 10%	18 10%	23 11%	10 7%	14 13%	7 9%	2 4%	20 9%	22 10%	9 6%	23 15%l	11 20%u	1 3%	5 6%	11 16%u	7 9%	4 9%	5 15%	2 3%	9 8%	10 10%	7 12%	2 8%
4	54 7%	21 8%	32 7%	14 8%	18 9%	11 8%	6 6%	3 4%	2 4%	13 6%	25 11%g	10 6%	6 4%	1 2%	3 16%	9 12%	6 9%	5 7%	1 3%	1 9%	6 9%	9 8%	5 6%	5 8%	1 4%
3	74 10%	24 9%	50 10%	21 12%	18 9%	11 8%	10 9%	12 16%	3 5%	24 11%	26 12%	14 9%	10 6%	5 8%	1 6%	8 10%	6 8%	8 11%	3 6%	2 15%	10 15%	15 12%	10 11%	3 4%	4 14%
2	87 12%	29 11%	58 12%	19 11%	30 15%	15 11%	9 9%	5 6%	9 18%	23 10%	28 13%	20 13%	16 10%	7 13%	4 18%	11 13%	5 7%	8 11%	5 11%	2 5%	5 7%	19 16%	13 14%	6 10%	3 9%
1 - not very protected	148 20%	34 13%	114 24%a	35 20%	33 16%	27 20%	25 23%	19 27%	9 18%	42 20%	45 21%	30 19%	31 20%	15 26%	3 17%	15 18%	17 24%	9 12%	7 16%	12 31%rv	12 17%	15 12%	22 24%v	13 23%	10 33%
Don't know	120 16%	52 19%	67 14%	22 12%	23 11%	22 16%	16 15%	17 24%de	20 40%defg	44 20%	29 13%	21 13%	26 17%	7 12%	3 13%	11 14%	10 15%	12 16%	13 31%u	8 22%	6 9%	20 16%	16 17%	11 19%	3 11%
Mean	4.03	4.57b	3.74	4.08h	4.24h	4.32h	3.97	3.18	3.04	4.01	3.77	4.23	4.21	3.79	3.79	4.25	3.90	4.57w	4.16	3.31	4.37	4.35w	3.44	3.97	3.44
Standard deviation	2.60	2.65	2.53	2.57	2.58	2.86	2.55	2.19	2.28	2.68	2.48	2.71	2.54	2.65	2.32	2.90	2.52	2.50	2.81	2.24	2.44	2.68	2.38	2.64	2.78
Standard error	0.11	0.18	0.13	0.21	0.22	0.27	0.25	0.29	0.40	0.21	0.18	0.28	0.21	0.42	0.56	0.37	0.33	0.33	0.52	0.40	0.32	0.26	0.27	0.39	0.54
NET: 8-10	74 10%	37 14%b	38 8%	16 9%	24 12%	17 13%h	12 11%	2 3%	3 5%	23 11%	21 10%	17 11%	14 9%	5 8%	1 4%	13 16%tw	6 9%	10 14%	5 11%	* 1%	7 10%	18 14%tw	4 4%	3 6%	3 10%
NET: 4-7	244 33%	93 34%	152 32%	64 36%i	75 37%i	45 33%i	36 33%i	17 24%	7 14%	59 28%	70 32%	54 35%	61 39%j	19 33%	8 41%	24 29%	26 37%	27 37%	10 23%	13 34%	28 41%	36 29%	27 29%	22 38%	6 22%
NET: 1-3	309 41%	87 32%	222 46%a	76 42%	81 40%	53 39%	44 41%	35 49%	21 41%	89 41%	100 45%	64 41%	57 36%	26 47%	8 41%	33 41%	27 39%	24 34%	14 34%	16 42%	27 39%	49 40%	46 50%	21 37%	16 57%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 743

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*
10 - extremely protected	13	8	4	4	4	*	2	2	-	7	6	1	2	1	3	3	2	1	-	-
9	27	16	11	11	8	3	7	6	1	10	16	1	2	5	3	4	1	1	-	8
8	35	20	14	13	13	2	7	8	4	10	25	2	6	1	5	5	7	2	-	6
7	53	30	22	21	17	11	12	8	4	12	41	4	3	6	13	12	4	1	4	5
6	63	34	29	27	24	9	14	11	5	9	54	5	6	8	13	16	5	4	-	1
5	75	51	24	22	15	15	10	8	2	13	62	2	16	7	23	12	4	2	4	2
4	54	38	16	16	12	8	2	11	1	7	47	2	5	10	9	12	3	5	1	2
3	74	53	17	16	12	7	8	9	2	7	67	2	8	6	18	10	9	4	-	13
2	87	57	30	29	24	6	17	13	4	11	76	2	4	16	25	11	4	7	2	12
1 - not very protected	148	99	48	44	37	17	22	17	9	16	132	2	13	20	32	29	16	7	11	11
Don't know	120	97	20	20	16	9	10	8	1	8	111	7	7	17	26	23	14	4	1	7
Mean	4.03	3.89	4.31	4.30	4.37	4.31	4.39	4.46	4.29	5.18j	3.80	5.51	4.36	3.76	3.82	4.17	4.12	3.68	3.06	4.20
Standard deviation	2.60	2.56	2.68	2.68	2.75	2.43	2.81	2.71	2.80	2.92	2.48	2.45	2.53	2.54	2.43	2.61	2.86	2.38	2.47	2.93
Standard error	0.11	0.13	0.18	0.19	0.21	0.27	0.28	0.44	0.30	0.30	0.11	0.45	0.28	0.27	0.21	0.26	0.42	0.45	0.66	0.43
NET: 8-10	74	44	29	28	26	6	16	17	5	27	48	4	10	7	10	12	10	3	-	14
NET: 4-7	244	153	92	86	68	43	38	38	12	41	203	13	30	32	58	53	16	13	9	10
NET: 1-3	309	209	94	89	73	31	48	39	15	34	275	5	26	41	75	49	29	17	13	36

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 744

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
10 - extremely protected	13	1	-	-	2%	-	*	1	4	-	*	-	-	-	-	3	-	-	4%	-	1	-
9	27	1	1	-	2	-	-	6	1	-	3	-	1	2	-	7	1	1	-	-	1	-
8	35	-	1	1	3	1	-	2	1	3	2	2	-	-	12	-	1	-	-	*	1	-
7	53	-	4	2	1	3	-	1	1	5	6	-	3	2	14	3	1	3	1	1	1	-
6	63	2	-	2	4	1	-	6	2	3	9	8	*	-	2	15	-	-	-	6	2	-
5	75	7	3	1	6	2	3	4	5	-	7	5	2	1	-	13	1	2	4	2	2	3
4	54	-	1	4	1	4	2	5	4	1	7	3	*	1	15	3	*	1	1	1	1	-
3	74	1	2	1	4	1	-	7	1	2	8	5	7	4	2	16	1	2	1	2	4	3
2	87	5	2	4	4	*	-	8	3	2	7	1	3	2	2	28	8	-	2	2	3	2
1 - not very protected	148	8	6	3	8	5	4	15	4	4	8	7	3	1	3	26	6	8	4	7	10	8
Don't know	120	1	2	3	2	5	5	8	1	6	11	2	3	4	-	31	2	9	2	8	3	11
Mean	4.03	3.71	4.03	3.80	4.07	4.09	3.22	3.91	4.93	4.41	4.48	4.55	3.69	4.58	3.50	4.27	3.06	3.32	4.07	3.58	3.44	2.71
Standard deviation	2.60	2.72	2.73	2.25	2.67	2.40	2.37	2.81	3.13	2.82	2.42	2.28	2.40	2.69	2.39	2.64	2.25	2.92	2.68	2.30	2.78	2.16
Standard error	0.11	0.62	0.68	0.53	0.46	0.56	0.68	0.42	0.67	0.73	0.32	0.42	0.58	0.72	0.85	0.21	0.46	0.75	0.65	0.46	0.54	0.52
NET: 8-10	74	3	2	1	5	1	*	9	6	3	8	2	3	2	-	22	1	2	1	-	3	1
NET: 4-7	244	10	8	9	12	10	5	16	10	5	27	23	3	5	4	58	7	4	8	11	6	3
NET: 1-3	309	14	10	8	17	6	4	30	8	8	23	13	13	7	7	70	14	10	6	11	16	13

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 745

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
10 - extremely protected	6	4	2	4	2	1	-	-	-	1	3	1	*	-	-	1	2	*	-	-	1	-	-	-	1
9	7	3	3	4	1	1	1	-	-	2	3	1	1	-	-	1	-	1	-	1	2	-	1	-	-
8	19	12	7	5	8	1	3	1	1	5	3	5	6	4	2	1	1	4	1	-	-	2	1	2	-
7	34	14	19	17	7	9	*	-	-	15	9	7	2	5	1	4	3	5	1	5	1	4	3	1	1
6	9	11%	8%	12%	6%	20%e	2%	-	-	15%g	8%	3%	13%	3%	9%	7%	10%	9%	24%	6%	8%	8%	4%	9%	9%
5	18	9	9	6	5	1	5	2	-	2	3	9	4	-	2	3	2	-	2	*	-	1	5	-	-
4	44	20	24	16	18	6	4	-	-	11	18	8	7	4	-	2	5	9	2	2	5	5	9	1	-
3	32	14	19	21	5	3	1	1	1	10	7	7	8	-	2	9	5	1	1	4	5	2	1	-	-
2	33	4	28	14	13	3	1	-	2	8	13	9	4	3	-	3	3	5	1	-	4	3	1	8	2
1 - not very protected	41	12	30	8	19	8	3	4	-	13	13	9	6	6	2	3	2	5	3	2	3	8	4	1	2
Don't know	88	22	66	33	25	11	10	9	-	20	29	19	13	1	9	8	9	4	6	5	7	13	4	9	9
Mean	3.84	4.64b	3.40	4.10	3.73	3.82	3.87	2.38	4.59	4.03	3.70	3.92	3.68	3.48	4.49	3.89	3.94	4.29	3.68	3.81	3.67	4.20	3.27	4.21	2.60
Standard deviation	2.55	2.65	2.39	2.59	2.49	2.55	2.75	2.12	2.31	2.58	2.58	2.49	2.58	2.73	2.54	2.89	2.28	2.60	2.81	2.62	2.15	2.72	2.23	2.34	2.83
Standard error	0.15	0.26	0.17	0.23	0.28	0.41	0.50	0.53	1.16	0.29	0.26	0.37	0.31	0.57	0.77	0.58	0.38	0.40	0.66	0.60	0.46	0.45	0.40	0.51	0.85
NET: 8-10	32	19	13	13	11	2	4	1	1	8	9	7	8	4	2	3	2	7	2	-	1	6	1	3	1
NET: 4-7	129	57	71	60	35	19	10	3	1	38	38	31	21	9	5	10	20	21	4	10	12	15	15	8	1
NET: 1-3	162	38	124	55	57	22	14	13	2	41	55	36	29	4	16	13	20	9	9	11	17	18	12	12	12

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 746

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Working Status								Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**
10 - extremely protected	6	3	1	1	2	-	-	-	1	-	-	1	-	4	-	-	3	1	2	-	3	2	1	1	1	-	-
	2%	1%	2%	1%	7%	-	-	-	2%	-	-	8%	-	1%	-	-	2%	1%	5%	-	1%	4%	10%	2%	8%	-	-
9	7	1	2	3	1	-	-	-	1	1	1	-	-	5	-	-	5	2	-	-	5	1	-	1	-	-	1
	2%	*	6%a	5%	2%	-	-	-	1%	2%	2%	-	-	2%	-	-	3%	2%	-	-	2%	3%	-	3%	-	-	22%
8	19	13	2	2	2	-	1	1	5	1	4	1	-	14	1	-	9	6	1	2	16	3	1	2	-	-	-
	5%	6%	5%	4%	-	-	34%	5%	9%	4%	14%	8%	-	5%	43%	-	5%	5%	3%	6%	5%	5%	7%	6%	-	-	-
7	34	21	3	5	2	-	-	2	4	3	2	1	2	29	1	-	17	11	1	3	26	8	1	6	1	-	-
	9%	10%	8%	10%	7%	-	-	12%	8%	10%	5%	8%	100%	10%	39%	-	10%	10%	3%	11%	8%	15%	11%	17%	18%	-	-
6	18	13	-	3	1	-	-	2	1	-	1	1	-	17	-	-	10	6	2	*	13	5	1	3	1	-	-
	5%	6%	-	6%	4%	-	-	7%	2%	-	3%	6%	-	6%	-	-	6%	5%	5%	1%	4%	10%	14%	10%	9%	-	-
5	44	30	4	2	5	-	-	3	3	2	1	1	-	42	*	-	18	13	10	2	36	8	1	8	-	-	-
	12%	14%	10%	4%	20%	-	-	13%	5%	8%	5%	7%	-	14%	19%	-	10%	11%	30%	6%	12%	16%	7%	23%	-	-	-
4	32	18	6	4	4	1	-	1	6	1	5	*	-	27	-	1	18	8	2	3	29	3	1	2	-	-	-
	9%	8%	13%	7%	15%	27%	-	3%	11%	4%	18%	3%	-	9%	-	51%	10%	7%	7%	11%	9%	6%	16%	5%	-	-	-
3	33	16	4	9	2	2	-	-	5	4	1	2	-	28	-	-	15	10	-	8	27	5	1	3	-	1	-
	9%	7%	9%	19%	6%	73%	-	-	9%	13%	2%	11%	-	9%	-	-	9%	8%	-	27%	9%	10%	9%	10%	-	100%	-
2	41	30	6	3	2	-	-	1	5	3	2	1	-	35	-	1	23	10	5	3	36	5	2	2	1	-	-
	11%	14%	15%	6%	6%	-	-	6%	11%	11%	6%	6%	-	12%	-	49%	13%	9%	15%	11%	12%	10%	25%	7%	12%	-	-
1 - not very protected	88	49	11	13	7	-	-	8	17	11	11	6	-	65	-	-	44	33	7	4	81	7	-	5	1	-	1
	24%	23%	25%	26%	25%	-	-	40%	33%	39%	38%	41%	-	22%	-	-	25%	28%	22%	14%	27%	13%	-	14%	17%	-	28%
Don't know	38	20	4	7	2	-	2	3	4	3	2	-	-	33	-	-	17	15	3	3	34	4	-	1	3	-	1
	11%	10%	8%	13%	8%	-	66%	15%	8%	9%	7%	-	-	11%	-	-	9%	13%	9%	11%	11%	8%	-	2%	35%	-	50%
Mean	3.84	3.84	3.74	3.86	4.12	3.27	8.00	3.42	3.54	3.05	3.62	3.76	7.00	3.91	7.05	3.03	3.85	3.74	3.96	3.73	3.66	4.74	5.00	4.77	4.71	3.00	4.56
Standard deviation	2.55	2.48	2.69	2.71	2.74	0.57	-	2.67	2.72	2.48	2.79	3.15	-	2.48	-	-	2.60	2.61	2.54	2.18	2.50	2.57	2.73	2.42	3.58	-	-
Standard error	0.15	0.21	0.35	0.38	0.54	0.40	-	0.54	0.37	0.45	0.52	0.79	-	0.16	-	-	0.21	0.28	0.48	0.41	0.16	0.37	0.86	0.47	1.35	-	-
NET: 8-10	32	17	5	5	2	-	1	1	6	2	5	2	-	23	1	-	17	10	3	2	25	6	1	3	1	-	1
	9%	8%	12%	11%	9%	-	34%	5%	12%	6%	16%	16%	-	8%	43%	-	10%	8%	6%	8%	12%	17%	11%	8%	-	22%	
NET: 4-7	129	82	13	13	12	1	-	7	13	6	9	3	2	114	1	1	63	39	15	8	103	24	4	18	2	-	-
	36%	38%	31%	26%	46%	27%	-	35%	26%	22%	31%	25%	100%	38%	57%	51%	35%	33%	45%	30%	34%	47%	49%	56%	28%	-	-
NET: 1-3	162	95	21	25	10	2	-	10	27	18	14	8	-	128	-	-	82	52	12	15	144	17	3	10	2	1	1
	45%	44%	49%	50%	37%	73%	-	45%	53%	63%	46%	59%	-	43%	-	49%	46%	45%	37%	53%	47%	33%	34%	32%	29%	100%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 747

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under		NET: Under 16		NET: Under 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40					
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*					
10 - extremely protected	6	2	4	4	4	*	3	4	-	3	3	1	*	-	-	3	*	-	-	2					
9	7	5	2	2	2	-	1	2	-	2	5	1	1	1	1	-	-	-	-	2					
8	19	13	5	5	4	1	3	4	-	6	13	-	5	-	3	4	-	3	-	3					
7	34	20	13	13	9	8	8	4	2	10	24	2	3	4	4	7	1	1	3	8					
6	18	11	7	5	7	1	2	4	1	5	13	3	2	1	3	5	*	-	-	2					
5	44	24	21	20	12	14	5	10	2	6	39	1	*	8	9	11	5	3	1	1					
4	32	25	8	7	6	2	2	4	1	5	27	1	3	6	3	4	-	3	2	8					
3	33	25	5	5	3	3	3	3	-	3	30	1	3	2	6	10	4	-	-	4					
2	41	22	20	19	15	5	13	5	1	3	39	1	4	8	10	6	1	-	2	5					
1 - not very protected	88	61	26	25	17	12	10	10	5	14	74	-	11	9	16	11	8	5	8	12					
Don't know	38	31	6	6	6	2	4	2	-	2	37	2	2	8	4	2	6	1	1	6					
Mean	3.84	3.72	4.06	4.06	4.30	3.90	4.07	4.65	3.28	4.84j	3.63	5.57	3.86	3.50	3.45	4.27	3.59	4.07	2.65	4.15					
Standard deviation	2.55	2.50	2.66	2.69	2.77	2.37	2.85	2.85	2.46	2.92	2.42	2.20	2.85	2.09	2.40	2.56	2.34	2.69	2.32	2.82					
Standard error	0.15	0.18	0.26	0.27	0.31	0.36	0.42	0.41	0.64	0.40	0.15	0.59	0.44	0.32	0.35	0.36	0.57	0.78	0.82	0.47					
NET: 8-10	32	20	12	12	11	1	6	9	-	11	21	1	6	1	4	7	*	3	-	6					
NET: 4-7	129	80	48	45	34	24	16	21	5	26	103	7	9	19	18	25	11	7	5	19					
NET: 1-3	162	108	51	49	35	21	26	17	6	20	143	2	18	19	32	27	13	5	11	22					

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 748

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
10 - extremely protected	6	-	-	-	1	-	*	2	1	-	-	-	-	-	-	1	-	-	-	-	1	-
9	7	-	-	-	-	-	-	1	-	1	-	-	-	-	3	1	-	-	-	-	-	-
8	19	1	3	2	1	-	-	1	-	-	3	-	2	-	2	-	1	1	-	-	-	1
7	34	1	4	1	2	1	-	3	3	*	5	1	-	-	8	1	-	-	-	2	1	*
6	18	-	-	2	2	-	1	3	-	-	2	-	*	-	1	-	1	4	2	-	-	-
5	44	3	-	-	2	2	1	1	1	9	6	2	-	-	11	1	*	-	2	-	1	4
4	32	-	-	2	3	3	*	1	1	5	-	3	-	-	9	-	-	1	1	-	-	-
3	33	-	2	-	1	1	2	3	-	7	3	-	-	-	5	2	3	1	-	2	1	4
2	41	4	1	2	1	3	-	2	1	2	5	1	-	1	9	2	-	1	2	2	-	-
1 - not very protected	88	8	3	1	5	2	1	10	1	4	8	4	-	1	15	1	3	*	5	9	6	6
Don't know	38	1	1	1	-	4	-	2	1	-	1	-	1	-	16	1	*	*	2	2	5	5
Mean	3.84	2.60	4.88	4.49	4.22	3.30	4.02	3.83	5.25	2.25	4.09	3.65	5.64	1.64	1.00	4.07	3.84	3.37	4.78	3.50	2.60	2.42
Standard deviation	2.55	2.22	2.99	2.54	2.72	1.85	1.92	3.10	3.14	1.80	2.33	2.01	1.79	-	2.58	2.59	2.56	2.07	2.43	2.83	2.63	2.63
Standard error	0.15	0.67	1.06	0.77	0.64	0.51	0.58	0.69	1.05	0.64	0.35	0.64	0.68	-	0.32	0.92	0.90	0.73	0.63	0.85	0.93	0.93
NET: 8-10	32	1	3	2	2	-	*	4	1	-	4	-	2	-	7	1	1	1	-	1	1	1
NET: 4-7	129	4	4	5	9	6	6	7	4	2	21	8	5	-	29	2	1	5	7	1	1	1
NET: 1-3	162	12	6	4	7	7	3	16	2	6	21	7	-	2	1	29	5	7	3	7	12	7

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 749

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
10 - extremely protected	3	3	-	-	-	3	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	-	-
	2%	5%	-	-	-	9%	-	-	-	-	-	8%	-	-	-	17%	-	-	-	-	-	-	-	-	-
9	5	5	1	3	2	1	-	-	-	1	5	-	-	-	-	-	3	-	-	-	2	-	1	-	
	3%	8% <sup>ab</sup>	1%	6%	3%	2%	-	-	-	1%	9%	-	-	-	-	-	16%	-	-	-	10%	-	9%	-	
8	8	7	3	3	2	-	-	-	-	3	2	2	*	-	1	-	2	1	1	1	-	1	-	-	
	5%	1%	7%	7%	6%	5%	-	-	-	8%	4%	5%	1%	-	7%	-	8%	9%	16%	-	4%	6%	-	-	
7	16	7	9	7	5	3	1	-	-	5	4	6	2	2	1	1	3	1	*	1	1	5	1	-	
	10%	12%	9%	14%	10%	8%	8%	-	-	11%	9%	15%	5%	18%	17%	3%	14%	5%	7%	5%	3%	20%	14%	-	
6	18	7	12	4	9	3	*	2	-	7	2	5	4	1	4	-	2	3	1	1	2	1	2	2	
	11%	12%	11%	8%	18%	8%	2%	23%	-	17%	4%	14%	12%	9%	51%	-	13%	12%	12%	10%	13%	6%	7%	23%	
5	22	7	15	1	9	7	4	-	-	4	9	1	8	1	-	4	5	5	-	2	2	2	1	1	
	13%	12%	14%	2%	18%	22%	23%	-	-	10%	18%	2%	24%	5%	-	20%	31%	20%	-	27%	16%	8%	5%	14%	
4	7	2	6	1	3	3	-	-	-	2	2	1	3	-	-	1	3	1	2	-	1	-	*	-	
	5%	3%	5%	2%	7%	10%	-	-	-	4%	3%	4%	8%	-	-	6%	16%	3%	17%	-	3%	-	5%	-	
3	20	7	13	9	6	*	3	1	-	9	7	3	1	1	-	4	*	1	2	1	6	1	1	2	
	12%	13%	12%	18%	13%	1%	17%	13%	-	20%	15%	9%	2%	10%	-	24%	3%	6%	12%	10%	45%	7%	6%	26%	
2	17	6	11	4	7	1	3	2	-	5	8	-	4	3	2	-	1	4	1	-	3	4	-	-	
	11%	11%	11%	9%	14%	4%	15%	22%	-	12%	17%	-	12%	22%	24%	-	8%	17%	8%	-	13%	16%	-	-	
1 - not very protected	31	9	22	12	3	7	5	3	1	6	6	12	7	4	1	4	2	3	-	3	2	4	9	1	
	19%	15%	21%	23%	6%	22%	27%	29%	46%	14%	12%	32%	22%	26%	9%	22%	10%	13%	-	30%	19%	19%	37%	8%	
Don't know	14	5	9	5	2	4	1	1	1	2	4	4	4	1	-	-	1	4	*	-	5	1	-	1	
	9%	8%	9%	11%	4%	10%	7%	12%	54%	4%	9%	10%	13%	10%	-	-	6%	37%	3%	-	26%	2%	-	100%	
Mean	4.24	4.71	3.98	4.12	4.69	4.79	3.15	2.87	1.00	4.29	4.38	4.44	3.71	3.38	4.77	4.74	4.94	4.40	4.77	4.25	3.62	4.08	3.49	4.99	-
Standard deviation	2.56	2.83	2.37	2.78	2.18	2.89	2.03	2.12	-	2.33	2.58	3.14	2.13	2.47	2.32	3.18	2.40	2.37	2.11	2.73	1.90	2.99	2.71	2.34	-
Standard error	0.22	0.43	0.25	0.42	0.38	0.55	0.45	0.87	-	0.37	0.40	0.67	0.41	0.82	1.04	0.82	0.62	0.56	0.75	0.97	0.60	0.70	0.64	0.89	-
NET: 8-10	16	8	8	6	4	5	-	-	-	4	7	5	*	-	-	4	3	2	1	1	-	3	1	1	-
	10%	14%	8%	13%	9%	16%	-	-	-	9%	14%	14%	1%	-	-	25%	16%	8%	9%	16%	-	15%	6%	9%	-
NET: 4-7	63	22	42	13	26	16	6	2	-	18	17	13	16	4	5	5	10	11	4	4	4	4	7	4	-
	39%	38%	40%	27%	54%	47%	33%	23%	-	42%	34%	35%	49%	32%	67%	30%	63%	49%	34%	41%	36%	20%	32%	56%	-
NET: 1-3	68	23	46	25	16	9	11	6	1	19	21	15	12	8	3	8	3	8	2	3	8	8	14	2	-
	42%	39%	44%	50%	33%	27%	59%	64%	46%	46%	43%	41%	37%	58%	33%	46%	21%	37%	20%	40%	64%	39%	60%	34%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 750

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House hold (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educat ion (n)	Primary (o)	Secund ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educat ion (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	**	**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	**
10 - extremely protected	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	-	3	-	-	-	-	-	-
9	5	4	1	-	1	-	-	-	-	-	-	-	-	5	-	-	3	2	1	-	3	1	1	-	-	-	-
8	8	1	3	4	-	-	-	-	1	1	1	-	-	7	-	-	4	1	-	3	5	3	-	3	-	-	-
7	16	7	6	2	-	-	-	1	4	2	1	1	1	12	-	-	8	5	2	1	14	2	-	2	-	-	-
6	18	11	2	2	1	1	-	2	3	2	2	1	-	15	-	-	15	3	1	-	16	2	-	2	-	-	-
5	22	12	2	1	2	-	-	5	6	5	2	2	1	16	-	-	13	3	5	1	17	5	1	3	1	-	-
4	7	3	3	-	2	-	-	-	2	2	2	-	-	5	-	-	3	4	-	-	3	5	-	5	-	-	-
3	20	11	3	4	1	-	-	-	2	2	-	-	-	18	-	-	6	8	2	2	17	3	-	3	-	-	-
2	17	14	2	-	1	-	-	1	7	4	5	1	-	8	-	-	3	10	2	3	14	3	2	-	1	-	-
1 - not very protected	31	16	3	5	4	-	1	2	6	2	5	3	-	20	-	-	20	11	-	1	24	6	2	3	-	1	-
Don't know	14	7	*	3	-	-	1	3	3	2	-	1	-	10	-	-	6	7	-	1	13	1	-	1	-	-	-
Mean	4.24	4.14	4.75	4.47	3.35	6.00	1.00	4.42	3.93	4.18	3.40	3.24	6.14	4.49	-	-	4.32	3.97	4.64	4.70	4.24	4.25	3.55	4.69	3.70	1.00	-
Standard deviation	2.56	2.63	2.49	2.81	2.29	-	-	2.11	2.26	2.08	2.32	2.50	-	2.59	-	-	2.50	2.80	1.94	2.83	2.57	2.50	3.22	2.19	-	-	-
Standard error	0.22	0.36	0.45	0.63	0.66	-	-	0.61	0.41	0.45	0.56	0.88	-	0.26	-	-	0.31	0.43	0.61	0.85	0.26	0.47	1.31	0.50	-	-	-
NET: 8-10	16	8	3	4	1	-	-	-	1	1	1	-	-	15	-	-	6	6	1	3	11	4	1	3	-	-	-
NET: 4-7	63	32	12	5	5	1	-	8	16	12	7	3	1	48	-	-	39	15	7	2	50	14	1	12	1	-	-
NET: 1-3	68	41	9	9	6	-	1	3	14	8	10	4	-	47	-	-	29	28	4	5	56	11	5	5	1	1	-
	42%	46%	36%	42%	51%	-	46%	22%	41%	36%	54%	49%	-	39%	-	-	36%	50%	34%	49%	43%	38%	64%	26%	43%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 751

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**
10 - extremely protected	3	3	-	-	-	-	-	-	-	3	-	-	-	-	3	-	-	-	-	-
	2%	4%	-	-	-	-	-	-	-	6%j	-	-	-	-	7%	-	-	-	-	-
9	5	3	2	2	2	-	1	2	-	1	4	1	-	1	-	3	-	-	-	1
	3%	4%	3%	3%	3%	-	1%	6%	-	3%	3%	11%	-	3%	-	9%	-	-	-	5%
8	8	5	3	3	3	2	2	1	1	2	5	1	1	2	1	1	-	-	-	1
	5%	6%	4%	4%	5%	6%	5%	2%	11%	5%	5%	28%	8%	10%	2%	3%	-	-	-	8%
7	16	9	7	7	7	1	6	7	1	9	7	1	3	3	2	2	-	-	-	4
	10%	10%	10%	9%	13%	4%	16%	19%	17%	18%	6%	12%	20%	17%	5%	7%	-	-	-	25%
6	18	7	12	10	10	2	6	2	1	7	11	-	3	3	5	4	1	1	-	2
	11%	8%	15%	14%	16%	7%	16%	6%	16%	14%	10%	-	16%	13%	12%	12%	30%	-	-	12%
5	22	5	17	16	12	9	7	9	1	7	15	1	4	1	10	5	-	-	-	1
	13%	6%	21%a	21%	20%a	30%	17%	25%	12%	14%	13%	14%	25%	6%	23%	17%	-	-	-	6%
4	7	3	4	4	4	2	3	2	1	2	5	-	-	3	-	1	3	-	-	-
	5%	4%	5%	6%	6%	6%	7%	7%	14%	4%	5%	-	-	17%	-	4%	25%	-	-	-
3	20	16	4	4	2	3	2	1	-	3	17	-	2	-	4	4	3	2	-	2
	12%	19%abd	6%	6%	4%	8%	4%	3%	-	5%	16%	-	10%	-	10%	13%	27%	70%	-	8%
2	17	6	11	11	10	1	6	6	1	8	9	2	-	1	2	2	3	-	3	5
	11%	8%	14%	15%	16%	4%	15%	18%	15%	15%	8%	35%	-	7%	5%	7%	20%	-	44%	27%
1 - not very protected	31	18	13	13	6	9	3	5	1	7	24	-	2	3	14	3	1	-	3	1
	19%	21%	17%cd	18%	10%	29%	8%	15%	15%	13%	22%	-	10%	16%	33%	12%	11%	-	50%	7%
Don't know	14	10	4	4	4	2	4	-	-	2	12	-	2	2	1	4	1	-	*	1
	9%	12%	5%	6%	6%	5%	10%	-	-	4%	11%	-	11%	11%	2%	15%	5%	-	6%	3%
Mean	4.24	4.22	4.25	4.17	4.62b	3.75	4.72	4.49	4.63	4.90	3.90	5.46	5.19	4.88	3.94	4.68	3.19	3.91	1.47	4.81
Standard deviation	2.56	2.80	2.32	2.33	2.29	2.28	2.23	2.46	2.52	2.71	2.43	3.15	2.12	2.58	2.79	2.50	1.49	1.63	0.54	2.66
Standard error	0.22	0.34	0.29	0.30	0.32	0.48	0.40	0.43	0.84	0.44	0.25	1.19	0.57	0.55	0.49	0.53	0.53	0.94	0.38	0.71
NET: 8-10	16	11	5	5	5	2	2	3	1	7	9	2	1	3	4	4	-	-	-	2
	10%	13%	6%	6%	8%	6%	6%	8%	11%	13%	8%	39%	8%	14%	9%	12%	-	-	-	13%
NET: 4-7	63	24	40	37	33	15	22	19	5	26	38	1	10	10	17	12	5	1	-	8
	39%	28%	52%ca	50%	55%ca	47%	56%	56%	60%	49%	35%	26%	60%	53%	40%	41%	37%	30%	-	42%
NET: 1-3	68	40	28	28	18	13	11	12	2	18	51	2	4	4	20	9	7	2	6	8
	42%	47%	37%cd	38%	31%	42%	28%	35%	30%	34%	46%	35%	21%	23%	48%	32%	58%	70%	94%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 752

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	**	6**	1**	6**
10 - extremely protected	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
2%	-	-	-	-	-	-	-	-	33%	-	-	-	-	-	-	-	-	-	-	-	-	-
9	5	-	-	-	3	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-
3%	-	-	-	30%	-	-	-	-	-	-	-	-	-	-	6%	11%	-	-	-	-	-	-
8	8	-	-	-	-	-	-	1	-	3	-	-	-	-	1	1	-	-	-	1	-	-
5%	-	-	-	-	-	-	-	9%	-	14%	-	-	-	-	4%	15%	-	-	-	25%	-	-
7	16	1	2	1	1	-	-	2	1	-	2	-	2	2	-	2	1	-	-	*	-	-
10%	11%	28%	17%	6%	-	-	11%	6%	-	9%	-	34%	35%	-	7%	17%	-	-	-	7%	-	-
6	18	-	4	1	-	1	-	-	-	3	1	2	-	2	2	-	-	-	-	1	-	-
11%	-	19%	51%	15%	-	16%	-	-	-	22%	13%	25%	27%	-	100%	5%	-	-	-	16%	-	-
5	22	-	-	1	2	2	3	3	-	5	1	-	1	-	3	1	-	-	-	-	-	1
13%	-	-	-	10%	38%	40%	18%	36%	-	21%	22%	-	16%	-	8%	16%	-	-	-	-	-	11%
4	7	-	-	1	1	-	1	-	2	1	-	-	-	-	1	-	*	-	-	-	-	-
5%	-	-	-	18%	20%	-	8%	-	30%	3%	-	-	-	-	2%	-	40%	-	-	-	-	-
3	20	-	1	-	1	-	3	1	-	1	-	2	*	-	7	2	-	-	-	1	-	-
12%	-	22%	-	-	22%	-	23%	12%	-	6%	-	39%	7%	-	19%	31%	-	-	-	15%	-	-
2	17	3	-	2	1	-	-	-	-	1	4	-	3	-	4	-	-	-	-	-	-	-
11%	44%	-	24%	15%	-	-	-	-	-	14%	18%	-	41%	-	11%	-	-	-	-	-	-	-
1 - not very protected	31	2	2	1	1	1	-	3	1	-	3	2	-	-	7	1	1	-	-	2	-	4
19%	24%	31%	9%	6%	20%	-	24%	14%	-	14%	53%	-	-	-	22%	10%	60%	-	-	32%	-	79%
Don't know	14	1	-	-	-	2	-	2	*	-	-	-	-	-	5	-	-	-	-	*	1	1
9%	21%	-	-	-	-	44%	7%	35%	2%	-	-	-	-	-	15%	-	-	-	-	5%	100%	10%
Mean	4.24	2.37	4.07	4.77	5.59	3.57	5.28	3.95	5.97	4.25	4.43	3.11	5.17	4.32	6.00	3.73	5.19	2.21	-	4.42	-	1.49
Standard deviation	2.56	2.09	2.73	2.32	2.91	1.62	0.56	2.43	3.38	1.65	2.44	2.61	1.96	2.43	-	2.62	2.83	-	-	3.25	-	1.46
Standard error	0.22	1.04	1.37	1.04	1.03	0.66	0.40	0.77	1.19	0.95	0.56	1.51	0.80	1.22	-	0.47	1.16	-	-	1.33	-	0.85
NET: 8-10	16	-	-	-	3	-	-	1	3	-	3	-	-	-	3	1	-	-	-	1	-	-
10%	-	-	-	30%	-	-	-	9%	33%	-	14%	-	-	-	10%	26%	-	-	-	25%	-	-
NET: 4-7	63	1	3	5	4	3	3	5	4	3	10	2	3	3	2	8	2	*	-	1	-	1
39%	11%	47%	67%	48%	58%	56%	38%	42%	52%	46%	47%	61%	51%	100%	22%	33%	40%	-	-	23%	-	11%
NET: 1-3	68	5	3	3	2	2	-	7	2	1	8	2	2	3	-	18	2	1	-	3	-	4
42%	69%	53%	33%	22%	42%	-	46%	26%	14%	39%	53%	39%	49%	-	52%	41%	60%	-	47%	-	79%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 753

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
10 - extremely protected	7	5	2	3	2	1	1	-	-	1	3	4	-	1	-	1	-	2	-	-	2	1	-	-	-
9	15	8	7	2	6	2	3	1	1	5	7	1	2	2	-	*	1	1	2	3	-	2	1	2	1
8	23	17	6	4	3	4	9	2	*	8	5	4	*	1	1	2	2	-	2	4	4	4	4	1	1
7	38	18	20	12	6	12	3	2	3	17	8	7	6	5	3	6	2	2	1	1	4	6	3	4	-
6	42	29	13	8	12	9	6	5	2	17	11	10	4	2	2	7	2	1	3	5	2	7	2	7	1
5	64	30	34	16	16	13	11	4	4	22	17	7	18	5	3	5	12	5	3	1	9	10	6	3	1
4	32	18	14	5	3	12	5	2	6	9	9	9	5	4	-	7	3	3	3	1	2	2	4	1	3
3	72	38	34	17	16	9	17	9	4	14	35	12	10	10	1	16	3	5	2	1	5	12	8	6	3
2	74	30	44	14	15	17	12	7	9	24	30	8	12	5	6	8	5	10	4	5	7	10	8	3	4
1 - not very protected	142	54	88	23	21	31	35	18	15	38	43	34	28	13	7	16	14	9	9	6	8	18	25	12	4
Don't know	126	62	64	19	22	20	17	17	30	44	35	20	27	8	3	9	10	7	11	12	8	27	16	13	2
Mean	3.66	4.10b	3.24	3.98i	4.05hi	3.73	3.41	3.11	3.00	3.94	3.49	3.65	3.50	3.71	3.50	3.55	3.53	3.68	3.63	4.26	3.96	3.91	3.06	3.91	3.40
Standard deviation	2.50	2.56	2.36	2.53	2.60	2.49	2.54	2.27	2.13	2.51	2.43	2.67	2.39	2.56	2.55	2.21	2.32	2.69	2.57	3.00	2.37	2.63	2.42	2.61	2.35
Standard error	0.11	0.16	0.15	0.25	0.28	0.24	0.23	0.29	0.31	0.20	0.18	0.31	0.23	0.38	0.50	0.29	0.34	0.42	0.51	0.56	0.37	0.30	0.30	0.41	0.51
NET: 8-10	45	31	15	9	12	8	13	3	1	14	15	10	7	4	1	2	3	5	2	5	4	8	5	3	2
NET: 4-7	176	95	80	41	36	46	24	14	15	64	46	33	32	16	8	26	19	11	11	8	17	25	16	15	5
NET: 1-3	287	121	166	54	52	56	64	34	28	76	108	54	49	28	14	40	22	23	14	12	20	40	41	21	11

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 754

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter****Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	Primary (n)	Secondary (o)	University degree (p)	Higher university degree (q)	Still in full time education (r)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)		
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2	
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**	
10 - extremely protected	7	4	-	1	1	-	-	1	1	1	-	-	5	-	-	5	1	1	1	5	1	1	1	-	-	-		
	1%	1%	-	2%	2%	-	-	4%b	1%	1%	-	-	1%	-	-	2%	*	1%	2%	1%	2%	7%	2%	-	-	-		
9	15	11	-	2	1	1	-	-	3	1	2	2	-	11	-	6	6	1	2	10	5	1	4	-	-	-		
	2%	3%	-	3%	2%	6%	-	-	2%	2%	2%	5%	-	2%	-	2%	3%	1%	6%	2%	8%t	7%	12%	-	-	-		
8	23	16	5	1	-	-	1	*	6	2	4	-	1	16	1	17	4	1	1	20	3	1	2	-	-	-		
	4%	5%	6%	1%	-	-	2%	1%	5%	4%	6%	-	26%	3%	100%	6%q	2%	1%	2%	4%	4%	8%	5%	-	-	-		
7	38	20	2	7	2	-	4	3	8	4	3	3	1	30	-	16	14	4	4	34	4	1	3	-	-	-		
	6%	6%	2%	10%	7%	-	6%	8%	9%	7%	7%	7%	10%	6%	-	5%	6%	5%	14%	6%	6%	5%	10%	-	-	-		
6	42	32	1	6	-	1	*	9	3	7	3	1	32	-	-	21	11	9	*	35	5	-	5	-	-	-		
	7%	10%bf	2%	8%	-	7%	2%	1%	7%	5%	9%	9%	14%	7%	-	7%	5%	13%q	1%	6%	9%	-	17%	-	-	-		
5	64	37	8	5	5	1	5	3	11	8	6	3	1	53	-	32	22	5	3	60	4	-	3	1	-	-		
	10%	11%	10%	8%	14%	6%	8%	9%	9%	12%	8%	8%	28%	11%	-	11%	9%	7%	12%	11%	7%	-	10%	8%	-	-		
4	32	17	4	3	1	1	4	2	7	4	4	1	-	24	-	18	10	4	*	29	3	-	1	2	-	-		
	5%	5%	4%	5%	3%	11%	6%	6%	5%	6%	5%	2%	-	5%	-	6%	4%	5%	2%	5%	5%	-	3%	21%	-	-		
3	72	36	15	11	3	-	2	4	15	6	6	4	1	56	-	25	37	5	5	65	7	1	5	-	1	-		
	11%	11%	18%af	16%	9%	-	4%	11%	12%	10%	8%	10%	11%	12%	-	9%	15%p	8%	15%	11%	11%	5%	16%	-	59%	-		
2	74	40	14	8	4	4	2	2	16	10	11	6	1	53	-	22	32	13	6	62	11	5	4	1	-	1		
	12%	12%f	17%f	11%	12%	33%	3%	5%	13%	16%	14%	15%	12%	11%	-	8%	13%	19%p	20%	11%	19%	40%	13%	11%	-	45%		
1 - not very protected	142	71	21	11	13	2	14	10	27	13	17	9	-	106	-	72	55	13	2	131	9	3	3	1	1	-		
	22%	21%	24%	16%	36%a	17%	22%	31%	21%	20%	22%	24%	-	22%	-	25%	23%	18%	5%	23%	14%	28%	10%	11%	41%	-		
Don't know	126	50	15	14	5	3	31	8	24	10	17	8	-	93	-	53	47	15	6	114	8	-	1	6	-	1		
	20%	15%	18%	20%	14%	20%	49%abd	23%	19%	16%	22%	21%	-	19%	-	100%	19%	20%	21%	20%	14%	-	4%	49%	-	55%		
Mean	3.66	3.91b	3.01	3.99	3.00	3.18	3.22	3.39	3.75	3.73	3.61	3.50	5.53	3.67	8.00	-	3.85	3.31	3.58	4.51	3.58	4.26	3.54	4.99	3.05	2.19	2.00	
Standard deviation	2.50	2.56	2.07	2.53	2.46	2.42	2.35	2.70	2.54	2.53	2.51	2.52	2.23	2.47	-	2.64	2.28	2.38	2.67	2.44	2.79	3.29	2.69	1.59	1.35	-		
Standard error	0.11	0.17	0.20	0.31	0.40	0.76	0.38	0.46	0.23	0.32	0.29	0.38	0.79	0.13	-	0.17	0.17	0.31	0.53	0.11	0.38	0.91	0.49	0.60	0.96	-		
NET: 8-10	45	31	5	4	1	1	1	2	11	5	6	2	1	32	1	28	10	3	3	35	9	3	6	-	-	-		
	7%	9%	6%	6%	4%	6%	2%	6%	8%	8%	8%	5%	26%	7%	100%	10%q	4%	4%	11%	6%	15%t	22%	19%	-	-	-		
NET: 4-7	176	106	15	22	8	3	13	8	36	19	20	10	3	138	-	86	57	21	9	158	17	1	13	3	-	-		
	28%	32%b	18%	31%	24%	24%	21%	24%	27%	30%	26%	26%	52%	29%	-	30%	24%	30%	29%	28%	27%	5%	39%	28%	-	-		
NET: 1-3	287	146	51	30	20	6	18	16	59	29	35	19	1	215	-	119	125	32	12	257	27	9	12	3	2	1		
	45%	44%f	59%af	43%	58%af	50%	29%	47%	45%	46%	44%	48%	23%	45%	-	41%	52%p	45%	40%	46%	44%	73%	38%	22%	100%	45%		

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 755

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																				
	Total	No child- ren aged 18 or under		NET: Under 16 (c)		NET: Any 5- 18 (d)		Any aged under 5 (e)		Any aged 5-10 (f)		Any aged 11-15 (g)		Any aged 16-18 (h)		Yes	No	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)					
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)				
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41											
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*											
10 - extremely protected	7	2	5	5	4	3	4	-	-	1	6	1	1	1	-	1	2	-	1	-											
9	15	7	8	8	6	2	4	4	1	7	8	-	3	1	3	5	3	-	-	-											
8	23	9	13	12	13	*	7	8	4	6	17	1	2	4	6	1	3	1	-	4											
7	38	26	11	9	11	4	8	4	3	9	29	1	2	10	8	5	2	3	1	4											
6	42	26	15	13	14	3	4	8	2	12	30	3	3	6	11	5	1	4	-	4											
5	64	42	22	20	16	9	7	12	3	6	58	2	8	7	18	13	4	1	4	2											
4	32	22	10	7	2	4	4	4	2	5	26	3	7	4	9	4	-	-	3	2											
3	72	50	22	20	18	4	10	11	7	14	57	2	5	7	16	19	9	4	2	3											
2	74	50	24	24	22	4	16	12	2	15	59	3	6	12	13	12	6	3	3	13											
1 - not very protected	142	103	38	34	28	13	16	13	7	15	127	2	15	18	38	25	18	4	4	9											
Don't know	126	99	24	23	22	7	13	11	4	6	120	3	10	29	21	29	14	3	1	8											
Mean	3.66	3.40	4.16a	4.15	4.27a	4.17	4.28a	4.24a	4.22	4.40j	3.50	4.19	3.76	3.87	3.56	3.49	3.46	4.09	3.66	3.67											
Standard deviation	2.50	2.34	2.71	2.73	2.72	2.85	2.93	2.53	2.65	2.69	2.43	2.31	2.61	2.57	2.38	2.39	2.94	2.42	2.37	2.51											
Standard error	0.11	0.12	0.21	0.22	0.23	0.45	0.34	0.29	0.43	0.29	0.12	0.47	0.31	0.28	0.21	0.27	0.47	0.57	0.68	0.43											
NET: 8-10	45	18	26	25	23	6	15	12	5	14	31	1	6	6	9	6	8	1	1	4											
NET: 4-7	176	116	59	52	48	19	23	28	10	32	143	10	20	27	46	28	6	8	8	13											
NET: 1-3	287	203	84	78	67	21	42	36	16	43	244	7	26	37	66	57	33	10	9	24											

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 756

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
10 - extremely protected	7	1	-	-	-	-	-	-	1	-	2	-	-	-	-	3	-	-	-	-	-	-
9	15	1	1	-	1	-	-	-	3	2	1	-	-	-	2	1	1	-	1	1	1	-
8	23	*	-	1	1	1	1	1	-	-	2	2	1	-	7	1	1	*	1	1	1	*
7	38	1	4	3	1	1	-	8	-	1	1	1	1	1	8	1	2	1	1	1	-	1
6	42	1	*	2	2	-	-	7	1	3	2	2	-	2	7	3	2	-	4	1	1	-
5	64	2	3	*	5	4	6	2	3	-	5	7	2	1	13	*	3	-	1	1	1	5
4	32	*	3	-	-	-	3	4	2	3	3	2	1	1	3	1	-	1	1	3	*	-
3	72	4	5	1	2	1	1	8	8	1	7	1	3	1	17	2	1	1	1	3	4	4
2	74	4	1	6	1	4	-	8	1	2	9	3	2	2	19	1	-	3	5	4	-	-
1 - not very protected	142	7	6	7	6	3	4	11	7	7	10	5	3	1	30	7	8	4	3	4	9	9
Don't know	126	4	2	3	2	6	4	6	1	5	7	2	2	6	*	39	2	9	3	12	2	8
Mean	3.66	3.60	3.80	3.35	3.84	3.43	3.64	3.71	3.70	3.79	3.53	4.14	3.63	4.26	5.49	3.67	3.60	3.90	2.49	4.15	3.40	2.96
Standard deviation	2.50	2.88	2.34	2.63	2.55	2.32	1.99	2.28	2.68	2.83	2.60	2.33	2.38	2.07	1.22	2.60	2.83	2.93	2.14	2.62	2.35	2.15
Standard error	0.11	0.61	0.50	0.53	0.59	0.62	0.51	0.36	0.54	0.69	0.39	0.55	0.69	0.60	0.86	0.24	0.65	0.67	0.62	0.56	0.51	0.49
NET: 8-10	45	3	1	1	1	1	1	1	4	2	5	2	1	-	12	2	2	*	2	2	*	-
NET: 4-7	176	5	11	6	8	4	9	21	7	7	10	12	4	5	2	32	5	7	1	7	5	7
NET: 1-3	287	15	12	14	9	8	5	27	16	10	26	8	8	3	-	66	11	9	7	9	11	13

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 757

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	**
10 - extremely protected	3	3	-	2	1	-	1	-	1	2	1	-	-	-	-	-	-	-	1	1	1	1	1	-
9	4	4	-	3	1	-	-	-	1	3	-	-	-	-	2	1	-	-	-	-	-	-	-	-
8	2	2	-	2	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
7	10	9	1	6	1	4	-	6	2	1	1	1	1	-	2	2	-	*	1	3	-	1	-	
6	11	8	3	4	3	3	-	4	-	6	1	-	5	2	3	1	-	-	*	-	*	-	-	
5	8	6	2	4	2	2	1	1	4	1	2	3	-	1	-	1	-	-	2	1	-	-	*	
4	4	1	3	2	1	1	-	1	-	2	1	-	-	2	1	-	-	-	-	-	-	-	-	
3	4	3	1	3	-	1	-	1	3	-	-	-	2	-	1	-	1	-	-	-	-	*	-	
2	2	1	1	*	1	-	-	*	1	-	-	-	-	-	*	-	-	-	-	-	-	1	*	
1 - not very protected	10	9	1	3	5	2	-	1	4	3	2	2	*	-	-	1	1	-	1	2	1	2	2	
Don't know	12	10	2	3	2	3	1	2	5	3	2	2	1	1	-	1	1	1	1	3	2	3	3	
Mean	5.20	5.40	4.40	5.63	4.30	4.90	7.99	6.00	6.05	4.53	5.47	4.31	4.04	5.16	5.00	6.34	5.54	1.91	7.00	6.15	5.73	4.69	3.93	5.00
Standard deviation	2.67	2.82	1.87	2.57	3.13	2.19	-	-	1.99	3.09	2.84	2.29	2.77	1.94	0.99	2.26	2.69	-	-	2.96	3.10	4.17	3.96	-
Standard error	0.34	0.41	0.48	0.47	0.81	0.58	-	-	0.48	0.69	0.76	0.69	1.05	0.79	0.44	0.75	1.02	-	-	1.21	1.17	1.70	1.98	-
NET: 8-10	9	9	-	6	2	-	1	-	1	3	4	*	*	1	-	2	1	-	-	1	1	1	1	-
NET: 4-7	33	24	9	16	6	9	1	1	12	6	10	5	4	5	5	5	5	-	*	3	5	*	1	*
NET: 1-3	15	13	3	6	6	3	-	-	2	8	3	2	2	2	-	1	1	2	-	1	2	2	3	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 758

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	-**	-**	2**	13**	10**	5**	2**	2**	54*	-**	**	27**	25**	7**	9**	58*	11**	1**	8**	1**	-**	1**
10 - extremely protected	3	3	-	-	1	-	-	-	-	-	-	-	-	3	-	-	1	2	-	-	3	-	-	-	-	-	-
	5%	7%	-	-	8%	-	-	-	-	-	-	-	-	6%	-	-	5%	7%	-	-	6%	-	-	-	-	-	-
9	4	4	*	-	-	-	-	-	-	-	-	-	-	4	-	-	3	1	-	-	2	2	1	1	-	-	-
	6%	10%	3%	-	-	-	-	-	-	-	-	-	-	8%	-	-	12%	3%	-	-	3%	20%	100%	18%	-	-	-
8	2	-	*	1	*	-	-	-	1	1	*	-	-	*	-	-	*	-	-	1	2	-	-	-	-	-	-
	2%	-	5%	6%	5%	-	-	-	8%	7%	9%	-	-	1%	-	-	2%	2%	-	8%	3%	-	-	-	-	-	-
7	10	7	*	1	*	-	-	1	1	1	-	-	-	9	-	-	2	4	-	9	*	-	*	-	-	-	-
	14%	19%	4%	11%	4%	-	-	32%	5%	6%	-	-	-	17%	-	-	8%	14%	60%	14%	16%	4%	5%	-	-	-	-
6	11	7	1	1	*	-	-	1	1	*	-	*	-	10	-	-	6	4	1	-	8	3	-	3	-	-	-
	16%	19%	10%	9%	6%	-	-	68%	6%	5%	-	13%	-	19%	-	-	23%	14%	19%	-	14%	23%	-	32%	-	-	-
5	8	2	4	*	3	-	-	-	2	2	1	1	1	6	-	*	2	3	-	1	8	-	-	-	-	-	-
	12%	5%	36%	3%	32%	-	-	-	16%	16%	19%	26%	43%	11%	-	100%	6%	13%	-	13%	14%	-	-	-	-	-	-
4	4	2	-	2	-	-	-	-	3	2	1	-	-	1	-	-	1	1	-	2	3	1	-	1	-	-	-
	6%	6%	-	18%	-	-	-	-	21%	20%	16%	-	-	3%	-	-	3%	6%	-	24%	5%	13%	-	18%	-	-	-
3	4	3	1	*	-	-	-	-	-	-	-	-	-	3	-	-	1	1	-	2	3	1	-	1	-	-	-
	5%	7%	7%	3%	-	-	-	-	-	-	-	-	-	5%	-	-	3%	4%	-	3%	5%	7%	-	10%	-	-	-
2	2	-	*	1	-	-	-	-	-	-	-	-	-	1	-	-	*	1	-	*	1	-	-	-	-	-	-
	2%	-	4%	10%	-	-	-	-	-	-	-	-	-	2%	-	-	2%	3%	-	5%	2%	-	-	-	-	-	-
1 - not very protected	10	5	3	1	1	-	-	-	2	2	-	-	-	8	-	-	5	3	1	1	10	-	-	-	-	-	-
	15%	14%	28%	12%	7%	-	-	-	15%	19%	-	-	-	15%	-	-	20%	13%	9%	11%	17%	-	-	-	-	-	-
Don't know	12	6	*	3	3	-	-	-	4	3	3	1	1	7	-	-	4	5	1	2	8	4	-	1	1	-	1
	17%	15%	3%	27%	37%	-	-	-	29%	28%	56%	61%	57%	13%	-	-	16%	20%	12%	18%	14%	33%	-	17%	100%	-	100%
Mean	5.20	5.63	4.02	4.25	5.64	-	-	6.32	4.43	4.17	5.27	5.34	5.00	5.42	-	5.00	5.31	5.32	6.18	3.75	5.06	6.27	9.00	5.91	-	-	-
Standard deviation	2.67	2.79	2.49	2.45	2.67	-	-	-	2.30	2.40	2.02	-	-	2.73	-	-	3.04	2.75	1.96	1.97	2.71	2.26	-	2.15	-	-	-
Standard error	0.34	0.56	0.59	0.77	1.01	-	-	-	0.61	0.76	1.01	-	-	0.40	-	-	0.58	0.61	0.87	0.74	0.37	0.86	-	0.88	-	-	-
NET: 8-10	9	6	1	1	1	-	-	-	1	1	*	-	-	8	-	-	5	3	-	1	7	2	1	1	-	-	-
	13%	17%	8%	6%	13%	-	-	-	8%	7%	9%	-	-	14%	-	-	19%	13%	-	8%	12%	20%	100%	18%	-	-	-
NET: 4-7	33	19	5	5	3	-	-	2	6	5	2	1	1	27	-	*	11	12	5	3	29	4	-	4	-	-	-
	48%	48%	50%	42%	43%	-	-	100%	47%	47%	35%	39%	43%	50%	-	100%	40%	47%	79%	36%	50%	39%	-	55%	-	-	-
NET: 1-3	15	8	4	3	1	-	-	-	2	2	-	-	-	12	-	-	6	5	1	3	14	1	-	1	-	-	-
	22%	21%	40%	25%	7%	-	-	-	15%	19%	-	-	-	22%	-	-	24%	20%	9%	37%	24%	7%	-	10%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 759

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		(j)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10		
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	5**	3**	2**	11**			
10 - extremely protected	3	2	2	2	2	-	1	1	-	-	3	-	-	1	1	-	-	-	1			
	5%	4%	8%	9%	8%	-	10%	7%	-	-	6%	-	-	12%	9%	-	-	-	8%			
9	4	*	4	4	4	1	1	2	-	2	2	-	3	*	-	1	-	-	-			
	6%	1%	19%	23%	20%	16%	15%	25%	-	16%	3%	-	39%	3%	-	8%	-	-	-			
8	2	2	-	-	-	-	-	-	-	*	1	-	-	-	-	-	*	-	-			
	2%	3%	-	-	-	-	-	-	-	3%	2%	-	6%	-	-	-	15%	-	-			
7	10	8	2	2	2	1	2	2	-	3	6	-	1	4	-	-	-	-	5			
	14%	16%	11%	13%	9%	7%	17%	17%	-	24%	12%	-	8%	33%	-	-	-	-	44%			
6	11	4	7	4	7	3	3	2	4	3	7	-	1	2	1	3	1	-	2			
	16%	9%	33%	23%	35%	31%	29%	26%	68%	24%	14%	-	13%	20%	13%	26%	23%	-	100%			
5	8	7	1	1	1	1	-	1	1	-	8	1	-	2	2	-	-	-	-			
	12%	15%	5%	3%	6%	6%	-	5%	10%	-	15%	44%	-	15%	24%	-	-	-	-			
4	4	2	2	2	2	1	2	1	-	1	3	-	-	-	2	1	1	-	-			
	6%	4%	11%	13%	12%	16%	23%	15%	-	5%	6%	-	-	21%	8%	29%	-	-	-			
3	4	3	1	1	1	1	-	-	1	2	1	-	-	1	-	-	-	-	3			
	5%	6%	3%	4%	4%	8%	-	-	12%	15%	3%	-	-	6%	-	-	-	-	27%			
2	2	2	-	-	-	-	-	-	-	2	*	-	-	-	1	-	-	-	-			
	2%	3%	-	-	-	-	-	-	-	3%	15%	-	-	-	12%	-	-	-	-			
1 - not very protected	10	9	1	1	1	1	1	1	1	9	*	1	1	-	3	2	1	-	1			
	15%	19%	6%	7%	6%	7%	7%	5%	9%	7%	16%	16%	17%	11%	-	31%	48%	37%	5%			
Don't know	12	10	1	1	-	1	-	-	-	1	11	1	-	3	2	-	1	-	1			
	17%	20%	4%	5%	-	9%	-	-	-	6%	20%	25%	16%	-	33%	15%	-	49%	11%			
Mean	5.20	4.63	6.34	6.44	6.32	5.53	6.20	6.56	5.05	5.84	5.00	3.55	6.63	6.00	5.58	3.74	3.03	3.01	6.00	5.68		
Standard deviation	2.67	2.65	2.39	2.61	2.43	2.38	2.50	2.40	1.81	2.43	2.74	-	3.33	2.56	2.07	2.91	2.33	-	0.00	2.60		
Standard error	0.34	0.40	0.55	0.65	0.57	0.84	0.89	0.80	0.74	0.67	0.39	-	1.18	0.64	0.84	0.97	1.34	-	0.00	0.87		
NET: 8-10	9	4	5	5	5	1	2	3	-	3	6	-	3	2	1	1	-	*	1			
	13%	7%	27%	32%	29%	16%	24%	32%	-	19%	11%	-	45%	15%	9%	8%	-	15%	8%			
NET: 4-7	33	21	12	9	11	5	7	6	4	8	26	1	2	8	6	3	3	-	2	5		
	48%	44%	60%	52%	61%	60%	69%	63%	78%	53%	47%	44%	21%	68%	58%	34%	52%	-	100%	49%		
NET: 1-3	15	14	2	2	2	1	1	1	1	3	12	1	2	-	4	2	1	-	4			
	22%	28%	9%	11%	10%	15%	7%	5%	22%	22%	22%	31%	17%	17%	-	43%	48%	37%	-	32%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 760

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	**	**	16**	2**	5**	2**	1**	**	1**
10 - extremely protected	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2	1	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	46%	-	-	11%	34%	-	-	-	-	-
9	4	*	-	-	1	-	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	6%	18%	-	-	13%	-	43%	-	-	-	22%	-	-	-	-	-	-	-	-	-	-	-
8	2	-	-	1	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-
	2%	-	-	11%	-	-	-	-	-	-	-	-	21%	-	-	3%	-	-	-	-	-	-
7	10	-	1	-	1	*	-	2	-	-	-	1	-	-	-	3	-	1	-	*	-	-
	14%	-	23%	-	20%	43%	-	28%	-	-	-	54%	-	-	-	20%	-	26%	-	32%	-	-
6	11	-	-	3	4	-	1	2	-	-	1	-	-	-	-	-	-	-	-	-	-	*
	16%	-	-	43%	55%	-	36%	36%	-	-	10%	-	-	-	-	-	26%	-	-	-	-	25%
5	8	1	1	-	-	-	-	-	1	-	1	-	-	-	-	3	-	-	-	-	*	-
	12%	82%	26%	-	-	-	-	-	100%	-	18%	-	-	-	-	19%	-	-	-	-	-	100%
4	4	-	-	-	-	-	1	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	21%	36%	-	-	22%	-	-	-	-	-	-	-	-	-	-	-
3	4	-	-	2	1	-	-	-	-	1	-	-	-	-	-	*	-	-	-	-	-	-
	5%	-	-	30%	12%	-	-	-	-	27%	-	-	-	-	-	2%	-	-	-	-	-	-
2	2	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	1	-	*	-	-	-
	2%	-	-	-	-	57%	-	-	-	-	-	-	-	-	-	-	39%	-	24%	-	-	-
1 - not very protected	10	-	2	*	-	-	-	-	-	1	1	1	-	-	-	3	-	2	-	-	-	-
	15%	-	51%	7%	-	-	-	-	-	33%	16%	46%	-	-	-	16%	-	48%	-	-	-	-
Don't know	12	-	-	1	-	-	-	-	-	1	1	-	1	-	-	5	-	1	1	1	-	1
	17%	-	-	9%	-	-	-	-	-	40%	12%	-	33%	-	-	29%	-	26%	76%	68%	-	75%
Mean	5.20	5.70	3.44	4.86	6.22	4.16	6.85	5.56	5.00	1.91	5.13	4.26	9.37	-	-	5.49	5.80	3.08	2.00	7.00	5.00	6.00
Standard deviation	2.67	-	2.89	2.23	1.71	-	2.35	1.36	-	-	2.96	-	-	-	-	3.10	-	3.37	-	-	-	-
Standard error	0.34	-	1.29	1.00	0.76	-	1.36	0.68	-	-	1.21	-	-	-	-	0.89	-	2.38	-	-	-	-
NET: 8-10	9	*	-	1	1	-	2	-	-	-	1	-	1	-	-	2	1	-	-	-	-	-
	13%	18%	-	11%	13%	-	43%	-	-	-	22%	-	67%	-	-	14%	34%	-	-	-	-	-
NET: 4-7	33	1	2	3	5	*	2	6	1	-	3	1	-	-	-	6	*	1	-	*	*	*
	48%	82%	49%	43%	74%	43%	57%	100%	100%	-	50%	54%	-	-	-	40%	26%	26%	-	32%	100%	25%
NET: 1-3	15	-	2	2	1	*	-	-	-	2	1	1	-	-	-	3	1	2	*	-	-	-
	22%	-	51%	37%	12%	57%	-	-	-	60%	16%	46%	-	-	-	18%	39%	48%	24%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 761

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade						Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	21	33	49	57	26	16
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
10 - extremely protected	9	4	5	-	2	3	1	-	3	1	4	2	3	1	-	-	-	-	*	3	-	1	1	2	-
9	8	3	5	1	1	2	*	1	2	3	1	1	3	1	-	2	1	-	1	-	-	1	1	1	-
8	29	9	21	5	9	7	3	3	1	9	7	11	2	1	2	1	3	2	3	2	2	7	5	1	-
7	16	8	8	2	2	4	5	1	2	5	2	2	6	3	-	1	1	1	1	-	5	1	2	1	
6	16	8	8	2	5	3	1	5	1	9	3	1	3	1	-	-	1	2	-	2	5	1	2	1	
5	29	10	19	4	4	5	9	6	1	6	12	4	7	4	1	4	1	2	1	1	4	1	9	-	2
4	14	*	14	5	2	3	*	1	3	5	4	1	4	-	1	3	*	3	-	2	1	4	1	-	
3	24	5	19	1	2	3	11	5	3	7	5	4	8	3	2	3	-	2	3	-	5	3	1	-	
2	23	7	16	5	2	5	4	3	4	6	7	5	6	-	-	2	*	4	2	-	1	7	3	4	
1 - not very protected	48	7	41	9	8	7	7	7	10	13	17	10	8	4	1	6	6	3	-	5	5	4	9	3	2
Don't know	113	26	87	10	22	17	13	22	28	39	25	19	30	5	7	13	3	6	12	9	12	10	20	11	5
Mean	4.48	5.37b	4.12	4.03	5.31	5.05	4.09	4.16	3.96	4.56	4.14	4.67	4.62	4.85	4.98	3.85	4.28	3.80	5.44	5.03	3.86	5.08	4.19	4.95	3.64
Standard deviation	2.82	2.75	2.78	2.67	2.95	2.98	2.40	2.51	3.24	2.70	2.84	3.11	2.75	2.96	2.72	2.67	3.32	2.48	4.08	2.24	2.81	2.69	3.35	2.15	
Standard error	0.19	0.35	0.22	0.46	0.51	0.44	0.36	0.43	0.61	0.34	0.35	0.53	0.36	0.79	0.91	0.56	0.81	0.59	0.84	1.18	0.51	0.46	0.47	0.81	
NET: 8-10	46	16	30	6	13	12	4	4	6	13	11	14	8	3	2	4	4	2	5	4	2	9	6	4	-
NET: 4-7	76	26	49	13	13	14	15	13	7	25	21	8	21	7	2	8	3	5	5	2	8	12	14	6	5
NET: 1-3	95	19	76	15	12	15	21	15	17	26	28	19	22	7	3	12	6	9	4	5	10	14	13	7	6

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 762

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educa- tion (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educa- tion (s)	White (t)	NET: Non white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	-**	1**
10 - extremely protected	9	2	2	1	1	1	-	1	3	1	1	1	-	6	-	-	4	3	1	1	7	2	-	2	-	-	-
	3%	2%	4%	4%	3%	9%	-	5%	4%	4%	4%	5%	-	2%	-	-	3%	2%	4%	11%	2%	5%	-	9%	-	-	-
9	8	5	-	1	-	2	-	-	4	1	3	1	-	4	-	-	4	3	1	-	6	2	1	1	-	-	-
	2%	4%	-	3%	-	10%	-	-	5%	3%	6%	4%	-	2%	-	-	3%	3%	2%	-	2%	4%	6%	5%	-	-	-
8	29	19	7	-	1	1	-	-	4	2	2	2	-	26	-	-	13	12	4	1	24	6	-	4	2	-	-
	9%	14%fg	14%fg	-	6%	8%	-	-	5%	6%	6%	9%	-	10%	-	-	9%	9%	11%	8%	8%	15%	-	18%	26%	-	-
7	16	7	1	2	1	2	-	3	5	4	3	1	1	11	-	-	9	7	-	-	14	2	1	2	-	-	-
	5%	5%	2%	6%	6%	9%	-	10%	8%	12%	6%	4%	40%	4%	-	-	6%	6%	-	-	5%	6%	6%	8%	-	-	-
6	16	9	2	3	2	-	1	-	5	1	4	2	-	11	-	-	6	10	-	-	15	1	1	-	-	-	-
	5%	6%	3%	8%	7%	-	4%	-	7%	3%	8%	7%	-	4%	-	-	4%	8%	-	-	5%	2%	7%	-	-	-	-
5	29	19	3	2	-	1	1	3	5	3	3	3	-	25	1	-	14	10	2	1	26	3	*	3	-	-	-
	9%	14%	6%	6%	-	5%	2%	11%	7%	9%	8%	12%	-	10%	100%	-	9%	8%	6%	14%	9%	9%	5%	14%	-	-	-
4	4	4	4	1	3	-	2	1	6	5	3	1	-	9	-	-	9	4	1	-	11	3	-	3	-	-	-
	4%	3%	7%	3%	15%	-	6%	2%	8%	14%lm	6%	3%	-	3%	-	-	6%	3%	2%	-	4%	8%	-	16%	-	-	-
3	24	11	3	2	1	1	3	1	5	3	3	2	-	19	-	-	12	10	2	-	23	1	-	-	1	-	-
	7%	8%	6%	7%	5%	9%	8%	4%	7%	9%	6%	7%	-	7%	-	-	8%	8%	6%	-	8%	2%	-	-	11%	-	-
2	23	10	5	4	3	1	1	-	3	2	1	2	-	21	-	-	10	9	3	2	16	8	3	3	2	-	-
	7%	7%	9%	12%	13%	8%	1%	-	4%	5%	2%	7%	-	8%	-	-	6%	7%	7%	27%	5%	19%t	31%	13%	23%	-	-
1 - not very protected	48	21	10	3	1	2	6	5	8	5	5	3	-	39	-	-	25	17	7	-	43	4	2	1	1	-	-
	15%	15%	19%	11%	4%	13%	14%	17%	12%	14%	13%	13%	-	15%	-	-	16%	13%	18%	-	15%	11%	21%	5%	16%	-	-
Don't know	113	32	15	12	8	5	26	15	23	8	16	7	2	87	-	1	47	42	16	3	105	8	2	2	2	-	1
	34%	23%	29%	38%	40%	28%	64%ab	51%ab	33%i	22%	36%	29%	60%	34%	-	100%	31%	34%	43%	40%	36%	19%	24%	12%	23%	-	100%
Mean	4.48	4.73	4.20	4.31	4.55	5.50	2.77	4.29	4.97	4.68	4.88	4.96	7.00	4.36	5.00	-	4.42	4.61	4.03	5.00	4.44	4.77	3.23	5.67	3.95	-	-
Standard deviation	2.82	2.76	2.98	2.88	2.55	3.47	1.77	3.05	2.85	2.73	2.78	3.01	-	2.80	-	-	2.82	2.78	3.20	3.64	2.79	3.01	2.78	2.85	3.22	-	-
Standard error	0.19	0.30	0.41	0.59	0.66	1.05	0.46	0.68	0.37	0.48	0.47	0.64	-	0.22	-	-	0.27	0.31	0.70	1.82	0.20	0.53	0.93	0.69	1.31	-	-
NET: 8-10	46	26	9	2	2	5	-	1	10	5	6	5	-	36	-	-	21	17	6	1	37	9	1	7	2	-	-
	14%	19%f	18%f	8%	9%	28%	-	5%	15%	13%	13%	19%	-	14%	-	-	14%	14%	16%	19%	13%	24%	6%	32%	26%	-	-
NET: 4-7	76	39	9	7	6	2	5	7	20	14	12	6	1	55	1	-	38	31	3	1	66	10	2	8	-	-	-
	23%	28%	18%	23%	29%	15%	12%	23%	29%	37%lm	29%	26%	40%	22%	100%	-	25%	24%	8%	14%	23%	24%	18%	38%	-	-	-
NET: 1-3	95	43	18	9	5	5	9	6	16	10	9	7	-	79	-	-	46	35	12	2	82	13	5	4	4	-	-
	29%	30%	35%	31%	22%	30%	24%	21%	23%	28%	21%	27%	-	31%	-	-	30%	28%	32%	27%	28%	33%	52%	18%	51%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 763

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

Pinterest

Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**
10 - extremely protected	9	6	2	2	2	*	2	-	-	2	7	1	4	2	-	2	-	-	-	-
	3%	3%	2%	2%	3%	3%	5%	-	-	4%	2%	4%	9% <sub>n</sub>	4%	-	5%	-	-	-	-
9	8	5	2	2	2	-	1	2	1	2	6	-	1	2	1	1	3	-	-	-
	2%	2%	2%	2%	3%	-	3%	6%	5%	4%	2%	-	1%	3%	1%	3%	10%	-	-	-
8	29	18	12	11	7	5	4	2	1	8	21	1	1	4	9	4	1	5	3	3
	9%	8%	12%	12%	9%	13%	9%	6%	6%	16%	8%	4%	1%	7%	13% <sub>l</sub>	7%	3%	28%	41%	15%
7	16	11	5	3	5	1	3	2	3	5	11	-	3	6	4	1	-	-	1	1
	5%	5%	5%	4%	7%	3%	7%	6%	12%	11%	4%	-	7%	11%	5%	2%	-	-	15%	5%
6	16	11	5	4	5	*	2	2	1	15	2	2	-	7	1	1	-	-	-	-
	5%	5%	5%	4%	6%	1%	5%	3%	3%	5%	18%	5%	-	10% <sub>m</sub>	2%	3%	-	-	-	-
5	29	19	10	8	8	3	2	6	2	5	24	3	1	3	8	5	4	-	-	2
	9%	9%	10%	8%	10% <sub>f</sub>	8%	4%	14% <sub>f</sub>	8%	10%	9%	22%	2%	5%	11%	11%	18%	-	-	12%
4	14	14	-	-	-	-	-	-	-	1	13	1	1	3	1	2	2	3	-	-
	4%	6% <sub>bd</sub>	-	-	-	-	-	-	-	2%	5%	11%	2%	5%	1%	5%	8%	15%	-	-
3	24	17	7	6	6	1	5	1	3	1	23	1	6	6	2	2	4	-	-	2
	7%	7%	7%	7%	8%	2%	12%	3%	12%	2%	8%	8%	15% <sub>n</sub>	10%	3%	4%	16%	-	-	10%
2	23	14	10	10	8	3	5	6	1	6	17	1	5	3	4	3	3	1	-	3
	7%	6%	9%	10%	10%	9%	11%	16%	5%	12%	6%	4%	12%	5%	5%	7%	13%	8%	-	18%
1 - not very protected	48	28	19	19	13	8	10	7	3	7	41	-	5	10	14	7	4	2	-	-
	15%	13%	19%	20%	17%	22%	22%	18%	14%	13%	15%	-	11%	18%	20%	15%	15%	12%	-	-
Don't know	113	83	30	28	20	15	10	11	7	11	102	4	16	19	23	19	3	7	3	7
	34%	36%	30%	30%	26%	40%	21%	27%	33%	22%	36%	27%	36%	32%	32%	40%	14%	37%	44%	41%
Mean	4.48	4.55	4.36	4.23	4.51	3.81	4.19	4.09	4.55	5.14	4.33	5.15	4.36	4.41	4.47	4.45	3.99	4.99	7.73	4.67
Standard deviation	2.82	2.76	2.95	3.01	2.92	3.00	3.13	2.80	2.83	3.01	2.77	1.92	3.11	3.02	2.80	3.05	2.57	3.02	0.51	2.55
Standard error	0.19	0.23	0.34	0.36	0.37	0.64	0.49	0.50	0.65	0.49	0.20	0.58	0.53	0.45	0.39	0.58	0.59	1.14	0.30	0.85
NET: 8-10	46	29	17	16	12	5	8	5	3	12	34	1	5	8	11	7	3	5	3	3
	14%	13%	16%	17%	16%	14%	17%	12%	11%	24%	12%	8%	11%	14%	14%	15%	13%	28%	41%	15%
NET: 4-7	76	56	20	16	18	4	7	10	5	13	63	7	7	12	19	9	7	3	1	3
	23%	25%	20%	17%	24% <sub>f</sub>	12%	16%	25%	24%	26%	22%	52%	15%	21%	26%	19%	29%	15%	15%	16%
NET: 1-3	95	59	36	35	26	12	21	14	7	14	81	2	17	19	20	13	11	4	-	5
	29%	26%	35%	37%	34%	34%	46% <sub>abd</sub>	36%	32%	28%	29%	13%	38%	34%	27%	26%	44%	19%	-	28%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 764

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
10 - extremely protected	9	1	-	-	-	-	*	1	-	-	-	-	-	-	-	2	-	2	1	1	-	1
	3%	16%	-	-	-	-	5%	3%	-	-	-	-	-	-	-	2%	-	13%	7%	10%	-	4%
9	8	-	-	-	-	-	1	1	1	-	-	-	-	-	-	1	1	1	-	-	-	1
	2%	-	-	-	-	-	12%	4%	13%	-	-	-	-	-	-	1%	3%	10%	-	-	-	3%
8	29	-	1	1	2	1	1	1	3	2	2	3	-	-	10	-	-	1	2	-	-	-
	9%	-	11%	9%	18%	24%	20%	2%	5%	22%	6%	16%	19%	-	12%	-	-	9%	12%	-	-	-
7	16	-	3	-	1	-	-	1	-	2	-	1	-	-	5	-	1	1	*	1	*	-
	5%	-	25%	-	5%	-	-	3%	-	9%	-	5%	-	-	6%	-	10%	8%	3%	7%	2%	-
6	16	1	-	-	*	1	-	-	-	2	1	-	-	-	7	3	-	-	-	-	1	-
	5%	13%	-	-	5%	15%	-	-	-	9%	7%	-	-	-	8%	16%	-	-	-	-	7%	-
5	29	2	1	1	1	-	1	4	1	-	2	1	3	1	9	-	-	-	-	1	2	-
	9%	27%	12%	7%	9%	-	13%	15%	5%	-	7%	5%	20%	20%	11%	-	-	-	-	7%	16%	-
4	14	-	-	2	*	-	1	2	-	2	*	-	1	-	5	-	-	1	-	-	-	-
	4%	-	-	12%	5%	-	9%	6%	-	15%	2%	-	5%	-	100%	6%	-	17%	-	-	-	-
3	24	-	2	2	-	-	1	3	1	2	2	-	3	-	5	-	-	-	-	-	2	2
	7%	-	18%	14%	-	-	14%	11%	5%	12%	7%	-	19%	-	6%	-	-	-	-	-	15%	10%
2	23	-	-	-	*	-	-	2	*	-	5	1	2	-	10	2	-	1	-	1	-	-
	7%	-	-	-	5%	-	-	6%	5%	-	21%	7%	11%	-	11%	10%	-	9%	-	8%	-	-
1 - not very protected	48	2	2	1	3	2	1	5	2	-	3	3	1	1	6	6	2	1	3	2	3	3
	15%	20%	23%	5%	31%	38%	11%	19%	23%	-	13%	29%	5%	14%	7%	33%	13%	7%	23%	15%	16%	16%
Don't know	113	2	1	7	2	1	1	8	4	5	7	4	2	3	-	25	7	6	4	6	5	12
	34%	25%	11%	52%	22%	23%	15%	30%	43%	40%	28%	37%	16%	65%	29%	38%	53%	43%	45%	33%	65%	65%
Mean	4.48	5.18	4.52	4.26	4.05	4.17	5.60	3.86	4.16	6.18	3.87	3.71	4.67	3.34	4.00	4.83	2.85	6.57	5.12	4.98	3.64	3.71
Standard deviation	2.82	3.36	2.79	2.27	3.15	3.64	3.19	2.73	3.74	2.59	2.49	3.26	2.39	-	2.58	2.67	4.03	3.33	3.97	2.15	3.64	3.64
Standard error	0.19	1.50	1.05	0.76	1.00	1.63	1.21	0.70	1.25	1.29	0.56	1.23	0.76	-	0.34	0.84	1.65	1.26	1.50	0.62	1.29	1.29
NET: 8-10	46	1	1	1	2	1	3	2	2	5	2	2	3	-	13	1	3	1	3	-	1	7%
	14%	16%	11%	9%	18%	24%	37%	9%	19%	33%	6%	16%	19%	-	15%	3%	23%	16%	22%	-	-	-
NET: 4-7	76	4	4	3	2	1	2	6	1	2	7	1	4	1	26	3	1	2	1	5	*	-
	23%	40%	37%	19%	24%	15%	22%	24%	5%	15%	26%	12%	30%	20%	100%	31%	16%	10%	25%	10%	30%	2%
NET: 1-3	95	2	4	3	3	2	2	9	3	2	10	3	5	1	21	8	2	1	3	6	5	5
	29%	20%	41%	20%	36%	38%	26%	36%	33%	12%	40%	36%	34%	14%	25%	43%	13%	16%	23%	37%	25%	25%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



VSP Survey  
 ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 765  
 Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?

Vimeo  
 Base: All who visited/ used sites/ apps

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3	2	1	*	-	-	2	-	-	2	1	-	-	-	-	-	-	-	-	-	2	*	-	-	
	3%	3%	3%	3%	-	-	12%	-	-	4%	4%	-	-	-	-	-	-	-	-	-	8%	5%	-	-	
8	2	2	-	1	-	1	-	-	-	2	-	-	1	-	-	1	-	-	-	1	-	-	1	-	
	3%	5%	-	4%	-	5%	5%	-	-	4%	-	-	4%	-	-	11%	-	-	-	18%	-	-	7%	-	
7	4	3	2	*	1	1	1	1	-	3	-	1	-	1	-	-	1	-	*	-	-	-	2	-	
	5%	6%	4%	4%	3%	5%	5%	9%	-	9%	-	17%	-	15%	-	-	10%	-	-	8%	-	-	-	30%	
6	9	5	4	-	4	3	-	1	-	5	1	1	1	2	-	2	*	-	1	-	4	-	-	-	
	11%	10%	11%	-	27%	23%	-	10%	-	14%	5%	21%	7%	35%	-	50%	6%	-	17%	-	14%	-	-	-	
5	7	5	2	2	2	1	2	1	-	2	5	1	-	-	-	-	1	-	-	2	1	1	2	-	
	8%	10%	4%	13%	10%	6%	9%	4%	-	4%	19%	7%	-	-	-	-	8%	-	-	46%	5%	9%	25%	-	
4	3	3	1	-	-	3	1	-	-	1	3	-	2	-	-	1	-	-	-	-	3	-	1	-	
	4%	6%	2%	-	-	19%	4%	-	-	2%	3%	-	11%	-	-	12%	-	-	-	-	3%	-	8%	-	
3	6	2	4	3	-	1	-	2	-	2	*	2	2	-	-	2	-	1	-	-	2	1	-	-	
	7%	4%	11%	24%	-	8%	-	12%	-	5%	2%	30%	9%	-	-	35%	-	15%	-	-	8%	11%	-	-	
2	10	4	6	2	2	1	5	-	1	1	4	-	5	1	2	-	-	2	-	-	3	1	1	1	
	12%	7%	17%	13%	10%	5%	26%	-	13%	3%	18%	-	26%	20%	45%	-	-	27%	-	-	11%	12%	9%	100%	
1 - not very protected	7	4	3	1	4	-	1	2	-	4	2	1	1	-	-	-	1	-	1	-	4	2	1	-	
	8%	8%	9%	4%	22%	-	6%	12%	-	10%	9%	9%	4%	-	-	-	9%	-	12%	-	15%	16%	8%	-	
Don't know	34	20	14	5	4	4	6	7	8	16	10	1	7	2	3	2	3	3	2	2	9	4	1	-	
	40%	41%	39%	36%	25%	29%	33%	53%	87%	44%	42%	17%	39%	30%	55%	43%	50%	48%	57%	45%	54%	36%	40%	19%	
Mean	4.24	4.69	3.66	3.86	4.00	4.98	4.49	4.05	2.00	5.03	3.73	4.52	3.31	5.09	2.00	4.15	6.00	4.47	2.36	5.69	5.00	4.04	3.63	4.93	2.00
Standard deviation	2.39	2.42	2.27	2.28	2.45	1.70	3.06	2.49	-	2.63	2.27	2.18	1.92	2.27	-	2.25	0.00	2.23	0.61	3.27	-	2.75	2.97	2.21	
Standard error	0.33	0.43	0.51	0.81	0.82	0.49	0.85	0.83	-	0.57	0.63	0.97	0.53	1.13	-	1.30	0.00	1.00	0.35	1.64	-	0.76	1.05	0.84	
NET: 8-10	5	4	1	1	-	1	3	-	-	3	1	-	1	-	-	1	-	-	-	1	-	2	1	-	
	6%	8%	3%	7%	-	5%	17%	-	-	9%	4%	-	4%	-	-	11%	-	-	-	18%	-	8%	12%	-	
NET: 4-7	24	16	8	2	7	8	3	3	-	11	6	3	3	3	-	1	2	3	-	1	2	5	1	5	
	27%	32%	21%	16%	44%	53%	18%	23%	-	29%	26%	45%	18%	50%	-	12%	50%	44%	-	25%	46%	22%	9%	64%	
NET: 1-3	23	9	14	6	5	2	6	3	1	7	7	3	7	1	2	2	1	3	1	-	8	4	1	1	
	27%	19%	37%	41%	31%	13%	32%	24%	13%	18%	28%	38%	39%	20%	45%	35%	-	9%	43%	12%	-	34%	39%	17%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 766

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Working Status								Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	-**	65*	-**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3	2	*	-	-	-	-	-	*	-	*	-	-	2	-	-	-	3	-	-	3	-	-	-	-	-	-
	3%	4%	4%	-	-	-	-	-	3%	-	4%	-	-	3%	-	-	-	6%	-	-	3%	-	-	-	-	-	-
8	2	2	-	1	-	-	-	-	-	-	-	-	-	2	-	-	-	1	1	1	2	1	-	1	-	-	-
	3%	3%	-	12%	-	-	-	-	-	-	-	-	-	3%	-	-	-	2%	5%	14%	2%	6%	-	12%	-	-	-
7	4	4	*	-	-	-	-	-	-	-	-	-	-	4	-	-	-	4	1	-	4	*	-	*	-	-	-
	5%	8%	3%	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	9%	4%	-	6%	3%	-	7%	-	-	-
6	9	7	1	-	*	1	-	-	1	1	1	1	-	8	-	-	2	5	2	-	6	3	1	1	1	-	-
	11%	13%	9%	-	7%	34%	-	-	5%	8%	9%	12%	-	12%	-	-	11%	13%	12%	-	8%	27%	32%	25%	43%	-	-
5	7	5	1	-	-	-	1	-	-	-	-	-	-	7	-	-	3	-	1	-	7	-	-	-	-	-	-
	8%	11%	4%	-	-	-	7%	-	-	-	-	-	-	10%	-	-	20%	-	8%	-	9%	-	-	-	-	-	-
4	3	2	1	-	-	-	-	-	-	-	-	-	-	3	-	-	1	3	-	-	2	1	-	1	-	-	-
	4%	4%	10%	-	-	-	-	-	-	-	-	-	-	5%	-	-	4%	7%	-	-	3%	11%	-	24%	-	-	-
3	6	1	1	3	*	-	1	-	4	3	2	-	-	2	-	-	1	3	-	2	4	2	1	-	-	1	-
	7%	3%	7%	51%	7%	-	7%	-	23%	23%	17%	-	-	4%	-	-	7%	7%	-	45%	6%	16%	24%	-	-	-	100%
2	10	5	2	-	-	1	-	2	1	1	-	1	-	9	-	-	-	6	2	2	9	1	1	-	-	-	-
	12%	11%	16%	-	-	46%	-	100%	7%	11%	-	16%	-	14%	-	-	-	14%	13%	41%	12%	9%	44%	-	-	-	-
1 - not very protected	7	5	1	-	1	-	-	-	1	1	1	-	-	5	-	-	3	2	3	-	6	-	-	-	-	-	-
	8%	10%	5%	-	24%	-	-	-	7%	6%	6%	-	-	7%	-	-	17%	4%	14%	-	8%	-	-	-	-	-	-
Don't know	34	15	5	2	4	*	8	-	9	6	6	5	-	23	-	2	7	16	8	-	31	3	-	2	1	-	-
	40%	31%	42%	37%	62%	19%	86%	-	54%	53%	63%	72%	-	34%	-	100%	41%	39%	44%	-	43%	27%	-	33%	57%	-	-
Mean	4.24	4.63	3.92	3.95	2.28	3.70	3.97	2.00	3.22	3.04	4.12	3.68	-	4.50	-	-	3.71	4.70	3.90	3.29	4.22	4.70	3.51	5.75	6.00	3.00	-
Standard deviation	2.39	2.48	2.32	2.34	2.53	2.76	-	-	2.13	1.66	2.86	2.74	-	2.38	-	-	2.03	2.55	2.63	2.21	2.47	1.94	2.19	1.70	-	-	-
Standard error	0.33	0.46	0.70	1.35	1.26	1.95	-	-	0.71	0.74	1.17	1.94	-	0.37	-	-	0.56	0.51	0.83	1.28	0.38	0.65	1.26	0.85	-	-	-
NET: 8-10	5	4	*	1	-	-	-	-	*	-	*	-	-	4	-	-	-	3	1	1	4	1	-	1	-	-	-
	6%	8%	4%	12%	-	-	-	-	3%	-	4%	-	-	7%	-	-	-	8%	5%	14%	6%	6%	-	12%	-	-	-
NET: 4-7	24	18	3	-	*	1	1	-	1	1	1	1	-	23	-	-	6	12	4	-	18	5	1	3	1	-	-
	27%	37%	27%	-	7%	34%	7%	-	5%	8%	9%	12%	-	35%	-	-	35%	28%	24%	-	25%	41%	32%	55%	43%	-	-
NET: 1-3	23	12	4	3	2	1	1	2	6	4	2	1	-	16	-	-	4	10	5	4	19	3	2	-	-	1	-
	27%	24%	28%	51%	31%	46%	7%	100%	38%	39%	23%	16%	-	24%	-	-	24%	25%	28%	86%	26%	26%	68%	-	-	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 767

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child-ren aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	3
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3	3	-	-	-	-	-	-	*	2	-	-	-	1	1	-	-	-	-	-
	3%	4%	-	-	-	-	-	-	3%	3%	-	-	7%	4%	5%	-	-	-	-	-
8	2	1	2	2	1	1	1	1	-	1	1	-	1	-	-	1	-	-	-	-
	3%	1%	7%	7%	4%	10%	7%	7%	-	8%	1%	-	10%	-	-	4%	-	-	-	-
7	4	4	-	-	-	-	-	-	2	3	-	1	-	1	2	-	-	-	-	-
	5%	7%	-	-	-	-	-	-	10%	4%	-	18%	-	5%	8%	-	-	-	-	-
6	9	6	3	3	3	1	3	-	1	8	*	-	2	4	2	1	-	-	-	-
	11%	10%	12%	12%	15%	17%	25%	-	8%	11%	14%	-	21%	15%	8%	19%	-	-	-	-
5	7	4	3	3	3	-	2	1	-	2	5	-	1	1	2	2	-	-	-	-
	8%	6%	11%	12%	15%	-	18%	8%	-	12%	7%	-	8%	6%	7%	9%	-	-	-	-
4	3	1	3	3	3	2	2	1	1	3	1	-	1	-	-	2	-	-	-	-
	4%	1%	12%	12%	15%	24%	20%	21%	15%	4%	4%	22%	-	7%	-	36%	-	-	-	-
3	6	6	-	-	-	-	-	-	-	6	1	1	*	2	-	*	-	-	-	1
	7%	10%	-	-	-	-	-	-	-	9%	22%	16%	5%	9%	-	8%	-	-	-	37%
2	10	5	5	5	4	2	3	2	1	4	6	-	1	3	2	2	-	-	-	2
	12%	7%	23%	24%	21%	19%	26%	23%	27%	23%	9%	-	12%	13%	10%	27%	-	-	-	49%
1 - not very protected	7	6	1	1	1	-	-	-	1	6	-	-	2	1	4	1	-	-	-	-
	8%	10%	3%	3%	3%	-	-	6%	-	4%	9%	-	17%	4%	17%	10%	-	-	-	-
Don't know	34	27	7	7	5	3	1	3	3	5	29	1	3	3	10	9	-	2	3	1
	40%	43%	32%	30%	27%	31%	5%	35%	59%	29%	43%	42%	41%	32%	43%	40%	-	100%	100%	15%
Mean	4.24	4.30	4.12	4.12	4.11	4.53	4.45	3.58	2.71	4.61	4.13	4.11	6.07	3.52	4.41	4.33	3.45	-	-	2.43
Standard deviation	2.39	2.53	2.12	2.12	1.93	2.22	1.90	2.18	-	2.54	2.36	-	2.48	2.21	2.38	2.96	1.76	-	-	0.59
Standard error	0.33	0.42	0.53	0.53	0.51	0.99	0.60	0.82	-	0.71	0.38	-	1.01	0.74	0.72	0.85	0.72	-	-	0.42
NET: 8-10	5	3	2	2	1	1	1	1	-	2	3	-	1	-	1	2	-	-	-	-
	6%	5%	7%	7%	4%	10%	7%	7%	-	10%	4%	-	17%	-	4%	9%	-	-	-	-
NET: 4-7	24	15	8	8	8	4	7	3	1	6	18	1	2	3	6	5	3	-	-	-
	27%	25%	35%	36%	45%	41%	62%	29%	15%	33%	26%	36%	26%	34%	27%	24%	55%	-	-	-
NET: 1-3	23	17	6	6	4	2	3	3	1	5	18	1	1	3	6	6	3	-	-	3
	27%	27%	26%	27%	24%	19%	26%	29%	27%	27%	27%	22%	16%	34%	26%	27%	45%	-	-	85%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 768

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	**	1**	33**	3**	4**	3**	5**	1**	2**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 8%	-	-	-	-	-	-	-
8	2 3%	-	-	-	-	-	-	1 10%	-	-	-	-	1 24%	-	-	-	-	-	-	1 18%	-	-
7	4 5%	-	1 30%	-	-	-	-	-	-	-	1 10%	-	-	-	-	-	-	2 62%	-	*	-	-
6	9 11%	-	2 70%	-	2 78%	-	-	-	-	-	*	-	-	-	4 11%	-	-	-	-	1 17%	-	-
5	7 8%	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	4 12%	1 36%	-	1 35%	-	-	-	-
4	3 4%	-	-	-	-	-	1 11%	-	-	1 18%	-	-	-	-	1 2%	-	-	1 21%	-	-	-	-
3	6 7%	-	-	-	-	-	2 31%	-	*	33%	6%	-	-	*	1 100%	100%	6%	-	-	-	-	-
2	10 12%	1 56%	-	2 45%	-	-	-	-	-	-	-	-	2 54%	-	4 12%	-	-	1 24%	-	-	1 100%	-
1 - not very protected	7 8%	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	5 14%	-	-	1 20%	1 12%	1 45%	-	* 19%
Don't know	34 40%	1 44%	-	2 55%	1 22%	2 100%	-	3 49%	1 100%	1 67%	3 45%	1 100%	1 22%	-	11 35%	2 64%	1 38%	-	-	2 45%	-	2 81%
Mean	4.24	2.00	6.30	2.00	6.00	-	-	4.15	-	3.00	4.32	-	3.81	3.00	3.00	4.00	5.00	7.00	3.29	5.69	2.00	1.00
Standard deviation	2.39	-	0.56	-	0.00	-	-	2.25	-	2.14	-	2.57	3.63	-	2.63	-	0.00	1.95	3.27	-	-	-
Standard error	0.33	-	0.33	-	0.00	-	-	1.30	-	0.87	-	2.57	-	-	0.62	-	0.00	0.97	1.64	-	-	-
NET: 8-10	5 6%	-	-	-	-	-	-	1 10%	-	-	-	-	1 24%	-	3 8%	-	-	-	-	1 18%	-	-
NET: 4-7	24 27%	-	3 100%	-	2 78%	-	-	1 11%	-	-	3 41%	-	-	-	8 25%	1 36%	2 62%	2 57%	2 57%	1 25%	-	-
NET: 1-3	23 27%	1 56%	-	2 45%	-	-	-	2 31%	-	*	1 14%	-	2 54%	*	1 100%	11 32%	-	-	1 43%	1 12%	1 100%	* 19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 769

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	**	3**	4**	5**	***	3**	3**	2**	6**	5**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2	2	-	2	-	-	-	-	2	-	-	*	-	-	-	1	-	-	-	-	-	*	*	
	6%	8%	-	16%	-	-	15%	-	12%	-	-	4%	-	-	-	29%	-	-	-	-	-	8%	9%	
6	4	4	-	-	1	2	-	1	-	1	1	2	1	-	-	-	-	-	3	-	-	-	-	
	12%	16%	-	-	16%	20%	-	100%	-	14%	31%	23%	53%	-	-	-	-	-	88%	-	-	-	-	
5	4	3	1	3	*	1	-	-	1	3	-	1	1	-	-	-	-	-	-	2	1	-	1	
	13%	12%	17%	31%	5%	9%	-	-	6%	43%	-	10%	47%	-	-	-	-	-	-	67%	40%	-	11%	
4	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
	2%	-	8%	-	-	8%	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	32%	-	-	
3	4	*	3	2	1	*	-	-	2	-	2	-	-	-	2	-	1	-	-	-	*	-	-	
	12%	2%	44%	20%	15%	5%	-	-	13%	-	69%	-	-	-	68%	-	31%	-	-	-	-	8%	-	
2	6	5	1	1	2	1	1	-	3	-	-	3	-	-	-	*	1	*	-	-	-	4	-	
	18%	19%	15%	8%	27%	16%	42%	-	20%	-	-	30%	-	-	-	11%	31%	100%	-	-	-	63%	-	
1 - not very protected	4	4	-	2	-	1	1	-	1	1	-	2	-	-	1	-	1	-	*	-	1	-	1	
	11%	15%	-	15%	-	14%	34%	-	4%	21%	-	19%	-	-	32%	-	14%	-	12%	-	29%	-	26%	
Don't know	8	7	1	1	3	2	*	-	1	6	1	-	1	-	-	3	1	-	-	1	-	1	2	
	25%	28%	16%	9%	37%	27%	9%	-	100%	40%	22%	-	14%	-	-	61%	24%	-	-	33%	-	22%	53%	
Mean	3.67	3.80	3.32	3.97	3.48	3.59	2.46	6.00	-	3.60	4.07	3.92	3.44	5.53	-	2.36	5.66	2.21	2.00	5.39	5.00	3.53	2.60	3.15
Standard deviation	2.03	2.30	1.07	2.13	1.83	2.12	2.65	-	2.12	2.16	1.69	2.30	0.63	-	1.14	-	0.88	-	2.01	-	2.31	1.70	3.46	
Standard error	0.40	0.51	0.44	0.64	0.91	0.80	1.53	-	0.71	0.97	1.20	0.73	0.37	-	0.80	-	0.51	-	1.00	-	1.34	0.85	2.00	
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: 4-7	11	9	2	5	2	3	*	1	-	3	4	1	4	3	-	1	-	-	3	2	1	*	1	
	34%	37%	25%	47%	21%	37%	15%	100%	-	23%	57%	31%	37%	100%	-	29%	-	-	88%	67%	71%	8%	20%	
NET: 1-3	14	9	5	5	4	3	2	-	-	5	1	2	5	-	-	3	*	3	*	-	1	4	1	
	41%	35%	59%	44%	42%	36%	76%	-	-	38%	21%	69%	49%	-	-	100%	11%	76%	100%	12%	-	29%	70%	26%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 770

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	**	11**	9**	6**	3**	***	21**	-**	-**	9**	15**	4**	2**	30**	4**	1**	1**	1**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2 6%	-	*	2 27%	-	-	-	-	1 8%	-	1 15%	*	-	1 6%	-	-	2 19%	*	-	-	2 7%	-	-	-	-	-	-
6	4 12%	2 14%	-	-	1 28%	1 100%	-	-	3 23%	2 21%	3 45%	2 51%	-	1 7%	-	-	1 10%	3 21%	-	-	4 14%	-	-	-	-	-	-
5	4 13%	2 15%	2 26%	1 13%	-	-	-	-	1 11%	1 9%	-	-	*	3 15%	-	-	2 20%	1 5%	-	-	4 15%	-	-	-	-	-	-
4	1 2%	-	1 10%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	1 4%	-	-	1 2%	-	-	-	-	-	-
3	4 12%	-	2 27%	2 33%	-	-	-	-	2 18%	2 24%	-	-	-	2 9%	-	-	-	2 12%	-	2 84%	4 13%	-	-	-	-	-	-
2	6 18%	4 30%	1 18%	* 7%	* 9%	-	-	-	1 11%	1 14%	-	1 36%	-	5 22%	-	-	1 10%	3 17%	2 54%	-	3 11%	3 71%	1 100%	1 100%	-	-	-
1 - not very protected	4 11%	1 8%	1 10%	* 6%	2 36%	-	-	-	2 14%	2 18%	1 21%	-	-	2 10%	-	-	2 22%	1 8%	1 13%	-	4 13%	-	-	-	-	-	-
Don't know	8 25%	4 34%	* 4%	1 15%	1 27%	-	1 100%	-	2 16%	1 13%	1 19%	-	-	6 28%	-	-	2 19%	4 29%	1 33%	* 16%	7 25%	1 29%	-	-	1 100%	-	-
Mean	3.67	3.39	3.53	4.35	3.04	6.00	-	-	3.99	3.35	4.91	4.69	5.00	3.47	-	-	4.12	3.79	1.80	3.00	3.87	2.00	2.00	2.00	-	-	-
Standard deviation	2.03	2.00	1.74	2.26	2.76	-	-	-	2.18	2.01	2.62	2.44	1.99	-	-	-	2.59	2.03	0.49	0.00	2.06	0.00	-	-	-	-	-
Standard error	0.40	0.82	0.58	0.92	1.38	-	-	-	0.66	0.76	1.07	1.22	0.51	-	-	-	0.78	0.61	0.35	0.42	0.00	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	11 34%	4 29%	3 42%	3 40%	1 28%	1 100%	-	-	5 42%	3 30%	4 60%	2 64%	*	7 31%	-	-	4 49%	5 34%	-	-	11 38%	-	-	-	-	-	-
NET: 1-3	14 41%	5 37%	4 54%	3 45%	2 45%	-	-	-	5 43%	5 57%	1 21%	1 36%	-	9 41%	-	-	3 32%	6 38%	3 67%	2 84%	11 37%	3 71%	1 100%	1 100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 771

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																				
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000 (k)	£7,001 to £14,000 (l)		£14,001 to £21,000 (m)		£21,001 to £28,000 (n)		£28,001 to £34,000 (o)		£34,001 to £41,000 (p)		£41,001 to £48,000 (q)		£48,001 to £55,000 (r)		£55,001 or more (s)	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)									
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	6**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	2 6%	2 7%	-	-	-	-	-	-	-	-	8%	2 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 22%	
6	4 12%	3 11%	1 20%	1 20%	1 20%	-	1 20%	-	-	1 15%	3 11%	-	-	1 25%	2 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	4 13%	4 15%	-	-	-	-	-	-	-	15%	4 13%	1 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 15%	
4	1 2%	1 2%	-	-	-	-	-	-	-	-	1 2%	-	-	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
3	4 12%	4 13%	-	-	-	-	-	-	-	-	4 14%	-	-	2 30%	1 24%	*	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	6 18%	3 11%	3 63%	3 63%	3 63%	1 100%	3 63%	3 79%	1 100%	1 22%	5 17%	*	-	*	1 21%	1 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 43%		
1 - not very protected	4 11%	4 13%	-	-	-	-	-	-	-	12%	3 11%	1 33%	*	2 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%		
Don't know	8 25%	8 26%	1 17%	1 17%	1 17%	-	1 17%	1 21%	-	1 27%	7 25%	-	-	3 44%	1 26%	3 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%		
Mean	3.67	3.79	2.97	2.97	2.97	2.00	2.97	2.00	2.00	3.87	3.64	3.44	4.31	2.92	4.30	3.91	2.24	-	-	-	-	-	-	-	-	-	-	-	-	3.60		
Standard deviation	2.03	2.06	2.04	2.04	2.04	-	2.04	0.00	-	2.52	2.00	2.66	-	2.44	1.63	1.99	-	-	-	-	-	-	-	-	-	-	-	-	-	2.54		
Standard error	0.40	0.43	1.18	1.18	1.18	-	1.18	0.00	-	1.13	0.44	1.19	-	1.09	0.94	0.99	-	-	-	-	-	-	-	-	-	-	-	-	-	1.27		
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: 4-7	11 34%	10 36%	1 20%	1 20%	1 20%	-	1 20%	-	-	2 39%	9 33%	2 48%	*	2 55%	2 43%	2 27%	2 30%	-	-	-	-	-	-	-	-	-	-	-	-	2 37%		
NET: 1-3	14 41%	11 38%	3 63%	3 63%	3 63%	1 100%	3 63%	3 79%	1 100%	3 34%	3 42%	1 45%	2 45%	2 57%	2 30%	3 45%	2 41%	-	-	-	-	-	-	-	-	-	-	-	-	3 53%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 772

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2	-	-	-	1	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
	6%	-	-	-	73%	-	-	-	-	-	-	-	-	-	8%	-	-	-	-	-	43%
6	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
	12%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88%	-
5	4	-	1	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	1	-	-
	13%	-	100%	-	-	-	-	-	-	-	-	-	-	-	46%	-	-	-	19%	-	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-
3	4	-	-	-	-	-	-	2	-	1	-	-	*	-	-	-	-	-	-	-	-
	12%	-	-	-	-	-	-	68%	-	31%	-	-	39%	-	-	-	-	-	-	-	-
2	6	-	-	-	*	-	-	-	-	1	-	-	-	2	1	-	-	-	-	-	-
	18%	-	-	-	27%	-	-	-	-	31%	-	-	-	100%	20%	-	-	-	-	-	-
1 - not very protected	4	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	*	-
	11%	-	-	-	-	-	32%	-	-	14%	-	-	-	-	10%	-	-	-	45%	12%	-
Don't know	8	-	-	-	-	3	-	-	-	1	-	1	1	*	-	1	1	1	1	-	1
	25%	-	-	-	-	100%	-	-	-	24%	-	100%	61%	-	4%	-	100%	36%	36%	-	57%
Mean	3.67	6.00	5.00	-	5.66	-	2.36	-	2.00	2.21	-	-	3.00	2.00	3.98	-	-	2.19	5.39	7.00	-
Standard deviation	2.03	-	-	-	-	-	1.14	-	0.88	-	-	0.88	-	0.00	1.91	-	-	-	2.01	-	-
Standard error	0.40	-	-	-	-	-	0.80	-	0.51	-	-	-	-	0.00	0.78	-	-	-	1.00	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	11	1	1	-	1	-	-	-	-	-	-	-	-	-	4	-	-	1	3	*	-
	34%	100%	100%	-	73%	-	-	-	-	-	-	-	-	-	65%	-	-	19%	88%	43%	-
NET: 1-3	14	-	-	-	*	-	3	-	*	3	-	-	*	2	2	-	-	1	*	-	-
	41%	-	-	-	27%	-	100%	-	100%	76%	-	-	39%	100%	31%	-	-	45%	12%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 773

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of England (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	..	..	1**	5**	1**	4**	2**	..	1**	1**	3**	..	2**	2**	..
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	10%	14%	-	-	-	26%	-	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-
6	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	13%	17%	-	-	36%	-	-	-	-	100%	-	-	-	-	-	44%	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	2	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-
	17%	23%	-	69%	-	-	-	-	39%	-	-	-	-	-	-	-	-	-	100%	-	-
2	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	13%	17%	-	-	-	32%	-	-	-	-	38%	-	-	-	-	43%	-	-	-	-	-
1 - not very protected	3	2	1	*	2	-	-	-	3	-	-	2	-	-	1	-	-	-	-	-	-
	26%	24%	34%	16%	64%	-	-	-	61%	-	-	100%	-	-	100%	-	-	-	-	-	-
Don't know	2	*	2	*	-	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-
	21%	5%	66%	15%	-	42%	-	-	-	-	62%	-	-	-	-	13%	-	-	100%	-	-
Mean	3.17	3.44	1.00	2.63	2.81	4.23	-	-	7.00	1.79	6.00	2.00	1.00	-	7.00	1.00	4.01	-	3.00	-	-
Standard deviation	2.37	2.38	-	1.03	2.79	3.20	-	-	1.10	-	-	-	-	-	-	2.49	-	-	-	-	-
Standard error	0.90	1.06	-	0.73	1.61	2.26	-	-	0.55	-	-	-	-	-	-	1.76	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	3	-	-	1	1	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	23%	31%	-	-	36%	26%	-	-	100%	-	100%	-	-	-	100%	-	44%	-	-	-	-
NET: 1-3	6	5	1	2	2	1	-	-	5	-	1	2	-	-	1	1	-	2	-	-	-
	56%	64%	34%	85%	64%	32%	-	-	100%	-	38%	100%	-	-	100%	43%	-	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 774

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Working Status				Disability								What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-	-
Weighted base	11*	8**	-**	3*	***	-**	-**	-**	2**	***	2**	-**	-**	8**	-**	-**	7**	2**	-**	-**	7**	4**	-**	4**	-**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 10%	1 14%	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	1 17%	-	-	-	-	1 29%	-	1 29%	-	-	-	-
6	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	1 21%	-	-	-	-	1 36%	-	1 36%	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2 17%	2 24%	-	-	-	-	-	-	-	-	-	-	-	2 23%	-	-	-	-	-	-	2 27%	-	-	-	-	-	-	-
2	1 13%	1 18%	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	-	1 73%	-	-	-	1 36%	-	1 36%	-	-	-	-
1 - not very protected	3 26%	2 25%	-	1 34%	-	-	-	-	-	-	-	-	-	2 30%	-	-	2 29%	1 27%	-	-	3 41%	-	-	-	-	-	-	-
Don't know	2 21%	-	-	2 66%	100%	-	-	-	2 100%	2 100%	2 100%	-	-	-	-	-	2 34%	-	-	-	2 32%	-	-	-	-	-	-	-
Mean	3.17	3.44	-	1.00	-	-	-	-	-	-	-	-	3.28	-	-	4.07	1.73	-	-	1.79	4.86	-	4.86	-	-	-	-	-
Standard deviation	2.37	2.38	-	-	-	-	-	-	-	-	-	-	2.38	-	-	3.09	-	-	-	1.10	2.51	-	2.51	-	-	-	-	-
Standard error	0.90	1.06	-	-	-	-	-	-	-	-	-	-	0.97	-	-	1.78	-	-	-	0.55	1.45	-	1.45	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3 23%	3 33%	-	-	-	-	-	-	-	-	-	-	-	3 30%	-	-	3 37%	-	-	-	-	3 64%	-	3 64%	-	-	-	-
NET: 1-3	6 56%	5 67%	-	1 34%	-	-	-	-	-	-	-	-	-	6 70%	-	-	2 29%	2 100%	-	-	5 68%	1 36%	-	1 36%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 775

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?								
	Total	No child-ren aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes (i)	No (j)	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)			(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 10%	-	1 19%	1 19%	1 19%	-	-	1 45%	1 100%	-	1 12%	-	-	-	-	-	1 45%	-	-	-
6	1 13%	-	1 24%	1 24%	1 24%	1 50%	1 30%	-	-	1 73%	-	-	1 100%	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2 17%	2 36%	-	-	-	-	-	-	-	-	2 21%	-	-	-	-	-	-	-	-	-
2	1 13%	-	1 24%	1 24%	1 24%	1 50%	1 30%	1 55%	-	-	1 15%	-	-	-	-	-	1 55%	-	-	-
1 - not very protected	3 26%	3 56%	-	-	-	-	-	-	-	1 27%	2 26%	*	-	-	1 100%	2 100%	-	-	-	-
Don't know	2 21%	* 8%	2 32%	2 32%	2 32%	-	2 40%	-	-	-	2 25%	49%	-	2 100%	-	-	-	-	-	-
Mean	3.17	1.79	4.86	4.86	4.86	4.01	4.01	4.23	7.00	4.64	2.75	1.00	6.00	-	1.00	1.00	4.23	-	-	-
Standard deviation	2.37	1.10	2.51	2.51	2.51	2.49	2.49	3.20	-	-	2.22	-	-	-	-	-	3.20	-	-	-
Standard error	0.90	0.55	1.45	1.45	1.45	1.76	1.76	2.26	-	-	0.99	-	-	-	-	-	2.26	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3 23%	-	3 44%	3 44%	3 44%	1 50%	1 30%	1 45%	1 100%	1 73%	1 12%	-	1 100%	-	-	-	1 45%	-	-	-
NET: 1-3	6 56%	5 92%	1 24%	1 24%	1 24%	1 50%	1 30%	1 55%	-	1 27%	6 62%	*	-	-	1 100%	2 100%	1 55%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 776

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	**	2**	**	1**	**	**	1**	**	**	3**	**	**	**	**	4**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	44%	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	-	-	-
2	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	43%	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	26%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	*	-	-	-	-	2	-	-	-	-	-	-
	21%	-	-	-	-	-	-	-	-	13%	-	-	-	-	50%	-	-	-	-	-	-
Mean	3.17	-	1.00	-	1.00	-	-	7.00	-	-	4.01	-	-	-	3.00	-	-	-	-	-	-
Standard deviation	2.37	-	-	-	-	-	-	-	-	-	2.49	-	-	-	-	-	-	-	-	-	-
Standard error	0.90	-	-	-	-	-	-	-	-	-	1.76	-	-	-	-	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	-	100%	-	-	44%	-	-	-	-	-	-	-	-	-	-
NET: 1-3	6	-	2	-	1	-	-	-	-	-	1	-	-	-	2	-	-	-	-	-	-
	56%	-	100%	-	100%	-	-	-	-	-	43%	-	-	-	50%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 777

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3	*	3	*	3	-	-	-	-	3	-	-	*	-	-	-	-	-	3	-	-	-	-	-
	12%	2%	24%	12%	34%	-	-	-	-	47%	-	-	10%	-	-	-	-	-	83%	-	-	-	-	-
8	4	4	-	1	2	1	-	-	3	1	-	-	-	-	-	-	-	1	3	-	-	-	-	-
	16%	30%	-	31%	28%	9%	-	-	37%	14%	-	-	-	-	-	-	-	17%	67%	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	5%	9%	-	-	-	12%	-	-	14%	-	-	-	35%	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	3%	-	6%	-	-	7%	-	-	8%	-	-	-	-	-	-	-	-	-	-	32%	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	4	1	3	-	2	1	1	-	1	-	-	3	-	-	-	-	-	2	1	1	-	-	-	-
	17%	12%	24%	-	27%	6%	35%	-	19%	-	-	46%	-	-	-	-	-	44%	33%	17%	-	-	-	-
1 - not very protected	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	5%	9%	-	-	-	-	26%	-	-	-	-	20%	-	-	-	-	-	-	-	-	100%	-	-	-
Don't know	10	5	5	1	1	6	2	-	2	4	2	2	-	3	-	-	2	-	-	1	-	1	1	1
	42%	38%	47%	57%	11%	65%	40%	-	22%	39%	100%	34%	55%	100%	-	-	40%	-	-	68%	-	100%	100%	100%
Mean	5.48	5.59	5.33	8.28	6.56	5.46	1.57	-	5.76	8.77	-	1.70	6.64	-	-	-	3.66	5.99	7.83	4.00	1.00	-	-	-
Standard deviation	3.25	3.17	3.66	-	3.29	2.51	0.63	-	2.71	0.49	-	0.54	-	-	-	-	3.35	3.22	3.19	-	-	-	-	-
Standard error	0.94	1.12	1.83	-	1.90	1.25	0.36	-	1.11	0.28	-	0.31	-	-	-	-	2.37	1.61	2.26	-	-	-	-	-
NET: 8-10	7	4	3	1	5	1	-	-	3	4	-	-	*	-	-	-	1	3	3	-	-	-	-	-
	28%	32%	24%	43%	62%	9%	-	-	37%	61%	-	-	10%	-	-	-	17%	67%	83%	-	-	-	-	-
NET: 4-7	2	1	1	-	2	-	-	-	2	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	8%	9%	6%	-	-	20%	-	-	22%	-	-	-	35%	-	-	-	-	-	-	32%	-	-	-	-
NET: 1-3	5	3	3	-	2	1	3	-	1	-	-	4	-	-	-	-	2	1	1	-	1	-	-	-
	22%	21%	24%	-	27%	6%	60%	-	19%	-	-	66%	-	-	-	-	44%	33%	17%	-	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 778

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?												
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-	-
Weighted base	23*	16**	2**	2*	3**	-**	-**	1**	7**	5**	6**	4**	-**	16**	-**	-**	11**	8**	2**	-**	20**	3**	-**	3**	-**	-**	-**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	3	3	*	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-	3	-	-	-	-	-	-	-
	12%	16%	16%	-	-	-	-	-	-	-	-	-	-	18%	-	-	25%	-	-	-	14%	-	-	-	-	-	-	
8	4	4	-	-	-	-	-	-	1	-	1	1	-	3	-	-	2	1	1	-	4	-	-	-	-	-	-	-
	16%	24%	-	-	-	-	-	-	12%	-	13%	23%	-	18%	-	-	19%	11%	35%	-	19%	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	5%	7%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	14%	-	-	6%	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	3%	-	35%	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	8%	-	-	3%	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	4	1	-	-	2	-	-	1	2	2	2	-	-	2	-	-	-	3	1	-	2	2	-	2	-	-	-	-
	17%	10%	-	-	65%	-	-	100%	28%	43%	32%	-	-	12%	-	-	-	33%	65%	-	10%	59%	-	59%	-	-	-	-
1 - not very protected	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	5%	-	-	-	35%	-	-	-	-	-	-	-	-	7%	-	-	10%	-	-	-	6%	-	-	-	-	-	-	-
Don't know	10	7	1	2	-	-	-	-	4	3	4	3	-	5	-	-	5	3	-	-	8	1	-	1	-	-	-	
	42%	43%	50%	100%	-	-	-	-	61%	57%	55%	77%	-	34%	-	-	47%	34%	-	-	43%	41%	-	41%	-	-	-	-
Mean	5.48	7.03	5.56	-	1.65	-	-	2.00	3.76	2.00	3.76	8.00	-	5.95	-	-	7.19	4.06	4.12	-	6.10	2.00	-	2.00	-	-	-	-
Standard deviation	3.25	2.58	-	-	0.58	-	-	-	3.39	0.00	3.39	-	-	3.22	-	-	3.24	2.59	3.90	-	3.14	0.00	-	0.00	-	-	-	-
Standard error	0.94	0.97	-	-	0.41	-	-	-	2.39	0.00	2.39	-	-	1.02	-	-	1.62	1.16	2.25	-	0.95	0.00	-	0.00	-	-	-	-
NET: 8-10	7	6	*	-	-	-	-	-	1	-	1	1	-	6	-	-	5	1	1	-	7	-	-	-	-	-	-	-
	28%	40%	16%	-	-	-	-	-	12%	-	13%	23%	-	36%	-	-	44%	11%	35%	-	33%	-	-	-	-	-	-	-
NET: 4-7	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	-	-	-	-
	8%	7%	35%	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	22%	-	-	9%	-	-	-	-	-	-	-
NET: 1-3	5	1	-	-	3	-	-	1	2	2	2	-	-	3	-	-	1	3	1	-	3	2	-	2	-	-	-	-
	22%	10%	-	-	100%	-	-	100%	28%	43%	32%	-	-	19%	-	-	10%	33%	65%	-	16%	59%	-	59%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 779

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1		
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	-**	2**	7**	2**	6**	5**	1**	-**	1**		
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
9	3	*	3	3	3	3	-	-	3	*	-	-	3	-	-	-	-	-	-	-		
	12%	2%	25%	26%	29%	60%	36%	-	23%	2%	-	-	42%	-	-	-	-	-	-	-		
8	4	2	2	2	1	1	1	-	4	-	-	-	-	-	3	-	-	-	-	1		
	16%	16%	16%	17%	10%	18%	12%	-	34%	-	-	-	-	-	52%	-	-	-	-	100%		
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
6	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-		
	5%	9%	-	-	-	-	-	-	-	9%	-	-	16%	-	-	-	-	-	-	-		
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
4	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-		
	3%	5%	-	-	-	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-	-		
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
2	4	2	2	1	1	1	1	1	1	4	-	1	1	-	1	2	-	-	-	-		
	17%	16%	19%	15%	13%	21%	7%	32%	100%	33%	-	32%	9%	-	16%	40%	-	-	-	-		
1 - not very protected	1	-	1	1	1	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-		
	5%	-	11%	11%	13%	-	-	68%	-	9%	-	68%	-	-	-	-	-	-	-	-		
Don't know	10	7	3	3	3	-	3	-	5	5	-	-	2	2	2	3	1	-	-	-		
	42%	52%	30%	32%	36%	-	44%	-	43%	41%	-	-	24%	100%	32%	60%	100%	-	-	-		
Mean	5.48	5.31	5.63	5.95	5.88	7.31	7.87	1.32	2.00	8.40	2.93	-	1.32	6.93	-	6.60	2.00	-	-	8.00		
Standard deviation	3.25	2.88	3.75	3.75	3.95	3.21	2.69	-	0.54	2.19	-	-	2.81	-	2.95	0.00	-	-	-	-		
Standard error	0.94	1.29	1.42	1.53	1.77	1.85	1.55	-	0.27	0.77	-	-	1.26	-	1.70	0.00	-	-	-	-		
NET: 8-10	7	2	4	4	3	3	3	-	6	*	-	-	3	-	3	-	-	-	-	1		
	28%	19%	40%	43%	39%	79%	49%	-	57%	2%	-	-	42%	-	52%	-	-	-	-	100%		
NET: 4-7	2	2	-	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-		
	8%	14%	-	-	-	-	-	-	-	14%	-	-	26%	-	-	-	-	-	-	-		
NET: 1-3	5	2	3	3	2	1	1	2	1	5	-	2	1	-	1	2	-	-	-	-		
	22%	16%	30%	26%	25%	21%	7%	100%	100%	42%	-	100%	9%	-	16%	40%	-	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 780

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	-	-	2	-	-	1	3	1	1	
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	3 12%	* 15%	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-
8	4 16%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	3 77%	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1 5%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	4 17%	-	-	-	-	-	-	-	1 16%	2 100%	-	1 100%	-	-	-	-	-	-	-	1 23%	-	-
1 - not very protected	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%
Don't know	10 42%	2 85%	-	-	-	-	-	2 100%	3 84%	-	-	-	-	-	1 68%	-	-	1 100%	-	1 100%	-	-
Mean	5.48	9.00	6.00	-	-	-	-	-	2.00	2.00	8.00	2.00	9.00	-	4.00	-	-	-	-	6.60	-	1.00
Standard deviation	3.25	-	-	-	-	-	-	-	-	0.00	-	0.00	-	-	-	-	-	-	-	2.95	-	-
Standard error	0.94	-	-	-	-	-	-	-	-	0.00	-	0.00	-	-	-	-	-	-	-	1.70	-	-
NET: 8-10	7 28%	* 15%	-	-	-	-	-	-	-	-	1 100%	-	3 100%	-	-	-	-	-	-	3 77%	-	-
NET: 4-7	2 8%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-
NET: 1-3	5 22%	-	-	-	-	-	-	-	1 16%	2 100%	-	1 100%	-	-	-	-	-	-	-	1 23%	-	1 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 781  
**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
10 - extremely protected	2	2	-	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-
9	7	6	2	-	5	1	1	-	-	2	1	4	-	-	-	1	-	-	-	3	2	-	1	-	
8	5	3	2	1	3	-	-	1	1	2	2	1	-	-	1	-	3	-	-	-	25%	11%	-	25%	
7	6	3	3	3	1	2	-	*	-	2	1	3	*	1	-	3	-	1	-	-	-	1	-	*	
6	4	3	*	-	2	1	-	-	-	1	2	-	*	-	-	-	-	-	-	1	3	-	-	-	
5	12	8	3	2	3	4	1	-	1	2	5	4	-	3	-	-	1	-	1	3	1	*	2	-	
4	4	3	1	1	2	1	-	-	-	1	2	1	-	-	-	-	2	-	-	-	8%	13%	-	-	
3	5	1	4	-	4	1	1	-	-	1	2	2	1	1	-	2	-	-	-	1	1	*	-	-	
2	9	5	4	3	-	2	4	-	-	1	2	1	5	-	2	-	1	-	-	2	-	3	-	-	
1 - not very protected	14	4	10	7	5	1	1	-	-	3	4	4	2	2	1	-	1	1	-	1	3	4	1	-	
Don't know	33	18	14	8	7	7	6	3	1	11	11	2	8	2	2	2	3	5	2	2	8	4	1	-	
Mean	4.59	5.32	3.69	3.48	5.11	4.86	4.00	7.62	6.33	5.07	4.50	5.31	2.27	3.91	1.57	5.74	6.51	5.39	-	2.45	5.44	4.65	3.20	5.29	7.50
Standard deviation	2.87	2.76	2.79	2.93	2.95	2.27	3.29	-	1.89	2.99	2.70	3.01	1.58	2.28	0.59	2.23	4.98	2.59	-	2.55	2.84	2.81	3.12	3.24	
Standard error	0.36	0.45	0.53	0.78	0.64	0.57	1.10	-	1.09	0.72	0.56	0.75	0.53	1.02	0.42	1.11	2.49	0.82	-	1.80	1.16	0.73	0.94	1.62	
NET: 8-10	14	10	4	1	8	1	2	1	1	4	4	6	-	-	1	2	3	-	-	3	2	2	1	*	
NET: 4-7	25	18	8	6	8	8	1	*	1	6	10	9	1	4	-	3	-	4	-	1	4	6	1	2	
NET: 1-3	28	10	18	10	8	4	6	-	-	5	8	7	8	3	3	2	1	2	-	1	3	4	7	1	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 782

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	101	46	21	18	8	-	3	5	21	10	13	6	1	77	-	-	35	42	15	7	77	22	6	8	6	-	2
Weighted base	100*	57*	14**	17*	7**	**	2**	4**	21**	11**	11**	5**	1**	74*	**	**	37**	42*	12**	7**	78*	20**	6**	8**	5**	**	2**
10 - extremely protected	2	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	1	1	1	-	-	-	-	-
9	7	6	-	-	-	-	-	1	-	-	-	-	7	-	-	5	2	-	7	-	-	-	-	-	-	-	-
8	5	3	1	1	-	-	1	-	3	1	1	1	2	-	-	2	*	2	1	2	4	1	2	-	-	-	-
7	6	2	1	3	*	-	*	2	2	*	-	-	3	-	-	2	*	1	2	4	1	1	1	-	-	-	-
6	4	3	*	-	-	-	-	-	-	-	-	-	4	-	-	2	1	1	-	1	2	-	-	2	-	-	-
5	12	9	1	-	-	-	1	5	2	3	1	-	7	-	-	1	5	3	-	11	1	-	-	-	-	1	
4	4	3	1	1	-	-	-	-	-	-	-	-	4	-	-	1	1	-	3	-	-	-	-	-	-	-	-
3	5	3	2	1	-	-	-	1	-	1	-	-	5	-	-	2	4	-	5	1	1	-	-	-	-	-	-
2	9	5	2	1	*	-	*	2	2	-	1	-	7	-	-	2	6	-	2	6	3	2	1	-	-	-	-
1 - not very protected	14	7	3	2	1	-	-	-	-	-	-	-	9	-	-	9	4	*	-	11	1	-	1	*	-	-	-
Don't know	33	13	4	9	5	-	1	9	4	7	3	1	24	-	-	9	17	3	3	27	6	-	3	2	-	1	1
Mean	4.59	4.86	3.38	4.36	2.59	-	8.00	6.11	5.47	5.27	5.34	4.56	4.69	-	-	4.69	3.94	5.74	5.10	4.49	5.29	5.55	5.10	5.20	-	5.00	
Standard deviation	2.87	2.89	2.52	2.98	-	-	3.00	2.15	2.48	1.68	3.08	-	2.94	-	-	3.38	2.64	1.86	2.93	2.86	2.94	3.45	3.45	2.33	-	-	
Standard error	0.36	0.50	0.63	1.05	-	-	1.50	0.62	1.11	0.69	1.78	-	0.41	-	-	0.69	0.53	0.54	1.69	0.41	0.76	1.41	1.54	1.35	-	-	
NET: 8-10	14	11	1	1	-	-	1	1	3	1	1	1	11	-	-	8	3	2	1	10	4	2	2	-	-	-	-
NET: 4-7	25	17	3	3	*	-	2	7	4	3	1	-	18	-	-	7	8	7	2	20	4	1	1	2	-	1	
NET: 1-3	28	16	7	3	1	-	*	3	2	1	1	-	21	-	-	12	13	*	2	22	5	3	2	*	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 783

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Dailymotion**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?								
	Total	No children aged 18 or under (a)	NET: Under 16 (b)	NET: Under 18 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**
10 - extremely protected	2	1	1	1	1	-	-	1	-	1	1	-	-	1	-	1	-	-	-	-
	2%	1%	3%	3%	4%	-	-	9%	-	4%	1%	-	-	5%	-	3%	-	-	-	-
9	7	3	1	1	-	1	-	-	-	1	6	-	-	1	1	3	-	-	-	1
	7%	5%	4%	4%	-	14%	-	-	-	4%	8%	-	-	8%	6%	11%	-	-	-	18%
8	5	3	3	3	3	1	3	-	-	3	2	1	3	1	-	-	-	-	-	-
	5%	4%	10%	11%	11%	21%	15%	-	-	16%	2%	17%	37%	5%	-	-	-	-	-	-
7	6	5	1	1	1	1	1	*	*	1	5	1	-	2	2	-	1	-	-	-
	6%	7%	5%	5%	5%	12%	5%	4%	10%	4%	7%	16%	-	18%	6%	-	29%	-	-	-
6	4	1	2	2	2	-	2	1	-	4	-	*	-	-	2	1	-	-	-	-
	4%	2%	9%	9%	10%	-	13%	11%	-	4%	-	6%	-	-	7%	13%	-	-	-	-
5	12	10	2	2	2	-	2	-	-	5	6	-	1	4	2	2	1	-	-	-
	12%	15%	6%	6%	6%	-	8%	-	-	26%	8%	-	14%	25%	15%	6%	13%	-	-	-
4	4	2	2	2	2	-	2	1	-	4	-	-	-	1	1	2	-	-	1	-
	4%	3%	8%	8%	8%	-	11%	6%	-	5%	-	-	-	4%	4%	8%	-	-	14%	-
3	5	5	1	1	1	-	1	1	-	5	1	2	2	-	-	*	-	-	-	-
	5%	7%	2%	2%	2%	-	3%	6%	-	7%	8%	28%	15%	-	-	5%	-	-	-	-
2	9	4	5	5	5	2	5	3	1	3	6	1	-	*	*	3	1	-	-	3
	9%	6%	20%	20%	22%	28%	26%	31%	31%	15%	8%	11%	-	3%	3%	13%	17%	-	-	37%
1 - not very protected	14	11	2	2	2	*	-	2	1	2	11	-	-	1	3	3	-	1	3	-
	14%	16%	8%	8%	7%	6%	-	18%	20%	11%	14%	-	-	4%	24%	13%	-	71%	86%	-
Don't know	33	25	7	6	6	1	3	1	1	4	29	4	1	5	4	9	4	-	-	3
	33%	36%	26%	24%	24%	19%	19%	15%	39%	20%	36%	48%	15%	31%	29%	33%	52%	-	-	46%
Mean	4.59	4.25	4.68	4.68	4.53	5.45	4.65	3.58	2.52	5.07	4.44	5.64	5.73	5.19	4.30	4.77	4.03	2.74	1.41	4.26
Standard deviation	2.87	2.74	2.86	2.86	2.73	3.46	2.34	3.00	2.72	2.90	2.87	2.87	2.40	2.68	2.93	3.11	1.94	-	1.19	3.83
Standard error	0.36	0.42	0.62	0.62	0.63	1.41	0.62	0.95	1.57	0.72	0.41	1.29	0.91	0.77	0.88	0.80	0.97	-	0.84	2.21
NET: 8-10	14	7	5	5	4	2	3	1	-	5	9	1	3	3	1	4	-	-	-	1
	14%	10%	17%	18%	15%	35%	15%	9%	-	24%	12%	17%	37%	18%	6%	15%	-	-	-	18%
NET: 4-7	25	18	7	7	7	1	7	2	*	6	19	1	1	5	5	7	2	1	1	-
	25%	26%	27%	28%	30%	12%	37%	21%	10%	30%	24%	16%	20%	29%	38%	27%	27%	29%	14%	-
NET: 1-3	28	20	8	8	8	2	5	5	2	5	23	2	2	3	4	7	2	1	3	3
	28%	29%	30%	31%	32%	34%	29%	55%	51%	25%	28%	19%	28%	22%	27%	25%	22%	71%	86%	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 784

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																					
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4	
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	**	2**	10**	7**	4**	1**	**	32**	2**	2**	1**	4**	1**	5**	
10 - extremely protected	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
	2%	-	-	-	26%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	
9	7	-	-	-	1	-	-	-	-	-	3	-	-	-	2	-	1	-	-	-	-	-	
	7%	-	-	-	25%	-	-	-	-	-	46%	-	-	-	7%	-	51%	-	-	-	-	-	
8	5	-	-	-	-	-	-	1	-	-	1	-	-	-	2	-	-	-	-	-	*	-	
	5%	-	-	-	-	-	-	17%	-	-	14%	-	-	-	7%	-	-	-	-	-	-	50%	
7	6	-	1	-	-	-	-	3	-	-	1	-	-	1	-	3	-	-	-	-	-	*	-
	6%	-	14%	-	-	-	-	36%	-	-	12%	-	-	40%	-	-	-	-	-	-	-	-	50%
6	4	-	-	-	-	-	-	-	-	-	1	-	-	-	3	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	14%	-	-	-	8%	-	-	-	-	-	-	-	-
5	12	1	2	-	-	-	-	-	-	-	1	1	-	-	4	1	1	-	1	-	-	-	-
	12%	69%	29%	-	-	-	-	-	-	-	11%	11%	-	-	11%	40%	49%	-	19%	-	-	-	-
4	4	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	20%	-	-	-	6%	-	-	-	-	-	-	-	-
3	5	-	-	-	-	-	-	2	-	-	1	-	*	-	1	-	-	-	-	-	-	-	1
	5%	-	-	-	-	-	-	23%	-	-	17%	-	31%	-	4%	-	-	-	-	-	-	-	11%
2	9	-	-	2	*	-	-	-	-	-	1	-	2	-	3	-	-	-	-	-	-	-	-
	9%	-	-	38%	14%	-	-	-	-	-	14%	-	60%	-	10%	-	-	-	-	-	-	-	-
1 - not very protected	14	-	2	1	1	-	-	-	-	-	1	-	*	-	3	1	-	-	1	-	-	3	
	14%	-	32%	29%	16%	-	-	-	-	-	6%	-	29%	-	9%	40%	-	-	33%	-	-	67%	
Don't know	33	1	2	2	1	1	3	2	-	2	3	1	1	-	11	*	-	1	2	-	-	1	
	33%	31%	25%	33%	18%	100%	100%	23%	-	100%	24%	12%	40%	-	36%	20%	-	100%	48%	-	-	23%	
Mean	4.59	5.00	3.67	1.57	6.51	-	-	5.99	-	-	4.72	6.84	2.00	4.02	-	4.83	3.00	7.05	-	2.45	7.50	1.28	
Standard deviation	2.87	-	2.73	0.59	4.98	-	-	2.22	-	-	2.48	2.66	0.00	-	-	2.83	-	2.62	-	2.55	-	0.80	
Standard error	0.36	-	1.57	0.42	2.49	-	-	0.99	-	-	0.88	1.33	0.00	-	-	0.58	-	1.85	-	1.80	-	0.57	
NET: 8-10	14	-	-	-	2	-	-	1	-	-	1	3	-	-	5	-	1	-	-	-	*	-	
	14%	-	-	-	51%	-	-	17%	-	-	14%	46%	-	-	16%	-	51%	-	-	-	-	50%	
NET: 4-7	25	1	3	-	-	-	-	3	-	-	4	2	-	1	8	1	1	-	1	*	-	-	
	25%	69%	43%	-	-	-	-	36%	-	-	42%	25%	-	40%	26%	40%	49%	-	19%	50%	-	-	
NET: 1-3	28	-	2	3	1	-	-	2	-	-	2	1	2	1	7	1	-	-	1	-	-	4	
	28%	-	32%	67%	31%	-	-	23%	-	-	20%	17%	60%	60%	23%	40%	-	-	33%	-	-	77%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 785

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	20	9	8	12	24	32	21	4	
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**
10 - extremely protected	7	5	2	1	2	4	-	-	-	-	4	3	-	-	3	1	-	-	1	-	-	-	-	1	2
	4%	5%	2%	3%	3%	9%	-	-	-	-	7%	7%	-	-	7%	5%	-	-	11%	-	-	-	-	3%	25%
9	7	7	-	4	-	1	1	-	-	4	2	-	1	1	-	1	-	2	1	-	-	2	-	-	-
	3%	6%	-	8%	-	3%	5%	-	-	6%	3%	-	4%	7%	-	5%	-	8%	7%	-	-	8%	-	-	-
8	4	2	1	1	1	1	-	-	-	1	*	1	1	1	1	*	-	-	-	-	1	-	1	-	-
	2%	2%	1%	2%	2%	2%	3%	-	-	2%	1%	3%	2%	4%	19%	2%	-	-	-	-	4%	-	3%	-	-
7	11	5	5	2	6	-	1	1	-	1	4	1	4	1	-	1	-	1	*	-	3	-	1	3	-
	5%	5%	6%	4%	10%	-	5%	7%	-	2%	8%	3%	10%	7%	-	2%	-	6%	4%	-	18%	-	5%	14%	-
6	14	8	6	4	4	3	1	1	2	2	1	7	5	-	1	5	-	3	1	2	-	2	1	-	
	7%	7%	8%	7%	7%	6%	2%	9%	51%	3%	2%	15%	12%k	-	4%	27%	-	34%	12%	11%	-	6%	4%	-	
5	16	9	8	3	6	3	3	2	-	5	4	5	2	4	-	1	-	3	2	1	2	4	1	-	
	8%	8%	9%	5%	10%	6%	15%	18%	-	8%	7%	12%	6%	20%	-	3%	-	15%	21%	9%	13%	16%	2%	-	
4	11	10	1	7	1	3	*	-	-	6	3	3	*	3	-	2	1	-	1	2	1	2	*	-	
	6%	9%	2%	12%	2%	7%	2%	-	-	10%	4%	6%	1%	13%	-	12%	3%	-	7%	15%	5%	6%	2%	-	
3	17	14	3	5	2	6	2	2	-	6	6	4	1	1	5	-	3	1	-	2	1	1	-	1	
	9%	12%	4%	10%	3%	13%	10%	18%	-	11%	10%	8%	3%	6%	20%	24%	-	16%	7%	-	16%	5%	3%	-	
2	27	13	14	8	7	7	5	-	-	6	9	7	5	-	2	2	*	3	-	1	-	5	9	5	
	14%	12%	17%	15%	11%	16%	22%	-	-	10%	16%	15%	15%	-	30%	10%	3%	14%	-	18%	-	20%	33%	22%	
1 - not very protected	45	23	22	11	19	8	5	-	1	13	13	13	6	7	2	5	3	-	2	1	4	3	9	4	
	23%	20%	26%	20%	31%	19%	21%	-	25%	23%	22%	29%	17%	34%	30%	24%	30%	15%	-	32%	6%	18%	9%	42%	
Don't know	38	17	21	8	12	9	3	4	1	14	13	1	11	2	3	4	5	3	1	2	6	9	3	-	
	19%	15%	25%	14%	20%	21%	15%	47%	23%	23%	22%	2%	30%	9%	-	12%	23%	27%	10%	18%	28%	33%	13%	-	
Mean	3.76	4.06	3.30	3.93	3.53	3.85	3.43	4.75	4.35	3.53	3.81	3.77	4.03	3.84	3.05	4.27	3.86	3.79	5.80	3.65	4.88	3.37	3.12	2.85	3.66
Standard deviation	2.73	2.83	2.52	2.78	2.72	2.99	2.48	1.61	3.08	2.54	2.99	2.72	2.68	2.74	3.45	2.82	2.57	1.53	3.27	1.95	2.50	2.10	2.69	4.06	
Standard error	0.22	0.29	0.33	0.40	0.43	0.50	0.54	0.80	2.17	0.37	0.44	0.50	0.51	0.64	1.12	0.96	0.75	0.69	0.58	1.24	0.65	0.57	0.45	0.63	
NET: 8-10	18	14	3	7	3	6	2	-	-	5	6	4	2	2	1	5	1	2	1	1	1	2	1	1	2
	9%	13%	4%	13%	5%	13%	8%	-	-	9%	11%	10%	6%	11%	19%	21%	5%	8%	7%	11%	4%	8%	3%	3%	25%
NET: 4-7	52	32	21	16	18	8	6	3	2	14	12	16	11	8	-	2	7	5	6	2	8	5	5	4	-
	27%	28%	25%	28%	30%	19%	24%	34%	51%	24%	20%	36%	29%	40%	-	9%	39%	24%	59%	28%	57%	21%	19%	21%	-
NET: 1-3	89	50	39	25	28	21	12	2	1	25	28	23	13	8	5	12	6	9	1	4	3	10	13	14	5
	45%	44%	47%	45%	46%	47%	54%	18%	25%	44%	47%	52%	35%	39%	81%	57%	33%	45%	7%	50%	21%	43%	45%	64%	75%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 786  
**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit**  
**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	**	**	70*	89*	23**	12**	170	25**	8**	13**	4**	**	**
10 - extremely protected	7	7	-	-	1	-	-	-	1	-	1	1	-	6	-	-	1	5	2	-	6	1	1	-	-	-	-
	4%	6%	-	-	4%	-	-	-	3%	-	5%	12%	-	4%	-	-	1%	5%	8%	-	4%	3%	11%	-	-	-	-
9	7	5	-	1	-	-	-	-	-	-	-	-	-	7	-	-	1	2	3	-	5	2	1	1	-	-	-
	3%	4%	-	4%	-	-	-	-	-	-	-	-	-	4%	-	-	2%	3%	13%	-	3%	7%	8%	8%	-	-	-
8	4	3	1	*	-	-	-	-	-	-	-	-	-	4	-	-	2	2	-	-	3	1	-	1	-	-	-
	2%	2%	2%	1%	-	-	-	-	-	-	-	-	-	2%	-	-	3%	2%	-	-	2%	3%	-	5%	-	-	-
7	11	6	2	*	1	-	-	1	*	-	*	-	10	-	-	5	5	5	-	10	1	1	-	-	-	-	-
	5%	5%	8%	1%	8%	-	-	21%	2%	-	3%	-	6%	-	-	8%	6%	6%	-	8%	6%	4%	13%	-	-	-	-
6	14	10	1	1	2	1	-	-	3	3	3	1	-	11	-	-	10	3	1	-	11	3	-	3	-	-	-
	7%	8%	2%	3%	12%	100%	-	-	10%	13%	19%	13%	-	7%	-	-	14%	4%	4%	-	7%	10%	-	19%	-	-	-
5	16	9	3	3	1	-	-	-	6	5	3	1	1	9	-	-	4	8	3	1	16	1	-	1	-	-	-
	8%	8%	10%	11%	7%	-	-	-	20%	21%	20%	14%	100%	6%	-	-	6%	9%	15%	4%	9%	2%	-	4%	-	-	-
4	11	5	3	4	-	-	-	-	2	1	1	*	-	10	-	-	5	5	1	-	11	-	-	-	-	-	-
	6%	4%	12%	12%	-	-	-	-	5%	5%	6%	6%	-	6%	-	-	7%	6%	5%	-	7%	-	-	-	-	-	-
3	17	13	2	1	1	-	-	-	1	1	-	-	16	-	-	6	8	1	1	14	3	-	3	-	-	-	-
	9%	11%	8%	3%	3%	-	-	-	2%	3%	-	-	10%	-	-	9%	8%	3%	6%	8%	11%	-	21%	-	-	-	-
2	27	15	5	6	1	-	-	-	7	7	1	1	-	20	-	-	7	8	5	7	21	5	1	3	1	-	-
	14%	13%	21%	19%	8%	-	-	-	24%	31%	4%	17%	-	12%	-	-	10%	9%	23%	56%	13%	21%	16%	20%	31%	-	-
1 - not very protected	45	24	5	6	5	-	2	2	6	4	4	2	-	38	-	-	17	20	6	3	40	3	3	-	*	-	-
	23%	21%	21%	20%	31%	-	75%	35%	21%	16%	26%	28%	-	23%	-	-	24%	22%	26%	22%	24%	13%	37%	-	10%	-	-
Don't know	38	20	3	7	4	-	1	2	4	2	2	1	-	32	-	-	12	23	1	2	31	7	1	3	3	-	-
	19%	17%	14%	24%	26%	-	25%	43%	14%	10%	16%	9%	-	20%	-	-	18%	25%	3%	12%	18%	26%	16%	22%	59%	-	-
Mean	3.76	4.07	3.23	3.28	3.57	6.00	1.00	3.26	3.40	3.25	4.14	3.94	5.00	3.84	-	-	3.78	3.92	4.12	1.97	3.74	4.11	3.99	4.57	1.76	-	-
Standard deviation	2.73	2.90	2.11	2.32	2.89	-	0.00	3.54	2.27	1.86	2.72	3.28	-	2.82	-	-	2.51	2.88	3.25	0.92	2.70	2.99	3.93	2.53	-	-	-
Standard error	0.22	0.34	0.37	0.45	0.77	-	0.00	1.77	0.42	0.41	0.70	1.16	-	0.26	-	-	0.32	0.37	0.71	0.29	0.24	0.69	1.49	0.84	-	-	-
NET: 8-10	18	15	1	2	1	-	-	-	1	-	1	1	-	17	-	-	4	9	5	-	14	3	1	2	-	-	-
	9%	13%	2%	6%	4%	-	-	-	3%	-	5%	12%	-	10%	-	-	6%	10%	21%	-	8%	13%	19%	14%	-	-	-
NET: 4-7	52	29	8	8	5	1	-	1	11	9	7	2	1	40	-	-	24	22	5	1	48	4	1	3	-	-	-
	27%	25%	33%	28%	28%	100%	-	21%	36%	39%	48%	33%	100%	25%	-	-	34%	25%	24%	4%	28%	16%	13%	23%	-	-	-
NET: 1-3	89	52	12	13	7	-	2	2	14	11	5	3	-	73	-	-	29	36	12	10	76	11	4	5	2	-	-
	45%	45%	51%	43%	42%	-	75%	35%	47%	50%	31%	45%	-	45%	-	-	42%	40%	52%	83%	45%	45%	53%	41%	41%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 787

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**
10 - extremely protected	7	3	4	4	4	2	1	3	-	5	2	-	-	1	3	2	2	-	-	-
	4%	2%	7%	8%	9%	8%	3%	15%	-	13%	2%	-	-	3%	8%	5%	6%	-	-	-
9	7	3	4	4	3	1	2	3	1	4	3	-	-	1	-	1	1	-	-	2
	3%	2%	6%	6%	6%	3%	5%	12%	13%	10%	2%	-	-	5%	-	3%	4%	-	-	13%
8	4	1	2	2	1	2	1	1	-	2	2	-	2	-	1	-	-	1	-	-
	2%	1%	4% <sup>d</sup>	4%	2%	7%	2%	3%	-	5%	1%	-	9%	-	3%	-	-	15%	-	-
7	11	7	3	3	3	3	3	-	1	3	8	*	*	4	5	1	-	-	-	
	5%	5%	6%	5%	7%	11%	8%	-	8%	8%	5%	7%	2%	15%	11%	1%	-	-	-	
6	14	9	5	5	2	3	1	2	1	2	12	-	2	1	1	8	-	2	-	
	7%	7%	8% <sup>d</sup>	8%	4%	12%	2%	9%	6%	7%	7%	-	13%	2%	2%	25%	-	27%	-	
5	16	13	3	3	3	-	2	3	-	1	16	1	3	1	8	1	1	-	-	
	8%	10%	5%	5%	6%	-	6%	13%	-	2%	10%	12%	15%	4%	19%	3%	3%	10%	-	
4	11	10	2	2	2	2	1	2	-	1	11	*	-	1	3	1	-	3	3	
	6%	7%	3%	3%	4%	3%	6%	-	-	1%	7%	7%	-	3%	8%	2%	-	48%	16%	
3	17	12	5	5	5	1	3	1	2	1	16	-	2	4	1	2	3	1	*	
	9%	9%	8%	9%	10%	6%	9%	6%	24%	2%	10%	-	10%	16%	1%	6%	11%	12%	25%	
2	27	23	5	4	5	1	4	3	2	5	22	1	4	1	4	6	6	-	-	
	14%	16%	8%	7%	10%	6%	13%	11%	21%	15%	14%	18%	20%	2%	10%	18%	20%	-	28%	
1 - not very protected	45	28	16	15	10	7	7	6	2	9	36	2	2	7	9	10	4	2	-	
	23%	20%	28% <sup>d</sup>	27%	22%	30%	22%	25%	21%	25%	22%	29%	10%	26%	23%	29%	14%	40%	-	
Don't know	38	29	9	9	9	3	8	1	1	4	34	2	4	6	6	11	5	1	-	
	19%	21%	16%	16%	19% <sup>b</sup>	13%	24%	6%	8%	10%	21%	26%	21%	25%	14%	30%	17%	24%	10%	
Mean	3.76	3.57	4.23	4.31	4.37	4.51	3.78	4.91	3.70	4.98	3.45	2.74	4.01	3.94	4.27	2.98	4.17	3.19	4.29	3.03
Standard deviation	2.73	2.46	3.23	3.24	3.24	3.35	2.90	3.53	2.96	3.61	2.37	2.25	2.34	2.97	2.89	2.86	2.81	3.10	1.23	2.73
Standard error	0.22	0.24	0.48	0.49	0.53	0.84	0.62	0.77	0.99	0.69	0.21	0.80	0.57	0.63	0.53	0.56	0.66	1.39	0.62	0.76
NET: 8-10	18	8	10	10	8	4	3	7	1	10	7	-	2	2	4	3	3	1	-	
	9%	5%	18% <sup>a</sup>	18%	17% <sup>a</sup>	19%	10%	30%	13%	29%	4%	-	9%	8%	10%	8%	10%	15%	-	
NET: 4-7	52	40	13	12	10	6	7	5	1	7	46	2	6	6	16	3	9	1	4	
	27%	29%	22%	22%	22%	26%	22%	22%	14%	19%	28%	26%	30%	23%	41%	9%	28%	10%	75%	
NET: 1-3	89	63	25	24	19	9	14	10	6	15	74	3	8	11	14	19	14	3	1	
	45%	45%	45%	43%	42%	42%	44%	43%	66%	42%	46%	48%	40%	44%	35%	53%	45%	51%	25%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 788

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
10 - extremely protected	7	-	-	-	11%	-	-	-	3	-	-	-	-	-	-	-	7%	-	-	1	2	-
9	7	1	-	-	-	-	-	3	-	1	-	-	-	-	2	-	-	-	-	-	-	-
	3%	16%	-	-	-	-	-	15%	-	4%	-	-	-	-	4%	-	-	-	-	-	-	-
8	4	1	-	-	1	-	-	*	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	2%	11%	-	-	15%	-	-	2%	-	-	-	-	18%	-	1%	-	-	-	-	-	-	-
7	11	1	-	-	-	-	-	1	*	1	-	3	-	-	1	-	2	1	-	-	-	-
	5%	17%	-	-	-	-	-	9%	7%	6%	-	65%	-	-	3%	-	32%	9%	-	-	-	-
6	14	-	-	-	3	-	2	1	-	3	-	2	-	-	-	-	3	-	-	1	-	-
	7%	-	-	-	38%	-	27%	5%	-	57%	-	31%	-	-	-	-	29%	-	-	12%	-	-
5	16	1	3	-	-	-	-	1	1	3	-	-	1	-	4	-	-	-	-	1	-	3
	8%	9%	28%	-	-	-	-	9%	14%	16%	-	-	16%	-	8%	-	-	-	-	9%	-	68%
4	11	-	3	-	1	1	-	-	-	1	2	-	-	-	2	1	-	-	-	1	-	*
	6%	-	22%	-	16%	13%	-	-	-	4%	44%	-	-	-	4%	13%	-	-	-	7%	-	9%
3	17	-	1	1	-	-	-	5	-	1	3	-	-	*	4	-	-	-	-	-	1	-
	9%	-	9%	25%	-	-	-	28%	-	11%	17%	-	-	12%	9%	-	-	-	-	-	19%	-
2	27	-	-	2	-	*	-	2	-	3	-	-	1	2	10	2	2	2	1	1	-	-
	14%	-	-	38%	-	7%	-	11%	-	15%	-	-	19%	61%	23%	29%	22%	16%	18%	-	-	-
1 - not very protected	45	3	4	2	2	1	2	5	-	3	1	-	1	2	5	2	2	2	4	2	4	*
	23%	31%	35%	37%	22%	19%	36%	28%	-	16%	11%	-	27%	39%	12%	17%	30%	55%	32%	55%	10%	-
Don't know	38	1	1	-	-	4	2	2	2	1	4	1	1	1	-	15	*	1	2	1	-	1
	19%	16%	5%	-	-	61%	37%	10%	29%	11%	20%	14%	17%	27%	-	35%	5%	16%	20%	10%	-	12%
Mean	3.76	5.08	3.08	1.88	5.32	2.17	3.12	3.55	8.97	5.54	3.49	4.35	7.22	2.45	1.61	3.28	3.92	3.54	1.84	3.65	3.66	4.42
Standard deviation	2.73	3.58	1.79	0.87	2.99	1.71	2.91	2.96	2.10	1.19	2.28	1.79	0.50	1.89	0.56	2.31	2.78	2.98	1.99	3.27	4.06	1.49
Standard error	0.22	1.35	0.54	0.39	1.06	0.86	1.68	0.89	1.21	0.53	0.61	1.03	0.35	0.85	0.40	0.40	0.98	1.49	0.70	1.24	2.03	0.74
NET: 8-10	18	2	-	-	2	-	-	3	3	-	1	-	1	-	2	1	-	-	-	1	2	-
	9%	27%	-	-	25%	-	-	17%	53%	-	4%	-	18%	-	5%	7%	-	-	-	11%	25%	-
NET: 4-7	52	2	6	-	4	1	2	1	1	5	5	4	3	1	7	4	2	1	2	2	-	4
	27%	26%	50%	-	53%	13%	27%	5%	18%	78%	26%	75%	65%	16%	16%	42%	32%	9%	28%	-	-	77%
NET: 1-3	89	3	5	5	2	2	2	12	-	1	9	1	-	2	4	19	4	4	6	4	5	*
	45%	31%	45%	100%	22%	26%	36%	67%	-	11%	49%	11%	-	58%	100%	44%	46%	52%	71%	50%	75%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 789

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	2	1	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	..	..	3**	4**	3**	1**	1**	1**	..	2**	1**	2**	2**	1**	1**	1**	..
10 - extremely protected	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
9	13%	14%	-	-	20%	-	-	-	-	42%	-	-	-	-	-	79%	-	-	-	-	-	-	-
8	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	
7	6%	7%	-	-	9%	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	54%	-	
6	5	5	-	1	5	-	-	-	2	1	1	1	1	1	-	-	-	2	-	-	1	-	
5	48%	51%	-	23%	65%	-	-	-	76%	16%	35%	100%	100%	100%	-	-	-	100%	-	-	46%	-	
4	2	2	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	
3	17%	18%	-	77%	-	-	-	-	54%	-	-	-	-	-	-	-	-	-	100%	-	-	-	
2	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	
1 - not very protected	6%	-	100%	-	-	46%	-	-	24%	-	-	-	-	-	-	-	-	-	-	-	100%	-	
Mean	5.96	6.08	4.00	5.23	6.80	2.93	-	-	5.53	5.49	6.79	6.00	6.00	6.00	-	8.07	2.00	6.00	5.00	4.00	7.62	-	
Standard deviation	2.34	2.36	-	0.55	2.34	-	-	-	1.06	2.57	3.73	-	-	-	-	-	-	0.00	-	-	-	-	
Standard error	0.74	0.79	-	0.39	0.95	-	-	-	0.75	1.28	2.15	-	-	-	-	-	-	0.00	-	-	-	-	
NET: 8-10	2	2	-	-	2	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	
NET: 4-7	19%	20%	-	-	29%	-	-	-	19%	42%	-	-	-	-	-	79%	-	-	-	-	54%	-	
NET: 1-3	8	7	1	2	5	1	-	-	3	2	1	1	1	-	-	-	-	2	2	1	1	-	
	71%	69%	100%	100%	65%	46%	-	-	100%	70%	35%	100%	100%	100%	-	-	-	100%	100%	100%	46%	-	
	1	1	-	-	*	1	-	-	*	1	-	-	-	-	-	*	1	-	-	-	-	-	
	10%	11%	-	-	5%	54%	-	-	11%	23%	-	-	-	-	-	21%	100%	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 790

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No formal educ ation (n)	Pri- mary (o)	Secund ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	-**	-**	-**	1**	1**	-**	-**	-**	10**	-**	6**	3**	-**	-**	9**	2**	-**	2**	-**	-**	-**
10 - extremely protected	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-
	13%	19%	-	-	-	-	-	-	-	-	-	-	14%	-	22%	-	-	-	-	71%	-	-	71%	-	-	-
9	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	6%	9%	-	-	-	-	-	-	-	-	-	-	7%	-	-	25%	-	-	7%	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	5	3	-	1	1	-	-	-	-	-	-	-	5	-	4	1	-	-	5	1	-	1	-	-	-	-
	48%	45%	-	100%	100%	-	-	-	-	-	-	-	51%	-	60%	51%	-	-	52%	29%	-	29%	-	-	-	-
5	2	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-
	17%	26%	-	-	-	-	-	-	-	-	-	-	18%	-	-	-	-	-	21%	-	-	-	-	-	-	-
4	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	6%	-	36%	-	-	-	-	-	-	-	-	-	6%	-	-	24%	-	-	7%	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	-	1	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	7%	-	42%	-	-	-	-	-	100%	100%	-	-	-	-	-	12%	-	-	8%	-	-	-	-	-	-	-
1 - not very protected	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-	-	-	-	-	-
	3%	-	21%	-	-	-	-	-	-	-	-	-	4%	-	-	6%	-	-	4%	-	-	-	-	-	-	-
Mean	5.96	6.79	2.51	6.00	6.00	-	-	-	2.00	2.00	-	-	6.25	-	6.11	6.27	-	-	5.33	8.84	-	8.84	-	-	-	-
Standard deviation	2.34	2.03	-	-	-	-	-	-	-	-	-	-	2.13	-	2.85	2.22	-	-	1.87	-	-	-	-	-	-	-
Standard error	0.74	0.91	-	-	-	-	-	-	-	-	-	-	0.71	-	1.17	1.28	-	-	0.66	-	-	-	-	-	-	-
NET: 8-10	2	2	-	-	-	-	-	-	-	-	-	-	2	-	1	1	-	-	1	1	-	1	-	-	-	-
	19%	29%	-	-	-	-	-	-	-	-	-	-	20%	-	22%	25%	-	-	7%	71%	-	71%	-	-	-	-
NET: 4-7	8	5	1	1	1	-	-	-	-	-	-	-	8	-	4	2	-	-	7	1	-	1	-	-	-	-
	71%	71%	36%	100%	100%	-	-	-	-	-	-	-	76%	-	60%	75%	-	-	80%	29%	-	29%	-	-	-	-
NET: 1-3	1	-	1	-	-	-	-	-	1	1	-	-	*	-	-	1	-	-	1	-	-	-	-	-	-	-
	10%	-	64%	-	-	-	-	-	100%	100%	-	-	4%	-	18%	-	-	-	13%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 791

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	2	3	2	-	1	-	-	-	-
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	1**	3**	3**	-**	1**	-**	-**	-**
10 - extremely protected	1	-	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	13%	-	35%	35%	65%	43%	100%	-	-	26%	-	-	100%	-	-	-	-	-	24%	-	-	-	-	-	-	-	-
9	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	-	24%	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	5	4	1	1	-	1	-	-	-	3	2	-	-	-	3	2	-	1	-	-	-	-	-	-	-	-	-
	48%	58%	29%	29%	-	36%	-	-	-	61%	35%	-	-	-	77%	76%	-	100%	-	-	-	-	-	-	-	-	-
5	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	17%	27%	-	-	-	-	-	-	-	-	33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	9%	-	-	-	-	-	-	-	-	12%	-	-	63%	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	-	1	1	1	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	7%	-	19%	19%	35%	-	-	100%	-	13%	-	-	-	23%	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	-	7%	-	-	37%	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.96	5.27	7.16	7.16	7.21	8.35	10.00	2.00	-	7.43	4.56	-	10.00	2.89	5.09	6.73	-	6.00	-	-	-	-	-	-	-	-	-
Standard deviation	2.34	1.31	3.42	3.42	5.20	2.17	-	-	-	2.01	1.76	-	-	-	2.00	1.60	-	2.01	-	-	-	-	-	-	-	-	-
Standard error	0.74	0.54	1.71	1.71	3.67	1.25	-	-	-	1.01	0.72	-	-	-	1.16	1.13	-	1.01	-	-	-	-	-	-	-	-	-
NET: 8-10	2	-	2	2	1	2	1	-	-	2	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	19%	-	52%	52%	65%	64%	100%	-	-	39%	-	-	100%	-	-	24%	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	8	7	1	1	-	1	-	-	-	3	5	-	-	1	3	2	-	1	-	-	-	-	-	-	-	-	-
	71%	95%	29%	29%	-	36%	-	-	-	61%	80%	-	-	63%	77%	76%	-	100%	-	-	-	-	-	-	-	-	-
NET: 1-3	1	*	1	1	1	-	-	1	-	1	-	-	-	*	1	-	-	-	-	-	-	-	-	-	-	-	-
	10%	5%	19%	19%	35%	-	-	100%	-	20%	-	-	-	37%	23%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 792

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	-**	-**	1**	-**	-**	-**	-**	1**	2**	-**	-**	1**	-**	3**	1**	-**	-**	2**	-**
10 - extremely protected	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	79%	-	-	-	-	-	-	-	-	-	-	-
9	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	5	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-
	48%	100%	-	-	100%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	100%	-
5	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	74%	-	-	-	-	-	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	-	-	-	-	-
Mean	5.96	6.00	-	-	6.00	-	-	-	-	2.00	8.07	-	-	6.00	-	4.74	9.00	-	-	6.00	-
Standard deviation	2.34	-	-	-	-	-	-	-	-	-	-	-	-	-	0.56	-	-	-	-	0.00	-
Standard error	0.74	-	-	-	-	-	-	-	-	-	-	-	-	-	0.40	-	-	-	-	0.00	-
NET: 8-10	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	19%	-	-	-	-	-	-	-	-	79%	-	-	-	-	-	100%	-	-	-	-	-
NET: 4-7	8	1	-	-	1	-	-	-	-	-	-	-	-	1	3	-	-	-	-	2	-
	71%	100%	-	-	100%	-	-	-	-	-	-	-	-	100%	100%	-	-	-	-	100%	-
NET: 1-3	1	-	-	-	-	-	-	-	-	1	*	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-	100%	21%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 793

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	-**	2**	-**	2**	2**	-**	-**	-**	2**	-**	1**	2**	1**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	2	2	-	-	1	1	-	-	-	-	2	-	-	-	1	-	-	1	-	-	-
	37%	53%	-	-	100%	58%	-	-	-	-	100%	-	-	-	68%	-	-	58%	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-
	22%	32%	-	-	-	-	100%	-	68%	-	-	-	-	-	-	-	100%	-	-	-	-
4	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	11%	-	35%	-	-	42%	-	-	32%	-	-	-	-	-	-	-	-	42%	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	10%	15%	-	35%	-	-	-	-	-	-	35%	-	-	-	32%	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	20%	-	65%	-	-	-	-	-	-	-	65%	-	-	-	-	-	-	-	100%	-	-
Mean	5.73	6.00	4.00	1.00	8.00	6.31	5.00	-	4.68	-	8.00	1.00	-	-	5.79	-	5.00	6.31	-	-	-
Standard deviation	2.70	2.84	-	-	-	-	-	-	0.66	-	0.00	-	-	-	4.53	-	-	-	-	-	-
Standard error	1.21	1.42	-	-	-	-	-	-	0.46	-	0.00	-	-	-	3.21	-	-	-	-	-	-
NET: 8-10	2	2	-	-	1	1	-	-	-	-	2	-	-	-	1	-	-	1	-	-	-
	37%	53%	-	-	100%	58%	-	-	-	-	100%	-	-	-	68%	-	-	58%	-	-	-
NET: 4-7	2	1	1	-	-	1	1	-	2	-	-	-	-	-	-	-	1	1	-	-	-
	33%	32%	35%	-	-	42%	100%	-	100%	-	-	-	-	-	-	-	100%	42%	-	-	-
NET: 1-3	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	10%	15%	-	35%	-	-	-	-	-	-	35%	-	-	-	32%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 794

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No formal educ ation (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)	
Unweighted base	6	3	2	1	-	-	-	-	1	-	1	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-
Weighted base	6*	4**	1**	1*	..	..	..	..	1**	..	1**	..	..	5**	..	..	6**	1**	..	..	4**	3**	1**	1**	..	..	..
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	2	2	-	-	-	-	-	-	1	-	1	-	-	1	-	-	2	-	-	-	1	1	-	1	-	-	-
	37%	63%	-	-	-	-	-	-	100%	-	100%	-	-	27%	-	-	42%	-	-	-	25%	54%	-	100%	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	22%	37%	-	-	-	-	-	-	-	-	-	-	26%	-	-	25%	-	-	-	38%	-	-	-	-	-	-	-
4	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-
	11%	-	50%	-	-	-	-	-	-	-	-	-	12%	-	-	-	100%	-	-	18%	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	10%	-	50%	-	-	-	-	-	-	-	-	-	12%	-	-	12%	-	-	-	18%	-	-	-	-	-	-	-
Don't know	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-
	20%	-	-	100%	-	-	-	-	-	-	-	-	23%	-	-	22%	-	-	-	-	46%	100%	-	-	-	-	-
Mean	5.73	6.88	2.51	-	-	-	-	-	8.00	-	8.00	-	-	5.24	-	-	6.00	4.00	-	4.84	8.00	-	8.00	-	-	-	-
Standard deviation	2.70	1.70	-	-	-	-	-	-	-	-	-	-	2.76	-	-	2.84	-	-	-	2.72	-	-	-	-	-	-	-
Standard error	1.21	0.98	-	-	-	-	-	-	-	-	-	-	1.38	-	-	1.42	-	-	-	1.36	-	-	-	-	-	-	-
NET: 8-10	2	2	-	-	-	-	-	-	1	-	1	-	-	1	-	-	2	-	-	1	1	-	1	-	-	-	-
	37%	63%	-	-	-	-	-	-	100%	-	100%	-	-	27%	-	-	42%	-	-	25%	54%	-	100%	-	-	-	-
NET: 4-7	2	1	1	-	-	-	-	-	-	-	-	-	2	-	-	1	1	-	-	2	-	-	-	-	-	-	-
	33%	37%	50%	-	-	-	-	-	-	-	-	-	38%	-	-	25%	100%	-	-	57%	-	-	-	-	-	-	-
NET: 1-3	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	10%	-	50%	-	-	-	-	-	-	-	-	-	12%	-	-	12%	-	-	-	18%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 795

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16	NET: Any 5-18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	6	3	3	3	3	1	2	1	1	4	2	-	2	2	2	-	-	-	-	-	
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**	-**	3**	1**	2**	-**	-**	-**	-**	-**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	2	-	2	2	2	1	2	-	2	-	-	1	-	1	-	-	-	-	-	-	
	37%	-	63%	63%	63%	100%	100%	-	55%	-	-	54%	-	39%	-	-	-	-	-	-	
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	1	-	1	1	1	-	-	1	1	-	1	-	-	1	-	-	-	-	-	-	
	22%	-	37%	37%	37%	-	-	100%	100%	-	68%	-	-	61%	-	-	-	-	-	-	
4	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	
	11%	26%	-	-	-	-	-	-	-	-	32%	-	-	50%	-	-	-	-	-	-	
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	
	10%	26%	-	-	-	-	-	-	16%	-	-	-	-	50%	-	-	-	-	-	-	
Don't know	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	
	20%	48%	-	-	-	-	-	-	29%	-	-	-	46%	-	-	-	-	-	-	-	
Mean	5.73	2.51	6.88	6.88	6.88	8.00	8.00	5.00	5.00	6.46	4.68	-	8.00	2.51	6.18	-	-	-	-	-	
Standard deviation	2.70	-	1.70	1.70	1.70	-	0.00	-	3.57	0.66	-	-	-	1.96	-	-	-	-	-	-	
Standard error	1.21	-	0.98	0.98	0.98	-	0.00	-	2.06	0.46	-	-	-	1.39	-	-	-	-	-	-	
NET: 8-10	2	-	2	2	2	1	2	-	2	-	-	1	-	1	-	-	-	-	-	-	
	37%	-	63%	63%	63%	100%	100%	-	55%	-	-	54%	-	39%	-	-	-	-	-	-	
NET: 4-7	2	1	1	1	1	-	-	1	1	-	2	-	-	1	1	-	-	-	-	-	
	33%	26%	37%	37%	37%	-	-	100%	100%	-	100%	-	-	50%	61%	-	-	-	-	-	
NET: 1-3	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	
	10%	26%	-	-	-	-	-	-	16%	-	-	-	-	50%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 796

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shel-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-	-
Weighted base	6*	**	**	**	**	**	**	**	**	2**	1**	**	**	**	3**	**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	2 37%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	1 32%	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	1 22%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
4	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 24%	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	1 10%	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 44%	-	-	-	-	-	-
Mean	5.73	-	-	-	-	-	-	-	-	5.79	5.00	-	-	-	6.31	-	-	-	-	-	-
Standard deviation	2.70	-	-	-	-	-	-	-	-	4.53	-	-	-	-	-	-	-	-	-	-	-
Standard error	1.21	-	-	-	-	-	-	-	-	3.21	-	-	-	-	-	-	-	-	-	-	-
NET: 8-10	2 37%	-	-	-	-	-	-	-	-	1 68%	-	-	-	-	3 32%	-	-	-	-	-	-
NET: 4-7	2 33%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	1 24%	-	-	-	-	-	-
NET: 1-3	1 10%	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## VSP Survey

### ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 797

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other**  
**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	***	1**	4**	1**	2**	2**	**	6**	4**	3**	***
10 - extremely protected	3	2	1	-	-	-	-	1	2	2	-	1	-	1	-	-	-	-	-	-	-	1	-	1	-
9	9%	11%	7%	-	-	-	-	7%	16%	24%	-	20%	-	30%	-	-	-	-	-	-	-	15%	-	30%	-
8	1	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
7	3%	5%	-	-	-	-	-	6%	-	5%	-	-	-	-	-	-	-	51%	-	-	-	-	-	-	-
6	5	1	4	-	-	-	1	3	1	1	4	-	-	-	1	1	-	-	-	-	2	-	1	-	
5	20%	9%	34%	-	-	-	45%	22%	13%	19%	31%	-	-	-	100%	33%	-	-	-	-	37%	-	24%	-	
4	4	3	1	-	-	-	-	4	-	1	-	3	-	-	-	3	-	1	-	-	-	-	-	-	
3	14%	18%	9%	-	-	-	-	30%	-	15%	-	64%	-	-	-	67%	-	53%	-	-	-	-	-	-	
2	2	2	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	
1 - not very protected	6%	11%	-	-	-	-	-	15%	-	12%	-	-	-	-	-	-	-	-	-	-	-	37%	-	-	
Don't know	1	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
Mean	3%	-	6%	-	-	-	-	6%	10%	-	-	-	-	-	-	-	-	-	-	-	-	16%	-	-	
Standard deviation	5	2	4	*	*	-	1	1	2	1	1	-	3	*	-	-	-	1	2	-	1	1	-	-	
Standard error	20%	11%	31%	100%	100%	-	31%	9%	22%	17%	11%	-	100%	16%	-	-	-	47%	68%	-	20%	29%	-	-	
NET: 8-10	7	5	2	-	-	-	1	3	3	1	5	1	-	2	-	-	1	-	1	-	2	1	1	*	
NET: 4-7	26%	35%	14%	-	-	-	24%	26%	27%	16%	39%	16%	-	54%	-	-	49%	-	32%	-	28%	17%	46%	100%	
NET: 1-3	4.68	5.23	4.17	1.00	1.00	-	3.95	5.48	4.35	5.45	4.61	6.17	1.00	6.83	-	6.00	5.33	8.00	3.13	1.00	-	5.41	2.10	8.22	-
NET: 8-10	2.99	3.07	2.97	-	-	-	3.27	2.36	3.68	3.69	2.40	2.50	0.00	-	-	0.54	-	2.81	-	-	3.65	1.05	-	-	
NET: 4-7	0.71	1.09	0.94	-	-	-	2.32	0.89	1.39	1.51	0.91	1.77	0.00	-	-	0.38	-	1.99	-	-	2.11	0.61	-	-	
NET: 1-3	3	2	1	-	-	-	-	2	2	2	1	1	-	1	-	-	1	-	-	-	1	-	1	-	
NET: 1-3	12%	16%	7%	-	-	-	-	12%	16%	24%	5%	20%	-	30%	-	-	51%	-	-	-	15%	-	30%	-	
NET: 1-3	9	4	5	-	-	-	1	7	1	2	4	3	-	-	1	4	-	1	-	-	2	-	1	-	
NET: 1-3	34%	27%	43%	-	-	-	45%	52%	13%	34%	31%	64%	-	-	100%	100%	-	53%	-	-	37%	-	24%	-	
NET: 1-3	8	3	4	*	*	-	1	1	5	2	3	-	3	*	-	-	-	1	2	-	1	4	-	-	
NET: 1-3	28%	22%	36%	100%	100%	-	31%	9%	44%	27%	24%	-	100%	16%	-	-	-	47%	68%	-	20%	83%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 798

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condi- tion (i)	Yes - phys- ical condi- tion (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ond- ary (p)	Univ- ersity degree (q)	High- er univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	**	1**	10**	**	8**	**	6**	2**	**	19**	**	**	10**	15**	2**	**	24**	3**	1**	**	2**	**	**
10 - extremely protected	3	1	-	-	-	2	-	-	-	-	-	-	-	3	-	-	1	2	-	2	1	1	-	-	-	-	
9	9%	11%	-	-	-	17%	-	-	-	-	-	-	-	13%	-	-	9%	11%	-	7%	29%	100%	-	-	-	-	
8	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	
7	3%	-	9%	-	-	-	-	9%	-	12%	-	-	-	-	-	-	7%	-	-	3%	-	-	-	-	-	-	
6	5	3	1	-	-	1	-	-	-	-	-	-	-	5	-	-	4	1	-	3	2	-	-	2	-	-	
5	20%	37%	17%	-	-	13%	-	-	-	-	-	-	-	28%	-	-	28%	59%	-	14%	71%	-	-	100%	-	-	
4	4	3	-	-	-	1	-	3	-	3	-	-	1	-	-	4	-	-	-	4	-	-	-	-	-	-	
3	14%	36%	-	-	-	10%	-	35%	-	47%	-	-	6%	-	-	38%	-	-	-	16%	-	-	-	-	-	-	
2	2	-	-	-	-	2	-	2	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	
1 - not very protected	6%	-	-	-	-	16%	-	21%	-	28%	-	-	-	-	-	-	11%	-	-	7%	-	-	-	-	-	-	
Don't know	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	
Mean	3%	-	-	-	-	7%	-	-	-	-	-	-	4%	-	-	-	5%	-	-	3%	-	-	-	-	-	-	
Standard deviation	5	1	3	*	-	1	-	1	*	-	1	-	4	-	-	2	3	1	-	5	-	-	-	-	-	-	
Standard error	20%	15%	34%	100%	-	100%	-	17%	100%	-	59%	-	21%	-	-	15%	19%	41%	-	22%	-	-	-	-	-	-	
NET: 8-10	7	-	3	-	-	4	-	1	-	1	1	-	6	-	-	3	4	-	-	7	-	-	-	-	-	-	
NET: 4-7	26%	-	40%	-	-	37%	-	18%	-	13%	41%	-	29%	-	-	31%	26%	-	-	29%	-	-	-	-	-	-	
NET: 1-3	4.68	5.31	3.47	1.00	-	1.00	5.71	-	3.99	1.00	4.77	1.00	5.00	-	-	5.04	4.61	3.95	-	4.27	7.14	10.00	-	6.00	-	-	
NET: 8-10	3	1	1	-	-	2	-	1	-	1	-	-	3	-	-	2	2	-	-	2	1	1	-	-	-	-	
NET: 4-7	12%	11%	9%	-	-	17%	-	9%	-	12%	-	-	13%	-	-	16%	11%	-	-	10%	29%	100%	-	-	-	-	
NET: 1-3	9	5	1	-	-	2	-	3	-	3	-	-	7	-	-	4	4	1	-	7	2	-	-	2	-	-	
NET: 1-3	34%	73%	17%	-	-	24%	-	35%	-	47%	-	-	34%	-	-	38%	28%	59%	-	30%	71%	-	-	100%	-	-	
NET: 1-3	8	1	3	*	-	1	2	-	3	*	2	1	5	-	-	2	5	1	-	8	-	-	-	-	-	-	
NET: 1-3	28%	15%	34%	100%	-	100%	23%	-	38%	100%	28%	59%	24%	-	-	15%	35%	41%	-	32%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 799

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other****Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00
		(a)	NET: Yes (b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)	(p)	(q)				(r)	(s)						
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-	-	-	-	-	-	
Weighted base	27*	25**	2**	-*	2**	-**	-**	-**	2**	2**	25**	-**	4**	2**	10**	4**	3**	2**	-**	-**	-**	-**	-**	-**	-**	
10 - extremely protected	3	3	-	-	-	-	-	-	-	-	3	-	-	-	2	1	-	-	-	-	-	-	-	-	-	
	9%	10%	-	-	-	-	-	-	-	-	10%	-	-	-	17%	23%	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	3%	3%	-	-	-	-	-	-	-	-	3%	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
6	5	5	1	-	1	-	-	-	1	2	3	-	1	-	2	-	2	-	-	-	-	2	-	-	-	
	20%	19%	42%	-	42%	-	-	-	42%	100%	14%	-	32%	-	21%	-	100%	-	-	-	-	100%	-	-	-	
5	4	4	-	-	-	-	-	-	-	-	4	-	-	-	1	-	3	-	-	-	-	-	-	-	-	
	14%	15%	-	-	-	-	-	-	-	-	15%	-	-	-	11%	-	100%	-	-	-	-	-	-	-	-	
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
3	2	2	-	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	43%	-	-	-	-	
	6%	6%	-	-	-	-	-	-	-	-	6%	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	
2	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
	3%	3%	-	-	-	-	-	-	-	-	3%	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	5	4	1	-	1	-	-	-	1	-	5	-	2	-	3	1	-	-	-	-	-	-	-	-	-	
	20%	17%	58%	-	58%	-	-	-	58%	-	21%	-	36%	-	26%	34%	-	-	-	-	-	-	-	-	-	
Don't know	7	7	-	-	-	-	-	-	-	-	7	-	1	2	-	-	-	-	-	-	-	-	-	-	-	
	26%	27%	-	-	-	-	-	-	-	-	26%	-	16%	100%	19%	-	-	-	-	-	-	-	-	-	-	
Mean	4.68	4.82	3.09	-	3.09	-	-	-	3.09	6.00	4.53	-	4.28	-	4.77	3.94	5.00	6.00	-	-	-	-	-	-	-	
Standard deviation	2.99	2.99	-	-	-	-	-	-	*	3.13	-	3.42	-	3.59	4.01	*	*	-	-	-	-	-	-	-	-	
Standard error	0.71	0.75	-	-	-	-	-	-	*	0.76	-	1.71	-	1.20	2.31	*	*	-	-	-	-	-	-	-	-	
NET: 8-10	3	3	-	-	-	-	-	-	-	-	3	-	1	-	2	1	-	-	-	-	-	-	-	-	-	
	12%	13%	-	-	-	-	-	-	-	-	13%	-	17%	-	17%	23%	-	-	-	-	-	-	-	-	-	
NET: 4-7	9	9	1	-	1	-	-	-	1	2	7	-	1	-	3	-	3	2	-	-	-	-	-	-	-	
	34%	34%	42%	-	42%	-	-	-	42%	100%	29%	-	32%	-	31%	-	100%	100%	-	-	-	-	-	-	-	
NET: 1-3	8	7	1	-	1	-	-	-	1	-	8	-	2	-	3	3	-	-	-	-	-	-	-	-	-	
	28%	26%	58%	-	58%	-	-	-	58%	-	31%	-	36%	-	33%	77%	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 800

**Q.14 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think children are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	**	**	4**	**	**	1**	1**	2**	1**	**	**	1**	**	8**	2**	1**	1**	**	**	3**
10 - extremely protected	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	9%	35%	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	55%	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	5	-	-	-	1	-	-	-	-	-	-	-	-	-	-	2	-	-	1	-	-	1
	20%	-	-	-	33%	-	-	-	-	-	-	-	-	-	-	24%	-	-	100%	-	-	46%
5	4	-	-	-	3	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	67%	-	-	-	-	53%	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	-	-	-	-	-	-
2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	-	-	-	-	-
1 - not very protected	5	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	-	-	*	-	2
	20%	-	-	-	-	-	-	-	-	47%	-	-	-	-	-	28%	-	-	-	100%	-	54%
Don't know	7	2	-	-	-	-	-	-	1	-	1	-	-	1	-	2	-	1	-	-	*	-
	26%	65%	-	-	-	-	-	-	100%	-	100%	-	-	100%	-	19%	-	100%	-	-	100%	-
Mean	4.68	10.00	-	-	5.33	-	-	8.00	-	3.13	-	-	-	-	-	4.04	6.39	-	6.00	1.00	-	3.29
Standard deviation	2.99	-	-	-	0.54	-	-	-	-	2.81	-	-	-	-	-	3.22	-	-	-	-	-	3.06
Standard error	0.71	-	-	-	0.38	-	-	-	-	1.99	-	-	-	-	-	1.44	-	-	-	-	-	1.77
NET: 8-10	3	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	12%	35%	-	-	-	-	-	100%	-	-	-	-	-	-	-	10%	55%	-	-	-	-	-
NET: 4-7	9	-	-	-	4	-	-	-	-	1	-	-	-	-	-	2	-	-	1	-	-	1
	34%	-	-	-	100%	-	-	-	-	53%	-	-	-	-	-	24%	-	-	100%	-	-	46%
NET: 1-3	8	-	-	-	-	-	-	-	-	1	-	-	-	-	-	4	1	-	-	*	-	2
	28%	-	-	-	-	-	-	-	-	47%	-	-	-	-	-	47%	45%	-	-	100%	-	54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 801

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Summary**

**Base: All who visited/ used sites/ apps**

	Sites/ apps																		
	YouTube	YouTube Kids	younow	Facebook	Instagram	Snapchat	TikTok	Twitter	Twitch	Pinterest	Vimeo	Imgur	LiveLeak/ iLeak	Periscope	DailyMotion	Reddit	Mixer	Yubo	Other
Unweighted base	1602	111	5	1416	727	333	144	651	76	339	90	35	9	19	101	189	10	6	26
Weighted base	1593	113	5	1420	748	361	162	634	70	330	86	33	11	23	100	196	11	6	27
10 - extremely protected	73 5%	17 15%	-	46 3%	32 4%	16 4%	7 4%	23 4%	8 11%	19 6%	4 5%	-	-	*	5 5%	15 8%	-	-	4 15%
9	62 4%	12 10%	-	56 4%	37 5%	18 5%	10 6%	20 3%	5 7%	20 6%	1 1%	-	-	3 14%	6 6%	13 7%	-	-	2 8%
8	151 9%	20 18%	1 18%	108 8%	67 9%	44 12%	22 13%	60 9%	13 18%	29 9%	3 4%	1 4%	-	3 12%	10 10%	15 8%	1 6%	3 45%	-
7	157 10%	15 13%	-	144 10%	93 12%	41 11%	18 11%	57 9%	4 6%	30 9%	6 7%	3 10%	1 10%	3 13%	9 9%	21 11%	2 18%	-	2 7%
6	139 9%	5 5%	-	141 10%	79 11%	22 6%	12 7%	56 9%	9 14%	29 9%	9 11%	5 15%	1 13%	-	4 4%	15 7%	2 17%	2 34%	4 15%
5	227 14%	10 8%	3 47%	227 16%	95 13%	54 15%	32 20%	78 12%	6 8%	28 8%	7 8%	5 14%	-	5 21%	12 12%	17 9%	3 26%	-	5 17%
4	106 7%	5 4%	1 25%	98 7%	47 6%	36 10%	10 6%	38 6%	4 5%	14 4%	3 4%	2 7%	-	1 5%	7 7%	16 8%	3 29%	1 11%	-
3	135 8%	6 5%	-	117 8%	46 6%	24 7%	6 4%	53 8%	2 3%	12 4%	5 6%	2 6%	3 30%	-	4 4%	8 4%	-	-	1 3%
2	111 7%	4 3%	-	126 9%	60 8%	31 9%	14 9%	56 9%	1 2%	14 4%	6 7%	4 13%	-	-	5 5%	15 8%	-	-	-
1 - not very protected	217 14%	6 5%	-	216 15%	103 14%	43 12%	19 11%	110 17%	7 10%	41 12%	9 10%	3 10%	3 26%	3 12%	9 9%	30 15%	* 3%	1 10%	5 20%
Don't know	216 14%	16 14%	1 10%	142 10%	89 12%	33 9%	13 8%	83 13%	11 16%	94 29%	32 37%	7 22%	2 21%	5 22%	29 29%	31 16%	-	-	4 15%
Mean	4.96	6.80	5.33	4.71	5.06	5.11	5.32	4.62	6.27	5.44	4.77	4.36	3.33	5.95	5.54	5.20	5.28	6.16	5.61
Standard deviation	2.70	2.67	1.58	2.62	2.72	2.68	2.66	2.75	2.81	2.92	2.75	2.18	2.31	2.73	2.79	3.00	1.56	2.40	3.22
Standard error	0.07	0.27	0.79	0.07	0.11	0.15	0.23	0.12	0.35	0.19	0.36	0.42	0.87	0.68	0.33	0.24	0.49	0.98	0.70
NET: 8-10	286 18%	48 43%	1 18%	210 15%	136 18%	77 21%	38 24%	102 16%	25 36%	68 20%	8 10%	1 4%	-	6 28%	21 21%	43 22%	1 6%	3 45%	6 23%
NET: 4-7	629 39%	34 30%	4 72%	609 43%	314 42%	153 42%	73 45%	229 36%	23 33%	101 31%	25 29%	15 46%	3 23%	9 39%	33 33%	69 35%	10 90%	3 45%	11 40%
NET: 1-3	463 29%	15 13%	-	459 32%	209 28%	98 27%	38 24%	219 35%	11 15%	67 20%	20 24%	9 28%	6 56%	3 12%	18 17%	53 27%	* 3%	1 10%	6 22%



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 802

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1602	792	810	205	250	280	312	244	311	451	487	238	426	118	68	153	133	155	123	88	140	219	223	127	55
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
10 - extremely protected	73	47	26	14	11	16	11	9	11	23	21	14	16	9	3	8	5	3	5	6	5	9	8	9	3
9	62	31	30	6	18	13	5	6	15	13	12	23	13	6	2	2	6	7	7	1	12	10	7	2	1
8	151	77	73	31	33	16	28	15	27	47	44	21	39	7	6	20	13	24	9	5	13	22	16	12	4
7	157	83	73	27	33	26	32	18	20	37	36	44	39	13	8	10	20	15	7	11	15	26	23	7	2
6	139	70	69	22	27	30	21	21	18	42	40	27	30	12	3	12	8	22	12	3	13	18	12	21	3
5	227	128	99	19	45	46	49	31	38	47	67	46	67	25	13	21	19	16	21	13	9	33	30	13	13
4	106	46	60	18	25	23	14	13	13	41	28	18	19	7	6	19	9	10	6	5	4	14	18	5	3
3	135	68	67	15	22	19	34	20	25	32	46	28	30	16	2	16	9	7	8	5	12	22	22	12	4
2	111	56	55	7	20	23	15	20	26	36	36	11	28	8	7	12	4	9	8	6	10	18	15	11	5
1 - not very protected	217	78	139	16	39	36	60	23	43	56	67	41	52	16	12	17	16	17	11	15	20	24	37	21	10
Don't know	216	110	106	19	23	35	32	42	65	74	59	28	55	15	6	23	16	18	18	10	18	29	35	22	6
Mean	4.96	5.24b	4.67	5.74ef	5.14g	4.97	4.54	4.81	4.75	4.96	4.75	5.24	4.96	5.00	4.71	4.92	5.29w	5.38wy	5.17	4.70	5.13	5.07	4.58	4.77	4.37
Standard deviation	2.70	2.65	2.73	2.57	2.66	2.68	2.70	2.61	2.83	2.73	2.70	2.71	2.66	2.68	2.75	2.62	2.64	2.57	2.62	2.86	2.94	2.63	2.70	2.82	2.70
Standard error	0.07	0.10	0.10	0.19	0.18	0.17	0.16	0.19	0.18	0.14	0.13	0.19	0.14	0.26	0.35	0.23	0.25	0.22	0.26	0.33	0.27	0.19	0.20	0.28	0.38
NET: 8-10	286	156	130	51	63	46	44	30	53	82	77	58	68	22	11	31	24	34	21	11	29	41	31	23	8
NET: 4-7	629	327	301	85	131	124	116	83	90	167	172	134	156	58	30	63	56	62	46	32	40	91	83	46	21

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 802

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	1593	795	798	192	297	282	301	220	302	447	457	301	388	135*	68*	162	124	146	112*	79*	129	225	222	136	55*
NET: 1-3	463	202	261	38	81	77	110	63	94	124	149	81	109	40	21	45	29	32	27	26	42	64	73	45	20
	29%	25%	33% <sup>a</sup>	20%	27%	27%	36% <sup>def</sup>	29% <sup>d</sup>	31% <sup>d</sup>	28%	33%	27%	28%	30%	31%	28%	23%	22%	24%	32%	32%	28%	33% <sup>r</sup>	33%	36%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 803

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1602	589	295	175	88	62	277	116	394	191	244	124	16	1169	9	8	853	492	180	48	1433	153	37	76	27	7	6
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
10 - extremely protected	73	35	6	10	3	1	13	5	17	10	10	6	1	54	-	-	31	28	9	5	65	8	3	4	1	-	-
	5%	5%	3%	7%	4%	1%	5%	1%	5%	6%	5%	6%	1%	4%	-	-	4%	6%	5%	12% <sup>p</sup>	5%	9%	5%	5%	2%	-	-
9	62	31	7	2	3	5	9	6	13	5	12	2	1	49	-	1	40	14	6	*	50	12	5	6	*	-	1
	4%	4%	3%	1%	4%	8%	3%	6%	4%	3%	6%	2%	4%	4%	-	14%	5%	3%	3%	1%	3%	8% <sup>t</sup>	15% <sup>t</sup>	8%	2%	-	11%
8	151	75	14	19	8	3	23	8	33	14	17	15	2	117	2	3	80	36	20	8	134	16	1	12	1	-	1
	9%	10%	7%	13%	10%	5%	9%	9%	10%	9%	8%	15% <sup>h</sup>	17%	10%	24%	30%	9%	7%	11%	21% <sup>q</sup>	9%	11%	4%	16%	5%	-	17%
7	157	82	25	7	11	5	19	8	31	13	21	11	1	123	2	1	81	43	22	4	138	15	3	7	2	2	1
	10%	11%	12%	5%	15% <sup>f</sup>	7%	7%	8%	9%	8%	10%	11%	4%	10%	19%	17%	10%	9%	12%	11%	10%	10%	9%	10%	7%	20%	14%
6	139	67	17	15	8	5	17	10	29	19	16	4	1	107	1	*	80	44	11	3	119	20	5	9	4	1	1
	9%	9%	8%	11%	10%	8%	7%	10%	9% <sup>k</sup>	12% <sup>k</sup>	8%	4%	5%	9%	5%	9%	9%	9%	6%	7%	8%	13%	15%	12%	16%	8%	14%
5	227	121	24	21	11	9	31	9	51	28	30	13	1	173	1	2	144	53	20	7	203	23	6	13	4	1	-
	14%	16%	12%	15%	14%	15%	12%	10%	16%	18%	15%	13%	6%	14%	14%	26%	17% <sup>q</sup>	11%	11%	16%	14%	15%	17%	17%	14%	11%	-
4	106	61	19	5	2	2	8	9	13	6	11	5	-	91	3	-	60	34	8	2	97	10	1	4	2	1	-
	7%	8% <sup>f</sup>	9% <sup>f</sup>	3%	3%	4%	3%	9% <sup>f</sup>	4%	4%	5%	5%	-	7% <sup>h</sup>	35%	-	7%	7%	4%	4%	7%	6%	4%	6%	9%	13%	-
3	135	64	15	14	6	5	21	10	30	16	15	9	3	100	-	-	65	52	15	3	121	14	2	6	3	1	1
	8%	8%	7%	10%	8%	8%	8%	10%	9%	10%	7%	9%	22%	8%	-	-	8%	11%	8%	8%	8%	9%	7%	8%	13%	15%	20%
2	111	47	22	9	1	4	22	7	19	5	16	6	*	91	-	1	52	41	18	1	101	10	3	6	1	-	-
	7%	6%	11% <sup>a</sup>	6%	1%	6%	9% <sup>d</sup>	7%	6%	3%	8% <sup>hi</sup>	6%	3%	7%	-	8%	6%	8%	10%	2%	7%	7%	9%	8%	5%	-	-
1 - not very protected	217	93	37	20	12	12	28	13	50	25	28	19	1	159	-	-	109	78	24	3	204	10	3	2	2	3	-
	14%	12%	18% <sup>a</sup>	14%	16%	20%	11%	14%	15%	16%	14%	19%	8%	13%	-	-	13%	16%	13%	7%	14% <sup>uw</sup>	6%	7%	3%	8%	32%	-
Don't know	216	79	20	19	10	11	64	13	44	17	29	10	4	161	-	-	109	70	28	4	197	14	1	7	5	-	1
	14%	10%	10%	13%	14%	18%	25% <sup>a</sup>	13% <sup>g</sup>	13%	11%	14%	10%	26%	13%	-	-	13%	14%	16%	11%	14%	9%	3%	9%	20%	-	25%
Mean	4.96	5.08 <sup>b</sup>	4.47	5.02	5.26 <sup>b</sup>	4.51	4.97	4.93	4.98	5.01	5.04	4.94	5.19	4.97	5.81	6.61	5.02	4.68	4.99	6.15 <sup>p</sup>	4.89	5.57 <sup>t</sup>	5.80	5.89 <sup>t</sup>	4.82	3.78	6.24
Standard deviation	2.70	2.63	2.68	2.81	2.70	2.80	2.82	2.78	2.77	2.73	2.79	2.91	2.96	2.68	1.73	2.07	2.62	2.79	2.84	2.66	2.71	2.53	2.79	2.40	2.28	2.42	2.55
Standard error	0.07	0.12	0.16	0.23	0.31	0.38	0.19	0.28	0.15	0.21	0.19	0.28	0.86	0.08	0.58	0.73	0.10	0.14	0.23	0.40	0.08	0.21	0.47	0.28	0.49	0.92	1.14
NET: 8-10	286	141	27	31	13	9	45	19	62	29	39	23	3	220	2	4	151	78	35	14	249	36	10	22	2	-	1
	18%	19%	13%	22%	18%	15%	18%	19%	19%	18%	19%	23%	25%	18%	24%	44%	18%	16%	19%	34% <sup>p</sup>	17%	24%	29%	29% <sup>t</sup>	9%	-	27%
NET: 4-7	629	332	85	49	32	21	75	36	124	65	78	34	2	494	7	4	364	174	61	15	557	68	16	34	12	5	1
	39%	44% <sup>f</sup>	41% <sup>f</sup>	34%	43% <sup>f</sup>	34%	29%	37%	38%	42%	38%	34%	16%	40%	76%	48%	43% <sup>q</sup>	35%	33%	38%	39%	45%	45%	44%	46%	53%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 803

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes- mental condit ion (i)	Yes - physici al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Weighted base	1593	755	206	142	74*	62*	256	98*	329	158	204	100	14**	1225	9**	8**	850	492	181	41*	1429	151	34*	76*	26**	10**	5**
NET: 1-3	463	203	75	43	18	21	72	30	99	46	59	33	5	350	-	1	226	170	57	7	426	33	8	14	6	4	1
		29%	27%	36%a	31%	25%	34%	28%	31%	30%	29%	29%	33%	29%	-	8%	27%	35%ps	31%	17%	30%	22%	23%	18%	25%	47%	20%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 804

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	1602	1137	455	411	382	155	220	183	89	166	1436	87	235	302	350	300	101	45	28	69
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*
10 - extremely protected	73 5%	54 5%	19 4%	19 4%	17 4%	6 4%	10 4%	8 4%	-	13 7%	60 4%	5 8%	7 4%	17 7%	12 3%	14 4%	7 6%	1 2%	-	6 7%
9	62 4%	35 3%	24 5%	23 5%	19 5%	12 8%a	16 7%a	7 4%	4 5%	8 4%	54 4%	1 1%	9 5%	11 4%	13 3%	16 5%	3 2%	5 9%	1 2%	2 2%
8	151 9%	108 10%	39 8% <sup>d</sup>	36 8%	27 7%	17 11%	18 8%	11 6%	6 7%	24 13%	127 9%	10 14%	20 11%	20 8%	36 10%	27 8%	8 6%	2 3%	4 11%	17 20% <sup>mnpq</sup>
7	157 10%	115 10%	41 9%	36 8%	35 9%	13 8%	19 8%	15 8%	9 10%	28 16% <sup>j</sup>	128 9%	8 11%	17 9%	23 9%	40 11%	28 9%	17 13%	4 7%	2 6%	8 9%
6	139 9%	87 8%	52 11%	49 12%	46 12% <sup>a</sup>	13 8%	27 12%	28 15% <sup>a</sup>	8 10%	19 10%	120 9%	6 8%	15 8%	30 12%	31 9%	24 7%	9 7%	12 22% <sup>lnop</sup>	2 5%	5 6%
5	227 14%	134 12%	92 20% <sup>af</sup>	81 19%	71 18% <sup>a</sup>	34 22% <sup>a</sup>	35 15%	34 18% <sup>a</sup>	16 19%	31 17%	196 14%	13 19%	26 14%	37 14%	59 16%	48 15%	21 16%	4 7%	4 10%	9 11%
4	106 7%	67 6%	40 9%	37 9%	29 8%	19 12% <sup>a</sup>	20 9%	12 7%	4 5%	15 8%	91 6%	4 6%	9 5%	15 6%	21 6%	22 7%	15 13%	7 13%	5 12%	5 6%
3	135 8%	102 9%	33 7%	33 8%	30 8%	10 6%	19 8%	15 8%	5 6%	11 6%	125 9%	4 6%	13 7%	22 8%	35 10%	34 10%	5 4%	3 5%	8 19%	6 7%
2	111 7%	80 7%	29 6%	27 6%	27 7%	9 6%	17 7%	13 7%	6 7%	6 3%	105 7%	1 2%	17 9%	14 5%	27 7%	19 6%	14 11% <sup>k</sup>	7 14% <sup>k</sup>	-	7 8%
1 - not very protected	217 14%	153 14%	63 14% <sup>e</sup>	55 13%	57 15%	14 9%	32 14%	28 15%	21 25% <sup>abde</sup>	15 8% <sup>fg</sup>	202 14%	8 11%	25 13%	40 15%	41 11%	50 15%	16 13%	6 12%	10 25%	13 15%
Don't know	216 14%	182 16% <sup>bdef</sup>	32 7%	31 7%	28 7%	10 6%	18 8%	14 8%	6 7%	11 6%	205 15% <sup>h</sup>	9 13%	28 15%	29 11%	49 14%	46 14%	14 11%	4 7%	5 11%	8 10%
Mean	4.96	4.92	4.99 <sup>h</sup>	5.04	4.89 <sup>h</sup>	5.34 <sup>h</sup>	4.96	4.80	4.26	5.75 <sup>j</sup>	4.84	5.57	4.99	5.03	4.98	4.81	4.86	4.76	3.96	5.24
Standard deviation	2.70	2.75	2.58	2.59	2.62	2.49	2.68	2.57	2.62	2.50	2.71	2.64	2.77	2.79	2.57	2.74	2.64	2.57	2.51	2.93
Standard error	0.07	0.09	0.13	0.13	0.14	0.21	0.19	0.20	0.29	0.20	0.08	0.31	0.19	0.17	0.15	0.17	0.28	0.40	0.51	0.37
NET: 8-10	286 18%	197 18%	82 18%	78 18%	63 16%	35 23%	44 19%	26 14%	10 11%	45 25% <sup>j</sup>	241 17%	16 23%	36 20%	48 19%	60 17%	57 17%	18 14%	7 14%	5 13%	24 29% <sup>np</sup>
NET: 4-7	629 39%	402 36%	225 48% <sup>a</sup>	204 48%	181 47% <sup>a</sup>	79 51% <sup>a</sup>	100 44%	89 48% <sup>a</sup>	37 44%	93 52% <sup>j</sup>	535 38%	30 45%	67 36%	105 41%	150 41%	122 37%	61 48%	26 49%	13 33%	27 32%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 804

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																	
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more		
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)								
Weighted base	1593	1116	465	427	386	156	230	185	84*	181	1412	68*	186	257	363	327	129*	53*	40**	85*								
NET: 1-3	463	335	126	115	114	32	68	56	32	32	431	13	54	75	103	103	35	16	18	25								
	29%	30%e	27%e	27%	30%be	20%	30%e	30%	38%be	18%	31%i	19%	29%	29%	28%	31%k	27%	31%	43%	30%								

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 805

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1602	54	52	73	64	37	42	106	54	77	149	64	41	44	17	369	55	51	52	65	55	81
Weighted base	1593	63*	61*	71*	60*	36**	41*	115*	54*	69*	137	65*	40*	40*	24**	373	49*	57*	49*	58*	55*	80*
10 - extremely protected	73	6	3	3	5	-	2	5	4	1	3	1	2	*	2	14	3	4	4	5	3	2
	5%	10%	5%	4%	8%	-	6%	4%	8%	2%	3%	1%	5%	1%	8%	4%	6%	8%	8%	9%	5%	2%
9	62	5	1	2	1	1	4	1	2	6	7	9	1	2	-	13	3	-	-	1	1	2
	4%	8%g	1%	3%	2%	3%	9%gq	1%	3%	8%g	5%	14%bdgqoq4% rsw	4%	5%	-	3%	7%g	-	-	1%	1%	3%
8	151	3	4	7	10	*	2	16	7	3	20	6	7	4	-	37	4	7	4	2	4	4
	9%	4%	7%	10%	17%ais	1%	4%	14%as	14%	5%	14%as	9%	17%as	11%	-	10%	8%	12%	8%	3%	7%	6%
7	157	6	7	9	7	8	5	5	6	2	13	11	4	5	2	42	4	2	3	9	2	5
	10%	9%	11%	13%i	12%i	23%	13%	5%	11%	2%	9%	17%giqvw	10%	13%	8%	11%i	8%	3%	5%	16%giqvw	4%	7%
6	139	6	7	5	4	2	4	9	2	8	22	5	3	1	4	28	5	7	5	3	3	7
	9%	9%	11%	7%	8%	6%	10%	8%	4%	12%	16%mos	7%	7%	1%	15%	8%	11%	12%	9%	5%	6%	9%
5	227	9	13	13	7	5	4	17	6	16	16	9	4	6	2	44	6	6	4	9	13	13
	14%	14%	22%	18%	12%	14%	10%	15%	10%	24%jo	12%	14%	11%	16%	10%	12%	13%	11%	9%	16%	24%o	17%
4	106	3	4	4	7	4	2	14	6	3	11	1	1	4	1	26	5	-	3	5	3	-
	7%	5%	7%w	5%	12%qw	10%	6%w	12%qw	10%qw	4%	8%w	2%	2%	10%qw	6%	7%w	9%qw	-	6%	9%qw	5%	-
3	135	12	3	2	7	*	3	11	6	6	9	4	5	3	1	39	3	3	7	4	4	1
	8%	19%cjw	6%	3%	12%w	1%	7%	10%	11%w	8%	7%	6%	12%w	9%	3%	10%w	7%	5%	14%w	7%	8%	2%
2	111	3	5	7	2	1	1	9	3	6	6	6	1	1	2	28	6	6	3	5	5	5
	7%	4%	9%	9%	4%	3%	2%	8%	5%	9%	5%	9%	3%	3%	10%	7%	12%	11%	7%	9%	9%	6%
1 - not very protected	217	7	9	12	2	6	7	16	6	6	13	9	5	5	8	45	7	13	6	7	10	16
	14%	11%	14%	17%d	4%	17%	18%d	14%	12%	9%	9%	14%	13%	13%	34%	12%	15%	22%dj	13%	13%	19%d	20%dj
Don't know	216	4	5	7	5	7	6	13	5	12	16	5	7	8	2	58	2	8	11	7	6	23
	14%	6%	8%	9%	9%	21%	15%	11%	10%	17%	12%	7%	17%	19%p	7%	16%	5%	15%	22%ap	12%	11%	28%abcdghjkopsv
Mean	4.96	5.25	4.80	4.88	5.68gww	4.68	5.21	4.66	5.29	4.89	5.45gww	5.34	5.35	4.95	3.85	4.94	4.88	4.55	4.69	4.98	4.37	4.46
Standard deviation	2.70	2.85	2.54	2.77	2.47	2.46	2.96	2.60	2.86	2.47	2.48	2.80	2.84	2.58	2.96	2.67	2.84	3.08	2.83	2.77	2.70	2.81
Standard error	0.07	0.40	0.37	0.34	0.33	0.45	0.49	0.27	0.41	0.31	0.22	0.37	0.48	0.43	0.74	0.15	0.40	0.47	0.44	0.37	0.38	0.36
NET: 8-10	286	14	8	13	16	1	8	21	14	10	31	15	10	6	2	64	10	11	8	8	8	9
	18%	22%	13%	18%	26%w	4%	19%	18%	25%	15%	22%	23%	25%	16%	8%	17%	21%	20%	16%	13%	14%	11%
NET: 4-7	629	24	31	30	26	19	16	45	19	29	62	26	12	16	9	140	20	15	14	27	21	26
	39%	37%	51%qr	43%	44%	54%	40%	39%	36%	42%	45%q	41%	30%	40%	38%	38%	41%	27%	29%	46%	38%	33%
NET: 1-3	463	22	17	21	12	8	11	36	15	18	28	19	11	10	11	111	16	22	17	16	20	22
	29%	34%	28%	30%	20%	22%	26%	31%	28%	26%	21%	29%	28%	24%	47%	30%	34%	38%j	34%	28%	36%j	28%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 806  
Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?  
**YouTube Kids**

Base: All who visited/ used sites/ apps

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	111	32	79	13	43	27	14	7	7	27	35	18	31	5	1	8	15	14	11	7	8	18	16	3	5
Weighted base	113*	36**	77*	16**	46*	25**	11**	6**	9**	29**	36**	24**	24**	6**	1**	9**	16**	16**	9**	5**	7**	18**	17**	2**	6**
10 - extremely protected	17	4	12	5	4	7	-	*	-	3	7	6	*	1	-	5	1	3	1	-	4	2	-	-	-
	15%	12%	16%	33%	9%	27%	-	8%	-	10%	20%	25%	2%	22%	-	55%	6%	16%	8%	-	65%	10%	-	-	-
9	12	4	7	1	6	2	1	-	2	-	7	1	3	-	-	1	1	3	-	-	3	2	-	1	-
	10%	12%	9%	5%	12%	9%	10%	-	17%	-	19%	6%	14%	-	-	15%	5%	7%	31%	-	-	17%	10%	-	9%
8	20	5	15	2	7	4	3	1	3	5	7	5	3	-	-	4	3	3	-	*	5	5	-	-	-
	18%	14%	19%	15%	14%	17%	26%	19%	32%	16%	20%	21%	13%	-	-	28%	21%	27%	-	5%	25%	28%	-	-	-
7	15	9	6	-	6	5	3	1	-	7	-	1	6	2	1	1	3	-	*	1	2	1	2	-	-
	13%	24%	8%	-	13%	20%	26%	15%	-	24%	-	6%	26%	36%	100%	13%	20%	-	4%	27%	-	11%	7%	77%	-
6	5	4	2	-	4	1	1	-	-	1	-	4	-	-	-	1	-	2	-	-	1	1	-	-	-
	5%	10%	2%	-	8%	3%	6%	-	-	5%	-	16%	-	-	-	9%	-	12%	-	-	-	8%	6%	-	-
5	10	1	8	-	7	1	-	1	1	3	1	1	5	-	-	1	-	3	2	1	1	1	*	-	-
	8%	4%	11%	-	16%	2%	-	11%	14%	10%	2%	3%	20%	-	-	7%	-	20%	22%	17%	5%	2%	-	-	-
4	5	*	4	-	3	-	2	-	-	*	3	-	1	-	-	1	-	-	-	*	1	1	-	2	-
	4%	1%	6%	-	7%	-	13%	-	-	1%	9%	-	4%	-	-	8%	-	-	-	6%	-	3%	6%	-	25%
3	6	2	3	1	2	1	1	-	-	2	3	1	-	-	-	1	-	-	-	1	1	2	-	1	-
	5%	6%	4%	6%	5%	4%	12%	-	-	7%	8%	3%	-	-	-	5%	-	-	-	27%	13%	12%	-	23%	-
2	4	1	2	-	2	1	-	1	-	2	1	-	1	2	-	-	1	-	-	-	-	1	-	-	-
	3%	4%	3%	-	3%	6%	-	10%	-	5%	2%	-	6%	24%	-	-	9%	-	-	-	-	4%	-	-	-
1 - not very protected	6	-	6	3	-	2	1	-	-	1	1	3	1	1	-	-	-	*	-	-	-	1	3	-	1
	5%	-	8%	21%	-	6%	7%	-	-	3%	2%	14%	3%	11%	-	-	-	2%	-	-	3%	20%	-	13%	-
Don't know	16	4	11	3	6	2	-	2	3	5	6	2	3	1	-	-	4	2	1	1	1	3	-	3	-
	14%	12%	15%	19%	13%	6%	-	37%	37%	17%	17%	7%	12%	8%	-	-	28%	12%	6%	18%	-	7%	17%	-	53%
Mean	6.80	7.12	6.64	6.69	6.66	7.27	6.10	6.52	7.61	6.34	7.43	6.85	6.37	5.72	7.00	8.74	7.20	6.72	7.74	4.92	8.16	6.96	5.57	6.09	4.15
Standard deviation	2.67	2.17	2.88	3.99	2.25	2.86	2.47	2.86	1.60	2.47	2.73	3.11	2.28	3.67	-	1.82	1.96	2.66	1.79	1.90	2.94	2.46	3.17	2.24	3.33
Standard error	0.27	0.40	0.35	1.41	0.37	0.56	0.66	1.28	0.71	0.52	0.75	0.45	1.83	-	0.64	0.57	0.77	0.57	0.85	1.04	0.60	0.88	1.29	1.92	-
NET: 8-10	48	14	34	9	16	13	4	2	5	8	21	12	7	1	-	6	6	7	6	-	5	9	6	-	1
	43%	39%	45%	54%	36%	53%	36%	27%	49%	27%	59%	51%	28%	22%	-	71%	40%	45%	67%	-	70%	52%	38%	-	9%
NET: 4-7	34	14	20	-	20	6	5	1	1	12	4	6	12	2	1	2	4	5	3	3	1	5	4	2	2
	30%	39%	26%	-	43%	25%	46%	26%	14%	41%	12%	24%	50%	36%	100%	29%	27%	32%	27%	55%	17%	27%	22%	77%	25%
NET: 1-3	15	4	11	4	4	4	2	1	-	4	4	4	2	2	-	-	1	2	-	1	1	3	4	1	1
	13%	10%	15%	27%	8%	16%	19%	10%	-	15%	11%	18%	9%	34%	-	-	5%	11%	-	27%	13%	15%	23%	23%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 807

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Working Status									Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)		State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condition (j)	Yes - disabi- lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
					State (e)	Pri- vate (f)																						
Unweighted base	111	45	29	3	2	2	4	26	16	9	10	5	-	92	1	-	58	37	11	2	89	22	5	12	2	1	2	
Weighted base	113*	60*	21**	2*	2**	2**	5**	20**	13**	9**	7**	3**	-**	95*	1**	-**	57*	39**	12**	2**	90*	23**	6**	13**	2**	1**	2**	
10 - extremely protected	17	12	2	-	-	-	-	3	3	3	-	-	-	13	-	-	11	4	-	-	12	5	3	1	-	-	-	
	15%	19%	11%	-	-	-	-	13%	24%	33%	-	-	-	14%	-	-	19%	6%	-	-	13%	21%	59%	11%	-	-	-	
9	12	5	1	-	-	-	2	4	1	-	1	1	-	10	-	-	3	6	2	-	6	6	2	2	-	1	1	
	10%	9%	5%	-	-	-	34%	18%	10%	-	19%	20%	-	11%	-	-	6%	15%	19%	-	7%	24%	41%	14%	-	100%	30%	
8	20	10	4	-	-	1	2	3	3	2	2	*	-	18	1	-	11	6	2	-	17	4	-	4	-	-	-	
	18%	17%	18%	-	-	61%	33%	16%	19%	19%	23%	12%	-	18%	100%	-	19%	17%	16%	-	18%	15%	-	27%	-	-	-	
7	15	8	3	-	*	1	-	2	3	2	1	1	-	12	-	-	9	5	-	-	12	2	-	2	-	-	-	
	13%	14%	12%	-	19%	39%	-	12%	22%	26%	19%	29%	-	12%	-	-	16%	14%	-	-	14%	10%	-	18%	-	-	-	
6	5	2	-	-	2	-	-	1	-	-	-	-	-	5	-	-	4	-	1	-	3	3	-	3	-	-	-	
	5%	4%	-	-	81%	-	-	4%	-	-	-	-	-	5%	-	-	8%	-	5%	-	3%	11%	-	20%	-	-	-	
5	10	4	2	-	-	-	-	3	1	-	1	1	-	8	-	-	5	-	5	-	8	2	-	-	2	-	-	
	8%	7%	8%	-	-	-	-	17%	9%	-	9%	19%	-	9%	-	-	8%	-	39%	-	9%	7%	-	-	100%	-	-	
4	5	2	3	-	-	-	-	-	-	-	-	-	-	5	-	-	3	1	-	-	5	-	-	-	-	-	-	
	4%	3%	14%	-	-	-	-	-	-	-	-	-	-	5%	-	-	6%	3%	-	-	5%	-	-	-	-	-	-	
3	6	5	1	-	-	-	-	-	-	-	-	-	-	6	-	-	1	5	-	-	6	-	-	-	-	-	-	
	5%	9%	2%	-	-	-	-	-	-	-	-	-	-	6%	-	-	1%	13%	-	-	6%	-	-	-	-	-	-	
2	4	1	2	1	-	-	-	-	2	2	2	1	-	1	-	-	1	3	-	-	2	1	-	1	-	-	-	
	3%	2%	7%	25%	-	-	-	-	16%	23%	30%	20%	-	1%	-	-	1%	8%	-	-	2%	6%	-	11%	-	-	-	
1 - not very protected	6	3	1	-	-	-	-	1	-	-	-	-	-	2	-	-	4	1	1	1	6	-	-	-	-	-	-	
	5%	6%	7%	-	-	-	-	5%	-	-	-	-	-	3%	-	-	6%	2%	7%	32%	6%	-	-	-	-	-	-	
Don't know	16	7	3	2	-	-	2	3	-	-	-	-	-	15	-	-	5	7	2	1	15	1	-	-	-	-	1	
	14%	11%	14%	75%	-	-	34%	14%	-	-	-	-	-	16%	-	-	9%	19%	13%	68%	16%	5%	-	-	-	-	70%	
Mean	6.80	6.85	6.02	2.00	6.19	7.61	8.51	7.27	7.13	7.06	5.94	6.15	-	6.97	8.00	-	6.97	6.58	6.21	1.00	6.52	7.76	9.59	7.15	5.00	9.00	9.00	
Standard deviation	2.67	2.79	2.89	-	0.51	0.65	0.60	2.38	2.77	3.14	3.00	2.97	-	2.43	-	-	2.57	2.84	2.38	-	2.74	2.20	0.54	2.24	-	-	-	
Standard error	0.27	0.44	0.58	-	0.36	0.46	0.35	0.51	0.69	1.05	0.95	1.33	-	0.28	-	-	0.36	0.51	0.75	-	0.32	0.48	0.24	0.65	-	-	-	
NET: 8-10	48	27	7	-	-	1	3	9	7	5	3	1	-	41	1	-	25	16	4	-	34	14	6	7	-	1	1	
	43%	45%	35%	-	-	61%	66%	47%	53%	52%	43%	32%	-	43%	100%	-	44%	41%	36%	-	38%	61%	100%	52%	-	100%	30%	
NET: 4-7	34	17	7	-	2	1	-	7	4	2	2	1	-	30	-	-	22	7	5	-	27	7	-	5	2	-	-	
	30%	28%	35%	-	100%	39%	-	33%	31%	26%	27%	48%	-	31%	-	-	38%	18%	44%	-	30%	28%	-	37%	100%	-	-	
NET: 1-3	15	10	3	1	-	-	-	1	2	2	2	1	-	9	-	-	5	8	1	1	14	1	-	1	-	-	-	
	13%	16%	16%	25%	-	-	-	5%	16%	23%	30%	20%	-	10%	-	-	9%	22%	7%	32%	15%	6%	-	11%	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 808

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**YouTube Kids**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
Unweighted base	111	26	84	82	64	50	57	22	6	20	91	2	11	18	32	16	12	5	4	5					
Weighted base	113*	32**	80*	78*	59*	49*	53*	21**	6**	26**	86*	1**	9**	16**	33**	13**	16**	6**	7**	6**					
10 - extremely protected	17	4	13	13	9	8	9	4	-	8	9	*	3	2	7	-	2	-	-	-	-	-	-	1	22%
9	12	2	9	9	6	7	6	1	-	1	10	-	3	1	3	2	2	-	-	-	-	-	-	-	-
8	20	7	13	11	11	6	9	4	2	7	13	1	*	6	6	2	2	-	-	-	-	-	-	2	29%
7	15	1	14	13	11	8	9	4	2	4	11	-	2	4	2	3	1	2	-	-	-	-	-	-	-
6	5	-	5	5	3	3	2	1	1	1	4	-	-	2	1	2	-	-	-	-	-	-	-	-	-
5	10	2	8	8	6	6	6	4	-	4	5	-	2	1	5	1	1	-	-	-	-	-	-	1	16%
4	5	1	3	3	2	3	2	*	-	-	5	-	-	2	1	1	2	-	-	-	-	-	-	-	-
3	6	2	4	4	3	1	3	1	1	1	5	-	-	-	3	-	1	1	1	1	1	1	1	-	-
2	4	1	3	3	3	1	3	1	-	-	4	-	-	-	1	-	1	2	-	-	-	-	-	-	-
1 - not very protected	6	3	2	2	2	1	2	-	-	-	6	-	-	-	2	1	-	-	-	-	-	-	3	-	-
Don't know	16	9	6	6	3	4	3	-	-	-	16	-	-	-	4	2	4	2	2	2	2	2	2	2	2
Mean	6.80	6.41	6.92	6.89	6.91	7.16	6.81	6.81	6.41	7.78	6.43	8.83	8.29	7.27	6.87	6.64	6.58	4.46	1.41	7.95					
Standard deviation	2.67	3.20	2.49	2.52	2.50	2.37	2.59	2.40	1.98	1.96	2.81	-	1.89	1.64	2.81	2.15	2.91	2.62	0.93	2.18					
Standard error	0.27	0.72	0.29	0.29	0.32	0.36	0.35	0.51	0.81	0.44	0.32	-	0.57	0.39	0.52	0.60	0.92	1.51	0.66	1.26					
NET: 8-10	48	13	35	33	27	22	23	9	2	16	32	1	6	8	16	4	6	-	-	3					51%
NET: 4-7	34	4	30	29	22	19	19	9	3	9	25	-	3	8	8	7	3	2	-	1					16%
NET: 1-3	15	6	9	9	8	3	8	2	1	1	14	-	-	-	5	1	2	3	4	-					-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 809  
**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**  
**YouTube Kids**  
**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	111	2	3	1	9	5	3	7	2	3	15	5	3	3	3	26	1	1	1	6	5	7
Weighted base	113*	2**	4**	1**	8**	7**	2**	9**	1**	3**	16**	3**	4**	2**	3**	27**	1**	1**	1**	4**	6**	7**
10 - extremely protected	17	1	-	-	-	1	*	4	1	-	3	1	3	1	4	-	-	-	-	-	-	1
	15%	67%	-	-	-	14%	17%	47%	46%	-	19%	45%	-	-	13%	-	-	-	-	-	-	15%
9	12	-	-	-	1	-	-	1	1	2	-	2	-	2	3	-	-	-	-	-	1	-
	10%	-	-	-	10%	-	-	8%	54%	28%	11%	-	45%	-	49%	-	-	-	-	-	9%	-
8	20	-	-	-	2	2	-	2	-	1	2	*	-	2	8	-	-	-	-	-	-	-
	18%	-	-	-	26%	34%	-	18%	-	56%	13%	11%	-	51%	31%	-	-	-	-	-	-	-
7	15	-	2	1	3	-	-	1	-	*	-	-	1	-	3	1	-	1	1	-	*	-
	13%	-	53%	100%	38%	-	-	13%	-	16%	-	-	19%	-	10%	100%	-	100%	20%	-	-	6%
6	5	-	-	-	-	-	-	1	-	-	2	-	-	-	2	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	8%	-	-	12%	-	-	-	9%	-	-	-	-	-	-	-
5	10	-	-	-	-	1	-	1	-	-	3	1	-	-	1	-	-	-	-	1	-	1
	8%	-	-	-	-	12%	-	7%	-	-	21%	16%	36%	-	3%	-	-	-	-	24%	-	15%
4	5	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	*	2	-
	4%	-	-	-	15%	-	-	-	-	-	-	-	-	42%	2%	-	-	-	-	7%	25%	-
3	6	-	-	-	1	-	-	-	-	-	-	-	-	-	2	-	1	-	-	1	-	-
	5%	-	-	-	10%	-	-	-	-	-	-	-	28%	-	8%	-	100%	-	30%	-	-	-
2	4	-	2	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	3%	-	35%	-	-	-	-	-	-	-	9%	-	-	25%	-	-	-	-	-	-	-	-
1 - not very protected	6	1	-	-	-	-	-	-	-	-	*	-	-	-	1	-	-	-	-	-	1	3
	5%	33%	-	-	-	-	-	-	-	-	2%	-	-	-	2%	-	-	-	-	-	13%	47%
Don't know	16	-	1	-	-	3	2	-	-	-	2	-	-	1	3	-	-	-	-	1	3	1
	14%	-	12%	-	-	39%	83%	-	-	-	13%	-	-	33%	10%	-	-	-	-	20%	53%	16%
Mean	6.80	7.06	4.99	7.00	6.63	7.88	10.00	8.52	9.46	8.13	6.80	7.02	7.19	3.25	8.49	7.32	7.00	3.00	7.00	4.65	4.15	3.80
Standard deviation	2.67	5.88	2.86	-	1.99	1.89	-	1.75	-	0.83	2.77	3.69	2.09	-	0.60	2.24	-	-	-	1.84	3.33	3.88
Standard error	0.27	4.16	2.02	-	0.66	0.95	-	0.66	-	0.48	0.77	1.65	1.21	-	0.35	0.46	-	-	-	0.92	1.92	1.73
NET: 8-10	48	1	-	-	3	3	*	7	1	2	7	2	2	-	3	15	-	-	-	-	1	1
	43%	67%	-	-	37%	49%	17%	72%	100%	84%	43%	56%	45%	-	100%	56%	-	-	-	-	9%	15%
NET: 4-7	34	-	2	1	4	1	-	2	-	*	5	1	2	1	-	6	1	-	1	2	2	1
	30%	-	53%	100%	53%	12%	-	28%	-	16%	33%	16%	55%	42%	-	24%	100%	-	100%	50%	25%	21%
NET: 1-3	15	1	2	-	1	-	-	-	-	-	2	1	-	1	-	3	-	1	-	1	1	3
	13%	33%	35%	-	10%	-	-	-	-	-	11%	28%	-	25%	-	10%	-	100%	-	30%	13%	47%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 810

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted base	5	2	3	1	2	2	-	-	2	-	1	2	-	2	-	1	-	-	1	1	-
Weighted base	5*	2**	4**	1**	4**	1**	-**	-**	3**	-**	1**	1**	-**	1**	-**	3**	-**	-**	1**	1**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3	-	3	-	3	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	-
	47%	-	69%	-	72%	-	-	-	80%	-	-	-	-	-	100%	-	-	-	-	-	-
4	1	1	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-
	25%	41%	17%	-	-	100%	-	-	20%	-	-	57%	-	57%	-	-	-	-	100%	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	10%	-	14%	100%	-	-	-	-	-	-	-	43%	-	43%	-	-	-	-	-	-	-
Mean	5.33	6.35	4.80	-	5.84	4.00	-	-	4.80	-	8.00	4.00	-	4.00	-	5.00	-	-	4.00	8.00	-
Standard deviation	1.58	-	0.48	-	1.58	-	-	-	0.48	-	-	-	-	-	*	-	-	-	-	-	-
Standard error	0.79	-	0.34	-	1.12	-	-	-	0.34	-	-	-	-	-	*	-	-	-	-	-	-
NET: 8-10	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	18%	59%	-	-	28%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	100%	-
NET: 4-7	4	1	3	-	3	1	-	-	3	-	-	1	-	1	-	3	-	-	1	-	-
	72%	41%	86%	-	72%	100%	-	-	100%	-	-	57%	-	57%	-	100%	-	-	100%	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 811  
**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?  
 younow**  
 Base: All who visited/ used sites/ apps

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secund ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	5	3	2	-	-	-	-	-	-	-	-	-	-	5	-	-	2	1	1	-	5	-	-	-	-	-	-	-
Weighted base	5*	4**	1**	*	**	**	**	**	**	**	**	**	**	5**	**	**	2**	1**	3**	**	5**	**	**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	18%	23%	-	-	-	-	-	-	-	-	-	-	-	18%	-	-	59%	-	-	-	18%	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	3	-	-	-	-	-	-	-	-
	47%	60%	-	-	-	-	-	-	-	-	-	-	-	47%	-	-	-	100%	-	47%	-	-	-	-	-	-	-	-
4	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	1	-	-	-	-	-	-	-	-
	25%	16%	55%	-	-	-	-	-	-	-	-	-	-	25%	-	-	41%	55%	-	25%	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	10%	-	45%	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	45%	-	10%	-	-	-	-	-	-	-	-
Mean	5.33	5.53	4.00	-	-	-	-	-	-	-	-	-	-	5.33	-	-	6.35	4.00	5.00	-	5.33	-	-	-	-	-	-	-
Standard deviation	1.58	1.60	-	-	-	-	-	-	-	-	-	-	-	1.58	-	-	-	-	*	-	1.58	-	-	-	-	-	-	-
Standard error	0.79	0.93	-	-	-	-	-	-	-	-	-	-	-	0.79	-	-	-	-	*	-	0.79	-	-	-	-	-	-	-
NET: 8-10	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	18%	23%	-	-	-	-	-	-	-	-	-	-	-	18%	-	-	59%	-	-	18%	-	-	-	-	-	-	-	-
NET: 4-7	4	3	1	-	-	-	-	-	-	-	-	-	-	4	-	-	1	1	3	-	4	-	-	-	-	-	-	-
	72%	77%	55%	-	-	-	-	-	-	-	-	-	-	72%	-	-	41%	55%	100%	-	72%	-	-	-	-	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 812  
**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**  
**younow**  
**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)
Unweighted base	5	3	2	2	2	1	2	1	-	2	3	-	-	1	2	-	1	-	-	-	-	-	-	
Weighted base	5*	2**	4**	4*	4**	3**	4**	3**	-**	4**	2**	-**	-**	1**	3**	-**	1**	-**	-**	-**	-**	-**	-**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
8	1 18%	-	1 28%	1 28%	1 28%	-	1 28%	-	-	1 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	3 47%	-	3 72%	3 72%	3 72%	3 100%	3 72%	3 100%	-	3 72%	-	-	-	-	3 83%	-	-	-	-	-	-	-	-	
4	1 25%	1 72%	-	-	-	-	-	-	-	-	1 72%	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	-	-	
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	1 10%	1 28%	-	-	-	-	-	-	-	-	1 28%	-	-	-	1 17%	-	-	-	-	-	-	-	-	
Mean	5.33	4.00	5.84	5.84	5.84	5.00	5.84	5.00	-	5.84	4.00	-	-	4.00	5.00	-	4.00	-	-	-	-	-	-	
Standard deviation	1.58	-	1.58	1.58	1.58	*	1.58	*	-	1.58	-	-	-	*	-	-	-	-	-	-	-	-	-	
Standard error	0.79	-	1.12	1.12	1.12	*	1.12	*	-	1.12	-	-	-	*	-	-	-	-	-	-	-	-	-	
NET: 8-10	1 18%	-	1 28%	1 28%	1 28%	-	1 28%	-	-	1 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: 4-7	4 72%	1 72%	3 72%	3 72%	3 72%	3 100%	3 72%	3 100%	-	3 72%	1 72%	-	-	1 100%	3 83%	-	1 100%	-	-	-	-	-	-	
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 813

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**younow**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (l)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	None of these (w)
Unweighted base	5	-	-	-	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	-	-
Weighted base	5*	**	**	**	**	**	**	1**	**	**	3**	**	**	**	**	2**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 61%	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	3 47%	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-
4	1 25%	-	-	-	-	-	-	1 57%	-	-	-	-	-	-	1 39%	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 10%	-	-	-	-	-	-	1 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	5.33	-	-	-	-	-	-	4.00	-	-	5.00	-	-	-	6.42	-	-	-	-	-	-
Standard deviation	1.58	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Standard error	0.79	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
NET: 8-10	1 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 61%	-	-	-	-	-	-
NET: 4-7	4 72%	-	-	-	-	-	-	1 57%	-	-	3 100%	-	-	-	1 39%	-	-	-	-	-	-
NET: 1-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## VSP Survey

### ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 814

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**  
**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade							Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	
Unweighted base	1416	609	807	190	223	238	268	220	277	396	430	227	363	108	61	135	128	124	101	79	135	184	199	119	43	
Weighted base	1420	620	800	186	272	231	263	202	266	394	409	295	322	124*	58*	147	121	118*	90*	69*	129	195	197	129*	43*	
10 - extremely protected	46 3%	24 4%	23 3%	10 5%	7 3%	11 5%	8 3%	4 2%	7 2%	18 5%	10 2%	8 3%	10 3%	6 5%	2 4%	2 2%	5 4%	3 3%	3 1%	1 2%	2 2%	7 4%	6 3%	6 5%	3 7%	
9	56 4%	25 4%	31 4%	7 4%	16 6%	16 7%	6 2%	4 2%	8 3%	11 3%	16 4%	14 5%	15 4%	5 4%	1 1%	8 5%	5 4%	6 5%	4 3%	2 3%	6 5%	12 6%	5 2%	3 2%	-	
8	108 8%	56 9%	51 6%	26 14%	18 7%	11 5%	21 8%	15 7%	17 6%	32 8%	37 9%	17 6%	22 7%	7 5%	4 7%	10 7%	11 9%	11 9%	5 6%	4 6%	11 8%	16 8%	16 8%	9 7%	5 11%	
7	144 10%	67 11%	76 10%	35 19%	32 19%	20 12%	25 15%	13 6%	19 10%	40 10%	38 9%	38 13%	27 9%	13 10%	7 12%	18 13%	15 12%	9 7%	7 8%	4 6%	11 8%	22 11%	21 11%	14 11%	4 10%	
6	141 10%	70 11%	71 9%	25 13%	31 11%	30 13%	19 7%	18 9%	18 7%	41 10%	31 8%	29 10%	40 13%	12 10%	5 9%	13 9%	16 14%	13 11%	8 9%	8 12%	20 15%	18 9%	16 8%	10 8%	2 4%	
5	227 16%	98 16%	129 16%	20 11%	58 21%	41 18%	45 17%	25 12%	38 14%	43 11%	60 15%	66 22%	57 18%	19 16%	11 18%	27 19%	13 11%	21 18%	13 24%	16 18%	13 13%	25 13%	34 17%	21 16%	6 13%	
4	98 7%	37 6%	61 8%	13 7%	15 5%	21 9%	19 7%	17 9%	13 5%	33 8%	28 7%	16 6%	21 6%	7 6%	6 10%	13 9%	11 9%	10 9%	5 5%	4 6%	9 7%	15 8%	11 6%	5 4%	2 4%	
3	117 8%	52 8%	65 8%	9 5%	18 7%	19 8%	28 10%	21 10%	23 9%	31 8%	38 9%	21 7%	26 8%	13 11%	1 2%	11 8%	12 10%	6 5%	6 7%	5 7%	11 9%	13 6%	18 9%	13 10%	7 17%	
2	126 9%	57 9%	69 9%	8 4%	21 8%	18 8%	21 8%	28 14%	30 11%	38 10%	38 9%	26 9%	23 7%	12 9%	5 9%	17 11%	4 3%	11 9%	8 9%	4 6%	10 8%	21 11%	18 9%	12 10%	3 8%	
1 - not very protected	216 15%	65 11%	151 19%	18 10%	40 15%	26 11%	52 20%	32 16%	47 18%	60 15%	74 18%	37 13%	44 14%	24 20%	11 19%	16 17%	21 17%	13 11%	11 13%	13 19%	20 15%	23 12%	36 18%	18 14%	10 22%	
Don't know	142 10%	69 11%	74 9%	16 9%	16 6%	19 8%	18 7%	26 13%	47 18%	45 11%	39 10%	23 8%	35 11%	7 5%	5 9%	12 8%	9 7%	16 14%	11 12%	10 15%	13 10%	23 12%	16 8%	19 14%	2 4%	
Mean	4.71	5.03b	4.47	5.73ef ghi	4.90hi	4.99gh	4.40	4.16	4.23	4.72	4.50	4.86	4.84	4.49	4.60	4.77	4.94	4.95	4.77	4.36	4.72	5.00	4.48	4.68	4.39	
Standard deviation	2.62	2.57	2.64	2.50	2.56	2.58	2.62	2.51	2.66	2.72	2.67	2.49	2.57	2.74	2.65	2.47	2.68	2.54	2.53	2.52	2.58	2.70	2.62	2.66	2.88	
Standard error	0.07	0.11	0.10	0.19	0.18	0.17	0.17	0.18	0.17	0.14	0.14	0.17	0.14	0.27	0.35	0.22	0.25	0.25	0.27	0.31	0.24	0.21	0.20	0.26	0.45	
NET: 8-10	210 15%	104 17%	105 13%	42 23%	42 15%	37 16%	35 13%	23 11%	31 12%	62 16%	62 15%	38 13%	47 15%	17 14%	7 13%	19 13%	21 17%	20 17%	12 13%	7 10%	19 15%	35 18%	27 13%	17 13%	8 18%	
NET: 4-7	609 43%	273 44%	337 42%	93 50%	135 50%	111 48%	109 41%	73 36%	88 33%	158 40%	157 38%	149 50%	146 45%	51 41%	28 49%	71 48%	55 46%	52 44%	42 46%	29 42%	56 43%	80 41%	82 42%	50 39%	13 31%	
NET: 1-3	459 32%	174 28%	285 36%	34 18%	79 29%	63 27%	101 38%	81 40%	100 38%	130 33%	151 37%	85 29%	94 29%	49 40%	17 30%	44 30%	36 30%	30 25%	26 28%	22 32%	41 32%	56 29%	73 37%	44 34%	20 47%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base





### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 815

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Total	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	1416	530	269	151	69	61	230	106	367	171	229	124	14	1015	10	7	779	412	157	41	1286	115	30	54	21	6	4
Weighted base	1420	686	195	124	58*	61*	210	86*	308	142	193	101	11**	1076	9**	8**	771	418	168	35*	1291	116*	29**	55*	19**	8**	4**
10 - extremely protected	46 3%	24 3%	5 3%	5 4%	3 6%	1 2%	4 2%	5 5%	16 5%	10 7%	10 5%	7 7%	1 1%	29 3%	-	-	23 3%	14 3%	6 4%	3 9%	40 3%	5 5%	2 6%	2 4%	1 5%	-	1 19%
9	56 4%	36 5%	4 2%	5 4%	-	3 4%	5 3%	3 3%	11 4%	2 2%	10 5%	3 3%	-	44 4%	-	-	27 4%	17 4%	9 6%	1 4%	46 4%	9 7%	5 16%	4 7%	-	-	-
8	108 8%	61 9%	10 5%	10 8%	4 7%	5 8%	14 6%	5 6%	26 8%	12 9%	15 8%	10 10%	1 10%	80 7%	2 23%	2 20%	61 8%	25 6%	14 9%	2 6%	98 8%	10 9%	4 15%	4 8%	1 7%	-	-
7	144 10%	82 12%	20 10%	12 10%	4 7%	2 3%	17 8%	7 13%	28 9%	9 6%	17 14%	14 13%	1 11%	114 11%	-	2 27%	77 10%	39 9%	18 10%	6 19%	133 10%	10 9%	3 10%	4 8%	2 10%	1 10%	-
6	141 10%	67 10%	21 11%	17 14%	11 19%	5 10%	13 13%	6 10%	31 13%	19 13%	18 9%	5 5%	2 20%	108 10%	2 21%	1 14%	72 9%	43 10%	21 12%	3 7%	122 9%	19 16%	4 14%	10 17%	1 4%	4 41%	1 19%
5	227 16%	116 17%	24 12%	27 22%	10 17%	9 15%	29 14%	11 13%	51 17%	28 20%	30 16%	13 13%	2 15%	174 16%	2 18%	-	147 19%	54 13%	17 10%	6 19%	211 16%	16 14%	2 8%	10 17%	4 19%	-	-
4	98 7%	50 7%	19 10%	3 3%	4 7%	2 3%	12 6%	8 9%	12 4%	5 4%	9 4%	7 7%	-	86 8%	2 19%	-	51 7%	39 9%	5 3%	1 4%	87 7%	11 10%	4 12%	4 8%	2 11%	1 15%	-
3	117 8%	60 9%	16 8%	5 4%	4 6%	6 9%	17 8%	11 13%	20 7%	8 6%	13 7%	7 7%	1 10%	96 9%	-	-	66 9%	35 8%	14 8%	2 5%	108 8%	9 8%	1 4%	5 9%	1 6%	1 17%	-
2	126 9%	50 7%	25 13%	11 9%	2 3%	5 8%	25 12%	8 9%	28 9%	10 7%	23 12%	5 5%	1 10%	89 8%	1 11%	1 8%	59 8%	44 10%	19 12%	2 5%	114 9%	11 10%	2 6%	7 13%	1 6%	-	1 28%
1 - not very protected	216 15%	89 13%	37 19%	18 14%	9 15%	13 21%	36 17%	15 17%	56 18%	26 19%	33 17%	21 21%	2 16%	152 14%	1 8%	1 9%	116 15%	69 17%	23 14%	5 13%	207 16%	6 6%	3 9%	1 2%	1 5%	2 18%	-
Don't know	142 10%	52 8%	15 8%	11 9%	7 12%	11 18%	38 18%	8 9%	29 9%	11 8%	15 8%	8 8%	-	106 10%	-	2 21%	73 10%	40 10%	20 12%	4 11%	126 10%	10 9%	-	4 7%	5 27%	-	1 34%
Mean	4.71	4.99be	4.23	5.02	4.91	4.16	4.22	4.41	4.74	4.81	4.71	4.87	4.91	4.74	5.06	5.84	4.73	4.50	4.92	5.41	4.65	5.39t	5.92	5.32	5.12	4.41	5.42
Standard deviation	2.62	2.60	2.55	2.62	2.55	2.69	2.60	2.72	2.80	2.78	2.82	2.94	2.72	2.56	2.31	2.65	2.56	2.63	2.78	2.84	2.62	2.50	2.76	2.36	2.46	2.16	4.39
Standard error	0.07	0.12	0.16	0.22	0.33	0.38	0.19	0.28	0.15	0.22	0.20	0.28	0.73	0.08	0.73	1.08	0.10	0.14	0.23	0.47	0.08	0.24	0.50	0.33	0.61	0.88	2.53
NET: 8-10	210 15%	120 18%	19 10%	20 16%	7 12%	8 13%	23 11%	12 14%	53 17%	25 17%	35 18%	20 20%	2 15%	153 14%	2 23%	2 20%	111 14%	55 13%	30 18%	7 19%	184 14%	24 21%	11 36%	10 19%	2 12%	-	1 19%
NET: 4-7	609 43%	315 46%	84 43%	60 48%	29 50%	19 30%	72 34%	32 37%	122 40%	61 43%	74 38%	39 39%	5 49%	481 45%	5 58%	3 42%	346 45%	175 42%	61 37%	16 46%	553 43%	55 48%	13 44%	28 51%	8 43%	6 66%	1 19%
NET: 1-3	459 32%	199 29%	77 39%	33 27%	14 25%	24 38%	77 37%	34 40%	105 34%	45 32%	69 36%	33 33%	4 35%	337 31%	2 19%	1 17%	240 31%	149 36%	56 34%	8 24%	428 33%	26 23%	6 20%	13 24%	3 17%	3 34%	1 28%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 816

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Facebook**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under		Any aged		Yes	No	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
		(a)	Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)											
Unweighted base	1416	994	414	373	344	136	189	178	80	145	1271	62	211	269	327	252	90	46	27	64		
Weighted base	1420	986	423	387	348	140	197	183	74*	152	1268	48*	173	234	338	275	115*	55*	36**	78*		
10 - extremely protected	46 3%	34 3%	12 3%	12 3%	10 3%	5 4%	7 4%	3 2%	-	8 5%	38 3%	3 7% <sub>n</sub>	5 3%	6 3%	4 1%	11 4%	7 6% <sub>n</sub>	1 1%	-	4 5% <sub>n</sub>		
9	56 4%	32 3%	24 6% <sub>d</sub>	24 6%	13 4%	13 9% <sub>adg</sub>	12 6%	6 3%	1	16 10% <sub>j</sub>	40 3%	-	9 5%	8 4%	17 5%	9 3%	3 3%	-	1 2%	4 5%		
8	108 8%	77 8%	29 7%	27 7%	27 8%	7 5%	11 6%	18 10%	7 9%	18 12%	90 7%	4 8%	17 10%	18 8%	20 6%	22 8%	8 7%	2 3%	1 3%	12 16% <sub>n</sub>		
7	144 10%	97 10%	46 11%	41 11%	40 11%	16 11%	19 10%	22 12%	9 12%	17 11%	127 10%	5 11%	10 6%	24 10%	41 12% <sub>l</sub>	26 9%	8 7%	8 14%	2 7%	11 14%		
6	141 10%	94 9%	47 11%	43 11%	38 11%	13 10%	27 14%	18 10%	6 8%	18 12%	123 10%	6 13%	18 11%	27 10%	33 10%	20 7%	13 12%	7 13%	4 10%	7 10%		
5	227 16%	139 14%	84 20% <sub>ea</sub>	77 20%	66 19%	30 22% <sub>ea</sub>	40 21%	32 17%	10 13%	23 15%	204 16%	12 24% <sub>s</sub>	24 14%	34 15%	60 18%	50 18%	21 19%	10 18%	4 11%	6 7%		
4	98 7%	75 8%	23 5%	20 5%	21 6%	7 5%	11 6%	10 5%	4 6%	14 9%	84 7%	3 6%	9 5%	19 8%	18 5%	11 6%	8 9%	3 14%	5 8%	5 6%		
3	117 8%	81 8%	36 9% <sub>d</sub>	36 9%	25 7%	17 12%	13 7%	16 9%	7 9%	11 7%	106 8%	3 5%	14 8%	21 9%	31 9%	26 10%	7 6%	1 2%	3 8%	7 9%		
2	126 9%	83 8%	40 9% <sub>ee</sub>	38 10%	37 11% <sub>ee</sub>	7 5%	16 8%	24 13% <sub>ee</sub>	5 7%	10 6%	116 9%	2 5%	14 8%	21 9%	33 10%	27 10%	8 7%	9 17% <sub>s</sub>	4 11%	3 4%		
1 - not very protected	216 15%	157 16%	59 14%	51 13%	52 15%	18 13%	31 16%	25 14%	18 24% <sub>bdg</sub>	12 8%	204 16% <sub>i</sub>	5 11%	30 17%	41 17%	45 13%	43 16%	14 12%	7 13%	10 27%	11 15%		
Don't know	142 10%	118 12% <sub>bdefg</sub>	22 5%	19 5%	19 5%	6 4%	9 4%	10 6%	7 9%	5 4%	137 11% <sub>i</sub>	5 11%	22 13% <sub>m</sub>	15 6%	35 10%	23 8%	12 11%	2 4%	5 13%	7 9%		
Mean	4.71	4.65	4.82 <sub>h</sub>	4.87	4.72	5.12 <sub>h</sub>	4.83	4.64	4.15	5.67 <sub>j</sub>	4.59	5.22	4.68	4.57	4.68	4.64	4.96	4.35	3.59	5.40		
Standard deviation	2.62	2.65	2.56	2.58	2.57	2.61	2.60	2.53	2.58	2.58	2.60	2.48	2.77	2.60	2.49	2.66	2.61	2.24	2.42	2.84		
Standard error	0.07	0.09	0.13	0.14	0.14	0.23	0.19	0.20	0.30	0.22	0.08	0.34	0.20	0.16	0.15	0.18	0.29	0.34	0.51	0.37		
NET: 8-10	210 15%	143 14%	64 15%	63 16%	50 14%	26 19%	29 15%	27 15%	8 11%	42 28% <sub>j</sub>	168 13%	7 15%	32 18% <sub>q</sub>	32 14%	41 12%	43 16%	19 16%	3 5%	2 5%	20 26% <sub>mnq</sub>		
NET: 4-7	609 43%	404 41%	201 48% <sub>ea</sub>	180 47%	165 47%	66 47%	98 50%	81 44%	29 39%	72 47%	538 42%	26 54% <sub>l</sub>	61 35%	104 45%	153 45% <sub>l</sub>	113 41%	54 47%	33 59% <sub>los</sub>	13 36%	29 36%		
NET: 1-3	459 32%	322 33%	135 32%	125 32%	115 33%	42 30%	60 31%	65 36%	30 41%	33 21%	426 34% <sub>i</sub>	10 21%	58 34%	82 35%	108 32%	97 35%	30 26%	18 32%	17 46%	22 28%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 817

Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?

Facebook  
 Base: All who visited/ used sites/ apps

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1416	47	49	65	65	35	32	99	44	69	121	58	36	40	14	315	56	49	47	60	43	72
Weighted base	1420	56*	56*	60*	63*	35**	29**	114*	40*	60*	113*	63*	35**	39*	18**	320	51*	55*	47*	51*	43*	74*
10 - extremely protected	46 3%	4 7%	2 4%	2 4%	3 5%	-	2 7%	2 2%	1 2%	1 1%	3 3%	-	1 2%	-	2 11%	2 3%	4 4%	4 8%	1 2%	-	3 7%	2 3%
9	56 4%	4 7%	1 2%	2 3%	1 2%	1 3%	1 5%	4 4%	5 12%	3 6%	3 4%	5 12%	2 5%	1 2%	-	14 4%	4 8%	-	1 2%	-	-	2 2%
8	108 8%	3 5%	4 7%	4 7%	7 12%w	1 2%	3 10%	9 8%	3 7%	4 7%	8 7%	7 11%	2 5%	5 13%w	-	27 8%	5 11%	6 11%	1 2%	4 7%	5 11%	1 2%
7	144 10%	8 15%	4 8%	8 13%	10 16%	2 6%	3 11%	15 13%	2 5%	5 9%	5 8%	5 8%	5 14%	5 12%	4 22%	33 10%	5 9%	4 7%	5 11%	4 5%	4 10%	5 6%
6	141 10%	5 9%	7 12%	4 6%	8 13%	3 9%	4 13%	11 10%	2 4%	10 17%	13 11%	2 6%	3 9%	2 9%	31 10%	2 5%	4 7%	4 8%	9 18%pv	2 4%	5 7%	
5	227 16%	6 10%	11 19%	11 18%	6 10%	6 17%	4 12%	23 20%	7 17%	14 23%o	20 18%	11 18%	5 16%	8 20%	4 25%	39 12%	6 17%	10 17%	9 20%	9 18%	6 13%	13 18%
4	98 7%	2 3%	3 5%	6 10%	4 7%	5 15%	1 4%	5 4%	3 8%	4 7%	11 9%	4 11%	2 6%	-	24 7%	5 10%	*	2 3%	4 8%	2 4%	2 4%	8 11%q
3	117 8%	8 15%	4 8%	2 4%	9 15%i	1 4%	2 6%	9 7%	4 10%	2 3%	8 7%	2 3%	4 11%	2 5%	1 4%	27 8%	4 8%	3 5%	7 16%i	3 5%	7 17%cik	8 11%
2	126 9%	6 11%	4 7%	5 9%	2 3%	3 9%	1 2%	11 10%	4 10%	4 7%	11 10%	7 11%	2 6%	3 8%	-	34 11%	5 10%	6 12%	4 9%	3 6%	3 8%	5 7%
1 - not very protected	216 15%	10 18%	12 21%j	11 18%j	8 13%	6 16%	5 18%	17 15%	5 14%	6 10%	8 7%	9 14%	6 17%	5 13%	42 29%	10 13%	10 19%j	7 14%	9 17%	10 22%j	13 18%j	
Don't know	142 10%	-	4 7%	5 9%	3 3%	6 18%	4 12%	7 6%	4 10%a	6 11%a	16 15%ad	4 6%	2 7%	4 10%a	-	40 12%a	3 5%	8 15%ad	6 13%a	8 15%ad	2 4%	11 14%a
Mean	4.71	4.77	4.41	4.62	5.17w	4.09	5.32	4.75	4.79	5.02	5.05w	4.96	4.62	4.72	4.84	4.75	4.72	4.72	4.23	4.36	4.39	4.06
Standard deviation	2.62	2.94	2.63	2.68	2.64	2.25	2.93	2.56	2.81	2.30	2.45	2.58	2.62	2.52	3.01	2.66	2.93	2.97	2.35	2.26	2.88	2.41
Standard error	0.07	0.43	0.39	0.35	0.34	0.41	0.54	0.27	0.45	0.30	0.24	0.35	0.46	0.43	0.80	0.16	0.40	0.46	0.37	0.32	0.45	0.30
NET: 8-10	210 15%	11 19%	7 12%	8 14%	12 20%w	2 5%	6 22%	16 14%	8 21%w	7 12%	18 16%	12 19%	5 13%	6 15%	2 11%	50 16%	12 23%rsw	10 19%	3 6%	4 7%	8 18%	5 7%
NET: 4-7	609 43%	21 37%	25 44%	28 47%	29 45%	17 48%	12 40%	54 47%	14 35%	34 56%oqpq	52 46%	30 47%	16 46%	18 46%	10 56%	126 40%	18 35%	17 32%	20 42%	26 50%	13 31%	31 42%
NET: 1-3	459 32%	25 44%j	20 36%	19 31%	20 32%	10 29%	8 26%	37 33%	13 34%	13 21%	27 24%	18 29%	12 34%	11 29%	6 33%	103 32%	19 37%	19 34%	18 39%	14 28%	20 47%ij	27 37%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 818

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	727	260	467	179	167	135	120	75	51	212	224	109	182	47	20	71	42	40	65	120	98	54	31		
Weighted base	748	269	479	178	203	137	108*	71*	51*	215	220	156*	157	57*	20**	81*	69*	73*	41*	37*	68*	122*	93*	57*	29**
10 - extremely protected	32	17	15	9	7	8	5	*	2	13	8	7	4	4	2	5	4	1	3	-	1	5	3	3	1
	4%	6%	3%	5%	4%	6%	4%	1%	3%	6%	4%	4%	3%	7%	12%	6%	6%	1%	8%	-	1%	4%	3%	5%	4%
9	37	16	21	8	12	10	4	2	1	7	9	12	9	2	-	4	3	9	3	-	5	5	3	2	2
	5%	6%	4%	4%	6%	7%	3%	3%	3%	3%	4%	8%	5%	4%	-	5%	4%	12%	7%	-	7%	4%	3%	3%	8%
8	67	26	41	24	17	3	15	3	4	21	16	16	13	3	4	6	5	9	5	*	14	10	7	3	-
	9%	10%	8%	14% <sup>f</sup>	8%	2%	14% <sup>f</sup>	5%	7%	10%	7%	11%	8%	6%	21%	8%	7%	12%	13%	1%	20% <sup>tx</sup>	9%	8%	5%	-
7	93	33	60	35	23	13	9	9	4	26	21	25	20	10	1	8	7	5	4	7	7	17	8	14	5
	12%	12%	12%	19% <sup>lg</sup>	11%	12%	9%	9%	7%	12%	10%	16%	13%	17%	8%	10%	11%	7%	9%	19%	11%	14%	9%	24% <sup>rw</sup>	16%
6	79	32	46	22	28	9	14	6	-	19	24	13	23	6	1	14	9	6	2	5	12	12	4	5	2
	11%	12%	10%	13% <sup>ai</sup>	14% <sup>ai</sup>	7%	13% <sup>ai</sup>	8%	-	9%	11%	8%	15%	11%	7%	17% <sup>gw</sup>	14%	8%	6%	13%	17% <sup>gw</sup>	10%	4%	9%	7%
5	95	32	63	15	37	17	16	5	4	25	27	23	20	3	4	8	10	14	10	5	4	15	18	3	1
	13%	12%	13%	9%	18% <sup>d</sup>	13%	15%	8%	9%	11%	12%	15%	13%	6%	18%	9%	14%	19%	24% <sup>nux</sup>	14%	6%	12%	19% <sup>wux</sup>	5%	4%
4	47	18	30	11	10	17	5	3	2	17	16	7	8	3	-	5	5	7	1	2	4	6	6	5	3
	6%	7%	6%	6%	5%	13% <sup>eg</sup>	4%	4%	4%	8%	7%	4%	5%	5%	-	6%	8%	10%	1%	6%	5%	5%	7%	9%	9%
3	46	9	36	11	16	9	4	4	2	12	21	8	5	5	-	7	2	-	3	*	5	10	8	3	2
	6%	4%	8%	6%	8%	7%	4%	6%	4%	5%	10% <sup>m</sup>	5%	3%	8% <sup>r</sup>	-	9% <sup>r</sup>	-	-	8% <sup>r</sup>	1%	8% <sup>r</sup>	8% <sup>r</sup>	9% <sup>r</sup>	5%	8%
2	60	25	35	6	20	11	6	10	8	18	20	7	15	6	2	5	1	4	2	3	3	17	10	2	3
	8%	9%	7%	3%	10% <sup>d</sup>	8%	6%	14% <sup>d</sup>	15% <sup>d</sup>	8%	9%	5%	10%	10%	11%	6%	2%	6%	5%	8%	5%	14% <sup>q</sup>	11% <sup>q</sup>	4%	11%
1 - not very protected	103	22	81	19	21	22	23	9	9	25	37	19	23	10	3	9	12	8	3	11	8	11	13	8	7
	14%	8%	17% <sup>a</sup>	11%	10%	16%	21% <sup>de</sup>	13%	18%	11%	17%	12%	14%	17%	15%	11%	17%	10%	8%	30% <sup>prs uv</sup>	12%	9%	15%	14%	24%
Don't know	89	38	51	16	13	16	8	19	15	33	21	18	17	5	2	10	11	12	4	3	5	14	11	10	2
	12%	14%	11%	9%	7%	12%	8%	27% <sup>def g</sup>	30% <sup>def g</sup>	15%	10%	11%	11%	9%	9%	13%	16%	16%	11%	8%	7%	11%	11%	17%	8%
Mean	5.06	5.55 <sup>b</sup>	4.80	5.70 <sup>fg hi</sup>	5.14	4.77	4.93	4.38	4.10	5.19	4.63	5.54 <sup>k</sup>	5.04	4.91	5.56	5.25 <sup>t</sup>	5.20 <sup>t</sup>	5.49 <sup>t</sup>	5.71	3.94	5.51 <sup>t</sup>	5.01	4.51	5.25 <sup>t</sup>	4.30
Standard deviation	2.72	2.68	2.71	2.59	2.56	2.82	2.85	2.65	2.98	2.74	2.70	2.70	2.67	2.93	3.09	2.69	2.76	2.61	2.69	2.50	2.62	2.65	2.61	2.73	2.99
Standard error	0.11	0.18	0.13	0.20	0.21	0.26	0.27	0.35	0.49	0.20	0.19	0.28	0.21	0.45	0.73	0.34	0.35	0.35	0.44	0.41	0.34	0.26	0.28	0.40	0.57
NET: 8-10	136	59	76	41	37	22	23	6	7	41	33	36	26	9	6	15	12	18	11	*	19	20	13	7	4
	18%	22%	16%	23% <sup>h</sup>	18%	16%	22% <sup>h</sup>	9%	13%	19%	15%	23%	17%	16% <sup>t</sup>	32%	19% <sup>t</sup>	17% <sup>t</sup>	25% <sup>t</sup>	28% <sup>t</sup>	1%	28% <sup>t</sup>	17% <sup>t</sup>	14% <sup>t</sup>	13%	12%
NET: 4-7	314	115	199	84	97	57	44	23	10	87	88	68	72	22	7	35	32	31	17	19	27	50	36	27	10
	42%	43%	41%	47% <sup>ai</sup>	48% <sup>hi</sup>	42% <sup>ai</sup>	40% <sup>ai</sup>	32%	20%	40%	40%	44%	46%	39%	33%	42%	46%	43%	40%	40%	41%	41%	39%	47%	36%
NET: 1-3	209	57	153	36	56	42	33	23	19	54	78	35	43	20	5	22	14	12	9	15	17	38	32	13	13
	28%	21%	32% <sup>a</sup>	20%	28%	30%	30%	33%	37% <sup>d</sup>	25%	35% <sup>ji</sup>	22%	27%	35% <sup>r</sup>	26%	27%	21%	16%	22%	39% <sup>r</sup>	25%	31%	35% <sup>r</sup>	23%	44%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



VSP Survey  
ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 819

Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?

Instagram  
Base: All who visited/ used sites/ apps

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Primary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chine-se (y)	Other (z)	
Unweighted base	727	298	158	102	53	11	45	60	154	89	86	50	4	550	4	3	370	226	84	37	628	22	88	22	42	15	6	3
Weighted base	748	403	116	82*	46*	12**	43*	46*	127	74*	70*	40*	4**	598	2**	4**	377	235	94*	32**	649	90*	21**	45*	15**	8**	2**	
10 - extremely protected	32	19	1	4	4	-	2	2	8	7	2	1	-	24	-	-	11	14	3	3	26	5	2	4	-	-	-	
9	37	28	2	4	1	1	1	1	7	3	3	2	1	29	-	-	17	11	7	1	31	6	3	2	-	-	1	
8	67	38	8	8	2	2	2	7	11	7	7	3	1	55	1	2	42	11	4	5	56	11	3	4	3	-	-	
7	93	50	14	9	9	2	3	6	13	5	7	7	1	79	1	-	50	31	9	3	86	6	1	4	-	1	-	
6	79	47	15	11	5	-	-	1	15	11	7	3	1	64	-	1	33	29	10	5	63	16	3	9	1	4	-	
5	95	50	14	11	7	-	6	7	13	11	6	3	-	80	*	-	60	18	13	4	81	14	4	6	3	1	-	
4	47	24	9	4	4	-	2	4	8	3	5	3	-	39	-	-	28	13	5	2	43	4	1	3	-	-	-	
3	46	27	9	2	2	-	3	3	6	5	1	1	-	40	-	-	22	19	4	2	42	4	1	1	1	1	-	
2	60	33	10	7	1	4	4	2	10	3	10	2	-	46	-	1	20	23	15	2	52	8	2	6	*	-	-	
1 - not very protected	103	50	21	10	7	3	6	8	21	12	11	8	-	74	-	-	57	34	8	2	91	9	1	5	2	2	1	
Don't know	89	38	13	11	4	1	16	6	15	8	9	5	-	67	-	-	36	33	16	3	80	7	-	2	4	-	1	
Mean	5.06	5.25b	4.40	5.34	5.34	3.86	4.40	5.05	5.05	5.27	4.78	4.97	7.76	5.12	7.25	6.12	5.06	4.93	4.94	6.03	5.02	5.43	6.34	5.30	4.95	4.54	4.56	
Standard deviation	2.72	2.72	2.50	2.71	2.71	3.22	2.82	2.83	2.90	2.92	2.86	2.90	1.26	2.65	1.34	2.51	2.64	2.85	2.68	2.66	2.71	2.68	2.50	2.76	2.73	2.21	-	
Standard error	0.11	0.17	0.21	0.29	0.40	1.07	0.51	0.39	0.25	0.33	0.34	0.44	0.63	0.12	0.67	1.45	0.14	0.21	0.32	0.46	0.12	0.30	0.53	0.44	0.82	0.90	-	
NET: 8-10	136	85	11	16	7	2	5	10	26	17	13	7	2	108	1	2	70	37	14	10	112	22	8	10	3	-	1	
NET: 4-7	314	171	51	36	25	2	11	18	49	29	26	17	2	262	1	1	171	90	37	14	273	40	9	21	4	5	-	
NET: 1-3	209	110	40	18	10	7	12	13	37	20	22	11	-	161	-	1	99	75	26	6	184	22	3	12	3	3	1	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 820

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	727	483	237	218	189	89	109	102	42	104	623	40	92	102	162	126	58	32	16	53	
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*	
10 - extremely protected	32 4%	27 5%	5 2%	5 2%	5 3%	1 1%	4 3%	2 2%	1 3%	12 11%j	20 4%	2 3%	6 8%h	2 2%	4 3%	4 3%	6 9%	1 4%	-	4 6%	
9	37 5%	21 4%	16 7%	16 7%	11 6%	6 7%	7 7%	8 8%	1 4%	9 8%	28 4%	-	5 7%	4 5%	10 6%	10 7%	-	-	-	6 9%p	
8	67 9%	43 9%	20 9%	17 8%	17 9%	8 9%	8 9%	8 7%	7 19%bdg	14 13%	52 8%	4 13%	5 8%	15 5%	10 9%	3 7%	6 4%	3 16%	3 11%	11 16%	
7	93 12%	67 13%	26 11%	24 11%	18 10%	10 11%	10 9%	13 12%	7 20%d	12 11%	81 13%	4 14%	13 17%	14 15%	17 10%	14 10%	10 14%	5 13%	2 8%	8 11%	
6	79 11%	50 10%	29 12%h	29 13%	23 13%h	8 9%	15 13%	14 14%	* 1%	15 14%	64 10%	7 25%	3 4%	8 9%	24 14%l	15 11%	9 12%	3 9%	1 3%	5 8%	
5	95 13%	57 11%	38 16%	35 16%	26 14%	20 22%a	17 16%	12 12%	3 10%	14 13%	81 13%	2 7%	14 19%e	13 13%	31 18%e	17 12%	6 9%	1 1%	2 8%	4 5%	
4	47 6%	25 5%	22 9%	22 10%	19 10%ah	8 9%	12 11%	9 9%	* 1%	9 8%	39 6%	1 5%	2 3%	6 6%	12 7%	10 8%	4 6%	3 8%	2 9%	4 5%	
3	46 6%	27 5%	15 7%	15 7%	10 5%	8 9%	7 6%	7 7%	3 8%	6 5%	40 6%	2 7%	4 5%	5 6%	11 6%	10 7%	4 5%	1 3%	2 11%	6 9%	
2	60 8%	42 8%	18 8%	18 8%	16 9%	4 4%	9 8%	9 8%	1 3%	4 3%	56 9%	-	5 7%	10 10%	13 8%	7 5%	7 10%	9 24%	3 13%	6 9%	
1 - not very protected	103 14%	71 14%	32 14%	28 13%	28 16%	9 11%	15 14%	18 18%	10 29%abde	10 9%	93 15%	1 4%	11 15%	18 18%	15 9%	23 17%	10 15%	4 12%	8 33%	7 11%	
Don't know	89 12%	74 15%bdfg	12 5%	12 6%	8 5%	7 8%	6 6%	3 3%	1 2%	5 5%	84 13%i	6 20%	4 6%	12 12%	18 11%	19 14%	10 14%	4 10%	1 6%	7 11%	
Mean	5.06	5.09	4.98	4.97	4.90	5.13	4.94	4.76	4.83	5.99j	4.88	6.06	5.34	4.61	5.20	4.93	4.93	4.66	3.42	5.55	
Standard deviation	2.72	2.79	2.58	2.56	2.65	2.41	2.61	2.67	3.07	2.70	2.69	2.09	2.89	2.72	2.44	2.75	2.87	2.86	2.57	2.94	
Standard error	0.11	0.14	0.17	0.18	0.20	0.27	0.26	0.27	0.48	0.27	0.12	0.37	0.31	0.29	0.20	0.27	0.40	0.53	0.69	0.43	
NET: 8-10	136 18%	90 18%	42 18%	38 17%	33 18%	16 18%	19 17%	17 16%	8 25%	35 32%j	100 16%	5 18%	16 22%	12 17%	29 17%	23 14%	9 20%	7 11%	3 11%	20 30%am	
NET: 4-7	314 42%	199 39%	115 49%ah	110 49%	87 48%	46 51%	54 48%	48 47%	11 33%	50 45%	264 41%	15 51%	31 43%	41 42%	83 49%e	56 41%	29 42%	12 31%	6 27%	20 30%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 820

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under	NET: Under 16		NET: Any 5-18		Any aged under		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more		
			(a)	(b)	(c)	(d)	(e)	(f)				(g)	(h)	(i)	(j)	(k)	(l)	(m)		(n)	(o)
Weighted base	748	504	235	222	183	89*	112*	102*	33*	110*	638	29**	72*	97*	169	137*	69*	37**	23**	67*	
NET: 1-3	209	140	66	62	54	21	32	34	13	20	189	3	20	32	39	39	21	14	13	19	
		28%	28%	28%	28%	30%	23%	28%	34%	40%	18%	30% <sup>i</sup>	11%	28%	33%	23%	28%	30%	39%	56%	29%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**

**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 821

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Instagram**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	727	21	19	21	36	23	16	52	23	22	70	31	21	18	8	187	28	21	20	33	31	26
Weighted base	748	28**	22**	21**	36**	23**	15**	63*	24**	22**	69*	40**	22**	18**	11**	181	24**	25**	16**	30**	29**	29**
10 - extremely protected	32	2	2	2	3	-	2	1	4	2	1	1	-	-	-	8	1	2	-	-	1	-
	4%	8%	8%	11%	8%	-	11%	2%	16%	11%	1%	2%	-	-	-	4%	3%	9%	-	-	4%	-
9	37	1	1	-	1	1	1	5	1	1	8	5	2	1	-	5	1	2	-	-	2	-
	5%	5%	4%	-	2%	4%	5%	8%	2%	3%	11% <sup>o</sup>	12%	7%	6%	-	3%	6%	7%	-	-	8%	-
8	67	1	2	4	5	-	-	5	1	5	7	7	3	2	-	21	1	2	-	-	-	1
	9%	3%	10%	20%	13%	-	-	8%	6%	22%	11%	17%	15%	10%	-	11%	4%	7%	-	-	-	4%
7	93	8	1	1	5	1	2	6	5	3	5	5	1	2	2	23	4	2	7	5	5	1
	12%	28%	5%	7%	15%	5%	12%	9%	21%	13%	7%	13%	3%	12%	18%	13%	16%	8%	40%	15%	16%	2%
6	79	1	5	1	5	4	1	12	2	2	5	7	-	-	2	18	2	-	3	6	2	2
	11%	5%	22%	7%	13%	19%	3%	19%	7%	11%	7%	17%	-	-	14%	10%	6%	-	15%	19%	7%	8%
5	95	-	3	4	5	5	2	6	3	4	14	5	6	4	2	19	1	3	-	4	1	3
	13%	-	13%	17%	14%	21%	11%	10%	11%	20%	21%	12%	28%	22%	21%	11%	5%	12%	-	14%	4%	11%
4	47	2	1	-	1	3	1	-	5	1	8	1	-	1	-	12	4	*	1	2	3	*
	6%	6%	6%	-	4%	13%	7%	-	22%	3%	11% <sup>g</sup>	3%	-	7%	-	7%	17%	1%	6%	7%	9%	1%
3	46	2	2	1	1	-	1	6	-	1	*	4	5	1	-	14	1	-	2	*	2	1
	6%	9%	7%	5%	2%	-	5%	10% <sup>j</sup>	-	2%	1%	9%	24%	8%	-	8%	6%	-	14%	1%	8%	4%
2	60	5	-	2	1	-	-	5	-	1	3	2	1	-	2	23	6	-	1	3	3	2
	8%	17%	-	10%	4%	-	-	8%	-	4%	4%	4%	6%	-	22%	13%	23%	-	4%	10%	11%	8%
1 - not very protected	103	5	5	3	4	4	3	11	4	1	7	4	1	2	3	17	3	6	1	7	7	7
	14%	18%	22%	14%	12%	17%	18%	17%	15%	7%	10%	9%	6%	10%	25%	9%	12%	22%	9%	23%	24%	25%
Don't know	89	1	1	2	4	5	4	6	-	1	11	1	2	4	-	21	1	8	2	3	2	10
	12%	2%	3%	9%	12%	21%	27%	9%	-	4%	17%	2%	10%	24%	-	12%	3%	33%	11%	10%	8%	36%
Mean	5.06	4.81	5.14	5.41	5.75	4.58	5.21	4.87	5.71	6.30	5.49	5.79	4.91	5.20	3.85	5.08	4.38	5.32	5.14	4.12	4.30	3.33
Standard deviation	2.72	3.06	2.91	3.06	2.72	2.24	3.31	2.76	2.88	2.52	2.54	2.54	2.44	2.49	2.47	2.66	2.68	3.53	2.24	2.34	2.99	2.46
Standard error	0.11	0.68	0.69	0.70	0.48	0.51	0.92	0.41	0.60	0.56	0.33	0.46	0.57	0.67	0.87	0.21	0.52	0.88	0.54	0.43	0.57	0.58
NET: 8-10	136	4	5	6	9	1	2	11	6	8	16	12	5	3	-	34	3	6	-	-	4	1
	18%	15%	23%	31%	24%	4%	16%	18%	24%	37%	23%	30%	22%	16%	-	19%	12%	23%	-	-	12%	4%
NET: 4-7	314	11	10	7	16	13	5	24	15	10	32	18	7	7	6	73	11	5	10	17	10	7
	42%	39%	46%	31%	46%	58%	34%	38%	61%	46%	46%	45%	32%	41%	53%	40%	44%	22%	62%	57%	36%	23%
NET: 1-3	209	12	6	6	6	4	3	22	4	3	10	9	8	3	5	53	10	6	5	10	13	11
	28%	43%	29%	29%	18%	17%	23%	35% <sup>j</sup>	15%	13%	14%	23%	36%	19%	47%	29% <sup>j</sup>	41%	22%	27%	34%	44%	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## VSP Survey

### ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 822

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	333	117	216	143	89	43	32	20	6	94	110	50	79	25	12	33	39	44	18	21	24	47	34	23	13
Weighted base	361	126*	235	144	112*	46*	30**	23**	6**	103*	110*	84*	64*	36**	12**	38**	39*	49*	15**	21**	25**	53*	35**	24**	16**
10 - extremely protected	16	8	8	11	3	1	1	-	-	6	5	3	2	-	2	2	3	3	*	-	-	1	1	3	-
	4%	6%	3%	7%	3%	1%	4%	-	-	6%	5%	4%	2%	-	16%	5%	8%	5%	2%	-	-	2%	4%	14%	-
9	18	6	12	5	8	1	1	2	1	3	9	6	-	-	2	4	3	1	2	-	2	1	3	1	1
	5%	5%	5%	4%	7%	2%	3%	8%	11%	3%	8%	7%	-	-	5%	11%	5%	4%	11%	-	3%	3%	11%	9%	9%
8	44	17	26	15	15	5	5	3	1	13	10	8	13	5	5	6	2	8	2	*	7	3	2	1	1
	12%	14%	11%	10%	13%	10%	17%	15%	12%	13%	9%	10%	21%k	14%	43%	16%	5%	16%	14%	11%	2%	13%	7%	9%	9%
7	41	16	25	29	8	1	1	-	2	10	13	11	7	6	1	1	5	4	2	*	6	8	3	3	-
	11%	13%	11%	20%ef	7%	2%	3%	-	31%	10%	11%	13%	10%	18%	4%	3%	13%	9%	17%	2%	24%	16%	9%	13%	-
6	22	11	11	13	6	2	2	-	-	5	6	6	6	2	-	1	3	5	-	3	4	1	2	1	-
	6%	9%	5%	9%	5%	4%	6%	-	-	5%	5%	7%	9%	5%	-	4%	7%	11%	-	16%	16%	1%	5%	6%	-
5	54	20	34	20	22	6	4	2	-	11	13	21	9	1	1	8	9	9	2	2	1	8	8	4	1
	15%	16%	15%	14%	20%	13%	13%	11%	-	11%	11%	25%	15%	2%	5%	21%	24%	18%	16%	12%	5%	15%	23%	17%	5%
4	36	7	29	14	8	8	5	2	-	16	9	7	5	5	2	4	3	5	1	1	4	5	2	1	3
	10%	6%	12%	9%	7%	17%	17%	9%	-	15%	8%	8%	8%	13%	16%	11%	7%	11%	9%	7%	15%	9%	6%	3%	18%
3	24	5	19	6	10	8	-	-	-	7	9	5	3	6	-	-	1	-	1	-	4	2	4	3	2
	7%	4%	8%	4%	9%	16%cd	-	-	-	7%	8%	6%	4%	17%	-	-	2%	-	9%	-	17%	3%	11%	12%	15%
2	31	15	16	5	12	6	2	4	3	11	10	3	7	5	*	3	1	3	3	3	-	6	3	2	2
	9%	12%	7%	3%	11%	12%	8%	15%	46%	11%	9%	3%	12%	14%	3%	9%	3%	7%	18%	13%	-	11%	9%	8%	11%
1 - not very protected	43	8	35	15	12	6	7	3	-	9	17	9	7	6	1	2	3	5	2	3	4	4	7	1	4
	12%	7%	15%	10%	11%	14%	22%	13%	-	9%	16%	11%	12%	17%	12%	5%	8%	11%	10%	17%	16%	7%	20%	5%	27%
Don't know	33	12	20	12	8	4	2	7	-	11	10	6	5	1	-	8	5	3	-	2	1	10	1	*	1
	9%	10%	9%	9%	7%	8%	6%	30%	-	11%	9%	7%	8%	2%	-	21%	12%	6%	-	11%	5%	20%	4%	1%	6%
Mean	5.11	5.54	4.88	5.68	5.02	4.04	4.67	4.58	5.06	5.07	4.93	5.40	5.07	4.27	6.44	5.52	5.90	5.52	4.78	4.83	4.52	5.22	4.35	6.07	3.66
Standard deviation	2.68	2.64	2.68	2.58	2.66	2.37	2.89	3.01	3.15	2.69	2.89	2.48	2.60	2.54	3.02	2.59	2.58	2.63	2.69	2.87	2.22	2.55	2.64	2.87	2.74
Standard error	0.15	0.26	0.19	0.23	0.29	0.38	0.53	0.75	1.29	0.29	0.29	0.36	0.31	0.52	0.87	0.50	0.43	0.42	0.63	0.66	0.47	0.41	0.47	0.61	0.79
NET: 8-10	77	31	46	31	26	6	7	5	1	22	24	17	15	5	7	10	9	13	3	5	*	10	5	8	3
	21%	25%	20%	21%	23%	14%	25%	23%	24%	21%	21%	20%	23%	14%	59%	26%	24%	27%	20%	22%	2%	18%	14%	35%	18%
NET: 4-7	153	54	99	75	44	16	12	4	2	42	40	45	27	13	3	15	20	24	6	8	15	22	15	9	4
	42%	43%	42%	52%	39%	35%	39%	19%	31%	41%	36%	53%	42%	38%	25%	39%	51%	49%	43%	37%	60%	41%	42%	39%	24%
NET: 1-3	98	29	69	26	34	20	9	6	3	27	37	16	17	17	2	5	9	6	6	8	11	14	6	9	
	27%	23%	29%	18%	31%	42%cd	30%	28%	46%	27%	33%	19%	27%	47%	15%	14%	13%	18%	38%	30%	34%	21%	40%	25%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 823

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

Base: All who visited/ used sites/ apps

	Working Status										Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?					
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House hold (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physi cal condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secund ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
																												2
Unweighted base	333	145	65	60	29	2	4	28	59	35	32	16	2	263	3	2	168	95	31	33	278	51	10	28	9	1	3	
Weighted base	361	214	43*	51*	26**	3**	3**	21**	51*	29**	30**	14**	2**	299	2**	1**	179	116*	34**	28**	306	52*	8**	33**	8**	1**	2**	
10 - extremely protected	16	9	1	3	3	-	-	-	2	2	1	1	-	13	-	-	5	5	3	3	13	2	-	2	1	-	-	
	4%	4%	2%	5%	10%	-	-	-	4%	6%	4%	4%	-	3%	-	-	3%	4%	10%	10%	4%	4%	-	5%	8%	-	-	
9	18	10	4	2	1	-	1	-	2	-	1	1	-	16	-	-	12	4	1	2	13	5	2	2	-	-	1	
	5%	5%	10%	4%	4%	-	20%	-	3%	-	2%	8%	-	5%	-	-	7%	4%	2%	6%	4%	10%	29%	8%	-	-	22%	
8	44	28	5	5	2	-	1	3	9	6	7	1	1	33	1	-	17	21	2	3	36	7	1	5	1	-	-	
	12%	13%	11%	10%	9%	-	20%	15%	18%	20%	25%	8%	60%	11%	43%	-	9%	18%	6%	10%	12%	14%	14%	15%	17%	-	-	
7	41	24	2	7	5	1	1	*	6	1	5	3	-	34	-	1	16	14	6	3	34	6	*	4	1	-	-	
	11%	11%	6%	14%	20%	27%	34%	2%	12%	3%	15%	19%	-	11%	-	51%	9%	12%	19%	12%	11%	11%	6%	12%	18%	-	-	
6	22	11	3	3	3	-	-	3	3	1	2	1	1	19	1	-	11	4	2	2	18	4	-	3	1	-	-	
	6%	5%	6%	5%	11%	-	-	16%	5%	3%	6%	6%	40%	6%	39%	-	6%	4%	6%	7%	6%	7%	-	9%	9%	-	-	
5	54	35	3	9	4	-	-	3	6	6	2	1	-	48	*	-	29	13	7	5	47	7	2	4	-	-	-	
	15%	16%	7%	17%	17%	-	-	16%	12%	20%	7%	7%	-	16%	19%	-	16%	12%	21%	17%	15%	12%	26%	13%	-	-	-	
4	36	25	5	3	1	-	-	2	4	3	2	1	-	33	-	-	25	10	1	1	30	7	1	6	-	-	-	
	10%	12%	13%	6%	4%	-	-	11%	7%	10%	8%	11%	-	11%	-	-	14%	8%	2%	2%	10%	13%	15%	17%	-	-	-	
3	24	14	4	2	1	-	-	2	3	2	-	1	-	21	-	-	13	5	3	2	22	1	-	-	-	1	-	
	7%	6%	10%	4%	5%	-	-	9%	6%	8%	-	4%	-	7%	-	-	7%	5%	10%	8%	7%	3%	-	-	-	100%	-	
2	31	20	4	4	-	2	1	1	6	2	5	3	-	24	-	1	11	13	6	1	24	7	1	6	-	-	-	
	9%	9%	9%	7%	-	73%	25%	3%	13%	8%	19%	19%	-	8%	-	49%	6%	11%	17%	3%	8%	14%	11%	20%	-	-	-	
1 - not very protected	43	21	8	8	3	-	-	3	8	5	3	2	-	30	-	-	23	16	1	3	41	2	-	-	1	-	1	
	12%	10%	19%	15%	13%	-	-	14%	16%	16%	11%	14%	-	10%	-	-	13%	13%	3%	12%	14%	3%	-	-	12%	-	28%	
Don't know	33	18	3	6	2	-	-	3	3	2	1	-	-	29	-	-	18	10	2	3	28	5	-	1	3	-	1	
	9%	8%	8%	12%	8%	-	-	9%	5%	6%	4%	-	-	10%	-	-	10%	9%	5%	12%	9%	9%	-	3%	35%	-	50%	
Mean	5.11	5.16	4.58	5.13	5.85	3.35	6.34	4.64	4.96	4.85	5.36	4.87	7.21	5.19	6.67	4.56	4.93	5.13	5.37	5.70	4.99	5.67	6.22	5.57	6.40	3.00	4.56	
Standard deviation	2.68	2.62	2.89	2.81	2.72	2.83	3.14	2.35	2.85	2.84	2.87	2.93	-	2.61	-	-	2.59	2.82	2.64	2.91	2.68	2.60	2.55	2.50	3.12	-	-	
Standard error	0.15	0.23	0.37	0.39	0.53	2.00	1.57	0.48	0.38	0.50	0.52	0.73	-	0.17	-	-	0.21	0.30	0.48	0.55	0.17	0.38	0.81	0.49	1.18	-	-	
NET: 8-10	77	47	10	10	6	-	1	3	13	8	9	3	1	62	1	-	33	30	6	7	61	15	4	9	2	-	1	
	21%	22%	22%	20%	23%	-	41%	15%	25%	26%	31%	20%	60%	21%	43%	-	19%	26%	18%	26%	20%	28%	43%	27%	25%	-	22%	
NET: 4-7	153	94	13	21	13	1	1	9	18	10	10	6	1	133	1	1	81	42	16	11	129	23	4	17	2	-	-	
	42%	44%	31%	41%	51%	27%	34%	43%	36%	35%	35%	43%	40%	45%	57%	51%	46%	36%	48%	38%	42%	43%	46%	51%	28%	-	-	
NET: 1-3	98	55	17	13	5	2	1	6	17	9	9	5	-	74	-	1	47	34	10	7	88	10	1	6	1	1	1	
	27%	26%	39%	27%	18%	73%	25%	26%	34%	32%	29%	37%	-	25%	-	49%	26%	30%	29%	23%	29%	20%	11%	20%	12%	100%	28%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 824

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under			Any aged under 5			Any aged 5-10			Yes (i)	No (j)	£7,001 to £14,000		£14,001 to £21,000		£21,001 to £28,000		£28,001 to £34,000		£34,001 to £41,000		£41,001 to £48,000		£48,001 to £55,000 or more	
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(k)			(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	333	218	111	104	84	47	49	51	15	55	278	17	45	49	54	54	21	13	10	40						
Weighted base	361	238	117*	112*	85*	49*	53**	50*	12**	58*	303	12**	35*	46*	59*	61*	30**	16**	17**	53*						
10 - extremely protected	16	12	4	4	4	*	3	3	-	5	10	1	1	1	1	2	3	-	-	5						
	4%	5%	3%	3%	4%	1%	6%	6%	-	9%	3%	5%	3%	3%	1%	4%	9%	-	-	9%						
9	18	10	8	8	5	3	2	5	2	4	14	-	6	2	2	5	1	-	-	1						
	5%	4%	7%	7%	6%	6%	4%	10%	14%	7%	5%	-	18%	3%	4%	7%	4%	-	-	2%						
8	44	34	9	8	6	4	2	3	2	10	34	1	4	2	12	8	2	2	1	8						
	12%	14%	8%	7%	7%	9%	4%	7%	15%	17%	11%	4%	12%	5%	20%	13%	7%	13%	7%	16%						
7	41	36	4	4	3	1	2	3	-	7	33	2	4	7	5	6	-	2	2	6						
	11%	15%	3%	3%	4%	2%	4%	5%	-	13%	11%	2	17%	13%	15%	8%	10%	-	12%	11%						
6	22	14	8	7	4	6	4	1	1	1	21	1	3	3	2	5	1	-	-	4						
	6%	6%	7%	7%	5%	12%	7%	2%	5%	2%	7%	10%	8%	7%	3%	8%	3%	-	-	8%						
5	54	27	27	25	19	12	10	10	2	11	43	5	5	7	14	6	10	-	1	6						
	15%	11%	23% <sup>a</sup>	22%	22%	25% <sup>a</sup>	20%	20%	15%	19%	14%	5	14%	15%	23%	9%	32%	-	4%	11%						
4	36	19	18	18	11	9	8	5	-	8	29	*	1	4	8	7	2	6	1	1						
	10%	8%	15%	16%	13%	18%	16%	10%	-	13%	9%	4%	4%	8%	14%	11%	7%	38%	9%	2%						
3	24	10	11	10	8	4	6	3	1	2	22	-	*	2	2	5	-	1	5	5						
	7%	4%	9%	9%	9%	9%	12%	6%	7%	3%	7%	-	1%	5%	4%	9%	-	6%	32%	10%						
2	31	21	10	10	9	3	4	7	1	4	28	-	1	7	6	6	3	3	-	4						
	9%	9%	9%	11%	6%	7%	13%	8%	6%	9%	9%	-	3%	15%	11%	10%	10%	16%	-	8%						
1 - not very protected	43	30	13	12	11	4	7	9	4	5	38	1	7	5	5	6	4	1	5	6						
	12%	13%	11%	11%	13%	8%	13%	17%	35%	8%	13%	4%	19%	11%	8%	10%	13%	9%	30%	12%						
Don't know	33	25	7	7	6	3	4	2	-	2	31	2	2	6	3	5	5	1	1	6						
	9%	10%	6%	6%	7%	6%	8%	5%	-	3%	10%	2	6%	12%	5%	8%	15%	6%	8%	12%						
Mean	5.11	5.31	4.75	4.71	4.61	4.84	4.50	4.69	4.26	5.80	4.96	5.70	5.67	4.71	5.13	5.19	4.92	4.26	3.33	5.44						
Standard deviation	2.68	2.78	2.48	2.49	2.61	2.16	2.49	2.93	3.28	2.67	2.66	1.89	2.99	2.56	2.41	2.74	2.84	2.29	2.33	2.92						
Standard error	0.15	0.20	0.24	0.25	0.30	0.33	0.37	0.42	0.85	0.37	0.17	0.51	0.46	0.38	0.34	0.39	0.67	0.66	0.82	0.49						
NET: 8-10	77	56	21	19	15	7	7	11	3	19	58	1	11	5	14	15	6	2	1	14						
	21%	24%	18%	17%	17%	15%	13%	22%	29%	32%	19%	9%	33% <sup>m</sup>	11%	24%	25%	19%	13%	7%	27%						
NET: 4-7	153	96	56	53	37	28	25	18	2	28	126	8	14	21	28	24	13	8	4	17						
	42%	40%	48%	48%	44%	57%	47%	37%	20%	47%	42%	69%	39%	45%	48%	38%	42%	50%	23%	32%						
NET: 1-3	98	61	34	33	28	11	17	18	6	10	88	1	8	14	13	18	7	5	11	15						
	27%	26%	29%	29%	33%	22%	32%	36%	51%	17%	29%	4%	23%	31%	22%	29%	23%	31%	63%	29%						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 825

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Snapchat**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	333	12	9	13	18	15	11	23	10	8	46	10	8	2	1	79	9	9	9	17	13	11
Weighted base	361	18**	14**	12**	18**	17**	9**	29**	9**	7**	47*	15**	8**	2**	1**	81*	8**	10**	9**	16**	16**	14**
10 - extremely protected	16	-	-	2	2	-	2	3	1	-	1	-	-	-	-	2	1	3	-	-	-	-
	4%	-	-	15%	10%	-	18%	9%	9%	-	2%	-	-	-	-	3%	8%	30%	-	-	-	-
9	18	-	-	1	4	*	-	1	2	-	3	-	-	-	2	2	-	1	-	1	-	
	5%	-	-	6%	22%	2%	-	4%	26%	-	7%	-	-	-	3%	23%	-	11%	-	9%	-	
8	44	1	4	5	2	-	-	5	2	2	6	-	2	-	9	1	1	-	2	1	*	
	12%	5%	28%	41%	12%	-	-	16%	18%	27%	13%	-	25%	-	12%	12%	13%	-	11%	9%	3%	
7	41	3	3	1	4	1	1	1	-	*	4	3	2	-	13	1	2	*	*	-	1	
	11%	18%	22%	4%	22%	7%	11%	3%	-	4%	8%	22%	23%	-	16%	12%	19%	4%	2%	-	6%	
6	22	1	1	-	-	2	1	1	-	-	5	1	2	-	4	-	-	1	3	-	-	
	6%	4%	7%	-	-	12%	6%	5%	-	-	11%	5%	18%	-	5%	-	-	15%	21%	-	-	
5	54	-	-	1	3	4	4	7	1	1	10	4	2	-	10	-	*	4	2	1	1	
	15%	-	-	4%	14%	24%	43%	24%	12%	16%	27%	27%	26%	-	12%	-	4%	41%	15%	5%	4%	
4	36	-	4	2	*	2	1	4	-	1	5	2	-	-	9	-	-	1	1	3	1	
	10%	-	26%	16%	3%	14%	9%	15%	-	8%	11%	10%	-	-	11%	-	-	7%	9%	18%	7%	
3	24	5	-	-	1	-	-	-	-	-	1	2	3	-	5	1	*	1	-	2	1	
	7%	30%	-	-	5%	-	-	-	-	12%	4%	20%	-	36%	-	6%	19%	4%	15%	-	15%	4%
2	31	4	-	*	1	2	-	2	1	1	3	-	-	-	8	1	2	-	3	2	1	
	9%	22%	-	3%	7%	10%	-	8%	12%	12%	7%	-	-	-	9%	18%	20%	-	16%	11%	7%	
1 - not very protected	43	4	2	1	1	1	1	3	1	2	4	2	-	1	1	7	-	1	*	2	4	4
	12%	22%	14%	11%	7%	7%	6%	11%	15%	20%	8%	15%	-	64%	100%	8%	-	10%	4%	11%	27%	30%
Don't know	33	-	1	-	-	4	1	2	1	-	3	-	1	-	12	1	-	*	2	1	5	
	9%	-	4%	-	-	23%	7%	6%	7%	-	7%	-	8%	-	14%	8%	-	4%	14%	6%	39%	
Mean	5.11	3.43	5.57	6.58	6.53	4.50	5.94	5.37	6.17	4.38	5.34	4.37	6.51	1.72	1.00	5.17	6.10	6.21	5.16	4.48	3.66	2.84
Standard deviation	2.68	2.38	2.51	3.00	2.80	1.98	2.55	2.77	3.57	2.87	2.40	2.05	1.25	-	-	2.55	3.28	3.58	1.95	2.36	2.74	2.46
Standard error	0.15	0.69	0.89	0.83	0.66	0.55	0.81	0.60	1.19	1.01	0.37	0.65	0.47	-	-	0.31	1.16	1.19	0.69	0.61	0.79	0.87
NET: 8-10	77	1	4	8	8	*	2	8	5	2	10	-	2	-	14	3	4	1	2	3	*	
	21%	5%	28%	62%	43%	2%	18%	28%	54%	27%	22%	-	25%	-	18%	43%	43%	11%	11%	18%	3%	
NET: 4-7	153	4	8	3	7	10	6	14	1	2	25	10	6	-	36	1	2	6	8	4	2	
	42%	22%	54%	24%	38%	57%	68%	46%	12%	28%	53%	64%	67%	-	44%	12%	23%	67%	47%	24%	18%	
NET: 1-3	98	13	2	2	3	3	1	6	2	3	9	5	-	2	1	19	3	3	2	4	9	6
	27%	73%	14%	14%	19%	17%	6%	19%	27%	45%	19%	36%	-	100%	100%	24%	37%	34%	18%	27%	52%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 826

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

TikTok

Base: All who visited/ used sites/ apps

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	144	48	96	49	35	30	21	7	2	43	45	24	32	10	5	15	15	20	11	9	10	22	19	7	1
Weighted base	162	57*	105*	50*	48**	34**	18**	10**	2**	43*	49*	37**	33**	14**	8**	18**	16**	23**	12**	9**	12**	20**	23**	7**	1**
10 - extremely protected	7	6	1	3	-	4	-	-	-	-	4	3	-	1	2	3	-	-	-	-	-	-	-	1	-
	4%	10%b	1%	5%	-	13%	-	-	-	-	8%	8%	-	10%	24%	17%	-	-	-	-	-	-	-	9%	-
9	10	4	6	6	1	3	-	-	-	4	3	2	1	-	1	2	1	-	-	2	2	1	-	-	-
	6%	6%	6%	11%	2%	9%	-	-	-	9%	5%	6%	3%	-	6%	13%	4%	-	-	19%	12%	4%	-	-	-
8	22	9	13	3	13	3	1	1	-	4	7	5	6	2	5	-	3	5	3	-	-	1	1	1	-
	13%	16%	12%	6%	27%	9%	7%	14%	-	9%	13%	13%	19%	13%	67%	-	19%	24%	29%	-	-	3%	5%	14%	-
7	18	4	14	7	5	2	4	-	-	6	2	9	1	1	-	4	-	1	2	*	1	5	3	1	-
	11%	7%	14%	14%	7%	22%	-	-	-	14%	4%	26%	3%	9%	-	20%	-	3%	14%	5%	12%	24%	15%	14%	-
6	12	5	7	6	2	4	1	-	-	3	4	5	-	1	-	6	-	1	-	-	1	1	*	2	-
	7%	8%	7%	12%	4%	11%	3%	-	-	7%	8%	14%	-	5%	-	34%	-	6%	-	-	9%	4%	2%	23%	-
5	32	13	19	3	14	9	6	-	-	5	12	2	12	2	-	2	6	5	2	3	5	1	6	-	1
	20%	23%	18%	7%	28%	27%	31%	-	-	12%	25%	6%	37%	15%	-	9%	35%	23%	18%	30%	38%	3%	28%	-	100%
4	10	*	10	7	2	1	1	-	-	3	3	3	1	-	-	2	1	2	-	*	2	1	-	3	-
	6%	1%	10%	13%	4%	4%	5%	-	-	8%	7%	9%	2%	-	-	11%	5%	8%	-	4%	12%	7%	-	40%	-
3	6	2	3	2	1	1	1	-	-	3	2	-	1	-	-	*	-	1	-	1	1	3	-	-	-
	4%	4%	3%	3%	1%	3%	6%	13%	-	7%	3%	-	3%	-	-	3%	-	6%	-	10%	3%	11%	-	-	-
2	14	3	12	4	4	-	1	5	-	5	5	-	4	3	-	-	2	3	1	2	-	2	2	-	-
	9%	4%	11%	9%	9%	-	6%	48%	-	12%	11%	-	11%	22%	-	-	10%	12%	8%	26%	-	10%	7%	-	-
1 - not very protected	19	6	13	6	3	4	4	1	1	4	5	6	3	4	1	*	1	2	-	2	-	4	4	-	-
	11%	10%	12%	12%	6%	11%	20%	12%	46%	10%	10%	17%	10%	26%	9%	3%	8%	8%	-	26%	-	22%	17%	-	-
Don't know	13	7	6	4	4	2	-	1	1	5	3	-	4	-	-	1	3	3	1	-	2	2	-	-	
	8%	12%	6%	8%	9%	6%	-	12%	54%	12%	6%	-	13%	-	-	8%	12%	26%	10%	-	11%	11%	-	-	
Mean	5.32	5.94	5.01	5.36	5.59	6.07	4.57	2.97	1.00	4.99	5.33	5.96	4.94	4.42	7.85	6.61	5.40	5.28	6.09	3.03	5.74	4.71	4.43	6.01	5.00
Standard deviation	2.66	2.76	2.57	2.82	2.31	2.73	2.38	2.40	-	2.62	2.75	2.75	2.43	3.27	2.47	2.14	2.63	2.53	2.20	2.04	1.96	3.04	2.48	2.11	-
Standard error	0.23	0.43	0.27	0.43	0.41	0.51	0.52	0.98	-	0.43	0.42	0.56	0.47	1.04	1.10	0.55	0.70	0.61	0.73	0.72	0.62	0.70	0.62	0.80	-
NET: 8-10	38	18	20	11	14	11	1	1	-	7	13	10	7	3	7	4	5	6	3	-	2	3	2	2	-
	24%	32%	19%	22%	29%	31%	7%	14%	-	17%	27%	28%	22%	23%	91%	23%	32%	28%	29%	-	19%	15%	9%	24%	-
NET: 4-7	73	22	51	23	22	16	11	-	-	18	21	20	13	4	-	13	6	9	4	3	9	8	10	5	1
	45%	38%	49%	46%	46%	48%	61%	-	-	41%	43%	55%	41%	29%	-	74%	40%	40%	32%	38%	71%	38%	45%	76%	100%
NET: 1-3	38	10	28	12	8	5	6	7	1	12	12	6	8	7	1	*	3	5	2	5	1	7	8	-	-
	24%	18%	27%	24%	16%	14%	31%	74%	46%	29%	24%	17%	24%	48%	9%	3%	20%	20%	13%	52%	10%	36%	36%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 827

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?											
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educat ion (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	144	58	32	24	12	1	2	15	33	23	17	9	2	105	-	-	73	47	10	12	113	29	6	20	2	1	-
Weighted base	162	88*	24**	22*	11**	1**	2**	14**	34**	24**	18**	9**	1**	119*	**	**	81*	56*	12**	11**	130*	30**	7**	21**	1**	1**	**
10 - extremely protected	7	5	-	-	1	-	-	1	1	1	-	-	-	6	-	-	2	3	-	2	7	-	-	-	-	-	-
	4%	6%	-	-	10%	-	-	4%	4%	6%	-	-	-	6%	-	-	3%	5%	-	18%	5%	-	-	-	-	-	-
9	10	5	1	4	-	-	-	1	1	1	-	-	-	9	-	-	4	2	1	3	4	6	4	2	-	-	-
	6%	5%	6%	16%	-	-	-	3%	4%	5%	-	-	-	7%	-	-	5%	3%	5%	27%	3%	19%	51%	9%	-	-	-
8	22	13	1	1	2	-	-	4	4	4	2	-	-	17	-	-	10	8	2	1	16	5	-	5	-	-	-
	13%	14%	4%	6%	18%	-	-	31%	11%	16%	11%	-	-	14%	-	-	13%	15%	13%	13%	12%	18%	-	27%	-	-	-
7	18	9	7	1	1	-	-	1	2	1	1	1	1	16	-	-	9	7	2	1	17	1	-	1	1	-	-
	11%	10%	30%	5%	5%	-	-	5%	6%	5%	8%	16%	43%	14%	-	-	11%	13%	13%	5%	13%	5%	-	4%	57%	-	-
6	12	8	2	1	-	-	-	1	2	-	1	-	1	10	-	-	11	1	-	-	9	3	-	3	-	-	-
	7%	9%	8%	5%	-	-	-	7%	6%	-	7%	-	57%	8%	-	-	14%	2%	-	-	14%	11%	-	16%	-	-	-
5	32	22	2	3	2	-	-	2	8	8	1	2	-	21	-	-	16	11	4	-	25	7	2	5	-	-	-
	20%	25%	8%	16%	21%	-	-	16%	24%	35%	6%	25%	-	18%	-	-	20%	19%	30%	-	19%	24%	33%	23%	-	-	-
4	10	5	1	5	-	-	-	1	1	1	1	1	-	9	-	-	5	3	1	2	8	3	1	1	-	-	-
	6%	6%	3%	21%	-	-	-	4%	2%	7%	6%	-	-	8%	-	-	7%	5%	4%	17%	6%	9%	17%	7%	-	-	-
3	6	1	3	-	2	-	-	1	1	-	-	-	-	5	-	-	3	2	1	-	4	1	-	1	-	-	-
	4%	1%	11%	-	22%	-	-	3%	4%	-	-	-	-	4%	-	-	3%	3%	10%	-	3%	4%	-	6%	-	-	-
2	14	7	2	3	-	1	-	1	7	4	7	3	-	7	-	-	5	6	2	1	14	-	-	-	-	-	-
	9%	8%	9%	16%	-	100%	-	7%	22%	15%	41%	29%	-	6%	-	-	6%	11%	17%	9%	11%	-	-	-	-	-	-
1 - not very protected	19	9	4	2	1	-	1	2	4	2	3	1	-	11	-	-	11	7	-	1	16	2	-	1	1	1	-
	11%	10%	15%	9%	12%	-	46%	15%	11%	9%	15%	11%	-	9%	-	-	14%	12%	-	5%	12%	7%	-	4%	43%	100%	-
Don't know	13	6	1	1	2	-	1	2	1	-	1	-	-	9	-	-	4	7	1	1	12	1	-	1	-	-	-
	8%	7%	6%	5%	17%	-	54%	9%	6%	4%	-	13%	-	8%	-	-	5%	12%	7%	6%	9%	3%	-	5%	-	-	-
Mean	5.32	5.54	4.94	4.96	5.03	2.00	1.00	5.85	4.60	5.11	3.88	3.82	6.43	5.69	-	-	5.22	5.22	5.10	6.94	5.16	6.07	6.86	6.11	4.39	1.00	-
Standard deviation	2.66	2.58	2.63	2.69	2.86	-	-	3.07	2.67	2.69	2.73	2.24	-	2.56	-	-	2.56	2.81	2.30	3.17	2.69	2.36	2.36	2.07	-	-	-
Standard error	0.23	0.35	0.47	0.57	0.90	-	-	0.85	0.48	0.57	0.66	0.79	-	0.26	-	-	0.31	0.43	0.77	0.95	0.27	0.45	0.96	0.47	-	-	-
NET: 8-10	38	22	2	5	3	-	-	6	6	6	3	-	-	32	-	-	17	13	2	6	27	11	4	7	-	-	-
	24%	25%	10%	23%	24%	-	-	41%	18%	26%	16%	-	-	26%	-	-	21%	23%	18%	58%	20%	37%	51%	36%	-	-	-
NET: 4-7	73	44	12	10	3	-	-	4	14	10	5	4	1	56	-	-	41	22	6	2	58	15	4	10	1	-	-
	45%	49%	50%	48%	25%	-	-	28%	40%	42%	28%	47%	100%	47%	-	-	51%	39%	48%	22%	44%	49%	49%	50%	57%	-	-
NET: 1-3	38	16	8	5	4	1	1	3	12	7	10	3	-	22	-	-	19	15	3	1	34	3	-	2	1	1	-
	24%	18%	34%	25%	33%	100%	46%	22%	36%	28%	56%	39%	-	18%	-	-	23%	26%	28%	14%	26%	11%	-	10%	43%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 828

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No child-ren aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	144	76	68	65	56	26	35	33	9	40	104	7	16	24	33	25	9	3	3	15				
Weighted base	162	85*	77*	74*	60*	31**	39**	34**	8**	52*	110*	5**	17**	19**	42**	29**	13**	4**	7**	18**				
10 - extremely protected	7	5	2	2	2	-	1	1	-	5	2	-	1	1	3	-	-	-	-	-	2			
	4%	6%	3%	3%	3%	-	4%	2%	-	9%	2%	-	8%	3%	7%	-	-	-	-	-	10%			
9	10	6	4	4	3	2	-	2	1	1	8	1	1	1	2	2	-	-	-	-	2			
	6%	7%	5%	5%	3%	7%	-	5%	11%	3%	8%	12%	8%	5%	6%	6%	-	-	-	-	12%			
8	22	11	11	10	9	4	7	5	2	12	10	1	5	2	4	3	3	-	-	-	3			
	13%	13%	14%	13%	15%	11%	19%	14%	22%	22%	9%	21%	29%	12%	11%	10%	28%	-	-	-	14%			
7	18	11	8	7	8	3	6	3	1	4	14	1	1	3	2	3	2	-	-	-	3			
	11%	13%	10%	9%	13%	8%	15%	8%	11%	8%	13%	18%	4%	18%	5%	10%	18%	-	-	-	15%			
6	12	4	8	8	5	4	4	3	1	5	7	-	1	2	7	-	1	1	-	-	-			
	7%	4%	11%	11%	9%	14%	10%	8%	14%	10%	6%	-	6%	8%	16%	-	9%	30%	-	-	-			
5	32	11	21	20	17	11	9	12	2	9	23	1	4	3	10	8	4	-	-	-	1			
	20%	13%	27%	27%	28%	34%	23%	35%	27%	17%	21%	14%	21%	16%	24%	27%	31%	-	-	-	6%			
4	10	6	4	4	3	1	2	2	-	2	8	-	2	1	1	2	-	1	-	-	3			
	6%	7%	6%	6%	5%	5%	6%	6%	-	4%	8%	-	10%	4%	1%	8%	-	40%	-	-	15%			
3	6	4	2	2	2	1	1	1	-	2	4	-	1	1	1	*	1	1	-	-	-			
	4%	5%	2%	2%	3%	2%	2%	3%	-	3%	4%	-	7%	3%	3%	2%	9%	30%	-	-	-			
2	14	6	8	8	8	-	4	5	-	5	9	1	-	*	4	3	-	-	-	-	3			
	9%	7%	10%	11%	13%	-	11%	14%	-	10%	8%	23%	-	2%	9%	10%	-	-	-	-	44%			
1 - not very protected	19	14	5	5	3	2	2	1	4	14	1	-	3	6	3	-	-	-	-	-	3			
	11%	17%	6%	6%	6%	7%	5%	5%	15%	8%	13%	12%	-	16%	14%	12%	-	-	-	50%				
Don't know	13	8	5	5	2	3	2	-	-	3	10	-	1	2	2	4	1	-	-	-	2			
	8%	10%	6%	6%	4%	11%	5%	-	-	6%	9%	-	7%	13%	4%	15%	5%	-	-	-	6%			
Mean	5.32	5.20	5.45	5.39	5.35	5.66	5.56	5.18	5.84	5.07	5.28	6.62	5.41	5.27	4.85	6.16	4.31	1.47	6.21					
Standard deviation	2.66	2.94	2.34	2.36	2.37	2.02	2.32	2.31	2.62	2.73	2.60	3.29	2.17	2.76	2.77	2.53	1.66	1.41	0.54	2.84				
Standard error	0.23	0.36	0.29	0.30	0.32	0.43	0.40	0.40	0.87	0.45	0.27	1.24	0.58	0.59	0.50	0.54	0.59	0.81	0.38	0.79				
NET: 8-10	38	21	17	16	12	6	9	7	3	18	20	1	8	4	10	5	3	-	-	-	7			
	24%	25%	22%	21%	21%	19%	23%	20%	33%	34%	18%	32%	45%	20%	23%	17%	28%	-	-	-	37%			
NET: 4-7	73	31	41	39	32	19	21	20	4	20	52	1	7	9	19	13	7	2	-	-	6			
	45%	37%	54%	53%	54%	61%	54%	57%	52%	39%	48%	32%	42%	46%	46%	45%	58%	70%	-	-	36%			
NET: 1-3	38	24	14	14	13	3	7	8	1	11	27	2	1	4	11	7	1	1	6	3				
	24%	29%	18%	19%	22%	9%	18%	23%	15%	21%	25%	35%	7%	21%	26%	23%	9%	30%	94%	17%				

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 829

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**TikTok**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	144	5	4	5	8	6	3	11	8	5	20	3	6	4	1	35	6	2	-	7	1	4
Weighted base	162	7**	6**	8**	8**	6**	5**	14**	9**	7**	22**	4**	6**	6**	2**	34**	6**	1**	**	6**	1**	6**
10 - extremely protected	7	1	-	2	-	-	-	-	3	-	-	-	-	-	-	-	1	-	-	-	-	-
	4%	21%	-	24%	-	-	-	-	33%	-	-	-	-	-	-	-	11%	-	-	-	-	-
9	10	-	-	-	2	-	-	*	1	-	1	-	-	-	2	1	-	-	-	-	-	-
	6%	-	-	-	25%	-	-	4%	6%	-	5%	53%	-	-	7%	15%	-	-	-	-	-	-
8	22	-	2	5	3	-	-	2	-	3	4	-	1	-	1	1	-	-	-	-	-	-
	13%	-	28%	67%	36%	-	-	11%	-	52%	17%	-	13%	-	3%	17%	-	-	-	-	-	-
7	18	-	1	-	-	-	-	3	1	-	2	-	1	2	-	7	1	-	-	*	-	-
	11%	-	19%	-	-	-	-	22%	6%	-	10%	-	21%	35%	20%	16%	-	-	-	7%	-	-
6	12	1	-	-	-	-	-	6	-	-	1	-	-	-	2	-	-	-	-	-	-	-
	7%	11%	-	-	-	-	-	43%	-	-	6%	25%	-	-	100%	4%	-	-	-	-	-	-
5	32	-	1	-	1	3	2	1	3	1	5	1	2	3	-	6	-	-	-	*	1	1
	20%	-	22%	-	18%	52%	40%	7%	30%	20%	24%	22%	27%	58%	17%	-	-	-	-	5%	100%	11%
4	10	-	-	-	-	-	1	1	1	-	2	-	2	-	1	2	1	-	-	*	-	-
	6%	-	-	-	-	-	16%	7%	12%	-	8%	-	27%	-	4%	31%	100%	-	-	6%	-	-
3	6	-	-	-	-	*	-	-	-	-	-	-	1	*	-	-	-	-	-	-	-	1
	4%	-	-	-	-	8%	-	-	-	-	-	-	12%	7%	-	9%	-	-	-	-	-	19%
2	14	3	-	-	-	2	-	-	-	1	3	-	-	-	4	-	-	-	-	2	-	-
	9%	44%	-	-	-	27%	-	-	-	14%	13%	-	-	-	11%	-	-	-	-	40%	-	-
1 - not very protected	19	2	2	1	1	1	-	-	1	-	2	-	-	-	4	1	-	-	-	1	-	3
	11%	24%	31%	9%	6%	13%	-	-	14%	-	8%	-	-	-	13%	10%	-	-	-	27%	-	60%
Don't know	13	-	-	-	1	2	1	-	1	2	-	-	-	-	4	-	-	-	-	1	-	1
	8%	-	-	-	15%	44%	7%	-	14%	8%	-	-	-	12%	-	-	-	-	-	15%	-	10%
Mean	5.32	3.84	4.98	7.85	7.16	3.51	4.72	6.37	6.33	5.19	7.39	5.29	5.56	6.00	4.69	6.25	4.00	-	-	2.42	5.00	1.92
Standard deviation	2.66	3.73	3.13	2.47	2.44	1.78	0.56	1.18	3.34	2.48	2.46	2.01	1.80	1.29	-	2.57	3.05	-	-	1.96	-	1.57
Standard error	0.23	1.67	1.56	1.10	0.92	0.72	0.40	0.37	1.18	1.24	0.58	1.16	0.73	0.64	-	0.47	1.25	-	-	0.80	-	0.91
NET: 8-10	38	1	2	7	5	-	-	2	4	3	5	2	1	-	3	2	-	-	-	-	-	-
	24%	21%	28%	91%	61%	-	-	15%	39%	52%	22%	53%	13%	-	10%	43%	-	-	-	-	-	-
NET: 4-7	73	1	3	-	1	3	3	11	4	1	11	2	4	6	2	15	3	1	-	1	1	1
	45%	11%	41%	-	18%	52%	56%	78%	48%	20%	49%	47%	75%	93%	100%	45%	47%	100%	-	18%	100%	11%
NET: 1-3	38	5	2	1	1	3	-	-	1	1	5	-	1	*	11	1	-	-	-	4	-	4
	24%	69%	31%	9%	6%	48%	-	-	14%	14%	21%	-	12%	7%	33%	10%	-	-	-	67%	-	79%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 830

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	651	321	330	125	106	127	137	78	78	202	219	87	143	55	31	67	58	51	35	41	51	103	85	51	23
Weighted base	634	309	325	123*	121*	130*	118	67*	74*	198	203	118*	115	56*	26**	77*	53*	47*	39**	37*	50*	99*	78*	52*	20**
10 - extremely protected	23	14	9	9	7	2	3	-	2	8	8	6	1	2	2	1	2	4	1	-	2	2	3	3	1
	4%	4%	3%	8%h	6%	2%	2%	-	2%	4%	4%	5%	1%	4%	9%	1%	3%	8%	2%	-	5%	2%	4%	6%	3%
9	20	12	7	1	7	6	3	-	3	3	6	5	7	2	-	1	2	-	3	1	6	1	1	2	1
	3%	4%	2%	1%	6%	5%	2%	-	4%	1%	3%	4%	6%j	4%	-	1%	4%	-	7%	2%	12%prvw	1%	1%	5%	4%
8	60	30	31	16	11	12	10	8	4	24	13	15	7	5	4	9	5	3	2	5	8	9	2	4	3
	9%	10%	9%	13%	9%	9%	9%	11%	5%	12%	7%	13%	6%	9%	16%	11%	9%	6%	5%	14%w	17%w	9%	3%	9%	16%
7	57	26	31	16	13	8	11	6	4	16	20	10	11	6	4	7	7	4	5	3	2	10	3	3	2
	9%	8%	10%	13%	11%	6%	9%	9%	5%	10%	9%	10%	11%	6%	7%	9%	13%	8%	14%	8%	5%	10%	4%	6%	9%
6	56	32	24	14	11	10	7	7	7	24	11	14	7	4	3	10	1	7	4	1	4	8	6	7	1
	9%	10%	7%	11%	9%	8%	6%	10%	10%	12%k	6%	12%	6%	7%	11%	14%	2%	15%q	11%	2%	8%	8%	14%	14%	3%
5	78	37	41	17	17	18	10	7	8	22	27	15	14	7	1	10	11	1	4	3	8	14	12	5	3
	12%	12%	13%	14%	14%	14%	8%	11%	11%	11%	13%	13%	12%	12%	5%	13%	21%r	2%	11%	8%	15%r	14%r	15%r	9%	13%
4	38	20	18	7	7	11	9	3	1	13	10	5	9	4	1	6	4	4	3	3	3	3	2	3	2
	6%	7%	5%	6%	6%	9%i	7%	4%	1%	7%	5%	5%	8%	7%	3%	7%	8%	9%	9%	7%	5%	3%	3%	5%	10%
3	53	25	28	8	8	10	13	4	9	10	25	9	9	6	1	9	5	4	2	2	3	5	10	3	2
	8%	8%	8%	7%	7%	7%	11%	7%	12%	5%	12%j	7%	8%	10%	4%	12%	10%	9%	5%	6%	6%	6%	12%	6%	11%
2	56	26	30	5	13	16	10	6	6	20	21	4	11	3	2	6	1	8	4	3	3	14	6	2	4
	9%	8%	9%	4%	10%	12%	8%	9%	9%	10%	10%	4%	10%	6%	8%	8%	1%	17%qx	11%	7%	6%	14%q	8%	3%	20%
1 - not very protected	110	42	68	13	16	22	32	11	15	30	39	20	22	12	8	11	8	5	6	9	5	13	20	10	2
	17%	14%	21%a	11%	13%	17%	27%de	17%	21%	15%	19%	17%	19%	22%	29%	15%	15%	12%	15%	25%	10%	13%	26%uv	19%	12%
Don't know	83	45	38	15	11	15	11	15	15	28	24	15	17	4	-	7	7	7	4	7	5	20	12	10	-
	13%	14%	12%	12%	9%	11%	10%	22%eg	21%eg	14%	12%	13%	14%	8%	-	9%	13%	15%	10%	20%	11%	20%	15%	19%	-
Mean	4.62	4.90b	4.36	5.46fg	5.03g	4.42	4.00	4.35	4.05	4.80	4.31	5.13	4.32	4.56	4.83	4.57	4.93w	4.54	4.80	4.13	5.76pv	4.53	3.73	4.95	4.60
				hi																w					
Standard deviation	2.75	2.74	2.73	2.65	2.80	2.66	2.76	2.54	2.73	2.71	2.73	2.81	2.69	2.83	3.19	2.45	2.63	2.82	2.71	2.85	2.79	2.62	2.64	2.95	2.78
Standard error	0.12	0.16	0.16	0.26	0.28	0.25	0.25	0.31	0.34	0.20	0.20	0.32	0.24	0.40	0.57	0.31	0.37	0.43	0.49	0.49	0.42	0.29	0.31	0.45	0.58
NET: 8-10	102	56	47	26	24	21	16	8	8	35	27	26	15	10	6	10	9	6	5	6	17	12	6	10	5
	16%	18%	14%	21%	20%	16%	13%	11%	11%	18%	13%	22%	13%	17%	24%	13%	16%	13%	14%	16%	34%prvw	12%	8%	19%	23%
NET: 4-7	229	116	114	55	48	47	36	23	20	76	68	45	41	21	9	33	24	16	17	10	17	35	23	18	7
	36%	37%	35%	44%gi	40%	36%	31%	34%	27%	38%	33%	38%	36%	37%	35%	43%	44%	34%	45%	26%	34%	35%	30%	34%	34%
NET: 1-3	219	93	126	27	37	47	55	22	31	60	84	33	42	21	11	27	14	18	12	14	11	32	37	15	9
	35%	30%	39%a	22%	31%	36%d	46%de	33%	42%d	30%	41%j	28%	37%	38%	41%	35%	26%	38%	31%	38%	21%	32%	47%qu	28%	43%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 831

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	651	264	129	86	45	13	71	43	155	75	94	53	8	470	1	1	304	233	76	32	579	61	13	32	12	2	2
Weighted base	634	333	86	71*	35*	13**	63*	33*	129	64*	79*	40*	5**	478	1**	1**	287	240	71*	30**	564	61*	12**	32**	12**	2**	2**
10 - extremely protected	23	11	1	4	3	-	2	1	5	3	4	2	1	17	-	-	9	7	3	4	19	3	1	2	-	-	
	4%	3%	1%	6%	10%b	-	3%	4%	4%	4%	5%	6%	10%	3%	-	-	3%	3%	5%	12%	3%	5%	7%	7%	-	-	
9	20	16	-	1	-	2	1	-	5	1	3	1	-	14	-	-	11	5	3	1	13	7	3	4	-	-	
	3%	5%b	-	1%	-	12%	2%	-	3%	2%	4%	2%	-	3%	-	-	4%	2%	4%	3%	2%	11%t	26%	11%	-	-	
8	60	37	5	7	1	1	5	5	14	8	5	3	1	46	-	-	31	18	6	6	56	4	-	1	3	-	
	9%	11%	5%	10%	3%	8%	8%	15%	11%j	13%	6%	6%	26%	10%	-	-	11%	7%	8%	20%	10%	7%	-	5%	22%	-	
7	57	31	9	5	4	1	5	1	10	7	9	4	1	47	1	-	22	25	7	2	50	6	2	4	1	-	
	9%	9%	10%	8%	13%	11%	8%	2%	8%	10%	11%	10%	10%	10%	100%	-	8%	10%	10%	7%	9%	10%	13%	13%	4%	-	
6	56	29	6	9	1	1	7	2	13	6	11	2	1	42	-	-	25	21	8	3	54	2	-	2	-	-	
	9%	9%	7%	12%	4%	9%	12%	7%	10%	9%	14%	6%	14%	9%	-	-	9%	9%	11%	9%	10%	3%	-	6%	-	-	
5	78	40	10	11	6	*	7	4	13	8	6	3	-	62	-	-	38	28	6	3	63	14	1	10	3	1	
	12%	12%	12%	15%	16%	4%	11%	12%	10%	13%	8%	8%	-	13%	-	-	13%	12%	8%	11%	11%	24%t	10%	30%	23%	41%	
4	38	19	6	3	3	1	2	4	10	4	7	5	-	28	-	-	19	17	2	-	36	2	1	-	1	-	
	6%	6%	7%	5%	7%	7%	2%	12%	8%	7%	9%	12%	-	6%	-	-	6%	7%	3%	-	6%	4%	10%	-	8%	-	
3	53	26	9	7	2	-	5	3	10	4	5	3	1	43	-	-	25	21	5	2	47	6	1	3	-	-	
	8%	8%	11%	11%	5%	-	8%	9%	8%	6%	6%	8%	11%	9%	-	-	9%	9%	7%	7%	8%	10%	11%	11%	-	45%	
2	56	32	11	4	1	3	2	3	14	4	11	4	1	38	-	1	17	22	14	2	47	8	2	4	-	1	
	9%	10%	13%	5%	4%	22%	4%	8%	11%	7%	14%	10%	20%	8%	-	100%	6%	9%	20%pq	6%	13%	20%	14%	-	59%		
1 - not very protected	110	54	17	9	8	2	14	6	26	16	11	9	1	76	-	-	55	41	8	3	106	2	*	1	1	-	
	17%	16%	20%	13%	22%	17%	22%	19%	20%j	25%	15%	22%	10%	16%	-	-	19%	17%	12%	11%	19%u	4%	3%	2%	11%	-	
Don't know	83	37	12	10	6	1	14	4	10	3	6	4	-	65	-	-	34	35	8	4	74	6	-	1	4	-	
	13%	11%	14%	14%	17%	11%	21%a	4%	7%	4%	8%	10%	-	14%i	-	-	12%	15%	12%	13%	13%	9%	-	2%	32%	55%	
Mean	4.62	4.79b	3.86	5.00	4.65	4.57	4.41	4.43	4.54	4.56	4.72	4.34	5.39	4.71	7.00	2.00	4.64	4.45	4.66	5.88	4.53	5.41t	5.59	5.57	5.34	3.22	3.00
Standard deviation	2.75	2.78	2.42	2.65	3.00	3.09	2.78	2.74	2.82	2.87	2.75	2.88	3.32	2.70	-	-	2.76	2.64	2.83	3.02	2.74	2.65	3.11	2.57	2.58	2.03	-
Standard error	0.12	0.18	0.23	0.31	0.50	0.89	0.36	0.44	0.24	0.34	0.30	0.42	1.17	0.13	-	-	0.17	0.19	0.35	0.58	0.12	0.35	0.86	0.46	0.86	1.43	-
NET: 8-10	102	64	5	12	4	3	8	6	24	12	12	6	2	77	-	-	51	29	12	11	87	14	4	7	3	-	
	16%	19%b	6%	17%	13%	20%	12%	19%b	18%	19%	15%	14%	35%	16%	-	-	18%	12%	16%	35%	15%	23%	33%	23%	22%	-	
NET: 4-7	229	120	31	28	14	4	21	11	47	25	33	14	1	180	1	-	104	91	23	8	203	25	4	16	4	1	
	36%	36%	36%	40%	40%	30%	33%	34%	36%	39%	42%	36%	24%	38%	100%	-	36%	38%	33%	27%	36%	41%	33%	49%	35%	41%	
NET: 1-3	219	113	38	20	11	5	21	12	49	24	28	16	2	157	-	1	98	84	27	7	200	16	4	9	1	1	
	35%	34%	44%	29%	30%	39%	34%	35%	38%	38%	35%	39%	41%	33%	-	100%	34%	35%	39%	25%	35%	27%	34%	26%	11%	59%	45%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 832

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?										
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
		(a)	Yes (b)	NET: 16 (c)	NET: Under 18 (d)	NET: Any 5-18 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)				(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	651	453	193	173	168	48	91	89	43	92	559	29	82	116	151	109	50	21	13	41	
Weighted base	634	437	193	179	161	53*	93*	86*	35*	96*	538	20**	62*	99*	142	120*	61*	22**	19**	50*	
10 - extremely protected	23	17	6	6	5	3	4	1	-	5	18	1	3	4	1	4	4	1	1	3	
	4%	4%	3%	3%	3%	4%	4%	1%	-	5%	3%	3%	4%	4%	*	3%	7% <sub>n</sub>	3%	5%	6% <sub>n</sub>	
9	20	9	10	10	6	4	5	4	1	3	17	1	2	2	6	6	2	-	-	-	
	3%	2%	5% <sub>d</sub>	6%	4%	7%	5%	4%	3%	3%	3%	3%	3%	2%	4%	5%	3%	-	-	-	
8	60	39	20	17	17	7	8	8	8	13	47	1	6	8	19	10	6	1	-	7	
	9%	9%	11%	9%	11%	13%	9%	9%	9%	13% <sub>abd</sub>	13% <sub>fg</sub>	9%	5%	10%	9%	13%	9%	11%	6%	-	14%
7	57	44	12	11	11	2	6	7	2	10	47	2	5	8	15	5	4	4	-	8	
	9%	10%	6%	6%	7%	4%	6%	8%	5%	11%	9%	8%	8%	9%	10%	4%	7%	19%	-	16% <sub>o</sub>	
6	56	37	19	17	17	4	11	8	2	13	44	-	7	6	15	8	5	3	4	3	
	9%	9%	10%	10%	11%	7%	12%	9%	6%	13%	8%	-	12%	7%	11%	6%	9%	13%	19%	7%	
5	78	47	30	28	24	8	14	13	3	16	61	6	7	11	17	18	4	3	3	4	
	12%	11%	16%	16%	15%	15%	16%	15%	10%	17%	11%	28%	11%	11%	12%	15%	6%	13%	17%	7%	
4	38	22	16	15	13	6	8	6	2	8	30	2	3	10	8	7	2	2	1	2	
	6%	5%	8%	9%	8%	10%	8%	7%	7%	8%	6%	9%	5%	10%	6%	6%	3%	9%	8%	4%	
3	53	36	17	14	14	3	6	7	7	8	45	3	7	4	14	12	3	2	1	4	
	8%	8%	9%	8%	8%	6%	6%	9%	18% <sub>bd</sub>	8%	8%	14%	11%	4%	10%	10%	6%	11%	7%	7%	
2	56	32	24	24	24	4	15	13	4	5	51	1	2	11	9	9	11	2	4	5	
	9%	7%	13%	14%	15% <sub>ab</sub>	7%	16% <sub>a</sub>	15% <sub>a</sub>	10%	5%	9%	4%	4%	11%	6%	8%	19% <sub>ln</sub>	9%	19%	10%	
1 - not very protected	110	86	24	23	18	9	11	14	3	13	97	4	15	16	25	23	9	2	4	6	
	17%	20% <sub>d</sub>	12%	13%	11%	16%	12%	16%	10%	14%	18%	20%	23%	16%	18%	19%	14%	10%	20%	12%	
Don't know	83	67	14	13	13	3	6	6	3	2	81	1	5	18	13	18	9	1	1	8	
	13%	15% <sub>bdf</sub>	7%	7%	8%	6%	6%	6%	7%	8%	2%	15% <sub>l</sub>	6%	8%	18%	9%	15%	7%	5%	17%	
Mean	4.62	4.55	4.74	4.70	4.68	5.04	4.77	4.37	4.84	5.16	4.51	4.19	4.53	4.54	4.74	4.40	4.70	4.83	3.75	5.18	
Standard deviation	2.75	2.80	2.63	2.65	2.60	2.88	2.67	2.57	2.62	2.60	2.76	2.50	2.82	2.76	2.64	2.77	3.06	2.43	2.41	2.87	
Standard error	0.12	0.14	0.20	0.21	0.21	0.43	0.29	0.28	0.42	0.28	0.13	0.49	0.33	0.28	0.23	0.29	0.46	0.54	0.70	0.49	
NET: 8-10	102	66	36	32	28	14	17	13	9	20	82	2	11	14	26	20	13	2	1	10	
	16%	15%	19%	18%	17%	26%	18%	15%	26%	21%	15%	10%	17%	15%	18%	16%	21%	9%	5%	20%	
NET: 4-7	229	150	78	72	64	20	39	34	10	47	182	9	23	36	55	38	15	12	8	17	
	36%	34%	40%	40%	40%	38%	42%	39%	27%	49% <sub>j</sub>	34%	45%	36%	36%	39%	32%	25%	53%	44%	34%	
NET: 1-3	219	154	65	61	56	16	31	34	14	26	193	8	24	31	48	44	24	7	9	15	
	35%	35%	34%	34%	35%	30%	34%	39%	38%	27%	36%	39%	38%	31%	34%	37%	39%	31%	47%	29%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 833

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitter**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	651	27	24	30	22	20	18	47	26	23	53	20	15	17	3	159	22	26	16	34	23	26
Weighted base	634	27**	26**	24**	20**	19**	19**	55*	27**	25**	47*	24**	16**	14**	3**	148	20**	28**	12**	30**	20**	28**
10 - extremely protected	23	2	2	2	2	-	-	-	1	1	4	1	1	1	-	5	1	2	-	-	1	1
	4%	8%	-	10%	9%	-	-	-	3%	4%	8%	3%	3%	-	-	3%	3%	8%	-	-	3%	4%
9	20	1	1	-	1	-	1	1	-	1	-	5	2	-	1	1	2	-	1	1	1	
	3%	4%	4%	-	7%	-	4%	1%	-	4%	-	20%	11%	-	1%	1%	6%	9%	-	3%	4%	4%
8	60	*	5	4	2	1	1	8	3	2	3	5	2	1	-	12	4	2	-	3	3	-
	9%	1%	20%	17%	11%	5%	7%	14%	12%	8%	6%	21%	11%	5%	-	8%	18%	6%	-	10%	16%	-
7	57	3	2	4	3	2	3	5	4	5	3	2	1	-	-	12	1	1	2	3	2	1
	9%	12%	8%	17%	14%	8%	14%	9%	14%	20%	5%	8%	9%	-	-	8%	3%	4%	13%	9%	9%	4%
6	56	1	2	1	3	-	-	7	3	3	7	2	1	2	2	11	4	-	2	1	1	2
	9%	5%	9%	3%	17%	-	-	13%	11%	11%	15%	10%	7%	16%	61%	7%	20%	-	20%	3%	3%	6%
5	78	2	4	1	3	4	6	8	1	1	2	3	2	3	*	22	1	5	-	3	3	5
	12%	8%	16%	6%	13%	20%	30%	15%	4%	3%	4%	12%	14%	18%	18%	15%	6%	16%	-	10%	13%	19%
4	38	2	2	1	-	2	3	1	5	3	4	1	1	1	-	5	1	1	1	3	2	-
	6%	8%	7%	3%	-	9%	14%	2%	17%	14%	9%	4%	5%	7%	-	3%	4%	4%	10%	8%	10%	-
3	53	2	3	1	4	1	-	6	3	1	7	-	3	1	-	13	1	-	1	2	2	2
	8%	8%	13%	5%	18%	8%	-	12%	12%	3%	14%	-	16%	7%	-	8%	3%	-	5%	5%	11%	9%
2	56	3	*	2	-	-	1	5	3	3	6	2	2	-	-	19	3	-	2	3	4	-
	9%	11%	2%	9%	-	-	4%	9%	10%	10%	13%	7%	11%	-	-	13%	13%	-	13%	9%	20%	-
1 - not very protected	110	7	5	8	1	4	3	11	4	4	5	2	1	4	1	21	4	6	4	6	2	8
	17%	27%	18%	31%	7%	20%	14%	20%	14%	16%	12%	7%	8%	27%	21%	14%	22%	21%	30%	19%	12%	28%
Don't know	83	2	1	-	1	6	3	3	1	2	7	2	1	3	-	29	*	9	1	7	-	7
	13%	7%	2%	-	4%	30%	15%	5%	2%	8%	14%	8%	4%	21%	-	19%	g	2%	31%	9%	24%	-
Mean	4.62	4.18	4.87	4.73	5.91	3.98	4.83	4.43	4.61	4.96	4.50	6.42	5.12	3.76	4.78	4.40	4.83	5.20	3.54	4.21	4.60	3.96
Standard deviation	2.75	3.07	2.62	3.31	2.58	2.37	2.36	2.57	2.56	2.77	2.73	2.68	2.80	2.34	2.53	2.63	3.02	3.39	2.47	2.71	2.78	2.92
Standard error	0.12	0.61	0.55	0.60	0.56	0.61	0.59	0.39	0.51	0.62	0.40	0.63	0.75	0.63	1.46	0.23	0.66	0.76	0.66	0.52	0.58	0.64
NET: 8-10	102	4	6	6	5	1	2	8	4	4	6	11	4	1	-	18	5	7	-	4	5	2
	16%	13%	23%	26%	27%	5%	11%	15%	15%	15%	13%	45%	25%	5%	-	12%	27%	23%	-	12%	23%	8%
NET: 4-7	229	9	10	7	9	7	11	22	12	12	16	8	5	6	2	50	7	7	5	9	7	8
	36%	33%	41%	29%	44%	37%	57%	39%	46%	49%	34%	33%	35%	40%	79%	33%	33%	25%	43%	31%	34%	29%
NET: 1-3	219	13	9	11	5	5	3	23	10	7	18	3	6	5	1	52	7	6	6	10	9	10
	35%	46%	33%	44%	25%	27%	17%	41%	36%	29%	39%	14%	36%	34%	21%	35%	38%	21%	48%	33%	43%	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 834

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	76	59	17	34	17	18	4	3	23	23	16	14	8	7	5	9	9	4	2	8	9	8	6	1
Weighted base	70*	56*	14**	32**	17**	15**	3**	4**	21**	20**	19**	10**	7**	8**	5**	9**	8**	3**	1**	6**	10**	6**	7**	**
10 - extremely protected	8	8	-	3	4	-	1	-	1	3	3	1	-	2	-	-	-	-	1	1	1	1	3	-
9	11%	14%	-	11%	22%	-	31%	-	4%	15%	17%	10%	-	28%	-	-	-	-	17%	10%	14%	41%	-	-
8	5	5	-	2	1	-	1	-	-	2	3	-	-	-	2	1	-	-	-	-	1	-	-	-
7	7%	9%	-	8%	9%	-	38%	-	-	9%	16%	-	-	-	27%	17%	-	-	-	-	18%	-	-	-
6	13	11	1	7	3	1	-	1	5	3	3	1	2	3	-	1	2	-	-	4	*	1	-	-
5	18%	20%	9%	23%	17%	8%	-	37%	22%	17%	17%	14%	23%	32%	-	14%	20%	-	-	38%	9%	17%	-	-
4	4	2	2	2	1	1	1	-	1	1	1	1	-	-	*	-	-	*	1	1	*	-	-	-
3	6%	4%	13%	6%	4%	8%	21%	-	6%	3%	6%	13%	-	10%	4%	-	-	32%	24%	12%	8%	-	-	-
2	9	7	3	5	-	4	-	-	4	1	4	*	1	2	2	2	1	1	-	-	-	-	-	*
1 - not very protected	14%	12%	18%	16%	-	29%	-	-	19%	7%	19%	4%	11%	25%	40%	26%	15%	27%	-	-	-	-	100%	-
Don't know	6	3	3	5	1	-	-	-	1	2	2	*	-	3	*	-	*	-	2	-	*	-	-	-
Mean	8%	6%	18%	16%	3%	-	-	-	4%	12%	11%	4%	-	50%	5%	-	17%	-	34%	-	6%	-	-	-
Standard deviation	4	2	1	-	1	2	-	-	3	*	1	-	1	-	1	1	-	-	-	1	-	*	-	-
Standard error	5%	4%	10%	-	7%	16%	-	-	12%	2%	3%	-	15%	-	9%	8%	-	-	-	7%	-	6%	-	-
NET: 8-10	2	2	-	1	1	*	-	-	2	-	*	-	*	-	-	-	-	-	-	1	-	-	-	-
NET: 4-7	3%	4%	-	2%	8%	3%	-	-	9%	-	2%	-	6%	-	15%	-	-	-	-	6%	-	-	-	-
NET: 1-3	1	*	1	-	1	-	-	-	-	1	-	*	-	-	-	-	-	-	-	-	1	-	-	-
NET: 8-10	2%	1%	5%	-	7%	-	-	-	4%	-	5%	6%	-	-	-	-	-	-	-	-	13%	-	-	-
NET: 4-7	7	6	1	2	2	2	-	-	-	5	-	2	2	1	-	2	*	-	1	-	1	-	-	-
NET: 1-3	10%	10%	10%	8%	14%	15%	-	-	23%	-	25%	27%	8%	-	-	30%	16%	-	9%	-	19%	-	-	-
NET: 8-10	11	9	2	3	2	3	*	2	5	2	2	2	1	1	-	1	1	1	3	1	3	3	-	
NET: 4-7	16%	16%	15%	11%	10%	22%	10%	63%	24%	9%	8%	25%	11%	7%	-	10%	40%	68%	17%	27%	14%	35%	-	
NET: 1-3	6.27	6.57	5.06	6.66	6.13	4.83	8.88	8.00	6.16	5.75	7.40	5.11	4.18	7.45	5.61	6.47	5.17	4.37	7.00	6.11	7.30	5.80	8.93	6.00
Standard deviation	2.81	2.89	2.21	2.47	3.57	2.36	1.49	-	2.04	3.46	2.00	3.66	3.03	2.70	0.74	2.27	3.52	-	2.91	2.12	4.05	2.00	-	
Standard error	0.35	0.42	0.57	0.45	0.92	0.63	0.86	-	0.49	0.75	0.54	1.10	1.15	1.10	0.33	0.76	1.33	-	1.19	0.80	1.53	1.00	-	
NET: 8-10	25	24	1	13	8	1	2	1	6	8	9	2	2	5	-	4	3	-	1	5	2	4	-	
NET: 4-7	36%	43%	9%	42%	47%	8%	69%	37%	26%	41%	49%	24%	23%	60%	-	42%	37%	-	17%	48%	41%	59%	-	
NET: 1-3	23	15	8	12	2	8	1	-	8	5	8	2	2	2	5	4	2	1	*	3	2	1	*	
NET: 8-10	33%	26%	60%	38%	14%	52%	21%	-	40%	24%	40%	22%	26%	25%	100%	44%	23%	44%	32%	58%	19%	14%	6%	
NET: 4-7	11	8	2	3	5	3	-	-	2	5	*	3	3	1	-	2	*	-	1	1	2	-	-	
NET: 1-3	15%	15%	16%	9%	29%	18%	-	-	9%	26%	2%	30%	39%	8%	-	15%	30%	16%	-	9%	6%	32%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 835

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	High- er univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	76	31	19	13	11	-	-	2	19	14	7	3	3	54	-	1	34	25	6	9	64	11	1	7	2	-	1
Weighted base	70*	39**	10**	11*	8**	-**	-**	2**	13**	10**	5**	2**	2**	54*	-**	**	27**	25**	7**	9**	58*	11**	1**	8**	1**	-**	1**
10 - extremely protected	8	6	*	1	1	-	-	-	-	-	-	-	-	8	-	-	1	4	-	3	8	-	-	-	-	-	-
9	11%	15%	5%	8%	8%	-	-	-	-	-	-	-	-	15%	-	-	5%	15%	-	32%	14%	-	-	-	-	-	-
8	5	5	-	-	-	-	-	-	-	-	-	-	-	5	-	-	3	2	-	2	2	1	1	-	-	-	-
7	7%	12%	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	11%	7%	-	4%	20%	100%	18%	-	-	-	-
6	13	7	1	1	2	-	-	1	*	*	-	-	-	12	-	-	5	4	3	1	13	-	-	-	-	-	-
5	18%	19%	9%	11%	23%	-	-	68%	4%	5%	-	-	-	22%	-	-	18%	18%	42%	7%	22%	-	-	-	-	-	-
4	4	1	2	-	1	-	-	1	2	1	1	1	1	2	-	-	2	1	1	1	4	*	-	*	-	-	-
3	6%	3%	17%	-	10%	-	-	32%	14%	11%	20%	39%	24%	4%	-	-	6%	3%	18%	6%	7%	4%	-	5%	-	-	-
2	9	5	1	1	1	-	-	-	1	1	*	-	-	7	-	*	4	5	-	6	3	-	3	-	-	-	-
1 - not very protected	14%	14%	15%	12%	15%	-	-	-	9%	11%	8%	-	-	14%	-	100%	15%	20%	-	10%	30%	-	42%	-	-	-	-
Don't know	6	2	1	3	-	-	-	-	2	2	-	-	-	3	-	-	*	1	-	3	5	-	-	-	-	-	-
Mean	8%	5%	5%	29%	-	-	-	-	15%	20%	-	-	-	6%	-	-	2%	3%	-	29%	9%	-	-	-	-	-	-
Standard deviation	4	3	1	-	-	-	-	-	1	-	1	-	-	3	-	-	7%	7%	-	-	4	-	-	-	-	-	-
Standard error	2	1	*	-	1	-	-	-	-	-	-	-	-	2	-	-	*	2	-	2	-	-	-	-	-	-	-
NET: 8-10	3%	3%	4%	-	7%	-	-	-	-	-	-	-	-	4%	-	-	-	28%	-	4%	-	-	-	-	-	-	-
NET: 4-7	1	-	*	1	-	-	-	-	*	-	-	*	1	-	-	*	1	-	-	1	-	-	-	-	-	-	-
NET: 1-3	2%	-	5%	6%	-	-	-	-	3%	-	-	-	20%	1%	-	-	2%	3%	-	2%	-	-	-	-	-	-	-
Mean	7	4	2	1	-	-	-	-	3	3	-	-	-	4	-	-	5	1	-	1	6	1	-	1	-	-	-
Standard deviation	10%	10%	26%	6%	-	-	-	-	20%	25%	-	-	-	8%	-	-	19%	6%	-	8%	10%	13%	-	18%	-	-	-
Standard error	11	5	*	3	3	-	-	-	4	3	3	1	1	6	-	-	4	4	1	2	7	4	-	1	1	-	1
NET: 8-10	16%	12%	3%	37%	37%	-	-	-	29%	28%	56%	61%	57%	11%	-	-	16%	16%	12%	18%	12%	33%	-	17%	100%	-	100%
NET: 4-7	6.27	6.69	4.61	5.61	7.04	-	-	7.68	4.32	4.24	5.74	7.00	4.73	6.67	-	6.00	5.77	6.69	6.20	6.98	6.31	6.02	9.00	5.64	-	-	-
NET: 1-3	2.81	2.87	2.93	2.65	2.12	-	-	-	2.57	2.72	1.85	-	-	2.75	-	-	3.12	2.67	2.44	3.14	2.83	2.94	-	2.91	-	-	-
NET: 8-10	0.35	0.56	0.69	0.84	0.80	-	-	-	0.69	0.86	0.93	-	-	0.40	-	-	0.59	0.58	1.09	1.19	0.38	1.11	-	1.19	-	-	-
NET: 4-7	25	18	1	2	3	-	-	1	*	*	-	-	-	25	-	-	9	10	3	3	23	2	1	1	-	-	-
NET: 1-3	36%	46%	14%	20%	31%	-	-	68%	4%	5%	-	-	-	46%	-	-	34%	40%	42%	39%	40%	20%	100%	18%	-	-	-
NET: 8-10	23	11	5	5	2	-	-	1	6	4	2	1	1	16	-	*	8	9	1	3	19	4	-	4	-	-	-
NET: 4-7	33%	28%	49%	41%	24%	-	-	32%	44%	42%	44%	39%	24%	29%	-	100%	29%	34%	18%	35%	32%	34%	-	47%	-	-	-
NET: 1-3	11	5	3	1	1	-	-	-	3	3	-	-	*	7	-	-	5	3	2	1	9	1	-	1	-	-	-
NET: 8-10	15%	13%	35%	12%	7%	-	-	-	23%	25%	-	-	20%	14%	-	-	20%	10%	28%	8%	16%	13%	-	18%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 836

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	76	55	20	17	18	9	8	9	6	14	62	6	9	16	10	11	3	3	1	10
Weighted base	70*	48*	20**	17*	19**	9**	10**	9**	6**	14**	55*	3**	7**	12**	10**	5**	3**	2**	11**	
10 - extremely protected	8	6	2	2	2	-	1	1	-	2	6	-	*	2	1	-	2	-	-	2
	11%	13%	8%	9%	8%	-	10%	7%	-	13%	11%	-	6%	20%	9%	-	48%	-	-	17%
9	5	1	4	4	4	1	1	2	-	2	2	-	3	-	-	2	-	-	-	-
	7%	2%	19%	23%	20%	16%	15%	25%	-	16%	5%	-	39%	-	-	18%	-	-	-	-
8	13	8	5	3	5	1	3	2	4	8	-	-	2	3	1	-	-	-	-	6
	18%	16%	24%	17%	26%	15%	31%	31%	34%	29%	15%	-	-	18%	27%	13%	-	-	-	57%
7	4	4	1	1	-	1	-	-	-	1	3	-	1	2	-	-	-	*	-	-
	6%	7%	3%	4%	-	7%	-	-	-	7%	6%	-	14%	20%	-	-	-	-	15%	-
6	9	6	3	3	3	2	1	1	2	1	8	1	1	2	-	-	1	-	2	1
	14%	13%	16%	19%	18%	24%	15%	12%	33%	10%	14%	44%	13%	18%	-	-	23%	-	100%	7%
5	6	5	1	1	1	1	-	1	-	*	5	*	-	3	*	-	-	-	-	*
	8%	11%	3%	3%	3%	6%	-	5%	-	2%	10%	16%	-	26%	5%	-	-	-	-	3%
4	4	2	1	1	1	1	1	1	3	*	3	*	2	1	1	1	1	1	1	1
	5%	4%	7%	8%	8%	7%	15%	-	-	5%	5%	15%	-	15%	-	14%	-	-	-	-
3	2	1	1	-	1	-	-	-	1	-	2	-	*	-	-	1	-	-	-	1
	3%	2%	6%	-	7%	-	-	-	23%	-	4%	-	6%	-	-	13%	-	-	-	5%
2	1	1	-	-	-	-	-	-	-	-	1	-	-	-	*	1	-	-	-	-
	2%	2%	-	-	-	-	-	-	-	-	2%	-	-	-	4%	7%	-	-	-	-
1 - not very protected	7	5	2	2	2	1	1	2	1	2	5	-	*	1	-	2	1	1	-	-
	10%	11%	10%	11%	10%	16%	15%	20%	9%	12%	10%	-	5%	9%	-	25%	29%	37%	-	-
Don't know	11	9	1	1	-	1	-	-	-	1	10	1	1	-	3	1	-	1	-	1
	16%	18%	4%	5%	-	9%	-	-	-	6%	18%	25%	16%	-	33%	6%	-	49%	-	11%
Mean	6.27	6.11	6.58	6.69	6.56	5.84	6.41	6.57	5.52	6.98	6.05	5.38	7.33	6.62	6.71	4.50	6.47	2.73	6.00	7.83
Standard deviation	2.81	2.86	2.76	2.80	2.80	2.83	3.02	3.23	2.61	2.83	2.80	-	2.68	2.68	2.37	3.28	4.30	-	0.00	1.77
Standard error	0.35	0.43	0.63	0.70	0.66	1.00	1.07	1.08	1.07	0.78	0.40	-	0.95	0.67	0.97	1.04	2.48	-	0.00	0.59
NET: 8-10	25	15	10	8	10	3	5	6	2	8	17	-	3	4	4	3	2	-	-	8
	36%	31%	51%	49%	55%	31%	55%	63%	34%	57%	31%	-	45%	38%	37%	31%	48%	-	-	74%
NET: 4-7	23	17	6	6	5	4	3	2	2	4	19	2	2	6	3	2	1	*	2	1
	33%	35%	29%	35%	28%	44%	30%	17%	33%	25%	35%	75%	27%	53%	26%	19%	23%	15%	100%	10%
NET: 1-3	11	7	3	2	3	1	1	2	2	2	9	-	1	1	*	4	1	1	1	1
	15%	15%	16%	11%	17%	16%	15%	20%	33%	12%	16%	-	11%	9%	4%	44%	29%	37%	-	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 837

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Twitch**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	76	2	5	6	5	2	3	4	2	4	8	2	3	-	-	17	3	3	2	2	1	2
Weighted base	70*	2**	5**	6**	6**	1**	4**	6**	1**	3**	6**	1**	2**	**	**	16**	2**	5**	2**	1**	***	1**
10 - extremely protected	8	-	-	2	-	-	-	-	-	-	-	-	-	1	-	2	1	2	-	-	-	-
	11%	-	-	37%	-	-	-	-	-	-	-	-	-	46%	-	11%	34%	48%	-	-	-	-
9	5	-	-	-	1	-	2	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	7%	-	-	-	13%	-	43%	-	-	-	22%	-	-	-	-	6%	-	-	-	-	-	-
8	13	2	-	3	1	-	-	2	-	-	-	-	-	-	-	4	*	1	-	-	-	-
	18%	100%	-	43%	20%	-	-	28%	-	-	-	-	-	-	-	23%	26%	26%	-	-	-	-
7	4	-	-	-	-	*	-	-	1	-	-	1	*	-	2	-	-	-	*	-	*	*
	6%	-	-	-	-	43%	-	-	51%	-	-	54%	21%	-	10%	-	-	-	-	32%	-	25%
6	9	-	1	-	4	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	*	*
	14%	-	17%	-	67%	-	-	36%	-	27%	18%	-	-	-	-	-	-	-	-	-	-	100%
5	6	-	-	-	-	*	-	2	1	*	-	-	-	-	2	-	-	-	-	-	-	-
	8%	-	-	-	-	57%	-	36%	49%	17%	-	-	-	-	14%	-	-	-	-	-	-	-
4	4	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	*	-	-	-	-
	5%	-	23%	-	-	-	21%	-	-	-	10%	-	-	-	4%	-	-	-	24%	-	-	-
3	2	-	*	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	3%	-	9%	-	-	-	36%	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-
2	1	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	2%	-	9%	-	-	-	-	-	-	-	-	-	-	-	-	39%	-	-	-	-	-	-
1 - not very protected	7	-	2	1	-	-	-	-	-	*	2	1	-	-	1	-	-	-	-	-	-	-
	10%	-	41%	11%	-	-	-	-	-	16%	38%	46%	-	-	7%	-	-	-	-	-	-	-
Don't know	11	-	-	1	-	-	-	-	-	1	1	1	1	-	4	-	1	1	1	1	-	1
	16%	-	-	9%	-	-	-	-	-	40%	12%	-	33%	-	23%	-	26%	76%	68%	-	-	75%
Mean	6.27	8.00	2.81	7.97	6.79	5.86	5.77	6.20	6.03	4.37	4.37	4.26	9.05	-	6.66	6.33	9.31	4.00	7.00	6.00	7.00	
Standard deviation	2.81	-	2.09	3.03	1.27	-	3.30	1.32	-	-	3.62	-	-	-	2.70	-	1.12	-	-	-	-	-
Standard error	0.35	-	0.93	1.36	0.57	-	1.91	0.66	-	-	1.48	-	-	-	0.75	-	0.79	-	-	-	-	-
NET: 8-10	25	2	-	5	2	-	2	2	-	-	1	-	1	-	6	1	4	-	-	-	-	-
	36%	100%	-	80%	33%	-	43%	28%	-	-	22%	-	46%	-	39%	61%	74%	-	-	-	-	-
NET: 4-7	23	-	2	-	4	1	1	4	1	1	2	1	*	-	4	-	-	*	*	*	*	*
	33%	-	40%	-	67%	100%	21%	72%	100%	44%	28%	54%	21%	-	28%	-	-	24%	32%	100%	25%	25%
NET: 1-3	11	-	3	1	-	-	1	-	-	*	2	1	-	-	2	1	-	-	-	-	-	-
	15%	-	60%	11%	-	-	36%	-	-	16%	38%	46%	-	-	10%	39%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 838

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade						Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	339	87	252	47	55	65	59	59	54	99	95	51	94	20	14	37	21	24	21	33	49	57	26	16	
Weighted base	330	87*	242	44*	60*	60*	53*	55*	58*	103*	86*	60*	81*	22**	13**	37**	16**	22**	26**	20**	32**	46*	53*	27**	15**
10 - extremely protected	19	7	12	6	2	3	2	-	6	5	3	6	5	2	-	4	3	-	*	3	1	1	2	2	-
	6%	9%	5%	14%h	3%	5%	4%	-	11%h	5%	4%	9%	7%	10%	-	11%	17%	-	1%	16%	2%	3%	4%	8%	-
9	20	4	16	2	8	4	2	1	3	6	2	6	6	1	1	2	1	-	9	3	-	2	-	1	-
	6%	4%	7%	4%	14%	6%	4%	2%	5%	5%	3%	10%	8%	5%	5%	5%	-	-	34%	15%	-	5%	-	4%	-
8	29	9	20	7	5	6	6	3	2	7	7	8	7	1	2	2	3	3	1	-	3	8	3	3	-
	9%	10%	8%	16%l	9%	9%	10%	6%	3%	7%	8%	14%	8%	6%	17%	5%	20%	12%	4%	-	9%	18%	5%	9%	-
7	30	12	17	4	7	6	5	2	14	6	2	8	6	2	2	3	1	1	1	-	5	2	5	2	-
	9%	14%	7%	9%	12%	10%	11%	9%	4%	14%	7%	4%	9%	27%	14%	6%	17%	5%	4%	4%	-	10%	4%	19%	12%
6	29	10	19	2	6	3	5	9	2	8	10	5	5	-	2	5	1	5	2	-	4	4	4	1	1
	9%	12%	8%	5%	11%	6%	10%	17%l	4%	8%	12%	8%	7%	-	13%	12%	6%	21%	7%	-	12%	9%	9%	4%	9%
5	28	5	23	5	5	3	5	6	5	7	7	8	1	1	1	*	3	5	2	3	4	6	-	2	-
	8%	6%	9%	10%	8%	8%	6%	8%	11%	5%	9%	12%	10%	5%	4%	3%	3%	12%	21%	8%	9%	8%	12%	-	16%
4	14	2	12	4	1	2	5	2	-	5	6	-	3	-	-	-	2	-	-	-	4	1	4	1	1
	4%	3%	5%	10%l	1%	4%	9%l	4%	-	5%	7%	-	4%	6%	-	3%	-	9%	-	-	12%	1%	8%	3%	5%
3	12	1	10	2	1	3	2	2	1	3	1	5	3	-	1	2	-	1	-	-	2	3	1	1	-
	4%	1%	4%	5%	2%	6%	3%	4%	2%	3%	2%	9%	3%	-	5%	6%	-	4%	-	-	7%	6%	3%	4%	-
2	14	6	8	-	1	3	5	1	4	6	4	1	3	3	1	*	-	-	-	1	1	2	2	1	3
	4%	7%	3%	-	2%	5%	9%	2%	7%	6%	5%	2%	3%	13%	4%	1%	-	-	-	4%	3%	5%	5%	5%	16%
1 - not very protected	41	7	34	2	3	10	8	8	11	8	15	7	10	1	1	5	3	3	3	5	5	4	8	2	1
	12%	8%	14%	4%	5%	16%	15%	14%	19%de	8%	18%	12%	13%	4%	5%	13%	16%	12%	11%	26%	16%	9%	15%	9%	9%
Don't know	94	23	71	10	21	15	9	18	21	36	24	12	22	5	4	12	3	5	5	10	12	19	9	5	
	29%	27%	29%	23%	35%	25%	17%	33%	36%	35%	28%	21%	27%	25%	33%	34%	16%	24%	18%	27%	30%	25%	33%	33%	
Mean	5.44	5.98	5.25	6.61	6.53	5.07	5.03	4.76	4.87	5.65	4.76	5.87	5.59	6.12	6.02	5.66	6.70	5.04	6.56	5.48	4.28	5.68	4.45	5.97	4.18
Standard deviation	2.92	2.80	2.95	2.57	2.44	3.05	2.87	2.49	3.48	2.77	2.87	3.05	2.98	2.89	2.49	3.24	3.17	2.27	2.81	4.01	2.54	2.75	2.74	3.05	2.23
Standard error	0.19	0.35	0.22	0.44	0.41	0.44	0.41	0.40	0.57	0.34	0.34	0.48	0.36	0.77	0.75	0.66	0.77	0.52	0.70	1.00	0.54	0.45	0.46	0.70	0.64
NET: 8-10	68	20	48	15	15	12	10	4	10	17	12	20	18	5	3	8	7	3	10	6	3	12	5	6	-
	20%	23%	20%	35%h	25%h	20%	19%	8%	18%	17%	14%	33%k	23%	21%	22%	21%	42%	12%	40%	31%	11%	25%	10%	22%	-
NET: 4-7	101	30	71	15	19	16	20	21	11	33	29	14	25	8	4	9	4	11	8	2	11	13	17	7	7
	31%	34%	29%	34%	31%	27%	37%	38%l	18%	32%	34%	24%	31%	38%	31%	24%	25%	48%	31%	12%	33%	29%	32%	26%	42%
NET: 1-3	67	14	53	4	5	16	14	11	16	17	21	14	16	4	2	8	3	4	3	6	8	10	12	5	4
	20%	16%	22%	9%	9%	27%de	27%de	21%	27%de	16%	24%	23%	19%	17%	14%	21%	16%	16%	11%	29%	26%	21%	23%	19%	25%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 839

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	339	112	73	40	23	16	38	37	87	45	53	30	3	247	1	1	166	125	33	8	297	41	12	20	8	-	1
Weighted base	330	140*	52*	30*	21**	17**	40*	30*	69*	37*	43*	25**	3**	257	1**	1**	153	126*	36**	7**	289	40*	10**	21**	8**	-**	1**
10 - extremely protected	19	8	2	2	-	1	3	1	3	1	2	1	-	16	-	-	11	4	3	1	17	2	-	2	-	-	-
	6%	6%	5%	8%	-	9%	8%	5%	5%	4%	5%	3%	-	6%	-	-	7%	4%	7%	19%	6%	5%	-	10%	-	-	-
9	20	10	2	2	2	3	-	1	7	5	5	2	-	13	-	-	9	7	4	-	16	4	-	3	1	-	-
	6%	7%	4%	6%	10%	16%	-	5%	10%	15% <sup>m</sup>	12%	6%	-	5%	-	-	6%	6%	10%	-	6%	10%	-	15%	9%	-	-
8	29	15	5	4	1	-	1	3	4	3	2	2	1	25	-	-	14	11	2	2	23	6	1	2	3	-	-
	9%	11%	10%	13%	5%	-	1%	9%	6%	8%	4%	9%	40%	10%	-	-	9%	9%	6%	27%	8%	15%	6%	10%	42%	-	-
7	30	17	2	1	3	2	3	3	7	3	2	2	-	23	-	-	13	15	2	-	27	3	1	2	-	-	-
	9%	12%	5%	3%	12%	9%	7%	9%	10%	9%	5%	6%	-	9%	-	-	8%	12%	5%	-	9%	7%	6%	11%	-	-	-
6	29	14	4	4	2	-	2	3	6	2	6	5	-	22	-	-	19	9	1	-	24	5	-	5	-	-	-
	9%	10%	7%	13%	11%	-	6%	9%	9%	7%	13%	18%	-	9%	-	-	13%	7%	2%	-	8%	12%	-	23%	-	-	-
5	28	9	5	4	*	2	5	1	8	4	5	4	1	20	1	-	12	9	2	1	24	4	2	1	-	-	-
	8%	7%	10%	14%	2%	14%	14%	4%	11%	10%	12%	17%	27%	8%	100%	-	8%	8%	6%	14%	8%	9%	24%	7%	-	-	-
4	14	11	2	1	-	-	-	-	2	1	*	-	-	13	-	-	7	7	-	-	13	1	1	-	-	-	-
	4%	8%	4%	3%	-	-	-	-	2%	3%	1%	-	-	5%	-	-	5%	6%	-	-	5%	3%	13%	-	-	-	-
3	12	3	4	2	1	-	1	2	2	1	1	1	-	10	-	-	4	7	1	-	11	1	-	-	1	-	-
	4%	2%	7%	6%	6%	-	2%	4%	3%	5%	3%	3%	-	4%	-	-	3%	5%	3%	-	4%	2%	-	-	11%	-	-
2	14	9	3	-	-	1	2	-	2	1	2	-	-	12	-	-	6	6	3	-	14	1	-	1	-	-	-
	4%	6%	6%	-	-	4%	5%	-	3%	2%	4%	-	-	5%	-	-	4%	4%	9%	-	5%	1%	-	3%	-	-	-
1 - not very protected	41	15	10	2	3	2	6	3	11	8	5	4	-	28	-	-	23	13	3	-	36	4	3	-	2	-	-
	12%	11%	18%	7%	15%	13%	16%	10%	17%	22%	12%	17%	-	11%	-	-	15%	10%	9%	-	12%	11%	26%	-	23%	-	-
Don't know	94	28	13	9	8	6	17	14	17	6	13	5	1	75	-	1	35	38	16	3	85	9	2	5	1	-	1
	29%	20%	25%	28%	40%	34%	42% <sup>a</sup>	46% <sup>ab</sup>	24%	16%	30%	20%	33%	29%	-	100%	23%	30%	43%	40%	29%	23%	25%	22%	14%	-	100%
Mean	5.44	5.63	4.69	6.13	5.30	5.96	4.70	5.93	5.35	5.22	5.48	5.29	6.80	5.51	5.00	-	5.43	5.39	5.71	7.94	5.37	6.05	3.83	7.25	5.56	-	-
Standard deviation	2.92	2.82	3.02	2.63	3.03	3.43	3.09	2.98	3.03	3.20	2.97	2.76	-	2.88	-	-	2.97	2.77	3.39	2.13	2.93	2.80	2.52	1.91	3.54	-	-
Standard error	0.19	0.30	0.41	0.50	0.78	1.03	0.63	0.63	0.37	0.53	0.48	0.58	-	0.22	-	-	0.26	0.30	0.76	1.06	0.20	0.49	0.84	0.48	1.34	-	-
NET: 8-10	68	33	10	8	3	4	4	5	14	10	9	5	1	53	-	-	34	22	8	3	56	12	1	7	4	-	-
	20%	24%	19%	27%	15%	25%	9%	19%	21%	26%	20%	18%	40%	21%	-	-	22%	18%	23%	46%	19%	30%	6%	35%	51%	-	-
NET: 4-7	101	52	13	10	5	4	11	6	22	10	13	10	1	79	1	-	51	41	5	1	88	13	4	8	-	-	-
	31%	37%	25%	33%	25%	23%	27%	21%	32%	28%	30%	42%	27%	31%	100%	-	34%	32%	13%	14%	31%	32%	43%	41%	-	-	-
NET: 1-3	67	27	16	4	4	3	9	4	16	11	8	5	-	50	-	-	33	25	7	-	60	6	3	1	3	-	-
	20%	19%	31%	12%	20%	17%	23%	14%	23%	29%	20%	20%	-	19%	-	-	21%	20%	21%	-	21%	15%	26%	3%	34%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 840

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

Pinterest

Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5- 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00
													to £14,00 (l)	to £21,00 (m)	to £28,00 (n)	to £34,00 (o)	to £41,00 (p)	to £48,00 (q)	to £55,00 (r)	1 or more (s)
Unweighted base	339	226	112	101	88	39	52	44	27	48	291	16	52	67	75	48	22	13	6	15
Weighted base	330	227	103*	95*	77*	37**	46*	40*	22**	50*	280	13**	44*	57*	73*	49*	25**	18**	7**	18**
10 - extremely protected	19	12	7	7	4	4	4	1	-	6	13	2	2	4	4	4	-	1	-	-
	6%	5%	7%	7%	5%	12%	8%	2%	-	12%	5%	13%	6%	7%	6%	8%	-	4%	-	-
9	20	13	7	7	6	2	3	4	2	4	16	-	1	4	4	3	5	3	-	1
	6%	6%	7%	7%	8%	4%	6%	10%	8%	9%	6%	-	1%	7%	5%	5%	19%	17%	-	8%
8	29	19	10	9	6	5	5	1	1	8	21	1	3	5	8	3	1	2	3	3
	9%	8%	10%	10%	8%	12%	11%	4%	6%	16%	7%	8%	8%	9%	10%	6%	3%	11%	36%	15%
7	30	22	7	5	7	1	3	3	3	8	22	-	6	4	10	-	6	-	1	-
	9%	10%	7%	6%	9%	3%	6%	7%	13%	15%	8%	-	13%o	7%	13%o	-	22%	-	20%	-
6	29	20	8	6	6	3	*	4	2	6	23	5	3	3	9	4	1	1	-	2
	9%	9%	8%df	6%	8%df	7%	1%	9%	10%	12%	8%	35%	6%	5%	12%	9%	4%	6%	-	13%
5	28	17	10	10	8	5	6	5	1	1	27	1	2	8	6	4	3	-	-	1
	8%	8%	10%	11%	10%	12%	14%	12%	5%	2%	10%	11%	4%	15%	8%	8%	12%	-	-	4%
4	14	10	5	4	5	-	4	1	1	3	12	-	*	-	1	5	3	3	-	1
	4%	4%	5%	4%	6%	-	9%	3%	3%	5%	4%	-	1%	-	1%	10%mn	14%	15%	-	7%
3	12	9	3	3	2	2	2	1	1	-	12	-	3	3	-	2	3	-	-	1
	4%	4%	3%	3%	3%	5%	5%	3%	5%	-	4%	-	7%en	6%	-	3%	11%	-	-	7%
2	14	10	5	5	5	-	1	3	-	2	12	-	5	1	3	2	-	-	-	3
	4%	4%	5%	5%	6%	-	3%	9%	-	4%	4%	-	10%em	1%	4%	3%	-	-	-	14%
1 - not very protected	41	28	13	12	12	3	11	6	5	3	38	3	4	12	10	6	3	1	-	-
	12%	12%	12%	12%	16%	8%	23%bd	15%	21%	6%	14%	20%	9%	20%	14%	12%	13%	3%	-	-
Don't know	94	67	27	26	16	13	7	11	6	10	85	2	15	13	19	17	1	8	3	6
	29%	30%	27%df	28%	21%	36%	15%	27%	29%	19%	30%	13%	35%	23%	27%	36%	3%	43%	44%	33%
Mean	5.44	5.39	5.56df	5.54	5.17	6.31	4.88	4.80	4.83	6.79	5.17	5.49	5.09	5.20	5.66	5.24	5.45	6.73	7.64	5.38
Standard deviation	2.92	2.90	2.98	3.05	2.97	2.97	3.19	2.92	2.99	2.59	2.91	3.04	2.99	3.19	2.92	3.07	2.67	2.69	0.55	2.62
Standard error	0.19	0.23	0.33	0.36	0.36	0.61	0.47	0.52	0.67	0.43	0.20	0.81	0.51	0.45	0.39	0.57	0.58	1.02	0.32	0.83
NET: 8-10	68	43	24	23	16	11	11	6	3	18	49	3	6	14	15	9	5	6	3	4
	20%	19%	24%	24%	21%	29%	25%	15%	14%	36%j	18%	21%	15%	24%	21%	19%	21%	32%	36%	22%
NET: 4-7	101	70	31	26	26	8	14	12	7	17	84	6	10	15	25	13	13	4	1	4
	31%	31%	30%	27%	33%	22%	30%	31%	32%	35%	30%	45%	24%	27%	34%	27%	52%	22%	20%	23%
NET: 1-3	67	47	20	19	5	14	11	6	5	62	3	3	12	16	13	9	6	1	-	4
	20%	21%	20%	20%	25%b	13%	30%b	27%	26%	10%	22%	20%	26%	27%	18%	18%	24%	3%	-	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 841

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Pinterest**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	339	8	9	14	13	7	8	23	14	10	27	12	13	7	1	87	18	11	10	13	16	18
Weighted base	330	9**	11**	13**	9**	6**	7**	26**	10**	14**	25**	10**	15**	5**	1**	86*	18**	12**	8**	13**	15**	18**
10 - extremely protected	19	1	1	-	2	*	*	4	1	-	1	1	1	-	-	3	1	2	-	2	-	1
	6%	16%	9%	-	25%	7%	5%	16%	5%	-	7%	4%	-	-	3%	4%	13%	-	13%	-	-	4%
9	20	1	-	1	-	-	1	1	1	7	-	-	2	-	-	2	-	1	-	3	-	1
	6%	7%	-	5%	-	-	12%	4%	9%	53%	-	-	11%	-	-	3%	-	10%	-	23%	-	3%
8	29	-	1	1	3	1	1	1	*	-	4	2	2	-	-	9	2	-	1	-	-	-
	9%	-	11%	9%	27%	9%	20%	6%	5%	-	15%	16%	13%	-	-	11%	14%	-	9%	-	-	-
7	30	4	2	2	1	2	1	2	-	-	1	-	-	-	-	7	2	1	2	*	2	1
	9%	40%	17%	14%	5%	39%	14%	9%	-	-	5%	-	-	-	-	8%	13%	10%	18%	3%	12%	6%
6	29	-	-	2	1	-	2	4	1	-	4	1	3	-	-	7	1	-	1	-	1	1
	9%	-	-	13%	10%	-	24%	15%	6%	-	14%	14%	22%	-	-	8%	7%	-	14%	-	9%	6%
5	28	1	-	1	*	1	1	-	1	4	3	1	3	1	-	7	1	-	-	2	2	-
	8%	12%	-	4%	5%	14%	13%	-	10%	27%	11%	5%	18%	20%	-	8%	7%	-	-	12%	16%	-
4	14	-	1	-	-	-	-	1	-	-	2	-	2	-	-	6	-	-	1	-	1	-
	4%	-	12%	-	-	-	-	4%	-	-	8%	-	15%	-	-	8%	-	-	11%	-	5%	-
3	12	-	-	1	-	-	-	2	-	-	2	-	-	1	-	5	1	-	-	-	-	-
	4%	-	-	5%	-	-	-	8%	-	-	8%	-	-	21%	-	6%	3%	-	-	-	-	-
2	14	1	2	1	-	-	-	*	-	1	-	-	-	-	4	1	1	1	1	3	-	4
	4%	10%	18%	4%	-	-	-	5%	-	3%	10%	-	-	-	4%	6%	5%	9%	9%	16%	-	-
1 - not very protected	41	-	1	1	-	2	1	4	3	1	3	3	1	1	1	8	3	1	1	3	1	4
	12%	-	8%	5%	-	31%	11%	16%	34%	7%	11%	29%	5%	14%	100%	9%	17%	8%	7%	24%	9%	22%
Don't know	94	1	3	6	3	-	-	6	3	2	6	2	2	2	-	26	5	6	3	3	5	11
	29%	16%	25%	41%	28%	-	-	22%	27%	13%	25%	19%	12%	44%	-	31%	30%	53%	32%	25%	33%	59%
Mean	5.44	6.86	5.14	5.73	8.15	5.14	6.41	5.78	4.08	7.13	4.90	4.38	6.07	3.21	1.00	5.23	4.98	6.68	5.19	5.88	4.18	4.12
Standard deviation	2.92	2.51	3.25	2.55	1.75	3.30	2.56	3.32	3.64	2.67	2.39	3.48	2.28	1.99	-	2.67	3.09	3.85	2.57	3.91	2.23	3.73
Standard error	0.19	1.03	1.33	0.81	0.58	1.25	0.91	0.83	1.10	1.01	0.52	1.16	0.69	1.00	-	0.34	0.89	1.57	0.91	1.24	0.64	1.24
NET: 8-10	68	2	2	2	5	1	3	7	2	7	4	2	4	-	-	15	3	3	1	5	-	1
	20%	23%	20%	13%	52%	16%	37%	26%	19%	53%	15%	23%	29%	-	-	17%	17%	23%	9%	36%	-	7%
NET: 4-7	101	5	3	4	2	3	4	7	2	4	10	2	8	1	-	28	5	1	4	2	7	2
	31%	52%	28%	31%	20%	53%	52%	28%	16%	27%	38%	19%	54%	20%	-	32%	26%	10%	43%	15%	42%	12%
NET: 1-3	67	1	3	2	-	2	1	6	4	1	6	4	1	2	1	17	5	2	1	3	4	4
	20%	10%	27%	14%	-	31%	11%	25%	38%	7%	22%	39%	5%	36%	100%	20%	26%	13%	16%	24%	25%	22%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 842

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)
Unweighted base	90	56	34	14	14	16	20	17	9	40	23	6	21	6	3	6	5	9	7	6	5	21	13	8	1
Weighted base	86*	49*	37**	15**	17**	14**	18**	14**	9**	36*	24**	7**	18**	6**	4**	6**	4**	7**	6**	5**	4**	25**	10**	8**	1**
10 - extremely protected	4	4	-	2	-	-	2	1	-	2	2	1	-	1	2	-	1	-	-	1	1	-	-	-	-
9	1	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
8	3	3	-	1	-	-	1	2	-	3	-	-	*	-	1	-	*	-	1	-	-	-	-	1	-
7	6	4	2	1	1	3	-	*	3	-	1	1	1	-	*	1	1	-	*	-	-	1	1	-	-
6	9	5	4	6	7	23	-	5	9	-	17	6	20	-	8	15	10	-	8	-	-	14	-	12	15
5	7	3	2	2	1	1	2	*	2	3	-	2	-	-	-	-	-	-	*	-	2	1	2	1	-
4	3	3	-	-	1	-	1	-	1	1	-	1	-	-	-	-	-	-	-	1	-	2	-	-	-
3	5	3	3	1	-	1	2	1	-	4	1	-	1	-	-	-	-	-	*	-	3	1	1	-	-
2	6	3	4	-	-	3	2	-	1	-	1	-	6	1	-	1	-	1	-	-	2	-	1	1	1
1 - not very protected	9	5	4	1	4	-	2	2	1	5	2	1	1	1	-	-	-	1	-	1	4	2	1	-	-
Don't know	32	18	14	5	6	4	4	7	6	12	12	1	7	1	2	2	3	5	2	2	9	3	1	-	-
Mean	4.77	5.20	4.16	6.03	4.18	4.74	4.55	4.75	4.09	5.07	4.83	6.03	3.46	5.11	10.00	5.73	7.11	4.12	3.93	4.22	6.05	3.63	4.50	5.16	2.00
Standard deviation	2.75	2.97	2.34	2.77	2.47	2.19	3.10	3.19	3.96	2.99	2.88	2.26	2.06	3.63	-	2.20	2.01	3.11	-	3.45	2.67	2.22	2.79	2.56	-
Standard error	0.36	0.50	0.51	0.98	0.87	0.63	0.80	1.01	1.98	0.59	0.83	1.01	0.55	1.62	-	1.10	1.16	1.39	-	1.54	1.89	0.62	0.93	0.97	-
NET: 8-10	8	8	1	3	-	-	3	2	1	5	2	1	*	1	2	1	1	*	-	1	1	1	1	1	-
NET: 4-7	25	14	11	5	7	6	4	2	*	9	7	5	4	2	-	3	2	1	*	1	2	7	3	3	-
NET: 1-3	20	10	10	2	4	4	6	3	2	9	4	1	7	2	-	1	-	2	*	1	8	3	2	1	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 843

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	90	43	18	5	10	3	10	1	19	10	13	7	-	66	-	1	22	45	16	3	76	13	3	6	3	1	-	
Weighted base	86*	49*	13**	5*	6**	3**	9**	2**	16**	11**	10**	7**	**	65*	**	2**	16**	41*	18**	5**	72*	13**	3**	6**	3**	1**	**	
10 - extremely protected	4	3	1	-	-	-	1	-	1	-	1	-	-	4	-	1	1	1	2	4	1	-	1	-	-	-	-	
	5%	7%	4%	-	-	-	6%	-	4%	-	6%	-	-	6%	-	4%	2%	2%	6%	41%	5%	-	10%	-	-	-	-	
9	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	8%	-	4%	-	7%	9%	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-
8	3	2	-	1	*	-	-	-	-	-	-	-	-	3	-	-	-	1	1	1	3	-	-	-	-	-	-	-
	4%	4%	-	12%	7%	-	-	-	-	-	-	-	-	5%	-	-	-	3%	7%	14%	4%	-	-	-	-	-	-	-
7	6	3	2	-	*	-	-	1	-	1	-	-	-	5	-	-	*	4	1	-	5	1	-	1	-	-	-	-
	7%	7%	16%	-	19%	-	-	6%	-	9%	-	-	-	7%	-	-	3%	10%	8%	-	6%	9%	-	19%	-	-	-	-
6	9	7	-	2	-	1	-	2	2	-	-	-	-	7	-	-	1	5	1	2	7	2	1	1	-	-	-	-
	11%	14%	-	39%	-	7%	-	13%	19%	-	-	-	-	11%	-	-	9%	12%	5%	45%	10%	18%	32%	25%	-	-	-	-
5	7	5	1	1	*	-	-	2	2	1	1	-	-	5	-	-	3	2	-	-	5	2	2	-	-	-	-	-
	8%	9%	9%	12%	7%	-	-	14%	15%	11%	16%	-	-	7%	-	-	16%	6%	-	-	7%	15%	68%	-	-	-	-	-
4	3	2	-	-	-	1	-	1	1	1	1	-	-	2	-	-	1	1	1	-	2	1	-	-	1	-	-	-
	4%	5%	-	-	-	34%	-	5%	8%	9%	12%	-	-	3%	-	-	5%	3%	6%	-	3%	9%	-	-	43%	-	-	-
3	5	2	2	-	-	1	-	1	-	1	-	-	-	5	-	-	1	4	-	-	4	1	-	-	-	1	-	-
	6%	5%	18%	-	-	7%	-	4%	-	6%	-	-	-	7%	-	-	7%	10%	-	-	5%	11%	-	-	-	100%	-	-
2	6	3	1	-	1	-	2	-	-	-	-	-	-	6	-	-	1	5	1	-	5	1	-	1	-	-	-	-
	7%	6%	6%	-	46%	-	100%	-	-	-	-	-	-	10%	-	-	4%	12%	4%	-	7%	11%	-	24%	-	-	-	-
1 - not very protected	9	5	2	-	1	-	1	-	2	1	2	1	-	5	-	-	3	3	3	-	8	-	-	-	-	-	-	-
	10%	10%	12%	-	24%	-	8%	-	13%	6%	15%	13%	-	8%	-	-	17%	8%	14%	-	11%	-	-	-	-	-	-	-
Don't know	32	16	4	2	4	-	6	-	6	6	4	4	-	23	-	2	6	13	9	-	29	3	-	1	1	-	-	-
	37%	33%	34%	37%	62%	-	65%	-	38%	53%	36%	51%	-	35%	-	100%	34%	33%	50%	-	41%	23%	-	23%	57%	-	-	-
Mean	4.77	5.04	4.21	6.19	3.01	3.65	5.51	2.00	4.88	4.76	4.87	4.47	-	4.83	-	-	3.97	4.50	4.87	7.91	4.82	4.93	5.32	5.53	4.00	3.00	-	-
Standard deviation	2.75	2.76	2.79	1.15	3.70	2.39	4.16	-	2.73	1.72	3.27	3.09	-	2.76	-	-	2.55	2.56	3.38	2.09	2.87	2.15	0.58	2.99	-	-	-	-
Standard error	0.36	0.51	0.80	0.66	1.85	1.38	1.86	-	0.76	0.77	1.03	1.54	-	0.42	-	-	0.66	0.48	1.07	1.21	0.42	0.68	0.34	1.34	-	-	-	-
NET: 8-10	8	6	1	1	*	-	1	-	1	-	1	1	-	7	-	-	1	3	2	3	8	1	-	1	-	-	-	-
	10%	11%	4%	12%	7%	-	13%	-	8%	-	13%	9%	-	11%	-	-	4%	7%	13%	55%	11%	5%	-	10%	-	-	-	-
NET: 4-7	25	17	3	3	*	1	1	-	6	5	3	2	-	19	-	-	5	12	3	2	19	6	3	3	1	-	-	-
	29%	34%	25%	51%	7%	54%	7%	-	38%	41%	29%	28%	-	29%	-	-	34%	30%	19%	45%	26%	51%	100%	43%	43%	-	-	-
NET: 1-3	20	10	5	-	1	1	1	2	3	1	2	1	-	17	-	-	5	12	3	-	17	3	-	1	-	1	-	-
	24%	21%	36%	-	24%	46%	15%	100%	17%	6%	22%	13%	-	25%	-	-	29%	30%	19%	-	23%	22%	-	24%	-	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 844

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	1 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	90	67	23	22	18	8	11	9	4	17	73	6	9	15	23	19	6	2	2	3
Weighted base	86*	63*	23**	22*	18**	9**	11**	10**	5**	17**	68*	3**	7**	10**	24**	22**	6**	2**	3**	4**
10 - extremely protected	4	4	1	1	1	-	1	-	-	3	2	1	1	-	1	-	-	-	-	2
	5%	6%	3%	3%	3%	-	5%	-	-	16%	2%	20%	8%	5%	-	4%	-	-	-	49%
9	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	1%	-	-	-	3%	-	-	-	-	-
8	3	2	1	1	-	1	-	-	-	1	3	*	1	-	-	1	-	-	-	-
	4%	4%	4%	4%	-	10%	-	-	-	4%	4%	14%	18%	-	-	4%	-	-	-	-
7	6	4	2	2	2	-	2	1	-	2	4	-	1	1	2	1	-	-	-	-
	7%	6%	8%	8%	9%	11%	-	18%	7%	-	11%	6%	-	17%	11%	3%	-	-	-	-
6	9	8	1	1	1	1	1	-	-	2	7	-	-	2	6	1	-	-	-	-
	11%	13%	6%	7%	8%	17%	14%	-	-	14%	10%	-	-	21%	26%	4%	-	-	-	-
5	7	3	4	4	4	-	3	2	1	2	5	1	*	-	1	3	-	-	-	-
	8%	5%	17%	17%	21%	-	29%	20%	27%	13%	7%	22%	6%	-	3%	14%	-	-	-	-
4	3	3	-	-	-	-	-	-	-	-	3	-	-	-	-	2	1	-	-	-
	4%	5%	-	-	-	-	-	-	-	-	5%	-	-	-	-	9%	19%	-	-	-
3	5	4	2	2	2	-	-	2	1	2	4	1	1	1	-	1	*	-	-	1
	6%	6%	7%	7%	9%	-	-	17%	15%	9%	5%	22%	9%	12%	-	5%	8%	-	-	37%
2	6	3	4	4	4	2	4	1	-	-	6	-	-	1	2	-	4	-	-	-
	7%	4%	16%	16%	20%	24%	34%	14%	-	-	9%	-	-	12%	6%	-	63%	-	-	-
1 - not very protected	9	8	1	1	1	-	-	1	-	2	7	-	-	2	3	4	1	-	-	-
	10%	13%	3%	3%	3%	-	-	6%	-	9%	10%	-	-	17%	11%	17%	10%	-	-	-
Don't know	32	24	9	8	4	4	-	3	3	4	28	1	3	2	10	9	-	2	3	1
	37%	38%	37%	34%	23%	49%	-	35%	59%	24%	41%	22%	41%	22%	40%	40%	-	100%	100%	15%
Mean	4.77	4.83	4.61	4.61	4.38	4.52	4.75	3.65	4.29	5.94	4.38	6.25	6.84	4.23	4.89	4.32	2.35	-	-	6.99
Standard deviation	2.75	2.90	2.41	2.41	2.31	2.81	2.40	1.96	-	2.94	2.62	3.62	2.44	2.92	2.50	2.76	0.99	-	-	4.15
Standard error	0.36	0.45	0.60	0.60	0.60	1.41	0.72	0.74	-	0.79	0.40	1.81	1.00	0.88	0.69	0.80	0.41	-	-	2.94
NET: 8-10	8	7	1	1	1	1	1	-	-	3	5	1	2	1	1	2	-	-	-	2
	10%	11%	6%	7%	3%	10%	5%	-	-	20%	7%	34%	26%	5%	3%	8%	-	-	-	49%
NET: 4-7	25	18	7	7	7	1	7	3	1	7	18	1	2	3	9	7	1	-	-	-
	29%	28%	31%	32%	40%	17%	60%	27%	27%	38%	27%	22%	23%	32%	39%	31%	19%	-	-	-
NET: 1-3	20	14	6	6	6	2	4	4	1	3	17	1	1	4	4	5	5	-	-	1
	24%	23%	26%	27%	33%	24%	34%	38%	15%	19%	25%	22%	9%	41%	18%	21%	81%	-	-	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 845

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Vimeo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	90	2	3	3	3	2	-	6	1	3	10	1	3	1	1	31	2	3	4	6	1	4
Weighted base	86*	2**	3**	4**	3**	2**	-**	7**	1**	1**	8**	1**	3**	**	1**	33**	3**	4**	3**	5**	1**	2**
10 - extremely protected	4	-	1	2	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	5%	-	30%	45%	22%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-
9	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-
8	3	-	-	-	-	-	-	1	-	-	*	-	-	-	-	-	1	-	1	-	-	-
	4%	-	-	-	-	-	-	10%	-	-	6%	-	-	-	-	-	-	32%	-	18%	-	-
7	6	-	1	-	1	-	-	*	-	-	1	-	1	-	*	-	1	-	*	-	-	-
	7%	-	41%	-	23%	-	-	7%	-	-	10%	-	24%	-	1%	-	30%	-	8%	-	-	-
6	9	-	1	-	1	-	-	2	-	-	1	-	-	-	3	1	-	-	-	-	-	-
	11%	-	29%	-	55%	-	-	31%	-	-	8%	-	-	-	10%	36%	-	-	-	-	-	-
5	7	-	-	-	-	-	-	-	-	-	*	-	-	-	5	-	-	1	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	6%	-	-	-	16%	-	-	35%	-	-	-	-
4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	-	-	17%	-	-
3	5	-	-	-	-	-	-	-	-	*	-	-	-	*	3	-	-	1	-	-	-	-
	6%	-	-	-	-	-	-	-	-	33%	-	-	-	100%	100%	9%	-	-	21%	-	-	-
2	6	1	-	-	-	-	-	1	-	-	1	-	-	-	2	-	-	1	-	1	-	*
	7%	56%	-	-	-	-	-	11%	-	-	18%	-	-	-	5%	-	-	24%	-	100%	-	-
1 - not very protected	9	1	-	-	-	-	-	-	-	-	1	-	-	-	5	-	-	1	1	-	-	*
	10%	44%	-	-	-	-	-	-	-	-	8%	-	-	-	14%	-	-	20%	27%	-	-	19%
Don't know	32	-	-	2	-	2	-	3	1	1	3	1	2	-	10	2	1	-	2	-	2	2
	37%	-	-	55%	-	100%	-	42%	100%	67%	45%	100%	76%	-	31%	64%	38%	-	30%	-	81%	-
Mean	4.77	1.56	7.62	10.00	7.11	-	-	5.73	-	3.00	4.21	-	7.00	3.00	4.12	6.00	7.51	3.07	4.22	2.00	1.00	-
Standard deviation	2.75	0.68	1.99	-	2.01	-	-	2.20	-	2.91	-	-	-	-	2.44	-	0.65	1.90	3.45	-	-	-
Standard error	0.36	0.48	1.15	-	1.16	-	-	1.10	-	1.19	-	-	-	-	0.55	-	0.46	0.95	1.54	-	-	-
NET: 8-10	8	-	1	2	1	-	-	1	-	*	-	-	-	-	2	-	1	-	1	-	-	-
	10%	-	30%	45%	22%	-	-	10%	-	6%	-	-	-	-	5%	-	32%	-	18%	-	-	-
NET: 4-7	25	-	2	-	2	-	-	3	-	-	2	-	1	-	11	1	1	1	1	-	-	-
	29%	-	70%	-	78%	-	-	38%	-	23%	-	24%	-	35%	36%	30%	35%	25%	-	-	-	-
NET: 1-3	20	2	-	-	-	-	-	1	-	*	2	-	*	-	1	9	-	2	1	1	*	-
	24%	100%	-	-	-	-	-	11%	-	33%	26%	-	100%	100%	29%	-	-	65%	27%	100%	19%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 846

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	27	8	13	6	10	4	1	1	14	7	2	12	3	-	2	3	5	1	4	3	3	6	5
Weighted base	33*	25**	8**	10**	9**	9**	3**	1**	1**	14**	6**	3**	10**	3**	**	3**	4**	5**	***	3**	3**	2**	6**	5**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	4%	5%	-	12%	-	-	-	-	-	9%	-	-	-	-	-	-	29%	-	-	-	-	-	-	-
7	3	3	-	*	1	1	*	-	-	*	1	-	2	1	-	-	-	-	-	-	-	-	*	1
	10%	13%	-	4%	16%	11%	15%	-	-	3%	16%	-	18%	53%	-	-	-	-	-	-	-	-	8%	30%
6	5	1	4	3	1	1	-	-	-	1	-	3	1	-	-	2	-	1	-	1	-	-	-	1
	15%	4%	50%	25%	15%	11%	-	-	-	10%	-	100%	5%	-	-	68%	-	31%	-	31%	-	-	-	11%
5	5	4	1	3	-	1	1	-	-	*	3	-	2	-	-	*	-	*	1	2	-	1	-	-
	14%	14%	15%	27%	-	10%	42%	-	-	3%	44%	-	16%	-	-	11%	-	100%	28%	67%	-	21%	-	-
4	2	2	1	-	-	1	-	1	-	1	1	-	1	1	-	-	-	-	1	-	1	-	-	-
	7%	7%	8%	-	-	17%	-	100%	-	5%	13%	-	9%	30%	-	-	-	-	29%	-	32%	-	-	-
3	2	2	-	-	-	2	-	-	-	*	-	-	1	-	-	-	-	1	-	-	-	*	-	-
	6%	7%	-	-	-	22%	-	-	-	3%	-	-	14%	-	-	-	-	31%	-	-	-	8%	-	-
2	4	3	1	1	3	-	-	-	-	4	-	-	*	*	-	-	-	-	-	-	1	2	-	-
	13%	14%	10%	14%	32%	-	-	-	-	27%	-	-	4%	17%	-	-	-	-	-	-	68%	42%	-	-
1 - not very protected	3	3	-	1	-	1	1	-	-	-	1	-	2	-	-	1	-	1	-	*	-	-	-	1
	10%	13%	-	10%	-	14%	34%	-	-	-	21%	-	19%	-	-	32%	-	14%	-	12%	-	-	-	26%
Don't know	7	6	1	1	3	1	*	-	1	6	*	-	1	-	-	-	3	1	-	1	-	1	1	32%
	22%	24%	16%	9%	37%	16%	9%	-	100%	40%	6%	-	14%	-	-	-	61%	24%	-	-	33%	-	22%	32%
Mean	4.36	4.10	5.13	4.89	4.22	4.01	3.84	4.00	-	4.18	4.28	6.00	4.03	5.26	-	4.41	7.19	3.83	5.00	4.53	5.00	2.63	3.40	4.51
Standard deviation	2.18	2.35	1.45	2.29	2.51	2.04	2.93	-	-	2.47	2.18	0.00	2.30	2.50	-	2.84	-	2.28	-	1.87	-	1.29	1.98	3.42
Standard error	0.42	0.51	0.59	0.69	1.26	0.72	1.69	-	-	0.82	0.89	0.00	0.73	1.45	-	2.01	-	1.32	-	0.93	-	0.75	0.99	1.71
NET: 8-10	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	4%	5%	-	12%	-	-	-	-	-	9%	-	-	-	-	-	-	29%	-	-	-	-	-	-	-
NET: 4-7	15	9	6	6	3	4	2	1	-	3	4	3	5	2	-	2	*	1	*	3	2	1	2	2
	46%	37%	74%	56%	31%	49%	57%	100%	-	21%	72%	100%	49%	83%	-	68%	11%	31%	100%	88%	67%	32%	29%	41%
NET: 1-3	9	8	1	2	3	3	1	-	-	4	1	-	4	*	-	1	-	2	-	*	-	1	3	1
	28%	34%	10%	23%	32%	36%	34%	-	-	30%	21%	-	37%	17%	-	32%	-	45%	-	12%	-	68%	50%	26%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 847

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No formal educ ation (n)	Pri- mary (o)	Secund ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
																											35
Unweighted base	35	9	10	8	6	1	1	-	14	9	8	4	1	20	-	-	14	14	3	2	31	4	1	1	2	-	-
Weighted base	33*	13**	7**	6*	5**	1**	1**	**	11**	9**	6**	3**	***	21**	-**	-**	9**	15**	4**	2**	30**	4**	1**	1**	1**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	4%	-	-	20%	-	-	-	-	-	-	-	-	-	6%	-	-	14%	-	-	4%	-	-	-	-	-	-	-
7	3	1	*	*	1	-	-	-	1	-	1	*	-	2	-	-	*	3	-	3	-	-	-	-	-	-	-
	10%	8%	7%	7%	28%	-	-	-	8%	-	15%	13%	-	11%	-	-	5%	19%	-	11%	-	-	-	-	-	-	-
6	5	1	2	2	-	-	-	-	3	3	1	-	-	2	-	-	1	2	-	2	5	-	-	-	-	-	-
	15%	7%	28%	33%	-	-	-	-	26%	35%	16%	-	-	9%	-	-	6%	15%	-	84%	17%	-	-	-	-	-	-
5	5	3	1	*	*	-	-	-	2	1	1	2	-	3	-	-	1	2	-	4	1	1	-	-	-	-	-
	14%	21%	18%	7%	9%	-	-	-	18%	14%	14%	61%	-	13%	-	-	10%	14%	-	12%	33%	100%	-	-	-	-	-
4	2	-	1	-	-	1	-	-	2	2	1	1	-	1	-	-	1	1	-	2	-	-	-	-	-	-	-
	7%	-	21%	-	-	100%	-	-	15%	20%	15%	26%	-	3%	-	-	10%	10%	-	8%	-	-	-	-	-	-	-
3	2	1	*	-	-	-	-	-	-	-	-	-	-	2	-	-	-	2	-	*	1	-	-	1	-	-	-
	6%	11%	7%	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	12%	-	1%	38%	-	100%	-	-	-	-
2	4	2	*	1	1	-	-	-	*	-	-	-	*	4	-	-	1	-	3	4	-	-	-	-	-	-	-
	13%	19%	7%	13%	12%	-	-	-	4%	-	-	-	100%	18%	-	-	14%	-	67%	14%	-	-	-	-	-	-	-
1 - not very protected	3	1	1	*	1	-	-	-	2	2	1	-	-	2	-	-	2	1	-	3	-	-	-	-	-	-	-
	10%	8%	10%	6%	24%	-	-	-	14%	18%	21%	-	-	8%	-	-	22%	8%	-	11%	-	-	-	-	-	-	-
Don't know	7	3	*	1	1	-	1	-	2	1	1	-	-	5	-	-	2	3	1	*	6	1	-	1	-	-	
	22%	26%	4%	15%	27%	-	100%	-	16%	13%	19%	-	-	24%	-	-	19%	22%	33%	16%	21%	29%	-	-	100%	-	-
Mean	4.36	3.82	4.47	5.52	3.96	4.00	-	-	4.53	4.33	4.36	5.00	2.00	4.27	-	-	3.96	4.83	2.00	6.00	4.41	3.92	5.00	3.00	-	-	-
Standard deviation	2.18	2.03	1.88	2.48	3.14	-	-	-	2.02	2.03	2.47	1.05	-	2.32	-	-	2.83	1.97	0.00	0.00	2.27	1.27	-	-	-	-	-
Standard error	0.42	0.77	0.63	1.01	1.57	-	-	-	0.61	0.77	1.01	0.53	-	0.58	-	-	0.85	0.57	0.00	0.00	0.45	0.90	-	-	-	-	-
NET: 8-10	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-
	4%	-	-	20%	-	-	-	-	-	-	-	-	-	6%	-	-	14%	-	-	4%	-	-	-	-	-	-	-
NET: 4-7	15	5	5	3	2	1	-	-	8	6	4	3	-	8	-	-	3	9	-	2	14	1	1	-	-	-	-
	46%	36%	74%	46%	37%	100%	-	-	67%	69%	60%	100%	-	36%	-	-	30%	57%	-	84%	48%	33%	100%	-	-	-	-
NET: 1-3	9	5	2	1	2	-	-	-	2	2	1	-	*	7	-	-	3	3	3	8	1	-	1	-	-	-	-
	28%	37%	23%	19%	36%	-	-	-	18%	18%	21%	-	100%	34%	-	-	37%	20%	67%	-	27%	38%	-	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 848

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 1 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	35	31	4	4	4	1	4	3	1	6	29	6	2	5	7	5	3	-	-	5
Weighted base	33*	29**	4**	4*	4**	1**	4**	3**	1**	5**	28**	4**	1**	4**	7**	6**	4**	-**	-**	6**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 4%	1 4%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	1 22%
7	3 10%	3 11%	-	-	-	-	-	-	-	* 8%	3 10%	* 12%	-	2 10%	-	-	-	-	-	-
6	5 15%	5 17%	-	-	-	-	-	-	-	-	5 14%	1 14%	1 25%	2 30%	1 24%	-	-	-	-	-
5	5 14%	3 10%	2 49%	2 49%	2 49%	-	2 49%	1 36%	1 100%	2 37%	3 10%	* 12%	-	* 13%	-	2 35%	-	-	-	-
4	2 7%	2 8%	-	-	-	-	-	-	-	-	2 8%	1 22%	-	1 18%	-	1 15%	-	-	-	-
3	2 6%	* 2%	1 34%	1 34%	1 34%	1 100%	1 34%	1 42%	-	-	2 7%	-	-	-	-	-	2 41%	-	-	-
2	4 13%	4 15%	-	-	-	-	-	-	-	1 15%	3 12%	-	-	* 6%	-	-	-	-	-	4 68%
1 - not very protected	3 10%	3 11%	-	-	-	-	-	-	-	1 12%	3 9%	1 33%	* 45%	2 44%	-	-	-	-	-	-
Don't know	7 22%	7 23%	1 17%	1 17%	1 17%	-	1 17%	1 21%	-	1 27%	6 21%	* 7%	-	2 30%	1 26%	3 59%	-	-	-	1 10%
Mean	4.36	4.39	4.19	4.19	4.19	3.00	4.19	3.92	5.00	3.95	4.44	3.74	4.31	3.30	6.12	5.12	3.00	-	-	3.48
Standard deviation	2.18	2.31	1.17	1.17	1.17	-	1.17	1.27	-	2.27	2.21	2.68	-	2.52	1.56	0.82	-	-	-	2.89
Standard error	0.42	0.47	0.67	0.67	0.67	-	0.67	0.90	-	1.01	0.47	1.20	-	1.13	0.78	0.41	-	-	-	1.44
NET: 8-10	1 4%	1 4%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	1 22%
NET: 4-7	15 46%	13 45%	2 49%	2 49%	2 49%	-	2 49%	1 36%	1 100%	2 46%	13 46%	2 60%	* 55%	2 56%	4 64%	4 74%	-	-	-	-
NET: 1-3	9 28%	8 27%	1 34%	1 34%	1 34%	1 100%	1 34%	1 42%	-	1 27%	8 28%	* 33%	2 45%	* 44%	2 6%	2 41%	-	-	-	4 68%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 849

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Imgur**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	1	2	-	2	1	-	2	-	1	5	-	1	2	1	7	-	1	3	4	2
Weighted base	33*	1**	1**	-**	2**	3**	-**	3**	-**	**	5**	-**	1**	1**	2**	6**	-**	1**	3**	3**	1**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 4%	-	-	-	1 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	3 10%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	1 36%	-	*
6	5 15%	-	-	-	-	-	-	2 68%	-	-	1 31%	-	-	-	-	-	-	-	1 19%	1 31%	-
5	5 14%	-	-	-	* 27%	-	-	-	-	* 100%	-	-	-	-	-	3 53%	-	-	-	1 28%	-
4	2 7%	-	1 64%	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	1 29%	-
3	2 6%	-	-	-	-	-	-	-	-	-	1 31%	-	-	* 39%	-	-	-	-	-	-	-
2	4 13%	-	* 36%	-	-	-	-	-	-	-	-	-	-	-	2 100%	1 24%	-	-	-	-	-
1 - not very protected	3 10%	-	-	-	-	-	-	1 32%	-	-	1 14%	-	-	-	-	-	-	-	1 45%	* 12%	-
Don't know	7 22%	-	-	-	-	3 100%	-	-	-	-	1 24%	-	1 100%	1 61%	-	* 4%	-	1 100%	-	-	1 57%
Mean	4.36	7.00	3.28	-	7.19	-	-	4.41	-	5.00	3.83	-	-	3.00	2.00	4.29	-	-	4.11	4.53	7.00
Standard deviation	2.18	-	-	-	-	-	-	2.84	-	-	2.28	-	-	0.00	1.64	-	-	-	3.58	1.87	-
Standard error	0.42	-	-	-	-	-	-	2.01	-	-	1.32	-	-	0.00	0.67	-	-	-	2.07	0.93	-
NET: 8-10	1 4%	-	-	-	1 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	15 46%	1 100%	1 64%	-	* 27%	-	-	2 68%	-	* 100%	1 31%	-	-	-	-	4 72%	-	-	1 55%	3 88%	* 43%
NET: 1-3	9 28%	-	* 36%	-	-	-	-	1 32%	-	-	2 45%	-	-	* 39%	2 100%	1 24%	-	-	1 45%	* 12%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 850

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Gender		Age				Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East of London (u)	South East (w)	South West (x)
Unweighted base	9	6	3	3	3	3	-	-	1	4	1	3	1	-	1	2	3	-	1	1	-
Weighted base	11*	8**	3**	3**	4**	4**	-**	-**	1**	5**	1**	4**	2**	-**	1**	1**	3**	-**	2**	2**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	10%	14%	-	-	-	26%	-	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-
6	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	13%	17%	-	-	36%	-	-	-	-	100%	-	-	-	-	-	44%	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3	3	-	2	-	1	-	-	-	2	-	1	-	-	-	1	-	2	-	-	-
	30%	40%	-	69%	-	32%	-	-	-	39%	-	38%	-	-	-	43%	-	100%	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3	2	1	*	2	-	-	-	-	3	-	2	-	-	1	-	-	-	-	-	-
	26%	24%	34%	16%	64%	-	-	-	-	61%	-	100%	-	-	100%	-	-	-	-	-	-
Don't know	2	*	2	*	-	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-
	21%	5%	66%	15%	-	42%	-	-	-	-	62%	-	-	-	-	13%	-	-	100%	-	-
Mean	3.33	3.62	1.00	2.63	2.81	4.78	-	-	7.00	1.79	6.00	3.00	1.00	-	7.00	1.00	4.51	-	3.00	-	-
Standard deviation	2.31	2.29	-	1.03	2.79	2.56	-	-	-	1.10	-	-	-	-	-	-	1.87	-	-	-	-
Standard error	0.87	1.02	-	0.73	1.61	1.81	-	-	-	0.55	-	-	-	-	-	-	1.32	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	3	-	-	1	1	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	23%	31%	-	-	36%	26%	-	-	100%	-	100%	-	-	-	100%	-	44%	-	-	-	-
NET: 1-3	6	5	1	2	2	1	-	-	-	5	-	1	2	-	-	1	1	-	2	-	-
	56%	64%	34%	85%	64%	32%	-	-	-	100%	-	38%	100%	-	-	100%	43%	-	100%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 851

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Working Status				Disability				What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?														
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)		
Unweighted base	9	5	-	3	1	-	-	-	2	1	1	-	-	6	-	-	5	2	-	-	6	3	-	3	-	-	-	-	
Weighted base	11*	8**	-**	3*	***	-**	-**	-**	2**	***	2**	-**	-**	8**	-**	-**	7**	2**	-**	-**	7**	4**	-**	4**	-**	-**	-**	-**	
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-
	10%	14%	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	17%	-	-	-	-	29%	-	29%	-	-	-	-	
6	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-
	13%	18%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	21%	-	-	-	-	36%	-	36%	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	1	-	-	2	1	-	1	-	-	-	-	-
	30%	42%	-	-	-	-	-	-	-	-	-	-	-	40%	-	-	-	73%	-	-	27%	36%	-	36%	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3	2	-	1	-	-	-	-	-	-	-	-	-	2	-	-	2	1	-	-	3	-	-	-	-	-	-	-	-
	26%	25%	-	34%	-	-	-	-	-	-	-	-	-	30%	-	-	29%	27%	-	-	41%	-	-	-	-	-	-	-	-
Don't know	2	-	-	2	-	-	-	-	2	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-
	21%	-	-	66%	100%	-	-	-	100%	100%	100%	-	-	-	-	-	34%	-	-	-	32%	-	-	-	-	-	-	-	-
Mean	3.33	3.62	-	1.00	-	-	-	-	-	-	-	-	-	3.45	-	-	4.07	2.45	-	-	1.79	5.22	-	5.22	-	-	-	-	-
Standard deviation	2.31	2.29	-	-	-	-	-	-	-	-	-	-	-	2.31	-	-	3.09	-	-	-	1.10	1.96	-	1.96	-	-	-	-	-
Standard error	0.87	1.02	-	-	-	-	-	-	-	-	-	-	-	0.94	-	-	1.78	-	-	-	0.55	1.13	-	1.13	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-	-	3	-	3	-	-	-	-	-
	23%	33%	-	-	-	-	-	-	-	-	-	-	-	30%	-	-	37%	-	-	-	-	64%	-	64%	-	-	-	-	-
NET: 1-3	6	5	-	1	-	-	-	-	-	-	-	-	-	6	-	-	2	2	-	-	5	1	-	1	-	-	-	-	-
	56%	67%	-	34%	-	-	-	-	-	-	-	-	-	70%	-	-	29%	100%	-	-	68%	36%	-	36%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 852

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	9	5	4	4	4	2	3	2	1	2	7	2	1	1	1	1	2	-	-	-
Weighted base	11*	5**	6**	6*	6**	3**	5**	3**	1**	2**	9**	1**	1**	2**	1**	2**	3**	-**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 10%	-	1 19%	1 19%	1 19%	-	-	1 45%	1 100%	-	1 12%	-	-	-	-	-	1 45%	-	-	-
6	1 13%	-	1 24%	1 24%	1 24%	1 50%	1 30%	-	-	1 73%	-	-	1 100%	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3 30%	2 36%	1 24%	1 24%	1 24%	1 50%	1 30%	1 55%	-	-	3 36%	-	-	-	-	-	1 55%	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3 26%	3 56%	-	-	-	-	-	-	-	1 27%	2 26%	* 51%	-	-	1 100%	2 100%	-	-	-	-
Don't know	2 21%	* 8%	2 32%	2 32%	2 32%	-	2 40%	-	-	-	2 25%	* 49%	-	2 100%	-	-	-	-	-	-
Mean	3.33	1.79	5.22	5.22	5.22	4.51	4.51	4.78	7.00	4.64	2.96	1.00	6.00	-	1.00	1.00	4.78	-	-	-
Standard deviation	2.31	1.10	1.96	1.96	1.96	1.87	1.87	2.56	-	-	2.18	-	-	-	-	-	2.56	-	-	-
Standard error	0.87	0.55	1.13	1.13	1.13	1.32	1.32	1.81	-	-	0.97	-	-	-	-	-	1.81	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3 23%	-	3 44%	3 44%	3 44%	1 50%	1 30%	1 45%	1 100%	1 73%	1 12%	-	1 100%	-	-	-	1 45%	-	-	-
NET: 1-3	6 56%	5 92%	1 24%	1 24%	1 24%	1 50%	1 30%	1 55%	-	1 27%	6 62%	* 51%	-	-	1 100%	2 100%	1 55%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 853

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**LiveLeak/ iLeak**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	9	-	1	-	2	-	-	1	-	-	3	-	-	-	-	2	-	-	-	-	-
Weighted base	11*	**	2**	**	1**	**	**	1**	**	**	3**	**	**	**	**	4**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
6	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	44%	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	3	-	-	-	-	-	-	-	-	1	-	-	-	-	2	-	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	43%	-	-	-	-	50%	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	26%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	-	*	-	-	-	-	2	-	-	-	-	-	-
	21%	-	-	-	-	-	-	-	-	13%	-	-	-	-	50%	-	-	-	-	-	-
Mean	3.33	-	1.00	-	1.00	-	-	7.00	-	-	4.51	-	-	-	3.00	-	-	-	-	-	-
Standard deviation	2.31	-	-	-	-	-	-	-	-	-	1.87	-	-	-	-	-	-	-	-	-	-
Standard error	0.87	-	-	-	-	-	-	-	-	-	1.32	-	-	-	-	-	-	-	-	-	-
NET: 8-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 4-7	3	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	23%	-	-	-	-	-	-	100%	-	-	44%	-	-	-	-	-	-	-	-	-	-
NET: 1-3	6	-	2	-	1	-	-	-	-	1	-	-	-	-	2	-	-	-	-	-	-
	56%	-	100%	-	100%	-	-	-	-	43%	-	-	-	-	50%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 854

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	19	11	8	3	4	7	5	-	8	5	2	4	4	-	1	-	-	3	4	2	2	1	1	1
Weighted base	23*	13**	11**	2**	8**	9**	4**	-**	8**	6**	4**	5**	3**	-**	3**	-**	-**	5**	4**	3**	2**	1**	1**	1**
10 - extremely protected	*	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-
9	1%	2%	-	12%	-	-	-	-	-	5%	-	-	10%	-	-	-	-	-	-	-	-	-	-	-
8	3	1	3	-	3	1	-	-	-	3	-	-	-	-	-	-	-	1	3	-	-	-	-	-
7	14%	7%	24%	-	34%	9%	-	-	-	56%	-	-	-	-	-	-	-	19%	83%	-	-	-	-	-
6	3	1	2	1	2	-	-	-	1	-	-	2	-	-	-	-	3	-	-	-	-	-	-	-
5	12%	6%	19%	31%	27%	-	-	-	10%	-	-	37%	-	-	-	-	60%	-	-	-	-	-	-	-
4	3	3	-	-	2	1	-	-	2	1	-	-	-	-	-	-	-	2	-	-	-	-	1	-
3	13%	25%	-	-	28%	11%	-	-	27%	16%	-	-	-	-	-	-	-	48%	-	-	-	-	100%	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	5	3	2	-	1	2	2	-	3	-	1	1	2	-	-	-	-	1	1	1	1	-	-	1
Don't know	21%	22%	19%	-	11%	25%	39%	-	44%	-	22%	9%	60%	-	-	-	-	20%	17%	32%	-	-	-	100%
Mean	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
Standard deviation	5%	9%	-	-	-	-	26%	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	100%	-	-
Standard error	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 8-10	3	-	3	-	-	2	1	-	1	-	-	2	1	-	-	-	-	2	-	-	-	-	-	-
NET: 4-7	12%	-	26%	-	-	20%	22%	-	12%	-	-	34%	30%	-	-	-	-	40%	-	-	-	-	-	-
NET: 1-3	5	4	1	1	-	3	1	-	1	3	-	-	-	-	-	-	-	1	-	1	-	-	-	-
NET: 1-3	22%	29%	13%	57%	-	34%	14%	-	7%	23%	78%	-	-	-	-	-	-	13%	-	68%	-	-	-	-
NET: 8-10	5.95	6.38	5.54	8.56	7.71	4.65	3.69	-	5.38	8.65	5.00	4.56	4.27	-	-	-	5.22	6.97	8.33	5.00	4.00	7.00	5.00	5.00
NET: 4-7	2.73	1.76	3.47	-	1.34	3.06	1.90	-	2.17	0.99	-	3.26	3.13	-	-	-	3.87	1.56	1.82	-	-	-	-	-
NET: 1-3	0.68	0.59	1.31	-	0.67	1.25	0.95	-	0.82	0.50	-	1.63	1.57	-	-	-	2.23	0.90	1.29	-	-	-	-	-
NET: 8-10	6	2	5	1	5	1	-	-	1	4	-	2	*	-	-	-	3	1	3	-	-	-	-	
NET: 4-7	28%	15%	42%	43%	61%	9%	-	-	10%	61%	-	37%	10%	-	-	-	60%	19%	83%	-	-	-	-	
NET: 1-3	9	7	2	-	3	3	3	-	6	1	1	2	2	-	-	-	-	3	1	1	1	1	1	1
NET: 1-3	39%	56%	19%	-	39%	36%	65%	-	71%	16%	22%	29%	60%	-	-	-	-	68%	17%	32%	100%	100%	100%	100%
NET: 1-3	3	-	3	-	-	2	1	-	1	-	-	2	1	-	-	-	-	2	-	-	-	-	-	-
NET: 1-3	12%	-	26%	-	-	20%	22%	-	12%	-	-	34%	30%	-	-	-	40%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 855

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	19	11	3	2	2	-	-	1	6	3	5	3	-	13	-	-	7	8	3	-	17	2	-	2	-	-	-	-
Weighted base	23*	16**	2**	2*	3**	-**	-**	1**	7**	5**	6**	4**	-**	16**	-**	-**	11**	8**	2**	-**	20**	3**	-**	3**	-**	-**	-**	
10 - extremely protected	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-	
	1%	-	16%	-	-	-	-	-	-	-	-	-	-	2%	-	-	3%	-	-	-	1%	-	-	-	-	-	-	
9	3	3	-	-	-	-	-	-	1	-	1	1	-	3	-	-	3	1	-	3	-	-	-	-	-	-	-	
	14%	22%	-	-	-	-	-	-	12%	-	13%	23%	-	16%	-	-	22%	11%	-	17%	-	-	-	-	-	-	-	
8	3	1	-	-	2	-	-	-	2	2	2	-	-	1	-	-	-	1	-	1	2	-	2	-	-	-	-	
	12%	5%	-	-	65%	-	-	-	28%	43%	32%	-	-	5%	-	-	-	26%	35%	-	4%	59%	-	59%	-	-	-	
7	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	2	1	-	3	-	-	-	-	-	-	-	
	13%	20%	-	-	-	-	-	-	-	-	-	-	-	19%	-	-	19%	12%	-	16%	-	-	-	-	-	-	-	
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
5	5	3	1	1	-	-	-	1	2	1	1	-	-	3	-	-	1	3	1	-	5	-	-	-	-	-	-	
	21%	18%	35%	38%	-	-	-	100%	22%	18%	12%	-	-	20%	-	-	7%	32%	65%	-	24%	-	-	-	-	-	-	
4	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	
	5%	-	-	-	35%	-	-	-	-	-	-	-	-	7%	-	-	10%	-	-	6%	-	-	-	-	-	-	-	
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 - not very protected	3	2	1	-	-	-	-	-	3	2	3	3	-	-	-	-	-	1	-	3	-	-	-	-	-	-	-	
	12%	12%	50%	-	-	-	-	-	38%	39%	43%	77%	-	-	-	-	-	12%	-	14%	-	-	-	-	-	-	-	
Don't know	5	4	-	1	-	-	-	-	-	-	-	-	-	5	-	-	4	1	-	4	1	-	1	-	-	-	-	
	22%	24%	-	62%	-	-	-	-	-	-	-	-	-	32%	-	-	39%	7%	-	18%	41%	-	41%	-	-	-	-	
Mean	5.95	6.23	3.79	5.00	6.59	-	-	5.00	4.77	4.73	4.74	2.85	-	6.73	-	-	7.14	6.04	6.06	-	5.69	8.00	-	8.00	-	-	-	
Standard deviation	2.73	2.79	-	-	2.32	-	-	-	3.47	3.57	3.74	3.97	-	1.89	-	-	2.10	2.60	1.95	-	2.79	0.00	-	0.00	-	-	-	
Standard error	0.68	0.93	-	-	1.64	-	-	-	1.42	2.06	1.67	2.29	-	0.60	-	-	0.94	0.98	1.12	-	0.72	0.00	-	0.00	-	-	-	
NET: 8-10	6	4	*	-	2	-	-	-	3	2	3	1	-	4	-	-	3	3	1	-	4	2	-	2	-	-	-	
	28%	27%	16%	-	65%	-	-	-	39%	43%	45%	23%	-	22%	-	-	25%	36%	35%	-	22%	59%	-	59%	-	-	-	
NET: 4-7	9	6	1	1	1	-	-	1	2	1	1	-	-	7	-	-	4	4	1	-	9	-	-	-	-	-	-	
	39%	38%	35%	38%	35%	-	-	100%	22%	18%	12%	-	-	46%	-	-	36%	44%	65%	-	45%	-	-	-	-	-	-	
NET: 1-3	3	2	1	-	-	-	-	-	3	2	3	3	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	
	12%	12%	50%	-	-	-	-	-	38%	39%	43%	77%	-	-	-	-	-	12%	-	-	14%	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 856

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	19	11	8	7	6	3	4	2	1	7	12	-	2	7	2	4	2	1	-	1
Weighted base	23*	13**	10**	10*	9**	4**	7**	2**	1**	11**	12**	-**	2**	7**	2**	6**	5**	1**	-**	1**
10 - extremely protected	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-
9	3	-	3	3	3	3	3	-	-	3	-	-	3	-	1	-	-	-	-	-
8	3	2	1	1	-	1	-	-	-	2	-	-	-	-	-	-	2	-	-	1
7	3	3	-	-	-	-	-	-	2	1	-	-	-	1	2	-	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	5	3	1	1	1	1	1	1	1	4	-	1	3	-	1	-	-	-	-	-
4	1	-	1	1	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3	3	-	-	-	-	-	-	1	2	-	-	-	1	2	-	-	-	-	-
Don't know	5	1	4	3	4	-	3	-	1	3	2	-	-	1	-	-	3	1	-	-
Mean	5.95	5.23	7.21	7.21	7.48	7.96	8.48	4.32	-	7.04	5.10	-	4.32	6.87	4.04	5.04	8.00	-	-	8.00
Standard deviation	2.73	2.78	2.29	2.29	2.47	1.82	1.57	-	-	2.71	2.54	-	-	2.24	-	3.30	0.00	-	-	-
Standard error	0.68	0.88	0.93	0.93	1.23	1.05	0.91	-	-	1.11	0.80	-	-	0.92	-	1.65	0.00	-	-	-
NET: 8-10	6	2	4	4	3	3	3	-	-	4	2	-	-	3	-	1	2	-	-	1
NET: 4-7	9	6	3	3	2	1	1	2	-	3	6	-	2	3	1	3	-	-	-	-
NET: 1-3	3	3	-	-	-	-	-	-	-	1	2	-	-	-	1	2	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 857

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Periscope**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	19	3	1	-	-	-	-	1	2	1	1	1	1	-	-	2	-	-	1	3	1	1
Weighted base	23*	2**	1**	-**	-**	-**	-**	2**	4**	2**	1**	1**	3**	-**	-**	2**	-**	-**	1**	4**	1**	1**
10 - extremely protected	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	1%	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	1	-	-
	14%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	22%	-	-
7	3	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	-	-
	12%	-	-	-	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-
6	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-
	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	55%	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	5	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-
	21%	39%	100%	-	-	-	-	-	-	-	-	100%	-	-	32%	-	-	-	-	23%	100%	-
4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	3	1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	12%	47%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5	-	-	-	-	-	-	-	4	-	-	-	-	-	1	-	-	-	-	-	-	-
	22%	-	-	-	-	-	-	-	100%	-	-	-	-	-	68%	-	-	-	-	-	-	-
Mean	5.95	3.87	5.00	-	-	-	-	1.00	-	8.00	8.00	5.00	9.00	-	5.00	-	-	-	7.00	6.97	5.00	4.00
Standard deviation	2.73	4.42	-	-	-	-	-	-	-	0.00	-	-	0.00	-	-	-	-	-	-	1.56	-	-
Standard error	0.68	2.55	-	-	-	-	-	-	-	0.00	-	-	0.00	-	-	-	-	-	-	0.90	-	-
NET: 8-10	6	*	-	-	-	-	-	-	2	1	-	3	-	-	-	-	-	-	-	1	-	-
	28%	15%	-	-	-	-	-	-	100%	100%	-	100%	-	-	-	-	-	-	-	22%	-	-
NET: 4-7	9	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	3	1	1
	39%	39%	100%	-	-	-	-	-	-	-	-	100%	-	-	32%	-	-	-	100%	78%	100%	100%
NET: 1-3	3	1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	12%	47%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 858

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	101	59	42	24	28	22	16	7	4	31	35	18	17	8	4	6	7	14	3	4	9	23	16	5	2
Weighted base	100*	56*	44*	25**	31**	20**	15**	5**	3**	26**	33**	24**	17**	9**	5**	7**	5**	12**	5**	4**	12**	20**	14**	5**	1**
10 - extremely protected	5	5	1	2	-	-	3	-	1	1	2	2	-	-	2	-	1	-	-	-	1	2	-	-	
	5%	8%	2%	7%	-	-	18%	-	23%	5%	6%	9%	-	-	38%	-	12%	-	-	-	3%	17%	-	-	
9	6	6	-	1	3	1	-	1	-	1	2	3	-	-	-	1	1	-	-	3	-	-	1	-	
	6%	11%	-	3%	10%	6%	-	15%	-	5%	5%	13%	-	-	-	17%	6%	-	-	25%	-	-	25%	-	
8	10	2	8	3	6	-	1	-	*	2	3	3	3	-	3	1	2	2	-	2	-	-	-	*	
	10%	4%	17%	11%	18%	-	8%	-	12%	7%	8%	12%	15%	-	37%	16%	15%	42%	-	-	11%	-	-	50%	
7	9	4	6	1	5	2	-	*	-	*	3	5	1	-	1	-	3	-	-	2	*	1	2	-	
	9%	6%	13%	4%	17%	12%	-	10%	-	2%	10%	19%	5%	-	11%	-	24%	-	-	16%	2%	7%	43%	-	
6	4	4	*	2	1	1	1	-	-	1	2	2	-	-	-	-	2	-	-	-	2	-	-	*	
	4%	7%	1%	6%	3%	5%	4%	-	-	4%	5%	6%	-	-	-	-	18%	-	-	-	9%	-	-	50%	
5	12	10	3	4	3	2	1	1	1	3	4	3	2	2	-	*	2	-	2	2	2	1	-	-	
	12%	18%	6%	15%	10%	11%	8%	15%	44%	13%	13%	12%	11%	27%	-	-	9%	18%	-	50%	15%	11%	8%	-	
4	7	3	4	2	3	2	-	-	-	2	3	2	-	-	1	2	-	-	-	1	2	-	-	-	
	7%	5%	9%	8%	10%	8%	-	-	-	8%	8%	8%	-	-	29%	26%	-	-	-	8%	11%	-	-	-	
3	4	*	3	1	1	*	2	-	-	2	-	-	2	1	-	-	-	-	-	2	-	1	-	-	
	4%	1%	8%	3%	2%	2%	14%	-	-	6%	-	-	13%	6%	-	-	-	-	-	18%	-	8%	-	-	
2	5	5	-	-	-	4	1	-	-	3	-	-	2	2	-	-	1	-	-	-	1	*	-	-	
	5%	8%	-	-	-	18%	7%	-	-	11%	-	-	11%	20%	-	-	11%	-	-	-	5%	3%	-	-	
1 - not very protected	9	3	6	2	5	1	1	-	1	1	5	1	2	2	-	1	1	-	2	-	2	*	1	-	
	9%	6%	13%	8%	15%	4%	4%	-	22%	4%	15%	3%	12%	22%	-	10%	5%	-	50%	-	12%	3%	19%	-	
Don't know	29	14	14	9	5	7	6	3	-	9	10	5	6	2	2	2	*	3	-	2	8	8	1	-	
	29%	26%	32%	34%	15%	35%	37%	60%	-	34%	30%	19%	33%	25%	33%	26%	36%	3%	58%	-	19%	37%	53%	13%	
Mean	5.54	5.82	5.16	5.78	5.66	4.57	5.87	7.04	5.65	5.06	5.39	6.91	4.20	2.85	7.42	6.46	7.06	5.80	8.00	3.00	6.08	4.77	6.34	6.27	7.00
Standard deviation	2.79	2.82	2.75	2.78	2.75	2.49	3.41	-	3.74	2.79	2.94	2.21	2.74	1.83	3.56	2.02	3.69	2.29	0.00	2.27	2.47	2.68	3.48	3.33	
Standard error	0.33	0.43	0.51	0.69	0.57	0.62	1.08	-	1.87	0.62	0.59	0.55	0.83	0.82	2.52	1.01	1.65	0.63	0.00	1.14	1.01	0.67	1.10	1.66	
NET: 8-10	21	13	8	5	9	1	4	1	1	4	6	8	3	-	2	3	2	3	2	-	3	3	2	1	*
	21%	23%	19%	22%	28%	6%	26%	15%	35%	17%	18%	34%	15%	-	38%	37%	45%	21%	42%	-	25%	13%	17%	25%	50%
NET: 4-7	33	20	13	8	13	7	2	1	1	7	12	11	3	2	1	3	*	7	-	2	5	7	2	2	*
	33%	36%	28%	33%	40%	36%	12%	24%	44%	27%	36%	44%	16%	27%	29%	37%	9%	59%	-	50%	38%	33%	16%	43%	50%
NET: 1-3	18	8	9	3	5	5	4	-	1	6	5	1	6	4	-	1	2	-	2	2	3	2	1	-	
	17%	15%	20%	11%	17%	24%	25%	-	22%	22%	15%	3%	36%	49%	-	10%	17%	-	50%	18%	17%	14%	19%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 859

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private person (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	101	46	21	18	8	-	3	5	21	10	13	6	1	77	-	-	35	42	15	7	77	22	6	8	6	-	2
Weighted base	100*	57*	14**	17*	7**	**	2**	4**	21**	11**	11**	5**	1**	74*	**	**	37**	42*	12**	7**	78*	20**	6**	8**	5**	**	2**
10 - extremely protected	5	3	1	-	-	-	1	-	2	1	1	-	3	-	-	1	1	1	2	4	1	-	1	-	-	-	-
	5%	6%	9%	-	-	-	42%	-	11%	7%	5%	15%	-	4%	-	-	4%	2%	11%	25%	5%	7%	-	17%	-	-	-
9	6	5	1	-	-	-	-	-	1	-	1	-	-	5	-	-	4	2	-	-	5	1	1	-	-	-	-
	6%	9%	5%	-	-	-	-	-	3%	-	6%	-	-	7%	-	-	10%	5%	-	-	6%	4%	15%	-	-	-	-
8	10	3	*	3	2	-	1	6	6	3	1	-	4	-	-	3	3	1	3	7	3	1	2	-	-	-	-
	10%	6%	3%	20%	30%	-	27%	28%	52%	22%	10%	-	5%	-	-	7%	8%	11%	37%	8%	17%	24%	25%	-	-	-	-
7	9	5	2	1	*	-	1	*	-	*	-	-	9	-	-	4	3	2	-	7	2	-	2	-	-	-	-
	9%	10%	12%	3%	6%	-	31%	2%	-	4%	-	-	12%	-	-	12%	7%	18%	-	9%	10%	-	24%	-	-	-	-
6	4	2	-	*	1	-	*	1	*	1	-	-	4	-	-	2	1	1	*	2	2	-	-	1	-	1	1
	4%	4%	-	2%	18%	-	11%	4%	3%	7%	-	-	5%	-	-	6%	2%	6%	5%	3%	11%	-	-	33%	-	36%	
5	12	8	2	2	*	-	-	5	1	4	2	-	8	-	-	4	5	2	-	9	3	3	-	-	-	-	-
	12%	14%	13%	12%	7%	-	-	23%	10%	32%	38%	-	10%	-	-	12%	11%	14%	-	11%	14%	49%	-	-	-	-	
4	7	4	2	1	-	-	-	-	-	-	-	-	7	-	-	1	3	2	-	5	1	-	-	1	-	-	-
	7%	7%	14%	3%	-	-	-	-	-	-	-	-	9%	-	-	4%	8%	14%	-	7%	6%	-	-	25%	-	-	
3	4	2	1	1	-	-	-	-	-	-	-	-	4	-	-	1	3	-	-	3	1	1	-	-	-	-	-
	4%	4%	7%	4%	-	-	-	-	-	-	-	-	5%	-	-	3%	6%	-	-	4%	3%	12%	-	-	-	-	
2	5	4	-	-	-	-	*	2	2	-	-	-	3	-	-	*	4	-	-	3	1	-	1	-	-	-	
	5%	7%	-	-	-	-	13%	8%	15%	-	-	-	4%	-	-	1%	10%	-	-	4%	7%	-	17%	-	-	-	
1 - not very protected	9	3	2	2	1	-	1	-	-	-	-	-	8	-	-	4	4	*	-	7	1	-	1	*	-	-	
	9%	5%	17%	12%	15%	-	39%	-	-	-	-	-	11%	-	-	12%	10%	4%	-	9%	6%	-	9%	9%	-	-	
Don't know	29	16	3	7	2	-	*	1	4	1	3	2	1	20	-	-	10	13	3	2	25	3	-	1	1	-	1
	29%	28%	20%	43%	24%	-	19%	19%	21%	12%	24%	38%	100%	28%	-	-	29%	30%	23%	33%	33%	16%	-	7%	33%	-	64%
Mean	5.54	5.68	5.04	5.15	5.79	-	5.66	6.41	6.68	6.69	6.73	6.64	-	5.28	-	-	5.72	4.66	6.32	8.60	5.53	5.90	6.09	6.28	4.55	-	6.00
Standard deviation	2.79	2.73	3.09	2.82	2.88	-	-	2.47	2.41	2.60	1.81	2.56	-	2.79	-	-	2.86	2.75	2.39	1.35	2.83	2.64	2.17	3.34	2.08	-	-
Standard error	0.33	0.47	0.75	0.85	1.29	-	-	1.24	0.58	0.92	0.55	1.28	-	0.38	-	-	0.56	0.51	0.69	0.68	0.39	0.62	0.89	1.26	1.04	-	-
NET: 8-10	21	12	2	3	2	-	1	1	9	7	4	1	-	12	-	-	8	6	3	5	16	6	2	3	-	-	-
	21%	21%	17%	20%	30%	-	42%	27%	42%	59%	33%	24%	-	17%	-	-	21%	15%	22%	62%	20%	28%	39%	42%	-	-	
NET: 4-7	33	20	6	4	2	-	-	2	6	2	5	2	-	26	-	-	12	12	6	*	24	8	3	2	3	-	1
	33%	35%	39%	21%	31%	-	-	42%	29%	14%	42%	38%	-	36%	-	-	34%	29%	51%	5%	30%	40%	49%	24%	58%	-	36%
NET: 1-3	18	9	3	3	1	-	1	*	2	2	-	-	-	15	-	-	6	11	*	-	13	3	1	2	*	-	-
	17%	16%	24%	16%	15%	-	39%	13%	8%	15%	-	-	-	20%	-	-	16%	27%	4%	-	17%	16%	12%	27%	9%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 860

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Dailymotion**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 16 (b)	NET: Under 18 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
Unweighted base	101	70	29	28	25	8	17	12	5	20	81	11	9	17	16	24	7	2	2	6
Weighted base	100*	69*	27**	26*	24**	7**	18**	10**	4**	21**	79*	8**	7**	16**	14**	27**	8**	2**	4**	7**
10 - extremely protected	5	5	1	1	1	-	1	-	-	2	4	1	1	2	-	-	-	-	-	2
	5%	7%	2%	2%	2%	-	3%	-	-	9%	4%	18%	8%	10%	-	-	-	-	-	27%
9	6	2	1	1	1	-	-	1	-	1	5	-	1	1	-	4	-	-	-	-
	6%	3%	3%	3%	4%	-	-	9%	-	4%	6%	-	10%	8%	-	15%	-	-	-	-
8	10	8	2	2	1	1	1	-	-	3	7	1	1	-	3	-	2	-	-	1
	10%	11%	9%	9%	5%	14%	7%	-	-	13%	9%	17%	13%	-	21%	-	24%	-	-	18%
7	9	7	3	3	3	2	3	-	-	3	6	1	2	2	2	-	1	1	-	-
	9%	10%	10%	10%	11%	33%	15%	-	-	14%	8%	16%	34%	12%	15%	-	13%	29%	-	-
6	4	2	3	3	3	-	2	2	*	-	4	-	-	-	1	2	-	-	-	-
	4%	2%	10%	11%	11%	-	13%	21%	10%	-	5%	-	-	-	7%	7%	-	-	-	-
5	12	9	3	3	3	-	3	1	1	6	7	1	-	2	-	6	-	-	-	1
	12%	13%	13%	13%	14%	-	19%	12%	31%	27%	9%	17%	-	12%	-	22%	-	-	-	20%
4	7	6	1	1	1	-	1	-	-	7	7	-	2	1	-	1	1	1	1	-
	7%	8%	3%	4%	4%	-	5%	-	-	8%	-	-	28%	4%	-	3%	13%	71%	14%	-
3	4	2	2	2	2	-	2	-	-	4	-	-	1	-	2	*	-	-	-	1
	4%	2%	8%	8%	9%	-	12%	-	-	5%	-	-	3%	-	3%	-	8%	5%	-	9%
2	5	2	3	3	3	2	1	3	-	3	2	-	-	2	*	1	1	-	-	-
	5%	3%	11%	11%	12%	28%	8%	29%	-	13%	2%	-	-	11%	3%	4%	17%	-	-	-
1 - not very protected	9	7	2	2	1	*	1	1	1	8	-	-	1	4	2	-	-	-	-	-
	9%	11%	7%	7%	6%	6%	3%	14%	20%	6%	10%	-	-	8%	29%	9%	-	-	-	
Don't know	29	21	6	6	5	1	3	1	1	3	26	3	1	5	3	9	2	-	3	2
	29%	31%	24%	21%	21%	19%	15%	15%	39%	13%	33%	33%	7%	31%	23%	33%	28%	-	86%	26%
Mean	5.54	5.55	5.02	5.02	4.95	5.02	5.18	3.98	3.88	5.76	5.47	7.56	6.72	5.43	4.67	4.98	5.34	4.87	4.00	7.29
Standard deviation	2.79	2.84	2.55	2.55	2.48	3.03	2.21	2.72	2.66	2.77	2.82	2.03	2.16	3.24	3.29	2.66	2.71	-	-	2.86
Standard error	0.33	0.41	0.54	0.54	0.55	1.24	0.57	0.86	1.53	0.67	0.38	0.77	0.76	0.93	0.95	0.69	1.21	-	-	1.43
NET: 8-10	21	14	4	4	3	1	2	1	-	5	16	3	2	3	3	4	2	-	-	3
	21%	21%	14%	14%	11%	14%	10%	9%	-	27%	20%	35%	31%	18%	21%	15%	24%	-	-	45%
NET: 4-7	33	23	10	10	10	2	9	3	2	8	24	3	4	4	3	9	2	2	1	1
	33%	33%	37%	38%	41%	33%	51%	33%	42%	41%	30%	33%	61%	29%	23%	32%	27%	100%	14%	20%
NET: 1-3	18	11	7	7	6	2	4	4	1	4	14	-	-	4	4	6	2	-	-	1
	17%	15%	26%	26%	27%	34%	23%	43%	20%	19%	17%	-	-	23%	33%	21%	22%	-	-	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 861

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**DailyMotion**

**Base: All who visited/ used sites/ apps**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	101	2	5	4	5	1	2	7	-	1	12	5	3	3	-	35	3	2	1	4	2	4
Weighted base	100*	2**	6**	5**	3**	1**	3**	8**	-**	2**	10**	7**	4**	1**	-**	32**	2**	2**	1**	4**	1**	5**
10 - extremely protected	5	-	-	2	1	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-
	5%	-	-	38%	18%	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	-	-	-
9	6	-	-	-	1	-	-	1	-	-	-	3	-	-	-	-	-	1	-	-	-	-
	6%	-	-	-	26%	-	-	9%	-	-	-	46%	-	-	-	-	-	51%	-	-	-	-
8	10	-	-	-	1	-	-	3	-	2	1	-	-	-	4	-	-	-	-	-	*	-
	10%	-	-	-	25%	-	-	34%	-	100%	5%	-	-	-	11%	-	-	-	-	-	-	50%
7	9	-	-	-	-	-	-	1	-	3	2	-	1	-	1	1	1	-	-	-	-	-
	9%	-	-	-	-	-	-	10%	-	29%	28%	-	40%	-	3%	40%	49%	-	-	-	-	-
6	4	-	-	-	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	*
	4%	-	-	-	-	-	-	-	-	21%	-	-	-	-	6%	-	-	-	-	-	-	50%
5	12	1	1	-	*	-	-	-	-	2	-	-	-	-	5	-	-	-	2	-	-	-
	12%	69%	14%	-	14%	-	-	-	-	21%	-	-	-	-	17%	-	-	-	50%	-	-	-
4	7	-	-	1	-	-	-	2	-	-	1	-	-	-	2	-	-	-	-	-	-	-
	7%	-	-	29%	-	-	-	23%	-	-	14%	-	-	-	7%	-	-	-	-	-	-	-
3	4	-	-	-	-	-	-	-	-	-	-	2	*	-	1	-	-	-	-	-	-	1
	4%	-	-	-	-	-	-	-	-	-	-	60%	31%	-	2%	-	-	-	-	-	-	11%
2	5	-	2	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	5%	-	29%	-	-	-	-	-	-	14%	-	-	-	-	5%	-	-	-	-	-	-	-
1 - not very protected	9	-	2	-	1	-	-	-	-	1	-	-	*	-	2	1	-	-	2	-	-	-
	9%	-	32%	-	16%	-	-	-	-	6%	-	-	29%	-	7%	40%	-	-	50%	-	-	-
Don't know	29	1	2	2	-	1	3	2	-	*	1	1	-	-	11	*	-	1	-	-	-	5
	29%	31%	25%	33%	-	100%	100%	23%	-	-	4%	12%	40%	-	34%	20%	-	100%	-	-	-	89%
Mean	5.54	5.00	2.14	7.42	7.06	-	-	6.75	-	8.00	5.29	7.57	3.00	4.02	-	5.53	4.00	8.02	-	3.00	7.00	3.00
Standard deviation	2.79	-	1.64	3.56	3.69	-	-	2.07	-	0.00	2.15	1.96	*	-	-	2.82	-	1.31	-	2.27	-	-
Standard error	0.33	-	0.95	2.52	1.65	-	-	0.93	-	0.00	0.65	0.98	*	-	-	0.56	-	0.93	-	1.14	-	-
NET: 8-10	21	-	-	2	2	-	-	3	-	2	1	3	-	-	6	-	1	-	-	-	-	*
	21%	-	-	38%	69%	-	-	43%	-	100%	5%	46%	-	-	20%	-	51%	-	-	-	-	50%
NET: 4-7	33	1	1	1	*	-	-	3	-	-	7	3	-	1	10	1	1	-	2	*	-	-
	33%	69%	14%	29%	14%	-	-	34%	-	-	71%	42%	-	40%	32%	40%	49%	-	50%	50%	-	-
NET: 1-3	18	-	4	-	1	-	-	-	-	-	2	2	1	-	4	1	-	-	2	-	-	1
	17%	-	61%	-	16%	-	-	-	-	-	20%	-	60%	60%	14%	40%	-	-	50%	-	-	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 862

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	189	109	80	58	50	44	25	9	3	59	58	31	41	21	6	16	16	20	9	8	12	24	32	21	4
Weighted base	196	113*	83*	56*	61*	44*	23**	9**	3**	58*	58*	44**	37*	20**	6**	21**	17**	20**	10**	7**	14**	23**	28**	22**	7**
10 - extremely protected	15	10	5	8	3	4	1	-	-	1	4	9	1	-	2	7	-	-	-	1	-	1	1	2	-
	8%	9%	6%	14%	4%	9%	2%	-	-	2%	6%	21%	3%	-	38%	32%	-	-	-	11%	-	6%	4%	11%	-
9	13	7	6	6	3	2	1	2	-	3	5	4	1	1	-	3	1	3	2	-	-	1	-	1	2
	7%	6%	8%	10%	5%	4%	4%	18%	-	4%	8%	10%	4%	7%	-	15%	5%	17%	15%	-	-	3%	-	3%	25%
8	15	6	9	6	6	1	1	-	2	7	-	1	7	2	1	-	-	2	5	-	-	1	4	-	-
	8%	5%	11%	10%	10%	2%	4%	-	51%	12%k	-	3%	18%k	11%	19%	-	-	11%	45%	-	-	3%	13%	-	-
7	21	11	10	8	6	3	5	-	-	6	6	5	4	1	-	3	2	2	-	-	5	1	2	5	-
	11%	9%	12%	14%	9%	7%	20%	-	-	10%	10%	12%	12%	3%	-	15%	12%	9%	-	-	33%	6%	7%	24%	-
6	15	8	6	4	5	4	1	1	-	5	4	5	-	2	-	1	2	1	-	-	2	4	1	2	-
	7%	7%	8%	7%	9%	9%	2%	7%	-	9%	7%	12%	-	10%	-	4%	12%	6%	-	-	13%	16%	5%	7%	-
5	17	13	4	5	3	5	3	2	-	4	5	5	3	4	-	-	4	1	2	1	2	1	3	*	-
	9%	12%	5%	9%	4%	11%	13%	18%	-	6%	9%	12%	9%	18%	-	-	25%	5%	19%	12%	14%	3%	10%	2%	-
4	16	9	7	6	3	3	4	1	-	7	7	1	2	1	1	2	-	3	-	1	-	3	5	-	-
	8%	8%	9%	10%	5%	7%	17%	9%	-	11%	11%	3%	5%	4%	23%	10%	-	13%	-	-	19%	-	13%	19%	-
3	8	6	2	1	2	3	2	-	-	4	2	*	2	1	-	-	1	1	-	-	*	1	1	1	1
	4%	6%	2%	3%	3%	7%	7%	-	-	7%	3%	1%	4%	7%	-	-	8%	4%	-	-	2%	3%	4%	4%	19%
2	15	11	4	4	6	4	1	1	-	4	2	5	3	2	-	1	1	1	-	-	2	2	4	2	-
	8%	10%	4%	7%	9%	9%	3%	7%	-	7%	4%	12%	8%	9%	-	3%	5%	7%	-	-	15%	7%	14%	11%	-
1 - not very protected	30	16	14	5	14	6	3	-	2	7	11	6	7	3	1	2	2	2	-	2	1	5	2	6	4
	15%	14%	17%	9%	23%	15%	13%	-	49%	12%	19%	13%	18%	16%	11%	8%	11%	12%	-	30%	6%	22%	8%	26%	55%
Don't know	31	16	15	4	12	9	3	4	-	11	13	1	7	3	1	3	4	3	2	2	2	4	4	3	-
	16%	14%	18%	6%	19%	20%	14%	41%	-	19%	22%	1%	19%	16%	9%	12%	23%	15%	21%	27%	18%	19%	16%	12%	-
Mean	5.20	5.08	5.37	6.14e	4.64	4.75	4.82	5.87	4.60	5.01	4.81	5.97	4.95	4.60	6.96	7.31	4.79	5.40	7.45	3.87	5.07	4.42	4.78	4.68	3.41
Standard deviation	3.00	2.98	3.04	2.89	3.14	2.98	2.53	2.59	4.24	2.68	3.03	3.22	3.03	2.74	3.60	3.11	2.33	2.95	1.54	3.42	2.25	2.97	2.59	3.36	3.60
Standard error	0.24	0.31	0.38	0.40	0.49	0.50	0.55	1.16	2.45	0.38	0.45	0.59	0.53	0.66	1.61	0.86	0.62	0.74	0.54	1.40	0.75	0.65	0.50	0.79	1.80
NET: 8-10	43	23	20	19	12	6	2	2	2	11	8	15	9	4	3	10	1	6	6	1	-	3	5	3	2
	22%	20%	24%	34%	20%	15%	10%	18%	51%	19%	15%	34%	25%	18%	57%	47%	5%	28%	60%	11%	-	12%	18%	14%	25%
NET: 4-7	69	41	29	23	16	15	12	3	-	21	21	17	10	7	1	6	8	7	2	2	8	9	12	7	-
	35%	36%	34%	41%	27%	34%	52%	34%	-	37%	37%	39%	26%	34%	23%	30%	49%	33%	19%	31%	59%	37%	41%	33%	-
NET: 1-3	53	33	19	10	21	14	5	1	2	15	15	11	11	6	1	2	4	5	-	2	3	7	7	9	5
	27%	29%	23%	18%	35%	31%	24%	7%	49%	26%	26%	26%	31%	32%	11%	11%	23%	23%	-	30%	23%	32%	26%	42%	75%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 863

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physica l condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No formal educ-ation (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)	
																											1
Unweighted base	189	88	37	33	20	1	3	7	34	25	17	9	2	149	-	-	73	80	22	12	161	26	8	12	6	-	-
Weighted base	196	116*	24*	30*	17**	1**	3**	5**	30**	23**	15**	7**	1**	161	-**	-**	70*	89*	23**	12**	170	25**	8**	13**	4**	-**	-**
10 - extremely protected	15	11	1	1	1	-	-	-	1	-	1	1	-	14	-	-	4	8	1	3	15	-	-	-	-	-	
9	13	9	-	2	2	-	-	1	2	2	-	-	-	11	-	-	4	3	4	2	11	3	1	1	-	-	
8	15	7	2	3	2	-	-	-	2	2	2	-	-	13	-	-	4	8	2	-	10	5	2	3	-	-	
7	21	11	3	5	1	-	-	1	2	2	1	1	1	19	-	-	11	7	-	3	20	1	-	1	-	-	
6	15	10	3	1	1	-	-	-	1	1	*	-	-	13	-	-	5	8	1	-	14	1	-	1	-	-	
5	17	11	2	4	*	-	-	-	4	4	2	2	-	11	-	-	8	4	3	*	15	2	1	1	-	-	
4	16	9	5	1	1	-	-	-	3	2	1	1	-	14	-	-	4	11	1	1	13	3	1	2	-	-	
3	8	4	2	1	-	-	-	1	1	1	-	-	-	7	-	-	3	3	1	-	7	1	-	1	-	-	
2	15	12	1	1	1	-	-	-	3	3	1	1	-	12	-	-	6	5	4	-	12	3	1	1	*	-	
1 - not very protected	30	14	2	6	5	-	3	1	6	4	5	1	*	22	-	-	12	13	4	1	25	4	1	1	1	-	
Don't know	31	18	2	5	4	-	-	2	5	2	3	-	-	24	-	-	7	20	1	3	27	5	-	3	2	-	
Mean	5.20	5.37	5.00	5.21	5.20	4.00	1.00	5.38	4.39	4.55	4.20	4.49	4.28	5.38	-	-	4.95	5.21	4.82	7.63	5.26	4.99	5.69	5.25	1.74	-	-
Standard deviation	3.00	3.03	2.37	3.00	3.73	-	0.00	3.55	2.93	2.78	3.13	2.92	-	3.01	-	-	2.91	3.02	3.14	2.70	3.00	2.99	3.02	2.94	1.15	-	-
Standard error	0.24	0.35	0.41	0.57	1.00	-	0.00	1.78	0.54	0.59	0.81	0.97	-	0.27	-	-	0.36	0.38	0.69	0.90	0.26	0.65	1.07	0.98	0.58	-	-
NET: 8-10	43	28	3	6	5	-	-	1	5	4	3	1	-	38	-	-	12	19	7	5	36	7	4	4	-	-	
NET: 4-7	69	40	14	11	2	1	-	1	10	9	5	4	1	57	-	-	28	30	5	4	63	6	2	4	-	-	
NET: 1-3	53	30	5	8	5	-	3	1	10	8	5	2	*	42	-	-	22	21	9	1	45	7	2	3	2	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 864

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child-ren aged 18 or under (a)	NET:	NET:	NET:	Any aged under	Any aged	Any aged	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
			Yes (b)	Under 16 (c)	Under 18 (d)	5-10 (e)	5-10 (f)	11-15 (g)				16-18 (h)								
Unweighted base	189	133	55	52	46	19	29	23	10	31	158	11	22	28	38	35	21	6	4	15
Weighted base	196	139	57*	54*	46*	22**	31**	23**	9**	35**	161	6**	20**	25**	40**	35**	30**	6**	6**	18**
10 - extremely protected	15	10	5	5	1	4	1	-	-	9	6	-	1	1	6	1	2	-	-	3
	8%	7%	8%	8%	2%	17%	3%	-	-	26%	4%	-	7%	4%	16%	2%	8%	-	-	17%
9	13	7	7	7	7	2	2	6	1	2	11	-	2	1	4	2	3	-	-	2
	7%	5%	12%	12%	15%a	8%	7%	27%	13%	7%	7%	-	9%	3%	11%	4%	10%	-	-	9%
8	15	13	2	2	-	2	-	-	-	7	8	*	1	1	2	1	5	2	-	1
	8%	9%	3%	4%	-	9%	-	-	-	19%	5%	7%	6%	5%	5%	4%	17%	26%	-	4%
7	21	16	5	4	5	3	4	1	1	4	17	-	3	5	5	1	2	-	2	2
	11%	11%	9%	8%	11%	14%	14%	3%	7%	11%	10%	-	15%	19%	13%	3%	7%	-	27%	11%
6	15	7	7	7	7	1	4	5	1	1	13	-	3	1	8	2	-	-	-	-
	7%	5%	13%	12%	16%a	5%	15%	20%	14%	4%	8%	-	15%	2%	19%	6%	-	-	-	-
5	17	9	7	7	4	4	2	2	2	2	16	*	3	2	1	3	4	1	-	*
	9%	7%	13% <sup>d</sup>	14%	8%	19%	7%	10%	22%	4%	10%	7%	15%	6%	3%	10%	14%	10%	-	2%
4	16	12	4	4	4	1	4	1	-	2	14	1	-	3	1	5	3	1	1	2
	8%	9%	7%	8%	9%	4%	13%	5%	-	7%	9%	12%	-	11%	3%	14%	9%	24%	10%	13%
3	8	5	3	1	3	-	-	1	3	1	7	1	1	1	2	*	-	-	1	1
	4%	4%	5%	3%	6%	-	-	6%	31%	3%	4%	14%	4%	3%	2%	6%	1%	-	25%	4%
2	15	12	3	3	3	2	2	3	-	-	15	-	1	2	1	2	4	-	2	3
	8%	8%	6%	6%	8%	9%	7%	12%	-	-	9%	-	5%	7%	2%	7%	13%	-	39%	16%
1 - not very protected	30	24	5	5	4	1	4	2	1	3	27	2	-	4	7	5	2	2	-	4
	15%	18%	10%	10%	10%	5%	13%	9%	6%	8%	17%	33%	-	17%	18%	15%	8%	39%	-	22%
Don't know	31	23	8	8	7	2	7	2	1	4	28	2	5	6	3	10	4	-	-	1
	16%	17%	14%	15%	16%	10%	22%	8%	8%	10%	17%	26%	24%	22%	8%	28%	14%	-	-	3%
Mean	5.20	5.01	5.65 <sup>d</sup>	5.70	5.29	6.40	5.03	5.48	4.92	7.18	4.73	2.89	6.47	4.70	6.08	4.26	5.73	3.98	3.79	4.99
Standard deviation	3.00	3.07	2.82	2.86	2.68	2.83	2.66	2.85	2.41	2.84	2.84	2.42	2.19	2.90	3.16	2.65	2.98	3.08	2.25	3.57
Standard error	0.24	0.29	0.41	0.43	0.43	0.71	0.56	0.62	0.80	0.55	0.25	0.85	0.53	0.60	0.55	0.52	0.68	1.26	1.13	0.95
NET: 8-10	43	30	13	13	8	8	3	6	1	18	25	*	4	3	13	4	10	2	-	5
	22%	22%	23% <sup>d</sup>	24%	16%	34%	10%	27%	13%	52%	15%	7%	22%	12%	32%	11%	34%	26%	-	30%
NET: 4-7	69	45	24	23	20	9	15	9	4	9	60	1	9	10	15	12	9	2	2	5
	35%	32%	42%	42%	45%	42%	49%	39%	42%	26%	37%	19%	45%	39%	38%	33%	30%	34%	36%	26%
NET: 1-3	53	41	12	10	11	3	6	6	3	4	49	3	2	7	9	10	7	2	4	8
	27%	30%	20%	19%	23%	14%	19%	27%	37%	12%	30%	48%	9%	28%	22%	28%	22%	39%	64%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 865

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Reddit**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	189	9	12	5	8	6	4	13	5	6	19	4	3	6	2	46	9	5	10	8	4	5
Weighted base	196	8**	12**	5**	8**	6**	6**	18**	6**	6**	18**	5**	4**	4**	4**	43*	9**	8**	8**	7**	7**	5**
10 - extremely protected	15	-	-	2	-	-	-	4	3	-	-	-	-	-	-	3	-	2	-	1	-	-
	8%	-	-	46%	-	-	-	21%	53%	-	-	-	-	-	-	6%	-	30%	-	11%	-	-
9	13	1	-	-	1	-	-	5	-	2	2	-	-	-	1	1	-	-	-	-	2	-
	7%	17%	-	-	11%	-	-	26%	-	25%	10%	-	-	-	1%	7%	-	-	-	-	25%	-
8	15	2	-	-	1	-	-	-	-	4	3	-	-	-	-	3	2	-	-	-	-	-
	8%	27%	-	-	15%	-	-	-	-	64%	17%	-	-	-	-	7%	19%	-	-	-	-	-
7	21	1	-	-	1	-	2	1	-	2	2	3	1	-	3	2	2	2	1	-	-	-
	11%	7%	-	-	16%	13%	12%	18%	-	10%	31%	83%	19%	-	6%	20%	32%	12%	-	-	-	-
6	15	1	1	-	1	-	2	1	-	1	-	-	-	-	5	1	-	1	-	-	2	-
	7%	9%	10%	-	6%	-	27%	5%	-	7%	-	-	-	-	12%	11%	-	9%	-	-	-	39%
5	17	-	4	-	3	1	-	-	-	1	1	-	-	1	5	-	-	-	-	1	-	2
	9%	-	30%	-	37%	18%	-	-	-	11%	5%	-	-	16%	11%	-	-	-	-	12%	-	39%
4	16	-	1	1	-	-	2	-	-	3	-	-	-	2	5	1	-	-	-	1	-	-
	8%	-	7%	28%	-	-	12%	-	-	15%	-	-	-	42%	13%	13%	-	-	-	19%	-	-
3	8	-	1	-	-	-	1	-	-	1	-	-	-	*	-	-	-	2	-	1	-	1
	4%	-	11%	-	-	-	22%	-	-	4%	-	-	-	12%	4%	-	-	11%	-	19%	-	-
2	15	1	1	-	1	-	1	-	-	2	1	-	*	2	3	2	2	1	-	-	-	-
	8%	9%	9%	-	9%	-	4%	-	-	8%	44%	-	-	61%	6%	8%	22%	10%	-	-	-	-
1 - not very protected	30	-	3	1	1	1	2	-	-	2	1	-	*	2	6	2	2	3	2	4	4	*
	15%	-	28%	14%	7%	8%	14%	9%	-	14%	11%	-	11%	39%	14%	17%	-	42%	30%	55%	10%	
Don't know	31	3	1	1	-	4	2	2	2	2	1	1	-	9	*	1	1	2	-	1	-	1
	16%	31%	5%	11%	-	61%	37%	10%	29%	-	12%	14%	17%	-	21%	5%	16%	17%	27%	-	-	12%
Mean	5.20	7.12	3.34	6.68	5.69	4.80	3.83	6.98	9.24	7.92	5.16	3.68	7.00	4.26	1.61	4.84	5.30	6.78	2.78	3.87	3.41	4.97
Standard deviation	3.00	2.38	1.94	4.11	2.41	2.79	2.35	3.16	1.50	1.22	2.84	2.88	*	2.01	0.56	2.72	2.96	3.39	2.50	3.42	3.60	1.76
Standard error	0.24	0.97	0.59	2.06	0.85	1.40	1.36	0.95	0.87	0.50	0.71	1.66	*	0.82	0.40	0.44	1.05	1.70	0.88	1.40	1.80	0.88
NET: 8-10	43	4	-	2	2	-	9	3	5	5	-	-	-	-	6	2	2	-	1	2	-	-
	22%	44%	-	46%	25%	-	47%	53%	89%	26%	-	-	-	-	14%	26%	30%	-	11%	25%	-	-
NET: 4-7	69	1	5	1	5	2	2	5	1	1	7	2	3	3	18	4	2	2	2	2	-	4
	35%	16%	47%	28%	59%	31%	27%	29%	18%	11%	36%	31%	83%	76%	42%	44%	32%	21%	31%	-	-	77%
NET: 1-3	53	1	6	1	1	1	2	2	-	-	5	3	-	1	4	10	2	2	5	2	5	*
	27%	9%	48%	14%	16%	8%	36%	13%	-	-	26%	55%	-	24%	100%	23%	26%	22%	63%	30%	75%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 866

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	10	9	1	2	6	2	-	-	2	4	3	1	1	1	-	2	1	1	1	1	1	2	-
Weighted base	11*	10**	1**	2**	7**	1**	..	..	3**	4**	3**	1**	1**	1**	..	2**	1**	2**	2**	1**	1**	1**	..
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	7%	-	-	9%	-	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	54%	-
7	2	2	-	1	1	-	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	1	-
	18%	19%	-	23%	20%	-	-	-	-	16%	-	100%	100%	-	-	-	-	-	-	-	-	46%	-
6	2	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-
	17%	18%	-	77%	-	-	-	-	-	54%	-	-	-	-	-	-	-	-	100%	-	-	-	-
5	3	3	-	-	2	1	-	-	2	-	1	-	-	-	-	-	1	2	-	-	-	-	-
	26%	28%	-	-	30%	54%	-	-	76%	-	23%	-	-	-	-	-	100%	100%	-	-	-	-	-
4	3	3	1	-	3	1	-	-	1	-	3	-	-	-	-	1	-	-	-	-	1	-	-
	29%	25%	100%	-	36%	46%	-	-	24%	-	77%	-	-	-	-	79%	-	-	-	-	100%	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-
	3%	4%	-	-	5%	-	-	-	-	11%	-	-	-	-	-	21%	-	-	-	-	-	-	-
Mean	5.28	5.36	4.00	6.23	5.10	4.54	-	-	4.76	6.00	4.23	7.00	7.00	4.00	-	3.36	5.00	5.00	6.00	4.00	7.54	-	-
Standard deviation	1.56	1.57	-	0.55	1.82	-	-	-	0.53	2.26	0.50	-	-	-	-	-	-	*	-	-	-	-	-
Standard error	0.49	0.52	-	0.39	0.74	-	-	-	0.38	1.13	0.29	-	-	-	-	-	-	*	-	-	-	-	-
NET: 8-10	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	7%	-	-	9%	-	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	54%	-
NET: 4-7	10	9	1	2	6	1	-	-	3	2	3	1	1	1	-	1	1	2	2	1	1	-	-
	90%	90%	100%	100%	85%	100%	-	-	100%	70%	100%	100%	100%	100%	-	79%	100%	100%	100%	100%	46%	-	-
NET: 1-3	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-
	3%	4%	-	-	5%	-	-	-	-	11%	-	-	-	-	-	21%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 867

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	10	5	3	1	1	-	-	-	1	1	-	-	-	9	-	-	6	3	-	-	8	2	-	2	-	-	-
Weighted base	11*	7**	2**	1*	1**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**	10**	-.**	-.**	6**	3**	-.**	-.**	9**	2**	-.**	2**	-.**	-.**	-.**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 6%	1 9%	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 25%	-	-	1 7%	-	-	-	-	-	-
7	2 18%	-	-	1 100%	1 100%	-	-	-	-	-	-	-	-	2 19%	-	-	1 9%	1 51%	-	-	1 15%	1 29%	-	1 29%	-	-	-
6	2 17%	2 26%	-	-	-	-	-	-	-	-	-	-	-	2 18%	-	-	-	-	-	2 21%	-	-	-	-	-	-	-
5	3 26%	2 29%	1 42%	-	-	-	-	-	1 100%	1 100%	-	-	-	2 21%	-	-	3 45%	-	-	3 32%	-	-	-	-	-	-	-
4	3 29%	3 36%	1 36%	-	-	-	-	-	-	-	-	-	-	3 32%	-	-	3 40%	1 24%	-	2 20%	1 71%	-	1 71%	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	* 3%	-	* 21%	-	-	-	-	-	-	-	-	-	-	* 4%	-	-	* 6%	-	-	* 4%	-	-	-	-	-	-	-
Mean	5.28	5.18	3.78	7.00	7.00	-	-	-	5.00	5.00	-	-	-	5.30	-	-	4.54	6.53	-	5.37	4.87	-	4.87	-	-	-	-
Standard deviation	1.56	1.28	-	-	-	-	-	-	-	-	-	-	-	1.62	-	-	1.34	1.86	-	1.59	-	-	-	-	-	-	-
Standard error	0.49	0.57	-	-	-	-	-	-	-	-	-	-	-	0.54	-	-	0.55	1.07	-	0.56	-	-	-	-	-	-	-
NET: 8-10	1 6%	1 9%	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 25%	-	1 7%	-	-	-	-	-	-	-
NET: 4-7	10 90%	7 91%	1 79%	1 100%	1 100%	-	-	-	1 100%	1 100%	-	-	-	9 90%	-	-	6 94%	2 75%	-	8 88%	2 100%	-	2 100%	-	-	-	-
NET: 1-3	* 3%	-	* 21%	-	-	-	-	-	-	-	-	-	-	* 4%	-	-	* 6%	-	-	* 4%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 868

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	10	6	4	4	2	3	1	1	-	4	6	-	1	2	3	2	-	1	-	-
Weighted base	11*	7**	4**	4*	2**	3**	1**	1**	-**	5**	6**	-**	1**	1**	3**	3**	-**	1**	-**	-**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	-	24%	-	-	-	-
7	2	2	-	-	-	-	-	-	-	2	-	-	-	1	-	-	-	1	-	-
	18%	28%	-	-	-	-	-	-	-	35%	-	-	-	42%	-	-	-	100%	-	-
6	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
	17%	27%	-	-	-	-	-	-	-	33%	-	-	-	-	-	-	-	-	-	-
5	3	2	1	1	1	-	-	1	-	2	1	-	-	1	2	-	-	-	-	-
	26%	30%	19%	19%	35%	-	-	100%	-	39%	13%	-	-	23%	76%	-	-	-	-	-
4	3	1	3	3	1	3	1	-	-	3	1	-	1	1	1	-	-	-	-	-
	29%	9%	64%	64%	65%	79%	100%	-	-	48%	12%	-	100%	63%	35%	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	7%	-	-	-	37%	-	-	-	-	-	-
Mean	5.28	5.52	4.86	4.86	4.35	4.83	4.00	5.00	-	4.90	5.64	-	4.00	2.89	5.49	5.73	-	7.00	-	-
Standard deviation	1.56	1.56	1.69	1.69	0.65	1.95	-	-	-	1.40	1.75	-	-	-	1.60	1.60	-	-	-	-
Standard error	0.49	0.64	0.84	0.84	0.46	1.12	-	-	-	0.70	0.71	-	-	-	0.93	1.13	-	-	-	-
NET: 8-10	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	6%	-	17%	17%	-	21%	-	-	-	13%	-	-	-	-	-	24%	-	-	-	-
NET: 4-7	10	7	3	3	2	3	1	1	-	5	5	-	1	1	3	2	-	1	-	-
	90%	95%	83%	83%	100%	79%	100%	100%	-	87%	93%	-	100%	63%	100%	76%	-	100%	-	-
NET: 1-3	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-	-	7%	-	-	-	37%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 869

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Mixer**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	10	1	-	-	1	-	-	-	-	1	2	-	-	1	-	2	1	-	-	1	-
Weighted base	11*	1**	**	**	1**	**	**	**	**	1**	2**	**	**	1**	**	3**	1**	**	**	2**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
7	2 18%	1 100%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-
6	2 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 74%	-	-	-	-	-	-
5	3 26%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	2 100%	-
4	3 29%	-	-	-	1 100%	-	-	-	-	-	1 79%	-	-	-	1 26%	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	* 3%	-	-	-	-	-	-	-	-	-	* 21%	-	-	-	-	-	-	-	-	-	-
Mean	5.28	7.00	-	-	4.00	-	-	-	-	5.00	3.36	-	-	7.00	-	5.49	8.00	-	-	5.00	-
Standard deviation	1.56	-	-	-	-	-	-	-	-	-	-	-	-	-	1.12	-	-	-	-	*	-
Standard error	0.49	-	-	-	-	-	-	-	-	-	-	-	-	-	0.79	-	-	-	-	*	-
NET: 8-10	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
NET: 4-7	10 90%	1 100%	-	-	1 100%	-	-	-	-	1 100%	1 79%	-	-	1 100%	-	3 100%	-	-	-	2 100%	-
NET: 1-3	* 3%	-	-	-	-	-	-	-	-	-	* 21%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 870

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Gender		Age					Social Grade				Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (i)	C1 (k)	C2 (l)	DE (m)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	6	4	2	2	1	2	1	-	2	-	2	2	-	-	-	2	-	1	2	1	-
Weighted base	6*	4**	2**	2**	1**	2**	1**	**	2**	**	2**	2**	**	**	**	2**	**	1**	2**	1**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3	3	-	-	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	45%	64%	-	-	100%	-	100%	-	68%	-	61%	-	-	-	68%	-	100%	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2	1	1	1	-	1	-	-	-	1	1	-	-	-	-	-	-	1	1	-	-
	34%	21%	65%	65%	-	58%	-	-	-	39%	65%	-	-	-	-	-	-	58%	100%	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	11%	-	35%	-	-	42%	-	-	32%	-	-	-	-	-	-	-	-	-	42%	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	1	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	10%	15%	-	35%	-	-	-	-	-	-	-	35%	-	-	32%	-	-	-	-	-	-
Mean	6.16	6.54	5.30	4.26	8.00	5.15	8.00	-	6.71	-	7.22	4.26	-	-	5.79	-	8.00	5.15	6.00	-	-
Standard deviation	2.40	2.80	-	-	-	-	-	-	2.63	-	1.30	-	-	-	4.53	-	-	-	-	-	-
Standard error	0.98	1.40	-	-	-	-	-	-	1.86	-	0.92	-	-	-	3.21	-	-	-	-	-	-
NET: 8-10	3	3	-	-	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-
	45%	64%	-	-	100%	-	100%	-	68%	-	61%	-	-	-	68%	-	100%	-	-	-	-
NET: 4-7	3	1	2	1	-	2	-	-	1	-	1	1	-	-	-	-	-	2	1	-	-
	45%	21%	100%	65%	-	100%	-	-	32%	-	39%	65%	-	-	-	-	-	100%	100%	-	-
NET: 1-3	1	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	10%	15%	-	35%	-	-	-	-	-	-	-	35%	-	-	32%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 871

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	6	3	2	1	-	-	-	1	-	1	-	-	-	5	-	-	5	1	-	-	4	2	1	1	-	-	-
Weighted base	6*	4**	1**	1*	..	..	..	..	..	..	..	..	..	5**	..	..	6**	1**	..	..	4**	3**	1**	1**	..	..	..
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	3	-	-	-	1	1	-	1	-	-	-
	45%	76%	-	-	-	-	-	-	-	-	-	-	-	52%	-	-	50%	-	-	-	38%	54%	-	100%	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2	1	-	1	-	-	-	1	-	1	-	-	-	1	-	2	-	-	-	-	1	1	1	-	-	-	-
	34%	24%	-	100%	-	-	-	100%	-	100%	-	-	-	23%	-	38%	-	-	-	-	25%	46%	100%	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	11%	-	50%	-	-	-	-	-	-	-	-	-	-	12%	-	-	100%	-	-	-	18%	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-
	10%	-	50%	-	-	-	-	-	-	-	-	-	-	12%	-	12%	-	-	-	-	18%	-	-	-	-	-	-
Mean	6.16	7.51	2.51	6.00	-	-	-	6.00	-	6.00	-	-	6.19	-	-	6.42	4.00	-	-	5.49	7.07	6.00	8.00	-	-	-	-
Standard deviation	2.40	1.01	-	-	-	-	-	-	-	-	-	-	2.63	-	-	2.41	-	-	-	3.02	1.27	-	-	-	-	-	-
Standard error	0.98	0.58	-	-	-	-	-	-	-	-	-	-	1.18	-	-	1.08	-	-	-	1.51	0.90	-	-	-	-	-	-
NET: 8-10	3	3	-	-	-	-	-	-	-	-	-	-	-	3	-	3	-	-	-	-	1	1	-	1	-	-	-
	45%	76%	-	-	-	-	-	-	-	-	-	-	-	52%	-	50%	-	-	-	-	38%	54%	-	100%	-	-	-
NET: 4-7	3	1	1	1	-	-	-	1	-	1	-	-	-	2	-	2	1	-	-	-	2	1	1	-	-	-	-
	45%	24%	50%	100%	-	-	-	100%	-	100%	-	-	-	35%	-	38%	100%	-	-	-	43%	46%	100%	-	-	-	-
NET: 1-3	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-
	10%	-	50%	-	-	-	-	-	-	-	-	-	-	12%	-	12%	-	-	-	-	18%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 872

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001	£14,00	£21,00	£28,00	£34,00	£41,00	£48,00	£55,00
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)				(p)	(q)	(r)	(s)				
Unweighted base	6	3	3	3	3	1	2	1	1	4	2					2	2	2	-	-	-	-	-	-
Weighted base	6*	3**	4**	4*	4**	1**	2**	1**	1**	4**	2**					3**	1**	2**	**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3	-	3	3	3	1	1	1	1	1	1	1	1	1	-	1	-	1	-	-	-	-	-	-
	45%	-	76%	76%	76%	100%	61%	100%	100%	34%	68%	-	68%	-	54%	-	61%	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2	1	1	1	1	-	1	-	-	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	34%	48%	24%	24%	24%	-	39%	-	-	51%	-	-	-	-	46%	-	39%	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
	11%	26%	-	-	-	-	-	-	-	-	-	32%	-	-	-	50%	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	10%	26%	-	-	-	-	-	-	-	16%	-	-	-	-	-	50%	-	-	-	-	-	-	-	-
Mean	6.16	4.19	7.51	7.51	7.51	8.00	7.22	8.00	8.00	5.90	6.71	-	6.71	-	7.07	2.51	7.21	-	-	-	-	-	-	-
Standard deviation	2.40	2.64	1.01	1.01	1.01	-	1.30	-	-	2.62	2.63	-	2.63	-	1.27	-	1.31	-	-	-	-	-	-	-
Standard error	0.98	1.53	0.58	0.58	0.58	-	0.92	-	-	1.31	1.86	-	1.86	-	0.90	-	0.92	-	-	-	-	-	-	-
NET: 8-10	3	-	3	3	3	1	1	1	1	1	1	1	1	1	-	1	-	1	-	-	-	-	-	-
	45%	-	76%	76%	76%	100%	61%	100%	100%	34%	68%	-	68%	-	54%	-	61%	-	-	-	-	-	-	-
NET: 4-7	3	2	1	1	1	-	1	-	-	2	1	-	-	-	1	1	1	-	-	-	-	-	-	-
	45%	74%	24%	24%	24%	-	39%	-	-	51%	32%	-	-	-	46%	50%	39%	-	-	-	-	-	-	-
NET: 1-3	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	10%	26%	-	-	-	-	-	-	-	16%	-	-	-	-	-	50%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 873

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Yubo**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (l)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	6	-	-	-	-	-	-	-	-	-	2	1	-	-	-	3	-	-	-	-	-
Weighted base	6*	**	**	**	**	**	**	**	**	**	2**	1**	**	**	**	3**	**	**	**	**	**
10 - extremely protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	3 45%	-	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	-	-	-	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 76%	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 24%	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	1 10%	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-	-	-	-
Mean	6.16	-	-	-	-	-	-	-	-	-	5.79	8.00	-	-	-	5.53	-	-	-	-	-
Standard deviation	2.40	-	-	-	-	-	-	-	-	-	4.53	-	-	-	-	1.06	-	-	-	-	-
Standard error	0.98	-	-	-	-	-	-	-	-	-	3.21	-	-	-	-	0.61	-	-	-	-	-
NET: 8-10	3 45%	-	-	-	-	-	-	-	-	-	1 68%	1 100%	-	-	-	-	-	-	-	-	-
NET: 4-7	3 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-
NET: 1-3	1 10%	-	-	-	-	-	-	-	-	-	1 32%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 874

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	26	14	12	1	1	-	3	11	10	8	12	3	3	3	-	1	2	2	2	3	-	5	4	3	1
Weighted base	27*	15**	12**	***	***	**	3**	12**	11**	7**	13**	4**	3**	3**	***	1**	4**	1**	2**	2**	***	6**	4**	3**	***
10 - extremely protected	4	3	1	-	-	-	-	2	2	2	2	1	-	2	-	-	-	-	-	-	-	1	-	1	-
15%	22%	7%	-	-	-	-	19%	16%	24%	12%	20%	-	84%	-	-	-	-	-	-	-	-	15%	-	30%	-
9	2	2	-	-	-	-	1	1	1	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-
8%	14%	-	-	-	-	-	6%	13%	19%	5%	-	-	-	-	-	33%	51%	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2	1	1	-	-	-	1	1	1	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
7%	6%	9%	-	-	-	-	9%	8%	15%	6%	-	-	-	-	-	-	-	53%	-	-	15%	-	-	-	-
6	4	-	4	-	-	-	1	3	-	4	-	-	-	-	1	-	-	-	-	-	2	-	1	-	-
15%	-	34%	-	-	-	45%	22%	-	-	31%	-	-	-	-	100%	-	-	-	-	-	37%	-	24%	-	-
5	5	4	*	-	-	-	3	2	*	2	3	-	-	-	-	3	-	-	-	-	-	2	-	*	-
17%	29%	3%	-	-	-	-	25%	15%	5%	12%	64%	-	-	-	-	67%	-	-	-	-	-	37%	-	100%	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
3%	-	6%	-	-	-	-	-	6%	10%	-	-	-	-	-	-	-	-	-	-	-	-	16%	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	5	2	4	*	*	-	1	1	2	1	1	-	3	*	-	-	-	1	2	-	1	1	-	-	-
20%	11%	31%	100%	100%	-	31%	9%	22%	17%	11%	-	100%	16%	-	-	-	-	47%	68%	-	20%	29%	-	-	-
Don't know	4	3	1	-	-	-	1	1	2	1	3	1	-	-	-	-	1	-	1	-	1	1	1	-	-
15%	19%	11%	-	-	-	24%	11%	19%	10%	21%	16%	-	-	-	-	-	49%	-	32%	-	13%	17%	46%	-	
Mean	5.61	6.63	4.47	1.00	1.00	-	3.95	6.36	5.54	6.50	6.01	6.17	1.00	8.55	-	6.00	6.34	9.00	4.20	1.00	-	5.69	3.20	8.22	5.00
Standard deviation	3.22	3.17	3.00	-	-	-	3.27	2.73	3.74	3.75	2.77	2.50	0.00	4.09	-	-	2.17	-	4.22	-	-	3.29	2.10	-	-
Standard error	0.70	1.00	0.90	-	-	-	2.32	0.91	1.32	1.42	0.92	1.77	0.00	2.36	-	-	1.54	-	2.98	-	-	1.65	1.21	-	-
NET: 8-10	6	5	1	-	-	-	-	3	3	3	2	1	-	2	-	1	1	-	-	-	1	-	1	-	-
23%	36%	7%	-	-	-	-	25%	29%	42%	17%	20%	-	84%	-	-	33%	51%	-	-	-	15%	-	30%	-	-
NET: 4-7	11	5	6	-	-	-	1	7	2	1	7	3	-	-	1	3	-	1	-	-	3	2	1	*	-
40%	35%	46%	-	-	-	45%	55%	23%	20%	50%	64%	-	-	100%	67%	-	53%	-	-	-	52%	37%	24%	100%	-
NET: 1-3	6	2	4	*	*	-	1	1	3	2	1	-	3	*	-	-	-	1	2	-	1	2	-	-	-
22%	11%	36%	100%	100%	-	31%	9%	29%	27%	11%	-	100%	16%	-	-	-	-	47%	68%	-	20%	45%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 875

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Working Status							Disability						What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	26	5	9	1	-	1	10	-	7	1	4	2	-	19	-	-	10	14	2	-	24	2	1	-	1	-	-
Weighted base	27*	7**	8**	**	..*	1**	10**	..*	8**	***	6**	2**	..*	19**	..*	..*	10**	15**	2**	..*	24**	3**	1**	..*	2**	..*	..*
10 - extremely protected	4	1	-	-	-	3	-	-	-	-	-	-	-	4	-	-	1	3	-	-	3	1	1	-	-	-	-
	15%	11%	-	-	-	32%	-	-	-	-	-	-	-	21%	-	-	9%	22%	-	-	14%	29%	100%	-	-	-	-
9	2	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1	-	2	-	-	-	-	-	-	-
	8%	-	9%	-	-	13%	-	9%	-	12%	-	-	7%	-	-	7%	-	59%	-	8%	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2	-	-	-	-	2	-	-	-	-	-	-	2	-	-	1	1	-	-	2	-	-	-	-	-	-	-
	7%	-	-	-	-	19%	-	-	-	-	-	-	10%	-	-	11%	6%	-	-	8%	-	-	-	-	-	-	-
6	4	3	1	-	-	-	-	-	-	-	-	-	4	-	-	-	4	-	-	2	2	-	-	2	-	-	-
	15%	37%	17%	-	-	-	-	-	-	-	-	-	21%	-	-	-	4	-	-	8%	71%	-	-	100%	-	-	-
5	5	3	*	-	-	2	-	4	-	4	-	-	*	-	-	3	2	-	-	5	-	-	-	-	-	-	-
	17%	36%	5%	-	-	16%	-	56%	-	75%	-	-	2%	-	-	31%	11%	-	-	19%	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-
	3%	-	-	-	-	7%	-	-	-	-	-	-	4%	-	-	-	5%	-	-	3%	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	5	1	3	*	-	1	-	1	*	-	1	-	4	-	-	2	3	1	-	5	-	-	-	-	-	-	-
	20%	15%	34%	100%	-	100%	-	17%	100%	-	59%	-	21%	-	-	15%	19%	41%	-	22%	-	-	-	-	-	-	-
Don't know	4	-	3	-	-	1	-	1	-	1	1	-	3	-	-	3	1	-	-	4	-	-	-	-	-	-	-
	15%	-	35%	-	-	14%	-	18%	-	13%	41%	-	14%	-	-	27%	10%	-	-	17%	-	-	-	-	-	-	-
Mean	5.61	5.31	3.72	1.00	-	1.00	7.74	-	4.61	1.00	5.56	1.00	5.99	-	-	5.44	5.69	5.71	-	5.39	7.14	10.00	-	6.00	-	-	-
Standard deviation	3.22	2.53	3.38	-	-	2.46	-	2.42	-	1.55	-	-	3.46	-	-	3.09	3.25	5.24	-	3.32	2.24	-	-	*	-	-	-
Standard error	0.70	1.13	1.38	-	-	0.87	-	1.08	-	0.89	-	-	0.87	-	-	1.17	0.94	3.71	-	0.76	1.58	-	-	*	-	-	-
NET: 8-10	6	1	1	-	-	5	-	1	-	1	-	-	5	-	-	2	3	1	-	5	1	1	-	-	-	-	-
	23%	11%	9%	-	-	45%	-	9%	-	12%	-	-	28%	-	-	16%	22%	59%	-	22%	29%	100%	-	-	-	-	-
NET: 4-7	11	5	2	-	-	4	-	4	-	4	-	-	6	-	-	4	7	-	-	9	2	-	-	2	-	-	-
	40%	73%	22%	-	-	34%	-	56%	-	75%	-	-	33%	-	-	42%	44%	-	-	36%	71%	-	-	100%	-	-	-
NET: 1-3	6	1	3	*	-	1	-	1	*	-	1	-	5	-	-	2	4	1	-	6	-	-	-	-	-	-	-
	22%	15%	34%	100%	-	100%	7%	17%	100%	-	59%	-	24%	-	-	15%	24%	41%	-	25%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 876

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under		NET: Under 16	NET: Any 5- 18	Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,000 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	26	24	2	-	2	-	-	-	2	1	25	-	5	2	12	3	1	1	-	-
Weighted base	27*	25**	2**	-*	2**	-**	-**	-**	2**	2**	25**	-**	4**	2**	10**	4**	3**	2**	-**	-**
10 - extremely protected	4	4	-	-	-	-	-	-	-	4	-	-	2	2	1	-	-	-	-	-
	15%	16%	-	-	-	-	-	-	-	16%	-	-	65%	17%	23%	-	-	-	-	-
9	2	2	-	-	-	-	-	-	-	2	-	1	-	1	-	-	-	-	-	-
	8%	8%	-	-	-	-	-	-	-	8%	-	17%	-	14%	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2	2	-	-	-	-	-	-	-	2	-	-	-	1	-	-	-	-	-	-
	7%	8%	-	-	-	-	-	-	-	8%	-	-	-	35%	11%	-	-	-	-	-
6	4	3	1	-	1	-	-	-	1	2	2	-	1	-	1	-	-	2	-	-
	15%	13%	42%	-	42%	-	-	-	42%	100%	8%	-	32%	-	7%	-	-	100%	-	-
5	5	5	-	-	-	-	-	-	-	5	-	-	-	*	2	3	-	-	-	-
	17%	18%	-	-	-	-	-	-	-	19%	-	-	-	4%	43%	100%	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	3%	3%	-	-	-	-	-	-	-	3%	-	-	-	7%	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	5	4	1	-	1	-	-	-	1	-	5	-	2	-	3	1	-	-	-	-
	20%	17%	58%	-	58%	-	-	-	58%	-	21%	-	36%	-	26%	34%	-	-	-	-
Don't know	4	4	-	-	-	-	-	-	-	4	-	-	1	-	1	-	-	-	-	-
	15%	16%	-	-	-	-	-	-	-	17%	-	-	16%	-	15%	-	-	-	-	-
Mean	5.61	5.80	3.09	-	3.09	-	-	-	3.09	6.00	5.57	-	4.47	8.95	5.60	4.80	5.00	6.00	-	-
Standard deviation	3.22	3.18	-	-	-	-	-	-	*	3.38	-	3.73	1.87	3.84	3.90	*	*	-	-	-
Standard error	0.70	0.73	-	-	-	-	-	-	*	0.76	-	1.87	1.32	1.21	2.25	*	*	-	-	-
NET: 8-10	6	6	-	-	-	-	-	-	-	6	-	1	2	3	1	-	-	-	-	-
	23%	24%	-	-	-	-	-	-	-	25%	-	17%	65%	31%	23%	-	-	-	-	-
NET: 4-7	11	10	1	-	1	-	-	-	1	2	9	-	1	1	2	2	3	2	-	-
	40%	40%	42%	-	42%	-	-	-	42%	100%	35%	-	32%	35%	22%	43%	100%	100%	-	-
NET: 1-3	6	5	1	-	1	-	-	-	1	-	6	-	2	-	3	1	-	-	-	-
	22%	20%	58%	-	58%	-	-	-	58%	-	24%	-	36%	-	33%	34%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
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Absolutes/col percents

Table 877

**Q.15 On a scale of 1 to 10, where 1 is not very protected and 10 is extremely protected, how well protected do you think you personally are from inappropriate comments or unwelcome behaviour from others on the following video-sharing sites?**

**Other**

**Base: All who visited/ used sites/ apps**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	26	2	-	-	2	-	-	1	1	2	1	-	-	1	-	7	2	1	1	1	1	3
Weighted base	27*	2**	-**	-**	4**	-**	-**	1**	1**	2**	1**	-**	-**	1**	-**	8**	2**	1**	1**	***	***	3**
10 - extremely protected	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	15%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	55%	-	-	-	-	-
9	2	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	33%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	53%	-	-	-	-	-	10%	-	-	-	-	-	-
6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	1	-	-	1
	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24%	-	-	100%	-	-	46%
5	5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	*	-
	17%	-	-	-	67%	-	-	-	-	-	-	-	-	-	-	19%	-	-	-	-	-	100%
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45%	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 - not very protected	5	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	-	-	-	*	-	2
	20%	-	-	-	-	-	-	-	-	47%	-	-	-	-	-	28%	-	-	-	100%	-	54%
Don't know	4	-	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	1	-	-	-	-
	15%	-	-	-	-	-	-	-	100%	-	100%	-	-	100%	-	9%	-	100%	-	-	-	-
Mean	5.61	10.00	-	-	6.34	-	-	9.00	-	4.20	-	-	-	-	-	4.78	6.85	-	6.00	1.00	5.00	3.29
Standard deviation	3.22	*	-	-	2.17	-	-	-	-	4.22	-	-	-	-	-	3.08	-	-	-	-	-	3.06
Standard error	0.70	*	-	-	1.54	-	-	-	-	2.98	-	-	-	-	1.26	-	-	-	-	-	-	1.77
NET: 8-10	6	2	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-
	23%	100%	-	-	33%	-	-	100%	-	-	-	-	-	-	-	10%	55%	-	-	-	-	-
NET: 4-7	11	-	-	-	3	-	-	-	-	1	-	-	-	-	-	5	-	-	1	-	*	1
	40%	-	-	-	67%	-	-	-	-	53%	-	-	-	-	-	53%	-	-	100%	-	100%	46%
NET: 1-3	6	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	1	-	-	*	-	2
	22%	-	-	-	-	-	-	-	-	47%	-	-	-	-	-	28%	45%	-	-	100%	-	54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





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Absolutes/col percents

Table 878  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
NET: Any concerns	1814	861	953	204	324	296	330	257	402	498	509	369	438	157	75	197	146	159	127	90	171	234	249	151	58
	87%	85%	89%a	89%	90%hi	89%i	90%hi	84%	83%	88%	87%	87%	87%	89%	88%	85%	86%	89%	86%	89%	88%	86%	88%	84%	93%
Being bullied/trolled	1415	617	798	156	218	221	247	224	348	389	405	271	350	121	57	146	109	110	99	70	141	177	209	123	53
	68%	61%	75%a	68%	61%	67%	67%	73%e	72%ef	68%	69%	64%	69%	69%	67%	63%	64%	61%	67%	69%	73%r	65%	74%prv	68%	85%nopqrstvx
Watching offensive or harmful content	1361	584	777	141	199	209	239	217	356	386	375	273	328	113	60	145	110	103	88	67	139	180	196	115	47
	65%	58%	73%a	61%	55%	63%	65%e	71%de	74%def	68%	64%	65%	65%	64%	70%	62%	65%	57%	59%	67%	72%rs	66%	69%r	64%	75%r
Watching age-inappropriate content	1335	587	748	143	216	198	229	200	349	380	369	268	318	111	56	138	102	108	89	66	133	166	210	110	46
	64%	58%	70%a	62%	60%	60%	62%	65%	72%def	67%	63%	63%	63%	63%	66%	59%	60%	60%	60%	65%	69%	61%	74%npq	61%	74%
Receiving private messages from strangers	1327	570	756	139	194	194	241	211	348	359	367	272	329	112	52	148	105	104	90	64	138	157	200	113	44
	64%	56%	71%a	60%	54%	58%	66%e	68%ef	72%def	63%	63%	64%	65%	64%	61%	64%	62%	58%	61%	63%	71%rv	58%	71%rv	63%	71%
Spending too much time online	1108	486	622	121	148	169	188	186	297	308	308	214	278	94	44	127	82	88	68	55	110	133	175	85	47
	53%	48%	58%a	52%e	41%	51%e	51%e	60%efg	62%def	54%	53%	51%	55%	54%	52%	55%	48%	49%	46%	54%	57%	49%	62%qrs	47%	75%nopqrstvux
Sharing information that can identify where they live or go to school	1025	425	599	110	129	138	166	188	293	279	290	205	250	84	41	107	83	82	69	49	103	122	158	90	35
	49%	42%	56%a	48%e	36%	41%	45%e	61%def	61%def	49%	50%	49%	49%	48%	49%	46%	49%	46%	47%	49%	53%	45%	56%v	50%	57%
Having little/no control over videos they see	998	408	590	113	151	138	165	171	261	293	267	192	245	74	38	110	85	73	67	48	106	129	141	87	40
	48%	40%	55%a	49%	42%	41%	45%	55%efg	54%efg	52%	46%	45%	48%	42%	47%	45%	50%	40%	45%	47%	55%nr	47%	50%	49%	64%noprs
Strangers viewing their videos	981	383	598	106	139	132	159	167	278	271	261	195	254	73	42	95	85	77	65	53	101	119	154	81	37
	47%	38%	56%a	46%	39%	40%	43%	54%efg	58%def	48%	45%	46%	50%	42%	50%	41%	50%	43%	44%	52%	52%p	44%	54%npr	45%	59%nprv
Cyber-stalking	979	429	550	117	141	136	161	165	259	269	274	203	233	70	35	95	78	72	70	61	99	123	158	85	33
	47%	42%	52%a	51%ef	39%	41%	44%	54%efg	54%efg	47%	47%	48%	46%	40%	41%	41%	46%	40%	47%	60%nop	51%	45%	56%nop	48%	53%
Receiving negative/inappropriate comments about the videos they upload	970	384	586	116	154	148	165	143	245	273	257	184	255	83	31	97	75	72	67	52	96	115	153	97	31
	47%	38%	55%a	50%	43%	45%	45%	46%	51%	48%	44%	44%	50%	47%	37%	42%	44%	40%	45%	52%	50%	42%	54%opr	54%opr	50%
Being scammed	952	437	514	105	132	136	158	164	257	272	266	185	228	73	37	91	81	69	66	48	98	121	142	87	39
	46%	43%	48%a	46%	37%	41%	43%	53%efg	53%efg	48%	46%	44%	45%	41%	44%	39%	48%	39%	45%	47%	51%pr	45%	50%pr	49%	63%noprs
Their personal data being stolen/hacked	840	345	495	85	100	112	142	142	259	229	234	164	212	56	33	74	68	72	60	43	91	106	134	71	31
	40%	34%	46%a	37%	28%	34%	39%e	46%ef	54%def	40%	40%	39%	42%	32%	39%	32%	40%	40%	41%	43%	47%np	39%	47%np	40%	49%np

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 878  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Their personal data being processed without their consent	837 40%	350 34%	487 46%a	82 35%e	92 26%	117 35%e	144 39%e	142 46%def	260 54%def	230 40%	234 40%	165 39%	208 41%	62 35%	33 39%	80 35%	72 43%	59 33%	52 35%	48 47%pr	92 48%nr	97 36%	141 50%nr	75 42%	26 41%
Being pressurised into uploading videos	811 39%	336 33%	475 45%a	81 35%	102 28%	106 32%	141 38%e	141 46%def	239 50%def	239 42%	215 37%	149 35%	208 41%	60 34%	29 34%	86 37%	59 35%	58 32%	59 40%	44 44%	89 47%nr	97 36%	129 46%nr	69 38%	30 49%r
Their videos going viral beyond their control	790 38%	326 32%	465 44%a	78 34%	109 30%	105 32%	118 32%	134 43%def	246 51%def	211 37%	212 36%	179 42%	189 37%	56 32%	30 35%	86 37%	58 34%	65 36%	55 37%	41 41%	89 46%nr	88 32%	123 43%nr	71 40%	29 46%
Spending too much money on sites (e.g. digital gifts)	752 36%	356 35%	395 37%	81 35%e	93 26%	105 32%	119 32%	125 41%efg	228 47%def	216 38%	202 35%	149 35%	184 36%	56 32%	25 30%	66 28%	65 38%	56 31%	52 35%	45 44%pr	85 44%nr	86 31%	123 44%nr	65 36%	28 46%p
Their data being used for targeted advertising	644 31%	285 28%	359 34%a	72 31%e	67 19%	85 25%	115 31%e	102 33%e	204 42%def	176 31%	184 32%	128 30%	156 31%	43 24%	21 25%	64 28%	57 33%	44 25%	41 28%	39 39%nr	69 36%nr	76 28%	108 38%nr	61 34%	21 33%
I have no concerns about children using video-sharing sites	82 4%	53 5%b	29 3%	7 3%	12 3%	17 5%	10 3%	17 5%	19 4%	19 3%	23 4%	19 4%	22 4%	4 2%	4 5%	9 4%	8 5%	6 3%	10 7%w	4 4%	6 3%	12 4%	7 2%	11 6%	1 1%
Don't know	184 9%	101 10%	83 8%	19 8%	24 7%	19 6%	27 7%	34 11%f	61 13%efg	51 9%	53 9%	34 8%	45 9%	15 8%	5 6%	26 11%	16 10%	15 8%	10 7%	6 6%	17 9%	27 10%	26 9%	17 10%	4 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 879  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
Base: All respondents

	Working Status				Disability								What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
NET: Any concerns	1814	835	227	153	74	95	321	109	391	163	252	124	16	1385	14	9	999	538	202	39	1638	161	35	86	25	10	5
	87%	88%	90%ef	88%	89%	82%	84%	86%	86%	88%	84%	87%	78%	88%	84%	67%	87%	87%	89%	94%	87%	92%	95%	93%	88%	79%	100%
Being bullied/trolled	1415	589	187	125	63	82	280	87	317	134	204	107	15	1066	11	3	783	428	153	29	1303	101	26	50	16	6	3
	68%	62%	74%a	72%	76%a	70%	74%a	69%	70%	72%	68%	75%	76%	68%	62%	20%	69%	69%	67%	69%	69%uw	57%	72%	53%	57%	44%	61%
Watching offensive or harmful content	1361	552	185	115	48	83	288	90	302	122	196	98	13	1027	6	6	742	424	145	27	1250	101	23	48	20	8	2
	65%	58%	73%ad	66%	58%	71%a	76%ad	71%a	66%	66%	66%	69%	66%	65%	36%	6	65%	68%	64%	65%	66%uw	57%	64%	52%	70%	58%	34%
Watching age-inappropriate content	1335	545	177	111	49	84	282	87	290	113	182	99	13	1013	5	5	733	406	145	32	1232	94	25	46	14	7	2
	64%	57%	70%a	64%	59%	72%a	74%ad	69%a	64%	61%	61%	69%j	66%	64%	28%	33%	64%	65%	64%	75%	65%uw	53%	67%	50%	49%	52%	34%
Receiving private messages from strangers	1327	533	177	112	54	83	277	90	303	119	198	98	12	993	6	4	739	408	135	27	1222	97	22	50	14	7	3
	64%	56%	70%a	65%	66%	71%a	73%a	71%a	66%	64%	66%	69%	61%	63%	35%	32%	65%	66%	59%	65%	65%u	55%	61%	54%	49%	55%	59%
Spending too much time online	1108	462	150	85	42	76	225	67	236	84	167	78	7	842	7	3	603	338	125	24	1008	91	21	45	12	9	5
	53%	49%	59%a	49%	51%	65%a	59%a	53%	52%i	45%	56%hi	55%i	35%	53%i	41%	18%	53%	54%	55%	57%	54%	52%	57%	48%	41%	70%	100%
Sharing information that can identify where they live or go to school	1025	364	150	90	44	75	233	68	251	101	167	86	11	744	3	3	551	326	108	26	946	67	13	36	9	6	3
	49%	38%	60%a	52%	53%a	64%a	61%a	54%a	55%am	54%	56%am	60%am	52%	47%	16%	22%	48%	52%	48%	61%	50%u	38%	37%	39%	31%	44%	61%
Having little/no control over videos they see	998	393	145	82	38	58	212	70	235	93	153	81	9	736	4	3	545	306	114	21	914	77	22	34	13	6	2
	48%	41%	58%a	47%	46%	50%	56%a	55%a	52%	50%	51%	57%am	47%	47%	21%	18%	48%	49%	50%	49%	49%	44%	60%uw	37%	47%	44%	34%
Strangers viewing their videos	981	371	141	80	35	75	211	67	228	84	152	81	11	731	4	3	565	287	97	17	897	77	24	33	10	8	2
	47%	39%	56%ad	46%	42%	64%ad	56%ad	53%a	50%	45%	51%	56%im	52%	46%	24%	22%	49%	46%	43%	40%	48%	44%	66%tuw	36%	36%	58%	34%
Cyber-stalking	979	385	137	81	45	61	213	57	231	94	151	72	9	723	7	3	535	292	109	26	899	71	17	35	9	8	3
	47%	41%	55%a	47%	54%a	52%a	56%ag	45%	51%	51%	50%	51%	43%	46%	44%	25%	47%	47%	48%	62%	48%	40%	46%	38%	31%	58%	59%
Receiving negative/inappropriate comments about the videos they upload	970	378	151	97	38	59	187	59	218	94	144	78	8	730	4	2	507	313	110	26	893	69	19	31	10	8	2
	47%	40%	60%adfg	56%	46%	50%a	49%a	46%	48%	51%	48%	54%	42%	46%	24%	16%	44%	50%p	48%	61%p	47%w	39%	52%	34%	34%	58%	34%
Being scammed	952	383	126	88	37	62	204	51	218	85	144	75	9	708	4	3	523	279	112	23	869	75	18	39	10	6	1
	46%	40%	50%a	51%	44%	53%a	54%ag	40%	48%	46%	48%	52%	44%	45%	24%	25%	46%	45%	49%	54%	46%	42%	49%	42%	35%	47%	30%
Their personal data being stolen/ hacked	840	291	127	65	35	63	204	55	197	75	128	76	10	619	5	4	455	253	99	19	768	63	15	32	8	6	2
	40%	31%	51%a	37%	42%a	53%a	54%ag	43%a	43%	41%	43%	53%hij	48%	39%	27%	32%	40%	41%	43%	44%	41%	36%	42%	34%	26%	47%	49%
Their personal data being processed without their consent	837	307	119	62	31	70	198	51	195	66	138	72	7	620	5	4	460	250	97	15	767	64	19	30	8	6	1
	40%	32%	47%a	36%	37%	60%abd	52%adg	40%	43%i	36%	46%im	50%him	33%	39%	32%	27%	40%	40%	43%	36%	41%	36%	52%u	32%	29%	44%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 879  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
Base: All respondents

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?											
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Being pressurised into uploading videos	811	288	114	67	33	60	193	55	198	76	131	69	9	589	2	3	442	247	94	19	741	62	18	31	9	3	2
Their videos going viral beyond their control	790	279	114	60	29	61	195	53	197	78	127	74	8	569	2	3	427	248	88	18	725	58	17	28	7	5	2
Spending too much money on sites (e.g. digital gifts)	752	279	100	66	25	56	182	44	184	71	120	67	9	544	3	3	400	238	85	15	703	42	14	21	4	2	1
Their data being used for targeted advertising	644	241	91	52	22	49	157	32	159	59	107	60	7	467	3	2	339	201	82	12	598	40	12	19	4	3	1
I have no concerns about children using video-sharing sites	82	39	9	7	5	4	12	6	24	11	18	5	2	56	2	1	42	28	9	1	81	2	2	-	-	-	-
Don't know	184	75	15	14	5	18	47	11	41	12	29	14	3	134	1	3	101	56	15	2	165	13	-	7	3	3	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 880  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)	
													(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
NET: Any concerns	1814	1275	526	489	438	168	255	225	91	201	1613	87%	66	216	313	427	360	154	57	42	88
Being bullied/trolled	1415	1057	349	325	291	108	166	154	59	122	1293	63%	163	241	352	274	109	45	30	68	
Watching offensive or harmful content	1361	1007	345	316	288	98	166	144	67	112	1250	63%	169	219	340	257	108	49	35	58	
Watching age-inappropriate content	1335	992	333	312	276	104	169	135	54	113	1222	58%	168	225	327	251	114	46	28	58	
Receiving private messages from strangers	1327	991	328	300	277	99	156	139	62	116	1211	57%	165	232	330	247	105	39	35	57	
Spending too much time online	1108	830	266	248	223	86	126	113	47	103	1005	52%	121	183	261	221	93	43	30	49	
Sharing information that can identify where they live or go to school	1025	802	217	201	179	71	98	97	41	85	939	44%	139	174	255	185	74	31	17	46	
Having little/no control over videos they see	998	746	245	228	207	75	125	106	40	92	905	39%	127	178	224	190	81	38	24	48	
Strangers viewing their videos	981	738	236	221	198	73	109	107	42	84	897	48%	132	166	252	175	73	29	16	42	
Cyber-stalking	979	755	213	198	175	70	101	84	36	91	888	49%	114	166	247	184	80	26	19	46	
Receiving negative/inappropriate comments about the videos they upload	970	745	220	203	180	82	103	90	39	87	882	40%	121	167	247	177	68	33	23	45	
Being scammed	952	730	215	195	175	60	90	87	47	86	866	46%	116	160	236	173	87	34	14	45	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 880  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under			Any aged under 5			Any aged 5-10			Any aged 11-15			Any aged 16-18			Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)							
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*							
Their personal data being stolen/ hacked	840 40%	647 43% f	187 33% f	166 32% f	157 33% f	54 29%	70 26%	85 37% f	42 42% f	69 31%	770 41% i	32 41%	110 44%	144 39%	216 44%	154 39%	63 36%	22 36%	21 46%	32 32%							
Their personal data being processed without their consent	837 40%	635 42% f	195 35% f	180 34% f	161 34% f	59 32% f	85 31% f	85 36% f	37 37% f	76 34% f	761 41% i	31 39%	102 40%	155 42%	220 45%	156 39%	62 36%	20 31%	13 28%	35 34%							
Being pressurised into uploading videos	811 39%	646 43% f	159 28% f	147 28% f	136 29% f	47 25% f	76 28% f	66 28% f	32 32% f	69 31% f	742 40% i	26 33%	107 42%	146 40%	204 42%	144 36%	58 33%	24 38%	17 37%	41 41%							
Their videos going viral beyond their control	790 38%	621 41% f	164 29% f	153 29% f	131 28% f	57 30% f	67 25% f	69 30% f	28 28% f	74 33% f	716 39% f	28 36%	98 39%	147 40% p	205 42% p	143 36%	50 29%	24 38%	18 40%	35 35%							
Spending too much money on sites (e.g. digital gifts)	752 36%	622 41% f	123 22% f	113 22% f	98 21% f	40 21% f	50 18% f	53 23% f	31 31% f	76 34% f	676 36% f	30 38%	102 40%	125 34%	178 36%	137 34%	60 35%	21 33%	21 46%	38 38%							
Their data being used for targeted advertising	644 31%	506 34% f	132 23% f	117 22% f	114 24% f	36 19% f	56 21% f	63 27% f	31 31% e	62 28% f	582 31% f	29 37%	84 33%	105 29%	157 32%	120 30%	58 34%	15 23%	16 35%	27 27%							
I have no concerns about children using video-sharing sites	82 4%	74 5% f	8 1% f	7 1% f	8 2% f	1 1% f	5 2% f	2 1% f	1 1% f	8 3% f	75 4% f	2 3%	9 4%	15 4%	18 4%	15 4%	8 5%	2 3%	2 5%	3 3%							
Don't know	184 9%	151 10% f	32 6% f	26 5% f	24 5% f	18 10% f	11 4% f	6 3% f	9 9% f	12 5% f	172 9% f	9 12% o	28 11% o	37 10% o	44 9% o	22 6% o	10 6% o	4 7% o	2 4% o	10 10% o							

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 881  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shel-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
NET: Any concerns	1814	73	72	76	76	43	42	138	62	76	147	80	52	47	21	404	61	63	54	70	58	99
	87%	93%	89%	88%	84%	92%	86%	84%	86%	85%	90%	90%	86%	89%	77%	86%	90%	88%	82%	90%	93%	86%
Being bullied/trolled	1415	55	55	60	54	31	34	101	43	60	106	67	39	42	17	314	54	50	45	53	53	83
	68%	70%	68%	69%	59%	67%	69%	62%	60%	67%	64%	75%	65%	78% <sup>d</sup>	61%	67%	79% <sup>dghj</sup>	69%	67%	69%	85% <sup>bdghj</sup>	72%
Watching offensive or harmful content	1361	57	45	61	57	32	27	96	47	57	96	58	38	31	17	322	48	51	39	50	47	86
	65%	73%	56%	70%	63%	68%	56%	58%	66%	64%	58%	65%	64%	58%	61%	69% <sup>bgj</sup>	71%	70%	59%	65%	75% <sup>abgj</sup>	74% <sup>bfjg</sup>
Watching age-inappropriate content	1335	51	48	55	57	30	27	89	47	53	100	60	34	38	14	314	50	47	39	48	46	87
	64%	65%	60%	64%	63%	65%	55%	54%	65%	59%	61%	68%	57%	71%	50%	67% <sup>g</sup>	73% <sup>g</sup>	65%	58%	62%	74% <sup>g</sup>	76% <sup>bfjgjl</sup>
Receiving private messages from strangers	1327	52	48	55	53	34	28	98	47	53	95	67	37	38	11	292	53	43	42	47	44	89
	64%	67%	60%	64%	59%	73%	58%	60%	65%	59%	58%	75% <sup>dgjij</sup>	62%	70%	39%	62%	78% <sup>bdfg</sup>	60%	64%	60%	71%	77% <sup>bdfgjioqs</sup>
Spending too much time online	1108	40	44	46	49	20	26	90	38	35	80	53	26	31	14	254	41	34	31	41	47	69
	53%	52%	54%	53%	55%	42%	53%	55% <sup>i</sup>	52%	39%	49%	59% <sup>i</sup>	43%	58% <sup>i</sup>	50%	54% <sup>i</sup>	61% <sup>i</sup>	47%	47%	53%	75% <sup>abcd</sup>	60% <sup>i</sup>
Sharing information that can identify where they live or go to school	1025	36	41	45	38	25	26	73	32	42	77	40	24	27	10	235	44	35	33	34	35	74
	49%	46%	50%	52%	42%	54%	53%	45%	44%	47%	47%	45%	40%	50%	35%	50%	65% <sup>adgh</sup>	48%	50%	43%	57%	64% <sup>adghijkl</sup>
Having little/no control over videos they see	998	35	32	40	42	24	25	79	32	36	70	47	28	20	9	236	37	39	28	36	40	65
	48%	44%	39%	46%	46%	52%	51%	48%	44%	40%	43%	53%	48%	38%	33%	50%	55%	54%	42%	46%	64% <sup>bhij</sup>	56% <sup>bjm</sup>
Strangers viewing their videos	981	29	35	43	41	25	29	70	25	36	70	48	22	29	9	230	36	28	33	38	37	67
	47%	37%	43%	49%	45%	54%	60% <sup>ahil</sup>	42%	34%	40%	43%	54% <sup>h</sup>	37%	54% <sup>h</sup>	31%	49% <sup>h</sup>	54% <sup>h</sup>	39%	50%	50%	59% <sup>ahijl</sup>	58% <sup>aghijlq</sup>
Cyber-stalking	979	32	29	38	40	24	23	64	32	41	66	41	25	37	8	229	41	33	30	44	33	70
	47%	41%	36%	43%	44%	52%	47%	39%	45%	46%	40%	47%	41%	68% <sup>abcd</sup>	30%	49%	61% <sup>abcg</sup>	46%	45%	56% <sup>bgj</sup>	53%	60% <sup>abcdgjlo</sup>
Receiving negative/inappropriate comments about the videos they upload	970	38	37	32	38	24	21	69	29	40	71	38	25	21	15	231	36	37	36	38	31	63
	47%	49%	45%	36%	42%	52%	44%	42%	41%	45%	43%	42%	41%	40%	53%	49% <sup>c</sup>	53%	51%	54%	49%	50%	55% <sup>c</sup>
Being scammed	952	31	33	39	47	22	21	59	31	38	61	36	24	28	10	231	37	32	30	37	39	65
	46%	39%	41%	45%	52% <sup>gij</sup>	46%	43%	36%	44%	43%	37%	41%	40%	51%	37%	49% <sup>gj</sup>	55% <sup>gij</sup>	44%	45%	48%	63% <sup>abgi</sup>	56% <sup>gj</sup>
Their personal data being stolen/hacked	840	22	28	37	33	23	22	46	25	31	68	39	28	27	6	204	28	30	24	31	31	56
	40%	29%	35%	42%	37%	49% <sup>ag</sup>	45%	28%	34%	35%	42% <sup>g</sup>	44% <sup>g</sup>	47% <sup>g</sup>	50% <sup>ag</sup>	23%	43% <sup>ag</sup>	42%	42%	36%	40%	49% <sup>ag</sup>	48% <sup>ag</sup>
Their personal data being processed without their consent	837	29	27	36	31	23	21	53	28	35	55	36	27	22	5	201	37	29	27	32	26	57
	40%	37%	34%	41%	34%	48%	43%	32%	40%	39%	34%	40%	46%	41%	17%	43% <sup>g</sup>	55% <sup>bdgj</sup>	40%	40%	41%	41%	50% <sup>dgj</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 881  
**Q.16 Which, if any, of the following concern you in relation to children using video-sharing sites?**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Being pressurised into uploading videos	811	26	25	31	30	17	20	56	27	35	51	41	20	23	5	197	33	24	25	31	30	64
	39%	33%	31%	36%	34%	36%	40%	34%	37%	39%	31%	46%j	33%	42%	18%	42%j	49%j	33%	37%	40%	49%j	55%abcdghijloqrs
Their videos going viral beyond their control	790	24	28	32	24	18	21	64	25	34	64	41	21	21	9	177	29	26	25	29	29	49
	38%	31%	34%	36%	27%	38%	44%	39%	35%	38%	39%	46%cd	35%	40%	34%	38%	43%cd	35%	37%	37%	46%cd	43%cd
Spending too much money on sites (e.g. digital gifts)	752	28	23	26	33	23	18	45	26	29	51	43	13	23	12	178	28	24	21	34	28	45
	36%	35%	28%	30%	37%	50%bcgj	38%	27%	37%	32%	31%	48%bcgj	21%	43%l	43%	38%gl	42%l	33%	32%	44%gl	46%gl	39%l
Their data being used for targeted advertising	644	18	19	23	31	15	16	46	22	20	42	27	21	18	7	158	20	26	21	26	21	47
	31%	23%	23%	26%	34%	33%	34%	28%	30%	22%	26%	30%	36%	34%	26%	34%l	30%	35%	32%	34%	33%	40%abij
I have no concerns about children using video-sharing sites	82	1	*	6	4	1	3	7	2	6	6	2	5	4	1	15	2	5	4	3	1	4
	4%	2%	1%	6%	5%	1%	7%	4%	2%	6%	4%	2%	8%	8%	5%	3%	3%	7%	6%	4%	1%	4%
Don't know	184	4	8	5	10	3	3	19	8	8	11	7	4	2	5	50	5	3	8	5	4	12
	9%	5%	10%	6%	11%	7%	7%	11%	11%	9%	7%	8%	6%	4%	18%	11%	7%	5%	13%	6%	6%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 882  
**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?**  
Base: All who have any concerns about children using video-sharing sites

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1811	849	962	211	262	289	338	285	426	509	539	283	480	139	77	181	150	169	140	98	180	227	251	140	59
Weighted base	1814	861	953	204	324	296	330	257	402	498	509	369	438	157	75*	197	146	159	127	90*	171	234	249	151	58*
Being bullied/trolled	405	179	226	36	59	68	65	63	114	111	137	70	87	32	15	43	29	39	33	16	33	44	56	44	19
Receiving private messages from strangers	371	156	214	36	75	59	68	52	80	94	100	89	88	43	11	46	29	25	26	16	34	40	54	33	14
Watching offensive or harmful content	235	110	126	22	32	43	45	38	55	64	65	48	59	23	16	23	14	14	13	13	28	46	28	10	7
Watching age-inappropriate content	186	95	91	19	48	27	35	27	30	55	49	36	46	14	4	23	21	21	6	7	16	25	23	20	7
Sharing information that can identify where they live or go to school	124	50	74	19	19	14	21	11	31	29	39	30	26	5	11	12	10	13	10	7	17	10	19	6	1
Spending too much time online	89	50	39	10	8	18	24	6	21	29	21	18	20	5	3	16	5	9	12	4	4	9	14	5	2
Cyber-stalking	77	53	23	14	13	12	9	10	19	27	14	16	19	6	1	3	10	8	4	10	4	12	12	5	-
Having little/no control over videos they see	61	30	31	3	14	6	14	15	9	22	14	10	14	5	1	4	4	6	7	1	4	13	11	5	2
Strangers viewing their videos	59	25	34	11	11	13	10	6	8	21	10	13	15	7	1	8	5	3	6	7	2	7	3	8	2
Being pressurised into uploading videos	40	20	21	5	10	3	13	3	6	6	13	12	10	3	3	1	1	3	4	3	6	7	5	1	1
Receiving negative/inappropriate comments about the videos they upload	33	11	22	5	9	9	6	1	2	10	6	6	11	1	3	6	3	3	*	-	6	1	4	4	1
Their personal data being processed without their consent	31	19	12	2	5	6	6	6	7	6	7	6	13	4	2	1	1	2	5	3	2	5	5	3	-
Being scammed	27	20	7	4	9	2	4	2	6	4	11	3	9	-	2	1	2	6	*	-	2	5	8	1	-
Their personal data being stolen/ hacked	25	13	12	5	2	2	4	4	9	6	6	5	9	5	1	3	2	4	1	-	2	1	3	4	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 882  
**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?**  
**Base: All who have any concerns about children using video-sharing sites**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Weighted base	1814	861	953	204	324	296	330	257	402	498	509	369	438	157	75*	197	146	159	127	90*	171	234	249	151	58*
Their videos going viral beyond their control	20 1%	7 1%	12 1%	3 2%	5 1%	4 1%	2 1%	2 1%	4 1%	7 1%	7 1%	3 1%	3 1%	1 1%	-	2 1%	2 1%	1 *	*	-	6 4%	3 1%	2 1%	2 1%	1 2%
Spending too much money on sites (e.g. digital gifts)	17 1%	13 2% <sup>b</sup>	4 *	5 2% <sup>ei</sup>	-	9 3% <sup>eghi</sup>	2 1%	1 *	-	5 1%	1 *	4 1%	7 2%	-	-	5 2% <sup>w</sup>	7 5% <sup>nrsvwx</sup>	-	-	1 1%	2 1%	2 1%	-	-	-
Their data being used for targeted advertising	14 1%	9 1%	5 1%	5 2% <sup>h</sup>	5 2%	1 *	3 1%	-	2 *	2 *	9 2% <sup>j</sup>	1 *	3 1%	3 2%	-	-	*	3 2%	-	2 3% <sup>p</sup>	1 *	1 *	1 *	2 1%	2 3% <sup>p</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 883  
**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?**  
Base: All who have any concerns about children using video-sharing sites

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)	
Unweighted base	1811	639	319	185	87	99	354	128	459	200	292	151	19	1313	15	9	1003	536	190	46	1633	160	38	81	27	8	6	
Weighted base	1814	835	227	153	74*	95*	321	109	391	163	252	124	16**	1385	14**	9**	999	538	202	39*	1638	161	35*	86*	25**	10**	5**	
Being bullied/trolled	405	174	49	32	16	25	95	15	86	37	61	27	3	307	3	-	223	126	48	5	370	31	5	15	9	1	-	
Receiving private messages from strangers	371	175	44	26	15	24	61	26	84	36	57	20	2	281	3	1	213	115	30	8	349	20	7	11	*	1	1	
Watching offensive or harmful content	235	109	31	14	8	14	40	19	41	18	27	15	4	192	1	4	123	79	20	5	210	23	4	9	8	3	-	
Watching age-inappropriate content	186	99	26	11	5	12	20	13	26	8	16	10	-	155	-	-	108	46	26	2	164	20	7	11	2	1	-	
Sharing information that can identify where they live or go to school	124	39	17	16	7	6	29	10	38	18	26	14	*	84	-	1	70	34	15	4	115	8	1	4	1	1	1	
Spending too much time online	89	37	13	9	4	3	18	4	15	5	11	4	-	70	1	-	37	34	15	2	71	17	1	13	2	-	1	
Cyber-stalking	77	31	6	11	6	2	18	3	22	9	13	7	1	52	2	-	34	27	8	3	68	8	1	5	-	-	1	
Having little/no control over videos they see	61	27	10	8	3	-	9	4	18	5	7	11	1	42	1	-	33	16	10	1	55	5	1	2	2	-	1	
Strangers viewing their videos	59	33	7	2	3	1	7	7	7	3	2	3	-	51	-	1	41	12	4	1	53	5	4	1	-	-	-	
Being pressurised into uploading videos	40	21	5	4	*	-	6	3	19	9	10	2	3	21	-	-	21	12	6	2	35	5	1	4	-	-	-	
Receiving negative/inappropriate comments about the videos they upload	33	13	10	6	*	-	2	3	9	3	6	2	1	24	-	-	21	8	2	1	30	3	1	1	1	-	-	
Their personal data being processed without their consent	31	14	3	4	2	1	5	1	12	5	8	4	-	18	1	2	16	4	7	1	26	4	1	1	1	2	-	
Being scammed	27	16	2	3	1	1	3	2	5	2	3	2	-	23	1	-	17	4	3	2	24	3	1	2	-	-	1	
Their personal data being stolen/ hacked	25	11	-	3	2	3	7	-	4	-	2	3	-	20	-	1	16	5	2	1	24	2	-	2	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 883  
**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?**  
Base: All who have any concerns about children using video-sharing sites

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ond- ary (p)	Univ- ersity degree (q)	High- er univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Weighted base	1814	835	227	153	74*	95*	321	109	391	163	252	124	16**	1385	14**	9**	999	538	202	39*	1638	161	35*	86*	25**	10**	5**
Their videos going viral beyond their control	20 1%	12 1%	3 1%	1 1%	* *	2 2%	2 1%	-	* *	* *	* *	-	-	19 1%h	-	-	12 1%	7 1%	1 *	* 1%	17 1%	2 1%	-	1 1%	* 1%	2 15%	-
Spending too much money on sites (e.g. digital gifts)	17 1%	13 2%f	-	3 2%	1 1%	-	-	-	1 *	1 1%	1 *	-	-	16 1%	1 9%	-	7 1%	6 1%	1 *	1 3%	12 1%	5 3%t	1 2%	4 5%t	-	-	-
Their data being used for targeted advertising	14 1%	11 1%	1 *	* *	1 1%	2 2%f	-	-	3 1%	1 1%	2 1%	-	-	12 1%	-	-	7 1%	3 1%	4 2%	* 1%	13 1%	1 1%	1 2%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 884  
**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?**  
Base: All who have any concerns about children using video-sharing sites

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 18-17 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	1811	1293	506	461	426	164	240	217	97	184	1627	87	266	358	414	332	115	48	28	72
Weighted base	1814	1275	526	489	438	168	255	225	91*	201	1613	66*	216	313	427	360	154*	57*	42**	88*
Being bullied/trolled	405	318	87	80	76	27	39	45	16	26	379	12	41	74	110	71	31	12	14	22
	22%	25% <b>bde</b>	16%	16%	17%	16%	15%	20%	17%	13%	24% <b>l</b>	18%	19%	24%	26%	20%	20%	22%	33%	25%
Receiving private messages from strangers	371	258	112	103	98	30	60	44	23	37	334	10	40	74	88	70	31	9	10	22
	20%	20%	21%	21%	22%	18%	24%	20%	25%	18%	21%	15%	19%	24%	21%	19%	20%	15%	24%	25%
Watching offensive or harmful content	235	158	72	68	64	13	38	36	16	24	211	7	33	25	46	66	25	7	6	7
	13%	12%	14% <b>e</b>	14%	14%	8%	15% <b>e</b>	16% <b>e</b>	18% <b>e</b>	12%	13%	10%	15% <b>m</b>	8%	11%	18% <b>mn</b>	16% <b>m</b>	12%	13%	8%
Watching age-inappropriate content	186	122	63	59	49	22	33	20	8	17	169	10	23	33	35	35	26	6	-	8
	10%	10%	12%	12%	11%	13%	13%	9%	9%	9%	10%	14%	11%	11%	8%	10%	17% <b>n</b>	11%	-	9%
Sharing information that can identify where they live or go to school	124	90	33	28	27	10	12	15	8	14	110	4	21	27	26	17	11	5	-	6
	7%	7%	6%	6%	6%	6%	5%	7%	8%	7%	7%	6%	10% <b>o</b>	9%	6%	5%	7%	8%	-	7%
Spending too much time online	89	61	26	24	23	5	9	16	7	14	75	4	14	7	18	24	4	3	5	5
	5%	5%	5%	5%	5%	3%	4%	7%	8%	7%	5%	6%	6% <b>m</b>	2%	4%	7% <b>m</b>	2%	5%	13%	6%
Cyber-stalking	77	64	11	10	8	7	6	3	1	8	69	5	5	9	20	17	6	3	2	2
	4%	5% <b>b</b>	2%	2%	2%	4%	2%	1%	1%	4%	4%	7%	2%	3%	5%	5%	4%	5%	4%	3%
Having little/no control over videos they see	61	40	21	18	17	8	12	8	4	10	51	1	9	13	17	12	2	3	1	1
	3%	3%	4%	4%	4%	5%	5%	3%	5%	5%	3%	2%	4%	4%	4%	3%	1%	6%	1%	1%
Strangers viewing their videos	59	30	26	26	19	13	11	9	1	11	47	3	4	12	20	11	3	1	-	4
	3%	2%	5% <b>a</b>	5%	4%	7% <b>a</b>	4%	4%	1%	6%	3%	3%	4%	4%	5%	3%	2%	2%	-	4%
Being pressurised into uploading videos	40	27	13	13	13	1	8	6	-	3	37	3	5	3	10	10	2	4	2	3
	2%	2%	3%	3%	3%	1%	3%	3%	-	1%	2%	4% <b>m</b>	2%	1%	2%	3%	1%	6% <b>m</b>	5%	3%
Receiving negative/inappropriate comments about the videos they upload	33	17	16	14	14	8	9	5	2	4	29	2	4	8	5	5	*	3	2	1
	2%	1%	3% <b>a</b>	3%	3% <b>a</b>	5% <b>a</b>	4% <b>a</b>	2%	2%	2%	2%	2%	2%	3%	1%	1%	*	6% <b>p</b>	5%	1%
Their personal data being processed without their consent	31	22	9	9	7	5	7	3	1	7	24	4	6	4	8	4	2	-	-	2
	2%	2%	2%	2%	2%	3%	3%	1%	1%	4%	2%	6% <b>mo</b>	3%	1%	2%	1%	1%	-	-	2%
Being scammed	27	16	11	11	7	4	3	6	-	4	24	-	2	3	9	6	5	1	-	1
	2%	1%	2%	2%	2%	2%	1%	3%	-	2%	1%	-	1%	1%	2%	2%	3%	2%	-	1%
Their personal data being stolen/ hacked	25	24	2	1	*	1	-	-	*	4	21	1	4	6	9	2	-	1	-	1
	1%	2% <b>bd</b>	* <b>d</b>	*	*	1%	-	-	1%	2%	1%	2%	2%	2%	2%	*	-	1%	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 884

**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?****Base: All who have any concerns about children using video-sharing sites**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
	No children aged 18 or under		NET: Under 16		NET: Any 18-5		Any aged under 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
	Total	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(s)		
Weighted base	1814	1275	526	489	438	168	255	225	91*	201	1613	66*	216	313	427	360	154*	57*	42**	88*			
Their videos going viral beyond their control	20	10	10	10	9	5	5	3	3	8	12	*	1	9	3	5	-	-	-	-	1		
	1%	1%	2%	2%	2%	3%a	2%	1%	3%	4%j	1%	*	1%	3%n	1%	1%	-	-	-	-	1%		
Spending too much money on sites (e.g. digital gifts)	17	12	5	5	2	3	*	2	2	6	11	1	-	5	-	5	3	-	-	-	1		
	1%	1%	1%d	1%	*	2%	*	1%	2%	3%j	1%	2%ln	-	2%n	-	1%n	2%n	-	-	-	1%		
Their data being used for targeted advertising	14	6	9	9	6	6	3	5	-	6	9	1	5	*	3	*	3	-	1	2			
	1%	*	2%a	2%	1%	4%a	1%	2%a	-	3%j	1%	1%	2%mo	*	1%	*	2%	-	2%	2%			

**Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 885  
**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?**  
**Base: All who have any concerns about children using video-sharing sites**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1811	60	65	81	76	42	43	123	60	85	161	79	52	50	15	400	66	57	56	77	59	104
Weighted base	1814	73*	72*	76*	76*	43*	42*	138*	62*	76*	147	80*	52*	47*	21**	404	61*	63*	54*	70*	58*	99*
Being bullied/trolled	405 22%	15 21%	14 20%	16 21%	12 16%	7 17%	11 26%	30 22%	11 17%	23 31%o	37 25%	16 21%	12 24%	11 22%	7 35%	75 19%	15 25%	22 35%dos	13 23%	12 17%	19 32%o	25 25%
Receiving private messages from strangers	371 20%	20 27%j	21 29%j	13 17%	21 27%j	5 11%	6 14%	35 25%j	15 24%	14 18%	20 14%	16 21%	12 24%	14 30%j	1 2%	72 18%	19 30%ejo	10 16%	16 29%j	13 19%	14 24%	16 16%
Watching offensive or harmful content	235 13%	10 13%	11 15%	16 22%gjm	10 13%	3 7%	3 7%	10 7%	11 8%	8 11%	12 8%	14 18%	6 12%	2 4%	3 14%	67 17%gjm	8 14%	4 7%	4 7%	10 14%	7 12%	16 16%
Watching age-inappropriate content	186 10%	8 11%	6 9%	4 5%	9 11%	7 16%	7 16%ik	14 10%	8 12%	3 4%	19 13%	3 4%	2 3%	5 10%	5 22%	45 11%	6 9%	8 12%	7 13%	6 8%	7 11%	11 11%
Sharing information that can identify where they live or go to school	124 7%	2 3%	3 4%	12 16%abdh	4 5%	4 9%	4 9%	10 7%	2 4%	6 8%	14 9%	6 8%	6 12%	2 5%	2 9%	24 6%	3 6%	4 6%	1 1%	5 7%	1 2%	7 7%
Spending too much time online	89 5%	2 2%	3 4%	3 4%	3 3%	5 11%q	1 4%	10 7%	5 8%q	5 6%	11 7%	3 4%	2 5%	2 5%	-	19 5%	4 6%	-	2 4%	3 4%	2 4%	4 4%
Cyber-stalking	77 4%	4 5%	1 2%	1 2%	6 7%g	2 5%	2 6%	1 1%	3 5%	3 4%	8 5%g	2 3%	1 2%	7 14%abcgkl	-	18 4%	-	5 8%g	-	8 12%bcgop	-	5 5%
Having little/no control over videos they see	61 3%	3 4%	-	1 1%	1 1%	1 2%	2 4%	1 1%	3 5%	3 4%	6 4%	2 2%	2 3%	1 1%	-	25 6%g	-	2 3%	3 5%	1 1%	2 3%	4 4%
Strangers viewing their videos	59 3%	3 4%	2 3%	1 1%	2 2%	3 6%	1 3%	8 6%	1 1%	5 6%	4 3%	2 3%	-	-	2 7%	10 2%	-	1 2%	3 6%	6 9%clp	2 3%	4 4%
Being pressurised into uploading videos	40 2%	2 3%	1 1%	3 3%	-	-	3 8%dpw	1 1%	-	2 3%	2 3%	6 8%dgw	-	1 2%	-	12 3%	-	* *	1 1%	3 5%w	1 2%	-
Receiving negative/inappropriate comments about the videos they upload	33 2%	1 1%	-	1 2%	4 5%	-	-	4 4%	1 1%	* 1%	3 2%	2 2%	-	-	-	7 2%	* 1%	1 2%	3 5%	-	1 2%	2 2%
Their personal data being processed without their consent	31 2%	1 1%	3 5%g	2 3%	-	-	-	-	1 1%	1 1%	2 1%	1 1%	3 5%g	-	-	7 2%	3 5%g	1 2%	1 1%	3 4%g	-	4 4%g
Being scammed	27 2%	-	-	1 1%	4 5%	-	-	1 1%	-	* 1%	5 3%	-	3 5%w	2 4%	-	8 2%	2 4%	1 1%	-	-	-	-
Their personal data being stolen/ hacked	25 1%	1 2%	3 5%o	1 2%	1 1%	-	1 2%	2 1%	-	2 3%	2 2%	2 3%	-	2 2%	-	3 1%	* 1%	3 5%o	1 1%	-	-	1 1%
Their videos going viral beyond their control	20 1%	-	1 2%	-	-	2 4%	-	2 1%	-	* 1%	1 4%	3 4%	3 5%	-	2 10%	5 1%	-	-	-	-	1 2%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 885

**Q.17 And which of these do you think is most concerning in terms of children using video-sharing sites?****Base: All who have any concerns about children using video-sharing sites**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	1814	73*	72*	76*	76*	43*	42*	138*	62*	76*	147	80*	52*	47*	21**	404	61*	63*	54*	70*	58*	99*
Spending too much money on sites (e.g. digital gifts)	17 1%	- -	- -	- -	1 2%	5 12% abcdh ijklmnopq rsw	1 3%	5 3%	- -	- -	- -	- -	- -	- -	- -	4 1%	- -	- -	- -	1 1%	- -	- -
Their data being used for targeted advertising	14 1%	1 2%	2 3%	- -	- -	* 1%	- -	2 1%	2 4% o	- -	1 1%	- -	- -	- -	- -	2 1%	- -	- -	2 3%	- -	2 3%	- -

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 886  
**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**  
Base: All who visited/ used sites/ apps

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1871	891	980	233	283	308	358	298	391	526	560	292	493	140	81	186	160	173	142	100	179	238	263	148	61
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*
NET: Any concerns	1329	591	738	169	259	218	253	185	246	376	389	260	305	99	54	148	116	117	85	68	124	176	191	104	48
	71%	65%	76%a	75%ai	75%ai	70%	72%	67%	66%	72%	74%am	69%	67%	61%	67%	73%an	75%an	71%	65%	76%an	72%	73%an	66%		80%an
My personal data being stolen/ hacked	702	279	423	84	105	88	140	117	169	200	220	126	156	41	30	74	58	63	41	33	64	96	117	57	29
	37%	31%	44%a	37%	30%	28%	40%ef	42%ef	45%ef	38%	42%lm	33%	35%	26%	37%	37%	38%an	31%	37%	39%an	39%an	45%ns	36%		47%an
My personal data being processed without their consent	552	221	331	63	87	85	104	89	124	156	164	103	129	43	13	50	50	46	38	25	52	75	93	47	22
	29%	24%	34%a	28%	25%	27%	30%	32%	33%	30%	31%	27%	29%	27%	16%	25%	32%ao	28%	29%	28%	30%ao	30%ao	35%op	30%ao	36%ao
Being scammed	471	200	271	60	64	50	97	72	128	127	133	95	117	25	20	47	39	42	33	28	44	58	77	39	19
	25%	22%	28%a	27%ef	19%	16%	28%ef	24%	34%efh	24%	25%	25%	26%	15%	25%	23%	25%	26%an	25%	32%an	26%an	29%an	25%		31%an
Sharing information that can identify where I live	406	138	268	43	71	60	70	63	100	112	111	83	100	27	10	38	33	33	26	18	46	54	68	34	19
	22%	15%	28%a	19%	21%	19%	20%	23%	27%f	21%	21%	22%	22%	17%	13%	19%	21%	20%	20%	20%	27%ao	22%	26%ao	21%	32%no
Spending too much time online	293	116	176	53	73	55	53	28	31	93	79	53	68	10	10	30	24	23	21	13	28	45	53	26	9
	16%	13%	18%a	23%ghi	21%hi	18%hi	15%hi	10%	8%	18%	15%	14%	15%	6%	13%	15%an	15%an	14%an	16%an	14%	17%an	18%an	20%an	17%an	15%
Receiving private messages from strangers	292	101	191	31	52	45	51	39	74	82	90	53	66	21	6	23	22	29	23	13	31	39	57	18	11
	16%	11%	20%a	14%	15%	15%	14%	14%	20%	16%	17%	14%	15%	13%	8%	11%	14%	17%	18%	15%	18%	16%	22%nop1	11%	18%
Their data being used for targeted advertising	281	126	155	37	44	42	47	44	67	84	73	67	58	16	12	24	37	25	20	13	23	38	45	21	8
	15%	14%	16%	17%	13%	14%	13%	16%	18%	16%	14%	18%	13%	10%	16%	12%	24%npux	15%	15%	14%	14%	16%	17%	13%	13%
Watching offensive or harmful content	278	108	170	41	54	41	58	37	47	74	78	48	79	21	6	37	25	21	15	15	27	32	43	22	14
	15%	12%	17%a	18%	16%	13%	17%	14%	12%	14%	15%	13%	17%	13%	8%	19%	16%	13%	11%	17%	16%	13%	16%	14%	23%o
Being bullying/trolled	245	85	160	34	61	46	49	23	31	61	67	61	57	14	6	25	21	17	17	11	25	39	35	17	18
	13%	9%	16%a	15%hi	18%hi	15%hi	14%hi	8%	8%	12%	13%	16%	13%	9%	8%	12%	14%	10%	13%	13%	14%	16%	13%	11%	29%nopqrstuvw
Cyber-stalking	243	91	152	53	41	46	32	26	45	71	71	47	54	14	7	23	18	27	13	13	24	35	36	23	10
	13%	10%	16%a	23%efghi	12%	15%g	9%	9%	12%	14%	13%	12%	12%	9%	8%	11%	12%	17%	10%	14%	14%	14%	14%	15%	16%
Receiving negative/inappropriate comments about the videos I upload	192	66	126	33	49	36	34	15	25	52	45	44	50	18	4	13	20	14	11	11	21	26	33	8	14
	10%	7%	13%a	15%hi	14%hi	12%hi	10%	5%	7%	10%	9%	12%	11%	11%	4%	7%	13%ax	8%	8%	13%ax	12%ax	11%	13%ax	5%	22%oprsvx
Strangers viewing my videos	187	51	136	28	32	32	34	26	35	52	58	40	36	13	2	15	22	14	9	9	20	33	31	12	7
	10%	6%	14%a	12%	9%	10%	10%	9%	9%	10%	11%	11%	8%	8%	3%	7%	14%ao	9%	7%	10%	12%ao	13%ao	12%ao	7%	12%
Having little/no control over videos I am shown	178	56	122	27	32	30	32	19	38	47	55	38	39	15	8	19	17	16	11	10	25	20	19	8	10
	9%	6%	13%a	12%	9%	10%	9%	7%	10%	9%	10%	10%	9%	9%	11%	9%	11%	10%	9%	12%	15%wx	8%	7%	5%	16%ax

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 886  
**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**  
**Base: All who visited/ used sites/ apps**

	Gender			Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	
Weighted base	1881	908	973	225	346	310	350	276	375	524	527	378	452	161	80*	202	156	165	131	89*	171	246	262	158	60*	
My videos going viral beyond my control	163 9%	52 6%	111 11%a	20 9%	35 10%	30 10%	27 8%	14 5%	36 10%	53 10%	43 8%	31 8%	35 8%	11 7%	3 3%	11 6%	14 9%	24 15%nop tvx	13 10%	5 5%	14 8%	18 7%	26 10%	10 7%	15 25% nopqstuvwx	
Spending too much money on sites (e.g. digital gifts)	78 4%	37 4%	42 4%	22 10%	15 4%	15 5%	11 3%	6 2%	10 3%	20 4%	17 3%	20 5%	22 5%	7 4%	5 7%px	1 1%	14 9%psx	10 6%px	2 2%	3 4%x	6 4%	13 5%px	12 5%px	*	3 5%px	
Being pressurised into uploading videos	75 4%	27 3%	48 5%	15 7%	19 5%	15 5%	9 2%	6 2%	12 3%	18 4%	21 4%	21 5%	15 3%	5 3%	1 2%	6 3%	7 4%	8 5%	6 4%	4 4%	9 5%	10 4%	13 5%	2 1%	4 7% x	
I have no concern when using video-sharing sites	423 22%	258 28%b	165 17%	41 18%	71 21%	79 25%	76 22%	66 24%	90 24%	113 21%	110 21%	94 25%	106 24%	52 32%qtv wy	24 30%qwy	44 22%	26 17%	39 24%	36 28%qwy	17 19%	38 22%	46 19%	48 18%	44 28%qwy	8 13%	
Don't know	129 7%	59 7%	69 7%	14 6%	16 5%	13 4%	21 6%	25 9% f	40 11% efg	36 7%	28 5%	24 6%	41 9% k	10 6%	2 3%	11 5%	13 9%	9 6%	9 7%	5 5%	9 5%	23 10%	24 9%	9 6%	4 7%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 887  
**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**  
Base: All who visited/ used sites/ apps

	Working Status				Disability								What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1871	685	341	195	96	83	337	134	467	208	298	151	20	1359	14	11	1029	551	203	50	1684	165	39	83	29	8	6
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
NET: Any concerns	1329	648	185	120	53	49	196	77	275	124	173	85	10	1025	8	9	703	401	165	33	1189	130	32	70	17	7	5
	71%	73%ef	76%ef	75%	65%	61%	63%	66%	69%	72%	67%	69%	62%	71%	61%	86%	68%	72%	78%p	78%	70%	79%t	88%t	82%t	62%	63%	100%
My personal data being stolen/ hacked	702	289	103	68	27	29	140	46	164	69	102	52	8	515	4	5	353	225	86	22	640	58	12	28	10	7	1
	37%	32%	43%a	42%	33%	35%	45%a	40%	41%	40%	39%	42%	51%	36%	32%	48%	34%	40%p	41%	52%p	38%	35%	32%	33%	35%	63%	20%
My personal data being processed without their consent	552	236	94	52	22	24	93	32	125	57	78	43	6	409	5	3	278	174	68	17	503	44	11	20	7	5	2
	29%	26%	39%af	32%	27%	30%	30%	27%	31%	33%	30%	35%	38%	28%	35%	25%	27%	31%	32%	41%	30%	27%	30%	23%	25%	48%	31%
Being scammed	471	188	71	49	18	30	94	23	121	55	81	36	6	335	3	4	272	125	55	10	424	43	7	25	7	2	1
	25%	21%	29%a	30%	22%	37%adg	30%ag	20%	30%am	32%am	31%am	29%	34%	23%	25%	40%	26%	22%	26%	25%	25%	26%	18%	30%	26%	22%	25%
Sharing information that can identify where I live	406	166	65	38	15	23	74	25	97	43	60	32	1	298	-	2	219	121	47	11	368	35	9	15	7	4	1
	22%	19%	27%a	24%	18%	28%	24%	21%	24%	25%	23%	26%	6%	21%	-	18%	21%	22%	22%	26%	22%	22%	24%	17%	27%	40%	11%
Spending too much time online	293	146	42	34	20	9	21	19	58	29	32	19	*	222	2	3	126	108	35	15	249	40	9	20	6	4	2
	16%	16%f	17%f	21%	25%ef	11%	7%	16%f	15%	17%	12%	16%	3%	15%	17%	27%	12%	19%p	16%	35%pqr	15%	25%t	24%	24%t	21%	36%	38%
Receiving private messages from strangers	292	136	35	22	14	18	46	22	65	30	42	25	2	218	1	3	156	93	30	4	256	30	6	15	4	4	1
	16%	15%	14%	13%	17%	22%	15%	19%	16%	17%	16%	20%	11%	15%	4%	27%	15%	17%	14%	10%	15%	18%	16%	18%	16%	40%	14%
Their data being used for targeted advertising	281	118	47	32	8	12	48	14	63	30	38	24	3	207	-	2	134	84	47	9	253	23	2	11	4	4	2
	15%	13%	20%ad	20%	10%	15%	16%	12%	16%	18%	15%	19%	21%	14%	-	20%	13%	15%	22%pq	22%	15%	14%	7%	13%	14%	40%	31%
Watching offensive or harmful content	278	137	42	26	11	14	29	20	54	23	29	19	1	216	2	2	148	86	31	9	250	24	5	13	3	4	-
	15%	15%f	17%f	16%	14%	17%	9%	17%f	14%	13%	11%	16%	3%	15%	13%	20%	14%	15%	14%	20%	15%	15%	13%	16%	10%	37%	-
Being bullying/trolled	245	131	39	17	13	8	20	17	56	29	33	20	2	180	-	2	143	63	28	5	215	28	4	16	5	3	1
	13%	15%af	16%af	11%	16%af	10%	6%	15%af	14%	17%	13%	17%	11%	12%	-	22%	14%	11%	13%	13%	13%	17%	12%	18%	17%	29%	17%
Cyber-stalking	243	114	33	30	11	9	31	15	57	27	35	21	2	178	3	2	135	64	23	12	218	23	5	10	3	2	2
	13%	13%	14%	18%	14%	11%	10%	13%	14%	16%	14%	17%	15%	12%	20%	22%	13%	11%	11%	29%pqr	13%	14%	14%	12%	12%	21%	41%
Receiving negative/ inappropriate comments about the videos I upload	192	93	37	18	11	5	17	11	45	19	33	19	1	138	-	2	103	54	25	6	167	24	8	10	2	4	-
	10%	10%af	15%af	11%	13%af	7%	5%	10%	11%	13%	15%am	8%	10%	-	21%	10%	10%	10%	12%	13%	10%	14%	21%t	12%	9%	37%	-
Strangers viewing my videos	187	92	33	13	5	12	22	9	40	12	30	17	*	140	2	2	102	46	30	2	161	25	9	12	3	1	-
	10%	10%	14%af	8%	6%	14%	7%	8%	10%	7%	12%	14%i	3%	10%	13%	21%	10%	8%	14%q	5%	9%	15%t	24%t	14%	12%	14%	-
Having little/no control over videos I am shown	178	75	27	18	4	8	32	15	41	18	21	14	1	128	-	2	92	45	29	8	154	23	4	14	2	2	1
	9%	8%	11%	11%	5%	10%	10%	13%	10%	10%	8%	11%	8%	9%	-	17%	9%	8%	14%q	19%pq	9%	14%	12%	16%	8%	21%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 887  
**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**  
 Base: All who visited/ used sites/ apps

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Secon- dary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Weighted base	1881	890	243	161	82*	81*	309	116	400	172	258	123	17**	1437	13**	11**	1029	560	213	42*	1697	165	37*	85*	28**	10**	5**
My videos going viral beyond my control	163	78	28	11	5	6	25	10	40	19	21	20	2	116	-	1	84	46	24	5	142	19	5	13	1	-	-
Spending too much money on sites (e.g. digital gifts)	78	44	10	5	3	1	7	8	19	8	11	8	1	55	-	1	43	17	14	1	71	8	3	2	2	1	-
Being pressurised into uploading videos	75	38	10	5	3	4	7	8	16	6	10	6	-	53	2	1	49	16	7	1	66	8	1	6	1	1	-
I have no concern when using video-sharing sites	423	193	40	34	23	20	84	29	96	37	65	27	4	316	4	1	247	125	35	9	396	22	5	8	5	4	-
Don't know	129	48	18	6	6	12	29	10	28	11	20	12	2	97	1	*	80	34	13	1	113	13	-	7	6	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 888  
**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**  
Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 16 (c)			NET: Any 5-18 (d)		Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged 5-10 (e)	Any aged 11-15 (f)							Any aged 16-18 (g)	Yes (i)	No (j)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)
Unweighted base	1871	1340	520	471	438	170	246	218	100	193	1678	93	275	369	417	337	120	51	32	77	
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*	
NET: Any concerns	1329	913	406	375	330	137	187	174	69	178	1151	50	159	214	308	263	114	48	36	72	
	71%	69%	75%a	76%	73%	78%a	72%	77%a	72%	84%j	69%	71%	71%	66%	71%	72%	72%	80%	80%	75%	
My personal data being stolen/ hacked	702	533	163	145	135	48	68	66	34	64	638	21	82	110	169	130	65	30	24	30	
	37%	40%bde	30%	29%	30%	27%	26%	29%	36%	30%	38%	30%	37%	34%	39%	35%	41%	50%km	53%	32%	
My personal data being processed without their consent	552	396	153	136	125	42	69	60	31	67	485	24	64	84	127	113	51	24	11	30	
	29%	30%	28%	27%	28%	24%	27%	26%	33%	32%	29%	24	28%	26%	29%	31%	32%	39%	24%	31%	
Being scammed	471	351	116	103	96	32	41	48	26	54	417	18	63	79	123	86	33	17	13	18	
	25%	26%ef	21%g	21%	21%g	18%	16%	21%	27%g	26%	25%	26%	28%	24%	28%	23%	21%	29%	29%	18%	
Sharing information that can identify where I live	406	292	114	105	84	45	46	43	21	41	365	16	52	64	75	85	49	16	12	13	
	22%	22%	21%h	21%	19%	26%df	18%	19%	22%	19%	22%	22%	23%	20%	17%	23%	31%ms	27%	27%	14%	
Spending too much time online	293	200	92	82	69	36	39	37	16	43	249	10	29	38	67	67	25	9	11	14	
	16%	15%	17%gd	17%	15%	21%	15%	16%	17%	21%	15%	14%	13%	12%	15%	18%m	16%	15%	25%	15%	
Receiving private messages from strangers	292	206	84	76	66	29	38	29	16	27	265	9	44	51	54	63	22	9	12	11	
	16%	16%	16%a	15%	15%	16%	14%	13%	17%	13%	16%	12%	20%n	16%	12%	17%	14%	15%	27%	11%	
Their data being used for targeted advertising	281	202	79	70	60	28	29	32	19	32	249	18	43	35	69	51	27	7	6	14	
	15%	15%	15%	14%	13%	16%	11%	14%	20%	15%	15%	25%mo	19%o	11%	16%	14%	17%	12%	14%	14%	
Watching offensive or harmful content	278	178	96	89	77	36	45	35	17	39	239	7	32	37	78	60	23	9	7	13	
	15%	13%	18%a	18%	17%	21%a	17%	15%	18%	19%	14%	10%	15%	12%	18%m	16%	14%	15%	16%	14%	
Being bullying/trolled	245	160	81	74	60	30	29	32	16	35	210	8	28	40	51	57	18	13	5	17	
	13%	12%	15%df	15%	13%	17%f	11%	14%	17%	16%	13%	11%	13%	12%	12%	16%	12%	22%	12%	17%	
Cyber-stalking	243	166	72	66	57	20	27	32	16	32	212	11	31	40	50	57	15	8	10	10	
	13%	13%	13%	13%	13%	11%	10%	14%	16%	15%	13%	16%	14%	12%	11%	16%	10%	14%	23%	11%	
Receiving negative/inappropriate comments about the videos I upload	192	118	71	69	51	28	27	26	13	28	164	5	27	32	40	39	13	5	6	14	
	10%	9%	13%ad	14%	11%	16%a	10%	12%	13%	13%	10%	7%	12%	10%	9%	11%	8%	9%	13%	15%	
Strangers viewing my videos	187	120	66	63	51	22	26	30	8	29	159	5	20	33	47	28	17	7	9	13	
	10%	9%	12%	13%	11%	13%	10%	13%	8%	14%	9%	7%	9%	10%	11%	8%	11%	12%	19%	13%	
Having little/no control over videos I am shown	178	114	64	61	52	25	31	25	5	29	150	7	21	46	31	36	13	3	3	7	
	9%	9%	12%	12%	12%	14%a	12%	11%	6%	14%	9%	10%	9%	14%n	7%	10%	8%	5%	8%	8%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 888  
**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**  
Base: All who visited/ used sites/ apps

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	1 or more	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)				
Weighted base	1881	1327	541	497	452	175	260	226	96*	211	1670	71*	224	324	435	366	158*	60*	45**	96*							
My videos going viral beyond my control	163	103	60	57	49	19	31	26	11	21	142	4	12	30	29	34	12	11	8	14							
	9%	8%	11%a	11%	11%	11%	12%	12%	12%	10%	9%	6%	5%	9%	7%	9%	8%	18%ln	17%	14%ln							
Spending too much money on sites (e.g. digital gifts)	78	50	29	27	23	12	16	11	4	16	63	3	10	14	16	11	7	1	3	5							
	4%	4%	5%	5%	5%	7%	6%	5%	4%	8%j	4%	5%	5%	4%	4%	3%	5%	2%	8%	5%							
Being pressurised into uploading videos	75	46	28	27	20	16	13	6	4	16	59	1	11	18	18	10	7	-	3	3							
	4%	3%	5%g	5%	5%	9%abdg	5%	3%	4%	7%cj	4%	1%	5%	6%	4%	3%	4%	-	8%	3%							
I have no concern when using video-sharing sites	423	316	105	99	96	27	63	42	17	26	397	15	49	83	105	77	37	8	7	18							
	22%	24%e	19%	20%	21%b	15%	24%be	19%	18%	12%	24%i	21%	22%	26%	24%	21%	24%	13%	15%	19%							
Don't know	129	98	31	23	25	11	10	10	9	7	122	6	17	28	21	26	6	4	2	6							
	7%	7%	6%	5%	6%	7%	4%	4%	10%g	3%	7%	8%	7%	9%	5%	7%	4%	7%	5%	6%							

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 889  
**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**  
Base: All who visited/ used sites/ apps

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1871	61	63	86	81	43	46	129	62	91	164	75	55	53	19	416	68	58	61	76	61	103
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*
NET: Any concerns	1329	50	43	54	64	33	26	110	44	57	109	57	39	33	19	308	48	41	37	49	48	61
	71%	67%	60%	66%	79%abf	75%	59%	77%abf	69%	70%	72%aw	73%	70%	67%	70%	74%bw	78%bw	64%	62%	73%	80%abf	59%
My personal data being stolen/ hacked	702	22	14	34	32	14	14	44	27	29	61	29	16	19	12	181	20	24	21	29	29	39
	37%	29%	20%	41%b	39%b	33%	31%	31%	43%b	36%	40%b	38%b	29%	39%b	43%	43%bg	33%	37%	35%	31%	47%b	37%b
My personal data being processed without their consent	552	24	15	14	26	15	8	32	16	25	48	19	15	15	8	138	26	18	15	18	22	35
	29%	33%	20%	17%	32%ac	34%	17%	23%	25%	31%	32%ac	24%	28%	30%	30%	33%cf	42%bcfg	29%	25%	27%	36%ac	34%ac
Being scammed	471	9	12	23	20	10	12	32	15	22	41	16	16	14	2	113	15	16	16	22	19	26
	25%	12%	17%	28%a	25%	23%	28%	22%	24%	27%a	27%a	21%	29%a	29%a	7%	27%a	24%	25%	26%	33%a	31%a	25%
Sharing information that can identify where I live	406	14	10	10	19	10	7	31	10	14	34	20	10	8	8	108	12	13	12	11	19	26
	22%	19%	14%	13%	23%	22%	15%	22%	16%	18%	22%	25%	18%	16%	31%	26%c	19%	21%	20%	17%	32%abc	26%
Spending too much time online	293	4	5	7	15	5	6	25	8	14	24	12	7	10	7	84	9	11	9	10	9	12
	16%	6%	7%	9%	18%a	11%	14%	17%a	12%	18%a	16%	15%	13%	20%a	24%	20%abc	15%	17%	14%	15%	15%	12%
Receiving private messages from strangers	292	7	12	6	16	5	6	17	10	12	28	17	8	8	2	82	10	3	9	7	11	16
	16%	9%	16%	7%	19%ccq	12%	13%	12%	16%	15%	19%ccq	21%ccq	15%	16%	8%	20%ccq	17%	5%	15%	11%	18%q	15%
Their data being used for targeted advertising	281	9	3	12	22	9	7	21	7	9	27	8	10	6	5	69	11	9	7	9	8	13
	15%	13%	4%	15%	27%bbhikrw	19%b	16%	15%	11%	11%	18%b	11%	19%b	13%	18%	17%b	17%b	14%	11%	14%	13%	12%
Watching offensive or harmful content	278	7	12	5	14	7	7	27	12	8	22	17	10	6	4	57	9	7	11	10	14	13
	15%	10%	16%	7%	17%	17%	16%	19%c	19%c	10%	14%	22%c	18%	13%	14%	14%	14%	10%	18%	15%	23%c	13%
Being bullying/trolled	245	4	9	6	15	4	3	22	7	10	16	14	5	6	2	60	7	8	5	9	18	15
	13%	6%	13%	7%	18%a	9%	6%	15%	11%	13%	11%	18%	8%	13%	7%	14%	11%	12%	9%	14%	29%abce	14%
																					14% fghijlo pqrw	
Cyber-stalking	243	8	4	7	10	4	6	16	7	7	27	10	11	6	6	57	9	9	6	12	10	13
	13%	10%	5%	8%	12%	10%	12%	12%	11%	8%	17%b	13%	21%b	12%	22%	14%	14%	14%	11%	17%b	16%	12%
Receiving negative/inappropriate comments about the videos I upload	192	6	12	5	9	7	4	11	6	8	13	12	4	4	4	47	5	3	3	10	14	5
	10%	8%	16%w	6%	11%	15%	10%	7%	10%	10%	9%	16%w	4%	8%	15%	11%	9%	4%	5%	14%w	22%ccgjoq	5%
																					14% rw	
Strangers viewing my videos	187	7	4	3	9	9	5	11	5	5	16	11	6	3	1	56	3	1	8	6	7	10
	10%	10%	5%	3%	11%	20%bcgijpq	11%	8%	7%	7%	11%	14%ccq	6%	7%	5%	13%ccq	5%	2%	12%	9%	12%	10%
Having little/no control over videos I am shown	178	7	7	8	10	6	3	13	6	6	17	8	6	2	2	38	3	4	3	7	10	11
	9%	9%	9%	10%	13%	14%	7%	9%	9%	8%	11%	10%	11%	5%	8%	9%	6%	6%	5%	10%	16%	11%
My videos going viral beyond my control	163	4	6	4	7	3	5	9	3	9	24	6	5	3	4	32	5	3	4	3	15	8
	9%	6%	8%	4%	8%	7%	12%	7%	5%	11%	15%ccgos	8%	10%	7%	14%	8%	8%	5%	7%	5%	25%abcde	8%
																					14% ghikmopq	
																					14% rs	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 889

**Q.18 Which, if any, of the following concern you personally when using video-sharing sites?**

Base: All who visited/ used sites/ apps

	Which of the following cities do you live in, or nearest to?																															
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)										
Weighted base	1881	74*	72*	82*	81*	44*	45*	142	63*	81*	152	78*	55*	49*	27**	420	61*	64*	60*	67*	60*	104*										
Spending too much money on sites (e.g. digital gifts)	78	5	2	5	9	3	3	2	1	2	9	2	*	-	-	24	1	*	-	3	3	3										
	4%	7%	2%	6%	11%g	mpq6%	6%	1%	2%	3%	6%	3%	1%	-	-	6%	2%	1%	-	5%	5%	3%										
Being pressurised into uploading videos	75	2	3	1	5	2	1	2	2	4	9	4	3	2	2	17	*	-	-	5	4	5										
	4%	2%	4%	1%	6%	6%	3%	2%	4%	4%	6%	5%	6%	4%	7%	4%	1%	-	-	7%	7%	5%										
I have no concern when using video-sharing sites	423	24	24	25	8	8	17	27	16	18	33	18	10	12	5	73	12	19	19	15	8	31										
	22%	32% <td>dov</td> <td>33%<td>dov</td> <td>31%<td>dov</td> <td>10%</td> <td>19%</td> <td>37%<td>d</td> <td>gov19%</td> <td>25%<td>d</td> <td>22%</td> <td>22%<td>d</td> <td>23%</td> <td>18%</td> <td>24%<td>d</td> <td>19%</td> <td>18%</td> <td>20%</td> <td>30%<td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td></td></td></td></td></td></td></td>	dov	33% <td>dov</td> <td>31%<td>dov</td> <td>10%</td> <td>19%</td> <td>37%<td>d</td> <td>gov19%</td> <td>25%<td>d</td> <td>22%</td> <td>22%<td>d</td> <td>23%</td> <td>18%</td> <td>24%<td>d</td> <td>19%</td> <td>18%</td> <td>20%</td> <td>30%<td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td></td></td></td></td></td></td>	dov	31% <td>dov</td> <td>10%</td> <td>19%</td> <td>37%<td>d</td> <td>gov19%</td> <td>25%<td>d</td> <td>22%</td> <td>22%<td>d</td> <td>23%</td> <td>18%</td> <td>24%<td>d</td> <td>19%</td> <td>18%</td> <td>20%</td> <td>30%<td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td></td></td></td></td></td>	dov	10%	19%	37% <td>d</td> <td>gov19%</td> <td>25%<td>d</td> <td>22%</td> <td>22%<td>d</td> <td>23%</td> <td>18%</td> <td>24%<td>d</td> <td>19%</td> <td>18%</td> <td>20%</td> <td>30%<td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td></td></td></td></td>	d	gov19%	25% <td>d</td> <td>22%</td> <td>22%<td>d</td> <td>23%</td> <td>18%</td> <td>24%<td>d</td> <td>19%</td> <td>18%</td> <td>20%</td> <td>30%<td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td></td></td></td>	d	22%	22% <td>d</td> <td>23%</td> <td>18%</td> <td>24%<td>d</td> <td>19%</td> <td>18%</td> <td>20%</td> <td>30%<td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td></td></td>	d	23%	18%	24% <td>d</td> <td>19%</td> <td>18%</td> <td>20%</td> <td>30%<td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td></td>	d	19%	18%	20%	30% <td>d</td> <td>32%<td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td></td>	d	32% <td>dov</td> <td>22%</td> <td>13%</td> <td>30%<td>dov</td> </td>	dov	22%	13%	30% <td>dov</td>	dov
Don't know	129	1	5	2	9	3	2	5	4	6	9	3	7	4	3	38	1	4	4	3	4	11										
	7%	1%	8%	3%	11% <td>a</td> <td>6%</td> <td>4%</td> <td>4%</td> <td>6%</td> <td>8%</td> <td>6%</td> <td>4%</td> <td>12%<td>agp</td> <td>8%</td> <td>12%</td> <td>9%</td> <td>2%</td> <td>6%</td> <td>7%</td> <td>5%</td> <td>7%</td> <td>11%<td>agp</td> </td></td>	a	6%	4%	4%	6%	8%	6%	4%	12% <td>agp</td> <td>8%</td> <td>12%</td> <td>9%</td> <td>2%</td> <td>6%</td> <td>7%</td> <td>5%</td> <td>7%</td> <td>11%<td>agp</td> </td>	agp	8%	12%	9%	2%	6%	7%	5%	7%	11% <td>agp</td>	agp							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 890  
**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?**  
Base: All who have concerns about using video-sharing sites

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-Ireland (y)
Unweighted base	1307	579	728	172	214	215	258	195	253	365	411	197	334	84	54	134	117	124	87	70	126	178	188	97	48
Weighted base	1329	591	738	169	259	218	253	185	246	376	389	260	305	99*	54*	148	116*	117	85*	68*	124*	176	191	104*	48*
My personal data being stolen/ hacked	445 34%	196 33%	249 34%	43 25%	52 20%	51 23%	96 38%def	91 49%def	113 46%def	123 33%	148 38%	81 31%	94 31%	25 26%	25 47%nrnt	50 34%	36 31%	35 30%	27 32%	16 24%	49 39%t	60 34%	62 32%	44 42%nt	16 33%
Being scammed	156 12%	79 13%	76 10%	15 9%	17 6%	19 9%	37 15%e	26 14%e	43 17%def	40 11%	44 11%	25 10%	47 15%	6 6%	10 19%nx	18 12%	17 14%v	18 15%v	7 9%	15 21%ns	14 12%	11 6%	26 13%v	7 6%	7 14%
My personal data being processed without their consent	142 11%	64 11%	78 11%	13 8%	34 13%	26 12%	24 9%	19 10%	27 11%	33 9%	41 11%	33 13%	36 12%	16 16%o	1 2%	16 11%	12 10%	12 10%	10 12%	6 9%	16 13%o	21 12%	18 10%	9 9%	4 8%
Spending too much time online	107 8%	50 9%	57 8%	19 12%hi	35 14%ghi	21 10%hi	15 6%	7 4%	8 3%	40 11%	30 8%	15 6%	22 7%	5 5%	4 8%	12 8%	6 5%	9 7%	9 11%	8 11%	9 7%	16 9%	16 8%	10 9%	3 6%
Sharing information that can identify where I live	74 6%	27 5%	47 6%	8 5%	19 7%	13 6%	18 7%	8 4%	8 3%	22 6%	18 5%	10 4%	24 8%	7 8%	2 4%	10 7%	3 3%	3 2%	4 5%	4 5%	6 5%	17 9%qr	9 5%	7 7%	1 2%
Watching offensive or harmful content	66 5%	32 5%	35 5%	14 8%i	12 4%	15 7%	12 5%	6 3%	7 3%	18 5%	17 4%	15 6%	16 5%	7 7%	1 1%	6 4%	7 6%	5 5%	2 3%	4 6%	3 3%	4 2%	15 8%v	5 5%	6 13%opsuv
Being bullying/trolled	63 5%	23 4%	40 5%	6 3%	19 7%hi	19 9%hi	10 4%	3 2%	6 3%	17 4%	16 4%	19 7%	11 4%	4 4%	-	4 3%	7 6%	2 1%	6 7%	3 4%	3 2%	14 8%r	9 5%	6 6%	5 11%opru
Receiving private messages from strangers	56 4%	19 3%	36 5%	6 3%	15 6%	8 4%	8 3%	10 5%	10 4%	18 5%	18 5%	10 4%	9 3%	5 5%x	1 2%	7 5%	6 5%x	8 7%x	3 4%	5 8%x	7 6%x	5 3%	9 5%	-	1 1%
Their data being used for targeted advertising	40 3%	23 4%	17 2%	12 7%eh	3 1%	6 3%	7 3%	2 1%	11 4%	10 3%	11 3%	10 4%	8 3%	1 1%	5 9%nu	6 4%	3 3%	5 4%	4 5%	1 2%	2 1%	5 3%	6 3%	3 3%	-
Cyber-stalking	40 3%	17 3%	23 3%	11 7%ghi	14 6%hi	6 3%	5 2%	2 1%	1 *	8 2%	14 4%	13 5%	5 2%	1 1%	2 3%	6 4%	2 2%	6 5%	2 2%	2 3%	1 1%	9 5%	4 2%	4 4%	* 1%
Receiving negative/inappropriate comments about the videos I upload	37 3%	13 2%	25 3%	6 4%	14 5%hi	5 3%	8 3%	1 1%	2 1%	12 3%	4 1%	9 3%	12 4%k	9 9%prv	-	-	3 2%	1 1%	4 4%p	1 2%	5 4%p	4 3%	6 3%	2 2%	2 4%p
My videos going viral beyond my control	30 2%	10 2%	20 3%	3 2%	7 3%	10 4%h	6 2%	1 1%	4 2%	17 4%kl	5 1%	1 1%	7 2%	2 2%	-	4 3%	2 2%	7 6%v	1 1%	1 1%	1 1%	2 1%	5 3%	3 3%	2 3%
Strangers viewing my videos	29 2%	13 2%	16 2%	5 3%	5 2%	8 4%i	6 2%	3 2%	2 1%	11 3%	9 2%	5 2%	4 1%	6 6%rw	-	3 2%	5 4%w	1 *	* *	1 2%	5 4%w	6 3%	1 *	2 2%	-
Having little/no control over videos I am shown	23 2%	12 2%	11 2%	2 1%	4 2%	7 3%g	1 *	4 2%	5 2%	4 1%	8 2%	5 2%	6 2%	-	1 2%	5 3%	3 3%	* *	4 5%	1 1%	* *	2 1%	3 2%	2 2%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 890

**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?****Base: All who have concerns about using video-sharing sites**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	1329	591	738	169	259	218	253	185	246	376	389	260	305	99*	54*	148	116*	117	85*	68*	124*	176	191	104*	48*
Spending too much money on sites (e.g. digital gifts)	12 1%	7 1%	5 1%	5 3%ghi	5 2%	2 1%	-	-	-	3 1%	2 *	5 2%	2 1%	3 3%vw	1 2%	-	2 2%	5 4%puvw	-	-	-	-	-	-	-
Being pressurised into uploading videos	10 1%	6 1%	4 1%	2 1%	6 2%i	1 1%	1 *	-	-	1 *	5 1%	3 1%	1 *	1 1%	-	-	2 1%	1 1%	-	* 1%	3 2%	-	2 1%	-	1 2%

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 891

**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?**

**Base: All who have concerns about using video-sharing sites**

	Working Status								Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-ary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1307	503	250	145	59	50	209	91	318	152	197	102	12	962	7	9	700	393	150	39	1161	134	33	69	21	5	6
Weighted base	1329	648	185	120	53*	49*	196	77*	275	124	173	85*	10**	1025	8**	9**	703	401	165	33*	1189	130	32**	70*	17**	7**	5**
My personal data being stolen/ hacked	445	189	63	36	13	14	101	30	97	39	61	33	6	335	4	4	225	142	58	9	419	25	8	10	5	2	-
	34%	29%	34%	30%	24%	27%	52% <sup>abd</sup>	39%	35%	32%	35%	39%	56%	33%	5%	41%	32%	35%	28%	35%	35%	19%	25%	14%	29%	34%	-
Being scammed	156	60	23	14	6	10	35	7	46	20	33	12	3	110	1	-	105	32	15	1	138	17	2	10	3	-	1
	12%	9%	13%	12%	12%	21% <sup>a</sup>	18% <sup>a</sup>	9%	17% <sup>m</sup>	16%	19% <sup>m</sup>	14%	31%	11%	15%	-	15% <sup>q</sup>	8%	9%	4%	12%	13%	7%	15%	19%	-	25%
My personal data being processed without their consent	142	70	25	12	8	8	15	4	27	11	15	11	1	112	-	-	79	45	11	4	125	15	2	8	2	2	1
	11%	11%	13%	10%	16%	16%	8%	5%	10%	9%	9%	13%	9%	11%	-	-	7%	11%	7%	13%	11%	7%	11%	10%	10%	30%	20%
Spending too much time online	107	61	11	13	6	2	7	6	18	8	9	4	*	87	1	-	38	46	17	3	88	18	3	12	2	-	1
	8%	9% <sup>f</sup>	6%	11%	12% <sup>f</sup>	4%	4%	8%	7%	6%	5%	5%	4%	9%	11%	-	5%	12% <sup>p</sup>	11% <sup>p</sup>	9%	7%	14% <sup>t</sup>	9%	17% <sup>t</sup>	11%	-	27%
Sharing information that can identify where I live	74	32	14	10	3	3	5	7	19	7	12	8	-	53	-	1	39	25	7	1	61	11	2	5	3	1	1
	6%	5%	8% <sup>f</sup>	8%	6%	6%	2%	9% <sup>f</sup>	7%	7%	7%	8%	-	5%	-	7%	6%	6%	4%	3%	5%	9%	6%	7%	13%	13%	11%
Watching offensive or harmful content	66	38	8	6	5	1	6	3	8	6	3	2	-	53	2	1	32	20	8	4	59	6	1	5	-	-	-
	5%	6%	4%	5%	9%	2%	3%	4%	3%	5%	2%	2%	-	5%	22%	15%	5%	5%	5%	11%	5%	5%	3%	7%	-	-	-
Being bullying/trolled	63	35	8	5	3	4	3	4	15	10	9	6	-	46	-	-	23	26	9	2	57	5	1	3	-	2	-
	5%	5% <sup>f</sup>	5%	4%	5%	9% <sup>f</sup>	1%	6% <sup>f</sup>	5%	8%	5%	8%	-	4%	-	-	3%	7% <sup>p</sup>	5%	6%	5%	4%	2%	5%	-	24%	-
Receiving private messages from strangers	56	31	7	3	3	3	6	2	6	3	4	-	-	49	-	-	41	11	4	-	50	4	1	2	1	-	-
	4%	5%	4%	3%	7%	7%	3%	2%	2%	3%	2%	-	-	5% <sup>k</sup>	-	-	6% <sup>q</sup>	3%	2%	-	4%	3%	4%	3%	5%	-	-
Their data being used for targeted advertising	40	20	5	4	-	4	5	3	3	2	1	1	-	36	-	-	21	11	6	1	36	1	1	1	-	-	-
	3%	3%	2%	4%	-	7%	3%	4%	1%	2%	1%	1%	-	4% <sup>h</sup>	-	-	3%	3%	4%	4%	3%	1%	2%	1%	-	-	-
Cyber-stalking	40	30	2	4	3	-	1	1	6	4	5	1	-	34	-	1	22	10	4	3	37	3	2	1	-	-	1
	3%	5% <sup>bf</sup>	1%	3%	6% <sup>f</sup>	-	*	1%	2%	3%	3%	1%	-	3%	-	8%	3%	3%	9% <sup>q</sup>	3%	9% <sup>q</sup>	3%	2%	5%	1%	-	17%
Receiving negative/inappropriate comments about the videos I upload	37	15	7	8	1	-	3	3	10	6	9	3	-	27	-	2	18	11	5	2	31	6	4	2	*	-	-
	3%	2%	4%	7%	1%	-	2%	4%	4%	5%	5%	3%	-	3%	-	17%	3%	3%	3%	7%	3%	4%	11%	3%	2%	-	-
My videos going viral beyond my control	30	23	2	*	1	-	2	2	8	4	2	2	-	23	-	-	18	7	5	*	26	4	1	3	-	-	-
	2%	3%	1%	*	2%	-	1%	2%	3% <sup>j</sup>	3%	1%	2%	-	2%	-	-	3%	2%	3%	1%	2%	3%	4%	4%	-	-	-
Strangers viewing my videos	29	19	3	3	1	-	3	1	6	*	5	2	-	24	-	-	17	6	5	1	20	9	3	6	-	-	-
	2%	3%	2%	2%	1%	-	1%	1%	2% <sup>ai</sup>	*	3%	2%	-	2%	-	-	2%	1%	3%	3%	2%	7% <sup>t</sup>	10%	9% <sup>t</sup>	-	-	-
Having little/no control over videos I am shown	23	9	5	1	1	1	5	2	7	3	4	*	-	14	-	1	12	6	2	1	18	4	1	2	1	-	-
	2%	1%	3%	1%	1%	2%	2%	2%	3%	3%	2%	*	-	1%	-	12%	2%	2%	1%	2%	2%	3%	4%	3%	5%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 891  
**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?**  
Base: All who have concerns about using video-sharing sites

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Second-ary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Weighted base	1329	648	185	120	53*	49*	196	77*	275	124	173	85*	10**	1025	8**	9**	703	401	165	33*	1189	130	32**	70*	17**	7**	5**
Spending too much money on sites (e.g. digital gifts)	12	10	-	-	-	-	2	-	-	-	-	-	-	12	-	-	4	-	8	-	11	1	-	-	1	-	-
	1%	1%	-	-	-	-	3%bf	-	-	-	-	-	-	1%	-	-	1%	-	5%pq	-	1%	1%	-	-	4%	-	-
Being pressurised into uploading videos	10	8	1	-	-	-	1	-	-	-	-	-	-	10	-	-	8	2	-	9	*	-	*	-	-	-	-
	1%	1%	1%	-	-	-	2%	-	-	-	-	-	-	1%	-	-	1%	*	-	1%	*	-	1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 892  
**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?**  
Base: All who have concerns about using video-sharing sites

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	1307	907	392	357	326	130	182	168	75	164	1143	63	189	246	299	233	89	41	23	59	
Weighted base	1329	913	406	375	330	137*	187	174	69*	178	1151	50*	159	214	308	263	114*	48*	36**	72*	
My personal data being stolen/ hacked	445	346	94	85	83	21	41	42	20	32	414	12	49	65	115	86	46	17	13	17	
	34%	38%	23%	23%	25%	15%	22%	24%	17%	18%	36%	2%	3%	3%	37%	33%	40%	36%	38%	23%	
Being scammed	156	118	36	31	31	8	13	15	12	21	134	9	23	28	43	20	10	5	5	8	
	12%	13%	9%	8%	9%	6%	7%	8%	17%	12%	19%	6%	15%	13%	14%	8%	9%	10%	14%	11%	
My personal data being processed without their consent	142	90	49	46	42	12	25	25	8	15	127	8	15	24	31	33	15	5	1	4	
	11%	10%	12%	12%	13%	9%	14%	14%	12%	8%	11%	6%	10%	11%	10%	13%	13%	10%	4%	5%	
Spending too much time online	107	70	36	32	28	16	16	14	6	19	88	3	6	11	27	27	9	1	4	6	
	8%	8%	9%	9%	8%	12%	9%	8%	9%	11%	8%	3%	6%	5%	9%	10%	8%	2%	12%	8%	
Sharing information that can identify where I live	74	47	26	25	16	13	10	9	4	13	60	1	12	16	7	21	4	4	-	2	
	6%	5%	6%	7%	5%	10%	5%	5%	5%	7%	5%	3%	8%	7%	2%	8%	4%	9%	-	3%	
Watching offensive or harmful content	66	38	28	27	24	12	16	12	3	12	54	1	6	9	19	7	10	1	4	8	
	5%	4%	7%	7%	7%	9%	9%	7%	4%	7%	5%	3%	4%	4%	6%	3%	9%	2%	11%	11%	
Being bullying/trolled	63	41	20	19	17	7	7	9	4	8	54	1	5	14	10	15	4	5	*	7	
	5%	5%	5%	5%	5%	4%	5%	6%	2%	5%	5%	2%	3%	7%	3%	6%	3%	9%	1%	10%	
Receiving private messages from strangers	56	38	17	16	12	8	8	3	2	6	50	1	9	14	8	13	5	1	-	1	
	4%	4%	4%	4%	4%	6%	4%	2%	4%	3%	4%	3%	6%	7%	2%	5%	4%	2%	-	1%	
Their data being used for targeted advertising	40	31	9	9	9	3	4	6	3	7	33	1	11	1	7	6	2	1	2	6	
	3%	3%	2%	2%	3%	2%	2%	4%	3%	4%	3%	3%	7%	1%	2%	2%	2%	2%	5%	9%	
Cyber-stalking	40	24	16	16	9	7	5	5	-	11	29	3	4	4	11	10	3	1	1	2	
	3%	3%	4%	4%	3%	5%	3%	3%	-	6%	3%	6%	2%	2%	4%	4%	3%	1%	2%	3%	
Receiving negative/inappropriate comments about the videos I upload	37	24	13	13	11	4	9	3	2	6	32	2	9	3	3	10	1	5	1	2	
	3%	3%	3%	3%	3%	3%	5%	2%	2%	3%	3%	3%	6%	1%	1%	4%	1%	9%	2%	2%	
My videos going viral beyond my control	30	15	16	14	15	4	8	10	4	6	24	2	3	4	9	7	-	1	2	4	
	2%	2%	4%	4%	5%	3%	4%	6%	4%	3%	2%	4%	2%	2%	3%	2%	-	3%	5%	5%	
Strangers viewing my videos	29	13	16	15	13	5	7	8	1	7	22	4	2	2	9	-	5	2	2	3	
	2%	1%	4%	4%	4%	3%	4%	5%	1%	4%	2%	7%	1%	1%	3%	-	4%	3%	7%	5%	
Having little/no control over videos I am shown	23	11	12	12	10	4	6	5	*	5	17	1	3	11	5	3	-	-	-	-	
	2%	1%	3%	3%	3%	3%	3%	3%	1%	3%	2%	3%	2%	5%	2%	1%	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 892

**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?****Base: All who have concerns about using video-sharing sites**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under			Any aged under 5			Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Weighted base	1329	913	406	375	330	137*	187	174	69*	178	1151	50*	159	214	308	263	114*	48*	36**	72*				
Spending too much money on sites (e.g. digital gifts)	12	3	8	8	6	7	6	6	-	6	6	-	-	3	4	3	-	-	-	-	2			
	1%	*	2%a	2%	2%a	5%ab	3%a	3%a	-	3%j	1%	-	-	2%	1%	1%	-	-	-	-	2%			
Being pressurised into uploading videos	10	2	8	8	5	5	4	1	-	5	5	-	1	5	-	2	-	-	-	-	1			
	1%	*	2%a	2%	1%a	4%a	2%a	1%	-	3%j	*	-	1%	2%n	-	1%	-	-	-	-	1%			

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 893

**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?**

**Base: All who have concerns about using video-sharing sites**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1307	39	38	57	63	32	26	94	44	58	120	50	37	34	13	314	52	35	40	51	48	62
Weighted base	1329	50*	43*	54*	64*	33**	26**	110*	44*	57*	109*	57*	39**	33**	19**	308	48*	41**	37*	49*	48*	61*
My personal data being stolen/ hacked	445	13	8	27	21	9	9	28	18	19	31	23	8	14	10	109	13	20	16	9	16	27
	34%	26%	18%	49% <sup>bs</sup>	33%	27%	35%	26%	41% <sup>bs</sup>	33%	28%	40% <sup>s</sup>	20%	41%	55%	35% <sup>s</sup>	28%	48%	42% <sup>bs</sup>	18%	33%	45% <sup>bgjs</sup>
Being scammed	156	1	5	13	9	5	4	12	3	5	18	4	4	5	-	33	4	1	4	12	7	6
	12%	2%	11%	24% <sup>aiko</sup>	13%	16%	17%	11%	8%	9%	16% <sup>aa</sup>	7%	11%	16%	-	11%	9%	2%	10%	25% <sup>ahik</sup>	14%	10%
My personal data being processed without their consent	142	9	6	1	9	3	-	11	5	4	13	6	7	3	-	30	9	4	5	4	4	9
	11%	19% <sup>c</sup>	14%	2%	14% <sup>c</sup>	9%	-	10%	12%	7%	12%	11%	19%	9%	-	10%	18% <sup>c</sup>	9%	12%	8%	8%	14% <sup>cc</sup>
Spending too much time online	107	3	3	1	7	2	3	10	3	6	9	4	1	4	4	25	4	3	4	7	3	3
	8%	5%	6%	2%	10%	5%	12%	9%	6%	11%	8%	7%	2%	12%	21%	8%	8%	6%	10%	14% <sup>c</sup>	6%	5%
Sharing information that can identify where I live	74	5	3	2	*	2	1	7	3	3	5	2	2	1	-	26	2	4	*	2	1	3
	6%	9%	7%	4%	1%	6%	2%	7%	6%	4%	4%	4%	6%	2%	-	8%	5%	9%	1%	5%	2%	5%
Watching offensive or harmful content	66	4	2	1	2	1	1	4	2	4	4	3	2	-	-	13	1	3	2	2	6	9
	5%	7%	6%	1%	4%	2%	5%	4%	6%	8%	3%	5%	6%	-	-	4%	3%	8%	6%	4%	13% <sup>cjo</sup>	14% <sup>cgjo</sup>
Being bullied/trolled	63	1	3	-	5	1	1	5	1	2	3	1	1	1	-	22	1	4	2	3	5	2
	5%	2%	6%	-	8%	4%	3%	5%	2%	4%	2%	2%	2%	2%	-	7%	3%	9%	6%	5%	11% <sup>cj</sup>	3%
Receiving private messages from strangers	56	2	3	1	4	1	1	7	3	3	7	8	1	2	-	11	1	-	-	2	1	-
	4%	3%	8%	2%	6%	3%	3%	6%	7%	5%	6%	15% <sup>ccopr</sup>	3%	5%	-	3%	1%	-	-	4%	1%	-
Their data being used for targeted advertising	40	1	-	5	1	3	2	6	2	2	3	-	1	-	-	9	5	1	-	1	-	-
	3%	2%	-	8% <sup>w</sup>	2%	8%	6%	6%	4%	3%	3%	-	2%	-	-	3%	10% <sup>kw</sup>	2%	-	3%	-	-
Cyber-stalking	40	-	1	2	1	1	-	6	-	2	4	-	4	-	2	9	3	1	-	3	*	1
	3%	-	1%	3%	2%	4%	-	6%	-	4%	4%	-	9%	-	8%	3%	7%	3%	-	6%	1%	1%
Receiving negative/inappropriate comments about the videos I upload	37	5	4	-	1	-	1	-	-	4	1	1	3	1	-	10	2	-	1	1	2	1
	3%	10% <sup>gj</sup>	10% <sup>cgj</sup>	-	1%	-	5%	-	-	7% <sup>g</sup>	1%	1%	7%	3%	-	3%	3%	-	4%	3%	4%	2%
My videos going viral beyond my control	30	-	2	-	-	-	2	4	2	1	6	2	2	2	3	1	-	1	-	2	-	-
	2%	-	5%	-	-	-	8%	4%	4%	1%	5% <sup>o</sup>	2%	4%	6%	11%	1%	-	4%	-	3%	-	
Strangers viewing my videos	29	3	2	-	-	4	1	3	-	-	1	4	1	1	-	6	1	-	2	1	-	-
	2%	7%	5%	-	-	11%	4%	3%	-	-	7% <sup>ej</sup>	3%	2%	2%	-	2%	1%	-	5%	3%	-	-
Having little/no control over videos I am shown	23	-	-	1	3	-	-	3	2	1	2	-	-	*	1	4	1	1	-	1	1	1
	2%	-	-	2%	5%	-	-	3%	4%	2%	2%	-	-	1%	5%	1%	3%	3%	-	2%	1%	2%
Spending too much money on sites (e.g. digital gifts)	12	3	-	1	-	2	-	2	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	1%	7% <sup>o</sup>	-	2% <sup>o</sup>	-	7%	-	1%	-	-	3% <sup>o</sup>	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 893

**Q.19 And which of these do you think is most concerning for you personally when using video-sharing sites?****Base: All who have concerns about using video-sharing sites**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	1329	50*	43*	54*	64*	33**	26**	110*	44*	57*	109*	57*	39**	33**	19**	308	48*	41**	37*	49*	48*	61*
Being pressurised into uploading videos	10	-	1	-	2	-	-	-	-	1	1	-	3	-	-	1	-	-	-	*	1	-
	1%	-	3%	-	2%	-	-	-	-	2%	1%	-	7%	-	-	*	-	-	-	1%	2%	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 894  
**Q.20 Do you do any of the following when you personally watch videos on video-sharing sites?**  
Base: All who watched videos on video-sharing sites

	Gender			Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	
Unweighted base	1799	860	939	231	281	305	347	283	352	506	541	280	472	135	78	177	158	166	136	97	168	235	251	138	60	
Weighted base	1811	874	937	223	343	306	338	261	339	507	509	364	430	156	76*	195	154	159	127	87*	160	242	246	148	59*	
NET: Any action	1100	484	616	141	244	179	206	151	179	307	318	217	257	85	47	118	96	106	80	46	93	146	154	90	38	
	61%	55%	66%a	63% <sup>i</sup>	71% <sup>fgh</sup>	58%	61%	58%	53%	61%	63%	60%	60%	54%	61%	60%	62%	67% <sup>t</sup>	63%	53%	58%	60%	63%	61%	65%	
I avoid videos that are offensive or upsetting	791	316	475	91	143	118	159	126	155	234	231	141	185	53	36	93	64	80	64	31	70	88	110	76	25	
	44%	36%	51%a	41%	42%	38%	47%	48% <sup>f</sup>	46%	46%	45%	39%	43%	34%	47%	48% <sup>nv</sup>	42%	50% <sup>ntv</sup>	51% <sup>ntv</sup>	36%	44%	36%	45%	51% <sup>ntv</sup>	42%	
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	387	149	238	74	96	66	68	45	40	106	104	81	96	31	18	30	36	30	33	23	26	49	67	31	14	
	21%	17%	25%a	33% <sup>gh</sup>	28% <sup>ghi</sup>	21% <sup>i</sup>	20% <sup>i</sup>	17%	12%	21%	20%	22%	22%	20%	24%	15%	23%	19%	26% <sup>p</sup>	26%	16%	20%	27% <sup>pu</sup>	21%	23%	
I turn on 'safety mode' if available	183	94	89	20	44	28	43	27	21	47	46	46	45	11	9	16	16	24	12	7	21	30	23	10	4	
	10%	11%	10%	9%	13% <sup>i</sup>	9%	13% <sup>i</sup>	10%	6%	9%	9%	13%	10%	7%	12%	8%	10%	15%	10%	8%	13%	12%	9%	7%	7%	
I use a content filter provided by my internet service provider	173	76	97	28	32	33	31	24	25	51	48	37	37	12	10	22	15	13	12	2	15	25	29	11	6	
	10%	9%	10%	12%	9%	11%	9%	9%	7%	10%	10%	10%	9%	8%	13% <sup>t</sup>	11% <sup>t</sup>	10% <sup>t</sup>	8%	10% <sup>t</sup>	2%	9% <sup>t</sup>	10% <sup>t</sup>	12% <sup>t</sup>	8%	10%	
I report offensive videos to the ISP	123	57	66	23	37	21	17	12	14	40	30	24	28	8	5	15	13	12	9	10	7	13	16	12	2	
	7%	7%	7%	10% <sup>ghi</sup>	11% <sup>ghi</sup>	7%	5%	5%	4%	8%	6%	7%	7%	5%	7%	8%	9%	8%	7%	11%	4%	5%	7%	8%	3%	
I set a time limit to using the site (e.g. turned on screen time settings on my mobile phone)	76	29	47	22	25	12	13	3	-	26	20	19	12	5	2	6	11	10	7	2	6	12	6	5	2	
	4%	3%	5%	10% <sup>fghi</sup>	7% <sup>hi</sup>	4% <sup>i</sup>	4% <sup>i</sup>	1% <sup>i</sup>	-	5%	4%	5%	3%	3%	3%	3%	7% <sup>w</sup>	6%	5%	2%	4%	5%	3%	4%	4%	
I don't know how to use any of the above	198	88	110	16	28	28	25	24	77	56	45	36	61	12	3	20	19	13	7	14	20	30	43	11	6	
	11%	10%	12%	7%	8%	9%	7%	9%	23% <sup>def</sup>	11%	9%	10%	14% <sup>kl</sup>	8%	4%	10%	12%	8%	6%	16% <sup>os</sup>	13%	12%	17% <sup>nors</sup>	8%	10%	
									gh													x				
I do not do any of these	513	302	211	66	72	99	106	87	83	144	146	111	112	59	27	57	39	40	39	28	46	67	49	47	15	
	28%	35% <sup>b</sup>	23%	30% <sup>e</sup>	21%	32% <sup>ei</sup>	31% <sup>e</sup>	33% <sup>ei</sup>	24%	28%	29%	30%	26%	38% <sup>qvw</sup>	35% <sup>w</sup>	29%	25%	25%	31% <sup>w</sup>	32% <sup>w</sup>	29%	28%	20%	32% <sup>w</sup>	25%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 895  
**Q.20 Do you do any of the following when you personally watch videos on video-sharing sites?**  
Base: All who watched videos on video-sharing sites

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri - mary (o)	Sec on - dary (p)	Univ - ersity degree (q)	High er univ - ersity degree (r)	Still in full time educa tion (s)	White (t)	NET: Non - white (u)	Mixed (v)	Asian (w)	Black (x)	Chin - ese (y)	Other (z)
Unweighted base	1799	672	334	192	94	75	304	128	446	204	280	147	20	1309	13	10	985	531	197	50	1616	164	39	82	29	8	6
Weighted base	1811	872	237	158	80*	74*	279	110	383	170	243	120	17**	1385	13**	10**	986	541	207	42*	1631	164	37*	84*	28**	10**	5**
NET: Any action	1100	520	165	100	56	44	147	67	224	113	139	73	9	847	6	8	569	347	131	32	977	114	24	58	20	9	3
I avoid videos that are offensive or upsetting	791	327	131	73	38	38	130	54	165	82	107	58	7	606	-	5	411	261	92	20	704	82	17	40	16	6	3
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	387	165	72	45	31	9	37	28	95	54	56	31	3	282	2	3	192	121	54	14	346	39	12	18	4	4	1
I turn on 'safety mode' if available	183	95	30	11	11	5	23	9	49	15	36	21	3	129	2	3	97	48	30	4	157	26	7	14	4	-	-
I use a content filter provided by my internet service provider	173	89	25	19	3	5	20	12	40	16	25	14	2	129	3	2	78	53	26	7	147	24	6	16	2	-	-
I report offensive videos to the ISP	123	67	17	13	4	5	10	8	32	19	16	12	1	90	2	2	59	34	21	6	108	14	4	8	1	-	1
I set a time limit to using the site (e.g. turned on screen time settings on my mobile phone)	76	47	9	10	3	-	1	6	13	5	9	3	1	60	1	1	33	28	7	6	56	19	5	10	3	1	1
I don't know how to use any of the above	198	72	24	14	7	17	53	12	47	13	32	16	2	148	2	1	120	53	17	2	179	17	2	10	3	1	1
I do not do any of these	513	281	48	44	17	13	79	31	112	44	72	31	5	390	5	*	297	141	58	8	475	34	11	16	5	1	1

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 896

**Q.20 Do you do any of the following when you personally watch videos on video-sharing sites?**

**Base: All who watched videos on video-sharing sites**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under		NET: Under 16		NET: Under 18		NET: Any 5-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)				(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	1799	1277	511	465	430	169	244	215	95	191	1608	92	267	348	403	322	114	50	32	76
Weighted base	1811	1268	530	491	441	174	258	223	89*	207	1604	71*	218	307	419	352	149*	59*	45**	94*
NET: Any action	1100	739	353	330	279	129	169	133	51	167	933	42	130	182	264	208	92	44	22	62
	61%	58%	67% <sup>adg</sup>	67%	63%	74% <sup>abdfgh</sup>	65%	60%	57%	81% <sup>ij</sup>	58%	60%	60%	59%	63%	59%	62%	74%	48%	66%
I avoid videos that are offensive or upsetting	791	577	208	193	169	74	107	83	30	93	699	29	86	133	202	153	60	30	20	34
	44%	45% <sup>bdgh</sup>	39%	39%	38%	42%	42%	37%	33%	45%	44%	42%	39%	43%	48% <sup>dl</sup>	43%	40%	51%	44%	36%
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	387	253	131	124	101	44	62	53	18	71	316	9	50	61	95	68	28	21	7	35
	21%	20%	25%	25%	23%	25%	24%	24%	20%	34% <sup>jk</sup>	20%	13%	23%	20%	23%	19%	18%	36% <sup>kmo</sup>	16%	37% <sup>klmnop</sup>
I turn on 'safety mode' if available	183	105	78	72	67	18	41	34	16	29	154	7	26	27	45	41	17	6	-	10
	10%	8%	15% <sup>a</sup>	15%	15% <sup>a</sup>	11%	16% <sup>a</sup>	15% <sup>a</sup>	18% <sup>a</sup>	14%	10%	10%	12%	9%	11%	12%	11%	10%	-	11%
I use a content filter provided by my internet service provider	173	96	77	69	62	27	38	29	16	41	132	9	26	28	37	28	19	8	3	6
	10%	8%	15% <sup>a</sup>	14%	14% <sup>a</sup>	15% <sup>a</sup>	15% <sup>a</sup>	13% <sup>a</sup>	18% <sup>a</sup>	20% <sup>jk</sup>	8%	13%	12%	9%	9%	8%	13%	13%	8%	7%
I report offensive videos to the ISP	123	70	52	50	44	21	30	20	5	36	87	4	19	16	28	24	9	8	1	9
	7%	5%	10% <sup>a</sup>	10%	10% <sup>a</sup>	12% <sup>a</sup>	12% <sup>a</sup>	9%	6%	17% <sup>jk</sup>	5%	6%	9%	5%	7%	7%	6%	13%	2%	9%
I set a time limit to using the site (e.g. turned on screen time settings on my mobile phone)	76	39	37	35	31	15	18	15	3	26	50	6	7	9	14	12	10	5	-	6
	4%	3%	7% <sup>a</sup>	7%	7% <sup>a</sup>	9% <sup>a</sup>	7% <sup>a</sup>	7% <sup>a</sup>	4%	13% <sup>jk</sup>	3%	9% <sup>mn</sup>	3%	3%	3%	4%	7%	9%	-	7%
I don't know how to use any of the above	198	153	44	40	42	14	31	16	6	8	190	8	30	30	48	36	11	2	6	9
	11%	12%	8%	8%	9%	8%	12% <sup>b</sup>	7%	6%	4%	12% <sup>i</sup>	11%	14%	10%	11%	10%	7%	4%	13%	9%
I do not do any of these	513	376	132	120	120	31	58	74	32	32	481	21	58	95	107	108	46	13	17	24
	28%	30% <sup>ef</sup>	25% <sup>e</sup>	25%	27% <sup>bef</sup>	18%	22%	33% <sup>bde</sup>	36% <sup>bef</sup>	16%	30% <sup>i</sup>	29%	27%	31%	26%	31%	31%	21%	39%	25%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 897

**Q.20 Do you do any of the following when you personally watch videos on video-sharing sites?**

**Base: All who watched videos on video-sharing sites**

	Total	Which of the following cities do you live in, or nearest to?																					
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	1799	60	61	83	80	43	45	126	58	86	160	69	54	51	19	403	66	50	60	73	60	92	
Weighted base	1811	73*	70*	78*	80*	44*	44*	140*	60*	78*	149	73*	54*	47*	27**	403	57*	57*	59*	65*	59*	93*	
NET: Any action	1100	44	35	48	47	29	26	86	36	52	102	45	37	22	15	239	44	39	33	33	38	50	
		61%	61%	49%	61%	58%	66%	60%	61%	60%	67% <sub>m</sub>	69% <sub>bmsw</sub>	62%	69%	48%	53%	59%	77% <sub>bdmo</sub>	38%	55%	50%	65%	54%
I avoid videos that are offensive or upsetting	791	30	18	37	36	17	19	73	22	39	75	28	22	19	7	159	35	31	31	25	25	43	
		44%	41%	26%	47% <sub>b</sub>	45% <sub>b</sub>	38%	43%	52% <sub>bo</sub>	37%	50% <sub>b</sub>	51% <sub>bo</sub>	38%	41%	40%	27%	40%	61% <sub>abeh</sub>	54% <sub>b</sub>	53% <sub>b</sub>	38%	42%	47% <sub>b</sub>
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	387	17	12	18	17	12	9	22	13	21	29	17	12	7	4	86	15	17	8	16	14	20	
		21%	24%	17%	23%	22%	21%	16%	21%	27%	20%	23%	22%	15%	16%	21%	27%	29%	13%	25%	23%	22%	
I turn on 'safety mode' if available	183	3	7	9	3	6	6	13	5	10	22	9	7	4	-	49	7	4	4	4	4	7	
		10%	4%	10%	3%	13%	13%	10%	8%	13% <sub>d</sub>	15% <sub>ad</sub>	12%	13%	9%	-	12% <sub>d</sub>	13% <sub>d</sub>	8%	7%	6%	7%	7%	
I use a content filter provided by my internet service provider	173	10	1	11	5	4	7	19	3	11	13	3	7	4	3	47	4	5	4	2	6	5	
		10%	14% <sub>bs</sub>	1%	14% <sub>bs</sub>	7%	8%	16% <sub>bs</sub>	13% <sub>bs</sub>	5%	14% <sub>bs</sub>	9%	4%	14% <sub>bs</sub>	8%	12%	12% <sub>bs</sub>	8%	8%	7%	3%	10%	5%
I report offensive videos to the ISP	123	4	3	4	5	4	5	9	7	7	15	4	1	1	2	27	5	6	2	6	2	3	
		7%	6%	5%	7%	8%	12% <sub>l</sub>	6%	12% <sub>l</sub>	9%	10%	6%	1%	1%	6%	7%	9%	11%	4%	10%	3%	3%	
I set a time limit to using the site (e.g. turned on screen time settings on my mobile phone)	76	1	3	2	3	6	2	5	1	6	10	1	4	1	-	18	3	3	1	2	2	2	
		4%	2%	4%	3%	4%	14% <sub>acghk</sub>	5%	4%	2%	8%	7%	1%	8%	1%	-	4%	5%	5%	2%	3%	4%	2%
I don't know how to use any of the above	198	6	5	3	11	4	5	19	6	2	8	8	8	9	4	59	5	1	8	10	6	10	
		11%	8%	8%	4%	14% <sub>iq</sub>	10%	11%	14% <sub>cijq</sub>	9%	3%	5%	12%	16% <sub>cijq</sub>	18% <sub>cijq</sub>	16%	15% <sub>cijq</sub>	8%	2%	13%	16% <sub>cijq</sub>	10%	11%
I do not do any of these	513	23	30	27	23	11	13	35	18	23	39	19	9	16	8	105	8	17	19	22	15	32	
		28%	31%	43% <sub>gjl</sub>	35% <sub>lp</sub>	28%	25%	29%	25%	31%	30%	26%	27%	16%	34% <sub>p</sub>	30%	26%	15%	30%	32% <sub>p</sub>	34% <sub>lp</sub>	25%	35% <sub>lp</sub>

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 898  
**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**  
Base: All watched videos on video-sharing sites

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	1799	860	939	231	281	305	347	283	352	506	541	280	472	135	78	177	158	166	136	97	168	235	251	138	60
Weighted base	1811	874	937	223	343	306	338	261	339	507	509	364	430	156	76*	195	154	159	127	87*	160	242	246	148	59*
NET: Any action	551	250	301	46	180	159	108	29	30	141	157	128	125	58	27	68	55	55	31	26	44	83	55	28	23
	30%	29%	32%	21%hi	52% <sup>d</sup> ghi	52% <sup>d</sup> ghi	32% <sup>d</sup> hi	11%	9%	28%	31%	35%	29%	37% <sup>s</sup> wx	35% <sup>w</sup> x	35% <sup>w</sup> x	36% <sup>w</sup> x	34% <sup>w</sup> x	24%	29%	27%	34% <sup>w</sup> x	22%	19%	38% <sup>w</sup> x
I talk to my children about what to do/ who to tell if they see something inappropriate	247	90	156	21	61	79	57	16	12	60	76	55	56	36	7	36	24	24	10	13	17	36	24	8	12
	14%	10%	17%a	10% <sup>i</sup>	18% <sup>d</sup> hi	26% <sup>d</sup> ghi	17% <sup>d</sup> hi	6%	4%	12%	15%	15%	13%	23% <sup>o</sup> suwx	9%	18% <sup>s</sup> wx	16% <sup>x</sup>	15% <sup>x</sup>	8%	14% <sup>x</sup>	11%	15% <sup>x</sup>	10%	6%	20% <sup>s</sup> x
Set rules on the types of videos they are allowed to watch	206	85	121	15	46	71	44	16	13	53	58	36	59	21	10	16	20	18	10	8	18	31	30	13	10
	11%	10%	13%	7%	13% <sup>d</sup> hi	23% <sup>d</sup> ghi	13% <sup>d</sup> hi	6%	4%	10%	11%	10%	14%	13%	14%	8%	13%	11%	8%	9%	11%	13%	12%	9%	17%
I turn on 'safety mode' or set parental controls if available	192	78	114	20	51	51	48	10	13	55	50	46	41	23	5	22	21	18	9	10	15	22	23	10	14
	11%	9%	12%a	9% <sup>hi</sup>	15% <sup>hi</sup>	17% <sup>d</sup> hi	14% <sup>hi</sup>	4%	4%	11%	10%	13%	10%	15% <sup>x</sup>	6%	11%	14%	11%	7%	12%	10%	9%	9%	6%	23% <sup>o</sup> prsuwx
Where available, I use age-appropriate sites (such as YouTube Kids) when watching videos with my children	182	75	107	12	62	57	31	7	12	42	53	47	40	17	7	19	23	15	12	7	18	21	21	11	11
	10%	9%	11%	5%	18% <sup>d</sup> ghi	19% <sup>d</sup> ghi	9% <sup>hi</sup>	3%	3%	8%	10%	13%	9%	11%	9%	10%	15%	9%	9%	8%	11%	9%	9%	8%	18%
I do not let my children watch videos unsupervised	154	60	94	13	58	39	24	6	14	36	41	34	43	10	6	21	19	12	9	6	15	20	18	14	6
	9%	7%	10%a	6%	17% <sup>d</sup> ghi	13% <sup>d</sup> ghi	7% <sup>h</sup>	2%	4%	7%	8%	9%	10%	6%	8%	11%	12%	8%	7%	6	9%	8%	7%	9%	9%
I use a content filter provided by my internet service provider	120	51	69	8	31	33	32	8	8	38	32	22	28	10	7	15	14	9	10	4	12	15	11	7	5
	7%	6%	7%	3%	9% <sup>d</sup> hi	11% <sup>d</sup> hi	10% <sup>d</sup> hi	3%	2%	7%	6%	6%	6%	6%	9%	8%	9%	5%	8%	5%	8%	6%	5%	4%	8%
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	119	50	69	16	43	30	20	3	8	38	27	26	28	4	5	17	17	16	6	8	6	16	11	10	4
	7%	6%	7%	7% <sup>hi</sup>	12% <sup>d</sup> ghi	10% <sup>hi</sup>	6% <sup>hi</sup>	1%	2%	8%	5%	7%	7%	3%	6%	9%	11% <sup>n</sup> uw	10% <sup>n</sup>	4%	9%	4%	6%	5%	7%	7%
I set a time limit to using the site (e.g. turned on screen time settings on their mobile phone)	103	42	60	11	29	32	22	4	4	34	30	18	21	12	2	20	12	9	5	6	6	16	6	5	3
	6%	5%	6%	5% <sup>i</sup>	8% <sup>hi</sup>	10% <sup>hi</sup>	6% <sup>hi</sup>	2%	1%	7%	6%	5%	5%	8% <sup>w</sup>	3%	10% <sup>u</sup> wx	8% <sup>w</sup>	6%	4%	6	7%	7%	2%	3%	5%
I vet videos before I show them to my children	83	35	48	17	23	20	16	2	5	25	27	9	21	3	4	14	11	14	4	2	6	12	9	5	*
	5%	4%	5%	8% <sup>hi</sup>	7% <sup>hi</sup>	6% <sup>hi</sup>	5% <sup>hi</sup>	1%	1%	5%	5%	3%	5%	2%	5%	7%	7%	9% <sup>n</sup>	3%	2%	4%	5%	4%	3%	1%
I report offensive videos to the ISP	67	39	28	9	24	14	12	5	4	22	16	16	14	3	5	10	10	8	3	2	5	8	7	4	4
	4%	5%	3%	4%	7% <sup>hi</sup>	5% <sup>i</sup>	4%	2%	1%	4%	3%	4%	3%	2%	6%	5%	6%	5%	2%	2%	3%	3%	3%	3%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 898

**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**

**Base: All watched videos on video-sharing sites**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	1811	874	937	223	343	306	338	261	339	507	509	364	430	156	76*	195	154	159	127	87*	160	242	246	148	59*
I don't know how to use any of the above	33	15	18	6	9	6	9	1	1	9	10	4	10	1	-	5	4	3	4	-	7	4	3	3	-
	2%	2%	2%	3% <sup>ai</sup>	3% <sup>ai</sup>	2%	3% <sup>hi</sup>	*	*	2%	2%	1%	2%	1%	-	3%	2%	2%	3%	-	5% <sup>w</sup>	2%	1%	2%	-
I do not do any of these	164	89	75	15	23	38	36	25	28	49	46	33	36	9	11	19	10	15	12	8	14	21	27	9	9
	9%	10%	8%	7%	7%	12% <sup>de</sup>	11%	10%	8%	10%	9%	9%	8%	6%	14%	10%	7%	9%	10%	9%	9%	11%	6%	16% <sup>n</sup>	
Not applicable - I do not have children	1083	530	553	161	135	108	191	206	281	314	302	203	264	89	39	106	88	90	82	54	100	137	163	109	27
	60%	61%	59%	72% <sup>efg</sup>	39%	35%	56% <sup>ef</sup>	79% <sup>efg</sup>	83% <sup>def</sup>	62%	59%	56%	61%	57%	51%	54%	57%	56%	65% <sup>xy</sup>	61%	62%	56%	66% <sup>opy</sup>	74% <sup>nop</sup>	46% <sup>qrvy</sup>

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 899  
**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**  
Base: All watched videos on video-sharing sites

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher uni-versity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	1799	672	334	192	94	75	304	128	446	204	280	147	20	1309	13	10	985	531	197	50	1616	164	39	82	29	8	6
Weighted base	1811	872	237	158	80*	74*	279	110	383	170	243	120	17**	1385	13**	10**	986	541	207	42*	1631	164	37*	84*	28**	10**	5**
NET: Any action	551	329	87	28	19	7	21	60	86	43	52	21	1	451	5	2	320	149	62	10	464	82	20	49	10	1	2
	30%	38%def	37%def	18%	24%ef	9%	7%	54%abd	23%ef	25%	22%	17%	7%	33%hjk	41%	21%	32%	28%	24%	30%	24%	28%	54%t	58%t	36%	8%	41%
I talk to my children about what to do/ who to tell if they see something inappropriate	247	135	47	14	7	3	10	31	50	23	33	14	-	193	2	1	140	70	29	4	209	35	10	22	4	-	-
	14%	15%ef	20%def	9%	9%	4%	4%	28%ade	13%ef	14%	14%	12%	-	14%	14%	14%	14%	13%	14%	9%	13%	22%t	26%t	27%t	13%	-	-
Set rules on the types of videos they are allowed to watch	206	111	40	12	7	3	10	23	46	21	30	11	-	156	-	1	117	63	18	6	174	31	8	19	2	-	1
	11%	13%ef	17%ef	8%	8%	4%	4%	21%ade	12%ef	13%	13%	9%	-	11%	-	14%	12%	12%	9%	14%	11%	19%t	22%t	23%t	8%	-	17%
I turn on 'safety mode' or set parental controls if available	192	109	37	11	3	1	11	19	34	17	23	9	-	154	-	1	111	57	21	2	163	27	6	18	2	1	1
	11%	13%def	16%def	7%	4%	2%	4%	18%def	9%ef	10%	10%	8%	-	11%	-	7%	11%	11%	10%	4%	10%	16%t	17%	21%t	7%	8%	11%
Where available, I use age-appropriate sites (such as YouTube Kids) when watching videos with my children	182	103	37	5	6	1	7	22	26	10	14	7	-	155	-	1	110	55	15	1	153	28	7	17	3	1	-
	10%	12%ef	16%ef	3%	8%ef	2%	3%	20%ade	7%ef	6%	6%	6%	-	11%hij	-	7%	11%	10%	7%	2%	9%	17%t	20%t	21%t	10%	8%	-
I do not let my children watch videos unsupervised	154	86	30	3	6	3	7	20	15	5	7	5	-	137	3	1	89	44	15	1	130	23	4	15	3	1	1
	9%	10%ef	12%ef	2%	7%	4%	3%	18%ade	4%ef	3%	3%	5%	-	10%hij	25%	7%	9%	8%	7%	2%	8%	14%t	10%	18%t	10%	8%	14%
I use a content filter provided by my internet service provider	120	66	26	7	2	-	9	10	23	9	16	6	1	93	-	1	66	36	13	1	96	22	4	16	2	-	-
	7%	8%ef	11%def	5%	3%	-	3%	9%ef	6%ef	5%	7%	5%	4%	7%	-	7%	7%	7%	6%	3%	6%	13%t	11%	19%t	8%	-	-
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	119	64	24	6	6	4	5	10	28	15	15	10	1	86	1	1	73	26	17	1	101	17	7	9	1	-	-
	7%	7%ef	10%ef	4%	8%ef	5%	2%	9%ef	7%ef	9%	6%	8%	7%	6%	7%	7%	7%	5%	8%	2%	6%	10%	19%t	10%	4%	-	-
I set a time limit to using the site (e.g. turned on screen time settings on their mobile phone)	103	68	16	5	2	1	3	8	11	6	7	2	-	90	-	1	58	27	14	3	87	15	5	8	1	-	1
	6%	8%ef	7%ef	3%	2%	1%	1%	8%ef	3%ef	3%	3%	1%	-	6%hjk	-	7%	6%	5%	7%	7%	5%	9%	14%t	10%	4%	-	11%
I vet videos before I show them to my children	83	47	15	6	4	1	5	6	12	4	6	7	-	69	1	1	47	23	9	1	65	17	5	10	2	-	-
	5%	5%ef	6%ef	3%	5%	2%	2%	5%	3%ef	2%	2%	6%hj	-	5%	10%	7%	5%	4%	4%	3%	4%	10%t	14%t	12%t	6%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 899  
**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**  
**Base: All watched videos on video-sharing sites**

	Working Status						Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Second- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Weighted base	1811	872	237	158	80*	74*	279	110	383	170	243	120	17**	1385	13**	10**	986	541	207	42*	1631	164	37*	84*	28**	10**	5**
I report offensive videos to the ISP*	67 4%	44 5%f	9 4%	4 2%	1 1%	-	5 2%	5 4%	18 5%	5 3%	11 4%	5 4%	-	48 3%	-	-	41 4%	14 3%	10 5%	3 7%	55 3%	13 8%t	2 7%	7 8%t	3 10%	-	-
I don't know how to use any of the above	33 2%	20 2%f	5 2%f	4 3%	2 2%	1 1%	1 *	1 1%	4 1%	1 1%	3 1%	1 1%	-	29 2%	-	1 7%	14 1%	12 2%	5 3%	1 3%	26 2%	7 4%t	2 6%	3 4%	1 4%	-	1 14%
I do not do any of these	164 9%	90 10%	19 8%	7 4%	5 7%	6 9%	22 8%	14 13%	28 7%	13 7%	18 7%	14 12%h	1 9%	131 9%	3 22%	1 11%	106 11% s	41 8%	13 6%	-	148 9%	16 10%	3 7%	8 9%	4 14%	1 10%	-
Not applicable - I do not have children	1083 60%	443 51%g	129 55%g	122 77%	56 69%abg	61 82%abg	236 85%abd	36 33%	267 70% m	114 67% m	172 71% m	84 70% m	14 84%	790 57%	5 37%	7 67%	558 57%	345 64% p	128 62%	31 74% p	1006 62% u	66 40% w	14 39%	27 32%	14 50%	9 82%	3 59%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 900  
**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**  
Base: All watched videos on video-sharing sites

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000		£14,001 to £21,000		£21,001 to £28,000		£28,001 to £34,000		£34,001 to £41,000		£41,001 to £48,000		£48,001 to £55,000		1 or more											
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)				(m)	(n)	(o)	(p)	(q)	(r)	(s)																			
Unweighted base	1799	1277	511	465	430	169	244	215	95	191	1608	92	1608	92	267	348	403	322	114	50	32	76																				
Weighted base	1811	1268	530	491	441	174	258	223	89*	207	1604	71*	1604	71*	218	307	419	352	149*	59*	45**	94*																				
NET: Any action	551	118	431	410	357	149	223	178	58	113	438	22	438	22	50	78	137	122	58	24	10	34	30%	9%	81%ah	84%	81%ah	85%ah	86%ab	80%ah	65%a	54%j	27%	31%	23%	25%	33%l	35%lm	39%lm	41%lm	22%	36%
I talk to my children about what to do/ who to tell if they see something inappropriate	247	36	208	196	187	49	108	98	35	48	198	12	198	12	24	33	65	53	30	9	3	12	14%	3%	39%ae	40%	42%abe	28%a	42%ae	44%ae	39%a	23%j	12%	17%	11%	11%	16%	15%	20%lm	15%	6%	13%
Set rules on the types of videos they are allowed to watch	206	42	164	158	149	36	95	78	22	24	181	5	181	5	18	26	61	36	23	15	6	10	11%	3%	31%ae	32%	34%abe	21%a	37%abe	35%ae	25%a	12%	11%	8%	8%	8%	14%lm	10%	15%	25%klm	14%	11%
I turn on 'safety mode' or set parental controls if available	192	41	149	143	131	39	78	69	22	34	159	7	159	7	14	23	59	39	22	8	3	13	11%	3%	28%a	29%	30%a	22%a	30%ae	31%a	24%a	16%j	10%	10%	6%	7%	14%lm	11%	15%lm	14%	6%	14%
Where available, I use age-appropriate sites (such as YouTube Kids) when watching videos with my children	182	28	154	148	125	64	98	46	14	39	143	5	143	5	13	24	55	35	24	9	4	9	10%	2%	29%agh	30%	28%agh	37%abd	38%abd	20%a	15%a	19%j	9%	7%	6%	8%	13%lm	10%	16%lm	15%	8%	10%
I do not let my children watch videos unsupervised	154	26	126	122	87	63	67	33	13	23	131	3	131	3	18	22	40	32	16	8	4	7	9%	2%	24%adg	25%h	20%ag	36%abd	26%adg	15%a	15%a	11%	8%	5%	8%	7%	10%	9%	11%	13%	8%	7%
I use a content filter provided by my internet service provider	120	20	100	95	89	30	56	52	16	30	90	5	90	5	11	11	35	28	15	8	2	4	7%	2%	19%a	19%	20%a	17%a	22%a	23%a	18%a	14%j	6%	6%	5%	4%	8%lm	8%lm	10%lm	13%lm	4%	4%
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	119	30	89	86	73	28	45	39	12	34	85	4	85	4	18	19	27	24	14	3	1	7	7%	2%	17%a	18%	17%a	16%a	18%a	18%a	13%a	16%j	5%	6%	8%	6%	6%	7%	10%	6%	3%	7%
I set a time limit to using the site (e.g. turned on screen time settings on their mobile phone)	103	24	78	77	65	28	49	27	6	28	75	3	75	3	7	13	23	16	20	4	3	12	6%	2%	15%ah	16%	15%ah	16%ah	19%abd	12%a	6%a	13%j	5%	4%	3%	4%	6%	4%	13%lmno	7%	6%	12%lmno
I vet videos before I show them to my children	83	21	59	57	44	24	31	23	9	21	61	5	61	5	9	12	21	17	8	2	-	6	5%	2%	11%a	12%	10%a	14%a	12%a	10%a	11%a	10%j	4%	7%	4%	4%	5%	5%	6%	4%	-	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 900

**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**

**Base: All watched videos on video-sharing sites**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under	NET: Under 16		NET: Any 18-5		Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
			Yes (b)	Under 16 (c)	NET: Any 18-5 (d)	Any aged 5-10 (e)							£14,001 to £21,000 (l)	£21,001 to £28,000 (m)	£28,001 to £34,000 (n)	£34,001 to £41,000 (o)	£41,001 to £48,000 (p)	£48,001 to £55,000 (q)	£55,001 or more (r)		
Weighted base	1811	1268	530	491	441	174	258	223	89*	207	1604	71*	218	307	419	352	149*	59*	45**	94*	
I report offensive videos to the ISP*	67 4%	16 1%	49 9%a	48 10%	42 10%a	16 9%a	22 8%a	25 11%a	5 6%a	22 11%j	45 3%	1 1%	6 3%	5 2%	24 6%a	11 3%	11 7%a	1 2%	1 2%	3 4%	
I don't know how to use any of the above	33 2%	8 1%	24 5%a	22 4%	19 4%a	5 3%a	10 4%a	10 5%a	6 7%a	6 3%	27 2%	1 1%	5 2%	8 3%	4 1%	7 2%	5 3%	1 1%	-	1 1%	
I do not do any of these	164 9%	81 6%	81 15%af	68 14%	67 15%af	24 14%a	28 11%a	39 18%af	23 26%abde	9 4%	155 10%ai	6 9%	12 5%	31 10%	32 8%	37 10%	16 11%	6 11%	10 21%	7 7%	
Not applicable - I do not have children	1083 60%	1067 84%bdfgh	9 2%	4 1%	9 2%	* *	2 1%	2 1%	6 6%bde	83 40%	999 62%ai	42 59%	155 71%nopqs	195 64%opq	248 59%	189 54%	74 49%	27 46%	25 57%	54 57%	

**Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 901  
**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**  
Base: All watched videos on video-sharing sites

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	1799	60	61	83	80	43	45	126	58	86	160	69	54	51	19	403	66	50	60	73	60	92
Weighted base	1811	73*	70*	78*	80*	44*	44*	140*	60*	78*	149	73*	54*	47*	27**	403	57*	57*	59*	65*	59*	93*
NET: Any action	551	26	31	26	26	11	16	53	23	18	52	18	25	6	9	115	15	10	10	17	23	20
	30%	36% <sub>mr</sub>	44% <sub>imoq</sub>	33% <sub>mw</sub>	32% <sub>m</sub>	26%	37% <sub>mqr</sub>	38% <sub>mqrw</sub>	38% <sub>mqr</sub>	23%	35% <sub>mqrw</sub>	25%	46% <sub>ikmo</sub>	13%	31%	29% <sub>m</sub>	26%	17%	17%	26%	38% <sub>mqrw</sub>	22%
I talk to my children about what to do/ who to tell if they see something inappropriate	247	21	14	7	11	5	8	24	16	4	22	6	9	2	1	54	5	3	5	7	12	11
	14%	28% <sub>cijk</sub>	20% <sub>imq</sub>	9%	14%	11%	18% <sub>im</sub>	17% <sub>im</sub>	26% <sub>ikmo</sub>	5%	15% <sub>i</sub>	8%	17% <sub>i</sub>	4%	5%	13% <sub>i</sub>	9%	5%	9%	11%	20% <sub>imq</sub>	12%
Set rules on the types of videos they are allowed to watch	206	10	10	10	9	3	8	13	6	2	17	8	8	1	3	53	8	8	3	5	10	9
	11%	14% <sub>im</sub>	15% <sub>im</sub>	13% <sub>im</sub>	12% <sub>i</sub>	7%	18% <sub>im</sub>	9%	10%	2%	12% <sub>i</sub>	11%	14% <sub>im</sub>	2%	12%	13% <sub>im</sub>	14% <sub>im</sub>	14% <sub>i</sub>	6%	8%	17% <sub>im</sub>	10%
I turn on 'safety mode' or set parental controls if available	192	10	13	5	8	3	10	17	6	6	19	8	6	1	1	38	7	2	3	8	14	10
	11%	14%	19% <sub>cmoq</sub>	6%	10%	6%	24% <sub>ceim</sub>	12%	10%	8%	13% <sub>m</sub>	10%	10%	1%	3%	9%	12%	3%	6%	12%	23% <sub>ceim</sub>	10%
Where available, I use age-appropriate sites (such as YouTube Kids) when watching videos with my children	182	4	13	5	12	5	5	13	7	7	15	8	7	3	4	31	7	3	3	7	11	9
	10%	6%	19% <sub>o</sub>	7%	15%	12%	12%	10%	11%	10%	10%	11%	13%	7%	14%	8%	13%	6%	6%	11%	18% <sub>o</sub>	10%
I do not let my children watch videos unsupervised	154	4	6	6	11	2	5	18	8	4	11	10	4	2	2	30	9	4	6	1	6	5
	9%	5%	8%	8%	14% <sub>s</sub>	4%	11%	13% <sub>s</sub>	14% <sub>s</sub>	5%	7%	14% <sub>s</sub>	7%	4%	8%	8%	15% <sub>sw</sub>	8%	11%	2%	9%	5%
I use a content filter provided by my internet service provider	120	7	3	7	2	4	4	10	4	7	13	6	6	1	-	25	3	2	2	3	5	4
	7%	9%	4%	9%	3%	9%	10%	7%	7%	9%	9%	9%	11%	2%	-	6%	6%	4%	3%	4%	8%	5%
I report offensive videos to the video-sharing site (e.g. by clicking on the reporting button/flag/dots)	119	3	1	5	7	5	4	12	6	4	18	5	*	2	2	23	*	5	4	6	4	3
	7%	4%	2%	6%	9% <sub>p</sub>	11% <sub>lp</sub>	10% <sub>p</sub>	8%	10% <sub>p</sub>	6%	12% <sub>blowp</sub>	7%	1%	5%	7%	6%	1%	8%	7%	9%	7%	3%
I set a time limit to using the site (e.g. turned on screen time settings on their mobile phone)	103	7	6	1	8	3	2	13	7	1	7	3	6	-	*	20	2	3	1	6	3	3
	6%	9% <sub>i</sub>	8%	1%	10% <sub>ci</sub>	7%	5%	9% <sub>ci</sub>	11% <sub>cim</sub>	1%	5%	4%	11% <sub>cim</sub>	-	2%	5%	3%	6%	2%	9% <sub>ci</sub>	5%	3%
I vet videos before I show them to my children	83	1	2	4	6	1	4	13	4	2	10	4	1	1	1	18	1	2	3	2	*	3
	5%	2%	3%	5%	7%	2%	9%	9%	7%	3%	7%	5%	1%	3%	3%	4%	2%	3%	5%	3%	1%	3%
I report offensive videos to the ISP	67	2	-	5	5	-	4	5	5	3	10	3	3	-	-	12	1	1	2	*	4	2
	4%	3%	-	6%	7%	-	9% <sub>bs</sub>	3%	9% <sub>sb</sub>	4%	6%	4%	5%	-	-	3%	1%	2%	3%	1%	6%	2%
I don't know how to use any of the above	33	1	-	1	1	-	2	3	1	1	3	5	1	1	-	6	1	2	*	-	-	2
	2%	2%	-	1%	2%	-	5%	2%	2%	2%	2%	7% <sub>o</sub>	1%	1%	-	2%	1%	4%	1%	-	-	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 901

**Q.21 Do you do any of the following for your children when they are watching videos on video-sharing sites?**

**Base: All watched videos on video-sharing sites**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	1811	73*	70*	78*	80*	44*	44*	140*	60*	78*	149	73*	54*	47*	27**	403	57*	57*	59*	65*	59*	93*
I do not do any of these	164	5 9%	3 5%	11 13% <sup>dhr</sup>	2 3%	6 13% <sup>er</sup>	5 10%	14 10%	1 2%	7 9%	15 10%	12 16% <sup>dhr</sup>	4 8%	4 8%	6 21%	31 8%	5 8%	7 12%	1 1%	6 9%	9 16% <sup>dhr</sup>	11 12% <sup>r</sup>
Not applicable - I do not have children	1083	40 60%	36 55%	41 53%	52 65% <sup>lv</sup>	27 61%	22 51%	73 52%	34 58%	51 66% <sup>lv</sup>	81 55%	40 54%	25 46%	36 78% <sup>abcf</sup>	13 48%	255 63% <sup>glv</sup>	37 65%	39 69% <sup>lv</sup>	48 81% <sup>abcf</sup>	42 65%	27 46%	61 66% <sup>lv</sup>

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 902

**Q.22 Do you do any of the following when uploading or sharing your own videos on video-sharing sites to try and keep yourself or others safe?**

**Base: All who uploaded videos to video-sharing sites**

	Gender			Age						Social Grade					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	729	360	369	136	166	140	130	83	74	215	222	115	177	51	26	84	70	79	49	46	53	124	92	38	17
Weighted base	756	373	383	131*	211	138	130*	74*	72*	217	219	153*	168	68*	26**	93*	72*	74*	45*	42*	55*	126*	95*	44**	16**
NET: Any action	511	241	270	89	150	94	89	51	39	159	140	93	119	48	21	55	48	57	39	28	36	88	57	24	9
	68%	65%	71%	68%	71% <sub>ai</sub>	68%	68%	68%	54%	73% <sub>aj</sub>	64%	61%	71%	70%	81%	60%	67%	78% <sub>apw</sub>	87% <sub>apqt</sub>	66%	65%	70%	60%	55%	58%
I avoid putting any personal information about myself in the videos	226	94	132	36	61	31	46	30	24	68	52	41	65	24	13	29	24	23	18	9	21	35	22	6	4
	30%	25%	34% <sub>aa</sub>	27%	29%	22%	35% <sub>af</sub>	40% <sub>ah</sub>	33%	31%	24%	27%	39% <sub>ak</sub>	35%	48%	32%	33%	31%	41% <sub>aw</sub>	22%	38%	28%	23%	13%	24%
I adjust my privacy settings so only approved followers can see my videos	194	72	122	36	60	32	30	22	14	67	51	29	47	22	11	20	16	16	15	9	16	29	23	11	6
	26%	19%	32% <sub>aa</sub>	28%	29%	23%	23%	30%	19%	31% <sub>aj</sub>	23%	19%	28%	32%	40%	22%	22%	22%	34%	22%	29%	23%	24%	26%	41%
I do not upload videos of my children/other people's children	193	96	97	29	54	33	34	21	22	60	55	32	46	20	7	22	22	15	4	14	14	29	32	9	4
	26%	26%	25%	22%	26%	24%	26%	28%	30%	28%	25%	21%	27%	29% <sub>as</sub>	26%	24%	31% <sub>as</sub>	21%	10%	34% <sub>as</sub>	25%	23%	34% <sub>as</sub>	21%	24%
I do not upload videos that give away details of my location when I upload them	177	69	108	26	56	30	34	19	14	57	40	29	50	17	7	19	18	20	15	9	19	21	21	9	2
	23%	19%	28% <sub>aa</sub>	20%	26%	22%	26%	25%	19%	26%	18%	19%	30% <sub>ak</sub>	24%	27%	21%	25%	27%	34% <sub>av</sub>	22%	35% <sub>av</sub>	16%	22%	20%	13%
I only upload videos of people who have given me their permission to do so	140	62	78	28	35	25	33	8	11	42	44	18	35	14	6	12	15	12	10	9	19	17	20	4	2
	18%	17%	20%	21%	16%	18%	26% <sub>ah</sub>	11%	15%	20%	20%	12%	21%	21%	23%	13%	21%	17%	23%	21%	34% <sub>prv</sub>	13%	21%	8%	13%
I block comments or users who leave upsetting/offensive comments on my videos	131	59	73	29	39	20	27	9	8	37	32	33	29	12	5	12	17	19	8	10	12	20	10	2	3
	17%	16%	19%	22%	18%	14%	21%	13%	11%	17%	15%	21%	17%	18%	19%	13%	24%	26% <sub>w</sub>	17%	23%	22%	16%	11%	5%	21%
I use an 'anonymous profile' that does not include my real name	71	46	25	10	17	17	19	5	2	23	14	15	19	10	2	9	9	6	12	2	4	5	7	4	-
	9%	12% <sub>ab</sub>	6%	8%	8%	12%	15% <sub>ai</sub>	6%	3%	11%	6%	10%	11%	15% <sub>av</sub>	6%	10%	8%	8%	26% <sub>prt</sub>	6%	8%	4%	8%	9%	-
I blur out the identity of under 18 year olds in any of my videos	56	28	27	9	26	7	11	2	*	7	17	14	18	4	1	10	6	5	3	2	9	8	7	1	*
	7%	8%	7%	7%	12% <sub>hi</sub>	5%	9% <sub>ai</sub>	3%	1%	3%	8%	9%	11% <sub>aj</sub>	6%	3%	11%	8%	7%	7%	6%	17%	6%	7%	2%	3%
I set up rules or moderator functions in my chat	48	27	21	12	14	8	13	1	-	17	5	15	11	3	1	5	4	6	3	4	11	8	3	-	-
	6%	7%	6%	9% <sub>il</sub>	7%	6%	10% <sub>hi</sub>	2%	-	8% <sub>k</sub>	2%	10% <sub>k</sub>	6%	5%	4%	6%	8%	8%	7%	10%	20% <sub>npqv</sub>	6%	3%	-	-
I do not do any of these	245	132	113	42	61	43	41	24	33	58	79	60	49	20	5	37	24	17	6	14	19	38	38	20	7
	32%	35%	29%	32%	29%	32%	32%	32%	46% <sub>ae</sub>	27%	36%	39% <sub>aj</sub>	29%	30%	19%	40% <sub>rs</sub>	33% <sub>s</sub>	22%	13%	34% <sub>s</sub>	35% <sub>s</sub>	30% <sub>s</sub>	40% <sub>rs</sub>	45%	42%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 903

**Q.22 Do you do any of the following when uploading or sharing your own videos on video-sharing sites to try and keep yourself or others safe?**

**Base: All who uploaded videos to video-sharing sites**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	729	325	152	86	43	10	67	46	179	97	113	51	4	534	8	6	386	207	88	29	621	99	23	51	18	2	5
Weighted base	756	433	108	70*	38*	10**	60*	37*	156	82*	98*	40*	4**	583	8**	6**	400	218	91*	26**	651	96*	22**	54*	14**	2**	4**
NET: Any action	511	284	78	56	28	4	33	28	106	60	67	27	3	397	4	6	269	140	66	23	435	69	20	36	10	1	2
	68%	65%	72% <sup>f</sup>	81%	73%	44%	55%	77% <sup>f</sup>	68%	73%	68%	68%	68%	54%	94%	67%	64%	64%	72%	86%	72%	90%	67%	74%	74%	44%	52%
I avoid putting any personal information about myself in the videos	226	112	42	29	14	3	18	9	51	29	35	15	1	171	-	4	118	70	26	8	194	30	4	19	4	1	2
	30%	26%	38% <sup>a</sup>	41%	36%	34%	30%	24%	33%	36%	36%	38%	13%	29%	-	61%	29%	32%	29%	32%	30%	31%	20%	35%	27%	44%	52%
I adjust my privacy settings so only approved followers can see my videos	194	97	33	25	15	2	9	13	36	23	24	14	1	155	*	2	95	62	28	6	169	24	7	14	3	-	-
	26%	22%	31% <sup>f</sup>	37%	38% <sup>af</sup>	18%	15%	35% <sup>f</sup>	23%	28%	25%	35% <sup>h</sup>	13%	27%	4%	34%	24%	29%	31%	23%	26%	25%	33%	25%	20%	-	-
I do not upload videos of my children/other people's children	193	100	30	27	8	4	14	10	37	18	26	10	1	154	-	2	108	55	19	9	167	26	9	15	1	-	1
	26%	23%	28%	38%	22%	44%	23%	27%	24%	21%	27%	26%	21%	26%	-	34%	27%	25%	21%	33%	26%	27%	39%	28%	8%	-	17%
I do not upload videos that give away details of my location when I upload them	177	88	33	19	13	2	11	11	35	17	25	9	2	138	1	2	97	49	24	3	150	25	7	14	3	-	1
	23%	20%	30% <sup>a</sup>	27%	34%	18%	19%	31%	23%	20%	26%	22%	47%	24%	18%	35%	24%	23%	27%	11%	23%	26%	30%	25%	24%	-	31%
I only upload videos of people who have given me their permission to do so	140	77	23	17	7	2	9	4	25	15	16	7	1	110	-	2	73	45	12	7	112	24	8	10	5	-	1
	18%	18%	22%	25%	19%	18%	15%	12%	16%	18%	16%	18%	13%	19%	-	24%	18%	21%	13%	26%	17%	25%	37%	19%	35%	-	14%
I block comments or users who leave upsetting/offensive comments on my videos	131	71	25	13	11	1	5	6	30	13	20	10	-	101	-	1	67	36	23	3	107	24	7	12	4	-	1
	17%	16%	24% <sup>f</sup>	18%	29% <sup>f</sup>	6%	9%	15%	19%	15%	20%	24%	-	17%	-	11%	17%	17%	26%	13%	16%	25%	32%	23%	28%	-	17%
I use an 'anonymous profile' that does not include my real name	71	48	9	4	1	-	4	5	10	4	7	5	-	59	2	1	30	25	9	1	61	10	4	6	-	-	-
	9%	11%	8%	6%	4%	-	7%	14%	7%	5%	7%	11%	-	10%	22%	23%	8%	12%	9%	5%	9%	10%	17%	11%	-	-	-
I blur out the identity of under 18 year olds in any of my videos	56	37	7	3	5	-	*	4	13	10	5	3	1	41	4	3	33	8	5	2	43	12	2	9	1	-	-
	7%	9% <sup>f</sup>	6%	5%	13% <sup>f</sup>	-	1%	10% <sup>f</sup>	8%	13% <sup>j</sup>	5%	8%	34%	7%	50%	47%	8%	4%	6%	6%	7%	12%	10%	16% <sup>t</sup>	8%	-	-
I set up rules or moderator functions in my chat	48	31	5	5	5	-	-	2	10	5	7	3	-	38	-	-	22	15	8	3	36	11	2	8	2	-	-
	6%	7% <sup>f</sup>	5%	7%	14% <sup>f</sup>	-	-	6%	6%	7%	7%	6%	-	7%	-	-	6%	7%	8%	13%	6%	12% <sup>t</sup>	7%	15% <sup>t</sup>	14%	-	-
I do not do any of these	245	150	31	13	10	6	27	8	50	22	31	13	1	186	4	*	131	78	25	4	216	26	2	18	4	1	2
	32%	35%	28%	19%	27%	56%	45% <sup>bg</sup>	23%	32%	27%	32%	32%	32%	32%	46%	6%	33%	36%	28%	14%	33%	28%	10%	33%	26%	56%	48%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 904

**Q.22 Do you do any of the following when uploading or sharing your own videos on video-sharing sites to try and keep yourself or others safe?**  
**Base: All who uploaded videos to video-sharing sites**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)	(p)	(q)				(r)	(s)						
Unweighted base	729	456	265	245	214	97	124	107	45	139	590	45	102	128	150	123	54	28	9	46						
Weighted base	756	462	285	267	229	104*	141*	109*	41*	153	603	32*	86*	111*	165	134*	76*	35**	14**	60*						
NET: Any action	511	293	212	199	163	84	99	78	33	128	383	20	67	77	114	90	45	21	6	48						
	68%	63%	74% <sup>ad</sup>	75%	71%	81% <sup>ae</sup>	70%	71%	80%	84% <sup>aj</sup>	63%	64%	78% <sup>ap</sup>	69%	69%	67%	60%	61%	45%	81% <sup>ap</sup>						
I avoid putting any personal information about myself in the videos	226	133	89	78	67	33	42	25	21	41	185	10	26	43	48	41	18	9	4	18						
	30%	29%	31% <sup>g</sup>	29%	29%	32%	30%	23%	53% <sup>abd</sup>	27%	31%	31%	30%	38%	29%	30%	24%	26%	28%	30%						
I adjust my privacy settings so only approved followers can see my videos	194	119	72	70	52	34	36	24	11	36	158	5	27	31	38	38	14	9	*	17						
	26%	26%	25%	26%	23%	33%	25%	22%	27%	23%	26%	17%	31%	28%	23%	28%	18%	27%	3%	28%						
I do not upload videos of my children/other people's children	193	115	76	72	56	27	33	29	16	42	151	5	26	25	48	33	24	8	2	10						
	26%	25%	27%	27%	24%	26%	24%	27%	38% <sup>d</sup>	27%	25%	15%	30%	23%	29%	25%	32%	24%	17%	17%						
I do not upload videos that give away details of my location when I upload them	177	91	83	79	62	33	42	26	13	40	137	7	23	29	37	33	13	10	4	11						
	23%	20%	29% <sup>a</sup>	30%	27%	32% <sup>a</sup>	30% <sup>a</sup>	24%	31%	26%	23%	23%	27%	26%	22%	25%	17%	28%	32%	19%						
I only upload videos of people who have given me their permission to do so	140	77	58	52	50	17	30	23	13	33	107	6	14	22	25	34	14	3	2	15						
	18%	17%	20%	19%	22%	16%	21%	21%	32% <sup>a</sup>	21%	18%	19%	16%	20%	15%	25%	19%	9%	18%	25%						
I block comments or users who leave upsetting/offensive comments on my videos	131	69	59	54	49	16	29	28	13	39	92	7	18	21	28	26	12	4	3	9						
	17%	15%	21%	20%	21%	16%	20%	26% <sup>a</sup>	32% <sup>a</sup>	26% <sup>j</sup>	15%	21%	21%	19%	17%	19%	15%	11%	22%	15%						
I use an 'anonymous profile' that does not include my real name	71	36	34	32	31	11	16	18	9	22	48	5	9	9	14	16	9	-	-	6						
	9%	8%	12%	12%	13%	10%	11%	16% <sup>a</sup>	22% <sup>a</sup>	15% <sup>j</sup>	8%	16%	10%	8%	8%	12%	12%	-	-	10%						
I blur out the identity of under 18 year olds in any of my videos	56	17	35	33	31	12	21	12	8	21	35	6	11	9	11	5	8	1	-	4						
	7%	4%	12% <sup>a</sup>	12%	13% <sup>a</sup>	12% <sup>a</sup>	15% <sup>a</sup>	11% <sup>a</sup>	19% <sup>a</sup>	13% <sup>j</sup>	6%	20% <sup>mno</sup>	12% <sup>o</sup>	8%	7%	4%	11%	2%	-	7%						
I set up rules or moderator functions in my chat	48	18	29	28	21	11	11	12	6	22	26	1	7	5	7	11	7	1	1	7						
	6%	4%	10% <sup>a</sup>	11%	9% <sup>a</sup>	11% <sup>a</sup>	8%	11% <sup>a</sup>	15% <sup>a</sup>	15% <sup>j</sup>	4%	4%	8%	5%	4%	8%	9%	4%	6%	11%						
I do not do any of these	245	169	73	68	66	20	42	32	8	25	220	12	19	35	50	45	30	13	8	12						
	32%	37% <sup>be</sup>	26%	25%	29% <sup>b</sup>	19%	30%	29%	20%	16%	37% <sup>i</sup>	36%	22%	31%	31%	33%	40% <sup>ls</sup>	39%	55%	19%						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 905

**Q.22 Do you do any of the following when uploading or sharing your own videos on video-sharing sites to try and keep yourself or others safe?**

**Base: All who uploaded videos to video-sharing sites**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	729	27	23	26	35	21	21	58	31	28	81	24	21	10	10	188	21	10	18	36	17	23
Weighted base	756	36**	32**	26**	34**	22**	22**	67*	32**	27**	72*	27**	24**	7**	14**	191	20**	10**	21**	33**	16**	24**
NET: Any action	511	23	25	20	27	13	14	40	21	25	54	18	18	5	3	129	18	6	8	21	9	15
	68%	63%	77%	78%	78%	59%	64%	60%	65%	90%	75%	66%	76%	71%	24%	68%	87%	63%	37%	64%	58%	61%
I avoid putting any personal information about myself in the videos	226	9	14	13	15	5	4	22	8	10	23	11	7	2	1	49	8	1	3	8	4	9
	30%	26%	45%	48%	43%	23%	18%	34%	25%	38%	32%	40%	30%	34%	4%	26%	39%	10%	13%	24%	24%	38%
I adjust my privacy settings so only approved followers can see my videos	194	11	11	11	4	10	8	12	9	6	17	9	6	2	2	48	10	2	2	6	6	4
	26%	30%	34%	40%	11%	47%	35%	18%	27%	24%	23%	32%	25%	26%	15%	25%	47%	19%	10%	18%	41%	17%
I do not upload videos of my children/other people's children	193	7	12	6	13	5	5	10	12	4	15	11	4	2	2	49	10	2	3	11	4	6
	26%	20%	39%	22%	37%	23%	24%	14%	36%	15%	20%	41%	19%	32%	13%	25%	48%	25%	16%	35%	24%	24%
I do not upload videos that give away details of my location when I upload them	177	7	9	7	11	4	5	13	6	8	21	9	8	2	1	35	10	3	2	7	2	9
	23%	19%	28%	27%	31%	17%	25%	19%	19%	28%	29%	32%	34%	26%	4%	19%	47%	27%	9%	22%	13%	39%
I only upload videos of people who have given me their permission to do so	140	7	7	6	7	5	7	7	4	8	13	11	4	*	1	31	3	1	2	8	2	4
	18%	19%	23%	23%	21%	23%	32%	10%	12%	31%	18%	39%	17%	6%	9%	16%	16%	14%	11%	25%	13%	15%
I block comments or users who leave upsetting/offensive comments on my videos	131	8	4	4	12	4	5	8	3	3	18	9	-	*	-	31	3	1	1	9	3	6
	17%	22%	14%	15%	35%	17%	21%	12%	8%	10%	24%	35%	-	6%	-	16%	15%	10%	6%	27%	21%	25%
I use an 'anonymous profile' that does not include my real name	71	4	6	2	6	-	5	11	1	6	5	3	-	1	-	12	2	1	1	2	-	1
	9%	12%	18%	6%	18%	-	24%	16%	5%	22%	7%	13%	-	11%	-	6%	11%	10%	2%	8%	-	5%
I blur out the identity of under 18 year olds in any of my videos	56	3	1	1	3	*	3	10	-	3	4	6	4	*	-	13	-	-	1	2	*	1
	7%	8%	3%	3%	7%	2%	13%	15%	-	12%	5%	22%	17%	6%	-	7%	-	-	3%	7%	3%	5%
I set up rules or moderator functions in my chat	48	1	2	1	1	-	3	3	2	2	6	5	2	-	-	11	1	-	-	3	-	5
	6%	3%	7%	4%	4%	-	13%	4%	7%	7%	8%	18%	9%	-	6%	3%	-	-	9%	-	-	19%
I do not do any of these	245	13	7	6	7	9	8	27	11	3	18	9	6	2	11	62	3	4	13	12	7	9
	32%	37%	23%	22%	22%	41%	36%	40%	35%	10%	25%	34%	24%	29%	76%	32%	13%	37%	63%	36%	42%	39%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 906

**Q.23 You said that you upload videos to video-sharing sites or apps. Do you consider yourself to be content creator (e.g. a vlogger, influencer, YouTuber)?**

**Base: All who uploaded videos to video-sharing sites**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	729	360	369	136	166	140	130	83	74	215	222	115	177	51	26	84	70	79	49	46	53	124	92	38	17
Weighted base	756	373	383	131*	211	138	130*	74*	72*	217	219	153*	168	68*	26**	93*	72*	74*	45*	42*	55*	126*	95*	44**	16**
Yes	80	59	21	17	34	12	12	3	2	25	16	20	18	9	1	4	7	16	1	6	11	14	4	6	1
	11%	16%b	5%	13%i	16%hi	9%	9%	4%	3%	12%	8%	13%	11%	13%	4%	4%	10%	21%psw	1%	14% <i>s</i>	20%psw	11%	4%	13%	9%
No	638	291	347	111	169	119	112	65	63	186	193	125	134	57	24	84	63	54	43	35	42	99	85	38	13
	84%	78%	90%a	85%	80%	86%	86%	87%	88%	86%	88% <i>m</i>	82%	80%	84%	93%	90% <i>r</i>	88%	74%	97% <i>r</i> uv	85%	76%	78%	89% <i>r</i>	86%	82%
Don't know	38	23	16	4	8	6	6	7	7	5	10	7	16	2	1	5	2	4	1	1	2	14	6	1	1
	5%	6%	4%	3%	4%	5%	5%	9%	10%	2%	4%	5%	10% <i>j</i>	3%	3%	5%	2%	5%	1%	1%	4%	11%	7%	1%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 907

**Q.23 You said that you upload videos to video-sharing sites or apps. Do you consider yourself to be content creator (e.g. a vlogger, influencer, YouTuber)?**

**Base: All who uploaded videos to video-sharing sites**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	729	325	152	86	43	10	67	46	179	97	113	51	4	534	8	6	386	207	88	29	621	99	23	51	18	2	5
Weighted base	756	433	108	70*	38*	10**	60*	37*	156	82*	98*	40*	4**	583	8**	6**	400	218	91*	26**	651	96*	22**	54*	14**	2**	4**
Yes	80 11%	58 13% <sup>f</sup>	7 7%	7 10%	5 13% <sup>f</sup>	-	1 1%	2 4%	17 11%	8 10%	13 13%	3 7%	-	59 10%	3 32%	* 6%	41 10%	12 5%	19 21% <sup>ppq</sup>	3 13%	57 9%	19 20% <sup>t</sup>	7 32%	7 12%	4 33%	-	1 21%
No	638 84%	358 83%	97 89% <sup>d</sup>	60 86%	28 73%	9 94%	53 89%	33 90%	124 79%	68 83%	79 81%	32 79%	1 34%	501 86%	4 44%	4 68%	334 84%	199 91% <sup>pr</sup>	69 76%	23 87%	565 87% <sup>u</sup>	68 71%	14 63%	41 75%	8 61%	2 100%	3 79%
Don't know	38 5%	17 4%	4 4%	2 4%	6 15% <sup>ab</sup>	1 6%	6 10% <sup>a</sup>	2 5%	15 10% <sup>m</sup>	6 7%	6 6%	6 14% <sup>m</sup>	3 66%	22 4%	2 24%	2 26%	25 6%	7 3%	3 3%	-	29 5%	9 9%	1 6%	7 12% <sup>t</sup>	1 6%	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 908

**Q.23 You said that you upload videos to video-sharing sites or apps. Do you consider yourself to be content creator (e.g. a vlogger, influencer, YouTuber)?**

**Base: All who uploaded videos to video-sharing sites**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?															
	Total	No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)						
Unweighted base	729	456	265	245	214	97	124	107	45	139	590	45	102	128	150	123	54	28	9	46						
Weighted base	756	462	285	267	229	104*	141*	109*	41*	153	603	32*	86*	111*	165	134*	76*	35**	14**	60*						
Yes	80 11%	39 8%	41 14%a	38 14%	36 16%a	16 15%	26 18%a	13 12%	5 12%	41 27%j	39 6%	7 21%	12 13%	13 11%	16 10%	13 10%	8 10%	1 2%	-	7 12%						
No	638 84%	397 86%f	232 82%	217 81%	183 80%	86 83%	108 77%	91 83%	34 84%	105 69%	533 88%i	23 73%	66 77%	89 80%	141 86%	118 88%kl	66 87%	34 98%	14 100%	50 83%						
Don't know	38 5%	26 6%	12 4%	12 4%	10 4%	2 2%	7 5%	5 5%	2 4%	7 5%	31 5%	2 5%	9 10%o	10 9%o	8 5%	3 2%	2 3%	-	-	3 5%						

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 909

**Q.23 You said that you upload videos to video-sharing sites or apps. Do you consider yourself to be content creator (e.g. a vlogger, influencer, YouTuber)?**

**Base: All who uploaded videos to video-sharing sites**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	729	27	23	26	35	21	21	58	31	28	81	24	21	10	10	188	21	10	18	36	17	23
Weighted base	756	36**	32**	26**	34**	22**	22**	67*	32**	27**	72*	27**	24**	7**	14**	191	20**	10**	21**	33**	16**	24**
Yes	80	5	4	-	6	*	2	3	2	3	11	5	2	1	2	22	-	2	2	6	1	*
	11%	13%	14%	-	18%	2%	7%	5%	7%	12%	15%	19%	7%	14%	11%	11%	-	23%	10%	17%	9%	2%
No	638	31	25	24	28	19	20	61	29	23	58	22	20	5	13	152	19	7	18	27	13	22
	84%	87%	80%	93%	82%	90%	93%	91%	89%	86%	81%	79%	84%	68%	89%	80%	96%	77%	88%	83%	82%	91%
Don't know	38	-	2	2	-	2	-	2	1	1	3	1	2	1	-	17	1	-	1	-	1	2
	5%	-	6%	7%	-	8%	-	4%	4%	2%	4%	2%	9%	18%	-	9%	4%	-	3%	-	9%	7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 910  
**Q.24 On average, how many hours a week do you spend creating videos?**  
Base: All who uploaded videos to video-sharing sites

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	729	360	369	136	166	140	130	83	74	215	222	115	177	51	26	84	70	79	49	46	53	124	92	38	17
Weighted base	756	373	383	131*	211	138	130*	74*	72*	217	219	153*	168	68*	26**	93*	72*	74*	45*	42*	55*	126*	95*	44**	16**
2 hours or less	511 68%	257 69%	254 66%	80 61%	136 64%	90 66%	98 76% <sup>d</sup>	55 74%	51 71%	150 69%	155 71% <sup>l</sup>	88 58%	118 70%	57 84% <sup>qr</sup>	20 75%	65 70%	46 64%	48 65%	33 74%	30 73%	37 66%	85 67%	55 58%	23 53%	12 77%
5 hours or less	62 8%	40 11% <sup>b</sup>	22 6%	12 9%	25 12% <sup>ghi</sup>	18 13% <sup>ghi</sup>	4 3%	1 2%	1 2%	23 11% <sup>m</sup>	17 8%	15 10%	7 4%	3 5%	1 3%	6 6%	4 6%	12 16% <sup>w</sup>	3 8%	4 9%	4 7%	15 12%	5 5%	3 8%	1 6%
10 hours or less	23 3%	13 4%	10 3%	5 4%	10 5%	7 5%	2 2%	-	-	7 3%	3 2%	9 6%	4 2%	2 3%	3 10%	5 6%	-	3 4%	-	1 3%	3 6%	2 2%	2 3%	1 3%	-
More than ten hours	6 1%	2 *	4 1%	1 *	2 1%	1 *	1 1%	1 2%	-	1 *	3 1%	-	3 2%	-	-	1 2%	1 1%	2 3%	-	-	-	2 1%	-	-	-
Don't know	154 20%	62 17%	93 24% <sup>a</sup>	34 26%	38 18%	22 16%	24 19%	16 22%	20 27%	36 17%	41 19%	40 26%	37 22%	6 9%	2 9%	15 17%	22 30% <sup>nr</sup>	9 12%	8 19%	6 14%	11 21%	23 18%	33 35% <sup>npr</sup>	16 36%	3 17%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 911  
**Q.24 On average, how many hours a week do you spend creating videos?**  
**Base: All who uploaded videos to video-sharing sites**

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	729	325	152	86	43	10	67	46	179	97	113	51	4	534	8	6	386	207	88	29	621	99	23	51	18	2	5
Weighted base	756	433	108	70*	38*	10**	60*	37*	156	82*	98*	40*	4**	583	8**	6**	400	218	91*	26**	651	96*	22**	54*	14**	2**	4**
2 hours or less	511 68%	280 65%	82 76%ad	53 76%	20 52%	6 62%	47 78%bd	23 63%	106 68%	56 68%	71 72%	31 76%	3 66%	395 68%	2 24%	5 74%	248 62%	168 77%ap	62 68%	21 79%	454 70%uw	51 54%	15 67%	25 46%	6 45%	2 100%	4 100%
5 hours or less	62 8%	45 10%f	5 4%	2 4%	3 9%f	-	-	5 15%bf	10 6%	4 5%	5 5%	1 3%	-	51 9%	1 6%	-	33 8%	13 6%	12 13%	2 7%	48 7%	11 11%	2 7%	9 16%	1 5%	-	-
10 hours or less	23 3%	21 5%b	1 *	1 1%	1 1%	-	-	-	4 3%	2 3%	3 3%	1 3%	-	18 3%	2 22%	-	15 4%	1 1%	5 6%q	1 2%	18 3%	6 6%	2 8%	2 4%	2 14%	-	-
More than ten hours	6 1%	2 1%	2 2%	* 1%	1 4%a	-	-	-	3 2%	1 2%	-	-	1 34%	3 1%	1 18%	-	1 *	3 1%	1 1%	-	5 1%	1 1%	1 6%	1 -	-	-	-
Don't know	154 20%	84 19%	19 18%	13 18%	13 34%ab	4 38%	13 22%	8 22%	33 21%	18 22%	20 21%	8 19%	-	116 20%	2 30%	2 26%	104 26%qr	32 15%	11 12%	3 12%	127 19%	26 27%	3 12%	19 35%t	5 35%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 912  
**Q.24 On average, how many hours a week do you spend creating videos?**  
**Base: All who uploaded videos to video-sharing sites**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	729	456	265	245	214	97	124	107	45	139	590	45	102	128	150	123	54	28	9	46	
Weighted base	756	462	285	267	229	104*	141*	109*	41*	153	603	32*	86*	111*	165	134*	76*	35**	14**	60*	
2 hours or less	511 68%	313 68%	190 67%	179 67%	155 68%	63 61%	93 66%	77 71%	27 66%	92 60%	419 69%	13 42%	54 63%k	79 71%k	113 69%k	100 74%k	50 66%k	21 62%	10 69%	47 78%k	
5 hours or less	62 8%	25 5%	37 13%a	35 13%	31 13%a	17 16%a	22 15%a	11 10%	4 11%	33 22%j	29 5%	4 13%	11 12%	10 9%	7 6%	8 10%	2 5%	-	9 15%		
10 hours or less	23 3%	10 2%	13 5%	13 5%	8 4%	9 9%a	6 4%	6 5%	2 6%	17 11%j	6 1%	1 2%	3 3%	2 2%	11 7%	3 2%	2 3%	-	-		
More than ten hours	6 1%	5 1%	1 *	1 *	1 1%	-	1 1%	-	-	2 1%	4 1%	1 4%o	2 3%	1 1%	1 1%	-	-	-	-		
Don't know	154 20%	110 24%bdf	43 15%	38 14%	34 15%	15 14%	19 13%	15 14%	7 17%	9 6%	146 24%l	12 39%lmn	17 19%	19 17%	29 18%	24 18%	16 21%	11 33%	4 31%	4 7%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 913

**Q.24 On average, how many hours a week do you spend creating videos?****Base: All who uploaded videos to video-sharing sites**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	729	27	23	26	35	21	21	58	31	28	81	24	21	10	10	188	21	10	18	36	17	23
Weighted base	756	36**	32**	26**	34**	22**	22**	67*	32**	27**	72*	27**	24**	7**	14**	191	20**	10**	21**	33**	16**	24**
2 hours or less	511	27	29	20	19	18	15	43	26	17	48	20	12	4	5	125	15	8	7	24	12	15
	68%	75%	93%	76%	55%	86%	68%	64%	82%	63%	67%	73%	49%	59%	36%	66%	74%	83%	35%	74%	77%	64%
5 hours or less	62	2	1	1	1	*	2	5	3	3	11	-	3	2	2	19	1	-	1	3	1	*
	8%	5%	4%	3%	4%	2%	10%	8%	10%	9%	15%	-	13%	21%	11%	10%	6%	-	6%	8%	6%	2%
10 hours or less	23	2	-	2	1	-	-	4	1	2	3	1	1	-	-	4	-	1	-	1	-	-
	3%	5%	-	6%	3%	-	-	6%	3%	7%	4%	5%	3%	-	-	2%	-	13%	-	4%	-	-
More than ten hours	6	-	-	*	*	-	-	1	-	-	1	-	-	-	-	3	-	-	-	-	-	-
	1%	-	-	2%	1%	-	-	2%	-	-	1%	-	-	-	-	2%	-	-	-	-	-	-
Don't know	154	5	1	3	12	3	5	13	1	6	9	6	8	1	8	40	4	*	12	5	3	8
	20%	14%	4%	13%	36%	13%	22%	20%	4%	21%	13%	22%	35%	20%	54%	21%	19%	4%	58%	14%	17%	34%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 914  
**Q.25 Why do you create videos for video-sharing sites or apps?**  
Base: All who uploaded videos to video-sharing sites

	Gender			Age						Social Grade						Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	
Unweighted base	729	360	369	136	166	140	130	83	74	215	222	115	177	51	26	84	70	79	49	46	53	124	92	38	17	
Weighted base	756	373	383	131*	211	138	130*	74*	72*	217	219	153*	168	68*	26**	93*	72*	74*	45*	42*	55*	126*	95*	44**	16**	
To share my experiences with friends or family	368	150	219	60	110	61	57	44	37	110	108	71	79	34	10	44	37	23	22	26	62	46	18	10		
	49%	40%	57% <sup>a</sup>	46%	52%	44%	44%	58%	51%	51%	49%	47%	47%	49%	36%	48%	51%	50%	52%	48%	49%	48%	42%	65%		
To share my experiences with people I do not know	71	44	27	17	18	15	15	5	2	29	20	12	10	3	2	12	4	11	10	3	9	4	8	4		
	9%	12% <sup>b</sup>	7%	13% <sup>i</sup>	8%	11% <sup>i</sup>	12% <sup>i</sup>	7%	2%	13% <sup>m</sup>	9%	8%	6%	4%	8%	12%	6%	15% <sup>ww</sup>	3%	24% <sup>nq</sup>	5%	7%	5%	17%	24%	
To inform/educate the public	64	43	21	8	17	18	14	5	2	20	16	17	10	6	3	7	1	8	4	7	2	18	5	3		
	8%	12% <sup>b</sup>	5%	6%	8%	13% <sup>i</sup>	11%	7%	3%	9%	7%	11%	6%	9%	12%	8%	2%	11%	8%	17% <sup>quw</sup>	3%	14% <sup>q</sup>	5%	6%	3%	
Professionally - creating content is my full-time job	21	13	7	4	7	7	3	*	-	7	6	7	-	-	1	2	4	4	3	1	1	4	1	-		
	3%	4%	2%	3%	3%	5%	2%	1%	-	3% <sup>m</sup>	3%	5% <sup>m</sup>	-	-	4%	2%	5%	5%	7%	2%	2%	3%	1%	-		
To supplement my income/earnings (it is not my main job)	24	10	15	7	12	2	3	-	1	5	8	8	3	1	-	6	2	4	1	2	5	3	*	-		
	3%	3%	4%	5%	5%	1%	3%	-	2%	2%	4%	5%	2%	1%	-	7%	2%	5%	2%	6%	10% <sup>w</sup>	2%	*	-		
To pursue a career online	33	14	19	10	14	7	2	-	-	9	11	5	8	-	2	4	3	4	-	4	5	5	2	3		
	4%	4%	5%	7% <sup>hi</sup>	7% <sup>hi</sup>	5%	2%	-	-	4%	5%	4%	5%	-	9%	4%	4%	6%	-	10% <sup>ns</sup>	9%	4%	2%	7%		
To gain followers or subscribers	59	38	20	17	19	12	8	2	-	15	13	20	11	6	-	7	7	9	-	3	4	10	9	4		
	8%	10% <sup>b</sup>	5%	13% <sup>hi</sup>	9% <sup>i</sup>	9% <sup>i</sup>	6% <sup>i</sup>	2%	-	7%	6%	13%	7%	9%	-	8%	9%	12% <sup>cs</sup>	-	7%	7%	8%	10%	8%		
To share an important message	87	48	40	14	32	16	11	8	6	29	23	22	14	6	1	13	7	16	6	4	4	8	12	7		
	12%	13%	10%	11%	15%	12%	8%	11%	8%	13%	10%	14%	8%	9%	5%	14%	10%	21% <sup>v</sup>	14%	10%	7%	6%	13%	17%	4%	
To review a product, service, or other content	66	25	41	10	22	10	12	4	8	22	19	14	12	5	7	9	2	8	4	2	3	14	6	5		
	9%	7%	11%	8%	11%	7%	9%	6%	11%	10%	9%	9%	7%	8%	28%	10%	3%	11%	8%	6%	5%	11%	6%	12%		
It is my hobby/I enjoy making videos	119	68	51	26	37	26	15	8	7	31	39	25	23	10	7	21	10	12	1	7	11	20	12	7		
	16%	18%	13%	20%	17%	19%	12%	10%	10%	15%	18%	17%	14%	15%	26%	23% <sup>s</sup>	15%	16% <sup>s</sup>	3%	16% <sup>s</sup>	19% <sup>s</sup>	16% <sup>s</sup>	12%	15%	9%	
To be part of a community	99	62	37	20	30	17	17	8	7	31	24	19	25	8	4	10	11	5	4	7	7	22	17	4		
	13%	17% <sup>b</sup>	10%	15%	14%	13%	13%	11%	9%	14%	11%	12%	15%	11%	14%	11%	15%	6%	10%	18%	13%	17%	17%	10%		
For promotion or publicity	39	25	14	13	11	6	6	3	-	9	13	11	6	4	3	5	7	4	2	2	*	7	4	1		
	5%	7%	4%	10% <sup>i</sup>	5%	4%	5%	4%	-	4%	6%	7%	3%	6%	10%	6%	9%	6%	5%	4%	1%	5%	4%	2%		
To create a brand/identity/pursue fame online	25	12	12	10	6	6	*	2	-	7	11	1	5	1	1	2	*	3	2	6	1	4	3	1		
	3%	3%	3%	8% <sup>gi</sup>	3%	4%	*	3%	-	3%	5% <sup>l</sup>	*	3%	2%	2%	2%	1%	4%	5%	13% <sup>npqu</sup>	2%	4%	4%	1%		
Other	46	22	24	1	6	11	11	6	11	9	12	6	19	2	2	8	3	5	4	2	4	6	10	-		
	6%	6%	6%	1%	3%	8% <sup>d</sup>	9% <sup>de</sup>	8% <sup>d</sup>	15% <sup>de</sup>	4%	5%	4%	11% <sup>j</sup>	3%	6%	8%	4%	7%	9%	4%	7%	5%	11%	-		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 915  
**Q.25 Why do you create videos for video-sharing sites or apps?**  
Base: All who uploaded videos to video-sharing sites

	Working Status				Disability								What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	729	325	152	86	43	10	67	46	179	97	113	51	4	534	8	6	386	207	88	29	621	99	23	51	18	2	5
Weighted base	756	433	108	70*	38*	10**	60*	37*	156	82*	98*	40*	4**	583	8**	6**	400	218	91*	26**	651	96*	22**	54*	14**	2**	4**
To share my experiences with friends or family	368	187	62	44	20	5	30	20	65	32	39	20	3	298	2	5	199	109	35	14	322	45	11	28	5	1	1
To share my experiences with people I do not know	71	40	15	5	4	-	2	5	12	9	3	2	-	56	-	-	39	17	14	1	60	10	2	7	1	-	-
To inform/educate the public	64	36	9	6	5	1	1	14	11	10	4	1	47	2	-	24	12	22	4	50	12	1	8	2	-	-	
Professionally - creating content is my full-time job	21	17	2	1	-	-	-	3	1	3	3	-	17	-	-	11	4	4	1	17	3	2	1	-	-	-	
To supplement my income/earnings (it is not my main job)	24	16	5	1	2	-	1	2	2	1	-	-	20	-	-	17	7	1	-	20	4	2	1	1	-	-	
To pursue a career online	33	20	6	2	3	-	3	5	4	*	1	-	27	-	-	19	6	7	1	26	6	1	3	2	-	-	
To gain followers or subscribers	59	42	6	7	-	-	3	9	3	7	1	-	47	-	-	34	14	7	2	46	12	2	7	3	-	-	
To share an important message	87	57	11	7	5	-	5	2	27	16	17	2	-	55	2	-	42	20	17	4	69	15	1	10	4	-	
To review a product, service, or other content	66	32	13	6	2	1	5	7	18	13	10	4	-	47	-	-	45	16	4	1	55	12	3	8	*	-	
It is my hobby/I enjoy making videos	119	73	15	13	6	2	6	6	24	11	15	8	-	93	1	*	63	38	13	4	96	22	7	13	1	-	
To be part of a community	99	57	16	11	5	1	7	2	21	14	10	5	-	77	2	1	49	27	14	4	83	14	2	9	2	1	
For promotion or publicity	39	26	7	4	1	-	1	-	6	5	3	-	-	30	1	-	17	9	8	3	33	4	1	3	-	-	
To create a brand/identity/pursue fame online	25	14	5	3	2	-	2	4	4	-	1	-	20	-	-	13	3	7	1	20	5	1	3	1	-		
Other	46	20	6	4	5	3	7	3	17	9	12	8	1	29	1	1	18	18	4	2	39	4	*	2	1	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 916  
**Q.25 Why do you create videos for video-sharing sites or apps?**  
Base: All who uploaded videos to video-sharing sites

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	729	456	265	245	214	97	124	107	45	139	590	45	102	128	150	123	54	28	9	46	
Weighted base	756	462	285	267	229	104*	141*	109*	41*	153	603	32*	86*	111*	165	134*	76*	35**	14**	60*	
To share my experiences with friends or family	368 49%	237 51%	129 45%	119 45%	106 46%	50 48%	69 49%	47 43%	22 54%	317 34%	53% <i>i</i>	8 25%	39 45% <i>k</i>	54 48% <i>k</i>	83 51% <i>k</i>	68 50% <i>k</i>	36 47%	17 50%	8 61%	34 57% <i>k</i>	
To share my experiences with people I do not know	71 9%	40 9%	31 11%	30 11%	27 12%	12 14%	20 14%	10 10%	2 5%	21 8%	50 8%	4 11%	7 8%	11 10%	12 7%	7 5%	9 11%	4 12%	- -	13 22% <i>lno</i>	
To inform/educate the public	64 8%	35 8%	29 10%	29 11%	24 10%	13 12%	16 11%	11 10%	2 6%	22 15% <i>j</i>	41 7%	3 9%	6 7%	8 10%	16 10%	9 7%	8 10%	2 4%	1 9%	7 12%	
Professionally - creating content is my full-time job	21 3%	8 2%	13 4%	12 4%	9 4%	7 7% <i>a</i>	5 3%	5 4%	1 2%	10 6% <i>j</i>	11 2%	- -	3 3%	5 4%	2 1%	2 1%	6 8% <i>n</i>	1 4%	- -	2 3%	
To supplement my income/earnings (it is not my main job)	24 3%	7 2%	17 6% <i>adg</i>	17 6%	9 4%	13 12% <i>abdg</i>	8 6% <i>a</i>	2 2%	- -	16 10% <i>j</i>	9 1%	1 3%	5 5%	5 5%	6 3%	2 1%	3 4%	2 6%	- -	- -	
To pursue a career online	33 4%	20 4%	13 5%	13 5%	10 5%	5 5%	8 5%	5 5%	1 3%	11 7%	22 4%	3 10% <i>np</i>	5 5%	5 5%	3 2%	10 8% <i>n</i>	1 1%	1 3%	- -	2 3%	
To gain followers or subscribers	59 8%	34 7%	25 9%	23 9%	19 8%	11 11%	12 8%	12 11%	5 12%	24 16% <i>j</i>	35 6%	2 7%	9 10%	4 3%	14 8%	11 8%	9 12%	3 9%	- -	6 10%	
To share an important message	87 12%	48 10%	39 14%	38 14%	32 14%	12 12%	16 12%	22 20% <i>abd</i>	8 19%	20 13%	68 11%	6 20% <i>m</i>	7 8%	8 7%	21 13%	13 10%	13 17%	5 14%	4 29%	8 13%	
To review a product, service, or other content	66 9%	30 7%	36 13% <i>a</i>	35 13%	30 13% <i>a</i>	10 10%	19 13% <i>a</i>	14 13%	3 8%	18 12%	49 8%	3 10%	12 13% <i>m</i>	6 5%	13 8%	11 8%	5 6%	8 24%	- -	4 6%	
It is my hobby/I enjoy making videos	119 16%	66 14%	48 17%	47 18%	36 16%	21 20%	26 18%	21 19%	4 10%	36 24% <i>j</i>	83 14%	5 17%	22 25% <i>o</i>	17 15%	26 16%	17 13%	18 23%	4 10%	- -	6 10%	
To be part of a community	99 13%	55 12%	43 15%	40 15%	37 16%	14 13%	23 16%	13 12%	6 13%	36 24% <i>j</i>	63 10%	3 8%	11 13%	10 9%	21 13%	20 15%	10 13%	11 31%	1 6%	7 11%	
For promotion or publicity	39 5%	24 5%	15 5%	15 6%	9 4%	8 7%	5 3%	6 5%	2 4%	16 11% <i>j</i>	22 4%	3 9%	5 6%	9 8%	13 8%	3 2%	1 1%	1 3%	- -	2 4%	
To create a brand/identity/pursue fame online	25 3%	14 3%	10 4% <i>df</i>	10 4%	3 1%	8 8% <i>bdf</i>	1 1%	2 2%	- -	10 7% <i>j</i>	14 2%	1 4%	8 9% <i>no</i>	4 3%	1 1%	1 1%	2 2%	2 6%	1 6%	3 4%	
Other	46 6%	35 7% <i>f</i>	12 4%	10 4%	9 4%	3 3%	2 2%	5 4%	4 10% <i>f</i>	4 3%	42 7%	6 20% <i>lmno</i>	5 6%	7 6%	12 7%	8 6%	1 1%	2 5%	- -	2 3%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 917

**Q.25 Why do you create videos for video-sharing sites or apps?**

Base: All who uploaded videos to video-sharing sites

	Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	729	27	23	26	35	21	21	58	31	28	81	24	21	10	10	188	21	10	18	36	17	23	
Weighted base	756	36**	32**	26**	34**	22**	22**	67*	32**	27**	72*	27**	24**	7**	14**	191	20**	10**	21**	33**	16**	24**	
To share my experiences with friends or family	368 49%	20 55%	13 41%	10 36%	15 42%	14 64%	12 54%	25 38%	19 60%	13 49%	36 51%	14 53%	11 47%	5 70%	5 36%	91 48%	16 79%	4 38%	7 34%	18 55%	10 65%	10 41%	
To share my experiences with people I do not know	71 9%	2 6%	1 3%	3 12%	2 6%	2 2%	1 9%	2 16%o	3 8%	1 5%	10 15%o	3 1%	1 9%	2 14%	1 27%	4 5%	10 4%	1 32%	3 8%	2 28%	9 24%	4 -	-
To inform/educate the public	64 8%	3 7%	4 12%	3 12%	1 4%	-	-	5 7%	3 11%	1 2%	9 12%	1 2%	-	1 14%	-	23 12%	-	2 20%	1 3%	6 20%	* 3%	2 8%	
Professionally - creating content is my full-time job	21 3%	-	-	-	14%	-	* 2%	4 5%	1 3%	3 9%	2 3%	-	1 4%	-	-	5 2%	-	-	-	-	-	* 2%	
To supplement my income/earnings (it is not my main job)	24 3%	* 1%	* 2%	-	2 5%	-	-	6 9%o	2 7%	-	5 6%	1 2%	4 16%	-	-	4 2%	-	-	-	-	-	-	
To pursue a career online	33 4%	-	-	2 9%	* 1%	-	2 7%	3 5%	1 4%	1 3%	3 4%	3 11%	1 3%	1 14%	2 14%	8 4%	1 3%	-	1 6%	3 11%	-	-	
To gain followers or subscribers	59 8%	2 7%	4 11%	-	3 10%	1 5%	2 10%	7 10%	1 4%	2 7%	8 11%	5 17%	1 3%	-	-	16 8%	1 4%	1 10%	3 13%	2 7%	-	-	
To share an important message	87 12%	1 3%	5 16%	1 5%	2 6%	2 9%	3 15%	8 13%	6 18%	4 14%	16 22%o	4 4%	3 14%	1 14%	2 13%	12 6%	-	2 23%	5 24%	4 11%	1 4%	8 33%	
To review a product, service, or other content	66 9%	3 9%	2 6%	7 28%	2 6%	-	-	9 14%	-	1 2%	7 10%	1 3%	1 3%	1 20%	* 3%	19 10%	4 20%	2 8%	2 8%	1 4%	-	3 14%	
It is my hobby/I enjoy making videos	119 16%	2 5%	8 26%	7 26%	5 16%	3 13%	2 10%	17 26%	5 17%	2 9%	13 18%	9 32%	3 13%	2 21%	-	26 14%	-	4 42%	2 11%	5 15%	1 9%	1 6%	
To be part of a community	99 13%	3 9%	5 15%	4 15%	4 13%	3 15%	3 16%	8 11%	4 11%	3 11%	5 6%	3 11%	1 6%	2 34%	-	36 19%aj	4 19%	1 10%	1 3%	6 19%	-	3 11%	
For promotion or publicity	39 5%	4 10%	1 2%	3 10%	4 12%	1 5%	2 7%	4 7%	1 2%	1 2%	6 8%	* 1%	-	-	1 4%	10 5%	-	1 10%	-	2 5%	-	-	
To create a brand/identity/pursue fame online	25 3%	-	1 4%	1 2%	* 1%	-	-	2 2%	4 12%	2 6%	5 7%	1 3%	-	-	-	7 3%	1 3%	-	-	-	2 7%	-	
Other	46 6%	2 6%	-	2 6%	1 4%	2 8%	2 8%	8 11%	1 2%	-	4 5%	2 6%	2 9%	1 14%	2 14%	11 6%	1 5%	-	-	2 5%	-	5 20%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 918  
**Q.26 Do you receive money or gifts from uploading your videos in any of these ways?**  
**Base: All who uploaded videos to video-sharing sites**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-Ireland (y)
Unweighted base	729	360	369	136	166	140	130	83	74	215	222	115	177	51	26	84	70	79	49	46	53	124	92	38	17
Weighted base	756	373	383	131*	211	138	130*	74*	72*	217	219	153*	168	68*	26**	93*	72*	74*	45*	42*	55*	126*	95*	44**	16**
NET: Any revenue	129	79	50	27	46	34	15	*	6	33	33	37	26	16	5	11	12	20	7	4	11	26	11	6	-
	17%	21%b	13%	21%hi	22%ghi	25%ghi	11%h	1%	8%h	15%	15%	24%	16%	23%	21%	12%	16%	27%ptw	15%	10%	19%	21%	11%	14%	-
Ad revenue from the site where my content is uploaded	30	17	13	8	10	8	2	-	2	3	8	9	10	4	1	3	6	4	1	-	4	6	1	1	-
	4%	4%	3%	6%h	5%	6%	1%	-	3%	1%	4%	6%j	6%j	6%	2%	3%	8%	5%	1%	-	7%	5%	1%	2%	-
Physical gifts from viewers/fans	32	26	5	6	15	7	2	*	-	9	7	9	6	-	4	4	1	6	2	2	3	4	2	3	-
	4%	7%b	1%	5%	7%i	5%	2%	1%	-	4%	3%	6%	4%	-	16%	5%	2%	9%n	3%	5%	5%	3%	2%	7%	-
Financial donation/subscription payments from viewers/fans	25	20	5	8	14	4	-	-	-	6	9	8	2	1	1	1	3	6	2	1	2	7	1	1	-
	3%	5%b	1%	6%g	6%g	3%	-	-	-	3%	4%	5%	1%	1%	4%	1%	4%	8%	5%	1%	3%	6%	2%	1%	-
Gifts from companies and brands in return for promotion	45	27	18	8	17	11	7	-	2	12	12	13	9	7	-	4	2	10	1	3	3	10	2	2	-
	6%	7%	5%	6%h	8%h	8%h	5%	-	3%	5%	5%	9%	5%	11%	-	4%	3%	14%qsw	2%	8%	6%	8%	2%	4%	-
Formal partnership with brand	43	25	18	12	16	11	5	-	-	16	9	16	2	5	1	5	3	11	5	-	1	10	2	-	-
	6%	7%	5%	9%hi	7%hi	8%hi	4%	-	-	7%am	4%	11%am	1%	7%	5%	5%	4%	16%qtu	12%tw	-	2%	8%	2%	-	-
Other	9	3	5	-	1	4	-	-	3	2	1	1	5	1	-	-	1	-	-	-	1	1	4	-	-
	1%	1%	1%	-	*	3%	-	-	5%deg	1%	*	1%	3%k	2%	-	-	1%	-	-	-	2%	1%	5%	-	-
I do not make money or receive gifts from the videos I upload	627	294	333	104	165	103	115	74	66	184	186	116	141	53	21	82	61	54	38	38	45	100	85	38	16
	83%	79%	87%a	79%	78%	75%	89%ef	99%def	92%def	85%	85%	76%	84%	77%	79%	88%r	84%	73%	85%	90%r	81%	79%	89%r	86%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 919  
**Q.26 Do you receive money or gifts from uploading your videos in any of these ways?**  
Base: All who uploaded videos to video-sharing sites

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not working but seeking (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - phys- ical condition (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	729	325	152	86	43	10	67	46	179	97	113	51	4	534	8	6	386	207	88	29	621	99	23	51	18	2	5
Weighted base	756	433	108	70*	38*	10**	60*	37*	156	82*	98*	40*	4**	583	8**	6**	400	218	91*	26**	651	96*	22**	54*	14**	2**	4**
NET: Any revenue	129	83	12	9	3	3	2	7	22	10	13	3	-	104	3	1	65	27	25	6	101	23	9	11	3	-	1
	17%	21% <sup>bf</sup>	11%	13%	8%	26%	3%	19% <sup>f</sup>	14%	12%	13%	9%	-	18%	32%	23%	16%	13%	27% <sup>pq</sup>	23%	16%	39%	20%	24%	-	14%	
Ad revenue from the site where my content is uploaded	30	19	4	2	2	-	1	2	4	2	3	3	-	25	2	1	16	7	1	3	24	6	3	3	-	-	-
	4%	4%	4%	3%	4%	-	2%	4%	3%	2%	3%	6%	-	4%	22%	23%	4%	3%	1%	10%	4%	6%	13%	5%	-	-	-
Physical gifts from viewers/fans	32	26	2	2	1	-	-	*	5	1	5	1	-	27	1	-	18	3	6	2	25	5	2	1	2	-	-
	4%	6%	2%	3%	1%	-	-	1%	3%	1%	5%	4%	-	5%	10%	-	5%	1%	7% <sup>q</sup>	9%	4%	6%	8%	3%	17%	-	-
Financial donation/ subscription payments from viewers/fans	25	23	*	-	1	-	-	1	4	2	1	-	-	20	-	-	14	3	7	-	18	7	4	3	-	-	-
	3%	5% <sup>b</sup>	*	-	2%	-	-	3%	2%	3%	1%	-	-	3%	-	-	4%	2%	8% <sup>q</sup>	-	3%	7%	18%	5%	-	-	-
Gifts from companies and brands in return for promotion	45	32	6	2	1	-	1	3	12	5	7	2	-	33	-	1	23	10	9	2	36	9	1	5	2	-	1
	6%	7%	5%	3%	3%	-	2%	9%	8%	6%	7%	5%	-	6%	-	23%	6%	5%	10%	8%	5%	9%	6%	10%	14%	-	14%
Formal partnership with brand	43	36	4	2	-	-	-	1	6	2	4	1	-	36	2	-	21	6	12	1	35	5	2	3	*	-	-
	6%	8% <sup>f</sup>	4%	4%	-	-	-	4%	4%	2%	4%	4%	-	6%	22%	-	5%	3%	14% <sup>pq</sup>	3%	5%	6%	10%	5%	2%	-	-
Other	9	3	1	-	1	3	1	-	2	1	1	-	-	7	-	-	1	6	2	-	7	1	-	-	1	-	-
	1%	1%	1%	-	3%	26%	1%	-	1%	1%	1%	-	-	1%	-	-	*	3% <sup>p</sup>	2%	-	1%	1%	-	-	4%	-	-
I do not make money or receive gifts from the videos I upload	627	341	96	61	35	7	58	29	134	72	85	37	4	479	6	5	335	190	66	20	550	72	13	43	10	2	3
	83%	79%	89% <sup>a</sup>	87%	92%	74%	97% <sup>ag</sup>	81%	86%	88%	87%	91%	100%	82%	68%	77%	84% <sup>r</sup>	87% <sup>r</sup>	73%	77%	84%	76%	61%	80%	76%	100%	86%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 920  
**Q.26 Do you receive money or gifts from uploading your videos in any of these ways?**  
Base: All who uploaded videos to video-sharing sites

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	729	456	265	245	214	97	124	107	45	139	590	45	102	128	150	123	54	28	9	46
Weighted base	756	462	285	267	229	104*	141*	109*	41*	153	603	32*	86*	111*	165	134*	76*	35**	14**	60*
NET: Any revenue	129	55	73	70	58	35	44	25	8	58	71	10	16	22	23	16	20	1	1	13
	17%	12%	26%a	26%	25%a	34%a	31%a	23%a	19%	38%j	12%	31%no	19%	20%	14%	12%	26%o	3%	6%	22%
Ad revenue from the site where my content is uploaded	30	14	16	16	16	10	12	5	1	10	19	2	7	9	5	2	4	-	-	1
	4%	3%	6%	6%	7%a	9%a	8%a	4%	1%	7%	3%	7%	8%o	8%o	3%	1%	5%	-	-	1%
Physical gifts from viewers/fans	32	15	16	15	12	7	8	5	2	21	10	1	3	8	4	5	2	-	1	3
	4%	3%	6%	6%	5%	7%	6%	4%	5%	14%j	2%	4%	4%	8%	3%	4%	3%	-	6%	5%
Financial donation/subscription payments from viewers/fans	25	6	19	19	15	6	10	6	-	18	7	2	4	1	5	1	4	-	1	6
	3%	1%	7%a	7%	6%a	6%a	7%a	6%a	-	12%j	1%	6%o	5%	1%	3%	1%	6%	-	6%	10%mo
Gifts from companies and brands in return for promotion	45	17	28	27	24	12	20	11	3	20	25	5	10	1	6	9	5	1	-	3
	6%	4%	10%a	10%	11%a	11%a	14%a	10%a	8%	13%j	4%	15%m	12%o	1%	6%	7%o	7%	3%	-	5%
Formal partnership with brand	43	18	26	24	19	17	15	10	3	21	22	2	2	8	8	3	13	1	-	5
	6%	4%	9%a	9%	8%a	17%abd	11%a	9%a	8%	14%j	4%	7%	2%	7%	5%	3%	17%lno	2%	-	9%
Other	9	6	3	3	1	2	1	1	-	1	8	2	-	2	1	1	-	-	-	1
	1%	1%	1% <sup>d</sup>	1%	*	2%	*	1%	-	*	1%	6%lnop	-	2%	1%	1%	-	-	-	2%
I do not make money or receive gifts from the videos I upload	627	407	212	197	171	69	97	84	33	95	532	22	69	89	142	118	56	33	13	47
	83%	88% <sup>bde</sup>	74%	74%	75%	66%	69%	77%	81%	62%	88% <sup>d</sup>	69%	81%	80%	86% <sup>ck</sup>	88% <sup>kp</sup>	74%	97%	94%	78%

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 921

**Q.26 Do you receive money or gifts from uploading your videos in any of these ways?****Base: All who uploaded videos to video-sharing sites**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shet- field (f)	Manch- ester (g)	Liver- pool (h)	Not- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	729	27	23	26	35	21	21	58	31	28	81	24	21	10	10	188	21	10	18	36	17	23
Weighted base	756	36**	32**	26**	34**	22**	22**	67*	32**	27**	72*	27**	24**	7**	14**	191	20**	10**	21**	33**	16**	24**
NET: Any revenue	129	10	6	4	8	3	2	11	2	7	18	3	4	1	3	34	2	2	2	4	-	1
	17%	28%	17%	16%	24%	13%	9%	16%	5%	27%	25%	11%	17%	14%	25%	18%	12%	23%	9%	12%	-	6%
Ad revenue from the site where my content is uploaded	30	3	1	1	2	2	2	2	1	1	4	-	3	-	9	-	-	1	-	-	-	-
	4%	9%	4%	2%	7%	7%	3%	2%	2%	2%	5%	-	11%	-	5%	-	-	4%	-	-	-	-
Physical gifts from viewers/fans	32	-	-	3	2	-	-	4	2	2	5	-	-	-	2	8	-	1	*	2	-	-
	4%	-	-	11%	7%	-	-	6%	5%	7%	7%	-	-	-	11%	4%	-	13%	2%	6%	-	-
Financial donation/ subscription payments from viewers/fans	25	-	1	-	2	-	2	3	-	1	4	2	-	-	10	1	-	-	-	1	-	-
	3%	-	3%	-	7%	-	7%	4%	-	5%	5%	6%	-	-	5%	3%	-	-	-	2%	-	-
Gifts from companies and brands in return for promotion	45	3	5	-	1	-	2	2	2	2	9	1	2	-	-	12	-	1	1	3	-	-
	6%	7%	15%	-	2%	-	9%	4%	5%	7%	13%	2%	7%	-	-	7%	-	10%	3%	11%	-	-
Formal partnership with brand	43	5	-	1	3	-	-	5	-	5	13	1	-	-	10	1	-	-	-	-	-	-
	6%	14%	-	5%	7%	-	-	7%	-	20%	17%o	5%	-	-	5%	3%	-	-	-	-	-	-
Other	9	1	-	-	1	-	-	-	-	-	-	-	-	1	2	1	1	-	-	-	-	1
	1%	3%	-	-	4%	-	-	-	-	-	-	-	-	14%	14%	1%	5%	-	-	-	-	6%
I do not make money or receive gifts from the videos I upload	627	26	26	22	26	19	20	56	30	20	54	24	20	6	11	157	18	7	19	29	16	22
	83%	72%	83%	84%	76%	87%	91%	84%	95%	73%	75%	89%	83%	86%	75%	82%	88%	77%	91%	88%	100%	94%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 922

**Q.27 You said you make money from partnership with brand(s). Do you take any steps to inform viewers that the partnership is an ad?**

**Base: All who have a formal partnership with brand(s)**

	Gender		Age					Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	35	21	14	12	10	9	4	-	12	10	11	2	2	1	3	1	10	6	1	9	2	-
Weighted base	43*	25**	18**	12**	16**	11**	5**	**	16**	9**	16**	2**	5**	1**	5**	3**	11**	5**	1**	10**	2**	**
Stated within the video that I was sponsored by the brand/paid partnership with the brand	12	7	5	7	5	-	-	-	3	3	6	1	3	-	-	-	7	1	-	-	1	-
	29%	30%	27%	62%	33%	-	-	-	16%	29%	39%	37%	65%	-	-	-	59%	21%	-	-	64%	-
Used #ad/#advert/#paidpartnership #sponsored or something similar	21	11	10	6	10	5	-	-	10	4	8	-	-	1	3	3	8	2	-	4	-	-
	49%	44%	56%	56%	66%	42%	-	-	62%	38%	48%	-	-	100%	71%	100%	69%	41%	-	40%	-	-
Thank the brand in the video caption	16	11	4	1	7	4	4	-	8	3	5	-	2	-	1	-	2	3	1	6	1	-
	36%	45%	24%	10%	42%	34%	80%	-	53%	28%	28%	-	35%	-	29%	-	16%	49%	100%	64%	36%	-
Tag the brand in the video or caption	4	1	3	1	3	1	-	-	3	-	1	-	-	-	-	-	1	3	-	-	-	-
	9%	3%	17%	7%	16%	6%	-	-	16%	-	7%	-	-	-	-	-	5%	63%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No, I do not inform viewers about my partnerships with brands	4	1	4	-	-	3	1	-	-	3	1	1	-	-	-	-	1	1	-	3	-	-
	10%	2%	20%	-	-	28%	20%	-	-	27%	3%	63%	-	-	-	-	10%	10%	-	27%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 923  
**Q.27 You said you make money from partnership with brand(s). Do you take any steps to inform viewers that the partnership is an ad?**  
Base: All who have a formal partnership with brand(s)

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)
Unweighted base	35	24	6	4	-	-	1	4	1	3	1	-	29	1	-	19	6	6	2	26	6	2	3	1	-	-
Weighted base	43*	36**	4**	2*	**	**	**	1**	6**	2**	4**	1**	**	36**	2**	**	21**	6**	12**	1**	35**	5**	2**	3**	**	**
Stated within the video that I was sponsored by the brand/paid partnership with the brand	12	12	1	-	-	-	-	-	-	-	-	-	12	-	-	5	1	6	-	12	-	-	-	-	-	-
	29%	33%	16%	-	-	-	-	-	-	-	-	-	34%	-	-	24%	25%	48%	-	35%	-	-	-	-	-	-
Used #ad/#advert/#paidpartnership #sponsored or something similar	21	16	2	2	-	-	1	1	-	1	-	-	19	-	-	11	2	7	1	18	2	-	2	*	-	-
	49%	44%	42%	100%	-	-	100%	15%	-	22%	-	-	53%	-	-	54%	36%	57%	100%	51%	36%	-	60%	100%	-	-
Thank the brand in the video caption	16	15	1	-	-	-	-	5	2	3	1	-	10	2	-	7	4	1	-	11	3	2	1	-	-	-
	36%	41%	27%	-	-	-	-	85%	100%	78%	100%	-	28%	100%	-	35%	66%	10%	-	31%	56%	76%	46%	-	-	-
Tag the brand in the video or caption	4	3	1	-	-	-	-	-	-	-	-	-	4	-	-	2	1	1	-	4	-	-	-	-	-	-
	9%	9%	15%	-	-	-	-	-	-	-	-	-	11%	-	-	8%	25%	6%	-	11%	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No, I do not inform viewers about my partnerships with brands	4	3	2	-	-	-	-	-	-	-	-	-	4	-	-	2	1	2	-	3	2	1	1	-	-	-
	10%	7%	41%	-	-	-	-	-	-	-	-	-	11%	-	-	8%	9%	16%	-	7%	31%	24%	40%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 924

**Q.27 You said you make money from partnership with brand(s). Do you take any steps to inform viewers that the partnership is an ad?**  
**Base: All who have a formal partnership with brand(s)**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
	Total	(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 16-18 (h)	(i)	(j)	(k)				(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted base	35	14	21	19	16	13	12	7	4	18	17	4	2	6	5	4	8	1	-	4			
Weighted base	43*	18**	26**	24*	19**	17**	15**	10**	3**	21**	22**	2**	2**	8**	8**	3**	13**	1**	**	5**			
Stated within the video that I was sponsored by the brand/paid partnership with the brand	12	5	7	7	6	7	6	3	-	7	5	-	1	6	3	-	2	-	-	-			
	29%	31%	27%	28%	30%	40%	38%	25%	-	34%	24%	-	79%	76%	33%	-	16%	-	-	-			
Used #ad/#advert/#paidpartnership #sponsored or something similar	21	8	13	12	10	11	9	4	1	11	10	2	2	1	5	1	5	1	-	5			
	49%	46%	51%	51%	51%	64%	60%	43%	43%	52%	46%	75%	100%	13%	61%	17%	35%	100%	-	100%			
Thank the brand in the video caption	16	7	8	8	6	5	3	3	1	11	5	1	-	1	3	2	6	1	-	2			
	36%	42%	32%	34%	32%	29%	23%	32%	41%	50%	23%	23%	-	17%	39%	52%	49%	100%	-	36%			
Tag the brand in the video or caption	4	1	2	2	2	2	2	-	1	3	1	-	-	1	-	1	1	-	-	1			
	9%	8%	9%	10%	9%	14%	11%	-	18%	16%	3%	-	-	13%	-	17%	11%	-	-	15%			
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
No, I do not inform viewers about my partnerships with brands	4	1	4	3	4	-	3	3	1	-	4	1	-	1	-	1	2	-	-	-			
	10%	3%	14%	13%	19%	-	21%	30%	17%	-	19%	25%	-	6%	-	31%	15%	-	-	-			

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 925

**Q.27 You said you make money from partnership with brand(s). Do you take any steps to inform viewers that the partnership is an ad?**

**Base: All who have a formal partnership with brand(s)**

	Total	Which of the following cities do you live in, or nearest to?																			
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	None of these (w)
Unweighted base	35	2	-	1	1	-	-	3	-	6	11	1	-	-	-	9	1	-	-	-	-
Weighted base	43*	5**	-**	1**	3**	-**	-**	5**	-**	5**	13**	1**	-**	-**	-**	10**	1**	-**	-**	-**	-**
Stated within the video that I was sponsored by the brand/paid partnership with the brand	12 29%	3 65%	-	-	-	-	-	-	-	1 22%	8 63%	-	-	-	-	-	-	-	-	-	-
Used #ad/#advert/#paidpartnership #sponsored or something similar	21 49%	-	-	1 100%	3 100%	-	-	3 71%	-	1 21%	9 72%	-	-	-	-	4 40%	-	-	-	-	-
Thank the brand in the video caption	16 36%	2 35%	-	-	-	-	-	1 29%	-	3 47%	2 14%	1 100%	-	-	-	6 64%	1 100%	-	-	-	-
Tag the brand in the video or caption	4 9%	-	-	-	-	-	-	-	-	1 27%	2 20%	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No. I do not inform viewers about my partnerships with brands	4 10%	-	-	-	-	-	-	-	-	1 9%	1 9%	-	-	-	-	3 27%	-	-	-	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 926  
**Gender**  
**Base: All respondents**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Male	1015	1015	-	93	143	181	201	151	245	298	265	220	232	98	52	110	91	91	75	56	88	120	126	88	21
	49%	100% <sup>b</sup>	-	40%	40%	54% <sup>de</sup>	55% <sup>cde</sup>	49% <sup>ee</sup>	51% <sup>de</sup>	53% <sup>km</sup>	45%	52%	46%	56% <sup>vw</sup>	61% <sup>uw</sup>	47%	54% <sup>y</sup>	51% <sup>y</sup>	51% <sup>y</sup>	56% <sup>y</sup>	45%	44%	44%	49%	34%
Female	1066	-	1066	138	216	151	167	157	236	270	320	203	274	78	33	123	78	89	72	45	106	153	157	91	41
	51%	-	100% <sup>a</sup>	60% <sup>fg</sup>	60% <sup>fg</sup>	46% <sup>i</sup>	45%	51%	49%	47%	55% <sup>j</sup>	48%	54% <sup>j</sup>	44%	39%	53%	46%	49%	49%	44%	55% <sup>o</sup>	56% <sup>no</sup>	56% <sup>no</sup>	51%	66% <sup>noqrst</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 927  
**Gender**  
**Base: All respondents**

	Working Status					Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?											
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univer- sity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Male	1015	549	77	72	45	31	225	17	235	95	147	70	13	756	7	9	548	315	113	14	918	83	12	48	13	6	3
	49%	58%beg	30%g	41%	54%beg	27%g	59%beg	13%	51%	49%	49%	65%	48%	42%	61%	48%	51% <sup>s</sup>	50%	33%	49%	47%	33%	52%	47%	48%	69%	
Female	1066	400	175	102	38	86	154	110	221	90	153	73	7	819	10	5	594	307	114	28	965	93	24	45	15	7	2
	51%	42%	70%adf	59%	46%	73%adf	41%	87% <sup>abcd</sup>	49%	51%	51%	35%	52%	58%	39%	52%	49%	50%	67% <sup>q</sup>	51%	53%	67%	48%	53%	52%	31%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 928  
**Gender**  
**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
Male	1015	753	254	234	216	67	109	115	52	131	884	40	102	180	245	208	103	20	21	48	
	49%	50%ef	45%e	45%	46%ef	36%	40%	49%ef	52%e	59%j	48%	51%q	40%	49%lq	50%lq	52%lq	60%lq	32%	46%	48%	
Female	1066	748	312	287	253	121	162	119	48	90	975	39	151	186	244	189	70	43	25	52	
	51%	50%	55%	55%	54%	64%abd	60%adg	51%	48%	41%	52%i	49%	60%mp	51%	50%	48%	40%	68%kmn	54%	52%	

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 929  
**Gender**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Male	1015	39 49%	50 49%	52 62% lorv w	49 59% lorv	24 54% v	28 51%	80 57% lv	38 49%	47 53% v	81 49%	45 51%	22 36%	24 44%	17 61%	202 43%	30 45%	42 59% lov	27 41%	45 58% lov	21 34%	52 45%
Female	1066	40 51%	31 51%	35 38%	41 41%	23 46%	21 49%	84 43%	34 47%	42 47%	84 51%	44 49%	38 64% bcfq s	30 56%	11 39%	266 57% bcqs	37 55%	30 41%	40 59% bc	32 42%	41 66% bcdf iqs	63 55% b

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 930  
**Age**  
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
18-24	231 11%	93 9%	138 13%a	231 100%efgh i	-	-	-	-	-	86 15%km	59 10%	50 12%lm	36 7%	9 5%	7 8%y	28 12%ny	30 17%nsy	32 18%nsy	9 6%	9 9%y	20 10%y	35 13%nsy	32 11%y	20 11%y	-
25-34	360 17%	143 14%	216 20%a	-	360 100%dfgh i	-	-	-	-	89 16%	112 19%	86 20%lm	73 14%	31 18%	16 18%	29 13%	30 18%	33 18%	23 15%	15 14%	31 16%	66 24%pw	40 14%	31 17%	16 26%pw
35-44	333 16%	181 18%b	151 14%	-	-	333 100%degh i	-	-	-	95 17%	91 16%	75 18%	71 14%	38 22%owx	7 8%	43 19%	35 20%owx	31 17%	20 14%	18 18%	25 13%	47 17%	32 11%	20 11%	16 26%ouwx
45-54	368 18%	201 20%b	167 16%	-	-	-	368 100%defh i	-	-	73 13%	103 18%j	66 16%	126 25%jkl	35 20%	18 21%	45 20%	19 11%	23 13%	29 20%	18 17%	34 18%	50 18%	54 19%	33 18%	10 16%
55-64	308 15%	151 15%	157 15%	-	-	-	-	308 100%defg i	-	79 14%	83 14%	70 17%	76 15%	28 16%	21 24%rtw x	38 17%	23 14%	23 13%	27 18%	12 12%	29 15%	40 15%	36 13%	22 12%	9 14%
65+	482 23%	245 24%	236 22%	-	-	-	-	-	482 100%def gh	146 26%l	136 23%	75 18%	124 25%l	35 20%	17 20%	48 21%v	32 19%	38 21%v	40 27%v	29 29%v	54 28%v	35 13%	89 32%npq rv	54 30%nqv	12 19%
NET: 18-34	590 28%	237 23%	354 33%a	231 100%fg hi	360 100%fghi	-	-	-	-	175 31%lm	171 29%lm	136 32%lm	108 21%	41 23%	22 26%	57 25%	60 35%nps w	64 36%nps w	31 21%	24 24%	51 26%	101 37%nps tuw	72 25%	51 28%	16 26%
NET: 35-54	701 34%	382 38%b	319 30%	-	-	333 100%de hi	368 100%dehi	-	-	168 30%	194 33%	141 33%	197 39%j	73 41%wx	25 30%	89 38%	54 32%	55 30%	49 33%	36 35%	60 31%	97 35%	86 31%	53 29%	26 41%
NET: 55+	790 38%	396 39%	393 37%	-	-	-	-	308 100%de fg	482 100%def g	225 40%	219 37%	145 34%	200 40%	62 35%	38 44%v	86 37%	56 33%	60 34%	67 45%qrv	41 41%v	83 43%v	75 28%	125 44%qrv	76 42%v	21 33%
Average age	47.92	49.34b	46.57	22.04	29.87d	39.39d e	49.64d ef	59.14d efg	71.21d efgh	47.78	47.76	45.74	50.10j kl	48.12v v	49.48q v	48.43q	44.22	44.91	51.09q rv	49.75q rv	49.68q rv	43.65	51.04q rv	49.42q rv	46.55

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 931  
**Age**  
**Base: All respondents**

	Working Status					Disability							What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	Univ ersity degree (q)	Higher univ ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
18-24	231	111	23	69	24	-	-	4	26	19	8	3	2	192	-	-	98	71	24	34	196	29	8	14	5	1	1
	11%	12%efg	9%efg	40%	29%abefg	-	-	3%f	6%jk	10%hjk	3%	2%	9%	12%hjk	-	-	9%	11%	10%	80%ppqr	10%	17%t	21%t	15%	17%	11%	25%
25-34	360	251	44	22	14	-	-	29	49	33	19	10	*	301	3	1	166	127	53	7	303	51	11	26	7	5	1
	17%	26%bef	18%ef	13%	17%ef	-	-	23%ef	11%jk	18%hjk	6%	7%	2%	19%hjk	18%	10%	15%	20%p	24%p	16%	16%	29%t	30%t	28%t	26%	41%	30%
35-44	333	231	43	16	17	-	*	26	55	39	24	11	1	273	3	2	176	105	43	1	278	52	9	34	7	1	1
	16%	24%bef	17%ef	9%	20%ef	-	*	20%ef	12%j	21%hjk	8%	8%	6%	17%hjk	20%	11%	15% <sup>s</sup>	17% <sup>s</sup>	19% <sup>s</sup>	3%	15%	29%t	25%	36%t	25%	6%	20%
45-54	368	220	67	34	12	-	3	33	103	50	70	40	5	256	2	3	235	101	25	1	336	31	6	16	4	4	1
	18%	23%ef	27%def	19%	14%ef	-	1%	26%ef	22%am	27% <sup>m</sup>	23% <sup>m</sup>	28% <sup>am</sup>	23%	16%	11%	25%	21% <sup>rs</sup>	16% <sup>s</sup>	11%	1%	18%	31	17%	15%	17%	13%	30%
55-64	308	118	47	31	12	1	67	32	89	27	67	32	6	212	2	4	190	81	31	-	298	10	1	2	5	2	-
	15%	12%e	19%ae	18%	14%e	1%	18%ae	25%ae	19%im	15%	23%him	23%im	30%	13%	12%	27%	17% <sup>s</sup>	13% <sup>s</sup>	14% <sup>s</sup>	-	16% <sup>uw</sup>	6%	4%	2%	18%	11%	-
65+	482	18	27	3	4	116	310	4	135	16	111	46	6	341	7	4	277	137	50	-	472	3	2	1	1	-	-
	23%	2%	11%ag	2%	5%	99%abdfg	81%abdg	3%	30%im	9%	37%him	33%im	30%	22%i	39%	27%	24% <sup>s</sup>	22% <sup>s</sup>	22% <sup>s</sup>	-	25% <sup>uvw</sup>	2%	5%	1%	2%	-	-
NET: 18-34	590	362	67	90	38	-	-	33	75	52	27	13	2	493	3	1	264	198	77	40	499	81	19	40	12	7	3
	28%	38%befg	27%ef	52%	46%bdefg	-	-	26%ef	17%jk	28%hjk	9%	9%	11%	31%hjk	18%	10%	23%	32%p	34%p	96%ppqr	26%	46%t	51%t	43%t	43%	52%	55%
NET: 35-54	701	451	110	49	29	-	3	59	157	90	94	51	6	530	5	5	410	206	68	2	614	83	15	50	11	5	2
	34%	48%def	44%ef	28%	34%ef	-	1%	46%ef	35%	48%hjk	31%	36%	30%	34%	31%	36%	36% <sup>s</sup>	33% <sup>s</sup>	30% <sup>s</sup>	4%	33%	47%t	40%	54%t	38%	37%	45%
NET: 55+	790	136	75	34	16	117	377	36	223	44	178	79	12	553	9	8	467	218	82	-	770	13	3	3	6	2	-
	38%	14%	30%a	19%	19%	100%abdg	99%abdg	28%a	49%im	23%	60%him	55%im	59%	35%i	51%	54%	41%qs	35% <sup>s</sup>	36% <sup>s</sup>	-	41% <sup>uvw</sup>	7%w	8%	3%	3%	19%	11%
Average age	47.92	40.23	45.90a	36.72	38.13	71.14a	69.57a	45.03a	53.13i	43.88	57.58h	56.37h	55.54	46.59i	53.39	54.61	49.69q	46.73s	46.10s	22.72	49.03u	36.71	36.04	36.19	39.39	37.47	33.97
		d	d	a	b	bdg	bdg	d	m		im	im					rs	s	s		vw						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 932  
**Age**  
**Base: All respondents**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
		No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
18-24	231 11%	199 13% bdef gh	24 4% cdf	22 4%	13 3%	14 7% bdf	6 2%	7 3%	1 1%	38 17% j	193 10%	9 12% mno	17 7%	21 6%	26 5%	17 4%	12 7%	15 24% lmn op	21 45%	50 50% klmnopq	
25-34	360 17%	173 12% h	183 32% adg h	182 35%	124 26% agh	112 60% abd fgh	100 37% adg h	42 18% ah	2 2%	66 30% j	293 16%	11 13%	36 14%	36 10%	80 16% m	93 24% lmn n	45 26% klm n	18 29% klmn	4 8%	24 24% m	
35-44	333 16%	137 9%	193 34% a	187 36%	171 36% ab	56 30% a	128 47% abd efg	84 36% a	28 27% a	44 20%	288 16%	17 22% l	22 8%	61 17% l	80 16% l	66 17% l	44 25% ln	8 13%	12 27%	17 17%	
45-54	368 18%	238 16% e	130 23% aef	105 20%	127 27% abef	4 2%	31 11% e	82 35% abd ef	55 55% abd efg	37 17%	331 18%	23 29% lop s	45 18% s	75 20% s	106 22% s	70 18% s	25 15% s	10 16% s	1 3%	4 4%	
55-64	308 15%	282 19% bdef g	26 5% ef	16 3%	26 5% ef	-	3 1%	14 6% ef	13 13% bdef g	17 7%	292 16% i	12 16% s	57 22% noq s	60 16% s	71 15% s	58 15% s	25 14% s	5 9%	2 4%	2 2%	
65+	482 23%	470 31% bdef gh	11 2%	10 2%	9 2%	1 1%	4 2%	4 2%	2 2%	20 9%	462 25% i	6 8%	78 31% kpp qs	113 31% kop qs	126 26% kpp qs	93 23% kpp qs	22 13%	6 10%	5 12%	4 4%	
NET: 18-34	590 28%	373 25% h	207 37% adg h	204 39%	136 29% gh	126 67% abd fgh	106 39% adg h	49 21% h	3 3%	104 47% j	486 26%	20 25% m	52 21%	57 16%	107 22% m	111 28% m	57 33% lmn	34 53% klm nop	25 54%	74 74% klmnopq	
NET: 35-54	701 34%	375 25%	323 57% aef	292 56%	298 63% abe f	61 32%	159 58% ae	166 71% abd ef	82 82% abd efg	81 37%	620 33%	40 51% lmn oqs	66 26%	136 37% ls	186 38% ls	136 34% ls	69 40% ls	18 29%	14 30%	20 20%	
NET: 55+	790 38%	753 50% bdef gh	36 6% ef	26 5%	35 7% ef	1 1%	7 3%	18 8% ef	15 15% bde f	36 16%	754 41% i	19 24% s	135 53% kno pqs	173 47% kop qs	197 40% kpp qs	151 38% kpp qs	46 27% s	11 18% s	7 16%	6 6%	
Average age	47.92	51.31b defg	39.42e f	38.63	40.99b ef	32.60	37.45e	42.68b def	47.31b defg	39.47	48.93i s	44.42q	53.01k nopqs	52.66k nopqs	50.10k pqs	48.54k pqs	44.00s	38.59s	35.40	30.30	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 933  
**Age**  
Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
18-24	231 11%	8 11%bv	1 1%	5 5%	18 19% bch mrw	9 9% bcir vw	6 13% bv w	27 16% bcir w	5 6%	6 7%	29 17% bchi mrw	10 11% bv	4 7%	3 5%	5 19%	61 13% bv w	8 11% bv	9 12% bv	3 5%	9 12% bv	-	6 5%
25-34	360 17%	13 17%	17 21%	14 17%	19 21%	9 18%	6 12%	24 15%	11 15%	11 13%	30 18%	18 20%	18 30% fgjo pqsw	12 23%	8 31%	77 16%	9 13%	10 14%	14 21%	11 14%	16 26% w	13 11%
35-44	333 16%	12 15%	23 28% cdlmo qrw	7 8%	12 13%	10 21% m	12 24% cmrw	33 20% cmw	16 23% cmrw	13 15%	30 18% cmw	16 18%	6 9%	3 6%	8 28%	69 15%	10 15%	8 10%	6 8%	15 19%	16 26% clmoq rw	10 9%
45-54	368 18%	17 22%	15 18%	19 22%	11 12%	6 12%	6 12%	29 18%	14 20%	19 22%	24 15%	12 13%	12 21%	9 16%	3 9%	90 19%	10 15%	11 15%	15 23%	14 17%	16 16%	22 19%
55-64	308 15%	12 15%	10 12%	21 24% j	14 16%	5 10%	7 15%	23 14%	10 14%	15 17%	18 11%	12 14%	5 8%	9 17%	1 2%	72 15%	8 12%	9 12%	11 16%	9 12%	9 14%	30 26% begjlops
65+	482 23%	16 20%	16 20%	21 24%	17 19%	9 20%	12 24%	28 17%	16 23%	25 28%	33 20%	21 23%	15 25%	17 33% g	3 11%	100 21%	23 34% gjo	26 37% bdgj	17 26%	20 26%	12 19%	33 29% g
NET: 18-34	590 28%	21 27%	18 22%	19 22%	36 40% bchi w	17 37% iw	12 25%	51 31% w	15 21%	17 19%	58 36% ciw	28 31% w	23 38% iw	15 28%	14 50%	138 29% w	17 24%	19 26%	17 26%	20 26%	16 26%	20 17%
NET: 35-54	701 34%	29 38%	37 46% dmqw	26 30%	23 25%	15 33%	18 37%	62 38%	31 43% dm	33 36%	54 33%	28 31%	18 30%	12 22%	10 37%	159 34%	20 30%	18 25%	21 31%	28 36%	26 41%	33 28%
NET: 55+	790 38%	27 35%	26 32%	42 48% gj	32 35%	14 30%	19 38%	51 31%	26 36%	39 44%	52 32%	33 37%	19 32%	26 49% gj	4 13%	172 37%	31 46%	35 49% gj	28 42%	29 38%	21 33%	63 55% abdeghjklosv
Average age	47.92	47.08	47.84	51.37 de gj	43.99	43.89	47.35	46.18	49.03	51.21 de gj	44.55	46.62	46.57	52.38 de gj	37.37	47.60	50.51 dj j	51.80 de j	49.81	48.19	46.55	53.96 abdefgjklosv

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 934  
**Social Grade**  
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
A	134 6%	59 6%	75 7%	27 12%	22 6%	23 7%	15 4%	17 6%	30 6%	134 24%	-	-	-	5 3%	6 7%	8 3%	11 6%	13 7%	9 6%	8 8%	14 7%	28 10%	11 npw	14 4%	8 8%
B	434 21%	239 24%b	195 18%	59 26%	66 18%	72 22%	58 16%	62 20%	116 24%	434 76%	-	-	-	42 24%	17 20%	44 19%	31 18%	34 19%	26 18%	26 26%	46 24%	63 23%	57 20%	34 19%	13 21%
C1	585 28%	265 26%	320 30%	59 26%	112 31%	91 27%	103 28%	83 27%	136 28%	-	585 100%	-	-	43 25%	22 26%	58 25%	48 28%	53 29%	42 28%	24 24%	43 22%	85 31%	88 31%	55 30%	24 38%
C2	422 20%	220 22%	203 19%	50 22%	86 24%	75 22%	66 18%	70 23%	75 16%	-	-	422 100%	-	39 22%	19 23%	63 27%	39 23%	37 21%	39 26%	7 7%	39 20%	42 15%	51 18%	38 21%	9 14%
D	278 13%	133 13%	145 14%	22 10%	56 15%	46 14%	68 19%	38 12%	48 10%	-	-	-	278 55%	24 14%	14 16%	34 15%	31 18%	27 15%	21 14%	20 20%	26 13%	23 8%	36 13%	18 10%	4 7%
E	228 11%	99 10%	129 12%	13 6%	17 5%	25 8%	58 16%	38 12%	77 16%	-	-	-	228 45%	22 13%	6 8%	24 10%	9 6%	16 9%	12 8%	16 16%	26 14%	32 12%	39 14%	20 11%	4 7%
NET: AB	568 27%	298 29%	270 25%	86 37%	89 25%	95 29%	73 20%	79 26%	146 30%	568 100%	-	-	-	47 27%	23 27%	53 23%	42 25%	47 26%	35 24%	34 33%	60 31%	91 34%	68 pw	48 27%	21 33%
NET: ABC1	1153 55%	563 55%	589 55%	145 63%	201 56%	187 56%	176 48%	162 53%	282 59%	568 100%	585 100%	-	-	90 51%	45 53%	111 48%	90 53%	99 55%	76 52%	58 57%	103 53%	177 65%	156 npq	103 55%	45 72%
NET: C2DE	928 45%	452 45%	476 45%	86 37%	159 44%	146 44%	192 52%	146 47%	199 41%	-	-	422 100%	506 100%	85 49%	40 47%	121 52%	80 47%	80 45%	71 48%	43 43%	91 47%	96 35%	126 45%	77 43%	18 28%
NET: DE	506 24%	232 23%	274 26%	36 15%	73 20%	71 21%	126 34%	76 25%	124 26%	-	-	-	506 100%	46 26%	20 24%	58 25%	40 24%	43 24%	32 22%	37 36%	52 27%	54 20%	75 27%	38 21%	9 14%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 935  
Social Grade  
Base: All respondents

	Total	Working Status				Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
		Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
A	134 6%	70 7%beg	9 3%	8 4%	7 8%eg	2	37 10%beg	2 1%	20 4%	11 6%	14 5%	6 4%	1 3%	113 7%ch	1 5%	-	55 5%	46 7%p	30 13%pq	3 6%	124 7%	9 5%w	4 10%w	1 1%	2 7%	1 11%	1 25%
B	434 21%	205 22%deg	52 21%deg	20 11%	8 10%	8 7%	131 34%abde	10 8%	72 16%gi	19 10%	49 17%gi	22 15%	6 29%	346 22%hij	-	1 8%	125 11%	201 32%q	91 40%ps	9 20%	384 20%	40 23%	5 13%	21 22%	9 31%	4 33%	2 37%
C1	585 28%	307 32%deg	82 33%deg	35 20%	7 8%	10 9%	124 33%deg	19 15%	102 22%	42 23%	68 23%	27 19%	2 12%	474 30%hij	3 20%	-	312 27%	188 30%	58 25%	19 45%pr	526 28%	55 31%	14 37%	29 32%	9 33%	2 12%	1 27%
C2	422 20%	223 23%ef	49 19%	27 16%	14 16%	15 13%	58 15%	37 29%bde	84 18%k	37 20%k	48 16%	17 12%	1 4%	328 21%k	2 10%	4 25%	293 26%qr	88 14%	29 13%	7 16%	381 20%	39 22%	7 18%	23 24%	6 19%	4 32%	1 11%
D	278 13%	143 15%f	56 22%adef	9 5%	8 10%	13 11%	26 7%	23 18%f	60 13%	37 11%	15 12%	3 13%	211 24%	4 27%	4 27%	199 17%qr	51 8%	14 6%	3 8%	252 13%	24 13%	4 11%	17 18%	1 4%	2 12%	-	-
E	228 11%	2 *	3 1%a	74 43%	39 47%abf	68 58%abfg	4 1%a	37 29%abf	118 26%am	56 30%am	83 28%am	56 39%hij	8 40%	103 7%	7 41%	5 39%	158 14%qr	48 8%r	6 3%	2 4%	215 11%uw	8 5%	4 11%	3 3%	2 6%	-	-
NET: AB	568 27%	275 29%deg	61 24%eg	27 16%	15 18%	10 9%	168 44%abde	12 9%	92 20%	30 16%	63 21%	28 19%	6 31%	459 29%hijk	1 5%	1 8%	180 16%	247 40%p	121 53%pps	11 27%	508 27%	49 28%	8 23%	22 23%	11 37%	6 44%	3 62%
NET: ABC1	1153 55%	582 61%deg	143 57%deg	63 36%	22 26%	20 17%	292 77%abd	31 24%	194 42%	73 39%	131 44%	54 38%	9 43%	933 59%hijk	4 25%	1 8%	492 43%	435 70%p	178 79%pq	30 72%p	1034 55%	105 59%	22 60%	51 55%	20 70%	7 56%	4 89%
NET: C2DE	928 45%	367 39%f	109 43%f	111 64%	61 74%abf	97 83%abf	88 23%	96 76%abf	262 58%am	113 61%am	168 56%am	88 62%am	11 57%	643 41%	13 75%	13 92%	650 57%qrs	187 30%r	48 21%	12 28%	849 45%	71 41%	15 40%	42 45%	9 30%	6 44%	1 11%
NET: DE	506 24%	144 15%f	60 24%af	84 48%	48 57%abf	82 70%abfg	30 8%	59 47%abf	179 39%am	76 41%am	120 40%am	71 50%hjm	11 53%	315 20%	11 65%	9 67%	357 31%qrs	99 16%r	20 9%	5 12%	468 25%	32 18%	8 22%	19 21%	3 11%	2 12%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 936  
**Social Grade**  
**Base: All respondents**

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
		No children aged 18 or under (a)	NET: Under 5 (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
A	134 6%	106 7%	26 5%	26 5%	24 5%	8 4%	15 5%	18 8%bd	5 5%	25 11%j	109 6%	1 1%	4 2%	16 4%	20 4%	39 10%klmn	10 6%l	7 11%kl	- 1%	27 27%klmnopq	
B	434 21%	322 21%e	105 19%e	98 19%	92 20%e	24 13%	51 19%	43 18%	20 20%	50 23%	384 21%	3 3%	21 8%	57 16%kl	100 20%kl	100 25%klm	40 23%kl	21 32%klm	17 38%	41 40%klmnop	
C1	585 28%	427 28%	156 28%	145 28%	124 26%	55 30%	70 26%	64 27%	25 25%	70 32%	514 28%	18 23%	60 24%	111 30% <sup>s</sup>	154 31% <sup>ls</sup>	112 28%	47 27%	21 33%	14 31%	18 17%	
C2	422 20%	284 19%	135 24%a	132 25%	110 23%	54 29%ah	69 25%a	61 26%a	16 16%	42 19%	380 20%	11 14%	40 16%	76 21%	110 23%l	86 22%	50 29%kls	10 16%	10 21%	13 13%	
D	278 13%	177 12%	100 18%ag	83 16%	85 18%ag	32 17%	53 20%ag	29 12%	23 23%ag	21 10%	257 14%	10 13% <sup>s</sup>	37 15% <sup>s</sup>	55 15% <sup>s</sup>	81 17% <sup>s</sup>	49 12% <sup>s</sup>	23 13% <sup>s</sup>	4 7%	4 9%	2 2%	
E	228 11%	185 12% <sup>abdf</sup>	43 8%	38 7%	35 7%	14 8%	14 5%	20 8%	11 11%	12 5%	216 12% <sup>l</sup>	36 46% <sup>mno</sup>	91 36% <sup>mno</sup>	52 14% <sup>nopq</sup>	24 5%	12 3%	2 1%	- -	- -	- -	
NET: AB	568 27%	428 29% <sup>be</sup>	131 23% <sup>ee</sup>	124 24%	115 25% <sup>ee</sup>	31 17%	66 24% <sup>ee</sup>	61 26% <sup>ee</sup>	24 24%	75 34% <sup>ej</sup>	493 27%	4 5%	25 10%	73 20% <sup>kl</sup>	120 24% <sup>kl</sup>	139 35% <sup>klm</sup>	51 29% <sup>klm</sup>	27 43% <sup>klm</sup>	18 39%	68 68% <sup>klmnopq</sup>	
NET: ABC1	1153 55%	855 57% <sup>be</sup>	288 51%	269 52%	239 51%	87 46%	136 50%	124 53%	49 49%	146 66% <sup>ej</sup>	1007 54%	21 27%	85 34%	184 50% <sup>kl</sup>	273 56% <sup>kl</sup>	251 63% <sup>klm</sup>	97 56% <sup>kl</sup>	49 77% <sup>klm</sup>	32 70% <sup>klm</sup>	86 85% <sup>klmnop</sup>	
NET: C2DE	928 45%	646 43%	278 49% <sup>ea</sup>	253 48%	230 49%	101 54% <sup>ea</sup>	136 50%	109 47%	51 51%	76 34%	853 46% <sup>ei</sup>	57 73% <sup>mno</sup>	168 66% <sup>mno</sup>	182 50% <sup>oqs</sup>	216 44% <sup>oqs</sup>	146 37% <sup>s</sup>	75 44% <sup>qs</sup>	15 23%	14 30%	15 15%	
NET: DE	506 24%	362 24%	143 25%	121 23%	120 26% <sup>g</sup>	46 25%	67 25%	49 21%	34 34% <sup>abd</sup>	33 15%	473 25% <sup>ai</sup>	46 59% <sup>mno</sup>	128 51% <sup>mno</sup>	106 29% <sup>nop</sup>	106 22% <sup>oqs</sup>	61 15% <sup>s</sup>	25 15% <sup>s</sup>	4 7%	4 9%	2 2%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 937  
**Social Grade**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
A	134 6%	2 2%	2 2%	6 7%	2 3%	4 9%	4 7%	7 4%	1 2%	4 4%	12 7%	3 3%	5 8%	3 6%	2 7%	42 9%	8 11%abdh	4 5%	3 4%	7 9%	8 12%abdh	8 7%
B	434 21%	17 22%	22 27%r	16 18%	21 23%	6 13%	12 24%	31 19%	14 19%	14 16%	30 18%	17 19%	8 14%	15 28%er	6 21%	113 24%r	13 19%	18 25%	8 12%	17 22%	13 21%	23 20%
C1	585 28%	18 23%	22 27%	25 29%	23 25%	16 34%	17 35%w	35 21%	28 38%gw	29 33%w	47 28%	27 30%	16 27%	15 28%	7 25%	137 29%w	19 27%	18 25%	24 36%gw	18 23%	24 38%gw	21 18%
C2	422 20%	21 27%os	15 18%	18 21%s	25 26%os	8 16%	6 13%	46 28%os	16 22%os	26 29%fosv	37 22%os	19 21%os	12 20%	11 20%	4 13%	72 15%	14 20%os	20 28%os	10 15%	6 8%	9 14%	30 26%os
D	278 13%	12 15%	9 12%	14 16%	11 18%o	7 24%ov	11 14%	26 16%o	8 12%	9 10%	24 15%	11 12%	9 15%	6 11%	7 26%	42 9%	9 13%	8 12%	9 14%	19 24%iov	4 7%	16 14%
E	228 11%	9 11%	11 14%d	8 9%	3 4%	2 4%	3 7%	20 12%	5 7%	7 8%	15 9%	13 14%d	9 16%d	4 8%	2 7%	62 13%d	6 9%	3 4%	13 20%dej	10 13%d	4 7%	18 16%dq
NET: AB	568 27%	19 24%	24 29%	22 25%	23 26%	10 22%	15 31%	38 23%	15 21%	18 20%	42 26%	19 22%	13 22%	18 34%r	8 29%	155 33%gir	21 31%	22 31%	10 15%	24 32%r	21 33%r	30 26%
NET: ABC1	1153 55%	37 47%	46 57%	47 54%	46 51%	26 56%	32 67%gw	73 44%	43 59%	47 53%	89 54%	46 52%	29 49%	33 62%	15 54%	291 62%agw	39 58%	40 56%	34 52%	43 55%	45 72%acd	51 45%
NET: C2DE	928 45%	41 53%ov	35 43%	40 46%v	44 49%v	21 44%	16 33%	91 56%fov	29 41%	42 47%v	75 46%v	42 48%v	30 51%v	21 38%	13 46%	177 38%	28 42%	32 44%	32 48%v	35 45%	18 28%	64 55%fov
NET: DE	506 24%	21 26%	21 25%	22 25%	19 21%	13 28%	10 21%	46 28%	13 18%	16 18%	39 24%	24 27%	19 31%v	10 19%	9 33%	104 22%	15 22%	12 16%	22 34%iqv	29 37%dhij	9 14%	34 30%v

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 938  
**GO Region**  
Base: All respondents

	Gender		Age							Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64	
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*	
Scotland	176	98	78	9	31	38	35	28	35	47	43	39	46	176	-	-	-	-	-	-	-	-	-	-	-	
	8%	10%	7%	4%	9%	11% <sup>d</sup>	9% <sup>d</sup>	9% <sup>d</sup>	7%	8%	7%	9%	9%	100% <sup>opqr</sup>	-	-	-	-	-	-	-	-	-	-	-	
North East	85	52	33	7	16	7	18	21	17	23	22	19	20	-	85	-	-	-	-	-	-	-	-	-	-	
	4%	5% <sup>b</sup>	3%	3%	4%	2%	5%	7% <sup>f</sup>	3%	4%	4%	5%	4%	-	100% <sup>npqr</sup>	-	-	-	-	-	-	-	-	-	-	
North West	232	110	123	28	29	43	45	38	48	53	58	63	58	-	-	232	-	-	-	-	-	-	-	-	-	
	11%	11%	11%	12%	8%	13%	12%	12%	10%	9%	10%	15% <sup>jk</sup>	11%	-	-	100% <sup>noqr</sup>	-	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	170	91	78	30	30	35	19	23	32	42	48	39	40	-	-	-	170	-	-	-	-	-	-	-	-	
	8%	9%	7%	13% <sup>gi</sup>	8%	10% <sup>g</sup>	5%	8%	7%	7%	8%	9%	8%	-	-	-	100% <sup>nopr</sup>	-	-	-	-	-	-	-	-	
West Midlands	180	91	89	32	33	31	23	23	38	47	53	37	43	-	-	-	-	180	-	-	-	-	-	-	-	
	9%	9%	8%	14% <sup>ghi</sup>	9%	9%	6%	7%	8%	8%	9%	9%	8%	-	-	-	-	100% <sup>nopq</sup>	-	-	-	-	-	-	-	
East Midlands	147	75	72	9	23	20	29	27	40	35	42	39	32	-	-	-	-	-	147	-	-	-	-	-	-	
	7%	7%	7%	4%	6%	6%	8%	9% <sup>d</sup>	8% <sup>d</sup>	6%	7%	9%	6%	-	-	-	-	-	100% <sup>nopq</sup>	-	-	-	-	-	-	
Wales	101	56	45	9	15	18	18	12	29	34	24	7	37	-	-	-	-	-	101	-	-	-	-	-	-	
	5%	6%	4%	4%	4%	5%	5%	4%	6%	6% <sup>kl</sup>	4%	2%	7% <sup>kl</sup>	-	-	-	-	-	100% <sup>nopq</sup>	-	-	-	-	-	-	
Eastern	194	88	106	20	31	25	34	29	54	60	43	39	52	-	-	-	-	-	-	194	-	-	-	-	-	
	9%	9%	10%	9%	9%	8%	9%	10%	11%	11%	7%	9%	10%	-	-	-	-	-	-	100% <sup>nopq</sup>	-	-	-	-	-	
London	273	120	153	35	66	47	50	40	35	91	85	42	54	-	-	-	-	-	-	-	273	-	-	-	-	
	13%	12%	14%	15% <sup>il</sup>	18% <sup>il</sup>	14% <sup>il</sup>	14% <sup>il</sup>	13% <sup>il</sup>	7%	16% <sup>lm</sup>	15%	10%	11%	-	-	-	-	-	-	-	100% <sup>nopq</sup>	-	-	-	-	
South East	283	126	157	32	40	32	54	36	89	68	88	51	75	-	-	-	-	-	-	-	-	283	-	-	-	
	14%	12%	15%	14%	11%	10%	15%	12%	18% <sup>efh</sup>	12%	15%	12%	15%	-	-	-	-	-	-	-	-	100% <sup>nopq</sup>	-	-	-	
South West	180	88	91	20	31	20	33	22	54	48	55	38	38	-	-	-	-	-	-	-	-	-	180	-		
	9%	9%	9%	9%	9%	6%	9%	7%	11% <sup>f</sup>	9%	9%	9%	8%	-	-	-	-	-	-	-	-	-	100% <sup>nopq</sup>	-	-	
Northern Ireland	62	21	41	-	16	16	10	9	12	21	24	9	9	-	-	-	-	-	-	-	-	-	-	62		
	3%	2%	4% <sup>ca</sup>	-	4% <sup>d</sup>	5% <sup>d</sup>	3% <sup>d</sup>	3% <sup>d</sup>	2% <sup>d</sup>	4%	4% <sup>am</sup>	2%	2%	-	-	-	-	-	-	-	-	-	-	100% <sup>nopqrstuvwxy</sup>		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 939  
**GO Region**  
Base: All respondents

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher uni- versity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Scotland	176	88	17	16	5	9	30	11	46	17	26	15	1	126	2	1	88	65	17	2	172	3	1	2	-	-	-
North East	85	42	7	3	2	3	20	6	17	5	12	3	2	67	1	-	51	21	9	3	84	1	1	-	-	-	-
North West	232	110	25	25	8	12	40	13	47	20	33	14	4	179	2	-	137	68	18	5	210	20	1	15	1	2	1
Yorkshire & Humberside	170	83	27	12	8	4	29	8	30	13	21	6	-	134	1	2	100	46	16	4	157	11	2	6	*	2	1
West Midlands	180	81	19	13	9	8	33	17	40	15	26	13	1	136	-	1	112	35	25	6	146	30	4	24	2	-	-
East Midlands	147	61	15	13	7	6	37	9	30	14	23	7	1	114	1	1	83	40	16	3	142	5	1	3	*	-	1
Wales	101	41	9	11	2	9	23	5	30	10	24	13	1	68	1	*	51	30	17	1	96	4	-	4	-	-	-
Eastern	194	80	28	12	9	15	40	10	48	16	35	17	4	144	4	2	124	45	13	2	182	10	4	1	5	-	-
London	273	152	30	24	8	15	26	19	41	16	24	12	1	223	3	4	118	94	44	7	194	73	16	28	18	8	3
South East	283	104	43	24	17	19	59	16	70	29	42	23	2	204	2	2	164	91	21	1	260	19	7	9	2	2	-
South West	180	67	26	19	6	16	37	9	46	25	26	18	2	131	-	-	89	62	20	7	177	-	-	-	-	-	-
Northern Ireland	62	40	5	3	2	1	7	4	13	6	8	4	1	48	-	*	26	24	11	1	62	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 940  
**GO Region**  
**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
Scotland	176	122	54	54	47	17	33	23	5	15	161	2	32	33	46	39	8	2	5	5	
North East	85	59	26	24	23	6	11	13	7	11	74	2	19	12	20	16	3	3	4	3	
North West	232	157	72	66	64	23	35	30	16	36	197	14	27	49	54	33	24	6	1	11	
Yorkshire & Humberside	170	115	54	49	39	24	23	21	6	16	153	6	15	43	36	35	15	2	2	3	
West Midlands	180	126	52	48	47	20	35	24	8	22	158	8	28	30	40	24	20	6	4	12	
East Midlands	147	112	35	31	27	13	14	12	7	12	136	2	15	29	45	41	7	4	1	1	
Wales	101	77	24	22	19	8	9	9	3	16	85	3	17	20	22	22	9	1	*	3	
Eastern	194	139	50	46	43	15	23	21	11	10	184	7	20	38	40	49	11	7	5	3	
London	273	191	79	74	66	19	36	36	13	38	235	15	26	39	66	40	21	14	8	25	
South East	283	219	63	54	50	24	28	21	14	27	255	9	27	39	66	66	31	8	6	12	
South West	180	149	30	29	25	9	16	13	2	17	163	10	24	30	48	29	13	8	2	7	
Northern Ireland	62	36	26	24	19	10	7	11	7	2	60	2	3	5	7	4	12	3	7	16	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 941  
**GO Region**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Scotland	176 8%	78 100% cde fghijkl mopqrs v w	81 100% cdefg hijklmop q r s v w	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 14% cdefghijklmopqrs v w
North East	85 4%	-	-	81 94% abdef ghijklm opqrs v w	3 4% gjo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	232 11%	-	-	5 5% dijo	-	-	-	149 91% abcd efijklm opqrs v w	61 85% abcde fghijklm opqrs v w	-	-	-	-	-	-	-	-	-	-	-	-	18 16% abcdefghijklmop qrs v w
Yorkshire & Humberside	170 8%	-	-	1 1%	87 96% abcde fghijkl mopqrs v w	39 84% abcg hijklm opqrs v w	37 75% abcgh ijklmop qrs v w	-	-	3 4% gjo	-	-	-	-	-	-	-	-	-	-	-	3 2% o
West Midlands	180 9%	-	-	-	-	-	-	12 7% abcdk opq	1 1%	1 1%	149 91% abcde fghiklm opqrs v w	-	2 4% o	-	1 3%	2 1%	-	-	-	1 1%	-	11 9% abcdfhikmopqrs v w
East Midlands	147 7%	-	-	-	-	7 15% abcd ghjkmop qrs v	12 25% abcdg hkmopq rs v	2 1%	-	80 90% abcde fghijklm opqrs v w	8 5% o	1 1%	18 30% abcdg hjmopq rs v	-	-	-	-	-	-	-	-	19 16% abcdghjkmopqrs v w
Wales	101 5%	-	-	-	-	-	-	2 1%	10 15% abcde fghijklm opq r v	-	2 1% o	-	-	-	-	-	-	-	1% *	-	77 99% abcde fghijklm opqrs v w	9 8% abcdghijklopq rs v w
Eastern	194 9%	-	-	-	-	1% *	-	-	-	3 4% gj	-	85 95% abcd efghij mopqrs v w	30 50% abcde fghijm opqrs v w	1 2%	-	58 12% abcde fghijmp q rs v	-	-	-	-	-	17 14% abcdefghijmpq rs v w
London	273 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	273 58% abcde fghijklm opqrs v w	-	-	-	-	-	-
South East	283 14%	-	-	-	-	-	-	-	-	1 1%	1 1%	4 4% g	10 16% abcd efghijk l opqrs v w	53 98% abcd efghijk lopqrs v w	21 78%	135 29% abcd efghijk l opqrs v w	41 60% abcde fghijkl o qrs v w	-	-	-	-	17 15% abcdefghijklq rs v w

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 941  
**GO Region**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
South West	180 9%	-	-	-	-	-	-	-	-	-	3 2%o	-	-	-	5 19%	-	27 40%abcd efghijk lmosw	72 99%abc defghi jklmop sw	67 100%abcde fghijklmo psw	-	-	6 5%gio
Northern Ireland	62 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 100%abcde fghijklmo pqrs	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 942  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Yes	1301 62%	639 63%	662 62%	180 78% i	251 70% fgh	211 63% g	199 54%	170 55%	290 60%	403 71% km	375 64% m	270 64% m	252 50%	110 63%	48 56%	146 63%	121 72% ors	103 57%	83 56%	59 58%	120 62%	181 67%	179 63%	103 57%	48 77% orstx
No	780 38%	377 37%	404 38%	51 22%	109 30%	122 37% d	169 46% def	138 45% de	192 40% de	165 29%	209 36% j	152 36%	254 50% jkl	65 37%	37 44% qy	86 37%	48 28%	77 43% qy	64 44% qy	42 42% qy	74 38%	91 33%	104 37%	77 43% qy	14 23%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 943  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Working Status				Disability				What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?											
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-ondary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Yes	1301 62%	661 70%bde	151 60%g	94 54%	40 48%	58 50%	242 64%deg	55 43%	198 43%i	70 38%	127 42%	60 42%	9 43%	1073 68%hijk	9 52%	4 32%	644 56%	434 70%p	165 73%p	33 78%p	1150 61%	140 80%t	30 83%t	73 78%t	20 71%	12 91%	5 100%
No	780 38%	288 30%	101 40%a	80 46%	43 52%af	59 50%af	138 36%	72 57%abf	259 57%g	116 62%hm	172 58%g	83 58%g	12 57%	502 32%	8 48%	10 68%	498 44%qrs	188 30%	62 27%	9 22%	733 39%uvw	36 20%	6 17%	20 22%	8 29%	1 9%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 944  
**Have you taken a foreign holiday in the last 3 years?**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more	
	Total	(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)				£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)				
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81						
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*						
Yes	1301	927	362	336	301	114	174	151	62	169	1132	31	112	196	305	272	134	51	37	84						
	62%	62%	64%	64%	64%	61%	64%	65%	62%	76% <sub>ij</sub>	61%	39%	44%	54% <sub>kl</sub>	62% <sub>klm</sub>	68% <sub>klm</sub>	78% <sub>klm</sub>	81% <sub>klm</sub>	81%	84% <sub>klmno</sub>						
No	780	574	204	186	168	74	97	82	38	52	728	48	141	170	184	126	38	12	9	16						
	38%	38%	36%	36%	36%	39%	36%	35%	38%	24%	39% <sub>ij</sub>	61% <sub>mno</sub>	56% <sub>mno</sub>	46% <sub>nop</sub>	38% <sub>pqs</sub>	32% <sub>qs</sub>	22%	19%	19%	16%						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 945  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Yes	1301	52 62%	50 67% <sub>r</sub>	49 62%	65 72% <sub>cjrw</sub>	29 62%	35 71% <sub>r</sub>	95 58%	47 65%	53 59%	95 58%	60 68% <sub>r</sub>	34 57%	37 68% <sub>r</sub>	18 64%	308 66% <sub>r</sub>	42 62%	45 62%	32 47%	45 57%	48 77% <sub>cgij lrs</sub>	64 55%
No	780	26 38%	31 38%	38 44% <sub>dv</sub>	25 28%	18 38%	14 29%	69 42% <sub>lv</sub>	25 35%	37 41% <sub>v</sub>	69 42% <sub>dv</sub>	29 32%	26 43% <sub>v</sub>	17 32%	10 36%	160 34%	26 38%	27 38%	35 53% <sub>adfk mov</sub>	33 43% <sub>v</sub>	14 23%	52 45% <sub>dv</sub>

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 946  
**Opinion Influencer**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Yes	221 11%	131 13% <sup>ab</sup>	90 8%	38 16% <sup>ghi</sup>	66 18% <sup>ghi</sup>	44 13% <sup>hi</sup>	37 10% <sup>hi</sup>	17 5%	20 4%	75 13% <sup>m</sup>	70 12% <sup>m</sup>	42 10%	33 7%	15 9%	11 13% <sup>u</sup>	36 15% <sup>uy</sup>	16 10%	22 12% <sup>u</sup>	12 8%	16 16% <sup>uy</sup>	10 5%	38 14% <sup>uy</sup>	27 10%	17 9%	2 4%
No	1860 89%	884 87%	975 92% <sup>a</sup>	193 84%	293 82%	288 87%	331 90% <sup>de</sup>	292 95% <sup>def</sup>	462 96% <sup>def</sup>	493 87%	514 88%	380 90%	473 93% <sup>jk</sup>	161 91%	74 87%	197 85%	153 90%	158 88%	136 92%	85 84%	184 95% <sup>opr</sup>	235 86%	255 90%	163 91%	60 96% <sup>ptv</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 947  
**Opinion Influencer**  
**Base: All respondents**

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Yes	221 11%	155 16% <sup>bd</sup> efg	22 9%	18 11%	4 5%	3 2%	16 4%	3 2%	45 10%	22 12%	25 8%	16 11%	1 3%	174 11%	4 24%	-	87 8%	71 11% <sup>p</sup>	50 22% <sup>pq</sup>	7 17% <sup>p</sup>	178 9%	41 23% <sup>t</sup>	13 35% <sup>t</sup>	18 19% <sup>t</sup>	6 22%	4 27%	-
No	1860 89%	794 84%	230 91% <sup>a</sup>	155 89%	79 95% <sup>a</sup>	114 98% <sup>ab</sup>	364 96% <sup>ab</sup>	124 98% <sup>ab</sup>	411 90%	164 88%	274 92%	126 89%	20 97%	1401 89%	13 76%	14 100%	1055 92% <sup>qrs</sup>	551 89% <sup>r</sup>	176 78%	35 83%	1705 91% <sup>uw</sup>	135 77%	24 65%	75 81%	22 78%	10 73%	5 100%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 948  
**Opinion Influencer**  
**Base: All respondents**

	Total	Do you have any children aged 18 or under? If so, how old are they?							Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?											
		No child- ren aged 18 or under		NET: Under 16		NET: Any 5- 18		Any aged under 5	Any aged 5-10	Any aged 11-15	Any aged 16-18	Yes	No	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £100,000
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81		
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*		
Yes	221 11%	128 9%	92 16%ah	89 17%	73 16%ah	37 20%ah	48 18%ah	34 15%a	7 7%	221 100%j	-	10 13%	23 9%	35 10%	54 11%	34 8%	21 12%	10 16%	4 10%	22 22%lmno		
No	1860 89%	1373 91%bde	473 84%	432 83%	396 84%	151 80%	224 82%	199 85%	93 93%bdef	-	1860 100%i	68 87%	231 91%g	330 90%g	435 89%g	364 92%g	151 88%	53 84%	41 90%	79 78%		

**Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 949  
**Opinion Influencer**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Yes	221	9	6	10	12	2	5	21	20	10	19	3	7	2	8	58	7	4	4	10	2	5
	11%	11%	7%	11%	14%kw	5%	10%	13%kw	27%abce fgijkmo pqrvw	11%	12%kw	3%	12%	3%	28%	12%kw	10%	6%	6%	13%kw	4%	4%
No	1860	69	76	77	78	44	44	143	52	80	145	86	53	52	20	411	61	68	63	67	60	111
	89%	89%h	93%h	89%h	86%	95%h	90%h	87%h	73%	89%h	88%h	97%dghj os	88%	97%h	72%	88%h	90%h	94%h	94%h	87%	96%h	96%dghjos

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 950  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Grade						Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
NET: Homeowners	1349	680	668	129	167	198	217	235	402	426	401	262	259	109	57	154	115	120	107	61	137	136	177	123	52
	65%	67%	63%	56%	47%	60%	59%	76%	83%	75%	75%	62%	51%	62%	67%	66%	68%	73%	61%	71%	50%	63%	69%	84%	84% <sup>nopqrstvw</sup>
Owned outright - without mortgage	752	380	371	52	35	38	91	164	372	249	200	139	163	46	34	77	62	63	70	37	82	73	113	78	17
	36%	37%	35%	22%	10%	11%	25%	53%	77%	44%	34%	33%	32%	26%	41%	33%	37%	35%	47%	42%	27%	40%	44%	27%	27%
Owned with a mortgage or loan	597	300	297	77	132	160	126	72	30	177	201	123	96	63	22	77	53	57	37	24	55	63	65	45	35
	29%	30%	28%	33%	37%	48%	34%	23%	6%	31%	34%	29%	19%	36%	26%	33%	32%	25%	24%	29%	23%	23%	25%	57%	57% <sup>nopqrstuvw</sup>
NET: Renters	692	318	375	86	180	129	149	70	78	129	174	148	241	66	28	73	49	56	39	38	54	130	101	50	9
	33%	31%	35%	37%	50%	39%	40%	23%	16%	23%	30%	35%	48%	37%	33%	29%	28%	26%	37%	28%	48%	36%	28%	14%	14%
NET: Rent from Council/ Housing Association	416	192	223	43	88	72	101	52	59	59	88	101	168	49	19	45	26	35	20	22	33	78	63	21	5
	20%	19%	21%	19%	25%	22%	27%	17%	12%	10%	15%	33%	28%	28%	23%	15%	19%	13%	22%	17%	29%	22%	12%	9%	9%
Rented from the council	271	128	143	29	56	43	69	36	37	38	52	70	111	33	11	27	19	23	9	15	24	52	44	11	3
	13%	13%	13%	13%	16%	13%	19%	12%	8%	7%	9%	17%	22%	19%	13%	11%	13%	6%	15%	12%	19%	16%	6%	6%	6%
Rented from a housing association	145	65	80	15	32	29	32	15	22	21	37	31	57	16	8	19	7	12	11	7	9	27	18	10	2
	7%	6%	8%	6%	9%	9%	9%	5%	4%	4%	6%	7%	11%	9%	10%	8%	4%	6%	7%	7%	5%	10%	6%	6%	3%
Rented from someone else	276	125	151	42	92	57	48	18	19	71	85	47	73	17	8	28	23	22	19	16	21	52	38	29	3
	13%	12%	14%	18%	26%	17%	13%	6%	4%	12%	15%	11%	14%	10%	10%	12%	14%	12%	13%	16%	11%	19%	14%	16%	6%
Rent free	40	18	23	17	12	5	2	3	2	12	10	12	6	2	1	5	6	3	2	2	3	6	4	6	1
	2%	2%	2%	7%	3%	2%	1%	1%	*	2%	2%	3%	1%	1%	1%	2%	3%	2%	1%	2%	1%	2%	2%	4%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 951  
**Tenure**  
Base: All respondents

	Working Status							Disability						What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
NET: Homeowners	1349	584	152	88	42	84	338	61	248	75	180	80	10	1071	7	9	698	442	158	22	1242	96	12	61	11	10	1
	65%	62% <sup>dg</sup>	60% <sup>g</sup>	51%	50%	72% <sup>cabd</sup>	89% <sup>abdeg</sup>	48%	54% <sup>i</sup>	40%	60% <sup>hi</sup>	56% <sup>i</sup>	49%	68% <sup>hjk</sup>	40%	61%	61%	71% <sup>ps</sup>	70% <sup>ps</sup>	53%	66% <sup>uv</sup>	54% <sup>v</sup>	33%	65% <sup>uv</sup>	40%	79%	25%
Owned outright - without mortgage	752	173	81	51	26	76	309	36	174	47	128	52	4	563	3	6	398	229	96	9	715	30	3	19	1	6	-
	36%	18%	32% <sup>a</sup>	29%	32% <sup>a</sup>	65% <sup>cabd</sup>	81% <sup>abdeg</sup>	28% <sup>a</sup>	38% <sup>i</sup>	25%	43% <sup>him</sup>	37% <sup>i</sup>	21%	36% <sup>i</sup>	20%	45%	35%	37% <sup>s</sup>	42% <sup>s</sup>	21%	38% <sup>uvw</sup>	17%	8%	20%	5%	49%	-
Owned with a mortgage or loan	597	412	71	37	15	9	28	25	74	28	52	27	6	509	3	2	300	213	62	13	527	66	9	42	10	4	1
	29%	43% <sup>bde</sup>	28% <sup>ef</sup>	22%	18% <sup>ef</sup>	7%	7%	19% <sup>ef</sup>	16%	15%	17%	19%	29%	32% <sup>hij</sup>	20%	16%	26%	34% <sup>p</sup>	27%	32%	28%	38% <sup>t</sup>	25%	45% <sup>t</sup>	35%	30%	25%
NET: Renters	692	348	96	75	36	33	40	65	202	107	117	62	10	474	9	5	426	168	64	17	611	74	23	28	17	3	4
	33%	37% <sup>f</sup>	38% <sup>f</sup>	43%	43% <sup>ef</sup>	28% <sup>f</sup>	10%	51% <sup>abe</sup>	44% <sup>jm</sup>	57% <sup>hjk</sup>	39% <sup>m</sup>	43% <sup>m</sup>	48%	30%	52%	39%	37% <sup>qr</sup>	27%	28%	40%	32%	42% <sup>tw</sup>	64% <sup>tuv</sup>	30%	58%	21%	75%
NET: Rent from Council/ Housing Association	416	184	57	50	24	27	27	47	142	66	91	51	9	264	8	4	298	80	19	6	375	37	13	14	10	-	1
	20%	19% <sup>f</sup>	23% <sup>f</sup>	29%	29% <sup>af</sup>	23% <sup>f</sup>	7%	37% <sup>abe</sup>	31% <sup>m</sup>	36% <sup>m</sup>	31% <sup>m</sup>	36% <sup>m</sup>	46%	17%	46%	28%	26% <sup>qr</sup>	13%	8%	14%	20%	21%	35% <sup>tuv</sup>	15%	35%	-	14%
Rented from the council	271	126	37	29	16	19	14	30	83	39	52	33	7	180	6	4	197	46	14	3	244	23	9	8	6	-	-
	13%	13% <sup>f</sup>	15% <sup>f</sup>	17%	20% <sup>f</sup>	16% <sup>f</sup>	4%	23% <sup>abf</sup>	18% <sup>m</sup>	21% <sup>m</sup>	17% <sup>m</sup>	23% <sup>m</sup>	37%	11%	38%	28%	17% <sup>qr</sup>	7%	6%	7%	13%	13%	26% <sup>tuv</sup>	9%	20%	-	-
Rented from a housing association	145	58	20	22	7	8	12	17	59	27	40	19	2	84	1	-	101	34	5	3	130	14	3	6	4	-	1
	7%	6%	8% <sup>f</sup>	12%	9% <sup>f</sup>	7%	3%	13% <sup>af</sup>	13% <sup>m</sup>	15% <sup>m</sup>	13% <sup>m</sup>	13% <sup>m</sup>	9%	5%	8%	-	9% <sup>qr</sup>	6%	2%	7%	7%	8%	9%	7%	14%	-	14%
Rented from someone else	276	164	39	25	12	5	13	18	60	40	25	10	1	210	1	2	128	88	45	11	236	37	11	14	7	3	3
	13%	17% <sup>ef</sup>	15% <sup>ef</sup>	14%	14% <sup>ef</sup>	5%	4%	14% <sup>ef</sup>	13% <sup>jk</sup>	22% <sup>hjk</sup>	8%	7%	3%	13% <sup>jk</sup>	7%	11%	11%	14%	20% <sup>p</sup>	25% <sup>p</sup>	13%	21% <sup>t</sup>	29% <sup>t</sup>	15%	23%	21%	61%
Rent free	40	17	4	10	6	-	2	1	6	4	2	1	*	30	1	-	18	12	5	3	30	6	1	4	1	-	-
	2%	2%	2%	6%	7% <sup>abef</sup>	-	1%	1%	1%	2%	1%	1%	2%	2%	8%	-	2%	2%	2%	8% <sup>pq</sup>	2%	3%	3%	5%	2%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 952  
**Tenure**  
**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?													
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more (s)
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	(l)	(m)	(n)	(o)	(p)	(q)				(r)							
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81						
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*						
NET: Homeowners	1349	1030	309	290	263	89	151	137	54	124	1224	36	119	225	315	295	124	45	35	74						
	65%	69% <sup>bde</sup>	55% <sup>ef</sup>	56% <sup>e</sup>	56% <sup>e</sup>	48%	56%	59% <sup>e</sup>	54%	56%	66% <sup>i</sup>	46%	47%	61% <sup>kl</sup>	64% <sup>kl</sup>	74% <sup>klm</sup>	72% <sup>kl</sup>	71% <sup>kl</sup>	77%	73% <sup>kl</sup>						
Owned outright - without mortgage	752	691	60	51	54	11	19	33	21	53	699	27	89	163	185	152	39	9	9	23						
	36%	46% <sup>bde</sup>	11% <sup>ef</sup>	10% <sup>f</sup>	12% <sup>ef</sup>	6%	7%	14% <sup>ef</sup>	20% <sup>bde</sup>	24% <sup>f</sup>	38% <sup>ij</sup>	35% <sup>q</sup>	35% <sup>pqs</sup>	44% <sup>lpq</sup>	38% <sup>pqs</sup>	38% <sup>pqs</sup>	23%	14%	19%	23%						
Owned with a mortgage or loan	597	339	249	239	208	78	132	103	34	71	526	9	30	62	130	143	85	36	27	50						
	29%	23%	44% <sup>ah</sup>	46% <sup>g</sup>	44% <sup>ah</sup>	42% <sup>a</sup>	49% <sup>ah</sup>	44% <sup>a</sup>	34% <sup>a</sup>	32%	28%	12%	12%	17%	27% <sup>klm</sup>	36% <sup>klm</sup>	49% <sup>klm</sup>	57% <sup>klm</sup>	58%	50% <sup>klmno</sup>						
NET: Renters	692	436	254	229	204	98	119	95	46	96	596	37	131	137	171	95	46	18	9	20						
	33%	29%	45% <sup>a</sup>	44% <sup>a</sup>	44% <sup>a</sup>	52% <sup>abd</sup>	44% <sup>a</sup>	41% <sup>a</sup>	46% <sup>a</sup>	44% <sup>gj</sup>	32%	47% <sup>nop</sup>	52% <sup>mno</sup>	38% <sup>ops</sup>	35% <sup>os</sup>	24%	26%	28%	20%	20%						
NET: Rent from Council/ Housing Association	416	259	156	139	136	52	76	63	31	52	363	22	94	89	103	52	28	10	4	2						
	20%	17%	28% <sup>a</sup>	27% <sup>a</sup>	29% <sup>a</sup>	28% <sup>a</sup>	28% <sup>a</sup>	27% <sup>a</sup>	31% <sup>a</sup>	24%	20%	29% <sup>ops</sup>	37% <sup>mno</sup>	24% <sup>os</sup>	21% <sup>os</sup>	13% <sup>s</sup>	16% <sup>s</sup>	17% <sup>s</sup>	8%	2%						
Rented from the council	271	165	106	92	90	30	44	46	25	31	240	14	62	53	71	31	19	10	3	1						
	13%	11%	19% <sup>a</sup>	18% <sup>a</sup>	19% <sup>a</sup>	16%	16% <sup>a</sup>	20% <sup>a</sup>	25% <sup>a</sup>	14%	13%	17% <sup>os</sup>	25% <sup>mno</sup>	15% <sup>os</sup>	14% <sup>os</sup>	8% <sup>s</sup>	11% <sup>s</sup>	16% <sup>s</sup>	7%	1%						
Rented from a housing association	145	94	51	47	46	23	32	17	6	21	124	9	32	36	32	20	8	1	*	1						
	7%	6%	9%	9%	10% <sup>a</sup>	12% <sup>a</sup>	12% <sup>a</sup>	7%	6%	10%	7%	11% <sup>oqs</sup>	13% <sup>nop</sup>	10% <sup>os</sup>	7%	5%	5%	1%	1%	1%						
Rented from someone else	276	176	98	90	68	45	43	32	15	44	232	15	37	48	68	44	18	7	5	18						
	13%	12%	17% <sup>ad</sup>	17% <sup>a</sup>	15%	24% <sup>abd</sup>	16% <sup>a</sup>	14%	15%	20% <sup>aj</sup>	12%	19%	15%	13%	14%	11%	10%	11%	12%	17%						
Rent free	40	35	3	3	2	1	2	2	-	1	40	5	3	4	4	7	3	1	1	7						
	2%	2% <sup>bd</sup>	*	1%	*	*	1%	1%	-	*	2%	7% <sup>lmno</sup>	1%	1%	1%	2%	2%	1%	3%	7% <sup>lmno</sup>						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 953  
**Tenure**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118	
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*	
NET: Homeowners	1349	50	50	58	64	39	27	101	51	66	103	64	38	30	20	273	45	55	43	48	52	72	
	65%	64%	62%	67%	70%	83% mosw	83% bfjg	56%	62%	71%	74% fmo	63%	72% o	64%	56%	72%	58%	66%	76% fmo	65%	62%	84% abcf gilmopr sw	62%
Owned outright - without mortgage	752	16	25	35	37	20	20	45	25	42	53	36	20	17	8	168	27	38	27	27	17	50	
	36%	20%	31%	41% a	40% a	43% a	40% a	27%	35%	47% agjv	32%	41% a	34%	31%	28%	36% a	39% a	52% abgj mov	40% a	35%	27%	44% ag	
Owned with a mortgage or loan	597	34	25	23	27	18	8	56	26	24	50	28	18	14	12	105	18	17	16	21	35	21	
	29%	44% cfio qrw	30%	26%	30%	40% fow	16%	34% fow	36% fow	27%	30% w	32%	30%	26%	44%	22%	27%	24%	25%	27%	57% bcd ghijklm opqrs w	18%	
NET: Renters	692	28	30	28	26	7	20	59	20	22	57	25	20	23	6	184	23	15	23	28	9	41	
	33%	36% ev	37% ev	32% ev	28%	14%	41% eqv	36% eqv	27%	25%	34% ev	28%	33% v	44% eiqv	23%	39% eiqv	34% ev	20%	34% ev	37% eqv	14%	35% ev	
NET: Rent from Council/ Housing Association	416	23	22	20	11	2	12	40	9	11	33	16	11	11	4	116	9	6	8	15	5	30	
	20%	29% deh pqrv	27% deh v	23% eqv	12%	5%	24% eqv	24% deh v	13%	12%	20% e	18%	19%	21% e	15%	25% deh pqv	13%	9%	12%	20% e	9%	26% deh pqv	
Rented from the council	271	16	15	11	7	1	11	27	4	4	19	12	6	8	4	82	3	3	2	10	3	21	
	13%	21% deh pqrv	18% eh pqv	13%	7%	2%	23% deh pqrv	17% eh pqv	6%	5%	11%	14% r	10%	15% e ir	13%	18% deh pqv	5%	4%	3%	13% r	6%	18% deh pqv	
Rented from a housing association	145	6	7	8	4	2	1	13	5	7	15	3	6	3	*	33	5	3	6	5	2	9	
	7%	8%	9%	10%	4%	3%	2%	8%	7%	7%	9%	4%	9%	6%	2%	7%	8%	4%	9%	7%	3%	8%	
Rented from someone else	276	5	8	8	15	4	8	19	10	12	23	9	8	12	2	68	14	8	14	13	3	10	
	13%	7%	10%	10%	16%	9%	16%	12%	14%	13%	14%	10%	14%	22% aww	8%	15%	21% aww	11%	21% aww	17%	6%	9%	
Rent free	40	-	1	1	1	1	2	4	2	1	5	-	2	-	2	11	-	2	1	1	1	3	
	2%	-	1%	1%	1%	3%	3%	2%	2%	1%	3%	-	3%	-	6%	2%	-	3%	1%	2%	2%	3%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 954  
**What is the highest educational level that you have achieved to date?**  
Base: All respondents

	Gender			Age						Social Grade					Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64	
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*	
No formal education	17 1%	7 1%	10 1%	-	3 1%	3 1%	2 *	2 1%	7 1%	1 *	3 1%	2 *	11 2% jk	2 1%	1 1%	2 1%	1 *	-	1 1%	1 1%	4 2%	3 1%	2 1%	-	-	
Primary	14 1%	9 1%	5 1%	-	1 *	2 *	3 1%	4 1%	4 1%	1 *	-	4 1%	9 2% jk	1 1%	-	-	2 1%	1 1%	1 1%	*	2 1%	4 1%	2 1%	-	*	
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1142 55%	548 54%	594 56%	98 42%	166 46%	176 53% d	235 64% def	190 62% def	277 58% de	180 32%	312 43% klm	293 32% lm	357 21%	37 20%	88 37% ru	51 25%	137 29%	100 27%	112 20%	83 27%	51 30%	124 23%	118 43%	164 58% vy	89 49%	26 42%
University degree or equivalent professional qualification, NVQ level 4, etc.	622 30%	315 31%	307 29%	71 31%	127 35% h	105 32%	101 27%	81 26%	137 28%	247 43% klm	188 32% lm	88 21%	99 20%	65 37% ru	21 25%	68 29%	46 27%	35 20%	40 27%	30 30%	45 23%	94 35% ru	91 32% r	62 35% ru	24 38% ru	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	227 11%	113 11%	114 11%	24 10%	53 15% g	43 13% g	25 7%	31 10%	50 10%	121 21% klm	58 10% m	29 7%	20 4%	17 10%	9 11%	18 8%	16 9%	25 14% uw	16 11%	17 17% puw	13 7%	44 16% puw	21 7%	20 11%	11 18% puw	
Still in full time education	42 2%	14 1%	28 3%	34 15% efgh	7 2% hi	1 *	1 *	-	-	11 2%	19 3% m	7 2%	5 1%	2 1%	3 3%	5 2%	4 2%	6 3% w	3 2%	1 1%	2 1%	7 3%	1 1%	7 4% w	1 1%	
Don't know	3 *	3 *	1 *	-	-	-	-	1 *	3 1%	-	2 *	1 *	1 *	-	-	1 *	-	-	1 *	1 1%	-	1 *	-	-	-	
Prefer not to answer	14 1%	7 1%	8 1%	5 2% h	1 *	2 1%	2 *	-	4 1%	8 1% l	2 *	-	4 1%	*	-	1 1%	3 1%	1 *	2 1%	-	4 2%	1 1%	1 *	1 1%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 955  
**What is the highest educational level that you have achieved to date?**  
Base: All respondents

	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Priv- ate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Prim- ary (o)	Sec- ondary (p)	Univ- ersity degree (q)	High- er univ- ersity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
No formal education	17	6	1	1	3	4	1	1	7	3	4	2	1	9	17	-	-	-	-	-	14	2	1	1	-	-	-
Primary	14	4	1	3	*	2	2	2	8	6	6	2	-	6	-	14	-	-	-	-	14	-	-	-	-	-	-
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1142	496	142	89	44	94	182	95	281	111	178	89	13	841	-	-	1142	-	-	-	1055	81	21	47	11	2	1
University degree or equivalent professional qualification, NVQ level 4, etc.	622	303	82	38	28	12	133	24	106	39	77	34	4	504	-	-	-	622	-	-	556	63	10	28	13	10	2
Higher university degree, doctorate, MBA, NVQ level 5, etc.	227	129	20	6	7	5	56	4	40	17	29	14	1	177	-	-	-	-	227	-	201	21	5	10	4	2	1
Still in full time education	42	2	5	34	-	-	-	-	9	8	1	1	1	32	-	-	-	-	-	42	33	9	-	6	1	-	2
Don't know	3	-	-	1	-	-	3	-	2	-	1	-	1	2	-	-	-	-	-	-	2	-	-	-	-	-	-
Prefer not to answer	14	8	1	2	*	*	3	-	4	2	4	2	-	4	-	-	-	-	-	-	9	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 956

**What is the highest educational level that you have achieved to date?****Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																		
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 5-18 (c)		Any aged under 5 (d)		Any aged 5-10 (e)		Any aged 11-15 (f)		Any aged 16-18 (g)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)		£14,001 to £21,000 (m)		£21,001 to £28,000 (n)		£28,001 to £34,000 (o)		£34,001 to £41,000 (p)		£41,001 to £48,000 (q)		£48,001 to £55,000 or more (s)	
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)				£41,001 to £48,000 (q)	£48,001 to £55,000 or more (s)												
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81											
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*											
No formal education	17	10	7	7	6	3	4	3	1	4	13	5	4	2	4	1	-	1	-	-											
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	6%	2%	1%	1%	-	2%	-	-	-											
Primary	14	11	3	3	2	2	1	1	1	-	14	1	5	4	2	-	-	-	-	-											
	1%	1%	*	*	*	1%	*	*	1%	-	1%	1%	2%	1%	*	-	-	-	-	-											
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1142	796	336	304	286	103	155	143	69	87	1055	49	165	227	282	212	80	33	21	26											
	55%	53%	59%a	58%	61%a	55%	57%	61%a	69%a	39%	57%a	63%ps	65%ops	62%ops	58%ps	53%ps	46%ps	52%ps	47%	26%											
University degree or equivalent professional qualification, NVQ level 4, etc.	622	467	154	147	126	51	80	61	22	71	551	16	54	94	131	139	70	20	17	44											
	30%	31%	27%	28%	27%	30%	26%	22%	32%	30%	20%	21%	26%	27%	35%klm	40%klm	31%	38%	43%klmn												
Higher university degree, doctorate, MBA, NVQ level 5, etc.	227	166	60	56	46	27	28	24	7	50	176	3	17	33	62	41	21	7	7	23											
	11%	11%	11%	11%	10%	14%	10%	10%	7%	23%j	9%	4%	7%	9%	13%kl	10%	12%	11%	16%	23%klmno											
Still in full time education	42	36	4	3	4	*	3	1	1	7	35	4	8	3	7	4	1	2	-	7											
	2%	2%b	1%	1%	1%	*	1%	*	1%	3%	2%	5%mp	3%qm	1%	1%	1%	*	4%	-	7%mnop											
Don't know	3	3	-	-	-	-	-	-	-	-	3	1	-	3	-	-	-	-	-	-											
	*	*	-	-	-	-	-	-	-	-	*	1%n	-	1%	-	-	-	-	-	-											
Prefer not to answer	14	11	2	2	*	2	*	-	-	2	13	*	*	-	*	2	1	-	-	1											
	1%	1%	*d	*	*	1%	*	-	-	1%	1%	1%	*	-	*	*	1%	-	-	1%											

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 957

**What is the highest educational level that you have achieved to date?****Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Noti- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
No formal education	17 1%	2 2%	1 1%	1 1%	-	1 2%	-	2 1%	-	1 1%	-	1 1%	1 1%	1 1%	1 5%	5 1%	-	-	-	1 1%	-	-
Primary	14 1%	-	1 1%	-	1 1%	-	1 2%	-	-	-	1 1%	-	1 1%	-	-	7 1%	1 1%	-	-	* 1%	* 1%	1 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1142 55%	37 48%	39 48%	54 62%qv	53 59%q	27 57%	29 59%	99 60%qv	37 52%	56 63%qv	99 60%qv	61 69%ablm	30 50%oqsv	25 47%	12 45%	239 51%	36 52%	29 40%	37 56%	39 50%	26 42%	76 66%abmoqsv
University degree or equivalent professional qualification, NVQ level 4, etc.	622 30%	30 38%jw	31 39%cjw	19 22%	24 26%	16 35%	12 25%	43 27%	24 34%	23 25%	36 22%	20 23%	21 35%	24 45%cdgi	9 32%	146 31%jw	18 27%	30 42%cjkw	25 37%jw	23 30%	24 38%jw	23 20%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	227 11%	7 9%	9 11%	10 12%	9 10%	2 5%	4 8%	12 7%	9 12%	8 9%	22 13%	6 6%	7 12%	3 6%	5 18%	55 12%	10 15%	9 12%	4 5%	12 16%	11 18%g	12 11%
Still in full time education	42 2%	1 1%	1 1%	3 3%	3 3%	* 1%	1 3%	4 3%	1 1%	1 1%	6 4%	-	-	1 1%	-	10 2%	3 4%	4 5%	1 1%	1 1%	1 1%	1 1%
Don't know	3 *	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	1 *	-	-	-	1 1%	-	-
Prefer not to answer	14 1%	* 1%	-	-	1 1%	-	1 3%j	3 2%	-	-	-	1 1%	-	-	-	5 1%	1 1%	* 1%	-	-	-	2 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 958

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age						Social Grade				Region												
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Yes - responsible for half or more of the items bought	1852	857	995	143	331	308	359	278	433	480	537	372	463	162	83	207	148	160	131	90	171	243	241	163	54
	89%	84%	93%a	62%	92%d	93%d	98%defhi	90%cd	90%cd	85%	92%j	88%	91%j	92%	97%pqrsuwxy	89%	87%	89%	89%	89%	88%	89%	85%	91%	87%
No - not responsible for most of the items bought	229	159	71	87	29	25	9	31	48	88	48	50	43	14	2	25	22	20	17	11	23	30	42	16	8
	11%	16%b	7%	38%efgh	8%g	7%g	2%	10%g	10%g	15%km	8%	12%	9%	8%	3%	11%o	13%o	11%o	11%o	11%	12%o	11%o	15%o	9%	13%o

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 959

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	High-er univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Yes - responsible for half or more of the items bought	1852	861	234	138	61	109	328	122	419	167	280	135	19	1392	16	14	1041	536	203	26	1676	160	34	87	23	12	4
	89%	91%cdf	93%df	79%	73%	93%df	86%df	96%df	92%lm	90%	94%hm	95%lm	95%	88%	94%	100%	91%qs	86%rs	90%rs	63%	89%	91%	94%	93%	81%	92%	75%
No - not responsible for most of the items bought	229	88	18	36	22	8	51	5	37	19	19	8	1	183	1	-	101	86	24	16	207	16	2	6	6	1	1
	11%	9%	7%	21%	27%abef	7%	14%abg	4%	8%aj	10%	6%	5%	5%	12%hjk	6%	-	9%	14%p	10%	37%pqr	11%	9%	6%	7%	19%	8%	25%

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 960

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No child- ren aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5- 18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
													103	313	415	470	371	129	53	33
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*
Yes - responsible for half or more of the items bought	1852	1300	541	497	451	175	260	227	98	200	1652	75	247	340	448	342	147	53	35	83
	89%	87%	96%a	95%	96%a	94%a	96%a	97%a	98%a	90%	89%	96%opq s	97% mn	93% opq	92% os	86%	85%	83%	77%	82%
No - not responsible for most of the items bought	229	201	25	25	18	12	12	7	2	21	208	3	7	26	41	56	26	11	11	18
	11%	13% gh	4%	5%	4%	6%	4%	3%	2%	10%	11%	4%	3%	7% l	8% l	14% klm n	15% klm	17% klm	23%	18% klmn

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 961

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh- ton (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Yes - responsible for half or more of the items bought	1852	72	76	84	81	35	46	148	61	78	148	79	50	47	21	413	61	63	63	69	54	104
	89%	92% <sup>e</sup>	93% <sup>e</sup>	96% <sup>e</sup>	90% <sup>o</sup>	75%	95% <sup>e</sup>	90% <sup>e</sup>	85%	87%	90% <sup>e</sup>	89%	84%	88%	78%	88% <sup>e</sup>	90%	87%	95% <sup>e</sup>	88%	87%	90% <sup>e</sup>
No - not responsible for most of the items bought	229	6	5	3	9	12	2	16	11	17	10	10	7	6	55	7	10	3	9	8	12	
	11%	8%	7%	4%	10%	25% <sup>a</sup>	5% <sup>bc</sup>	10%	15% <sup>c</sup>	13%	10%	11%	16% <sup>c</sup>	12%	22%	12% <sup>c</sup>	10%	13%	5%	12%	13%	10%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 962  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age							Social Grade						Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64	
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*	
No cars in the household	437	212	224	41	91	74	100	55	75	85	130	56	166	46	19	46	28	46	21	22	26	113	34	31	5	
	21%	21%	21%	18%	25%hi	22%i	27%dhi	18%	16%	15%	22%j	13%	33%jkl	26%suw	22%w	20%w	16%	25%suw	14%	22%wy	13%	41%nop	12%	17%	9%	
NET: Any	1644	803	841	190	268	258	268	253	406	483	455	366	340	130	66	187	142	134	126	79	168	160	248	149	57	
	79%	79%	79%	82%g	75%	78%	73%	82%eg	84%efg	85%km	78%am	87%km	67%	74%v	78%v	80%v	84%v	75%v	86%nr	78%v	87%nr	59%	88%nop	83%v	91%nr	
1	844	434	410	53	129	138	147	130	248	223	248	177	196	83	43	109	78	55	66	46	79	92	109	73	12	
	41%	43%	38%	23%	36%d	41%d	40%d	42%d	52%def	39%	42%	42%	39%	47%rv	51%rv	47%rv	46%rv	31%	45%rv	45%ry	41%y	34%	39%y	41%y	20%	
2	609	288	321	79	109	104	87	102	128	188	162	153	106	37	21	70	49	62	50	25	55	53	102	56	28	
	29%	28%	30%	34%g	30%	31%g	24%	33%g	27%	33%am	28%am	36%km	21%	21%	25%	30%v	29%	35%nr	34%nr	25%	28%v	20%	36%nr	31%v	45%nop	
3+	191	81	110	59	31	16	34	21	30	73	45	36	38	10	2	8	15	17	10	8	34	14	37	20	16	
	9%	8%	10%	25%efgh	9%	5%	9%f	7%	6%	13%km	8%	9%	8%	6%	2%	4%	9%p	9%p	7%	8%	18%nopq	5%	13%nop	11%opv	26%nopqrstvw	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
 Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 963  
**How many cars are there in your household?**  
Base: All respondents

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?									
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemp-loyed (c)	Not work-ing but seek-ing (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys-ical condit ion (j)	Yes - disabi-lity (k)	Yes - other (l)	No (m)	No formal educ-ation (n)	Pri-mary (o)	Secund-ary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time educ-ation (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
No cars in the household	437	196	54	61	27	32	41	25	132	73	74	32	8	292	10	6	256	114	41	8	381	49	14	15	11	7	2
	21%	21%f	22%g	35%	33%cabf	27%g	11%	19%g	29%ijk	39%hjk	25%km	22%	39%	19%	56%	41%	22%	18%	18%	19%	20%	28%tw	39%tw	16%	37%	56%	45%
NET: Any	1644	753	197	113	56	85	338	102	324	112	226	111	12	1283	7	8	886	507	185	34	1502	127	22	78	18	6	3
	79%	79%cd	78%cd	65%	67%	73%	89%abd	81%cd	71%ei	61%	75%hi	78%hi	61%	81%hij	44%	59%	78%	82%	82%	81%	80%uv	72%	61%	84%uv	63%	44%	55%
1	844	373	89	45	24	56	200	57	197	63	135	73	7	631	7	5	479	249	87	9	768	69	16	37	12	2	1
	41%	39%	35%	26%	29%	48%bd	53%abd	45%cd	43%ei	34%	45%i	51%him	34%	40%	44%	38%	42%g	40%g	38%g	21%	41%	39%	45%	40%	42%	18%	30%
2	609	287	87	41	18	25	111	39	95	37	67	29	5	497	-	1	321	196	69	13	561	44	6	29	4	3	1
	29%	30%	35%de	24%	22%	22%	29%	31%	21%	20%	22%	20%	27%	32%hijk	-	10%	28%	32%	30%	32%	30%	25%	16%	32%	14%	26%	25%
3+	191	92	21	27	13	4	27	6	32	12	23	10	-	155	-	2	86	62	29	12	174	14	-	12	2	-	-
	9%	10%e	9%	16%	16%efg	3%	7%	5%	7%	6%	8%	7%	-	10%	-	11%	8%	10%	13%p	29%pqr	9%	8%	-	13%v	7%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 964  
**How many cars are there in your household?**  
**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
No cars in the household	437	339	96	89	75	37	44	33	16	61	376	42	110	98	88	41	19	7	3	11	
	21%	23%	17%	17%	16%	20%	16%	14%	16%	27%	20%	54%	43%	27%	18%	10%	11%	12%	7%	11%	
NET: Any	1644	1162	470	433	394	151	227	200	84	161	1484	36	143	268	401	356	153	56	42	90	
	79%	77%	83%	83%	84%	80%	84%	86%	84%	73%	80%	46%	57%	73%	82%	90%	89%	88%	93%	89%	
1	844	594	248	222	210	82	113	107	48	75	769	22	113	185	215	179	50	24	8	17	
	41%	40%	44%	43%	45%	44%	42%	46%	48%	34%	41%	27%	45%	51%	44%	45%	29%	38%	18%	17%	
2	609	420	185	178	151	61	102	72	27	64	545	13	24	66	148	139	81	24	23	44	
	29%	28%	33%	34%	32%	33%	37%	31%	27%	29%	29%	16%	9%	18%	30%	35%	47%	37%	51%	43%	
3+	191	148	37	33	33	8	12	21	10	21	170	2	6	16	38	38	22	8	11	29	
	9%	10%	6%	6%	7%	4%	4%	9%	10%	10%	9%	2%	3%	4%	8%	10%	13%	13%	24%	29%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 965  
**How many cars are there in your household?**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
No cars in the household	437	12	27	20	15	4	10	33	18	12	39	12	8	6	1	133	13	7	17	17	5	26
	21%	16%	34%adei kimqv	23%v	17%	9%	21%	20%	24%v	14%	24%eqv	14%	13%	11%	2%	28%deik lmqv	19%	10%	26%eqv	21%	9%	23%v
NET: Any	1644	66	54	67	75	43	39	130	54	77	125	76	52	48	27	335	55	65	49	61	57	89
	79%	84%b	66%	77%	83%bo	91%bjor	79%	80%	76%	86%bo	76%	86%bo	87%bo	89%bo	98%	72%	81%	90%bjor	74%	79%	91%bchj orw	77%
1	844	39	37	46	38	17	24	73	36	42	52	36	26	26	7	164	29	31	26	35	12	47
	41%	50%jov	46%v	53%jov	42%v	37%	49%jv	45%jv	50%jov	47%jov	32%	40%v	43%v	49%jv	24%	35%v	43%v	43%v	39%v	45%v	20%	41%v
2	609	21	15	19	27	21	8	51	18	31	54	22	19	14	12	133	20	23	21	20	28	33
	29%	27%	18%	22%	30%	46%bcfh kos	16%	31%	24%	35%bf	33%bf	24%	32%	27%	43%	28%	30%	32%	31%	25%	45%bcfh kosw	28%
3+	191	5	2	2	10	4	7	6	1	3	19	19	7	7	8	39	5	10	3	7	16	10
	9%	6%	3%	2%	11%ch	9%	14%bcghi	4%	1%	4%	12%bcgh	21%abcg hioprs	12%bcgh	13%bcgh	31%	8%	8%	14%bcghi	4%	9%	26%abcde ghijoprs w	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 966  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
White	1883	918	965	196	303	278	336	298	472	508	526	381	468	172	84	210	157	146	142	96	182	194	260	177	62
	90%	90%	91%	85%	84%	84%	91% <sup>def</sup>	97% <sup>def</sup>	98% <sup>def</sup>	89%	90%	90%	92%	98% <sup>pqr</sup>	99% <sup>prv</sup>	91% <sup>rv</sup>	93% <sup>rv</sup>	81% <sup>v</sup>	96% <sup>rv</sup>	95% <sup>rv</sup>	94% <sup>rv</sup>	71%	92% <sup>rv</sup>	99% <sup>pq</sup>	100% <sup>prvw</sup>
NET: BAME	176	83	93	29	51	52	31	10	3	49	55	39	32	3	1	20	11	30	5	4	10	73	19	-	-
	8%	8%	9%	13% <sup>hi</sup>	14% <sup>ghi</sup>	16% <sup>ghi</sup>	8% <sup>hi</sup>	3% <sup>i</sup>	1%	9%	9%	9%	6%	2%	1%	9% <sup>noxy</sup>	7% <sup>x</sup>	17% <sup>nopq</sup>	3% <sup>x</sup>	4% <sup>x</sup>	5% <sup>x</sup>	27% <sup>nopq</sup>	7% <sup>nx</sup>	-	-
Mixed	37	12	24	8	11	9	6	1	2	8	14	7	8	1	1	1	2	4	1	-	4	16	7	-	-
	2%	1%	2%	3% <sup>hi</sup>	3% <sup>hi</sup>	3% <sup>hi</sup>	2%	*	*	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	-	2%	6% <sup>npqs</sup>	2%	-	-
Asian	93	48	45	14	26	34	16	2	1	22	29	23	19	2	-	15	6	24	3	4	1	28	9	-	-
	4%	5%	4%	6% <sup>hi</sup>	7% <sup>hi</sup>	10% <sup>ghi</sup>	4% <sup>hi</sup>	1%	*	4%	5%	5%	4%	1%	-	6% <sup>noux</sup>	4% <sup>x</sup>	13% <sup>nopq</sup>	2%	4% <sup>x</sup>	1%	10% <sup>noqs</sup>	3% <sup>x</sup>	-	-
Black	29	13	15	5	7	7	4	5	1	11	9	6	3	-	-	1	*	2	*	-	5	18	2	-	-
	1%	1%	1%	2% <sup>i</sup>	2% <sup>i</sup>	2% <sup>i</sup>	1%	2% <sup>i</sup>	*	2%	2%	1%	1%	-	-	1%	*	1%	*	-	2%	7% <sup>nopq</sup>	1%	-	-
Chinese	13	6	7	1	5	1	4	2	-	6	2	4	2	-	-	2	2	-	-	-	-	8	2	-	-
	1%	1%	1%	1%	2% <sup>i</sup>	*	1% <sup>i</sup>	*	-	1%	*	1%	*	-	-	1%	1%	-	-	-	-	3% <sup>ru</sup>	1%	-	-
Other ethnic group	5	3	2	1	1	1	1	-	-	3	1	1	-	-	-	1	1	-	1	-	-	3	-	-	-
	*	*	*	1%	*	*	*	-	-	1%	*	*	-	-	-	*	*	-	*	-	-	1%	-	-	-
Prefer not to answer	22	14	8	6	5	3	1	-	6	11	3	2	6	-	-	2	1	3	1	1	2	6	3	2	-
	1%	1%	1%	2% <sup>gh</sup>	1%	1%	*	-	1%	2%	1%	*	1%	-	-	1%	1%	2%	*	1%	1%	2%	1%	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 967  
**To which of the following ethnic groups do you consider you belong?**  
Base: All respondents

	Working Status				Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?												
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Pri- vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys- ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ- ation (n)	Pri- mary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educ- ation (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
White	1883	838	227	151	67	114	375	111	435	173	288	138	20	1414	14	14	1055	556	201	33	1883	-	-	-	-	-	-
	90%	88%	90% <sup>d</sup>	87%	81%	98% <sup>abd</sup>	99% <sup>abd</sup>	88%	95% <sup>m</sup>	94%	96% <sup>m</sup>	97% <sup>m</sup>	100%	90%	80%	100%	92% <sup>s</sup>	89% <sup>s</sup>	88%	78%	100% <sup>uwv</sup>	-	-	-	-	-	-
NET: BAME	176	105	23	21	11	1	1	16	19	10	10	2	-	155	2	-	81	63	21	9	-	176	37	93	29	13	5
	8%	11% <sup>ef</sup>	9% <sup>ef</sup>	12%	13% <sup>ef</sup>	*	*	12% <sup>ef</sup>	4%	6% <sup>k</sup>	3%	2%	-	10% <sup>hjk</sup>	13%	-	7%	10%	9%	21% <sup>pqr</sup>	-	100% <sup>t</sup>	100% <sup>t</sup>	100% <sup>t</sup>	100%	100%	100%
Mixed	37	21	9	4	1	-	-	2	7	5	2	2	-	28	1	-	21	10	5	-	-	37	37	-	-	-	-
	2%	2% <sup>f</sup>	3% <sup>ef</sup>	2%	1%	-	-	2% <sup>f</sup>	2% <sup>j</sup>	3% <sup>j</sup>	1%	1%	-	2%	6%	-	2%	2%	2%	-	-	21% <sup>tw</sup>	100% <sup>tw</sup>	-	-	-	-
Asian	93	50	8	14	9	-	1	11	7	3	5	1	-	85	1	-	47	28	10	6	-	93	-	93	-	-	-
	4%	5% <sup>ef</sup>	3% <sup>f</sup>	8%	11% <sup>bef</sup>	-	*	9% <sup>bef</sup>	1%	2%	2%	1%	-	5% <sup>hijk</sup>	7%	-	4%	5%	4%	15% <sup>pqr</sup>	-	53% <sup>tv</sup>	-	100% <sup>tuv</sup>	-	-	-
Black	29	22	2	2	1	1	-	1	3	1	3	-	-	25	-	-	11	13	4	1	-	29	-	-	29	-	-
	1%	2% <sup>f</sup>	1%	1%	1% <sup>f</sup>	*	-	1% <sup>f</sup>	1%	1%	1%	-	-	2%	-	-	1%	2%	2%	2%	-	16% <sup>tw</sup>	-	-	100%	-	-
Chinese	13	9	3	-	-	-	-	1	1	-	1	-	-	12	-	-	2	10	2	-	-	13	-	-	-	13	-
	1%	1%	1% <sup>f</sup>	-	-	-	-	1%	*	-	*	-	-	1%	-	-	*	2% <sup>p</sup>	1%	-	-	7% <sup>tw</sup>	-	-	-	100%	-
Other ethnic group	5	3	1	2	-	-	-	-	1	1	-	-	-	4	-	-	1	2	1	2	-	5	-	-	-	-	5
	*	*	1%	1%	-	-	-	-	*	*	-	-	-	*	-	-	*	*	*	5% <sup>pqr</sup>	-	3% <sup>t</sup>	-	-	-	-	100%
Prefer not to answer	22	6	2	2	5	2	4	-	2	2	1	2	-	7	1	-	6	3	5	*	-	-	-	-	-	-	-
	1%	1%	1%	1%	6% <sup>abfg</sup>	2%	1%	-	1%	1%	*	2% <sup>j</sup>	-	*	7%	-	1%	*	2% <sup>p</sup>	1%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 968  
**To which of the following ethnic groups do you consider you belong?**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																		
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 5-18 (c)		Any aged 5-10 (d)		Any aged 11-15 (e)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)		£14,001 to £21,000 (m)		£21,001 to £28,000 (n)		£28,001 to £34,000 (o)		£34,001 to £41,000 (p)		£41,001 to £48,000 (q)		£48,001 to £55,000 (r)		£55,001 or more (s)	
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Any aged 11-15 (h)	Any aged 16-18 (h)				£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)									
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81									
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*									
White	1883 90%	1389 93%	485 86%	446 85%	406 86%	155 83%	232 85%	199 85%	87 87%	178 80%	1705 92%	61 78%	237 94%	334 91%	443 91%	368 93%	155 90%	56 89%	40 88%	90 89%									
NET: BAME	176 8%	96 6%	77 14%	73 14%	62 13%	30 16%	39 14%	34 14%	12 12%	41 18%	135 7%	14 18%	15 6%	30 8%	42 9%	28 7%	16 9%	7 11%	6 12%	10 10%									
Mixed	37 2%	19 1%	18 3%	17 3%	13 3%	7 4%	8 3%	9 4%	2 2%	13 6%	24 1%	3 4%	4 2%	6 2%	7 2%	6 2%	5 3%	-	1 2%	2 2%									
Asian	93 4%	44 3%	48 8%	45 9%	40 9%	20 11%	24 9%	22 9%	10 10%	18 8%	75 4%	8 10%	10 4%	18 5%	24 5%	10 2%	8 5%	5 8%	5 10%	2 2%									
Black	29 1%	19 1%	9 2%	8 1%	6 1%	3 2%	5 2%	3 1%	1 1%	6 3%	22 1%	1 2%	* *	5 1%	3 1%	10 2%	2 1%	2 3%	-	4 4%									
Chinese	13 1%	12 1%	1 *	1 *	1 *	-	1 *	-	-	4 2%	10 1%	2 2%	-	2 *	5 1%	1 *	1 1%	-	-	1 1%									
Other ethnic group	5 *	2 *	2 *	2 *	1 *	1 *	1 *	1 *	-	-	5 *	-	1 *	-	2 *	1 *	-	-	-	1 1%									
Prefer not to answer	22 1%	16 1%	3 1%	2 *	2 *	2 1%	1 *	1 *	1 1%	2 1%	19 1%	3 4%	1 mno	1 *	4 1%	1 *	1 1%	-	-	1 1%									

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 969  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
White	1883	77	79	86	80	46	47	142	70	82	134	83	58	52	27	372	60	72	67	74	62	113
	90%	98% <sup>d</sup> jop	97% <sup>d</sup> jop	99% <sup>d</sup> jop	88%	99% <sup>g</sup> jop	97% <sup>o</sup> jop	87%	98% <sup>d</sup> jop	92% <sup>o</sup> jop	81%	94% <sup>o</sup> jop	97% <sup>o</sup> jop	96% <sup>o</sup> jop	100%	79%	89%	100% <sup>d</sup> jop	100% <sup>d</sup> jop	95% <sup>o</sup> jop	100% <sup>d</sup> jop	98% <sup>d</sup> jop
NET: BAME	176	1	2	1	10	-	1	21	-	6	29	4	2	2	-	89	5	-	-	4	-	-
	8%	2%	3%	1%	11% <sup>a</sup> cehq	-	3%	13% <sup>a</sup> bcehq	-	7% <sup>h</sup> qvw	17% <sup>a</sup> bcefhiklmqrs	4%	3%	4%	-	19% <sup>a</sup> bcefhiklmqrs	7% <sup>h</sup> qvw	-	-	5% <sup>w</sup>	-	-
Mixed	37	-	1	1	2	-	-	1	-	1	2	3	*	-	-	23	2	-	-	-	-	-
	2%	-	2%	1%	2%	-	-	1%	-	1%	1%	3%	1%	-	-	5% <sup>g</sup> w	2%	-	-	-	-	-
Asian	93	1	1	-	5	-	1	16	-	3	24	-	1	1	-	35	2	-	-	4	-	-
	4%	2%	1%	-	6% <sup>c</sup> w	-	3%	10% <sup>b</sup> chq	-	3%	14% <sup>a</sup> bcefhiklmopq	-	1%	1%	-	8% <sup>b</sup> chq	3%	-	-	5% <sup>w</sup>	-	-
Black	29	-	-	-	*	-	-	1	-	2	2	1	1	1	-	20	-	-	-	-	-	-
	1%	-	-	-	*	-	-	1%	-	2%	1%	1%	1%	3%	-	4% <sup>w</sup>	-	-	-	-	-	-
Chinese	13	-	-	-	2	-	-	2	-	-	-	-	-	-	-	8	2	-	-	-	-	-
	1%	-	-	-	2%	-	-	1%	-	-	-	-	-	-	-	2%	2%	-	-	-	-	-
Other ethnic group	5	-	-	-	1	-	-	1	-	-	1	-	-	-	-	3	-	-	-	-	-	-
	*	-	-	-	1%	-	-	1%	-	-	*	-	-	-	-	1%	-	-	-	-	-	-
Prefer not to answer	22	-	-	-	1	*	-	1	2	1	2	2	-	-	-	8	2	-	-	-	-	3
	1%	-	-	-	1%	1%	-	1%	2%	2%	1%	2%	-	-	-	2%	4%	-	-	-	-	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 970  
**To which of the following religious groups do you consider yourself to be a member of?**  
Base: All respondents

	Gender			Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Christian	1003	483	520	71	138	134	173	169	317	285	277	198	242	88	41	122	74	68	66	44	96	126	142	91	45
	48%	48%	49%	31%	38%	40%	47%	55%	66%	50%	47%	47%	48%	50%	48%	53%	44%	38%	45%	44%	50%	46%	50%	50%	72%
NET: Other	162	76	85	19	38	40	36	13	16	40	46	39	37	5	2	27	7	29	8	7	4	46	19	8	*
	8%	8%	8%	8%	11%	12%	10%	4%	3%	7%	8%	9%	7%	3%	2%	12%	4%	16%	5%	7%	2%	17%	7%	4%	1%
Muslim	74	40	34	9	24	25	15	1	-	12	25	22	15	1	-	14	5	22	4	2	-	21	4	-	-
	4%	4%	3%	4%	7%	8%	4%	*	-	2%	4%	5%	3%	1%	-	14%	3%	12%	3%	2%	-	8%	2%	-	-
Hindu	14	7	6	1	3	7	1	1	1	8	3	3	*	-	-	3	-	-	-	1	1	6	2	-	-
	1%	1%	1%	*	1%	2%	*	*	*	1%	*	1%	*	-	-	1%	-	-	-	1%	1%	6%	2%	-	-
Jewish	14	6	8	3	1	-	2	4	5	5	4	1	4	-	-	1	1	-	-	-	1	9	2	1	-
	1%	1%	1%	1%	*	-	*	1%	1%	1%	*	*	4%	-	-	*	*	-	-	-	1%	3%	1%	*	-
Sikh	5	*	4	*	3	-	1	-	-	2	-	2	-	-	-	-	-	5	-	-	-	-	-	-	-
	*	*	*	*	1%	-	*	-	-	*	-	*	*	-	-	-	-	3%	-	-	-	-	-	-	-
Buddhist	23	13	10	*	4	3	7	3	5	8	4	4	6	2	1	2	-	1	2	3	1	3	6	1	-
	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	3%	1%	1%	2%	1%	-
Other	32	10	22	5	4	5	10	3	5	7	8	9	9	1	1	7	1	1	2	1	-	6	5	6	*
	2%	1%	2%	2%	1%	2%	3%	1%	1%	1%	1%	2%	2%	1%	1%	3%	1%	1%	2%	1%	-	2%	2%	3%	1%
None	877	433	444	129	170	155	155	122	147	231	253	180	213	80	42	81	83	80	71	49	87	90	118	79	17
	42%	43%	42%	56%	47%	42%	40%	30%	41%	43%	43%	42%	46%	49%	35%	49%	45%	48%	49%	45%	33%	42%	44%	28%	28%
Prefer not to say	39	23	17	12	13	4	4	4	2	12	9	5	13	3	1	2	5	3	2	1	7	11	3	3	-
	2%	2%	2%	5%	4%	1%	1%	1%	*	2%	2%	1%	3%	1%	1%	3%	1%	1%	1%	1%	4%	4%	1%	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 971  
**To which of the following religious groups do you consider yourself to be a member of?**  
Base: All respondents

	Working Status										Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?					
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemplo yed (c)	Not work ing but seek ing (d)	State (e)	Pri vate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physic al condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educat ion (n)	Pri - mary (o)	Seco ndary (p)	Univ - ersity degree (q)	Higher univ - ersity degree (r)	Still in full time educat ion (s)	White (t)	NET: Non - white (u)	Mixed (v)	Asian (w)	Black (x)	Chin - ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Christian	1003	433	110	67	25	77	237	53	220	63	159	79	13	765	9	4	600	270	102	11	958	44	11	4	22	5	1
	48%	46% <sup>d</sup>	44% <sup>d</sup>	39%	30%	66% <sup>abd</sup>	63% <sup>abd</sup>	42%	48% <sup>gi</sup>	34%	53% <sup>hi</sup>	55% <sup>hi</sup>	65%	49% <sup>gi</sup>	50%	32%	53% <sup>qs</sup>	44% <sup>rs</sup>	45% <sup>rs</sup>	27%	51% <sup>uw</sup>	25% <sup>w</sup>	30% <sup>w</sup>	4%	76%	41%	30%
NET: Other	162	78	17	18	14	9	7	17	35	16	25	7	2	126	2	2	71	54	22	9	66	96	5	82	3	2	3
	8%	8% <sup>f</sup>	7% <sup>f</sup>	10%	17% <sup>abf</sup>	8% <sup>f</sup>	2%	14% <sup>bf</sup>	8%	9%	8%	5%	12%	8%	13%	15%	6%	9%	10%	22% <sup>pqr</sup>	3%	55% <sup>tv</sup>	15% <sup>t</sup>	88% <sup>tuv</sup>	10%	16%	70%
Muslim	74	44	5	7	6	-	-	12	7	4	6	-	-	67	1	-	41	21	7	4	4	70	3	61	2	1	3
	4%	5% <sup>ef</sup>	2% <sup>f</sup>	4%	8% <sup>bef</sup>	-	-	9% <sup>abef</sup>	2%	2%	2%	-	-	4% <sup>hk</sup>	7%	-	4%	3%	3%	9%	*	40% <sup>tv</sup>	8% <sup>t</sup>	66% <sup>tuv</sup>	8%	6%	56%
Hindu	14	7	2	1	2	-	1	*	1	1	-	1	-	12	-	-	2	6	5	1	14	-	14	-	-	-	-
	1%	1%	1%	1%	2% <sup>f</sup>	-	*	*	*	*	-	1%	-	1%	-	-	*	1% <sup>p</sup>	5	2% <sup>p</sup>	2% <sup>p</sup>	-	8% <sup>t</sup>	-	15% <sup>tuv</sup>	-	-
Jewish	14	5	-	-	1	3	2	2	5	-	3	2	-	10	-	-	4	8	2	-	14	1	1	-	-	-	-
	1%	1%	-	-	2%	3% <sup>ab</sup>	1%	2% <sup>ab</sup>	1%	-	1%	1%	-	1%	-	-	2	1% <sup>p</sup>	1%	-	1%	-	2%	-	-	-	-
Sikh	5	-	1	2	-	-	-	1	-	-	-	-	-	5	-	-	-	-	-	2	-	5	-	5	-	-	-
	*	-	* <sup>a</sup>	1%	-	-	-	1% <sup>a</sup>	-	-	-	-	-	*	-	-	*	-	-	5% <sup>pqr</sup>	-	3% <sup>t</sup>	-	5% <sup>t</sup>	-	-	-
Buddhist	23	11	3	1	2	4	1	1	7	3	6	2	1	15	1	1	8	7	5	-	16	6	1	3	1	1	1
	1%	1%	1%	*	2% <sup>f</sup>	3% <sup>f</sup>	*	1%	1%	2%	2%	1%	3%	1%	6%	10%	1%	1%	2%	-	1%	4% <sup>t</sup>	3%	3%	3%	10%	14%
Other	32	11	5	7	3	2	4	*	15	8	10	3	2	17	-	1	14	12	3	3	31	1	1	-	-	-	-
	2%	1%	2%	4%	3%	2%	1%	*	3% <sup>m</sup>	4% <sup>m</sup>	3% <sup>m</sup>	2%	9%	1%	-	5%	1%	2%	1%	6% <sup>p</sup>	2%	*	2%	-	-	-	-
None	877	418	119	85	37	29	135	54	198	103	115	56	5	663	4	7	456	290	92	21	840	32	18	6	4	5	-
	42%	44% <sup>ef</sup>	47% <sup>ef</sup>	49%	44% <sup>ee</sup>	24%	36% <sup>ee</sup>	43% <sup>ee</sup>	43% <sup>ej</sup>	56% <sup>hjk</sup>	38%	39%	23%	42%	24%	53%	40%	47% <sup>pp</sup>	41%	49%	45% <sup>uw</sup>	18% <sup>w</sup>	49% <sup>uw</sup>	6%	13%	35%	-
Prefer not to say	39	20	6	3	7	2	-	2	3	3	-	1	-	22	2	-	15	7	11	*	19	5	2	1	-	1	-
	2%	2% <sup>f</sup>	2% <sup>f</sup>	2%	9% <sup>abef</sup>	1% <sup>f</sup>	-	1% <sup>f</sup>	1%	2% <sup>gj</sup>	-	1%	-	1%	13%	-	1%	1%	5% <sup>pq</sup>	1%	1%	3%	6% <sup>t</sup>	1%	-	8%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 972  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
		(a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)																		
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81							
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*							
Christian	1003	739	261	236	216	84	114	109	52	88	915	25	110	196	248	194	87	24	25	49							
	48%	49%	46%	45%	46%	45%	42%	47%	52%	40%	49%	32%	44%	54%	51%	49%	51%	37%	54%	49%							
NET: Other	162	90	69	65	58	26	34	29	12	34	127	10	21	31	43	20	12	9	4	7							
	8%	6%	12%	12%	12%	14%	13%	12%	16%	7%	13%	13%	8%	9%	9%	5%	7%	14%	9%	7%							
Muslim	74	26	46	44	39	19	23	19	9	16	59	9	10	11	21	9	7	3	2	1							
	4%	2%	8%	8%	8%	10%	9%	8%	9%	7%	3%	11%	4%	3%	4%	2%	4%	5%	5%	1%							
Hindu	14	11	2	2	2	-	1	2	*	6	8	*	1	6	1	2	-	-	1	1							
	1%	1%	*	*	*	-	*	1%	*	3%	*	1%	*	2%	*	1%	-	-	1%	1%							
Jewish	14	10	4	4	3	1	1	2	-	4	10	-	1	4	4	1	2	-	-	3							
	1%	1%	1%	1%	1%	*	1%	-	2%	1%	-	-	*	1%	1%	*	1%	-	-	3%							
Sikh	5	2	2	2	2	1	2	1	-	*	4	-	2	-	2	1	-	-	-	-							
	*	*	*	*	*	1%	1%	*	-	*	*	-	1%	-	*	*	-	-	-	-							
Buddhist	23	19	3	3	3	-	1	3	-	3	19	*	2	3	5	4	3	1	1	1							
	1%	1%	1%	1%	1%	-	*	1%	-	2%	1%	1%	1%	1%	1%	2%	2%	2%	3%	1%							
Other	32	21	11	9	9	5	6	2	2	5	27	1	6	7	10	3	-	5	-	-							
	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	-	8%	-	-							
None	877	644	225	211	185	74	117	94	35	92	785	36	118	137	193	178	70	30	17	43							
	42%	43%	40%	40%	39%	39%	43%	40%	35%	41%	42%	46%	47%	38%	39%	45%	41%	47%	37%	43%							
Prefer not to say	39	27	11	10	9	4	7	2	1	7	32	7	4	1	5	5	2	1	-	1							
	2%	2%	2%	2%	2%	2%	3%	1%	1%	3%	2%	9%	2%	*	1%	1%	1%	1%	-	1%							

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 973  
**To which of the following religious groups do you consider yourself to be a member of?**  
Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Christian	1003	42	40	44	42	16	21	73	42	41	67	35	25	32	14	232	30	39	37	33	45	54
		48%	54%	49%	51%	46%	35%	43%	58%	46%	41%	39%	42%	59%	51%	49%	45%	54%	56%	43%	72%	46%
NET: Other	162	3	1	2	6	-	1	27	2	5	27	1	1	3	-	62	6	2	4	6	*	3
		8%	3%	2%	6%	-	3%	16%abcde	3%	6%	16%abcde	1%	2%	6%	-	13%abcdeh	8%k	3%	6%	8%k	1%	3%
Muslim	74	1	-	-	4	-	1	16	-	3	20	-	1	-	-	26	-	-	-	2	-	-
		4%	2%	-	4%w	-	3%	10%bchkm	-	4%	12%abceh	-	1%	-	-	6%cw	-	-	-	3%	-	-
Hindu	14	-	-	-	-	-	-	3	-	-	-	-	-	-	-	9	1	-	-	1	-	-
		1%	-	-	-	-	-	2%	-	-	-	-	-	-	-	2%	1%	-	-	2%	-	-
Jewish	14	-	-	-	1	-	-	1	-	-	-	1	-	1	-	10	-	1	-	-	-	-
		1%	-	-	1%	-	-	1%	-	-	-	1%	-	1%	-	2%	-	1%	-	-	-	-
Sikh	5	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-
		*	-	-	-	-	-	-	-	-	3%o	-	-	-	-	-	-	-	-	-	-	-
Buddhist	23	-	1	1	-	-	-	2	1	1	1	-	-	1	-	8	2	-	1	1	-	1
		1%	-	2%	1%	-	-	1%	1%	1%	1%	-	-	2%	-	2%	3%	-	2%	2%	-	1%
Other	32	1	-	1	1	-	-	5	1	1	1	-	*	1	-	8	3	1	3	1	*	2
		2%	2%	-	1%	2%	-	3%	2%	1%	1%	-	1%	3%	-	2%	4%	2%	4%	2%	1%	2%
None	877	33	37	40	38	30	27	63	27	41	68	47	33	19	13	163	30	31	24	38	17	57
		42%	43%	46%	46%v	42%	64%dgjh	55%ov	38%	37%	46%v	41%	53%ov	56%gmov	35%	49%	35%	45%	43%	37%	49%ov	28%
Prefer not to say	39	-	3	1	5	*	-	1	2	2	2	6	1	-	-	12	2	-	1	-	-	1
		2%	-	3%	1%	6%g	1%	-	1%	2%	2%	7%agjqs	1%	-	-	3%	3%	-	2%	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 974  
**Which of the following best describes where you live?**  
Base: All respondents

	Gender		Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
NET: Urban	1685	835	851	185	311	291	314	233	352	448	480	340	418	138	72	197	137	163	114	69	137	268	222	125	43
	81%	82%	80%	80%	86%hi	87%ghi	85%hi	75%	73%	79%	82%	80%	83%	79%	85%tux	85%tux	81%tux	91%nqs	77%	68%	71%	98%nop	78%	70%	68%
Urban - Population over 10,000	912	471	442	111	194	171	164	118	154	247	282	181	202	72	44	95	73	93	49	34	48	227	93	58	24
	44%	46%b	41%	48%hi	54%ghi	51%hi	45%i	38%	32%	43%	48%lm	43%	40%	41%u	53%stu	41%u	43%u	52%stu	33%	34%	25%	83%nop	33%	32%	39%
Town and Fringe	773	364	409	74	117	120	150	114	198	201	198	159	215	66	28	102	64	70	65	34	89	41	128	67	18
	37%	36%	38%	32%	32%	36%	41%	37%	41%de	35%	34%	38%	43%jk	38%v	33%v	44%v	38%v	39%v	44%v	34%v	46%vy	15%	45%vy	37%v	29%v
NET: Rural	396	181	215	46	49	42	54	76	130	120	105	83	88	37	12	35	32	17	33	32	56	4	61	54	20
	19%	18%	20%	20%f	14%	13%	15%	25%efg	27%efg	21%	18%	20%	17%	21%rv	15%v	15%v	19%rv	9%v	23%rv	32%opq	29%opqr	2%	22%rv	30%opq	32%opr
Village	346	161	184	44	45	37	46	62	112	102	95	68	80	34	11	32	32	16	31	26	53	3	54	45	10
	17%	16%	17%	19%f	12%	11%	12%	20%efg	23%efg	18%	16%	16%	16%	19%rv	13%v	14%v	19%rv	9%v	21%rv	26%opr	27%opr	1%	19%rv	25%opr	15%v
Hamlet & Isolated Dwelling	50	19	31	2	4	4	8	14	18	18	10	15	8	4	2	4	1	1	2	6	4	1	7	9	10
	2%	2%	3%	1%	1%	1%	2%	4%def	4%	3%	2%	3%	2%	2%	2%	2%	*	1%	1%	6%pqr	2%	*	2%	5%qrv	17%nopqrsuwvx

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 975  
**Which of the following best describes where you live?**  
Base: All respondents

	Working Status							Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work ing but seek ing (d)	State (e)	Private person (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physical condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal educat ion (n)	Pri- mary (o)	Sec- ondary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time educat ion (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
NET: Urban	1685 81%	808 85% bef	200 80%	135 78%	69 83%	89 76%	277 73%	107 84% f	347 76% j	149 80% j	217 72%	107 75%	14 70%	1298 82% hjk	15 88%	12 85%	915 80%	510 82%	186 82%	35 84%	1495 79%	172 98% t	37 100% t	91 98% t	28 98%	12 89%	5 100%
Urban - Population over 10,000	912 44%	482 51% bef	110 44% ef	70 40%	39 47% ef	38 33%	121 32%	52 41%	171 38% k	83 45% hjk	104 35%	43 30%	7 36%	720 46% hjk	5 28%	3 25%	459 40%	298 48% p	118 52% p	23 55%	774 41%	128 72% t	30 82% t	61 65% t	23 79%	9 70%	5 100%
Town and Fringe	773 37%	326 34%	90 36%	65 37%	30 36%	51 43%	156 41% a	55 44%	176 39%	66 35%	113 38%	64 45% i	7 34%	578 37%	10 61%	8 60%	456 40% qr	212 34%	68 30%	12 30%	721 38% uv	44 25%	6 18%	30 32%	5 18%	2 18%	-
NET: Rural	396 19%	141 15%	51 20% a	39 22%	14 17%	28 24% a	103 27% ag	20 16%	109 24% m	37 20%	82 28% him	35 25% m	6 30%	278 18%	2 12%	2 15%	227 20%	111 18%	40 16%	7 18%	388 18% uvw	4 2%	-	2 2%	1 2%	2 11%	-
Village	346 17%	128 14%	45 18%	32 18%	14 17%	24 21%	86 23% ag	17 13%	89 19%	30 16%	67 22% him	31 22%	4 20%	248 16%	1 4%	2 15%	203 18%	96 16%	34 15%	5 11%	339 18% uvw	3 2%	-	1 1%	1 2%	2 11%	-
Hamlet & Isolated Dwelling	50 2%	12 1%	7 3%	7 4%	-	4 3%	16 4% a	3 3%	20 4% m	7 4%	15 5% m	5 3%	2 10%	30 2%	1 7%	-	24 2%	15 2%	6 3%	2 5%	49 3%	1 1%	-	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 976  
**Which of the following best describes where you live?**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																						
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)		£14,001 to £21,000 (m)		£21,001 to £28,000 (n)		£28,001 to £34,000 (o)		£34,001 to £41,000 (p)		£41,001 to £48,000 (q)		£48,001 to £55,000 (r)		£55,001 or more (s)	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)				(o)	(p)	(q)	(r)	(s)											
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81														
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*														
NET: Urban	1685 81%	1180 79%	495 87%a	455 87%	414 88%a	162 86%a	235 87%a	210 90%a	92 91%a	181 82%	1504 81%	71 90%o	206 81%	299 82%	396 81%	300 76%	157 91%lmn	54 85%	33 72%	85 84%														
Urban - Population over 10,000	912 44%	659 44%	249 44%	228 44%	204 43%	86 46%	114 42%	110 47%	43 43%	115 52%j	797 43%	42 54%no	112 44%	165 45%	202 41%	161 40%	85 49%	31 49%	16 35%	58 58%lno														
Town and Fringe	773 37%	521 35%	245 43%a	227 43%	210 45%a	76 41%	121 45%a	100 43%a	49 49%a	66 30%	707 38%i	29 36%	94 37%	134 37%	195 40%a	140 35%	72 42%a	23 36%	17 37%	26 26%														
NET: Rural	396 19%	321 21%bde	71 13%	67 13%	56 12%	26 14%	37 13%	24 10%	9 9%	40 18%	355 19%	8 10%	47 19%p	67 18%p	93 19%p	97 24%kp	15 9%	10 15%	13 28%	16 16%														
Village	346 17%	280 19%bdf	62 11%	58 11%	47 10%	24 13%	32 12%	19 8%	5 5%	37 17%	308 17%	5 7%	43 17%kp	61 17%kp	80 16%kp	85 21%kp	14 8%	7 11%	13 28%	12 12%														
Hamlet & Isolated Dwelling	50 2%	41 3%	9 2%	9 2%	9 2%	2 1%	5 2%	5 2%	3 3%	3 1%	47 3%	2 3%	4 2%	6 2%	13 3%	12 3%	1 1%	2 4%	-	4 4%														

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 977  
**Which of the following best describes where you live?**  
**Base: All respondents**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Bir-mingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
NET: Urban	1685	62	64	72	73	35	40	147	63	71	151	59	49	40	23	422	45	52	48	56	43	71
	81%	80%w	79%w	83%kpw	81%kpw	75%	82%w	90%ekmp	87%kpsv	80%w	92%abcd	66%	82%w	75%	85%	90%abde	66%	73%	72%	72%	68%	62%
								qrsww	w		85	24	21	16	11	287	22	26	21	30	24	30
Urban - Population over 10,000	912	26	37	46	36	21	17	71	31	31	85	24	21	16	11	287	22	26	21	30	24	30
	44%	33%	45%kw	53%aikl	39%	45%w	36%	43%kw	43%w	34%	52%aikl	27%	34%	30%	41%	61%abdf	33%	35%	31%	39%	39%	26%
				mpqrw							mpqrw					ghiklmp						
																qrsww						
Town and Fringe	773	36	27	25	38	14	22	76	31	41	66	34	29	24	12	135	22	27	27	26	18	41
	37%	47%o	34%	29%	42%o	30%	46%o	47%cov	44%o	46%co	40%o	39%	48%co	45%o	44%	29%	33%	37%	41%	33%	29%	36%
NET: Rural	396	16	17	15	17	12	9	17	9	18	13	30	11	14	4	46	23	20	18	22	20	44
	19%	20%jo	21%jo	17%j	19%jo	25%gjo	18%	10%	13%	20%jo	8%	34%cdgh	18%	25%gjo	15%	10%	34%cdgh	27%gjo	28%gjo	28%ghjo	32%ghjo	38%abcdghjio
											jo	jo	jo	jo	jo	jo	jo	jo	jo	jo	jo	jo
Village	346	15	16	13	17	12	9	17	9	17	11	29	11	11	4	42	21	16	15	19	10	34
	17%	19%jo	19%jo	15%	19%jo	25%gjo	18%j	10%	13%	19%jo	6%	33%cgjh	18%j	20%jo	15%	9%	32%cgjh	22%gjo	22%gjo	24%gjo	15%	29%ccghjo
											ov	ov	ov	ov	ov	ov	ov	ov	ov	ov	ov	ov
Hamlet & Isolated Dwelling	50	1	2	3	-	-	-	-	-	1	3	1	-	3	-	4	2	4	4	3	10	10
	2%	1%	2%	3%	-	-	-	-	-	1%	2%	1%	-	5%dgo	-	1%	2%	6%dgo	5%go	4%go	17%abcde	9%adfgghijkl
																					fgijkl	ps

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 978  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
NET: Working	1201	625	575	134	295	274	287	165	46	336	389	272	204	105	49	135	110	100	77	50	107	182	147	93	46
	58%	62%b	54%	58%i	82%cdhi	82%cdhi	78%dhi	54%i	9%	59%lm	67%jlm	64%lm	40%	60%	58%	65%stwx	56%	52%	50%	55%	67%rstuw	52%	52%	73%rstuw	x
Working full time - working 30 hours per week or more	949	549	400	111	251	231	220	118	18	275	307	223	144	88	42	110	83	81	61	41	80	152	104	67	40
	46%	54%b	38%	48%hi	70%cdgh	69%cdgh	60%dhi	38%i	4%	48%lm	53%lm	53%lm	29%	50%wx	50%	47%w	49%w	45%	42%	40%	41%	58%rstuw	37%	37%	65%prstuw
Working part time - working between 8 and 29 hours per week	252	77	175	23	44	43	67	47	27	61	82	49	60	17	7	25	27	19	15	9	28	30	43	26	5
	12%	8%	16%a	10%	12%ci	13%ci	18%di	15%ci	6%	11%	14%	12%	12%	10%	8%	11%	16%	11%	10%	9%	14%	11%	15%	15%	9%
NET: Not working	880	390	490	97	65	59	81	143	436	233	195	151	302	71	35	97	60	80	71	51	86	91	135	87	17
	42%	38%	46%a	42%efgh	18%	18%	22%	46%efgh	91%defgh	41%kl	33%	36%	60%kl	40%	42%	42%	35%	44%v	48%qvy	50%qvy	45%vy	33%	48%qvy	48%qvy	27%
Not working but seeking work or temporarily unemployed or sick	83	45	38	24	14	17	12	12	4	15	7	14	48	5	2	8	8	9	7	2	9	8	17	6	2
	4%	4%	4%	10%efgh	4%ci	5%ci	3%ci	4%ci	1%	3%	1%	3%	9%jkl	3%	3%	3%	5%	5%	5%	2%	5%	3%	6%	4%	4%
Not working and not seeking work/ student	174	72	102	69	22	16	34	31	3	27	35	27	84	16	3	25	12	13	13	11	12	24	24	19	3
	8%	7%	10%	30%efgh	6%ci	5%ci	9%fi	10%fi	1%	5%	6%	6%	17%jkl	9%	4%	11%	7%	7%	9%	11%	6%	9%	9%	10%	4%
Retired on a state pension only	117	31	86	-	-	-	-	1	116	10	10	15	82	9	3	12	4	8	6	9	15	15	19	16	1
	6%	3%	8%a	-	-	-	-	*	24%defgh	2%	2%	4%	16%jkl	5%	4%	5%	2%	5%	4%	9%q	8%q	5%	7%q	9%q	2%
Retired with a private pension	380	225	154	-	-	*	3	67	310	168	124	58	30	30	20	40	29	33	37	23	40	26	59	37	7
	18%	22%b	14%	-	-	*	1%	22%defg	64%defgh	30%klm	21%lm	14%lm	6%	17%v	23%v	17%v	17%v	18%v	25%vy	23%v	21%v	10%	21%v	20%v	11%
House person, housewife, househusband, etc.	127	17	110	4	29	26	33	32	4	12	19	37	59	11	6	13	8	17	9	5	10	19	16	9	4
	6%	2%	10%a	2%	8%di	8%di	9%di	10%di	1%	2%	3%	9%jk	12%jk	6%	8%	6%	5%	10%	6%	5%	5%	7%	6%	5%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 979  
**Which of the following best describes your current working status?**  
 Base: All respondents

	Working Status				Disability								What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
NET: Working	1201	949	252	-	-	-	-	-	170	83	97	36	4	1003	7	5	638	386	149	8	1065	128	30	58	24	12	3
	58%	100%defg	100%defg	-	-	-	-	-	37%ijk	45%hjk	32%k	25%	22%	64%hijk	42%	35%	56%ps	62%ps	66%ps	18%	57%	73%tw	83%tw	63%	83%	94%	62%
Working full time - working 30 hours per week or more	949	949	-	-	-	-	-	-	117	56	67	19	1	813	6	4	496	303	129	2	838	105	21	50	22	9	3
	46%	100%bdefg	-	-	-	-	-	-	26%jk	30%jk	22%k	13%	7%	52%hijk	33%	30%	43%ps	49%ps	57%ps	6%	45%	60%t	59%	54%	76%	68%	51%
Working part time - working between 8 and 29 hours per week	252	-	252	-	-	-	-	-	54	28	30	18	3	191	1	1	142	82	20	5	227	23	9	8	2	3	1
	12%	-	100%adefg	-	-	-	-	-	12%	15%	10%	12%	15%	12%	8%	5%	12%	13%	9%	12%	12%	13%	24%tuw	9%	8%	26%	11%
NET: Not working	880	-	-	174	83	117	380	127	286	102	202	107	16	572	10	9	504	236	78	34	818	48	6	35	5	1	2
	42%	-	-	100%	100%ab	100%ab	100%ab	100%ab	63%im	55%im	68%him	75%hij	78%	36%	58%	65%	44%qr	38%	34%	34%	82%ppqr	43%uv	27%	37%uv	17%	6%	38%
Not working but seeking work or temporarily unemployed or sick	83	-	-	-	83	-	-	-	31	24	13	7	3	47	3	*	44	28	7	-	67	11	1	9	1	-	-
	4%	-	-	-	100%abefg	-	-	-	7%jm	13%hijk	4%	5%	13%	3%	15%	4%	4%	5%	3%	-	4%	6%	2%	9%t	4%	-	-
Not working and not seeking work/ student	174	-	-	174	-	-	-	-	77	47	47	35	6	90	1	3	89	38	6	34	151	21	4	14	2	-	2
	8%	-	-	100%	-	-	-	-	17%im	25%hjm	16%im	24%hjm	30%	6%	7%	19%	8%r	6%	3%	82%ppqr	8%	12%	10%	15%	5%	-	38%
Retired on a state pension only	117	-	-	-	-	117	-	-	41	3	33	18	1	73	4	2	94	12	5	-	114	1	-	-	1	-	-
	6%	-	-	-	-	100%abdfg	-	-	9%im	2%	11%him	13%im	6%	5%	23%	12%	8%qr	2%	2%	-	6%uw	*	-	-	2%	-	-
Retired with a private pension	380	-	-	-	-	-	380	-	101	14	87	33	5	274	1	2	182	133	56	-	375	1	-	1	-	-	-
	18%	-	-	-	-	-	100%abdeg	-	22%im	7%	29%him	23%i	25%	17%i	8%	15%	16%ps	21%ps	25%ps	-	20%uw	*	-	1%	-	-	-
House person, housewife, househusband, etc.	127	-	-	-	-	-	-	127	36	15	22	14	1	88	1	2	95	24	4	-	111	16	2	11	1	1	-
	6%	-	-	-	-	-	-	100%abdef	8%	8%	8%	10%	4%	6%	4%	15%	8%qr	4%	2%	-	6%	9%	6%	12%t	5%	6%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 980  
**Which of the following best describes your current working status?**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
NET: Working	1201	749	443	409	368	136	214	184	78	177	1024	29	87	186	292	248	135	49	42	77	
	58%	50%	78%a	78%	78%a	73%a	79%a	79%a	78%a	80%j	55%	38%	35%	51%kl	60%klm	62%klm	79%klm	78%klm	93%	76%klmno	
Working full time - working 30 hours per week or more	949	589	352	323	288	112	168	138	62	155	794	11	51	133	238	199	126	40	41	71	
	46%	39%	62%a	62%	61%a	60%a	62%a	59%a	62%a	70%j	43%	14%	20%	36%kl	49%klm	50%klm	73%klm	64%klm	90%	71%klmno	
Working part time - working between 8 and 29 hours per week	252	160	91	86	80	24	46	46	17	22	230	19	37	53	54	49	10	9	1	6	
	12%	11%	16%a	16%	17%a	13%	17%a	20%a	17%	10%	12%	24%lmno	15%ps	15%ps	11%	12%	6%	14%	3%	6%	
NET: Not working	880	752	123	113	101	51	58	49	22	44	836	49	166	179	197	149	37	14	3	24	
	42%	50%bde	22%	22%	22%	21%	21%	22%	20%	45%i	49	62%lmno	65%lmno	49%nop	40%pqqs	38%ppqs	21%	22%	7%	24%	
Not working but seeking work or temporarily unemployed or sick	83	65	18	18	14	6	8	6	3	4	79	15	11	12	17	8	2	*	-	5	
	4%	4%	3%	3%	3%	3%	3%	3%	3%	2%	4%	19%lmno	4%	3%	4%	2%	1%	1%	-	5%	
Not working and not seeking work/ student	174	145	25	21	24	6	14	12	6	18	155	19	47	25	20	21	5	6	2	12	
	8%	10%bdef	4%	4%	5%	3%	5%	5%	6%	8%	8%	25%lmno	18%lmnop	7%	4%	5%	3%	10%	4%	12%np	
Retired on a state pension only	117	116	1	1	1	-	1	-	*	3	114	5	35	34	31	8	-	-	-	-	
	6%	8%bdef	*	*	*	-	*	-	*	1%	6%i	7%ops	14%nopqs	9%opqs	6%ops	2%	-	-	-	-	
Retired with a private pension	380	372	7	7	7	-	3	4	1	16	364	3	48	83	101	89	25	5	1	4	
	18%	25%bdef	1%	1%	2%	-	1%	2%	1%	7%	20%i	3%	19%ks	23%kqs	21%kqs	22%kqs	15%ks	7%	2%	4%	
House person, housewife, househusband, etc.	127	55	72	67	55	39	32	27	12	3	124	7	24	24	28	24	5	3	1	2	
	6%	4%	13%a	13%	12%a	21%abcd	12%a	12%a	12%a	1%	7%i	9%	10%ps	7%	6%	6%	3%	4%	2%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 981  
**Which of the following best describes your current working status?**  
Base: All respondents

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
NET: Working	1201	44	52	47	59	32	29	95	46	47	91	57	36	26	21	270	34	38	36	40	46	55
	58%	56%	64%w	55%	65%w	69%w	60%	58%	64%	52%	55%	64%w	60%	49%	76%	58%	50%	53%	54%	52%	73%cijm	47%
Working full time - working 30 hours per week or more	949	39	44	40	45	23	24	81	38	37	74	45	31	19	18	209	22	23	27	33	40	37
	46%	50%w	54%pqw	46%	50%pw	49%	49%	49%pqw	52%pqw	41%	45%	51%pqw	52%pw	35%	67%	45%w	32%	32%	41%	42%	65%cijm	32%
Working part time - working between 8 and 29 hours per week	252	5	8	7	14	9	5	14	8	10	17	11	5	7	3	61	12	15	9	8	5	17
	12%	6%	10%	8%	16%	20%	11%	9%	12%	11%	10%	13%	8%	14%	9%	13%	18%	21%acg	13%	10%	9%	15%
NET: Not working	880	34	29	39	31	14	19	69	26	42	74	32	24	28	6	198	34	34	31	37	17	61
	42%	44%	36%	45%v	35%	31%	40%	42%	36%	48%v	45%v	36%	40%	51%v	24%	42%v	50%v	47%v	46%v	48%v	27%	53%bdek
Not working but seeking work or temporarily unemployed or sick	83	1	3	2	3	4	1	7	1	3	11	3	5	3	-	19	4	1	4	*	2	7
	4%	2%	3%	3%	4%	8% <sub>s</sub>	1%	4%	2%	3%	7%	3%	8% <sub>s</sub>	5%	-	4%	5%	1%	6%	1%	4%	6%
Not working and not seeking work/ student	174	9	7	3	7	2	3	17	6	8	12	2	4	5	3	46	8	6	5	11	3	8
	8%	11% <sub>k</sub>	8%	4%	8%	4%	6%	11% <sub>k</sub>	8%	8%	7%	2%	7%	9%	10%	10% <sub>k</sub>	12% <sub>k</sub>	8%	8%	14% <sub>ck</sub>	4%	7%
Retired on a state pension only	117	6	3	5	1	1	2	12	3	3	5	7	4	3	-	30	4	5	8	5	1	9
	6%	8% <sub>d</sub>	4%	6%	1%	3%	3%	7% <sub>d</sub>	3%	4%	3%	8% <sub>d</sub>	7%	6%	-	6%	6%	7% <sub>d</sub>	12% <sub>dj</sub>	7% <sub>d</sub>	2%	7% <sub>d</sub>
Retired with a private pension	380	13	13	22	16	6	12	19	15	25	29	15	8	14	2	73	14	18	11	17	7	30
	18%	16%	16%	26% <sub>go</sub>	18%	14%	25% <sub>g</sub>	12%	20%	28% <sub>gov</sub>	18%	17%	14%	26% <sub>g</sub>	8%	16%	20%	24% <sub>g</sub>	17%	22%	11%	26% <sub>gov</sub>
House person, housewife, etc.	127	6	3	6	5	1	2	13	2	4	16	6	2	3	1	30	4	5	3	3	4	8
	6%	7%	4%	7%	5%	2%	5%	8%	2%	5%	10%	7%	4%	6%	5%	6%	6%	6%	4%	4%	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 982  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	1081	543	538	121	223	252	276	164	45	314	384	192	191	84	46	105	95	94	83	51	101	164	133	85	40
Weighted base	1201	625	575	134*	295	274	287	165	46*	336	389	272	204	105*	49*	135*	110*	100*	77*	50*	107*	182	147*	93*	46*
NET: Public Sector	330	157	174	46	86	82	71	40	5	108	127	62	33	28	15	28	35	33	20	13	31	47	34	30	16
	28%	25%	30%	34% <sup>ci</sup>	29% <sup>ci</sup>	30% <sup>ci</sup>	25%	24%	12%	32% <sup>lm</sup>	33% <sup>lm</sup>	23%	16%	27%	31%	20%	32%	33%	26%	26%	29%	26%	23%	33%	35%
A nationalised industry/state corporation	17	12	5	6	2	6	3	-	-	4	5	5	3	-	-	2	2	4	2	-	2	4	-	1	*
	1%	2%	1%	5% <sup>eh</sup>	1%	2%	1%	-	-	1%	1%	2%	1%	-	-	2%	2%	4% <sup>w</sup>	2%	-	2%	2%	-	1%	1%
Central government or civil service (including Courts service and Bank of England)	37	22	15	6	9	9	11	3	-	14	15	4	4	6	*	3	5	3	2	1	6	4	2	1	3
	3%	3%	3%	4%	3%	3%	4%	2%	-	4%	4%	1%	2%	6%	1%	2%	4%	3%	3%	3%	6%	2%	2%	1%	7%
Local government or council (including fire services, police and local authority controlled schools/colleges)	122	53	69	10	35	32	25	16	3	45	53	10	13	8	8	12	14	13	9	5	5	24	13	7	5
	10%	8%	12%	8%	12%	12%	9%	10%	7%	14% <sup>lm</sup>	14% <sup>lm</sup>	4%	6%	7%	16%	9%	12%	13%	12%	11%	5%	13%	9%	7%	11%
A university, or other grant funded establishment (include opted-out schools)	38	24	14	1	11	10	10	6	-	11	17	6	3	4	3	2	7	2	2	3	4	6	3	1	2
	3%	4%	2%	1%	4%	4%	3%	4%	-	3%	4%	2%	2%	4%	5%	1%	6%	2%	2%	5%	3%	3%	2%	2%	5%
A health authority or NHS Trust	76	23	53	8	27	15	16	11	-	23	32	17	5	6	4	5	3	8	3	4	8	5	9	18	5
	6%	4%	9% <sup>a</sup>	6%	9%	5%	6%	7%	-	7% <sup>m</sup>	8% <sup>m</sup>	6%	2%	5%	8%	4%	3%	8%	3%	8%	8%	3%	6%	19% <sup>npq</sup>	10% <sup>suw</sup>
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	41	22	18	14	3	10	6	5	2	11	5	19	6	5	1	5	4	2	3	-	6	5	7	3	1
	3%	4%	3%	11% <sup>efgh</sup>	1%	4%	2%	3%	5%	3%	1%	7% <sup>k</sup>	3%	5%	1%	3%	4%	2%	3%	-	5%	3%	5%	3%	2%
NET: Private Sector	870	469	402	89	209	192	216	125	40	227	262	210	171	77	34	107	75	67	57	37	76	134	114	63	30
	72%	75%	70%	66%	71%	70%	75%	76%	88% <sup>def</sup>	68%	67%	77% <sup>jk</sup>	84% <sup>jk</sup>	73%	69%	80%	68%	67%	74%	74%	71%	74%	77%	67%	65%
A charity, voluntary organisation or trust	59	14	45	7	9	14	16	8	5	18	16	14	11	4	1	3	8	2	4	8	6	8	12	1	3
	5%	2%	8% <sup>a</sup>	5%	3%	5%	6%	5%	12% <sup>e</sup>	5%	4%	5%	5%	4%	2%	2%	8%	2%	5%	15% <sup>nopr</sup>	5%	4%	8%	2%	6%
Self-employed (Private sector)	168	88	79	12	34	32	53	27	10	48	53	40	27	20	4	19	7	6	12	5	12	31	25	22	3
	14%	14%	14%	9%	11%	12%	19% <sup>d</sup>	16%	22% <sup>d</sup>	14%	14%	15%	13%	19% <sup>qr</sup>	9%	14%	7%	6%	16%	11%	11%	17% <sup>qr</sup>	17% <sup>qr</sup>	23% <sup>qr</sup>	8%
None of the above/ I work in the Private sector	644	367	277	70	166	146	147	90	25	161	193	156	133	53	29	85	59	59	42	24	59	95	76	39	23
	54%	59% <sup>b</sup>	48%	52%	56%	53%	51%	55%	54%	48%	50%	58%	65% <sup>jk</sup>	50%	59%	63% <sup>x</sup>	54%	59%	54%	48%	55%	52%	52%	43%	51%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 983  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Working Status							Disability							What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?						
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	1081	728	353	-	-	-	-	181	92	97	43	7	875	8	4	567	348	138	10	955	117	31	52	21	9	4		
Weighted base	1201	949	252	*	**	**	**	170	83*	97*	36*	4**	1003	7**	5**	638	386	149	8**	1065	128*	30**	58*	24**	12**	3**		
NET: Public Sector	330	269	61	-	-	-	-	51	27	27	13	2	276	2	1	159	110	54	3	296	34	7	16	8	3	2		
	28%	28%	24%	-	-	-	-	30%	32%	27%	37%	56%	27%	32%	29%	25%	29%	40%	40%	28%	27%	22%	27%	32%	21%	51%		
A nationalised industry/state corporation	17	15	2	-	-	-	-	2	2	-	-	-	15	-	-	14	2	1	*	13	4	2	1	-	-	-		
	1%	2%	1%	-	-	-	-	1%	2%	-	-	-	1%	-	-	2%	*	1%	6%	1%	3%	8%	2%	-	-	-		
Central government or civil service (including Courts service and Bank of England)	37	33	4	-	-	-	-	7	4	6	3	1	28	*	1	18	12	5	-	35	2	-	-	2	-	-		
	3%	4%	1%	-	-	-	-	4%	5%	6%	8%	13%	3%	5%	29%	3%	4%	-	3%	1%	-	-	-	8%	-	-		
Local government or council (including fire services, police and local authority controlled schools/colleges)	122	98	23	-	-	-	-	17	9	7	4	1	103	1	-	56	43	19	2	107	14	1	9	2	1	2		
	10%	10%	9%	-	-	-	-	10%	10%	7%	12%	31%	10%	19%	-	9%	11%	13%	20%	10%	11%	3%	15%	8%	9%	51%		
A university, or other grant funded establishment (include opted-out schools)	38	30	8	-	-	-	-	8	4	5	2	1	29	-	-	13	9	15	1	34	4	1	2	1	-	-		
	3%	3%	3%	-	-	-	-	5%	4%	5%	6%	12%	3%	-	-	2%	2%	10%pq	7%	3%	3%	2%	3%	5%	-	-		
A health authority or NHS Trust	76	65	11	-	-	-	-	11	7	6	3	-	64	-	-	32	37	7	1	67	8	1	3	2	2	-		
	6%	7%	4%	-	-	-	-	7%	9%	6%	8%	-	6%	-	-	5%	10%p	4%	7%	6%	7%	3%	6%	10%	12%	-		
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other public sector occupation (Please specify as much detail as possible)	41	27	14	-	-	-	-	5	1	3	1	-	36	1	-	26	8	7	-	39	2	2	-	-	-	-		
	3%	3%	6%a	-	-	-	-	3%	1%	3%	2%	-	4%	8%	-	4%	2%	5%	-	4%	1%	6%	-	-	-	-		
NET: Private Sector	870	680	190	-	-	-	-	120	57	71	23	2	728	5	4	479	275	95	5	769	94	24	43	16	10	1		
	72%	72%	76%	-	-	-	-	70%	68%	73%	63%	44%	73%	68%	71%	75%r	71%	63%	60%	72%	73%	78%	73%	68%	79%	49%		
A charity, voluntary organisation or trust	59	42	17	-	-	-	-	8	6	4	3	*	50	-	-	22	24	13	-	53	4	2	1	1	-	-		
	5%	4%	7%	-	-	-	-	5%	7%	4%	8%	10%	5%	-	-	3%	6%	9%p	-	5%	3%	8%	1%	4%	-	-		
Self-employed (Private sector)	168	118	49	-	-	-	-	34	18	20	6	*	130	-	-	89	56	20	1	145	21	6	8	3	3	1		
	14%	12%	20%a	-	-	-	-	20%m	22%m	21%	15%	10%	13%	-	-	14%	14%	14%	15%	14%	16%	20%	14%	13%	23%	27%		
None of the above/ I work in the Private sector	644	520	124	-	-	-	-	78	33	47	15	1	548	5	4	369	196	61	3	571	69	15	34	12	7	1		
	54%	55%	49%	-	-	-	-	46%	39%	48%	40%	24%	55%i	68%	71%	58%r	51%	41%	45%	54%	54%	50%	58%	51%	56%	22%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 984

**Do you work in any of the following occupations?****Base: All respondents who work**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
													£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)			
Unweighted base	1081	680	395	359	333	118	188	167	74	148	933	36	108	196	260	211	101	38	27	56		
Weighted base	1201	749	443	409	368	136*	214	184	78*	177	1024	29**	87*	186	292	248	135*	49*	42**	77*		
NET: Public Sector	330	200	126	117	104	43	62	45	21	48	282	3	15	59	84	55	47	17	7	25		
	28%	27%	28%	29%	26%	31%	29%	24%	27%	27%	26%	11%	17%	32%l	29%	22%	35%lo	35%l	16%	32%		
A nationalised industry/state corporation	17	5	10	10	8	6	6	4	-	3	14	-	*	1	3	4	5	-	-	4		
	1%	1%	2%a	3%	2%	4%a	3%a	2%	-	2%	1%	-	1%	*	1%	2%	4%	-	-	6%mn		
Central government or civil service (including Courts service and Bank of England)	37	23	12	12	11	3	9	6	-	9	28	-	*	4	11	10	6	1	-	3		
	3%	3%	3%	3%	3%	2%	4%	3%	-	5%	3%	-	*	2%	4%	4%	4%	3%	-	4%		
Local government or council (including fire services, police and local authority controlled schools/colleges)	122	67	54	49	45	19	27	14	11	15	107	-	7	20	42	17	9	8	3	8		
	10%	9%	12%g	12%	12%g	14%	12%	8%	14%	8%	10%	-	8%	11%	14%o	7%	7%	17%	8%	11%		
A university, or other grant funded establishment (include opted-out schools)	38	27	11	11	8	7	3	5	2	7	31	1	1	8	2	10	12	1	1	2		
	3%	4%	2%	3%	2%	5%f	1%	3%	2%	4%	3%	3%	2%	4%n	1%	4%n	9%n	1%	1%	3%		
A health authority or NHS Trust	76	53	23	21	19	5	10	10	5	8	68	1	5	17	16	13	10	2	3	4		
	6%	7%	5%	5%	5%	3%	5%	5%	6%	5%	7%	4%	5%	9%	5%	5%	7%	4%	7%	6%		
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other public sector occupation (Please specify as much detail as possible)	41	25	15	15	14	4	9	6	4	5	35	1	1	9	11	1	6	5	-	2		
	3%	3%	3%	4%	4%	3%	4%	4%	3%	3%	3%	5%	2%	5%o	4%o	1%	4%o	11%lo	-	3%		
NET: Private Sector	870	549	317	291	264	93	151	139	57	129	741	26	72	127	208	193	88	32	36	52		
	72%	73%	72%	71%	72%	69%	71%	76%	73%	73%	72%	89%	83%mpq	68%	71%	78%p	65%	65%	84%	68%		
A charity, voluntary organisation or trust	59	41	17	13	17	1	5	10	5	10	49	-	4	6	19	15	4	-	-	7		
	5%	6%e	4%e	3%	4%	1%	2%	6%	7%e	5%	5%	-	4%	3%	7%	6%	3%	-	-	8%		
Self-employed (Private sector)	168	114	54	51	43	15	21	22	13	32	136	10	21	29	40	41	11	5	3	2		
	14%	15%	12%	12%	12%	11%	10%	12%	16%	18%	13%	34%	23%mps	16%ss	14%ss	16%ss	8%	9%	7%	3%		
None of the above/ I work in the Private sector	644	393	246	228	204	77	126	107	39	87	556	16	48	92	149	137	73	27	32	43		
	54%	52%	55%	56%	56%	57%	59%	58%	50%	49%	54%	55%	55%	49%	51%	55%	54%	55%	77%	56%		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 985

**Do you work in any of the following occupations?****Base: All respondents who work**

	Which of the following cities do you live in, or nearest to?																			None of these (w)		
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)		Cardiff (s)	Belfast (v)
Unweighted base	1081	34	41	46	50	27	27	72	40	52	86	47	33	25	13	253	35	35	35	42	40	48
Weighted base	1201	44**	52*	47*	59*	32**	29**	95*	46*	47*	91*	57*	36**	26**	21**	270	34**	38**	36**	40*	46*	55*
NET: Public Sector	330	14	13	15	17	12	9	17	14	14	26	22	5	5	7	68	11	11	14	9	16	11
	28%	32%	26%	32%	29%	37%	31%	18%	31%	30%	29%	38%g	13%	18%	35%	25%	32%	27%	39%	22%	35%	21%
A nationalised industry/state corporation	17	-	-	-	-	2	1	2	-	1	3	1	1	-	-	5	1	-	-	-	-	-
	1%	-	-	-	-	7%	3%	2%	-	2%	3%	3%	2%	-	-	2%	2%	-	-	-	-	1%
Central government or civil service (including Courts service and Bank of England)	37	4	2	*	1	2	2	2	3	3	3	3	-	-	-	7	-	-	1	1	3	-
	3%	8%	5%	1%	1%	6%	7%	2%	5%	6%	3%	6%	-	-	-	3%	-	-	3%	3%	7%	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	122	2	5	8	7	5	4	6	6	5	12	4	3	2	3	26	4	4	3	3	5	4
	10%	5%	10%	17%	12%	14%	13%	6%	13%	11%	13%	7%	8%	7%	12%	10%	13%	10%	9%	7%	11%	8%
A university, or other grant funded establishment (include opted-out schools)	38	-	4	3	6	1	-	2	1	1	-	4	-	-	1	8	-	1	-	3	2	2
	3%	-	7%j	5%	10%j	4%	-	2%	2%	2%	-	6%	-	-	6%	3%	-	4%	-	6%j	5%	3%
A health authority or NHS Trust	76	5	1	4	3	-	1	4	2	1	7	6	1	3	2	9	6	4	8	2	5	3
	6%	11%	2%	8%	4%	-	3%	4%	4%	3%	8%	11%	3%	10%	7%	3%	17%	12%	4%	23%	6%	6%
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	41	3	1	1	1	2	1	2	3	3	1	3	-	-	2	12	-	1	2	-	1	2
	3%	8%	2%	1%	2%	6%	5%	2%	7%	5%	1%	5%	-	-	9%	4%	-	2%	5%	-	2%	4%
NET: Private Sector	870	30	39	32	42	20	20	78	32	33	65	35	31	21	14	202	23	28	22	31	30	43
	72%	68%	74%	68%	71%	63%	69%	82%k	69%	70%	71%	62%	87%	82%	65%	75%	68%	73%	61%	78%	65%	79%
A charity, voluntary organisation or trust	59	1	1	1	5	2	3	3	-	1	1	*	4	-	-	17	3	1	1	8	3	3
	5%	3%	2%	2%	8%	7%	9%	3%	-	2%	2%	*	12%	-	-	6%	10%	2%	2%	19%bcghi	6%	6%
																				jko		
Self-employed (Private sector)	168	8	10	4	3	4	5	13	7	3	4	5	6	4	4	51	3	9	10	4	3	6
	14%	18%	20%j	9%	5%	12%	19%	14%	14%	6%	5%	9%	16%	17%	19%	19%dij	9%	23%	27%	11%	8%	12%
None of the above/ I work in the Private sector	644	21	27	27	34	14	12	61	25	29	59	30	21	17	10	134	16	18	11	19	23	33
	54%	47%	52%	57%	58%	44%	42%	64%	54%	62%	65%o	53%	59%	65%	46%	50%	48%	47%	32%	48%	51%	61%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 986  
**Do you have any children aged 18 or under? If so, how old are they?**  
Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
No children aged 18 or under	1501	753	748	199	173	137	238	282	470	428	427	284	362	122	59	157	115	126	112	77	139	191	219	149	36
	72%	74%	70%	86%efg	48%	41%	65%ef	92%efg	98%def	75%l	73%	67%	71%	69%	70%	68%	70%	76%y	76%y	72%	70%	78%pqy	83%nop	83%nop	58%
NET: Yes	566	254	312	24	183	193	130	26	11	131	156	135	143	54	26	72	54	52	35	24	50	79	63	30	26
	27%	25%	29%	10%i	51%dghi	58%dghi	35%dhi	8%i	2%	23%	27%	32%j	28%	31%cx	30%cx	31%cx	32%wx	29%cx	23%	24%	26%	29%cx	22%	17%	42%stuw
NET: Any 5-18	469	216	253	13	124	171	127	26	9	115	124	110	120	47	23	64	39	47	27	19	43	66	50	25	19
	23%	21%	24%	6%i	34%cdhi	51%deg	34%dhi	8%i	2%	20%	21%	26%	24%	27%wx	28%cx	27%wx	23%	26%cx	18%	19%	22%	24%cx	18%	14%	30%wx
NET: Any 11-18	283	137	145	9	43	92	110	24	5	69	76	64	73	24	15	37	27	29	16	11	26	41	31	14	12
	14%	14%	14%	4%i	12%di	28%deh	30%dehi	8%i	1%	12%	13%	15%	14%	14%	18%cx	16%cx	16%cx	16%cx	11%	11%	13%	15%cx	11%	8%	20%cx
Yes - children aged under 5 years old	188	67	121	14	112	56	4	-	1	31	55	54	46	17	6	23	24	20	13	8	15	19	24	9	10
	9%	7%	11%a	6%ghi	31%dfghi	17%dghi	1%	-	*	6%	9%j	13%j	9%j	9%	7%	10%	14%vwx	11%	9%	8%	8%	7%	8%	5%	16%vwx
Yes - children aged 5 to 10 years old	272	109	162	6	100	128	31	3	4	66	70	69	67	33	11	35	23	35	14	9	23	36	28	16	7
	13%	11%	15%a	2%	28%cdghi	38%deghi	8%dhi	1%	1%	12%	12%	16%	13%	19%stwx	14%	15%	14%	19%stwx	10%	9%	12%	13%	10%	9%	12%
Yes - children aged 11 to 15 years old	233	115	119	7	42	84	82	14	4	61	64	61	49	23	13	30	21	24	12	9	21	36	21	13	11
	11%	11%	11%	3%i	12%dhi	25%deh	22%dehi	5%i	1%	11%	11%	14%	10%	13%	15%	13%	13%	13%	8%	9%	11%	13%	7%	7%	17%wx
Yes - children aged 16 to 18 years old	100	52	48	1	2	28	55	13	2	24	25	16	34	5	7	16	6	8	7	3	11	13	14	2	7
	5%	5%	4%	1%	1%	8%dei	15%defh	4%dei	*	4%	4%	4%	7%	3%	9%ax	7%ax	4%	5%	5%	3%	6%ax	5%	5%	1%	11%ntx
Refused	14	8	6	8	3	3	-	-	1	9	1	3	1	-	-	3	1	1	1	-	5	2	1	-	-
	1%	1%	1%	3%ghi	1%	1%	-	-	*	2%k	*	1%	*	-	-	1%	1%	1%	1%	-	3%w	1%	*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 987  
**Do you have any children aged 18 or under? If so, how old are they?**  
Base: All respondents

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employ ed (a)	Part time employ ed (b)	Unempl oyed (c)	Not work ing but seek ing (d)	State (e)	Priv ate (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - phys ical condit ion (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal educ ation (n)	Prim ary (o)	Second ary (p)	Univ ersity degree (q)	High er univ ersity degree (r)	Still in full time educ ation (s)	White (t)	NET: Non white (u)	Mixed (v)	Asian (w)	Black (x)	Chin ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
No children aged 18 or under	1501	589	160	145	65	116	372	55	374	140	255	121	20	1090	10	11	796	467	166	36	1389	96	19	44	19	12	2
	72%	62%g	64%g	84%	78%cabg	99%abd	98%abd	43%	82%im	75%	85%him	85%im	97%	69%	57%	82%	70%	75%p	73%	87%p	74%uw	54%	51%	48%	66%	94%	34%
NET: Yes	566	352	91	25	18	1	7	72	82	45	44	22	1	473	7	3	336	154	60	4	485	77	18	48	9	1	2
	27%	37%def	36%def	14%	21%ef	1%	2%	57%abd	18%j	25%hjk	15%	15%	3%	30%hjk	43%	18%	29%qs	25%qs	27%qs	8%	26%	44%t	49%t	52%t	30%	6%	41%
NET: Any 5-18	469	288	80	24	14	1	7	55	78	43	43	21	1	381	6	2	286	126	46	4	406	62	13	40	6	1	1
	23%	30%def	32%def	14%	16%ef	1%	2%	44%abd	17%j	23%hjk	14%	15%	3%	24%hjk	35%	13%	25%qs	20%	20%	8%	22%	35%t	36%	43%t	22%	6%	25%
NET: Any 11-18	283	167	53	16	8	*	5	33	56	31	32	17	-	221	3	1	181	68	28	2	244	37	9	24	3	-	1
	14%	18%ef	21%def	9%	10%ef	*	1%	26%ade	12%j	17%hj	11%	12%	-	14%	20%	5%	16%qs	11%	12%	4%	13%	21%t	25%t	26%t	12%	-	11%
Yes - children aged under 5 years old	188	112	24	6	6	-	-	39	10	8	3	2	-	176	3	2	103	51	27	*	155	30	7	20	3	-	1
	9%	12%ef	10%ef	3%	7%ef	-	-	31%abde	2%j	4%j	1%	1%	-	11%hij	18%	13%	9%	8%	12%qs	1%	8%	17%t	19%t	21%t	10%	-	17%
Yes - children aged 5 to 10 years old	272	168	46	14	8	1	3	32	33	19	14	6	1	233	4	1	155	80	28	3	232	39	8	24	5	1	1
	13%	18%ef	18%ef	8%	10%ef	1%	1%	25%ade	7%j	10%hjk	5%	4%	3%	15%hjk	22%	8%	14%	13%	12%	7%	12%	22%t	22%	26%t	16%	6%	25%
Yes - children aged 11 to 15 years old	233	138	46	12	6	-	4	27	43	25	23	14	-	185	3	1	143	61	24	1	199	34	9	22	3	-	1
	11%	15%ef	18%def	7%	8%ef	-	1%	21%def	9%	13%hj	8%	10%	-	12%	20%	5%	13%	10%	10%	3%	11%	19%t	24%t	23%t	9%	-	11%
Yes - children aged 16 to 18 years old	100	62	17	6	3	*	1	12	22	13	15	5	-	77	1	1	69	22	7	1	87	12	2	10	1	-	-
	5%	7%ef	7%ef	3%	3%ef	*	*	9%ef	5%	7%	5%	3%	-	5%	7%	5%	6%q	3%	3%	1%	5%	7%	5%	11%t	3%	-	-
Refused	14	9	1	4	1	-	1	-	-	-	-	-	-	12	-	-	9	1	1	2	9	3	-	1	1	-	1
	1%	1%	*	2%	1%	-	*	-	-	-	-	-	-	1%	-	-	1%	*	*	5%pqr	*	2%	-	1%	4%	-	25%

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 988  
**Do you have any children aged 18 or under? If so, how old are they?**  
**Base: All respondents**

	Total	Do you have any children aged 18 or under? If so, how old are they?							Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
		No children aged 18 or under (a)	NET: Under 16 (b) (c)		NET: Any 5-18 (d) (e)		Any aged 5-10 (f) (g)		Any aged 11-15 (q)		Any aged 16-18 (h)		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)				£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)			
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81			
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*			
No children aged 18 or under	1501	1501	-	-	-	-	-	-	-	128	1373	56	209	286	343	261	108	36	33	71			
	72%	100% <sup>bdef</sup>	-	-	-	-	-	-	-	58%	74% <sup>ai</sup>	71%	82% <sup>kno</sup>	78% <sup>nop</sup>	70%	66%	63%	57%	71%	71%			
NET: Yes	566	-	566	522	469	188	272	233	100	92	473	23	44	80	146	131	65	26	13	25			
	27%	-	100% <sup>a</sup>	100%	100% <sup>a</sup>	100% <sup>a</sup>	100% <sup>a</sup>	100% <sup>a</sup>	100% <sup>a</sup>	42% <sup>j</sup>	25%	29% <sup>kl</sup>	18%	22%	30% <sup>lm</sup>	33% <sup>lm</sup>	37% <sup>lm</sup>	42% <sup>lm</sup>	29%	25%			
NET: Any 5-18	469	-	469	425	469	91	272	233	100	73	396	20	35	66	124	108	57	21	12	18			
	23%	-	83% <sup>ae</sup>	82%	100% <sup>abe</sup>	49% <sup>a</sup>	100% <sup>abe</sup>	100% <sup>abe</sup>	100% <sup>abe</sup>	33% <sup>j</sup>	21%	25% <sup>kl</sup>	14%	18%	25% <sup>lm</sup>	27% <sup>lm</sup>	33% <sup>lms</sup>	34% <sup>lm</sup>	26%	18%			
NET: Any 11-18	283	-	283	239	283	26	85	233	100	37	245	14	20	38	80	65	33	10	7	10			
	14%	-	50% <sup>aef</sup>	46%	60% <sup>abe</sup>	14% <sup>a</sup>	31% <sup>ae</sup>	100% <sup>abdef</sup>	100% <sup>abd</sup>	17%	13%	18% <sup>lm</sup>	8%	10%	16% <sup>lm</sup>	16% <sup>lm</sup>	19% <sup>lm</sup>	16%	16%	10%			
Yes - children aged under 5 years old	188	-	188	188	91	188	79	24	2	37	151	4	19	28	43	48	19	10	1	10			
	9%	-	33% <sup>adg</sup>	36% <sup>h</sup>	19% <sup>ag</sup>	100% <sup>abd</sup>	29% <sup>adg</sup>	10% <sup>ah</sup>	2% <sup>a</sup>	17% <sup>j</sup>	8%	5%	8%	8%	9%	12%	11%	15%	3%	10%			
Yes - children aged 5 to 10 years old	272	-	272	272	272	79	272	80	12	48	224	9	19	35	68	67	36	13	7	12			
	13%	-	48% <sup>agh</sup>	52% <sup>gh</sup>	58% <sup>abe</sup>	42% <sup>ah</sup>	100% <sup>abd</sup>	34% <sup>ah</sup>	12% <sup>a</sup>	22% <sup>j</sup>	12%	12%	8%	10%	14% <sup>l</sup>	17% <sup>lm</sup>	21% <sup>lm</sup>	21% <sup>lm</sup>	15%	12%			
Yes - children aged 11 to 15 years old	233	-	233	233	233	24	80	233	51	34	199	10	15	25	68	55	31	9	7	9			
	11%	-	41% <sup>aef</sup>	45% <sup>f</sup>	50% <sup>abe</sup>	13% <sup>a</sup>	30% <sup>ae</sup>	100% <sup>abd</sup>	51% <sup>aef</sup>	15%	11%	13% <sup>l</sup>	6%	7%	14% <sup>lm</sup>	14% <sup>lm</sup>	18% <sup>lm</sup>	14%	16%	9%			
Yes - children aged 16 to 18 years old	100	-	100	56	100	2	12	51	7	93	7	7	7	19	25	18	12	3	5	3			
	5%	-	18% <sup>aef</sup>	11% <sup>f</sup>	21% <sup>abef</sup>	1% <sup>a</sup>	4% <sup>a</sup>	22% <sup>ae</sup>	100% <sup>abde</sup>	3%	5%	9% <sup>l</sup>	3%	5%	5%	5%	7%	5%	11%	3%			
Refused	14	-	-	-	-	-	-	-	*	14	*	-	-	-	-	5	-	1	-	4			
	1%	-	-	-	-	-	-	-	*	1%	1%	1%	-	-	-	1% <sup>n</sup>	-	1% <sup>n</sup>	-	4% <sup>lmnp</sup>			

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 989  
**Do you have any children aged 18 or under? If so, how old are they?**  
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
No children aged 18 or under	1501	51	55	61	67	33	30	101	52	74	110	60	35	47	16	350	54	59	56	62	36	91
	72%	65%	67%	71%	74%	70%	61%	62%	72%	83%abfg jklv	67%	68%	58%	87%abcf gijklv	60%	75%glv	79%fglv	82%afgjl v	84%abfg 80%fglv	58%	58%	79%fgjl v
NET: Yes	566	27	26	25	22	14	19	60	20	15	53	23	25	7	11	115	14	13	11	16	26	23
	27%	35%imqr w	33%imr	29%im	25%	30%	39%imop qrs	37%imop qrs	28%	17%	32%imqr w	26%	42%dimo pqrs	13%	40%	25%	21%	18%	16%	20%	42%dimo pqrs	20%
NET: Any 5-18	469	25	21	24	13	10	17	54	15	13	45	18	21	5	6	99	11	10	9	12	19	20
	23%	33%dimq rsw	26%cm	28%dim	14%	20%	35%dimo pqrs	33%dimo pqrs	21%	15%	28%dimq r	21%	35%dimop qrs	9%	23%	21%	17%	14%	14%	16%	30%dimq r	17%
NET: Any 11-18	283	16	7	16	7	7	12	33	6	11	28	11	10	3	3	60	7	7	5	6	12	15
	14%	20%dms	9%	19%dm	7%	15%	25%bdhm oqrs	20%dmrs	8%	12%	17%dm	12%	16%	5%	12%	13%	11%	10%	8%	8%	20%dm	13%
Yes - children aged under 5 years old	188	5	12	5	15	5	5	20	7	5	21	6	9	4	6	30	6	4	3	6	10	5
	9%	6%	14%ow	6%	17%cioq rw	11%	11%	12%ow	10%	6%	13%ow	7%	15%ow	7%	21%	6%	8%	5%	4%	8%	16%ow	4%
Yes - children aged 5 to 10 years old	272	16	17	11	7	7	7	29	11	7	32	9	13	4	4	56	6	4	6	7	7	12
	13%	21%diq	21%diq	13%	8%	16%	14%	18%iq	15%	7%	20%diq s	10%	22%diqs	8%	14%	12%	9%	6%	9%	8%	12%	10%
Yes - children aged 11 to 15 years old	233	16	7	14	3	6	10	27	5	7	24	10	6	3	1	50	7	7	4	5	11	12
	11%	20%dhmor s	8%	16%d	4%	13%	20%dhm s	17%ds	7%	8%	15%d	11%	9%	5%	3%	11%	10%	10%	6%	6%	17%d	11%
Yes - children aged 16 to 18 years old	100	3	1	7	4	1	3	12	4	4	8	6	4	-	3	22	2	-	2	2	7	5
	5%	4%	1%	8%mq	4%	2%	5%	7%q	5%	5%	5%	7%	7%q	-	9%	5%	3%	-	4%	2%	11%bm q	4%
Refused	14	-	-	-	1	-	-	3	-	-	1	5	-	-	3	-	-	-	-	-	-	2
	1%	-	-	-	1%	-	-	2%	-	-	*	6%qjo	-	-	1%	-	-	-	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 990  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age							Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64	
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*	
Anglia	217 10%	101 10%	116 11%	27 12%	43 12%	30 9%	34 9%	28 9%	54 11%	56 10%	53 9%	48 11%	61 12%	-	-	-	-	2 1%	27 18%nopq rtwxy	-	168 87%nopq rstwxy	1 *	20 7%nopq rtvx	-	-	
Border	24 1%	10 1%	14 1%	-	2 1%	1 *	5 1%	6 2%	10 2% d	7 1%	8 1%	4 1%	5 1%	13 7%oqrs tuvwx	*	11 5%qrst uvwxy	-	-	-	-	-	-	-	-	-	
Central	261 13%	138 14%	123 12%	35 15%	34 9%	43 13%	47 13%	38 12%	64 13%	67 12%	79 14%	62 15%	53 10%	6 4%pquv	-	-	-	159 88%nop qstuvw xy	89 61%nopq tuwxy	-	-	-	3 1%	3 2%	-	
Granada	222 11%	101 10%	120 11%	25 11%	31 9%	43 13%	42 12%	38 12%	42 9%	46 8%	54 9%	63 15% jkl	60 12%	-	-	215 93%noqr stuvwxy	-	2 1%	2 1%	1 1%	1 *	-	1 *	-	-	
London	388 19%	171 17%	217 20%	48 21%	74 21%	58 17%	68 19%	55 18%	85 18%	131 23% lm	114 20%	60 14%	83 16%	-	-	-	1 *	3 2%	-	-	23 12%no pqrst xy	272 100% nopq rstuvw xy	89 31% nopq rstuxy	1 *	-	
Meridian	199 10%	89 9%	110 10%	17 7%	39 11%	25 8%	41 11%	26 8%	51 11%	49 9%	57 10%	40 9%	54 11%	-	-	-	-	1 1%	4 2% pqr	-	1 1%	-	169 60% nopq rstuv xy	24 13% nopq rstuv	-	
STV	157 8%	89 9%	68 6%	6 3%	27 8% d	36 11% d	33 9% d	24 8% d	31 6%	43 8%	40 7%	30 7%	44 9%	157 89% opqr stuvwxy	-	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	85 4%	51 5%	35 3%	7 3%	14 4%	9 3%	18 5%	21 7% f	17 4%	24 4%	22 4%	19 5%	20 4%	-	-	83 98% nopqr stuvwxy	-	2 1%	-	-	-	-	-	-	-	
Wales	99 5%	55 5%	44 4%	9 4%	15 4%	17 5%	18 5%	12 4%	28 6%	33 6% l	24 4%	7 2%	36 7% kl	-	-	-	-	-	-	99 98% nopq rsuvwxy	-	-	-	-	-	
West	57 3%	38 4% b	20 2%	11 5% gh	11 3%	12 4%	5 1%	2 5%	13 3%	20 3%	14 2%	13 3%	10 2%	-	-	6 3% vw	-	12 6% noqs tuwv	*	1 1%	-	-	-	39 22% nopq rstuvw	-	
Westcountry	114 5%	46 5%	68 6%	15 7% f	20 6% f	6 2%	23 6% f	15 5%	35 7% f	26 5%	39 7%	22 5%	28 5%	-	-	-	-	1 1%	-	-	-	-	-	113 63% nopq rstuvw	-	
Yorkshire	194 9%	105 10%	89 8%	30 13% g	32 9%	37 11%	24 7%	32 10%	39 8%	47 8%	57 10%	46 11%	44 9%	-	1 1%	-	167 98% nopr stuvwxy	-	25 17% nopr tuwxy	-	*	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 990  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
UTV	62	21	41	-	16	16	10	9	12	21	24	9	9	-	-	-	-	-	-	-	-	-	-	-	62
	3%	2%	4%a	-	4%d	5%d	3%d	3%d	2%d	4%	4%m	2%	2%	-	-	-	-	-	-	-	-	-	-	-	100%nopqrstuvwx

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**Overlap formulae used. \* small base**

### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 991  
**Which of the following ITV regions do you live in?**  
Base: All respondents

	Working Status							Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Anglia	217	100	26	15	13	13	37	13	47	18	33	13	2	167	2	2	134	57	14	3	204	11	4	3	3	-	-
Border	24	4	7	-	*	2	8	2	4	*	2	2	-	20	-	-	13	11	1	-	24	-	-	-	-	-	-
Central	261	114	29	15	12	11	58	22	59	19	40	20	2	197	3	1	160	58	34	4	233	25	3	19	2	-	1
Granada	222	106	21	25	9	13	35	13	47	22	35	15	4	168	2	-	132	59	17	7	200	19	1	14	1	2	1
London	388	188	51	27	13	27	60	23	63	24	38	18	4	309	6	4	184	136	50	7	299	81	18	31	20	8	3
Meridian	199	77	26	23	13	10	35	14	60	27	34	22	1	137	1	2	116	51	24	3	181	16	5	8	1	2	-
STV	157	79	14	16	5	8	26	9	44	17	25	14	1	109	1	1	79	61	14	2	153	3	1	2	-	-	-
Tyne Tees	85	41	9	3	2	4	20	6	16	5	11	3	2	68	1	-	51	22	9	3	84	1	1	-	-	-	-
Wales	99	40	9	11	2	9	23	5	29	10	23	12	1	68	1	*	50	30	17	1	96	4	-	4	-	-	-
West	57	26	11	5	1	2	8	4	7	4	4	2	-	47	-	-	24	25	8	*	51	6	-	5	*	-	-
Westcountry	114	39	14	16	5	13	23	4	34	18	21	12	1	81	-	-	57	38	12	7	114	-	-	-	-	-	-
Yorkshire	194	93	28	14	8	4	39	8	34	15	24	6	-	155	1	3	118	50	16	4	181	11	2	6	*	2	1
UTV	62	40	5	3	2	1	7	4	13	6	8	4	1	48	-	*	26	24	11	1	62	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 992  
**Which of the following ITV regions do you live in?**  
Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
		No children aged 18 or under (a)	NET: Under 16 (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)	
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81	
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*	
Anglia	217	150	61	53	49	21	28	19	13	14	203	6	22	37	50	57	13	6	5	5	
	10%	10%	11%	10%	10%	11%	10%	8%	13%	6%	11%	8%	9%	10%	10%	14%	7%	9%	11%	5%	
Border	24	18	6	6	4	3	2	4	1	-	24	*	4	6	6	-	-	-	-	-	
	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	1%	1%	1%	2%	1%	-	-	-	-	-	
Central	261	197	63	57	56	21	35	28	13	24	237	7	33	53	66	42	26	9	5	10	
	13%	13%	11%	11%	12%	11%	13%	12%	13%	11%	13%	9%	13%	15%	13%	11%	15%	15%	11%	10%	
Granada	222	151	68	62	60	23	33	29	15	35	187	14	27	44	53	33	24	6	1	10	
	11%	10%	12%	12%	13%	12%	12%	12%	15%	16%	10%	17%	11%	12%	11%	8%	14%	9%	3%	10%	
London	388	289	97	91	80	28	44	44	16	49	340	19	35	51	86	69	35	21	11	30	
	19%	19%	17%	17%	17%	15%	16%	19%	16%	22%	18%	24%	14%	14%	18%	17%	20%	34%	25%	30%	
Meridian	199	145	54	49	45	20	28	18	10	18	181	8	20	35	53	44	15	3	2	6	
	10%	10%	10%	9%	10%	11%	10%	8%	10%	8%	10%	10%	8%	10%	11%	11%	9%	5%	4%	6%	
STV	157	110	46	46	42	12	29	20	5	13	143	2	30	27	40	33	8	2	5	5	
	8%	7%	8%	9%	9%	6%	11%	9%	5%	6%	8%	3%	12%	7%	8%	8%	5%	4%	12%	5%	
Tyne Tees	85	59	26	25	25	5	13	14	7	10	75	1	19	13	18	17	4	3	4	3	
	4%	4%	5%	5%	5%	3%	5%	6%	7%	4%	4%	1%	8%	4%	4%	4%	2%	4%	8%	3%	
Wales	99	75	24	22	19	8	9	9	3	16	83	3	17	19	22	22	9	1	*	3	
	5%	5%	4%	4%	4%	4%	3%	4%	3%	7%	4%	4%	7%	5%	5%	5%	5%	1%	1%	3%	
West	57	37	20	20	17	8	12	10	-	12	45	1	7	15	9	9	4	3	-	5	
	3%	2%	3%	4%	4%	4%	5%	4%	-	6%	2%	1%	3%	4%	2%	2%	2%	5%	-	5%	
Westcountry	114	99	15	14	13	4	8	6	2	9	106	9	19	14	34	16	9	4	2	3	
	5%	7%	3%	3%	3%	2%	3%	3%	2%	4%	6%	11%	7%	4%	7%	4%	4%	5%	7%	3%	
Yorkshire	194	134	59	53	43	26	23	22	8	19	175	6	18	46	44	45	14	2	2	3	
	9%	9%	10%	10%	9%	14%	9%	10%	8%	9%	9%	7%	7%	13%	9%	11%	8%	4%	4%	3%	
UTV	62	36	26	24	19	10	7	11	7	2	60	2	3	5	7	4	12	3	7	16	
	3%	2%	5%	5%	4%	5%	3%	5%	7%	1%	3%	3%	1%	1%	1%	1%	7%	5%	16%	16%	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 993  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Anglia	217 10%	-	-	-	-	4 8%abcdg hprsv	1 2%	-	-	6 7%abcdg hpqs	3 2%	88 99%abcd efghij mopqrs v	50 83%abcde fghijmop qrs	-	1 2%	46 10%abcdg hjmpqrs	-	-	-	-	-	20 17%abcdg hijmopqrs
Border	24 1%	5 6%dgijk os	7 8%cdghij klpqrs v	5 6%dgijk os	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 6%dgijk os
Central	261 13%	6 8%bcdop qr	-	-	-	-	2 5%	10 6%cd	1 1%	73 82%abcd efghklm opqrs	142 87%abcde fghklmop qrs	1 1%	3 4%	-	4 15%	1 *	-	-	-	1 1%	-	17 15%bcdeghk mopqrs
Granada	222 11%	-	-	-	-	-	-	146 89%abcd efijklm opqrs	60 84%abcde fijklmop qrs	-	2 1%	1 1%	-	-	1 *	-	-	-	-	-	-	12 10%abcdefijk lmopqrs
London	388 19%	-	-	-	-	1 2%	-	-	-	1 1%	-	2 4%g	7 12%abcd efghijk pqrsv	3 12%	364 78%abcde fghijklm pqrs	1 1%	-	1 1%	-	-	-	9 8%abcdghijk pqsv
Meridian	199 10%	-	-	-	-	-	-	-	1 1%	2 1%	-	5 9%abcd ghijkl rs	47 88%abcd efghijk loqrs	16 57%	56 12%abcd efghijk qrs	60 88%abcde fghijkl o	2 2%	-	-	-	-	11 9%abcdghijk rs
STV	157 8%	67 86%cdef ghijklm opqrs	74 92%cdefg hijklmop qrs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 13%cdefghijk lmopqrs
Tyne Tees	85 4%	-	-	82 94%abdef ghijklm opqrs	3 3%jo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Wales	99 5%	-	-	-	-	-	-	1 1%	10 13%abcde fgijklm opqr	-	2 1%	-	-	-	-	-	-	1 1%	-	77 99%abcde fghijklm opqr	-	9 8%abcdgijk lopqr
West	57 3%	-	-	-	-	-	-	7 4%	1 2%	-	10 8%bcdik os	-	-	-	-	2 4%	36 50%abcde fghijklm oprs	1 1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 993  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin-burgh (b)	New-castle (c)	Leeds (d)	Hull (e)	Shef-field (f)	Manch-ester (g)	Liver-pool (h)	Nott-ingham (i)	Birm-ingham (j)	Norwich (k)	Milton Keynes (l)	Brigh-ton (m)	Oxford (n)	London (o)	South-ampton (p)	Bristol (q)	Ply-mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Westcountry	114	-	-	-	-	-	-	-	-	-	1	-	-	-	4	-	5	34	66	-	-	5
	5%	-	-	-	-	-	-	-	-	-	1%	-	-	-	13%	-	8%abcd ghijkl osv	47%abcd efghijk lmopsw	99%abcde fghijklm opqsw	-	-	4%go
Yorkshire	194	-	-	-	88	42	46	-	-	9	-	-	-	-	-	-	-	-	-	-	-	9
	9%	-	-	-	97%abcg hijklmo pqrsww	90%abcg hijklmo pqrsww	94%abcg ijklmopq rsw	-	-	10%abcg ijklmopq sv	-	-	-	-	-	-	-	-	-	-	-	8%abcg hijklmopq rsw
UTV	62	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%abcde fghijklmo pqrsww	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 994  
**Marital Status**  
Base: All respondents

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Single	653	347	306	188	139	109	114	62	40	203	184	111	155	52	24	69	48	55	38	36	49	123	82	65	12
	31%	34%b	29%	81%efg	39%hi	33%hi	31%hi	20%i	8%	36%l	31%	26%	31%	30%	29%	30%	28%	30%	26%	35%	25%	45%nop	29%	36%uy	20%
NET: Married/ Civil partnership/ co habiting	1111	555	557	40	206	201	193	176	295	289	305	272	246	94	46	128	100	102	91	47	107	118	143	90	46
	53%	55%	52%	18%	57%d	60%d	52%d	57%d	61%dg	51%	52%	64%jkm	49%	54%	55%	55%v	59%v	57%v	62%tw	46%	55%v	43%	51%	50%	73%noprtuvwx
Married	789	415	374	7	120	125	126	142	269	214	220	185	170	61	32	92	63	74	67	35	84	70	105	70	38
	38%	41%b	35%	3%	33%d	38%d	34%d	46%def	56%def	38%	38%	44%lm	34%	35%	37%	39%v	37%v	41%v	45%v	35%	43%v	26%	37%v	39%v	60%nopqrtuvwx
Civil Partnership	23	12	11	3	8	7	4	1	7	5	3	8	-	-	4	5	-	2	-	1	5	2	3	-	-
	1%	1%	1%	1%	2%i	2%i	1%	*	*	1%	1%	1%	2%	-	2%	3%r	-	1%	-	1%	2%	1%	2%	-	-
Co Habiting	299	128	171	31	78	69	63	33	26	68	80	84	67	33	15	33	32	29	22	12	22	42	36	16	8
	14%	13%	16%a	13%l	22%dhi	21%hi	17%hi	11%i	5%	12%	14%	20%jkm	13%	19%k	17%	14%	19%k	16%	15%	12%	11%	15%	13%	9%	13%
NET: Widowed/ separated/ divorced	301	106	195	-	6	22	59	69	146	71	94	35	101	29	14	33	19	22	18	19	31	30	57	25	4
	14%	10%	18%a	-	2%	6%de	16%def	22%def	30%def	12%	16%l	8%	20%jl	16%	17%	14%	11%	12%	12%	18%	16%	11%	20%qrv	14%	7%
Widowed	98	27	71	-	1	1	7	14	76	23	34	10	30	8	7	8	9	8	5	3	8	13	16	11	*
	5%	3%	7%a	-	*	*	2%f	4%def	16%defg	4%	6%l	2%	6%l	5%	8%	3%	5%	4%	4%	3%	4%	5%	6%	6%	1%
Separated	35	13	22	-	2	8	7	7	11	9	7	7	12	5	2	4	1	4	2	1	3	6	4	3	1
	2%	1%	2%	-	1%	2%d	2%	2%d	2%d	2%	1%	2%	2%	3%	3%	2%	*	2%	1%	1%	2%	2%	1%	2%	1%
Divorced	168	66	103	-	3	13	45	49	59	38	54	18	59	16	5	22	9	10	11	14	20	11	37	11	3
	8%	6%	10%a	-	1%	4%de	12%def	16%def	12%def	7%	9%l	4%	12%jl	9%	5%	9%v	6%	6%	7%	14%qrv	10%v	4%	13%qrvx	6%	5%
Prefer not to answer	15	7	8	2	9	1	1	1	1	6	2	3	4	*	-	1	3	1	-	-	7	2	-	1	-
	1%	1%	1%	1%	2%ghi	*	*	*	*	1%	*	1%	1%	*	-	1%	2%w	1%	-	-	3%sw	1%	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 995  
**Marital Status**  
Base: All respondents

	Working Status					Disability					What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?									
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Pri-vate (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Pri-mary (o)	Sec-on-dary (p)	Univ-ersity degree (q)	Higher univ-ersity degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chin-ese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
Single	653 31%	372 39% <sup>bef</sup>	73 29% <sup>efg</sup>	103 60% <sup>g</sup>	49 59% <sup>abefg</sup>	8%	33 9%	12 10%	136 30% <sup>ijk</sup>	81 44% <sup>hijk</sup>	69 23%	33 23%	8 37%	495 31% <sup>ijk</sup>	3 20%	4 26%	305 27%	219 35% <sup>p</sup>	85 37% <sup>p</sup>	35 83% <sup>pqr</sup>	575 31%	72 41% <sup>tw</sup>	15 42%	28 30%	16 55%	9 70%	3 59%
NET: Married/ Civil partnership/ co habiting	1111 53%	478 50% <sup>d</sup>	142 56% <sup>d</sup>	49 28%	24 29%	68 58% <sup>d</sup>	243 64% <sup>abd</sup>	107 85% <sup>abd</sup>	223 49% <sup>im</sup>	76 41%	154 51% <sup>i</sup>	69 48%	7 37%	871 55% <sup>hi</sup>	9 52%	8 55%	659 58% <sup>qrs</sup>	316 51% <sup>s</sup>	105 46% <sup>s</sup>	6 15%	1012 54%	90 51%	19 51%	57 62% <sup>u</sup>	9 32%	2 18%	2 41%
Married	789 38%	294 31% <sup>d</sup>	98 39% <sup>ad</sup>	29 17%	16 19%	64 54% <sup>abd</sup>	220 58% <sup>abd</sup>	69 54% <sup>abd</sup>	156 34% <sup>im</sup>	48 26%	113 38% <sup>hi</sup>	57 40% <sup>i</sup>	7 33%	620 39% <sup>i</sup>	7 41%	5 35%	454 40% <sup>s</sup>	229 37% <sup>s</sup>	87 38% <sup>s</sup>	3 8%	708 38%	72 41% <sup>v</sup>	9 25%	54 59% <sup>tuv</sup>	4 15%	2 18%	2 41%
Civil Partnership	23 1%	17 2%	3 1%	1 1%	-	-	2 1%	1 1%	4 1%	2 1%	2 1%	2 1%	-	19 1%	-	1 10%	14 1%	6 1%	1 1%	1 1%	22 1%	1 *	2 2%	-	-	-	-
Co Habiting	299 14%	168 18% <sup>ef</sup>	42 17% <sup>ef</sup>	19 11%	8 9%	5 4%	21 6%	37 30% <sup>abd</sup>	63 14% <sup>km</sup>	27 14% <sup>km</sup>	39 13% <sup>k</sup>	10 7%	4 15% <sup>k</sup>	233 15% <sup>k</sup>	2 11%	1 10%	192 17% <sup>r</sup>	82 13% <sup>r</sup>	17 8%	3 6%	283 15% <sup>w</sup>	17 9% <sup>w</sup>	9 24% <sup>uw</sup>	3 3%	5 17%	-	-
NET: Widowed/ separated/ divorced	301 14%	88 9%	34 14% <sup>g</sup>	20 11%	10 12%	39 33% <sup>abd</sup>	103 27% <sup>abd</sup>	7 6%	96 21% <sup>im</sup>	27 15%	76 25% <sup>him</sup>	41 28% <sup>him</sup>	5 26%	199 13%	5 28%	3 19%	173 15% <sup>s</sup>	82 13% <sup>s</sup>	34 15% <sup>s</sup>	1 1%	285 15% <sup>u</sup>	14 8%	2 6%	7 8%	3 11%	2 12%	-
Widowed	98 5%	9 1%	10 4% <sup>ag</sup>	4 2%	3 3%	23 20% <sup>abd</sup>	49 13% <sup>abd</sup>	-	31 7% <sup>im</sup>	6 3%	25 8% <sup>im</sup>	9 7%	3 14%	64 4%	5 28%	-	50 4%	29 5%	14 6%	-	92 5%	5 3%	-	2 2%	2 7%	2 12%	-
Separated	35 2%	12 1%	4 1%	* *	1 1%	3 3%	10 3%	5 4% <sup>a</sup>	11 2%	4 2%	7 2%	3 2%	-	24 2%	-	1 8%	22 2%	7 1%	4 1%	-	32 2%	2 1%	1 3%	* 1%	-	-	-
Divorced	168 8%	67 7% <sup>g</sup>	21 8% <sup>g</sup>	15 9%	6 8% <sup>g</sup>	12 11% <sup>g</sup>	44 12% <sup>ag</sup>	3 2%	54 12% <sup>m</sup>	17 9%	43 14% <sup>him</sup>	28 20% <sup>him</sup>	2 12%	111 7%	-	2 11%	101 9%	47 8%	16 7%	1 1%	161 9%	8 4%	1 3%	5 6%	1 4%	-	-
Prefer not to answer	15 1%	10 1%	2 1%	2 1%	* 1%	-	1 *	-	1 *	1 *	1 *	* *	-	11 1%	-	-	5 *	4 1%	3 1%	-	11 1%	1 *	-	-	1 2%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 996  
**Marital Status**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?														
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 or more
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)	(p)	(q)				(r)	(s)						
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81						
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*						
Single	653 31%	576 38% bde fgh	70 12%	60 11%	58 12%	20 11%	26 9%	29 12%	12 12%	92 42% j	561 30%	43 55% lmn opq	100 39%	116 32% op	131 27%	94 24%	32 18%	17 26%	19 42%	53 52% mnopq						
NET: Married/ Civil partnership/ co habiting	1111 53%	678 45%	432 76% ah	412 79%	351 75% ah gh	160 85% abd gh	224 82% abd gh	173 74% a	66 66% a	109 49%	1002 54%	21 27%	68 27%	171 47% kl	291 60% klm s	266 67% klm ns	128 74% klm ns	43 67% klm s	25 55%	46 46% kl						
Married	789 38%	503 34%	286 51% a	272 52%	231 49% a	110 59% abd h	143 62% abd gh	119 51% a	43 43%	76 34%	714 38%	17 22%	44 17%	130 36% kl	212 43% klm s	186 47% klm nqs	94 55% klm ns	22 35% l	14 30%	33 33% l						
Civil Partnership	23 1%	9 1%	14 2% a	14 3%	9 2% a	6 3% a	5 2% a	5 2%	-	6 3% j	17 1%	* *	-	7 2% l	10 2% l	5 1%	* *	-	-	1 1%						
Co Habiting	299 14%	166 11%	133 23% a	126 24%	111 24% a	45 24% a	76 28% ad	49 21% a	23 23% a	28 12%	272 15%	4 5%	24 10%	35 9%	70 14% k	76 19% klm	33 19% klm nos	20 32% klm nos	12 26%	12 12%						
NET: Widowed/ separated/ divorced	301 14%	241 16% bdef gh	58 10% ef	45 9%	56 12% bdef	7 3%	18 7%	30 13% ef	22 22% bdef g	19 8%	283 15% i	14 18% ops	85 34% kmn opqs	78 21% nop qs	66 14% ops	31 8%	10 6%	4 7%	1 2%	2 2%						
Widowed	98 5%	93 6% bdef gh	5 1%	5 1%	5 1%	-	3 1%	3 1%	-	8 4%	90 5%	2 2%	38 15% kmno ps	21 6% o	20 4%	8 2%	2 1%	3 5%	-	2 2%						
Separated	35 2%	18 1%	17 3% a	16 3%	15 3% a	6 3%	6 2%	10 4% a	4 4%	1 *	34 2%	2 3%	11 4% no	7 2%	7 1%	5 1%	1 1%	-	-	-						
Divorced	168 8%	131 9% ef	36 6% ef	23 4%	36 8% bdef	* *	9 3%	17 7% ef	18 18% abde fg	4 4%	159 9%	10 13% opq s	36 14% nop qs	51 14% nopq s	40 8% s	18 4%	7 4%	1 2%	1 2%	-						
Prefer not to answer	15 1%	5 *	5 1%	5 1%	5 1%	* *	4 2% a	1 1%	* *	1 1%	14 1%	-	-	-	* *	6 2% n	3 2% n	-	-	-						

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 997  
**Marital Status**  
Base: All respondents

	Total	Which of the following cities do you live in, or nearest to?																				
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Single	653 31%	18 23%	29 36%	24 28%	28 31%	10 22%	14 28%	43 26%	29 40%vw	26 29%	53 32%	23 26%	14 24%	16 30%	12 43%	177 38%agvw	21 31%	24 34%	20 30%	31 40%vw	12 20%	27 24%
NET: Married/ Civil partnership/ co habiting	1111 53%	50 64%bhmo	34 42%	47 55%	50 55%	27 58%	30 62% s	96 59% bos	32 44%	55 62% s	90 55%	44 50%	39 64% bhmo	22 42%	12 43%	222 47%	38 57%	41 56%	35 52%	32 41%	46 73% bchj kmors	69 60% bmos
Married	789 38%	31 40%	23 29%	34 39%	37 41%	11 24%	20 42%	65 39%	24 33%	36 40%	62 38%	35 40%	28 47% bem	14 26%	8 30%	158 34%	27 39%	35 49% bemo	24 36%	25 32%	38 60% abcd eghijklm oprs	53 46% bemo
Civil Partnership	23 1%	-	-	-	2 5% jw	3	-	2 1%	2 3%	1 1%	1 *	1 1%	2 4%	-	2 6%	6 1%	1 2%	-	1 1%	-	-	-
Co Habiting	299 14%	19 24% hkoq s	11 14%	13 15%	11 12%	13 28% dhko qs	10 20%	30 18%	6 8%	19 21% hoq	27 16%	8 9%	8 13%	8 16%	2 7%	58 12%	11 16%	5 7%	10 14%	7 9%	8 13%	17 14%
NET: Widowed/ separated/ divorced	301 14%	10 12%	17 21% iv	15 17%	11 12%	7 14%	5 10%	23 14%	12 16%	8 9%	21 13%	15 17%	7 12%	15 28% adfg jlopqv	4 14%	67 14%	8 12%	7 10%	12 18%	15 19%	4 7%	18 15%
Widowed	98 5%	3 4%	4 5%	7 8%	7 7%	2 5%	2 4%	5 3%	3 4%	2 2%	7 4%	3 3%	2 3%	3 5%	1 2%	27 6%	3 4%	4 6%	2 3%	3 4%	* 1%	7 6%
Separated	35 2%	1 1%	4 5%	2 3%	-	1 1%	-	4 2%	-	-	4 2%	2 2%	* 1%	1 2%	-	8 2%	* 1%	-	3 4%	-	1 1%	5 4%
Divorced	168 8%	6 8%	9 11%	6 6%	5 5%	4 8%	3 6%	14 9%	8 12%	6 7%	11 6%	11 12%	5 9%	11 21% scdfg jopqvw	3 12%	32 7%	5 7%	3 4%	7 10%	12 15% djoqw	3 5%	6 5%
Prefer not to answer	15 1%	-	* 1%	-	1 1%	3 6% cijo	-	1 1%	-	-	-	* 7% cgijo s	6	-	-	2 *	1 1%	-	-	-	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 998  
**Which of the following cities do you live in, or nearest to?**  
Base: All respondents

	Gender			Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Glasgow	78 4%	39 4%	40 4%	8 4%	13 4%	12 4%	17 5%	12 4%	16 3%	19 3%	18 3%	21 5%	21 4%	78 44%opqr stuvwxy	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	81 4%	50 5%b	31 3%	1 1%	17 5% d	23 7% di	15 4% d	10 3%	16 3% d	24 4%	22 4%	15 3%	21 4%	81 46%opqr stuvwxy	-	-	-	-	-	-	-	-	-	-	-
Newcastle	87 4%	52 5%	35 3%	5 2%	14 4%	7 2%	19 5%	21 7% df	21 4%	22 4%	25 4%	18 4%	22 4%	-	81 96% nopqr stuvwxy	5 2% w	1	-	-	-	-	-	-	-	-
Leeds	90 4%	49 5%	41 4%	18 8% gi	19 5%	12 4%	11 3%	14 5%	17 4%	23 4%	23 4%	25 6%	19 4%	-	3 4% nprs uvwxy	-	87 51% nop stuvwxy	-	-	-	-	-	-	-	-
Hull	47 2%	24 2%	23 2%	9 4%	9 2%	10 3%	6 2%	5 1%	9 2%	10 2%	16 3%	8 2%	13 3%	-	-	-	39 23% nop stuvwxy	-	7 5% nprt uvwxy	-	-	-	-	-	
Sheffield	49 2%	28 3%	21 2%	6 3%	6 2%	12 4%	6 2%	7 2%	12 2%	15 3%	17 3%	6 1%	10 2%	-	-	-	37 22% nop stuvwxy	-	12 8% nop tuvwxy	-	-	-	-	-	
Manchester	164 8%	80 8%	84 8%	27 12% i	24 7%	33 10%	29 8%	23 7%	28 6%	38 7%	35 6%	46 11% k	46 9%	-	-	149 64% nop stuvwxy	-	12 6% noqs uvwxy	2 1%	2 2% w	-	-	-	-	
Liverpool	72 3%	38 4%	34 3%	5 2%	11 3%	16 5%	14 4%	10 3%	16 3%	15 3%	28 5%	16 4%	13 3%	-	-	61 26% nop stuvwxy	-	1 *	-	10 10% nop stuvwxy	-	-	-	-	
Nottingham	89 4%	47 5%	42 4%	6 3%	11 3%	13 4%	19 5%	15 5%	25 5%	18 3%	29 5%	26 6%	16 3%	-	-	-	3 2% v	1 *	80 55% nop rtuvwxy	-	3 2%	-	1 *	-	
Birmingham	164 8%	81 8%	84 8%	29 12% ghi	30 8%	30 9%	24 6%	18 6%	33 7%	42 7%	47 8%	37 9%	39 8%	-	-	-	-	149 83% nop stuvwxy	8 6% nop uvw	2 2% p v	-	-	1 *	3 2%	
Norwich	89 4%	45 4%	44 4%	10 4%	18 5%	16 5%	12 3%	12 4%	21 4%	19 3%	27 5%	19 4%	24 5%	-	-	-	-	-	1 *	-	85 44% nop rstvwxy	-	4 1%	-	
Milton Keynes	60 3%	22 2%	38 4%	4 2%	18 5% th	6 2%	12 3%	5 2%	15 3%	13 2%	16 3%	12 3%	19 4%	-	-	-	-	2 1%	18 12% nop rtvwxy	-	30 16% nop rtvwxy	-	10 3% npq v	-	
Brighton	54 3%	24 2%	30 3%	3 1%	12 3%	3 1%	9 2%	9 3%	17 4% f	18 3%	15 3%	11 3%	10 2%	-	-	-	-	-	-	-	1 1%	-	53 19% nop rstvxy	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

Prepared by Populus





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 998  
**Which of the following cities do you live in, or nearest to?**  
Base: All respondents

	Gender			Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
Oxford	27 1%	17 2%	11 1%	5 2%h	8 2%h	8 2%h	3 1%	1 *	3 1%	8 1%	7 1%	4 1%	9 2%	-	-	-	1 *	-	-	-	-	-	21 8%nopq rstuvy	5 3%puv	-
London	468 23%	202 20%	266 25%a	61 26%	77 21%	69 21%	90 24%	72 23%	100 21%	155 27%lm	137 23%l	72 17%	104 21%	-	-	-	2 1%	-	-	58 30%no pqrst xy	273 100%nop qrstuvw xy	135 48%nopq rstuvy	-	-	-
Southampton	68 3%	30 3%	37 4%	8 3%	9 2%	10 3%	10 3%	8 3%	23 5%	21 4%	19 3%	14 3%	15 3%	-	-	-	-	-	-	-	-	-	41 14%nop qrstuv y	27 15%nopq rstuvy	-
Bristol	72 3%	42 4%	30 3%	9 4%	10 3%	8 2%	11 3%	9 3%	26 5%f	22 4%	18 3%	20 5%	12 2%	-	-	-	-	-	-	*	-	-	-	72 40%nopq rstuvw y	-
Plymouth	67 3%	27 3%	40 4%	3 1%	14 4%	6 2%	15 4%	11 4%	17 4%	10 2%	24 4%j	10 2%	22 4%j	-	-	-	-	-	-	-	-	-	-	67 37%nopq rstuvw y	-
Cardiff	78 4%	45 4%	32 3%	9 4%	11 3%	15 4%	14 4%	9 3%	20 4%	24 4%l	18 3%	6 1%	29 6%l	-	-	-	1 1%	-	-	77 76%nopq rsuvwxy	-	-	-	-	-
Belfast	62 3%	21 2%	41 4%a	-	16 4%d	16 5%d	10 3%d	9 3%d	12 2%d	21 4%	24 4%lm	9 2%	9 2%	-	-	-	-	-	-	-	-	-	-	-	62 100%nopq rstuvw xy
None of these	115 6%	52 5%	63 6%	6 3%	13 4%	10 3%	22 6%	30 10%def	33 7%df	30 5%	21 4%	30 7%k	34 7%k	16 9%oqvx y	-	18 8%oqvy	3 2%	11 6%oqv	19 13%oqrv wxy	9 9%oqvy	17 9%oqvy	-	17 6%oqv	6 3%v	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 999  
**Which of the following cities do you live in, or nearest to?**  
Base: All respondents

	Working Status								Disability					What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?								
	Total	Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condit ion (i)	Yes - physical condit ion (j)	Yes - disabili ty (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6	
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**	
Glasgow	78	39	5	9	2	6	13	6	21	7	11	7	1	56	2	-	37	30	7	1	77	1	-	1	-	-	-	-
Edinburgh	81	44	8	7	3	3	13	3	20	8	12	7	*	58	1	1	39	31	9	1	79	2	1	1	-	-	-	-
Newcastle	87	40	7	3	2	5	22	6	18	5	13	4	2	68	1	-	54	19	10	3	86	1	1	-	-	-	-	-
Leeds	90	45	14	7	3	1	16	5	14	5	11	3	-	74	-	1	53	24	9	3	80	10	2	5	*	2	1	
Hull	47	23	9	2	4	1	6	1	6	3	5	*	-	38	1	-	27	16	2	*	46	-	-	-	-	-	-	-
Sheffield	49	24	5	3	1	2	12	2	10	5	5	3	-	37	-	1	29	12	4	1	47	1	-	1	-	-	-	-
Manchester	164	81	14	17	7	12	19	13	33	17	22	10	3	125	2	-	99	43	12	4	142	21	1	16	1	2	1	
Liverpool	72	38	8	6	1	3	15	2	17	5	14	6	1	54	-	-	37	24	9	1	70	-	-	-	-	-	-	-
Nottingham	89	37	10	8	3	3	25	4	19	6	16	4	1	66	1	-	56	23	8	1	82	6	1	3	2	-	-	-
Birmingham	164	74	17	12	11	5	29	16	38	12	25	14	1	125	-	1	99	36	22	6	134	29	2	24	2	-	1	
Norwich	89	45	11	2	3	7	15	6	15	9	8	4	1	72	1	-	61	20	6	-	83	4	3	-	1	-	-	-
Milton Keynes	60	31	5	4	5	4	8	2	17	8	10	5	1	43	1	1	30	21	7	-	58	2	*	1	1	-	-	-
Brighton	54	19	7	5	3	3	14	3	17	6	9	5	1	34	1	-	25	24	3	1	52	2	-	1	1	-	-	-
Oxford	27	18	3	3	-	-	2	1	3	1	2	1	-	24	1	-	12	9	5	-	27	-	-	-	-	-	-	-
London	468	209	61	46	19	30	73	30	91	36	56	32	4	366	5	7	239	146	55	10	372	89	23	35	20	8	3	
Southampton	68	22	12	8	4	4	14	4	14	6	10	5	1	53	-	1	36	18	10	3	60	5	2	2	-	2	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 999  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Working Status							Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?										
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)	
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**	
Bristol	72	23	15	6	1	5	18	5	16	9	7	7	-	55	-	-	29	30	9	4	72	-	-	-	-	-	-	-
	3%	2%	6%a	3%	1%	4%	5%	4%	3%j	5%j	2%	5%j	-	3%	-	-	3%	5%p	4%	9%p	4%u	-	-	-	-	-	-	-
Plymouth	67	27	9	5	4	8	11	3	23	11	15	6	1	44	-	-	37	25	4	1	67	-	-	-	-	-	-	-
	3%	3%	3%	3%	5%	7%a	3%	2%	5%m	6%m	5%m	4%	6%	3%	-	-	3%	4%	2%	2%	4%u	-	-	-	-	-	-	-
Cardiff	78	33	8	11	*	5	17	3	25	10	19	10	1	52	1	*	39	23	12	1	74	4	-	4	-	-	-	-
	4%	3%	3%	6%	1%	5%	5%	2%	5%m	5%	6%m	7%m	4%	3%	5%	4%	3%	4%	5%	2%	4%	2%	-	4%	-	-	-	-
Belfast	62	40	5	3	2	1	7	4	13	6	8	4	1	48	-	*	26	24	11	1	62	-	-	-	-	-	-	-
	3%	4%	2%	1%	3%	1%	2%	3%	3%	3%	3%	3%	7%	3%	-	3%	2%	4%	5%	2%	3%u	-	-	-	-	-	-	-
None of these	115	37	17	8	7	9	30	8	24	9	20	5	-	84	-	1	76	23	12	1	113	-	-	-	-	-	-	-
	6%	4%	7%	5%	8%	7%	8%a	6%	5%	5%	7%	4%	-	5%	-	8%	7%q	4%	5%	2%	6%uw	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### VSP Survey ONLINE Fieldwork : 20th-22nd March 2020

Absolutes/col percents

Table 1000  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81		
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*		
Glasgow	78	51	27	27	25	5	16	16	3	9	69	-	9	16	22	18	4	1	5	-		
Edinburgh	81	55	26	26	21	12	17	7	1	6	76	1	20	14	17	20	4	2	-	4		
Newcastle	87	61	25	24	24	5	11	14	7	10	77	2	19	17	19	16	3	3	2	3		
Leeds	90	67	22	19	13	15	7	3	4	12	78	4	6	24	20	14	6	1	4	3		
Hull	47	33	14	14	10	5	7	6	1	2	44	1	3	10	11	14	7	-	-	-		
Sheffield	49	30	19	17	17	5	7	10	3	5	44	1	6	11	9	15	2	1	-	-		
Manchester	164	101	60	54	54	20	29	27	12	21	143	13	20	30	36	23	15	3	3	12		
Liverpool	72	52	20	19	15	7	11	5	4	20	52	1	11	11	19	11	11	3	-	-		
Nottingham	89	74	15	13	13	5	7	7	4	10	80	2	6	24	30	16	6	3	-	-		
Birmingham	164	110	53	50	45	21	32	24	8	19	145	6	26	27	36	27	18	5	2	9		
Norwich	89	60	23	22	18	6	9	10	6	3	86	4	8	14	22	22	9	3	5	-		
Milton Keynes	60	35	25	21	21	9	13	6	4	7	53	-	7	10	16	19	2	-	-	3		
Brighton	54	47	7	7	5	4	4	3	-	2	52	1	6	10	11	17	7	1	-	1		
Oxford	27	16	11	8	6	6	4	1	3	8	20	2	1	4	1	8	4	1	1	2		
London	468	350	115	104	99	30	56	50	22	58	411	23	49	66	104	82	36	23	8	34		
Southampton	68	54	14	14	11	6	6	7	2	7	61	1	5	9	24	11	6	2	1	4		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1000  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?									Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?																						
	Total	No children aged 18 or under		NET: Under 16		NET: Any 5-18		Any aged under 5		Any aged 5-10		Any aged 11-15		Any aged 16-18		Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000		£14,001 to £21,000		£21,001 to £28,000		£28,001 to £34,000		£34,001 to £41,000		£41,001 to £48,000		£48,001 to £55,000		£55,001 or more (s)	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(l)	(m)	(n)	(o)	(p)	(q)				(r)	(t)	(u)	(v)	(w)	(x)	(y)	(z)								
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*														
Bristol	72	59	13	13	10	4	4	7	-	4	68	3	6	14	15	16	6	4	2	2														
Plymouth	67	56	11	10	9	3	6	4	2	4	63	5	14	9	20	6	7	2	-	1														
Cardiff	78	62	16	14	12	6	7	5	2	10	67	2	9	16	19	18	7	1	*	3														
Belfast	62	36	26	24	19	10	7	11	7	2	60	2	3	5	7	4	12	3	7	16														
None of these	115	91	23	21	20	5	12	12	5	5	111	2	20	23	31	22	1	3	5	1														

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1001  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (t)	None of these (v)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Glasgow	78 4%	78 100% ghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	81 4%	-	81 100% ghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	87 4%	-	-	87 100% ghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leeds	90 4%	-	-	-	90 100% ghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hull	47 2%	-	-	-	-	47 100% ghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sheffield	49 2%	-	-	-	-	-	49 100% ghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manchester	164 8%	-	-	-	-	-	-	164 100% fghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liverpool	72 3%	-	-	-	-	-	-	-	72 100% fghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-	-
Nottingham	89 4%	-	-	-	-	-	-	-	-	89 100% fghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-	-
Birmingham	164 8%	-	-	-	-	-	-	-	-	-	164 100% fghijklmop qrsww	-	-	-	-	-	-	-	-	-	-	-
Norwich	89 4%	-	-	-	-	-	-	-	-	-	-	89 100% fghijklmop qrsww	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1001  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Notttingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
Milton Keynes	60 3%	-	-	-	-	-	-	-	-	-	-	-	60 100%abcde fghijkmp qrsww	-	-	-	-	-	-	-	-	-
Brighton	54 3%	-	-	-	-	-	-	-	-	-	-	-	-	54 100%abcde fghijklop qrsww	-	-	-	-	-	-	-	-
Oxford	27 1%	-	-	-	-	-	-	-	-	-	-	-	-	27 100%	-	-	-	-	-	-	-	-
London	468 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	468 100%abcde fghijklmp qrsww	-	-	-	-	-	-	-
Southampton	68 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 100%abcde fghijklmo qrsww	-	-	-	-	-	-
Bristol	72 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72 100%abcde fghijklmo prsw	-	-	-	-
Plymouth	67 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67 100%abcde fghijklmo pqsw	-	-	-
Cardiff	78 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78 100%abcde fghijklmo pqrw	-	-
Belfast	62 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 100%abcde fghijklmo pqrsww	-
None of these	115 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115 100%abcdefghijklmnopqrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1002  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Gender			Age						Social Grade						Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)	
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64	
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*	
Up to £7,000	(3.5)	78 4%	40 4%	39 4%	9 4% <sup>i</sup>	11 3%	17 5% <sup>i</sup>	23 6% <sup>i</sup>	12 4% <sup>i</sup>	6 1%	4 1%	18 3% <sup>j</sup>	11 3% <sup>j</sup>	46 9% <sup>ijkl</sup>	2 2%	14 6% <sup>kn</sup>	6 3%	8 4%	2 1%	3 3%	7 4%	15 6% <sup>en</sup>	9 3%	10 6% <sup>en</sup>	2 4%	
£7,001 to £14,000	(10.5)	253 12%	102 10%	151 14% <sup>a</sup>	17 7%	36 10%	22 6%	45 12% <sup>f</sup>	57 18% <sup>defg</sup>	78 16% <sup>defg</sup>	25 4%	60 10% <sup>j</sup>	40 9% <sup>j</sup>	128 25% <sup>ijkl</sup>	32 18% <sup>qvw</sup>	19 22% <sup>pqs</sup>	27 12%	15 9%	28 16% <sup>y</sup>	15 10%	17 17% <sup>y</sup>	20 10%	26 10%	27 10%	24 13%	3 4%
£14,001 to £21,000	(17.5)	366 18%	180 18%	186 17%	21 9%	36 10%	61 18% <sup>de</sup>	75 20% <sup>de</sup>	60 19% <sup>de</sup>	113 24% <sup>de</sup>	73 13%	111 19% <sup>j</sup>	76 18%	106 21% <sup>j</sup>	33 19%	49 21% <sup>y</sup>	43 25% <sup>vwxy</sup>	30 16%	29 20%	20 20%	38 19%	39 14%	39 14%	30 16%	5 8%	
£21,001 to £28,000	(24.5)	489 23%	245 24%	244 23%	26 11%	80 22% <sup>d</sup>	80 24% <sup>d</sup>	106 29% <sup>d</sup>	71 23% <sup>d</sup>	126 26% <sup>d</sup>	120 21%	154 26%	110 26%	106 21%	46 26% <sup>y</sup>	20 23%	54 23%	36 21%	40 30% <sup>y</sup>	45 22%	22 21%	40 21%	66 24% <sup>y</sup>	66 23% <sup>y</sup>	48 27% <sup>y</sup>	7 11%
£28,001 to £34,000	(31)	397 19%	208 21%	189 18%	17 7%	93 26% <sup>d</sup>	66 20% <sup>d</sup>	70 19% <sup>d</sup>	58 19% <sup>d</sup>	93 19% <sup>d</sup>	139 24% <sup>m</sup>	112 19% <sup>m</sup>	86 20% <sup>m</sup>	61 12%	39 22% <sup>y</sup>	16 19% <sup>y</sup>	33 14%	35 21% <sup>y</sup>	24 14%	41 28% <sup>prv</sup>	22 21% <sup>y</sup>	49 25% <sup>prv</sup>	40 15%	66 23% <sup>prv</sup>	29 16%	4 6%
£34,001 to £41,000	(37.5)	172 8%	103 10% <sup>b</sup>	70 7%	12 5%	45 13% <sup>dgi</sup>	44 13% <sup>dgi</sup>	25 7%	25 8%	22 5%	51 9% <sup>m</sup>	47 8%	50 12% <sup>m</sup>	25 5%	8 4%	3 4%	24 10%	15 9%	20 11% <sup>ns</sup>	7 5%	9 9%	11 5%	21 8%	31 11% <sup>ns</sup>	13 7%	12 20% <sup>noqsuvx</sup>
£41,001 to £48,000	(44.5)	63 3%	20 2%	43 4% <sup>a</sup>	15 7% <sup>fghi</sup>	18 5% <sup>hi</sup>	8 2%	10 3%	5 2%	6 1%	27 5% <sup>m</sup>	21 4% <sup>m</sup>	10 2%	4 1%	2 3%	6 2%	2 1%	6 3%	4 3%	1 1%	7 3%	14 5%	8 3%	8 5%	3 5%	
£48,001 to £55,000	(51.5)	46 2%	21 2%	25 2%	21 9% <sup>efghi</sup>	4 1%	12 4% <sup>ghi</sup>	1 *	2 1%	5 1%	18 3% <sup>m</sup>	14 2%	10 2%	4 1%	5 3%	4 5% <sup>p</sup>	2 1%	2 2%	4 2%	1 1%	* 2%	5 3%	8 2%	6 2%	2 1%	7 11% <sup>npqrstuvw</sup>
£55,001 to £62,000	(58.5)	31 1%	10 1%	21 2%	18 8% <sup>efghi</sup>	6 2% <sup>hi</sup>	6 2% <sup>hi</sup>	1 *	- -	- -	14 2% <sup>m</sup>	8 1% <sup>m</sup>	9 2% <sup>m</sup>	- -	2 2%	2 1%	- -	5 3% <sup>nqs</sup>	- -	- -	2 1%	6 2%	5 2%	5 3% <sup>nq</sup>	3 5% <sup>nqst</sup>	
£62,001 to £69,000	(65.5)	10 *	6 1%	4 *	3 1% <sup>g</sup>	5 2%	- -	- -	- -	2 *	2 *	1 *	2 *	3 2%	2 2% <sup>w</sup>	- -	1 1%	3 2%	- -	- -	- -	2 1%	- -	- -	- -	- -
£69,001 to £76,000	(72.5)	14 1%	8 1%	6 1%	7 3% <sup>ghi</sup>	3 1%	3 1%	- -	1 *	14 2% <sup>klm</sup>	- -	- -	- -	1 1%	- -	2 1%	1 1%	2 1%	- -	- -	- -	2 1%	2 1%	- -	4 6% <sup>nopqrstuvw</sup>	
£76,001 to £83,000	(79.5)	13 1%	6 1%	7 1%	4 2% <sup>i</sup>	2 1%	2 1%	3 1%	2 *	1 *	9 2% <sup>km</sup>	2 *	3 1%	- -	1 *	- -	- -	- -	- -	2 2%	- -	4 2%	3 1%	- -	3 5% <sup>npqrstux</sup>	
£83,001 or more	(86)	32 2%	18 2%	15 1%	18 8% <sup>efghi</sup>	7 2% <sup>ghi</sup>	6 2% <sup>ghi</sup>	* -	- -	1 *	30 5% <sup>klm</sup>	2 *	- -	- -	- -	5 2%	1 *	2 1%	1 1%	1 1%	2 1%	11 4% <sup>nw</sup>	2 1%	1 1%	7 10% <sup>nopqrstuvw</sup>	
Prefer not to answer	115 6%	49 5%	66 6%	42 18% <sup>efghi</sup>	12 3%	7 2%	10 3%	17 5% <sup>f</sup>	28 6% <sup>f</sup>	44 8% <sup>l</sup>	31 5%	17 4%	24 5%	4 2%	3 3%	15 6%	13 8% <sup>n</sup>	8 5%	4 2%	4 4%	15 8% <sup>ns</sup>	19 7%	20 7%	9 5%	2 4%	
Average income (£000's)	26.76	27.15	26.37	40.23e fghi	29.76g hi	28.27g hi	23.31	22.72	23.07	34.37k lm	26.11m	26.68m	19.29	24.69	25.16	25.52	24.77	26.64	24.90	24.55	25.53	29.81n pqstux	27.79n qs	24.99	44.01n opqrstuvw	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base





**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1003  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Total	Working Status							Disability							What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?							
		Full time employ ed (a)	Part time employ ed (b)	Unemploy ed (c)	Not work- ing but seek- ing (d)	State (e)	Priv- ate (f)	House person (g)	NET: Yes (h)	Yes - mental con dition (i)	Yes - phys- ical con dition (j)	Yes - disabi lity (k)	Yes - other (l)	No (m)	No formal education (n)	Prim- ary (o)	Secund- ary (p)	Univ- ersity degree (q)	Higher univ- ersity degree (r)	Still in full time education (s)	White (t)	NET: Non- white (u)	Mixed (v)	Asian (w)	Black (x)	Chin- ese (y)	Other (z)	
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6	
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**	
Up to £7,000	(3.5)	78 4%	11 1%	19 7%af	19 11%	15 18%abef g	5 4%af	3 1%	7 5%af	28 6%jm	23 13%hijk	13 4%	6 4%	1 4%	45 3%	5 27%	1 6%	49 4%	16 3%	3 1%	4 9%qr	61 3%	14 8%t	3 9%	8 9%t	1 4%	2 15%	-
£7,001 to £14,000	(10.5)	253 12%	51 5%	37 15%a	47 27%	11 13%a	35 30%abd f	48 13%a	24 19%a	96 21%m	44 24%am	61 20%am	36 25%am	6 31%	150 10%	4 24%	5 38%	165 14%qr	54 9%	17 7%	8 18%qr	237 13%	15 9%	4 12%	10 11%	*	-	1 14%
£14,001 to £21,000	(17.5)	366 18%	133 14%	53 21%a	25 14%	12 15%	34 29%ad	83 22%a	24 19%	94 21%i	25 14%	67 22%im	33 23%i	4 19%	264 17%	2 10%	4 30%	227 20%qs	94 15%	33 15%	3 7%	334 18%	30 17%	6 16%	18 19%	5 18%	2 11%	-
£21,001 to £28,000	(24.5)	489 23%	238 25%	54 22%	20 11%	17 21%	31 27%	101 27%	28 22%	116 25%	39 21%	73 24%	36 25%	4 20%	367 23%	4 26%	2 15%	282 25%	131 21%	62 27%	7 17%	443 24%	42 24%	7 20%	24 26%	3 12%	5 39%	2 31%
£28,001 to £34,000	(31)	397 19%	199 21%de	49 20%de	21 12%	8 9%	8 7%	89 23%de	24 19%e	59 13%	25 13%	41 14%	17 12%	-	336 21%hijk	1 6%	-	212 19%	139 22%es	41 18%	4 9%	368 20%	28 16%	6 16%	10 11%	10 34%	1 6%	1 30%
£34,001 to £41,000	(37.5)	172 8%	126 13%bdef g	10 4%e	5 3%	2 2%	-	25 7%e	5 4%e	28 6%	11 6%	20 7%	5 4%	2 9%	142 9%k	-	-	80 7%	70 11%p	21 9%	1 1%	155 8%	16 9%	5 14%	8 9%	2 7%	1 10%	-
£41,001 to £48,000	(44.5)	63 3%	40 4%ef	9 4%ef	6 3%	*	-	5 1%	3 2%	9 2%	6 3%	6 2%	2 1%	55 3%	1 8%	-	33 3%	20 3%	7 3%	2 6%	56 3%	7 4%	-	5 6%	2 7%	-	-	-
£48,001 to £55,000	(51.5)	46 2%	41 4%bef	1 1%	2 1%	-	-	1 *	1 1%	4 1%	1 1%	4 1%	2 1%	37 2%	-	-	21 2%	17 3%	7 3%	-	40 2%	6 3%	1 2%	5 5%	-	-	-	-
£55,001 to £62,000	(58.5)	31 1%	22 2%f	2 1%	4 2%	2 2%f	-	-	2 1%f	1 *	1 *	-	-	30 2%hj	-	-	7 1%	15 2%p	4 2%	5 12%pqr	27 1%	4 2%	1 3%	1 1%	-	-	1 25%	
£62,001 to £69,000	(65.5)	10 *	9 1%	-	-	-	-	2 *	-	-	-	-	-	10 1%	-	-	5 *	3 *	3 1%	-	9 *	1 1%	-	-	1 3%	-	-	-
£69,001 to £76,000	(72.5)	14 1%	7 1%	1 *	3 2%	1 1%	-	1 *	1 1%	2 *	2 1%	2 1%	-	12 1%	-	-	3 *	8 1%p	2 1%	-	14 1%	-	-	-	-	-	-	-
£76,001 to £83,000	(79.5)	13 1%	12 1%	-	-	*	-	1 *	-	2 *	*	-	-	12 7%	-	-	6 1%	2 *	6 3%ppq	-	12 1%	1 1%	-	-	-	1 11%	-	
£83,001 or more	(86)	32 2%	22 2%f	3 1%	5 3%	2 3%f	-	1 *	-	1 *	-	-	-	30 2%hj	-	-	6 *	16 3%p	9 4%p	2 5%p	28 1%	4 2%	1 2%	1 1%	3 10%	-	-	-
Prefer not to answer	115 6%	40 4%	14 5%	16 9%	12 14%abef	3 3%	22 6%	9 7%	17 4%	6 3%	13 4%	6 4%	1 6%	86 5%	-	10%	47 4%	38 6%	13 6%	6 15%pqr	99 5%	7 4%	2 6%	3 3%	1 3%	1 8%	-	
Average income (£000's)	26.76	31.54b defg	23.09e	22.69	21.57e	17.55	24.29e	22.23e	21.53	20.91	21.86k	20.25	24.39	28.34h ijk	16.63	14.70	24.45	29.66p	31.73p	29.73p	26.75	27.24	25.72	25.15	34.31	28.48	33.02	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1004  
**What is the combined annual income of your household, prior to tax being deducted?**  
Base: All respondents

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Under 16 (b)		NET: Any 5-18 (c)		NET: Any 5-18 (d)		Any aged 5-10 (e)	Any aged 11-15 (f)	Any aged 16-18 (g)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			NET: Under 16 (b)	NET: Any 5-18 (c)	NET: Any 5-18 (d)	NET: Any 5-18 (d)																
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81		
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*		
Up to £7,000	(3.5)	78 4%	56 4%	23 4%	19 4%	20 4%	4 2%	9 3%	10 4%	7 7%	10 5%	68 4%	78 100%lmno pqs	-	-	-	-	-	-	-	-	
£7,001 to £14,000	(10.5)	253 12%	209 14%bdfg	44 8%	40 8%	35 7%	19 10%	19 7%	15 6%	7 7%	23 10%	231 12%	-	253 100%kmno pqs	-	-	-	-	-	-	-	
£14,001 to £21,000	(17.5)	366 18%	286 19%bdfg	80 14%	69 13%	66 14%	28 15%	35 13%	25 11%	19 19%g	35 16%	330 18%	-	-	366 100%klno pqs	-	-	-	-	-	-	
£21,001 to £28,000	(24.5)	489 23%	343 23%	146 26%	134 26%	124 26%	43 23%	68 25%	68 29%	25 25%	54 24%	435 23%	-	-	-	489 100%klmo pqs	-	-	-	-		
£28,001 to £34,000	(31)	397 19%	261 17%	131 23%a	123 23%	108 23%a	48 25%a	67 25%a	55 24%a	18 18%	34 15%	364 20%	-	-	-	-	397 100%klmn pqs	-	-	-		
£34,001 to £41,000	(37.5)	172 8%	108 7%	65 11%a	62 12%	57 12%a	19 10%	36 13%a	31 13%a	12 12%	21 10%	151 8%	-	-	-	-	-	172 100%klmn oqs	-	-		
£41,001 to £48,000	(44.5)	63 3%	36 2%	26 5%a	25 5%	21 5%a	10 5%	13 5%a	9 4%	3 3%	10 5%	53 3%	-	-	-	-	-	-	63 100%klmn ops	-		
£48,001 to £55,000	(51.5)	46 2%	33 2%	13 2%	13 3%	12 3%	1 1%	7 3%	7 3%	5 5%e	4 2%	41 2%	-	-	-	-	-	-	-	46 100%		
£55,001 to £62,000	(58.5)	31 1%	21 1%	6 1%	6 1%	6 1%	- 2%	5 2%	5 2%	- 4%j	8 1%	23 1%	-	-	-	-	-	-	-	-	31 31%klmnopq	
£62,001 to £69,000	(65.5)	10 *	5 *	5 1%	5 1%	4 1%	4 2%a	4 2%a	- -	- -	- 2%j	7 *	-	-	-	-	-	-	-	-	10 10%klmnopq	
£69,001 to £76,000	(72.5)	14 1%	6 *	8 1%a	8 2%	6 1%	2 1%	2 1%	4 2%a	2 2%a	3 2%	11 1%	-	-	-	-	-	-	-	-	14 14%klmnopq	
£76,001 to £83,000	(79.5)	13 1%	12 1%	1 *	1 *	1 *	- 2%	1 *	- -	- -	- 3%	13 1%	-	-	-	-	-	-	-	-	13 13%klmnopq	
£83,001 or more	(86)	32 2%	27 2%bd	5 1%bd	4 1%	1 *	4 2%	- -	1 *	- -	6 3%	26 1%	-	-	-	-	-	-	-	-	32 32%klmnopq	
Prefer not to answer	115 6%	100 7%bdfg	12 2%	11 2%	8 2%	5 3%	5 2%	3 1%	1 1%	8 4%	6 6%	107 5%	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1004

**What is the combined annual income of your household, prior to tax being deducted?****Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?								Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?												
	Total	No children aged 18 or under (a)	NET: Yes (b)		NET: Under 16 (c)		NET: Any 5-18 (d)		Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)
			1561	566	522	469	188	272								233	100*	221	1860	78*	253	366	489
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*			
Average income (£000's)	26.76	26.03	28.25a	28.71	27.99a	28.53	28.77a	28.59a	26.79	29.32j	26.44	3.50	10.50	17.50	24.50	31.00	37.50	44.50	51.50	72.75klmnopq			

**Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s**  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1005  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Total	Which of the following cities do you live in, or nearest to?																					
		Glasgow (a)	Edinburgh (b)	Newcastle (c)	Leeds (d)	Hull (e)	Sheffield (f)	Manchester (g)	Liverpool (h)	Nottingham (i)	Birmingham (j)	Norwich (k)	Milton Keynes (l)	Brighton (m)	Oxford (n)	London (o)	Southampton (p)	Bristol (q)	Plymouth (r)	Cardiff (s)	Belfast (v)	None of these (w)	
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118	
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*	
Up to £7,000	(3.5)	78 4%	-	1 2%	2 4%	4 2%	1 2%	13 8%a	1 1%	2 3%	6 4%	4 5%	-	-	2 9%	23 5%	1 2%	3 4%	5 8%al	2 3%	4 4%	2 2%	
£7,001 to £14,000	(10.5)	253 12%	9 12%	20 24%deik opqv	19 22%dikop qv	6 7%	3 13%	20 13%	11 15%	6 7%	26 16%v	8 9%	7 11%	6 11%	1 2%	49 11%	5 7%	6 8%	14 22%diop v	9 12%	3 4%	20 17%iv	
£14,001 to £21,000	(17.5)	366 18%	16 21%	14 18%	17 19%	24 26%ov	10 11%	30 19%	11 15%	24 27%ov	27 16%	14 16%	10 17%	10 19%	4 15%	66 14%	9 14%	14 19%	9 14%	16 20%	5 8%	23 20%	
£21,001 to £28,000	(24.5)	489 23%	22 28%v	17 21%	19 22%	20 23%	11 18%	9 36	22% 27%v	19 34%ov	36 22%	22 25%	16 26%	11 21%	1 5%	104 22%	24 35%ov	15 21%	20 29%v	19 24%	7 11%	31 27%v	
£28,001 to £34,000	(31)	397 19%	18 23%v	20 24%rv	16 19%	14 15%	14 30%grv	15 30%grv	23 14%	11 15%	16 18%	27 16%	22 25%rv	19 32%dg h rv	17 31%dg jo 28%	8 18%v	11 16%	16 23%v	6 10%	18 23%v	4 6%	22 19%v	
£34,001 to £41,000	(37.5)	172 8%	4 5%	4 5%	3 4%	6 7%w	7 14%w	2 4%	15 9%w	11 16%bc low	6 7%w	18 11%w	9 10%w	2 4%	7 13%w	4 13%	36 8%w	6 9%w	6 9%w	7 10%w	7 9%w	12 20%ab cdf ilow	1 1%
£41,001 to £48,000	(44.5)	63 3%	1 1%	2 2%	3 3%	1 1%	-	1 2%	3 2%	3 4%	3 3%	5 3%	3 3%	* 1%	1 1%	23 5%	2 3%	4 5%	2 3%	1 1%	3 5%	3 2%	
£48,001 to £55,000	(51.5)	46 2%	5 7%b ijo	-	2 2%	4 4%	-	-	3 2%	-	-	2 1%	5 5%	-	1 2%	8 2%	1 2%	2 3%	-	* 1%	7 11%b cefg hijlmop rs	5 4%	
£55,001 to £62,000	(58.5)	31 1%	-	-	2 2%	-	-	-	4 2%	-	-	5 3%	-	2 3%	-	11 2%	2 4%	1 1%	1 1%	-	3 5%w	-	
£62,001 to £69,000	(65.5)	10 *	-	3 4%g jo	2 2%	1 1%	-	-	-	-	-	-	2 3%	-	3 1%	-	-	-	-	-	-	-	
£69,001 to £76,000	(72.5)	14 1%	-	1 2%	-	1 1%	-	-	2 1%	-	-	2 1%	-	-	-	2 *	1 2%	-	-	-	4 6%ci jko sw	1 *	
£76,001 to £83,000	(79.5)	13 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	2 9%	4 1%	* 1%	-	-	2 2%	3 5%jo	1 *	
£83,001 or more	(86)	32 2%	-	-	-	1 1%	-	-	5 3%	-	-	2 1%	-	1 2%	-	14 3%	-	1 2%	-	1 2%	7 10%ab cde fhijkl op rsw	-	
Prefer not to answer	115 6%	3 3%	-	3 3%	8 9%bim	1 2%	5 9%bm	8 5%	4 6%	2 2%	8 5%	3 3%	2 4%	-	3 11%	42 9%bim	4 7%b	3 4%	2 3%	3 3%	2 4%	9 8%b	
Average income (£000's)	26.76	25.73	24.31	24.12	25.99	25.28	23.73	26.54	24.82	23.80	26.41r	26.07r	26.41r	26.27	32.08	28.57ci rw	28.31r w	27.17r	21.57	26.01	44.01ab cdefghi jklmnop q rsw	23.64	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1006

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender			Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)
Unweighted base	2081	1001	1080	240	292	326	374	335	514	578	619	328	556	157	87	210	176	189	164	113	205	266	281	169	64
Weighted base	2081	1015	1066	231	360	333	368	308	482	568	585	422	506	176	85*	232	170	180	147	101*	194	273	283	180	62*
NET: Yes	456	235	221	26	49	55	103	89	135	92	102	84	179	46	17	47	30	40	30	30	48	41	70	46	13
	22%	23%	21%	11%	14%	17%	28%def	29%def	28%def	16%	17%	20%	35%kjl	26%v	20%	20%	18%	22%	20%	29%qv	25%v	15%	25%v	26%v	21%
Yes - physical condition	299	147	153	8	19	24	70	67	111	63	68	48	120	26	12	33	21	26	23	24	35	24	42	26	8
	14%	14%	14%	4%	5%	7%	19%def	22%def	23%def	11%	12%	11%	24%kjl	15%	14%	14%	12%	15%	16%	24%qv	18%v	9%	15%	14%	13%
Yes - mental condition	185	95	90	19	33	39	50	27	16	30	42	37	76	17	5	20	13	15	14	10	16	16	29	25	6
	9%	9%	8%	8%i	9%i	12%i	14%i	9%i	3%	5%	7%	9%	15%kjl	10%	6%	9%	8%	8%	10%	10%	8%	6%	10%	14%v	10%
Yes - disability	143	70	73	3	10	11	40	32	46	28	27	17	71	15	3	14	6	13	7	13	17	12	23	18	4
	7%	7%	7%	1%	3%	3%	11%def	10%def	10%def	5%	5%	4%	14%kjl	9%	3%	6%	3%	7%	5%	13%oqsv	9%	4%	8%	10%qv	6%
Yes - other	20	13	7	2	*	1	5	6	6	6	2	1	11	1	2	4	-	1	1	1	4	1	2	2	1
	1%	1%	1%	1%	*	*	1%	2%e	1%	1%	*	*	2%kl	1%	2%	2%	-	1%	1%	1%	2%	*	1%	1%	2%
No	1575	756	819	192	301	273	256	212	341	459	474	328	315	126	67	179	134	136	114	68	144	223	204	131	48
	76%	74%	77%	83%ghi	84%ghi	82%ghi	70%	69%	71%	81%lm	81%lm	78%lm	62%	72%	79%	77%	79%	76%	77%	68%	74%	82%ntw	72%	73%	77%
Prefer not to say	49	25	25	12	10	4	9	7	6	17	9	11	13	4	1	6	6	3	3	3	2	9	9	2	1
	2%	2%	2%	5%fi	3%	1%	2%	2%	1%	3%	2%	3%	2%	2%	1%	3%	3%	2%	2%	3%	1%	3%	3%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
Overlap formulae used. \* small base

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1007

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Working Status								Disability					What is the highest educational level that you have achieved to date?					To which of the following ethnic groups do you consider you belong?								
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Yes (h)	Yes - mental condition (i)	Yes - physical condition (j)	Yes - disability (k)	Yes - other (l)	No (m)	No formal education (n)	Primary (o)	Secondary (p)	University degree (q)	Higher university degree (r)	Still in full time education (s)	White (t)	NET: Non-white (u)	Mixed (v)	Asian (w)	Black (x)	Chinese (y)	Other (z)
Unweighted base	2081	728	353	210	98	123	422	147	533	224	347	174	24	1497	18	14	1152	613	215	50	1883	173	39	88	30	10	6
Weighted base	2081	949	252	174	83*	117	380	127	456	185	299	143	20**	1575	17**	14**	1142	622	227	42*	1883	176	37*	93*	29**	13**	5**
NET: Yes	456	117	54	77	31	41	101	36	456	185	299	143	20	-	7	8	281	106	40	9	435	19	7	7	3	1	1
	22%	12%	21%a	44%	37%ab	35%ab	27%a	29%a	100% <sup>m</sup>	100% <sup>m</sup>	100% <sup>m</sup>	100% <sup>m</sup>	100% <sup>m</sup>	-	42%	54%	25% <sup>q</sup>	17%	18%	21%	23% <sup>uw</sup>	11%	19%	7%	12%	7%	14%
Yes - physical condition	299	67	30	47	13	33	87	22	299	81	299	94	9	-	4	6	178	77	29	1	288	10	2	5	3	1	-
	14%	7%	12%a	27%	15%a	28% <sup>abd</sup>	23% <sup>ab</sup>	18%a	66% <sup>im</sup>	44% <sup>m</sup>	100% <sup>hik</sup>	66% <sup>im</sup>	42%	-	22%	42%	16% <sup>s</sup>	12%	13%	2%	15% <sup>uw</sup>	6%	6%	5%	10%	7%	-
Yes - mental condition	185	56	28	47	24	3	14	15	185	185	81	41	5	-	3	6	111	39	17	8	173	10	5	3	1	-	1
	9%	6%	11% <sup>aef</sup>	27%	29% <sup>abefg</sup>	3%	4%	12% <sup>aef</sup>	41% <sup>ijk</sup>	100% <sup>hjk</sup>	27% <sup>m</sup>	29% <sup>m</sup>	25%	-	16%	40%	10% <sup>q</sup>	6%	8%	19% <sup>pqr</sup>	9%	6%	14% <sup>u</sup>	4%	3%	-	14%
Yes - disability	143	19	18	35	7	18	33	14	143	41	94	143	10	-	2	2	89	34	14	1	138	2	2	1	-	-	-
	7%	2%	7%a	20%	8%a	15% <sup>ab</sup>	9%a	11%a	31% <sup>im</sup>	22% <sup>m</sup>	32% <sup>im</sup>	100% <sup>hij</sup>	48%	-	12%	11%	8%	5%	6%	3%	7% <sup>uw</sup>	1%	5%	1%	-	-	-
Yes - other	20	1	3	6	3	1	5	1	20	5	9	10	20	-	1	-	13	4	1	1	20	-	-	-	-	-	-
	1%	*	1%a	4%	3%a	1%	1%a	1%	4% <sup>ijm</sup>	3% <sup>m</sup>	3% <sup>m</sup>	7% <sup>ij</sup>	100% <sup>m</sup>	-	8%	-	1%	1%	*	1%	1%	-	-	-	-	-	-
No	1575	813	191	90	47	73	274	88	-	-	-	-	-	1575	9	6	841	504	177	32	1414	155	28	85	25	12	4
	76%	86% <sup>bde</sup>	76% <sup>defg</sup>	52%	56%	63%	72% <sup>d</sup>	69%	-	-	-	-	-	100% <sup>hjk</sup>	54%	46%	74%	81% <sup>p</sup>	78%	77%	75%	88% <sup>tv</sup>	76%	92% <sup>tv</sup>	88%	93%	86%
Prefer not to say	49	20	7	7	5	3	5	2	-	-	-	-	-	-	1	-	20	12	9	1	34	3	2	1	-	-	-
	2%	2%	3%	4%	6% <sup>a</sup>	3%	1%	2%	-	-	-	-	-	-	4%	-	2%	2%	4%	3%	2%	2%	5%	1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g - h/i/j/k/l/m - n/o/p/q/r/s - t/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1008

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Do you have any children aged 18 or under? If so, how old are they?										Opinion Influencer		What is the combined annual income of your household, prior to tax being deducted?									
	Total	No children aged 18 or under (a)	NET: Yes (b)	NET: Under 16 (c)	NET: Any 5-18 (d)	Any aged under 5 (e)	Any aged 5-10 (f)	Any aged 11-15 (g)	Any aged 16-18 (h)	Yes (i)	No (j)	Up to £7,000 (k)	£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
													£7,001 to £14,000 (l)	£14,001 to £21,000 (m)	£21,001 to £28,000 (n)	£28,001 to £34,000 (o)	£34,001 to £41,000 (p)	£41,001 to £48,000 (q)	£48,001 to £55,000 (r)	£55,001 or more (s)		
Unweighted base	2081	1530	538	489	450	180	253	224	102	199	1882	103	313	415	470	371	129	53	33	81		
Weighted base	2081	1501	566	522	469	188	272	233	100*	221	1860	78*	253	366	489	397	172	63*	46**	101*		
NET: Yes	456	374	82	73	78	10	33	43	22	45	411	28	96	94	116	59	28	9	4	5		
	22%	25% f	14% e	14% e	17% b	5% e	12% e	19% e	22% b	20% e	22% e	36% n	38% m	26% o	24% o	15% s	16% s	13% s	9% s	5% s		
Yes - physical condition	299	255	44	37	43	3	14	23	15	25	274	13	61	67	73	41	20	6	4	2		
	14%	17% g	8% e	7% e	9% b	2% e	5% e	10% e	15% b	11% e	15% e	16% s	24% n	18% o	15% s	10% s	11% s	9% s	9% s	2% s		
Yes - mental condition	185	140	45	41	43	8	19	25	13	22	164	23	44	25	39	25	11	6	1	4		
	9%	9% e	8% e	8% e	9% e	4% e	7% e	11% e	13% e	10% e	9% e	30% l	17% m	7% n	8% o	6% s	6% s	10% s	2% s	4% s		
Yes - disability	143	121	22	18	21	2	6	14	5	16	126	6	36	33	36	17	5	2	2	-		
	7%	8% b	4% e	3% e	4% e	1% e	2% e	6% e	5% e	7% e	7% e	7% s	14% m	9% o	7% s	4% s	3% s	3% s	4% s	-		
Yes - other	20	20	1	1	1	-	1	-	-	1	20	1	6	4	4	-	2	-	1	1		
	1%	1% b	* e	* e	* e	-	* e	-	-	* e	1% e	1% e	2% o	1% e	1% e	-	1% e	-	2% e	1% e		
No	1575	1090	473	439	381	176	233	185	77	174	1401	45	150	264	367	336	142	55	37	94		
	76%	73% a	84% a	84% a	81% a	94% a	86% a	86% a	79% a	77% a	79% a	58% a	59% a	72% k	75% k	85% k	82% k	87% k	81% k	93% k		
Prefer not to say	49	37	11	10	11	1	6	5	1	2	48	5	7	7	7	2	3	-	4	2		
	2%	2% e	2% e	2% e	2% e	1% e	2% e	2% e	1% e	1% e	3% e	6% m	3% o	2% e	1% e	2% e	2% e	-	9% e	2% e		

Proportions/Means: Columns Tested (5% risk level) - a/b/d/e/f/g/h - i/j - k/l/m/n/o/p/q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**VSP Survey**  
**ONLINE Fieldwork : 20th-22nd March 2020**

Absolutes/col percents

Table 1009

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow (a)	Edin- burgh (b)	New- castle (c)	Leeds (d)	Hull (e)	Shef- field (f)	Manch- ester (g)	Liver- pool (h)	Nott- ingham (i)	Birm- ingham (j)	Norwich (k)	Milton Keynes (l)	Bright- on (m)	Oxford (n)	London (o)	South- ampton (p)	Bristol (q)	Ply- mouth (r)	Cardiff (s)	Belfast (v)	None of these (w)
Unweighted base	2081	66	73	92	91	46	51	146	70	102	178	89	61	58	19	462	74	66	68	87	64	118
Weighted base	2081	78*	81*	87*	90*	47*	49*	164	72*	89*	164	89*	60*	54*	27**	468	68*	72*	67*	78*	62*	115*
NET: Yes	456 22%	21 27%	20 25%	18 21%	14 16%	6 14%	10 22%	33 20%	17 23%	19 21%	38 23%	15 17%	17 28%	17 31%	3 12%	91 20%	14 21%	16 22%	23 34% deko	25 32% deko	13 21%	24 21%
Yes - physical condition	299 14%	11 14%	12 15%	13 14%	11 12%	5 10%	5 10%	22 14%	14 19%	16 18%	25 15%	8 9%	10 17%	9 17%	2 7%	56 12%	10 15%	7 9%	15 23% ko	19 25% dkoq	8 13%	20 18%
Yes - mental condition	185 9%	7 9%	8 9%	5 6%	5 6%	3 5%	5 11%	17 10%	5 8%	6 7%	12 7%	9 10%	8 14%	6 11%	1 5%	36 8%	6 9%	9 13%	11 17% do	10 13%	6 10%	9 7%
Yes - disability	143 7%	7 9%	7 8%	4 4%	3 3%	* 1%	3 6%	10 6%	6 9%	4 4%	14 8%	4 4%	5 9%	5 9%	1 5%	32 7%	5 7%	7 10%	6 9%	10 13% de	4 6%	5 5%
Yes - other	20 1%	1 1%	* 1%	2 2%	- -	- -	- -	3 2%	1 2%	1 1%	1 1%	1 1%	1 1%	1 1%	- -	4 1%	1 1%	- -	1 2%	1 1%	1 2%	- -
No	1575 76%	56 72%	58 72%	68 78%	74 82% mrs	38 81%	37 76%	125 77%	54 75%	66 74%	125 76%	72 81%	43 72%	34 64%	24 88%	366 78% ms	53 79%	55 76%	44 66%	52 67%	48 77%	84 73%
Prefer not to say	49 2%	1 2%	3 3%	1 1%	2 2%	2 5%	1 3%	5 3%	2 2%	4 5%	1 1%	2 2%	- -	3 5%	- -	11 2%	1 1%	2 2%	- -	1 1%	1 2%	7 6% j

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**