

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 1
Sample Type
Base: All respondents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Adult	1156	561	588	299	343	245	260	642	505	-	1156	142	212	202	218	173	137	72	381	209	1007	137	29	82	21	457	57	43	572
	93%cgj	93%	93%	89%	94%cg	95%c	95%c	92%c	95%Tcg	-	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	93%	91%	88%	93%	90%	93%	95%	89%	93%
Child	87	45	43	38	22	12	15	60	27	87	-	-	-	-	-	-	-	-	-	-	72	14	4	6	2	34	3	5	43
	7%hijklm	7%	7%	11%Tdelg	6%	5%	5%	8%Tdh	5%	100%Tjklm	-	-	-	-	-	-	-	-	-	-	7%	9%	12%	7%	10%	7%	5%	11%	7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 2
Sample Type
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Adult	1156	347	178	192	770	271	587	248	50	832	324	108	160	122	67	296	27	584	397	94	19	922	234
Child	87	18	13	8	67	-	31	45	11	3	85	12	25	55	41	-	-	-	-	-	82	73	14
	7%efioqrs	5%	7%	4%	8%	-	5%e	15%Tef	18%Tef	*	21%Tkl	10%l	14%Ti	31%Tjkl	38%Tjkl	-	-	-	-	-	81%Tqrs	7%	6%

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 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Table 3
Sample Type
Base: All respondents

	GO Region										Internet usage				Devices used to access internet			Working status									
	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Adult	1158	99	55	33	969	47	128	93	94	75	107	155	165	103	700	442	29	58	1043	445	204	50	58	53	232	83	29
	93%ln	98%li	91%	92%	93%li	93%	95%li	92%	89%	84%	97%hi	92%	95%li	97%li	91%	97%Tn	92%	100%	93%	100%T	100%T	100%	100%	100%	100%T	100%T	100%
Child	87	4	5	3	75	4	7	8	12	14	3	14	9	4	71	16	3	-	82	-	-	-	-	-	-	-	-
	7%ostxy	4%	9%	8%	7%	5%	8%	11%j	16%Tadjlm	3%	8%	5%	3%	9%To	3%	8%	-	7%	-	-	-	-	-	-	-	-	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/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 4
Sample Type
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlet (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	566
Adult	1156 93%defg hjkimpr	223 96%de	318 95%de	274 96%de	144 85%	103 85%	1034 92%ghjklm	614 90%hijklm	352 84%klm	956 94%Tighjklm	298 83%ukm	124 77%lm	116 78%lm	25 67%	37 100%Tighijklm	62 100%Tighijklm	256 87%	885 95%Tp	454 91%	702 95%Tr
Child	87 7%inoqs	9 4%	16 5%	13 4%	26 15%Tabc	18 15%Tabc	84 8%Tino	69 10%Tfino	70 16%Tigin	63 6%no	62 17%Tgino	37 23%Tighijno	33 22%Tighino	13 33%Tighijno	-	-	37 13%Tq	48 5%	47 9%Ts	41 5%

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 5
Q1. VSP usage frequency - Summary table

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All (adult) respondents

Summary table

	YouTube (t)	Instagram (t)	TikTok (t)	Facebook (t)	Snapchat (t)	Twitch (t)	Vimeo (t)	Fruiteab (t)	Triller (t)	Recast (t)	Vuepay (t)	Bitchute (t)	OnlyFans (m)	Xpanded.com (m)	TV Girls Plaza (t)	UK Babe Channels Video (t)	Fanzworld (t)	PocketStars (t)	Admire.Me (t)	NET: Any VSP (t)	NET: Any Selected VSP (t)
Unweighted base	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1143	1143	1143	1143	1143	1143	1143	1143	1243	1243
Weighted base	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1156	1156	1156	1156	1156	1156	1156	1156	1243	1243
Effective base	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	928	928	928	928	928	928	928	928	1016	1016
Several times a day	345 28%bcefghij klnnopqrs	283 23%cefghijk lmnopqrs	153 12%fghijklm nopqrs	509 41%abcdfghij klmnopqrs	142 11%fghijklm nopqrs	29 2%ghijklmno pqr	13 1%jklmnopqrs	6 *	9 1%oprs	5 *	4 *	3 *	5 *	2 *	2 *	2 *	3 *	2 *	2 *	740 60%abcdfghij klmnopqrs	740 60%abcdfghijklmnopqrs
At least once a day	234 19%bcefghij klnnopqrs	164 13%cefghijkl mnopqrs	87 7%fghijklm nopqrs	288 23%abcdfghij klmnopqrs	80 6%fghijklm nopqrs	38 3%ghijklmno pqr	15 1%hnoq	5 *	11 1%	7 1%	9 1%	6 1%	11 1%o	4 *	3 *	6 1%	5 *	6 *	6 1%	293 24%abcdfghij klmnopqrs	293 24%abcdfghijklmnopqrs
At least once a week	297 24%bcdefghij klmnopqrstu	139 11%cefghijkl mnopqrs	92 7%fghijklm nopqrs	134 11%cefghijkl mnopqrs	71 6%fghijklm nopqrs	42 3%hijklmnop qrs	41 3%hijklmnop qrs	14 1%oqrs	10 1%	9 1%	14 1%os	9 1%	23 2%ijlnopqrs	8 1%	6 *	7 1%	6 1%	8 1%	5 *	140 11%cefghijkl lmnopqrs	140 11%cefghijklmnopqrs
At least once a month	159 13%bcdefghij klmnopqrstu	64 5%efghijklm nopqrs	53 4%fghijklmno pqr	56 5%fghijklmno pqr	41 3%hijklmnop qrs	29 2%hijklmnop qrs	37 3%hijklmnop qrs	7 1%	6 1%	9 1%	7 1%	9 1%	11 1%	4 *	3 *	5 *	3 *	4 *	5 *	45 4%hijklmnop qrs	45 4%hijklmnopqrs
At least once in the last 3 months	83 7%bcdefghij klmnopqrstu	34 3%hijklmnop qrs	37 3%hijklmnop qrs	32 3%hijklmnop rs	27 2%hijklmnop rs	24 2%hlnopqrs	44 4%hijklmno pqrstu	5 *	9 1%	12 1%oq	12 1%oqrs	9 1%	14 1%oqrs	6 *	3 *	5 *	3 *	6 1%	4 *	25 2%hlnopqrs	25 2%hlnopqrs
At least once in the last 12 months	42 3%bdehijklm nopqrstu	17 1%hnpqrstu	34 3%bdehijklm nopqrstu	17 1%hknopqrstu	24 2%hijklnopqr stu	27 2%hijklnopqr stu	47 4%bdehijkl mnopqrstu	5 *	18 1%tu	5 *	6 1%tu	9 1%qtu	13 1%hnpqrstu	5 *	7 1%tu	4 *	3 *	4 *	3 *	-	-
Used to use, but haven't in the last 12 months	15 1%tu	42 4%bdehijklm nopqrstu	28 2%hijklmnop qrs	52 4%bdehijklm nopqrstu	74 6%bdehijkl mnopqrstu	34 3%bdehijkl mnopqrstu	74 6%bdehijkl mnopqrstu	9 1%tu	9 1%tu	10 1%tu	12 1%tu	9 1%tu	11 1%tu	7 1%tu	5 *	12 1%otu	10 1%tu	8 1%tu	9 1%tu	-	-
NET: At least daily	579 47%bcefghij klnnopqrs	447 36%cefghijk lmnopqrs	240 19%fghijklm nopqrs	797 64%abcdfghij klmnopqrs	222 18%fghijklm nopqrs	67 5%ghijklmno pqr	28 2%hijklmnop qrs	11 1%	20 2%hnoqrs	12 1%	13 1%o	10 1%	15 1%no	6 1%	6 *	9 1%	8 1%	8 1%	8 1%	1033 83%abcdfghij klmnopqrs	1032 83%abcdfghijklmnopqrs
NET: At least weekly	876 70%bcefghij klnnopqrs	585 47%cefghijk lmnopqrs	332 27%fghijkl mnopqrs	931 75%abcdfghij klmnopqrs	292 24%fghijklm nopqrs	109 9%ghijklmno pqr	68 5%hijklmnop qrs	25 2%noqrs	29 2%noqrs	21 2%o	27 2%noqrs	19 2%	38 3%hlnopqrs	14 1%	11 1%	15 1%	14 1%	15 1%	13 1%	1173 94%abcdfghij klmnopqrs	1173 94%abcdfghijklmnopqrs
NET: At least monthly	1035 83%bcdefghij klmnopqrs	649 52%cefghijk lmnopqrs	385 31%fghijkl mnopqrs	987 79%abcdfghij klmnopqrs	333 27%fghijkl mnopqrs	137 11%ghijklmno pqr	105 8%hijklmnop qrs	32 3%noqrs	36 3%noqrs	30 2%noqrs	34 3%noqrs	28 2%oq	49 4%hijklnopqr s	18 2%	14 1%	20 2%	17 1%	19 2%	18 2%	1218 98%abcdfghij klmnopqrs	1218 98%abcdfghijklmnopqrs
NET: Within the last 3 months	1119 90%bcdefghij klmnopqrs	683 55%cefghijk lmnopqrs	422 34%fghijkl mnopqrs	1019 82%abcdfghij klmnopqrs	360 29%fghijkl mnopqrs	161 13%hijklmno pqr	149 12%hijklmnop qrs	38 3%noqrs	45 4%noqrs	42 3%noqrs	46 4%noqrs	37 3%noqrs	62 5%hijklnopqr rs	23 2%	18 2%	26 2%o	20 2%	25 2%	22 2%	1243 100%abcdfghij klmnopqrs	1243 100%abcdfghijklmnopqrs

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Absolutes/col percents

Table 5

Q1. VSP usage frequency - Summary table

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Summary table

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Weighted base	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1156	1156	1156	1156	1156	1156	1156	1156	1243	1243
NET: At least yearly	1161 93%abcde fghi jklnopqrs	700 56%acefghijk lmnopqrs	456 37%efghijkl mnopqrs	1036 83%bcefghij klmnopqrs	384 31%fghijklm nopqrs	169 15%hijklmno pqrs	196 16%hijklmnop qrs	42 3%ooqs	63 5%hijnopqrs	47 4%nopqrs	53 4%nopqrs	47 4%nopqrs	76 7%hijklnopq rs	29 2%	24 2%	30 3%	23 2%	29 3%	25 2%	1243 100%abcde fgh ijklmnopqrs	1243 100%abcde fgh ijklmnopqrs
NET: Ever	1176 95%abcde fghi jklnopqrs	741 60%acefghijk lmnopqrs	483 39%efghijkl mnopqrs	1089 88%bcefghij klmnopqrs	459 37%fghijklm nopqrs	223 18%hijklmno pqrs	270 22%fghijklmno pqrs	51 4%ooqs	72 6%hijnopqrs	57 5%nopqrs	65 5%nopqrs	56 5%nopqrs	87 8%hijklnopq rs	36 3%	29 3%	42 4%	33 3%	37 3%	34 3%	1243 100%abcde fgh ijklmnopqrs	1243 100%abcde fgh ijklmnopqrs
Never	67 5%tu	502 40%adtu	760 61%abdtu	154 12%atu	784 63%abdtu	1020 82%abcdegtu	973 78%abcdetu	1192 96%abcde fgi jkmtu	1171 94%abcde fgt u	1186 95%abcde fgi mtu	1178 95%abcde fgm tu	1100 96%abcde fgm tu	1069 92%abcde fgt u	1120 97%abcde fgi jkmtu	1127 97%abcde fgh ijkmtu	1114 96%abcde fgh kmtu	1123 97%abcde fgh ijkmtu	1118 97%abcde fgh jkmtu	1122 97%abcde fgh jkmtu	-	-

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Overlap formulae used.

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Absolutes/col percents

Table 6
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Summary table - NET: Used in the last 3 months

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
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Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
YouTube	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53	319	170	964	144	30	84	21	436	60	48	551
	90%bqrs	94%Tb	86%	92%	90%	89%	88%	91%	88%	96%Tjno	90%qrs	94%qrs	95%Tjno	93%opqr	88%q	86%	85%ks	74%	84%	81%	89%	95%Tt	93%	96%Tt	92%	89%	100%TzC	100%TzC	90%
Instagram	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27	13	102	40	553	123	21	73	20	239	51	30	345
	55%afjop	47%	62%Ta	58%j	57%	54%	49%	58%Th	51%	79%Tjmn	53%opqr	78%Tjmn	72%Tjno	53%Tjop	55%opqr	38%pqrs	20%	18%	27%ps	19%	51%	81%Ttv	64%	63%Ttv	89%	49%	85%TzBC	63%	56%z
TikTok	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31	6	3	39	9	336	85	12	53	14	150	41	28	197
	34%jopqrst	32%	35%	36%	34%	34%	30%	35%	32%	80%Tjkl	30%opqr	52%Tjmn	46%Tjmn	34%opqr	33%opqr	18%pqrs	4%	4%	10%ps	4%	31%	56%Ttv	38%	34%Ttv	63%	31%	69%TzC	57%TzC	32%
Facebook	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58	293	160	888	124	26	76	14	403	56	38	501
	62%qpr	80%	84%	63%	73%	86%	81%	81%	83%	72%	83%Tioprs	88%oprs	87%Tioprs	85%pqrs	83%j	77%	75%	80%	77%	77%	82%	82%	79%	87%	60%	82%	94%TzBC	79%	81%
Snapchat	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39	16	4	4	24	7	278	81	14	51	7	123	37	18	176
	29%ajno	26%	32%a	33%h	30%	26%	25%	31%	26%	71%Tjlm	26%nopqrs	62%Tjlm	41%Tjmn	31%unopqrs	18%opqrs	9%prs	3%	5%	6%ps	4%	26%	53%Tt	44%t	59%Tt	32%	25%	61%TzBC	37%	29%
Twitch	161	108	52	58	47	28	27	105	55	37	124	33	41	32	16	3	*	*	3	*	120	39	6	24	5	48	15	9	86
	13%abhjopqrstz	18%Tb	8%	17%Th	13%	11%	10%	15%Th	10%	42%Tjkl	11%opqr	23%Tjno	19%Tjno	18%jnopqrs	7%oprs	2%	*	*	1%	*	11%	26%Tt	20%	27%Tt	21%	10%	24%TzC	19%	14%
Vimeo	149	97	51	64	49	25	10	113	35	33	116	19	29	29	20	9	9	1	19	10	111	38	7	23	5	61	17	12	57
	12%bfhjopqrstz	16%Tb	8%	19%Tefh	13%fh	10%fh	4%	16%Tdeh	7%f	38%Tjkl	10%ors	13%oqrs	14%opqr	14%jopqr	9%	5%	6%	2%	5%	10%	10%	25%Tt	21%t	26%Tt	23%	13%	28%TzC	24%TzC	9%
Funilab	38	23	14	14	15	6	2	29	7	13	25	5	7	7	4	-	1	-	1	1	24	13	3	7	3	15	6	2	11
	3%hjporsic	4%	2%	4%fh	4%fh	2%	1%	4%Th	1%	14%Tjklm	2%r	4%or	4%ors	4%rs	2%	-	1%	-	*	*	2%	9%Tt	10%Tt	10%Tt	12%	3%	10%TzC	5%	2%
Triller	45	28	17	23	11	8	2	34	10	13	32	8	10	6	4	3	1	-	4	1	28	17	3	10	3	19	9	4	13
	4%hjrstic	5%	3%	7%Tdfgh	3%	3%	1%	5%Tdfh	2%f	15%Tjklm	3%rs	5%prs	5%prs	3%	2%	2%	1%	-	1%	*	3%	11%Tt	10%Tt	11%Tt	14%	4%	14%TzC	7%C	2%
Recast	42	27	16	22	9	7	2	31	9	15	28	7	9	8	3	1	1	-	2	1	28	14	3	8	2	18	9	4	11
	3%hjporsic	4%	2%	7%Tdefgh	3%	3%	1%	4%Tdfh	2%	17%Tjklm	2%rs	5%rs	4%ors	4%rs	1%	1%	*	*	*	*	3%	9%Tt	9%t	9%t	9%	4%	15%TzC	8%C	2%
Vuepay	46	30	16	20	14	8	3	34	11	17	29	6	10	10	3	1	*	-	1	*	26	19	3	11	3	19	8	6	14
	4%thjpporstic	5%T	3%	6%Th	4%	3%	1%	5%Th	2%	19%Tjklm	3%rs	4%prs	5%oprs	5%joprs	1%	1%	*	*	*	*	2%	13%Tt	10%t	13%Tt	14%	4%	14%TzC	11%TzC	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 6
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
 Summary table - NET: Used in the last 3 months

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Base: All Adult respondents	1156	561	588	299	343	245	260	642	505	**	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Bitchute	37	23	15	8	13	10	6	21	16	-	37	4	10	8	10	2	4	-	6	4	26	11	2	7	2	13	6	2	16
OnlyFans	62	53	9	21	18	10	12	40	23	-	62	6	20	19	8	8	1	*	10	2	50	13	3	7	2	23	4	2	33
Xpanded.com	23	15	9	8	6	5	4	14	9	-	23	5	8	5	4	1	-	-	1	-	14	9	2	7	1	9	5	2	7
TV Girls Plaza	18	12	5	7	5	4	2	12	6	-	18	5	5	5	2	-	1	-	1	1	9	8	1	7	1	7	4	2	5
UK Babe Channels Video	26	18	8	9	8	4	3	17	8	-	26	5	9	6	4	*	*	-	*	*	13	12	1	9	2	9	6	3	6
Fanzworld	20	15	6	9	5	4	2	14	6	-	20	7	6	5	3	-	-	-	-	-	11	9	2	6	1	7	4	2	7
PocketStars	25	18	7	10	6	7	3	16	9	-	25	6	10	8	2	1	*	-	1	*	15	9	1	7	1	8	5	1	10
Admire.Me	22	15	7	9	5	5	3	14	8	-	22	5	8	6	3	*	*	-	1	*	12	10	1	8	1	8	5	2	6
Base: All respondents	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: Other Non Core VSPs	75	46	29	36	18	14	4	54	18	20	55	11	16	15	5	5	1	-	6	1	47	26	4	17	5	30	14	7	24
NET: Other Non Core Adult VSPs	49	32	17	15	14	4	4	29	19	-	49	9	17	13	7	2	1	-	3	1	32	16	2	12	2	15	8	5	19
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 7

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
YouTube	1119	331	182	176	752	243	554	255	58	737	381	109	175	170	102	271	27	500	368	93	99	900	219
	90%iq	91%	95%Tac	88%	90%	90%	90%	90%	95%	88%	93%Ti	91%	95%Ti	96%Ti	95%	92%	99%	86%	93%Tq	99%Tqr	98%Tqr	90%	88%
Instagram	693	187	123	95	474	105	318	213	48	391	292	92	129	126	82	200	24	308	220	58	78	560	123
	55%ceff	51%	64%Tac	48%	57%ca	38%	51%ea	73%Tef	47%	72%Ti	77%Ti	70%Ti	71%Ti	77%Ti	68%T	89%	53%	55%	62%	77%Tqrs	56%	50%	50%
TikTok	422	119	81	55	286	57	176	151	38	209	213	61	98	104	65	132	13	173	123	37	73	349	73
	34%efiq	33%ca	42%Tac	28%	34%	21%	28%ea	51%Tef	25%	52%Ti	51%Ti	53%Ti	58%Tij	61%Tij	45%T	46%	30%	31%	39%	73%Tqrs	35%	30%	30%
Facebook	1019	308	165	170	681	215	505	248	51	670	349	115	161	144	85	264	23	490	318	85	76	812	207
	82%	84%	86%	85%	81%	79%	82%	85%	83%	80%	85%Tim	96%Tij	87%	81%	79%	89%T	86%	84%	80%	90%Trt	76%	82%	83%
Snapchat	360	95	64	45	252	38	148	140	34	167	193	53	90	91	61	115	18	141	109	33	70	294	66
	29%ceffq	26%	33%ac	23%	30%	14%	24%ea	48%Tef	20%	47%Ti	45%Ti	49%Ti	52%Ti	57%Tij	39%T	65%	24%	27%	35%iq	69%Tqrs	30%	26%	26%
Twitch	161	41	29	18	112	11	69	69	13	69	92	27	41	45	31	49	7	51	47	17	40	136	26
	13%efiq	11%	15%ac	9%	13%	4%	11%ea	23%Tef	21%ef	8%	23%Ti	22%Ti	22%Ti	25%Ti	29%Ti	17%	26%	9%	12%	18%iq	39%Tqrs	14%	10%
Vimeo	149	43	27	23	98	23	60	55	11	65	84	23	33	39	31	49	2	39	53	22	34	122	27
	12%fiq	12%	14%	12%	12%	8%	10%	19%Tef	19%ef	8%	21%Ti	19%Ti	18%Ti	22%Ti	29%Tij	16%T	6%	7%	13%iq	23%Tqr	34%Tqr	12%	11%
Fruitab	38	11	6	7	24	1	15	19	2	9	29	13	14	14	7	16	*	8	11	5	13	35	3
	3%efiq	3%	3%	3%	3%	*	2%	6%Tef	4%ea	1%	7%Ti	11%Ti	8%Ti	8%Ti	7%Ti	5%T	1%	1%	3%	5%iq	13%Tqr	3%	1%
Triller	45	13	5	11	30	3	18	20	4	15	30	14	14	16	8	17	1	14	10	7	13	40	5
	4%efiq	4%	3%	5%	4%	1%	3%	7%Tef	6%ea	2%	7%Ti	12%Ti	8%Ti	9%Ti	8%Ti	6%	2%	2%	3%	7%qr	13%Tqr	4%	2%
Recast	42	10	5	8	29	1	15	20	6	11	32	14	15	17	9	17	*	11	11	4	15	40	3
	3%efiq	3%	3%	4%	3%	1%	2%	7%Tef	10%Tef	1%	8%Ti	12%Ti	8%Ti	9%Ti	8%Ti	6%T	1%	2%	3%	4%	15%Tqrs	4%Tv	1%
Vuepay	46	12	6	8	32	2	12	25	6	7	39	14	20	21	9	21	1	13	11	5	17	43	4
	4%efiq	3%	3%	4%	4%	1%	2%	9%Tef	11%Tef	1%	9%Ti	12%Ti	11%Ti	12%Ti	9%Ti	7%T	2%	2%	3%	5%	17%Tqrs	4%	1%
Base: All Adult respondents	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Bitchute	37	9	4	3	26	9	15	10	3	23	15	6	6	5	3	14	1	16	16	3	*	29	8
	3%	2%	2%	2%	3%	3%	3%	4%	6%	3%	5%	6%	4%	4%	4%	5%	2%	3%	4%	3%	1%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 7

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Base: All Adult respondents	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
OnlyFans	62	15	6	9	44	14	29	17	2	38	24	7	12	10	5	24	*	24	27	9	1	53	9
	5%	4%	3%	5%	6%	5%	5%	7%	5%	5%	7%	7%	7%	9%	7%	8%T	1%	4%	7%	10%q	5%	6%	4%
Xpanded.com	23	5	2	4	16	2	9	9	3	7	16	7	8	6	3	16	1	9	8	3	1	21	2
	2% <i>l</i>	2%	1%	2%	2%	1%	2%	4% <i>e</i>	6% <i>e</i>	1%	5%T <i>i</i>	7%T <i>i</i>	5%T <i>i</i>	5%T <i>i</i>	5% <i>i</i>	5%T	2%	2%	2%	4%	4%	2%	1%
TV Girls Plaza	18	4	2	3	12	1	6	9	2	5	13	6	7	4	3	12	1	7	6	4	*	16	2
	2% <i>l</i>	1%	1%	1%	2%	*	1%	4%T <i>ef</i>	4% <i>e</i>	1%	4%T <i>i</i>	6%T <i>i</i>	4%T <i>i</i>	3% <i>i</i>	4% <i>i</i>	4%T	2%	1%	2%	4%q	1%	2%	1%
UK Babe Channels Video	26	8	3	4	19	3	9	11	2	9	17	9	8	4	4	16	1	10	8	6	*	23	2
	2% <i>l</i>	2%	1%	2%	2%	1%	2%	5%T <i>ef</i>	4%	1%	5%T <i>i</i>	8%T <i>i</i>	5%T <i>i</i>	4% <i>i</i>	5% <i>i</i>	5%T	2%	2%	2%	6%T <i>q</i>	1%	*	3%
Fanzworld	20	5	2	3	14	1	8	11	1	5	15	8	9	4	2	15	1	8	7	4	*	19	2
	2% <i>l</i>	1%	1%	2%	2%	*	1%	4%T <i>ef</i>	3%	1%	5%T <i>i</i>	7%T <i>i</i>	6%T <i>i</i>	3% <i>i</i>	4% <i>i</i>	5%T	2%	1%	2%	5%T <i>q</i>	1%	2%	1%
PocketStars	25	6	3	3	17	3	11	10	2	8	17	9	8	5	3	16	1	12	8	4	1	24	1
	2% <i>l</i>	2%	2%	2%	2%	1%	2%	4%	4%	1%	5%T <i>i</i>	8%T <i>i</i>	5%T <i>i</i>	4% <i>i</i>	4% <i>i</i>	6%T	3%	2%	2%	5%	3%	3%	1%
Admire.Me	22	5	2	3	15	2	8	10	2	7	16	9	7	5	2	15	1	7	8	4	1	21	2
	2% <i>l</i>	1%	1%	1%	2%	1%	1%	4%T <i>ef</i>	4% <i>e</i>	1%	5%T <i>i</i>	8%T <i>i</i>	4%T <i>i</i>	4% <i>i</i>	4% <i>i</i>	5%T	2%	1%	2%	5%q	4%	2%	1%
Base: All respondents	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: Other Non Core VSPs	75	17	8	13	51	6	27	32	9	25	50	19	25	24	13	30	1	24	19	9	21	68	6
	6% <i>l</i> ef <i>q</i> v	5%	4%	6%	6%	2%	4%	11%T <i>ef</i>	15%T <i>ef</i>	3%	12%T <i>i</i>	16%T <i>i</i>	13%T <i>i</i>	14%T <i>i</i>	12%T <i>i</i>	10%T	2%	4%	5%	10%q	21%T <i>q</i> r <i>s</i>	7%T <i>v</i>	3%
NET: Other Non Core Adult VSPs	49	11	5	7	35	5	21	19	4	18	31	15	16	9	5	30	1	24	14	8	1	45	5
	4% <i>l</i>	3%	3%	3%	4%	2%	3%	6%T <i>ef</i>	7% <i>e</i>	2%	8%T <i>i</i>	13%T <i>i</i> jm <i>n</i>	9%T <i>i</i>	5%	5%	10%T	4%	4%	4%	8%t	1%	4%	2%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 8
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
 Summary table - NET: Used in the last 3 months

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotlan d (a)	Wales (b)	Norther n Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshi re and the Humber (g)	West Midland s (h)	East Midland s (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl e devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloug hed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
YouTube	1119	94	53	33	929	43	117	95	89	76	99	161	158	100	711	394	25	43	1028	401	188	50	53	52	194	71	25
	90%hoqx	91%	88%	92%	90%	85%	87%	94%h	84%	85%	90%	95%Tdef hi	91%	94%h	92%To	86%	78%	74%	91%Tq	90%lx	92%lx	100%Tsvxy	91%	98%lx	83%	85%	88%
Instagram	683	47	26	18	592	24	73	54	65	59	63	107	94	54	495	182	21	8	640	286	114	28	27	41	45	50	22
	55%oqx	46%	43%	50%	57%T	46%	54%	62%lab	66%Tabe	57%	63%Tab	63%Tab	54%	50%	64%To	40%	64%	13%	57%Tq	64%Tvx	56%lx	56%lx	46%lx	78%Tvx	20%	60%lx	77%
TikTok	422	33	14	12	363	19	34	34	44	39	42	68	51	32	314	103	12	6	391	164	68	21	11	30	16	28	14
	34%loqx	32%	24%	34%	35%l	36%	25%	34%	42%bfl	44%Tbfl	38%l	40%bfl	29%	30%	41%To	22%	37%	10%	35%q	37%vx	33%lx	41%vx	20%lx	55%Tstvx	7%	34%lx	50%
Facebook	1019	84	51	31	852	41	116	74	93	77	91	135	141	86	654	354	28	36	933	383	159	39	44	48	184	74	25
	82%goqx	81%	86%	87%	82%g	80%	85%g	73%	88%g	86%g	82%	80%	81%	80%	85%To	78%	86%	63%	83%Tq	86%Tvr	78%	77%	75%	89%	79%	89%	88%
Snapchat	360	25	17	13	305	10	44	30	35	36	32	51	44	23	274	79	10	2	334	152	54	12	8	34	9	22	9
	29%ooqx	24%	28%	37%	29%	19%	32%	29%	33%	40%Tade	29%	30%	25%	21%	36%To	17%	31%	4%	30%qt	34%Tvx	26%lx	23%lx	14%lx	63%Tstvx	4%	26%lx	31%
Twitch	161	12	7	6	136	4	9	9	18	11	19	31	26	10	141	16	1	5	152	63	19	6	8	15	-	8	5
	13%fox	12%	11%	17%	13%l	8%	6%	9%	17%l	13%	17%l	18%l	15%l	9%	18%To	4%	4%	8%	13%	14%lx	9%lx	12%lx	14%lx	28%Tstxy	-	9%lx	18%
Vimeo	149	14	6	4	125	4	10	12	17	17	4	30	17	14	107	38	1	1	137	61	24	6	4	8	6	2	5
	12%jox	14%j	11%	10%	12%j	7%	8%	12%	16%j	19%Tdj	4%	18%Tdj	10%	13%j	14%To	8%	5%	2%	12%q	14%xy	12%xy	11%xy	7%	15%xy	3%	2%	16%
Fruitab	38	4	2	*	32	1	2	4	4	1	2	10	5	3	33	4	1	2	30	15	4	-	*	2	1	*	1
	3%orx	4%	3%	1%	3%	3%	1%	4%	4%	1%	2%	6%	3%	3%	4%To	1%	4%	4%	3%	3%lx	2%	-	1%	5%lx	*	*	5%
Triller	45	2	2	1	40	1	3	2	6	3	2	13	5	4	37	7	1	1	38	22	6	-	*	1	-	1	1
	4%ox	2%	3%	3%	4%	3%	3%	2%	6%	3%	2%	8%Td	3%	3%	5%To	2%	3%	1%	3%	5%lx	3%lx	-	*	3%lx	-	1%	5%
Recast	42	2	3	-	38	2	2	2	8	2	3	12	3	4	32	9	*	*	37	16	4	-	-	1	2	1	4
	3%lx	2%	5%	1%	4%	4%	2%	2%	8%Tdl	2%	3%	7%Tdl	1%	3%	4%T	2%	*	*	3%	4%lx	2%	-	-	2%	1%	1%	12%
Vuepay	46	3	2	-	42	2	3	2	9	4	4	11	6	2	40	5	1	*	41	19	5	1	*	1	-	2	1
	4%ox	3%	3%	-	4%	2%	2%	2%	8%Tdm	4%	3%	6%	4%	1%	5%To	1%	3%	*	4%	4%lx	2%lx	2%	*	3%lx	-	2%	3%
Base: All Adult respondents	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Bitchute	37	2	2	1	33	*	3	5	3	8	3	7	4	2	29	8	2	2	30	16	11	3	2	*	2	2	2
	3%lx	2%	3%	2%	3%	1%	2%	5%	3%	10%Tadj	2%	4%	2%	2%	4%T	2%	6%	4%	3%	4%lx	5%lx	5%lx	4%	1%	1%	2%	7%

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



Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 8
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
 Summary table - NET: Used in the last 3 months

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Base: All Adult respondents	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	75	204	50*	58	53*	232	83	29**
OnlyFans	62	7	1	2	52	3	5	7	4	7	10	9	3	54	8	1	1	58	42	11	2	1	1	1	*	*	3
Xpanded.com	23	2	-	-	21	2	1	6	2	1	4	2	1	18	4	1	1	19	15	5	*	*	1	-	-	2	1
TV Girls Plaza	18	2	*	*	15	*	1	2	2	1	4	2	2	15	2	*	*	15	11	4	*	*	*	1	-	*	1
UK Babe Channels Video	26	2	*	*	23	1	1	2	3	2	6	2	2	21	4	1	1	21	17	7	*	*	*	-	*	*	1
Fanzworld	20	1	*	1	18	*	1	4	2	1	5	3	1	16	4	1	1	17	15	4	*	1	*	-	*	*	1
PocketStars	25	1	1	*	23	1	1	2	6	1	6	3	2	20	4	1	1	21	16	4	1	1	1	-	*	2	
Admire.Me	22	2	*	1	19	1	1	3	2	1	7	2	1	17	4	1	1	18	14	4	1	*	1	-	1	1	
Base: All respondents	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: Other Non Core VSPs	75	3	3	1	67	2	6	3	12	5	6	19	9	4	59	14	1	66	35	8	1	*	2	2	3	4	
NET: Other Non Core Adult VSPs	49	3	1	2	43	3	4	4	9	2	3	11	4	4	35	12	2	41	29	11	2	1	2	1	2	2	
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 9
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Summary table - NET: Used in the last 3 months

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlet (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
YouTube	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
	90%qs	89%	88%	88%	93%	97%Tabc	100%Tghijklmno	93%Ti	98%Tgij	89%	95%Tgij	99%Tgij	99%Tgij	99%Ti	99%Tgij	97%Tq	88%	93%Ts	88%	
Instagram	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
	55%aqs	44%	53%	57%a	65%Tab	66%Tab	57%T	100%Thijklmno	84%Tin	61%Tt	88%Thijklmno	83%Tfn	87%Tfn	93%Tfn	76%Tfi	88%Tfn	77%Tq	48%	65%Ts	48%
TikTok	422	67	95	104	76	57	412	353	422	372	257	117	106	30	47	192	225	212	210	210
	34%bqs	29%	28%	36%	45%Tab	47%Tab	37%T	52%Ti	100%Tfghijklmno	36%T	71%Tfghijklmno	72%Tfghijklmno	71%Tfghijklmno	79%Tfghijklmno	54%Tfi	75%Tfghijklmno	66%Tq	24%	42%Ts	28%
Facebook	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
	82%aaqs	75%	87%Tae	83%ae	87%ae	73%	81%	90%Thijklmno	88%Tin	100%Tfghijklmno	93%Tfghijklmno	85%	89%Tfn	81%	94%Thijklmno	90%Tq	80%	85%Ts	80%	
Snapchat	360	46	80	89	69	46	341	315	257	336	104	91	32	19	39	163	193	201	159	159
	29%abqs	20%	24%	31%a	41%Tab	38%Tab	30%T	46%Ti	61%Tfghijklmno	33%Tt	100%Tfghijklmno	64%Tfghijklmno	61%Tfghijklmno	52%Tfi	62%Tfghijklmno	55%Tq	21%	40%Ts	21%	
Twitch	161	25	32	45	31	23	159	134	117	137	104	161	75	31	30	87	73	105	56	56
	13%bqs	11%	9%	18%b	18%b	19%b	14%T	20%Ti	28%Tfghijklmno	13%	29%Tfghijklmno	100%Tfghijklmno	50%Tfghijklmno	82%Tfghijklmno	46%Tfghijklmno	48%Tfghijklmno	30%Tq	8%	21%Ts	8%
Vimeo	149	20	27	34	30	27	148	129	106	133	91	75	149	33	27	67	82	86	63	63
	12%bqs	9%	8%	12%	18%Tab	22%Tabc	13%T	19%Ti	25%Tfghijklmno	13%T	25%Tfghijklmno	47%Tfghijklmno	100%Tfghijklmno	89%Tfghijklmno	51%Tfghijklmno	44%Tfghijklmno	23%Tq	9%	17%Ts	8%
Fruitlet	38	3	6	7	12	4	37	35	30	37	32	31	33	38	14	26	11	30	7	7
	3%qs	1%	2%	2%	7%Tabc	3%	3%	5%Ti	7%Tfghijklmno	4%T	9%Tfghijklmno	19%Tfghijklmno	22%Tfghijklmno	100%Tfghijklmno	32%Tfghijklmno	23%Tfghijklmno	9%Tq	1%	6%Ts	1%
Triller	45	6	8	9	13	6	44	43	37	45	38	33	35	26	13	14	29	16	33	12
	4%qs	2%	2%	3%	7%Tab	5%	4%	6%Ti	9%Tfghijklmno	4%T	11%Tfghijklmno	20%Tfghijklmno	24%Tfghijklmno	70%Tfghijklmno	34%Tfghijklmno	22%Tfghijklmno	10%Tq	2%	7%Ts	2%
Recast	42	3	7	9	13	8	42	41	35	42	35	34	25	12	15	31	10	32	10	10
	3%qs	1%	2%	3%	7%Tab	7%ab	4%T	6%Ti	8%Tfghijklmno	4%T	10%Tfghijklmno	21%Tfghijklmno	23%Tfghijklmno	66%Tfghijklmno	32%Tfghijklmno	24%Tfghijklmno	11%Tq	1%	6%Ts	1%

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 Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 9

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Vuepay	46	4	10	8	14	8	46	44	39	44	40	37	39	27	13	15	32	14	36	10
	4%qs	2%	3%	3%	8%Tabc	7%sa	4%T	6%Ti	9%Tigi	4%T	11%Tigi	23%Tigh	26%Tigh	71%Tigh	35%Tigh	25%Tigh	11%Tq	1%	7%Ts	1%
Base: All Adult respondents	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Bitchute	37	11	10	9	4	3	37	28	20	30	19	17	19	12	37	12	15	22	26	11
	3%qs	5%	3%	3%	3%	3%	4%	5%Ti	6%Ti	3%	7%Ti	14%Tigh	17%Tigh	48%Tigh	100%Tigh	20%Tigh	6%Tq	2%	6%Ts	2%
OnlyFans	62	8	15	17	9	11	61	55	47	58	39	30	27	14	12	62	31	32	40	22
	5%qs	4%	5%	6%	7%	10%Tab	6%T	9%Ti	13%Tigi	6%T	13%Tigi	24%Tigh	24%Tigh	58%Tigh	33%Tigh	100%Tigh	12%Tq	4%	9%Ts	3%
Xpanded.com	23	5	6	5	3	3	22	20	19	22	19	16	18	14	12	14	14	9	18	6
	2%qs	2%	2%	2%	2%	3%	2%	3%Ti	3%Tigi	2%	6%Tigi	13%Tigh	15%Tigh	54%Tigh	32%Tigh	22%Tigh	5%Tq	1%	4%Ts	1%
TV Girls Plaza	18	3	4	4	3	3	17	17	16	17	15	15	16	13	12	13	12	5	14	3
	2%qs	1%	1%	2%	2%	3%	2%	3%Ti	5%Tigi	2%	5%Tigi	12%Tigh	14%Tigh	52%Tigh	33%Tigh	21%Tigh	5%Tq	1%	3%Ts	*
UK Babe Channels Video	26	4	5	7	3	5	25	24	22	24	20	18	19	14	12	16	17	9	20	5
	2%qs	2%	1%	2%	2%	5%	2%	4%Ti	6%Tigi	2%	7%Tigi	15%Tigh	16%Tigh	56%Tigh	33%Tigh	25%Tigh	7%Tq	1%	4%Ts	1%
Fanzworld	20	2	5	5	4	3	20	19	18	20	18	17	18	14	13	13	14	6	17	4
	2%qs	1%	2%	2%	3%	3%	2%	3%Ti	5%Tigi	2%	6%Tigi	14%Tigh	16%Tigh	55%Tigh	34%Tigh	22%Tigh	6%Tq	1%	4%Ts	1%
PocketStars	25	3	6	7	3	4	24	24	22	24	22	19	19	16	13	15	15	10	21	4
	2%qs	1%	2%	2%	2%	3%	2%	4%Ti	6%Tigi	3%	7%Tigi	15%Tigh	16%Tigh	65%Tigh	35%Tigh	24%Tigh	6%Tq	1%	5%Ts	1%
Admire.Me	22	4	5	5	3	3	21	20	20	22	19	18	19	15	13	16	14	8	17	5
	2%qs	2%	1%	2%	2%	3%	2%	3%Ti	6%Tigi	2%	6%Tigi	15%Tigh	16%Tigh	60%Tigh	34%Tigh	25%Tigh	6%Tq	1%	4%Ts	1%
Base: All respondents	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Other Non Core VSPs	75	8	17	17	17	13	73	69	57	72	58	50	53	30	15	19	49	25	53	21
	6%qs	3%	5%	6%	10%Ta	10%Ta	7%T	10%Ti	13%Tigi	7%T	16%Tigi	31%Tigh	36%Tigh	79%Tigh	39%Tigh	39%Tigh	17%Tq	3%	11%Ts	3%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 9
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Base: All respondents	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Other Non Core Adult VSPs	49	8	11	11	6	7	47	43	39	46	35	29	30	19	15	20	27	21	36	13
		4%qs	4%	3%	4%	4%	6%Tf	6%Ti	9%Tgi	5%	10%Tgij	18%Tghij	20%Tghij	50%Tghijk	39%Tghijk	33%Tghij	9%Tq	2%	7%Ts	2%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 10
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
YouTube	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53	319	170	964	144	30	84	21	436	60	48	551
	90%bqrs	94%Tb	86%	92%	90%	89%	88%	91%	88%	96%Tjno	90%qrs	94%qrs	95%Tjno	93%opqrs	88%q	86%	85%ks	74%	84%	81%	89%	95%Tt	93%	96%Tt	92%	89%	100%TzC	100%TzC	90%
Instagram	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27	13	102	40	553	123	21	73	20	239	51	30	345
	55%afjopqrsztz	47%	62%Ta	58%af	57%	54%	49%	58%Tfh	51%	79%Tjmn	53%opqrs	78%Tjmn	72%Tjno	63%Tjpp	55%opqrs	36%pqrs	20%	18%	27%ps	19%	51%	81%Tv	64%	63%Ttv	89%	49%	85%TzBC	63%	56%z
TikTok	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31	6	3	39	9	336	85	12	53	14	150	41	28	197
	34%jopqrst	32%	35%	36%	34%	34%	30%	35%	32%	80%Tjklmnopqrs	30%opqrs	52%Tjmn	46%Tjmn	34%opqrs	33%opqrs	18%pqrs	4%	4%	10%ps	4%	31%	56%Tv	38%	60%Ttv	63%	31%	69%TzC	57%TzC	32%
Facebook	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58	293	160	888	124	26	76	14	403	56	38	501
	62%qpr	80%	84%	63%	73%	86%	81%	81%	83%	72%	83%Tioprs	88%oprs	87%Tioprs	85%pqrs	83%kl	77%	75%	80%	77%	77%	82%	82%	79%	87%	60%	82%	94%TzBC	79%	81%
Snapchat	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39	16	4	4	24	7	278	81	14	51	7	123	37	18	176
	29%ajno	26%	32%ia	33%ah	30%	26%	25%	31%	26%	71%Tjlmnopqrs	26%nopqrs	62%Tjlmnopqrs	41%Tjmnopqrs	31%unopqrs	18%opqrs	9%prs	3%	5%	6%ps	4%	26%	53%Tt	44%t	59%Tt	32%	25%	61%TzBC	37%	29%
Twitch	161	108	52	58	47	28	27	105	55	37	124	33	41	32	16	3	-	-	3	-	120	39	6	24	5	48	15	9	86
	15%abhjopqrsztz	18%Tb	8%	17%Tfh	13%	11%	10%	15%Th	10%	42%Tjklmnopqrs	11%opqrs	23%Tjno	19%Tjno	16%jnopqrs	7%oprs	2%	-	-	1%	-	11%	26%Tt	20%	27%Tt	21%	10%	24%TzC	19%	14%
Vimeo	149	97	51	64	49	25	10	113	35	33	116	19	29	29	20	9	9	1	19	10	111	38	7	23	5	61	17	12	57
	12%bfhjopqrsztz	16%Tb	8%	19%Tefh	13%fh	10%fh	4%	16%Tdeh	7%f	38%Tjklmnopqrs	10%ors	13%oqrs	14%opqrs	14%jopqrs	9%	5%	6%	2%	5%	5%	10%	25%Tt	21%t	26%Tt	23%	13%	28%TzC	24%TzC	9%
Funilab	38	23	14	14	15	6	2	29	7	13	14%Tjklmnopqrs	2%r	4%or	7	4	-	1	-	1	1	24	13	3	7	3	15	6	2	11
	3%hjpqrst	4%	2%	4%fh	4%fh	2%	1%	4%Th	1%	14%Tjklmnopqrs	2%r	4%or	4%ors	2%	-	1%	-	-	1%	1%	2%	9%Tt	10%Tt	8%Tt	12%	3%	10%TzC	5%	2%
Base: All Adult respondents	1156	561	588	299	343	245	260	642	505	**	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Bitchute	37	23	15	8	13	10	6	21	16	-	37	4	10	8	10	2	4	-	6	4	26	11	2	7	2	13	6	2	16
	3%rt	4%	2%	3%	4%	4%	2%	3%	3%	-	3%r	3%	5%r	4%	4%	1%	3%	-	1%	2%	3%	8%Tt	8%	8%Tt	10%	3%	10%TzC	5%	3%
OnlyFans	62	53	9	21	18	10	12	40	23	-	62	6	20	19	8	8	1	-	10	2	50	13	3	7	2	23	4	2	33
	5%bprs	9%Tb	2%	7%	5%	4%	5%	6%	4%	-	5%prs	4%	10%Tjnpqrs	9%Tjnpqrs	4%	5%ks	1%	1%	3%ks	1%	5%	9%	10%	8%	12%	5%	7%	5%	6%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 11
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
YouTube	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27	500	368	93	99	900	219
	90%iq	91%	95%Tac	88%	90%	90%	90%	95%	88%	93%Ti	91%	95%Ti	96%Ti	95%	92%	99%	86%	93%Tq	99%Tqr	98%Tqr	90%	90%	88%
Instagram	683	187	123	95	474	105	318	213	48	391	292	92	129	126	82	200	24	308	220	58	78	560	123
	55%ceff	51%	64%Tac	48%	57%ca	33%	51%e	73%Tef	47%	72%Ti	77%Ti	70%Ti	71%Ti	77%Ti	68%T	89%	53%	55%	62%	77%Tqrs	56%	50%	50%
TikTok	422	119	81	55	286	57	176	151	38	209	213	61	98	104	65	132	13	173	123	37	73	349	73
	34%ceffq	33%ca	42%Tac	28%	34%	21%	28%e	51%Tef	25%	52%Ti	51%Ti	53%Ti	58%Tij	61%Tij	45%T	46%	30%	31%	39%	73%Tqrs	35%	30%	30%
Facebook	1019	308	165	170	681	215	505	248	51	670	349	115	161	144	85	264	23	490	318	85	76	812	207
	82%	84%	86%	85%	81%	79%	82%	85%	83%	80%	85%Tim	96%Tijm	87%	81%	79%	89%T	86%	84%	80%	90%Trt	76%	82%	83%
Snapchat	360	95	64	45	252	38	148	140	34	167	193	53	90	91	61	115	18	141	109	33	70	294	66
	29%ceffq	26%	33%ac	23%	30%	14%	24%e	48%Tef	57%Tef	20%	47%Ti	45%Ti	49%Ti	52%Ti	39%T	65%	24%	27%	35%iq	69%Tqrs	30%	26%	26%
Twitch	161	41	29	18	112	11	69	69	13	69	92	27	41	45	31	49	7	51	47	17	40	136	26
	13%eiq	11%	15%ac	9%	13%	4%	11%e	23%Tef	21%ef	8%	23%Ti	22%Ti	22%Ti	25%Ti	29%Ti	17%	26%	9%	12%	18%iq	39%Tqrs	14%	10%
Vimeo	149	43	27	23	98	23	60	55	11	65	84	23	33	39	31	49	2	39	53	22	34	122	27
	12%fiq	12%	14%	12%	12%	8%	10%	19%Tef	19%Tef	8%	21%Ti	19%Ti	18%Ti	22%Ti	29%Tij	16%T	6%	7%	13%iq	23%Tqr	34%Tqr	12%	11%
Fruitab	38	11	6	7	24	1	15	19	2	9	29	13	14	14	7	16	*	8	11	5	13	35	3
	3%eiq	3%	3%	3%	3%	*	2%	6%Tef	4%e	1%	7%Ti	11%Ti	8%Ti	8%Ti	7%Ti	5%T	1%	1%	3%	5%iq	13%Tqr	3%	1%
Base: All Adult respondents	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Bitchute	37	9	4	3	26	9	15	10	3	23	15	6	6	5	3	14	1	16	3	*	29	8	8
	3%	2%	2%	2%	3%	3%	3%	4%	6%	3%	5%	6%	4%	4%	4%	5%	2%	3%	4%	3%	1%	3%	3%
OnlyFans	62	15	6	9	44	14	29	17	2	38	24	7	12	10	5	24	*	24	27	9	1	53	9
	5%	4%	3%	5%	6%	5%	5%	7%	5%	7%	7%	7%	9%	7%	8%T	1%	4%	7%	10%iq	5%	6%	4%	4%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 12
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotlan d (a)	Wales (b)	Norther n Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshi re and the Humber (g)	West Midland s (h)	East Midland s (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl e devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloug hed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
YouTube	1119	94	53	33	939	43	117	95	89	76	99	161	158	100	711	394	25	43	1028	401	188	50	53	52	194	71	25
	90%hoqx	91%	88%	92%	90%	85%	87%	94%h	84%	85%	90%	95%Tdef hi	91%	94%h	92%To	86%	78%	74%	91%Tq	90%lx	92%lx	100%Tsvxy	91%	98%lx	83%	85%	
Instagram	683	47	26	18	592	24	73	54	65	59	63	107	94	54	495	182	21	8	640	286	114	28	27	41	45	50	22
	55%oqx	46%	43%	50%	57%T	46%	54%	62%lab	66%Tabe	57%	63%Tab	54%	54%	50%	64%To	40%	64%	13%	57%Tq	64%Tvx	56%lx	56%lx	46%lx	78%Tvx	20%	60%lx	77%
TikTok	422	33	14	12	363	19	34	34	44	39	42	68	51	32	314	103	12	6	391	164	68	21	11	30	16	28	14
	34%loqx	32%	24%	34%	35%lf	36%	25%	34%	42%bf	44%Tbfll	38%lf	40%bf	29%	30%	41%To	22%	37%	10%	35%q	37%vx	33%lx	41%vx	20%lx	55%Tstvx	7%	34%lx	50%
Facebook	1019	84	51	31	852	41	116	74	93	77	91	135	141	86	654	354	28	36	933	383	159	39	44	48	184	74	25
	82%goqx	81%	86%	87%	82%g	80%	85%g	73%	88%g	86%g	82%	80%	81%	80%	85%To	78%	86%	63%	83%Tq	86%Tvr	78%	77%	75%	89%	79%	89%	88%
Snapchat	360	25	17	13	305	10	44	30	35	36	32	51	44	23	274	79	10	2	334	152	54	12	8	34	9	22	9
	29%ooqx	24%	28%	37%	29%	19%	32%	29%	33%	40%Tade	29%	30%	25%	21%	36%To	17%	31%	4%	30%qt	34%Tvx	26%lx	23%lx	14%lx	63%Tstvx	4%	26%lx	31%
Twitch	161	12	7	6	136	4	9	9	18	11	19	31	26	10	141	16	1	5	152	63	19	6	8	15	-	8	5
	13%fox	12%	11%	17%	13%lf	8%	6%	9%	17%lf	13%	17%lf	18%lf	15%lf	9%	18%To	4%	4%	8%	13%	14%lx	9%lx	12%lx	14%lx	28%Tstxy	-	9%lx	18%
Vimeo	149	14	6	4	125	4	10	12	17	17	4	30	17	14	107	38	1	1	137	61	24	6	4	8	6	2	5
	12%jox	14%j	11%	10%	12%j	7%	8%	12%	16%j	19%Tdfj	4%	18%Tdfj	10%	13%j	14%To	8%	5%	2%	12%q	14%xy	12%xy	11%xy	7%	15%xy	3%	2%	16%
Fruitab	38	4	2	*	32	1	2	4	4	1	2	10	5	3	33	4	1	2	30	15	4	-	*	2	1	*	1
	3%orx	4%	3%	1%	3%	3%	1%	4%	4%	1%	2%	6%	3%	3%	4%To	1%	4%	3%	3%lx	3%lx	2%lx	-	1%	5%lx	*	*	5%
Base: All Adult respondents	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Bitchute	37	2	2	1	33	*	3	5	3	8	3	7	4	2	29	8	2	2	30	16	11	3	2	*	2	2	2
	3%lx	2%	3%	2%	3%	1%	2%	5%	3%	10%Tadflm	2%	4%	2%	2%	4%T	2%	6%	4%	3%	4%lx	5%lx	5%lx	4%	1%	1%	2%	2%
OnlyFans	62	7	1	2	52	3	5	5	7	4	7	10	9	3	54	8	1	1	58	42	11	2	1	1	*	*	3
	5%ox	7%	2%	6%	5%	4%	5%	7%	5%	7%	7%	9%	5%	3%	8%To	2%	4%	6%	9%Txy	9%lx	5%lx	4%lx	3%	3%	*	*	12%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 13
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,999 (c)	£36,400 to £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlet (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
YouTube	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
	90%qs	89%	88%	88%	93%	97%Tabc	100%Tghijklmno	93%Ti	98%Tgij	89%	95%Tgi	99%Tgij	99%Tgij	99%Ti	99%Tgi	97%Tq	88%	93%Ts	88%	
Instagram	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
	55%aqs	44%	53%	57%a	65%Tab	66%Tab	57%T	100%Thijklmno	84%Tijn	61%Ti	88%Thijn	83%Tijn	87%Tijn	93%Tijn	76%Tij	88%Tijn	77%Tq	48%	65%Ts	48%
TikTok	422	67	95	104	76	57	412	353	422	372	257	117	106	30	20	47	192	225	212	210
	34%bqs	29%	28%	36%	45%Tab	47%Tab	37%T	52%Tij	100%Tgijklmno	36%T	71%Tgijn	72%Tgijn	71%Tgijn	79%Tgijn	54%Tij	75%Tgijn	66%Tq	24%	42%Ts	28%
Facebook	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
	82%aaqs	75%	87%Tae	83%ae	87%ae	73%	81%	90%Thkn	88%Tijn	100%Tghijklmno	93%Tghijn	85%	89%Tijn	80%Tghijn	81%	94%Thkn	90%Tq	80%	85%Ts	80%
Snapchat	360	46	80	89	69	46	341	315	257	336	104	91	104	19	39	163	193	201	159	159
	29%abqs	20%	24%	31%a	41%Tab	38%Tab	30%T	46%Tij	61%Tgijn	100%Tghijklmno	64%Tgijn	61%Tgijn	32%Tghijn	52%Tij	62%Tgijn	55%Tq	21%	40%Ts	21%	
Twitch	161	25	32	45	31	23	159	134	117	137	104	161	75	31	30	87	73	105	56	56
	13%bqs	11%	9%	18%b	18%b	19%b	14%T	20%Tij	28%Tgij	13%	29%Tgij	100%Tghijn	50%Tghijn	82%Tghijn	46%Tghijn	48%Tghijn	30%Tq	8%	21%Ts	8%
Vimeo	149	20	27	34	30	27	148	129	106	133	91	75	149	33	19	27	67	82	86	63
	12%bqs	9%	8%	12%	18%Tab	22%Tabc	13%T	19%Tij	25%Tgij	13%T	25%Tgij	47%Tgij	100%Tghijn	89%Tghijn	51%Tghijn	44%Tghijn	23%Tq	9%	17%Ts	8%
Fruitlet	38	3	6	7	12	4	37	35	30	37	32	31	33	38	12	14	26	11	30	7
	3%qs	1%	2%	2%	7%Tabc	3%	3%	5%Tij	7%Tgij	4%T	9%Tgij	19%Tghijn	22%Tghijn	100%Tghijn	32%Tghijn	23%Tghijn	9%Tq	1%	6%Ts	1%
Base: All Adult respondents	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Bitchute	37	11	10	9	4	3	37	28	20	30	19	17	19	12	12	15	22	26	11	11
	3%qs	5%	3%	3%	3%	3%	4%	5%Ti	6%Tij	3%	7%Tij	14%Tghijn	17%Tghijn	48%Tghijn	20%Tghijn	6%Tq	2%	6%Ts	2%	
OnlyFans	62	8	15	17	9	11	61	55	47	58	39	30	27	14	62	31	32	40	22	22
	5%qs	4%	5%	6%	7%	10%Tab	6%T	9%Tij	13%Tgij	6%T	13%Tgij	24%Tghijn	24%Tghijn	58%Tghijn	33%Tghijn	100%Tghijn	12%Tq	4%	9%Ts	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base



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Table 13

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000 + (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
None of these

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

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Table 14
Q1. VSP usage frequency - Total number of VSP's used in last 3 months
Base: All respondents

	Gender			Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	701	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	196	94	103	56	49	38	52	105	90	6	190	7	14	14	26	51	46	32	129	78	179	13	5	5	3	99	-	6	86	
16%ikim uWA	16%	15%	16%	17%	13%	15%	19%	15%	17%	7%	16%ikim	5%	6%	7%	12%	29%Tijk lmn	34%Tijk lmn	45%Tijk lmn	34%Tijk lmn	37%Tijk lmn	17%uw	9%	16%	5%	13%	20%TAC	-	12%A	14%A	
2 VSPs	307	173	133	72	100	62	70	173	131	4	303	16	29	53	67	56	60	32	138	83	295	11	5	6	1	129	3	8	162	
25%bkid uWA	25%	29%Tb	21%	22%	27%	24%	25%	25%	25%	5%	26%Tkl	12%	14%l	28%ikl	31%Tkl	32%Tkl	44%Tijk lmn	32%ikl	36%Tijk lmn	40%Tijk lmn	27%Tuw	8%	15%	6%	4%	26%A	5%	17%	28%A	
3 VSPs	262	106	156	69	79	54	60	148	114	6	255	29	46	52	62	30	22	15	67	37	227	31	7	16	7	94	13	7	138	
21%ai	17%	25%Ta	20%	22%	21%	22%	21%	21%	21%	7%	22%Tlr	20%l	22%l	26%lir	28%Tjoprs	18%l	16%	21%l	18%l	18%l	21%	22%	19%	19%	29%	19%	21%	15%	22%	
4 VSPs	174	90	84	36	46	45	46	82	90	16	158	25	49	31	26	22	4	1	27	5	145	28	5	18	5	68	14	8	80	
14%gqprs	15%	13%	11%	13%	17%cg	17%	12%	12%	17%Tcg	18%gqprs	14%gqrs	18%gqrs	23%Tjnoprs	15%gqrs	12%gqs	13%gqrs	3%	1%	7%ps	2%	13%	18%	5	20%	5	14%	24%TC	8	16%	13%
5+ VSPs	304	143	155	104	90	58	48	194	106	55	249	64	74	53	38	14	5	1	20	6	234	68	10	43	8	102	30	20	148	
24%fhjn opqrstz	24%	25%	25%	31%Tefh	25%	23%	17%	28%Tfh	20%	63%Tjkl mnsopqrs	22%opqrs	45%Tjmn opqrs	35%Tjnoprs	26%nopqrs	17%opqrs	8%a	3%	2%	5%a	3%	22%	45%Tt	31%	49%Tt	33%	21%	50%TzC	41%TzC	24%	
Mean no. of VSPs used	3.47Thj opqrst	3.58	3.36	3.87Tfh	3.48f	3.40	3.03	3.67Tfh	3.21	5.44Tjkl mnsopqrs	3.33opqrs	4.59Tjmn opqrs	4.28Tjnoprs	3.82Tjnoprs	3.16opqrs	2.43opqrs	2.00	1.83	2.16qs	1.94	3.25	5.13Tt	4.36Tt	5.44Tt	4.78	3.28	5.79TzC	4.44TzC	3.34	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 15
Q1. VSP usage frequency - Total number of VSP's used in last 3 months
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural	
	Total (t)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	196	50	12	34	133	61	108	21	6	167	29	6	13	16	8	24	-	107	58	8	6	158	38
	16%bjk	14%ab	6%	17%b	16%b	23%Tgh	17%g	7%	10%	20%Tjkmn	7%	5%	7%	9%	8%	8%	-	18%at	15%t	8%	6%	16%	15%
2 VSPs	307	107	49	61	197	84	173	46	4	243	64	16	26	21	14	59	1	149	100	23	8	237	70
	25%ghk	29%T	26%	31%	24%	31%Tgh	28%Tgh	16%	7%	29%Tjkmn	16%am	14%	14%	12%	13%	20%	5%	26%t	25%t	24%t	8%	24%	28%
3 VSPs	282	81	41	44	174	64	126	82	10	186	76	25	39	32	9	63	6	138	87	19	8	206	55
	21%nt	22%	21%	22%	21%	24%	20%	21%	16%	22%n	19%n	21%n	21%n	18%n	8%	21%	23%	24%t	22%t	20%t	8%	21%	22%
4 VSPs	174	49	34	23	123	26	81	55	12	100	75	24	34	32	22	50	10	76	61	13	19	138	37
	14%ei	13%	16%ac	11%	15%	10%	13%	19%Tef	15%	12%	18%TI	20%j	18%j	18%j	23%j	17%	36%	13%	14%	15%	14%	19%	14%
5+ VSPs	304	79	56	38	210	35	131	109	29	139	165	48	73	77	54	101	10	114	91	32	60	255	48
	24%efiq	22%	29%ac	19%	25%	13%	21%e	37%Tef	17%	40%TI	40%TI	40%TI	43%TI	50%TIj	34%T	37%	20%	20%	34%Tqr	59%Tqrs	26%	26%	20%
Mean no. of VSPs used	3.47efi	3.36	3.74ac	3.25	3.51	2.72	3.21e	4.47Tef	4.75Tef	2.94	4.57TI	4.97TI	4.62TI	4.69TI	4.81TI	4.32T	4.38	3.15	3.45	4.27Tqr	5.29Tqr	3.56Tv	3.15
	qv																						

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 16
Q1. VSP usage frequency - Total number of VSP's used in last 3 months
Base: All respondents

	GO Region											Internet usage				Devices used to access internet								Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	43	193	73	30		
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 VSP	196	14	12	5	165	12	25	15	14	15	11	23	28	21	73	120	6	29	154	55	34	3	8	1	79	8	1	
	16% raw	13%	20%	14%	16%	24% j	18%	15%	13%	16%	10%	14%	16%	20%	10%	26% Tn	19%	50% Tr	14%	12%	17% w	6%	14%	3%	34% Tstu wy	10%	3%	
2 VSPs	307	36	11	8	252	15	32	28	25	17	25	37	50	24	166	138	7	19	281	91	44	15	18	8	98	24	5	
	25% ns	35% Tdik	19%	21%	24%	29%	24%	28%	24%	19%	23%	22%	29%	22%	22%	30% Tn	22%	32%	25%	20%	22%	30%	31%	15%	42% Tstw	29%	17%	
3 VSPs	262	19	20	9	214	6	29	21	21	11	32	35	31	29	167	92	5	5	245	104	46	11	20	6	41	18	10	
	21% iq	18%	33% Tdel j	24%	21% i	12%	21%	20%	20%	12%	29% del	21%	18%	27% i	22%	20%	16%	9%	22% iq	23%	23%	22%	34% Twx	11%	18%	22%	33%	
4 VSPs	174	11	8	6	149	8	24	11	14	14	19	16	32	10	127	45	5	3	164	65	31	10	7	14	18	4		
	14% ox	11%	14%	16%	14%	16%	11%	14%	16%	17%	10%	18% k	10%	16% To	10%	15%	6%	15%	15% x	15% x	20% x	12% x	26% Tx	4%	22% x	13%		
5+ VSPs	304	23	8	9	263	10	26	32	34	23	58	33	23	238	62	9	2	281	131	48	11	6	24	5	15	10		
	24% oqvx	23%	14%	25%	25%	19%	19%	25%	30% b	37% Tabd eijm	21% j	34% Tbdf j	19%	22%	31% To	14%	28%	3%	25% q	29% Tvx	24% wx	21% x	9% x	46% Tstuv xy	2%	18% x	33%	
Mean no. of VSPs used	3.47 qx	3.29	3.13	3.47	3.51	3.13	3.15	3.32	4.00 Tf	3.89 f	3.42	4.00 df lm	3.31	3.21	3.93 To	2.69	3.36	1.92	3.52 q	3.88 Tx	3.41 x	3.35 x	2.79 x	4.47 Ttu vxy	1.98	3.17 x	4.32	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/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 17
Q1. VSP usage frequency - Total number of VSP's used in last 3 months
Base: All respondents

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £51,999 (d)	£51,999 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	196	52	51	38	22	13	124	4	2	67	-	-	-	-	-	-	10	181	47	150
	16%ghij	22%Tcde	15%	13%	13%	11%	11%ghijk	1%	*	7%ghijkl	-	-	-	-	-	-	3%	19%Tp	9%	20%Tr
2 VSPs	307	65	88	78	27	26	274	47	8	264	2	8	5	-	4	1	32	271	89	218
	25%dghj	28%cd	26%cd	27%cd	16%	22%	24%ghijkl	7%hjp	2%j	26%Tghjk	1%	5%j	3%j	-	10%hjmno	2%	11%	29%Tp	18%	29%Tr
3 VSPs	262	44	87	55	32	23	247	184	48	240	38	6	8	3	5	4	41	217	111	151
	21%ghjkl	19%	26%T	19%	19%	19%	22%Thjk	27%Thij	11%klo	24%Thjk	11%k	4%	5%	7%	12%kl	6%	14%	23%Tp	22%	20%
4 VSPs	174	30	45	37	32	16	171	154	95	153	66	25	15	-	4	8	59	114	80	94
	14%lmq	13%	13%	13%	13%	13%	15%Tim	22%Tfij	15%lm	18%Tilm	15%lm	10%lm	-	11%lm	12%lm	8	20%Tq	12%	16%	13%
5+ VSPs	304	41	64	80	58	43	303	295	269	296	254	123	121	35	25	50	150	150	174	130
	24%abqs	18%	19%	28%ab	34%Tab	36%Tab	27%T	43%Tfi	64%Tfg	29%Tf	70%Tfgh	76%Tfgh	81%Tfgh	93%Tfgh	66%Tfgh	80%Tfgh	51%Tq	16%	35%Ts	18%
Mean no. of VSPs used	3.47abq	3.00	3.23	3.56a	4.15Tab	4.10Tab	3.68T	4.74Ti	5.60Tgi	3.83Tf	5.89Tfgh	7.26Tfgh	7.56Tfghij	12.31Tfghij	9.24Tfghij	8.62Tfghij	5.23Tq	2.93	4.26Ts	2.95

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Table 18
Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months
Base: All respondents

	Gender			Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 VSP	199	95	104	56	50	39	53	105	92	6	192	7	14	14	27	52	46	32	130	78	182	13	5	5	3	101	-	6	86	
uwA	16%	16%	16%	17%	14%	15%	19%	15%	17%	7%	17%	5%	6%	7%	12%	30%Tijk	34%Tijk	45%Tijk	34%Tijk	37%Tijk	17%uw	9%	16%	5%	13%	20%TAC	-	12%A	14%A	
2 VSPs	306	173	132	73	100	61	69	173	130	4	302	16	29	52	67	54	61	23	138	83	294	11	5	6	1	128	3	8	163	
uwA	25%kld	29%Tb	21%	22%	27%	24%	25%	25%	24%	5%	26%Tkl	12%	14%j	26%kld	31%Tkl	32%Tkl	44%Tijk	32%kld	38%Tijk	40%Tijk	27%Tuw	8%	15%	6	4%	28%A	5%	8	17%	
3 VSPs	267	110	158	69	80	58	60	149	118	7	261	29	47	53	63	33	21	15	69	36	231	33	8	17	7	97	13	8	140	
uwA	22%ai	18%	25%Ta	21%	22%	23%	22%	21%	22%	8%	23%Tir	20%i	22%i	26%ipr	29%Tijo	19%i	16%	21%i	18%i	17%i	21%	21%	23%	19%	31%	20%	21%	16%	23%	
4 VSPs	178	91	87	37	49	44	46	86	90	16	162	26	51	33	25	21	5	1	27	6	149	27	5	18	5	70	14	7	83	
uwA	14%ppqr	15%	14%	11%	13%	17%	17%	12%	17%cg	16	18%ppqr	14%ppqr	18%ppqr	16%ppqr	24%Tjno	11%ppqr	12%ppqr	4%	7%is	3%	14%	18%	16%	20%	20%	14%	24%TC	15%	7	13%
5+ VSPs	293	137	150	101	87	54	47	188	101	54	239	63	71	50	37	13	4	1	18	5	224	67	10	43	7	97	29	20	143	
uwA	24%hjn	23%	24%	30%Tejh	24%	21%	17%	27%Tfh	19%	62%Tjkl	21%ppqr	45%Tjmn	33%Tjno	25%ppqr	17%ppqr	7%is	3%	2%	5%is	2%	21%	44%Tt	30%	49%Tt	32%	49%TzC	41%TzC	15%	23%	
Mean no. of VSPs used	3.26(hj)	3.29	3.21	3.52Th	3.29f	3.20	2.94	3.40Th	3.07	4.93Tjk	3.13opq	4.22Tjm	3.92Tjm	3.53Tjn	3.03opq	2.39ppqr	1.98	1.83	2.14s	1.93	3.10	4.42Tt	3.84t	4.62Tt	4.12	3.07	4.87TzB	3.93TzC	3.21	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 19
Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months
Base: All respondents

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
																								18%bgjklnmost
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1 VSP	199	51	13	34	135	62	108	22	6	169	30	7	13	16	9	25	-	108	59	8	6	160	39	
2 VSPs	306	106	49	61	197	85	173	45	4	243	64	16	26	21	14	58	1	149	99	23	8	237	69	
3 VSPs	267	82	41	45	178	64	130	63	11	190	77	26	41	32	9	64	6	141	89	19	8	212	56	
4 VSPs	178	50	36	23	125	27	84	56	11	99	79	26	37	33	23	54	10	78	61	14	19	141	37	
5+ VSPs	293	77	54	37	202	33	123	107	29	134	158	46	69	75	53	95	10	108	89	31	59	246	47	
Mean no. of VSPs used	3.26efi	3.17	3.59Tac	3.01	3.29	2.65	3.05e	4.04Tef	4.28Tef	2.85	4.10Ti	4.23Ti	4.10Ti	4.23Ti	4.40Ti	3.83T	4.21	2.99	3.25q	3.84Tqr	4.81Tqr	3.31	3.07	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 20
Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months
Base: All respondents

	GO Region													Internet usage				Devices used to access internet				Working status					
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	199	14	12	6	167	12	25	15	14	15	12	23	29	21	74	121	6	29	156	55	35	3	8	1	79	10	1
	16%unsw	13%	20%	16%	16%	24%j	19%	15%	13%	16%	11%	14%	17%	20%	10%	27%Tn	19%	50%Tr	14%	12%	17%sw	6%	14%	3%	34%Tstuw	12%	3%
2 VSPs	306	36	11	7	252	15	32	28	25	17	25	37	49	24	167	137	7	19	280	91	44	15	18	8	98	22	5
	25%ns	35%Tdk	19%	19%	24%	30%	23%	28%	23%	19%	22%	22%	28%	22%	22%	30%Tn	22%	32%	25%	20%	22%	30%	31%	15%	42%Tstwy	27%	17%
3 VSPs	267	19	20	9	220	7	31	22	23	11	31	35	32	29	168	96	5	5	251	108	45	11	20	6	42	19	10
	22%iq	18%	34%Tad	24%	21%j	13%	23%	21%	22%	12%	28%j	21%	19%	27%j	22%	21%	16%	8%	22%q	24%	22%	22%	34%Twx	11%	16%	23%	33%
4 VSPs	178	12	10	6	151	7	23	12	12	14	21	18	31	12	131	45	6	3	165	65	33	11	7	14	10	17	5
	14%ox	11%	16%	16%	14%	14%	17%	11%	12%	16%	19%	11%	18%	11%	17%To	10%	17%	6%	15%	15%xx	16%xx	22%xx	12%xx	26%Tx	4%	21%xx	18%
5+ VSPs	293	22	7	9	254	10	25	24	32	34	21	55	32	22	231	58	8	2	273	126	46	10	6	24	3	15	8
	24%boqv	22%	12%	25%	24%b	19%	18%	24%	30%bl	37%Tabd	19%	32%Tbdf	18%	20%	30%To	13%	26%	3%	24%q	28%Tvx	23%vx	20%xx	9%xx	46%Tstuv	1%	18%xx	29%
Mean no. of VSPs used	3.26oqv	3.13	2.99	3.34	3.28	2.91	3.03	3.17	3.55f	3.67Tbd	3.27	3.59Tdf	3.15	3.04	3.65To	2.59	3.18	1.82	3.32Tq	3.55Tvx	3.20xx	3.29vx	2.74x	4.32Tst	1.97	3.09xx	3.91
	x	x	x	x	x	x	x	x	x	efjm	m	x	x	x	To	df	x	q	Tvx	vx	vx	vx	vx	st	xx	xx	xx

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 21
Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Frutla b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	883	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	199	53	52	38	22	13	126	4	2	68	-	-	-	-	-	-	10	183	47	152
	16%fhijkmnop	23%Tbcd	15%	13%	13%	11%	11%ghijklmno	1%	*	7%ghijklno	-	-	-	-	-	-	3%	20%Tp	9%	20%Tr
2 VSPs	306	64	88	78	27	26	274	47	8	265	2	8	5	-	4	1	33	270	90	217
	25%cdghijklmnop	26%cd	26%cd	27%cd	16%	21%	24%ghijklmno	7%hjo	2%j	26%Tghijklmno	1%	5%j	3%j	-	11%hjlmo	2%	11%	29%Tp	18%	22%Tr
3 VSPs	267	43	90	56	32	24	252	190	50	245	40	6	8	3	5	4	43	221	114	154
	22%hijklmnop	19%	27%Ta	20%	19%	20%	23%Thjklmno	28%Thijklmno	12%klo	24%Thjklmno	11%klo	4%	5%	7%	12%k	6%	15%	24%Tp	23%	21%
4 VSPs	178	31	44	36	35	15	178	155	97	157	67	27	20	1	4	8	61	116	83	95
	14%lmq	13%	13%	13%	20%T	13%	16%Tm	23%Tfijklmno	23%Tfijklmno	15%Tm	19%Tm	17%um	13%um	2%	11%lm	12%um	21%Tq	12%	17%	13%
5+ VSPs	293	40	60	78	55	43	292	287	265	285	252	120	116	34	25	50	147	143	167	126
	24%abqqs	17%	18%	27%ab	32%Tab	35%Tab	26%T	42%Tfi	63%Tfghi	28%Tfi	70%Tfghi	75%Tfghi	78%Tfghin	92%Tfghijklno	66%Tfghi	80%Tfghijn	50%Tq	15%	33%Ts	17%
Mean no. of VSPs used	3.26abq	2.86	3.06	3.35a	3.81Tab	3.76Tab	3.44T	4.37Tfi	5.06Tfghi	3.58Tfi	5.26Tfghi	5.98Tfghi	6.11Tfghijkl	7.96Tfghijklno	6.23Tfghijkl	6.51Tfghijkl	4.62Tq	2.84	3.84Ts	2.87

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 22

Q1. VSP usage frequency - YouTube

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

YouTube

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	345	212	131	112	105	55	71	217	126	41	304	64	88	71	49	22	8	3	33	10	263	79	9	53	12	112	38	20	167
	28%behj	35%Tb	21%	33%Teh	29%	21%	26%	31%Teh	24%	47%Tjho	26%opqr	45%Tjno	41%Tjno	35%Tjno	22%opqr	13%rs	6%	4%	9%rs	5%	52%Tuv	26%	52%Tuv	60%Tuv	53%	23%	63%TzBC	41%z	27%
At least once a day	234	121	112	58	75	58	41	134	99	27	207	18	47	42	46	30	19	5	54	24	190	41	10	22	5	82	15	12	115
	19%qrs	20%	18%	17%	21%	23%fh	15%	19%	19%l	31%Tjko	18%qrs	13%	22%qrs	21%qrs	21%qrs	18%	14%	7%	14%	11%	18%	27%Ti	32%t	26%	22%	17%	25%	25%	19%
At least once a week	297	145	152	71	86	65	72	157	137	12	285	27	50	47	53	48	44	16	107	59	277	18	8	8	2	119	5	12	158
	24%luwA	24%	24%	21%	24%	25%	26%	22%	26%	14%	25%ki	19%	24%	23%	24%ki	28%j	32%Tik	22%	28%Ti	28%j	26%Tuw	12%	25%uw	9%	8%	24%A	9%	24%A	26%A
At least once a month	159	60	98	45	35	34	41	80	75	3	157	8	13	20	30	29	31	26	86	57	154	5	1	1	2	81	2	3	73
	13%adik	10%	16%Ta	13%	10%	13%	15%	11%	14%	3%	14%TIK	6%	6%	10%j	14%iki	17%iki	23%TIK	38%TIK	23%TIK	27%TIK	14%Tuw	3%	4%	2%	9%	16%TAC	2%	5%	12%A
At least once in the last 3 months	83	31	50	23	28	16	17	50	33	2	82	15	4	8	15	19	16	4	39	20	81	2	2	2	43	1	2	37	
	7%aluw	5%	8%	7%	8%	6%	6%	7%	3%	2%	7%j	11%ilm	2%	4%	7%j	11%TIj	11%TIj	5%	10%TIj	9%ilm	8%Tuw	1%	2%	6%uw	*	9%A	*	4%	6%
At least once in the last 12 months	42	7	35	9	10	11	13	19	23	1	41	3	1	7	10	6	6	9	21	15	42	*	*	*	*	22	*	*	18
	3%alu	1%	6%Ta	3%	3%	4%	5%	3%	4%	2%	4%j	2%	*	3%j	4%j	3%j	5%j	12%TIj	5%TIj	7%TIj	4%Tu	*	*	*	*	5%	*	*	3%
Used to use, but haven't in the last 12 months	15	3	12	5	2	2	6	7	8	-	15	1	-	-	3	3	5	3	11	8	12	3	1	-	2	3	-	-	12
	1%a	*	2%a	1%	1%	1%	2%	1%	2%	-	1%	1%	-	-	2%	2%	3%TIj	4%lm	3%TIj	4%TIj	1%	2%	4%	-	8%	1%	-	-	2%
NET: At least daily	579	333	244	170	180	113	112	351	225	68	512	82	135	113	95	53	26	8	87	34	452	120	19	75	17	194	53	32	282
	47%ahjo	55%Tb	39%	51%fh	49%	44%	41%	50%Th	42%	77%Tjk	44%opqr	58%Tjno	63%Tjno	56%Tjno	43%opqr	31%qrs	19%	11%	23%qs	16%	79%Tuv	58%	86%Tuv	75%	39%	88%TzBC	66%TzC	46%	
NET: At least weekly	876	478	395	242	266	178	183	508	362	80	796	109	185	160	148	101	70	23	194	93	729	138	27	83	19	313	59	44	440
	70%bjop	79%Tb	63%	72%	73%	69%	67%	72%	68%	91%Tjkm	69%opqr	77%opqr	87%Tjkn	79%Tjno	68%qrs	58%qrs	51%qs	32%	51%qs	45%q	68%	91%Ti	83%	95%Ti	83%	64%	97%TzC	91%TzC	72%z
NET: At least monthly	1035	538	493	287	301	212	225	588	437	82	953	117	198	180	178	130	101	49	280	151	883	142	29	84	21	393	60	47	513
	83%bjop	89%Tb	78%	89%	83%	83%	82%	84%	82%	94%Tjkn	82%opqr	83%	93%Tjkn	89%Tjno	81%rs	75%	74%	68%	73%	72%	94%Ti	82%	87%	96%Ti	92%	80%	99%TzC	96%TzC	83%
NET: Within the last 3 months	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53	319	170	964	144	30	84	21	436	60	48	551
	90%bqrs	94%Tb	86%	92%	90%	89%	88%	91%	88%	96%Tjno	90%qrs	94%qrs	95%Tjno	93%opqr	88%q	86%	85%rs	74%	84%	81%	96%Ti	89%	95%Ti	93%	96%Ti	92%	100%TzC	100%TzC	90%

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 22

Q1. VSP usage frequency - YouTube

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

YouTube

	Gender		Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: At least yearly	1161	576	579	318	339	238	255	657	493	86	1075	135	202	195	203	155	123	62	340	185	1006	145	30	85	21	458	60	49	569
	93%lbgrs	95%Tb	92%	95%	93%	93%	93%	94%	93%	98%lppqr	93%rs	96%	95%qrs	97%jppqrs	93%	90%	90%	86%	89%	89%	93%	95%	93%	97%	92%	93%	100%C	100%	93%
NET: Ever	1176	578	591	323	341	240	261	664	501	86	1090	136	202	195	205	158	128	65	351	193	1017	148	32	85	23	462	60	49	580
	95%r	95%	94%	96%	94%	94%	95%	95%	94%	98%	94%	96%	95%	97%	94%	92%	94%	90%	92%	92%	94%	97%	97%	97%	100%	94%	100%	100%	94%
Never	67	27	40	14	24	16	14	37	30	2	66	5	10	7	13	14	9	7	30	16	62	4	1	3	-	30	-	-	34
	5%	5%	6%	4%	6%	6%	5%	5%	6%	2%	6%	4%	5%	3%	6%	8%	6%	10%	8%T	8%	6%	3%	3%	3%	-	6%	-	-	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 23

Q1. VSP usage frequency - YouTube

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

YouTube

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	345	95	68	37	232	56	145	118	26	197	148	47	74	62	42	91	17	127	118	35	49	286	59
	28%cefi	26%q	35%Tac	19%	26%sc	21%	23%	40%Tef	43%Tef	36%Ti	40%Ti	40%Ti	35%Ti	39%Ti	31%	62%	22%	30%q	37%q	49%Tqr	29%	24%	
At least once a day	234	67	35	36	161	46	114	62	12	136	98	28	36	39	31	68	4	92	87	15	28	197	37
	19%liq	18%	18%	18%	19%	17%	18%	21%	19%	16%	24%Ti	23%	19%	22%	29%Ti	23%	13%	16%	22%q	16%	28%Tq	20%	15%
At least once a week	297	97	49	59	196	72	151	56	18	202	94	26	47	47	22	77	5	153	88	28	16	234	63
	24%gt	26%	26%	29%	23%	26%	24%	19%	30%	24%	23%	26%	25%	26%	20%	26%	19%	26%t	22%	29%t	16%	23%	25%
At least once a month	159	48	18	29	108	48	96	15	1	130	30	6	14	15	4	27	-	89	48	8	3	122	37
	13%ghjk	13%b	10%	15%	13%	16%Tgh	16%Tgh	5%	2%	16%Tjkm	7%	5%	8%	9%	4%	9%	-	15%Ti	12%t	8%	3%	12%	15%
At least once in the last 3 months	83	25	11	15	56	21	48	14	-	72	11	2	5	7	2	8	1	39	27	7	3	61	22
	7%kjklno	7%	6%	8%	7%	8%h	8%h	5%	-	9%Tjkm	3%	2%	3%	4%	2%	3%	5%	7%	7%	8%	3%	6%	9%
At least once in the last 12 months	42	16	5	9	26	12	18	9	3	33	9	2	3	2	3	9	*	26	12	-	-	29	13
	3%	4%	3%	4%	3%	4%	3%	3%	5%	4%	2%	2%	2%	1%	3%	3%	1%	4%t	3%	-	-	3%	5%
Used to use, but haven't in the last 12 months	15	3	1	3	12	3	8	3	-	13	2	-	-	-	2	2	-	7	5	1	-	13	2
	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	*	-	-	-	2%	1%	-	1%	1%	-	-	1%	1%
NET: At least daily	579	162	103	73	393	102	259	180	38	333	246	75	110	101	73	159	21	219	205	50	77	483	96
	47%cefiqv	44%sc	54%Tac	37%	47%sc	38%	42%	61%Tef	63%Tef	40%	60%Ti	63%Ti	59%Ti	57%Ti	68%Tijm	54%T	75%	37%	52%Tq	53%q	76%Tqrs	49%Tv	39%
NET: At least weekly	876	258	153	132	588	174	410	236	56	536	340	102	156	148	95	236	26	372	293	78	93	717	159
	70%cefiqv	71%sc	80%Tacd	66%	70%	64%	68%	81%Tef	93%Telg	64%	83%Ti	85%Ti	84%Ti	83%Ti	89%Ti	80%T	94%	64%	74%q	62%Tq	92%Tqrs	72%Tv	64%
NET: At least monthly	1035	307	171	161	696	221	506	251	58	665	370	107	170	163	100	263	26	461	341	85	95	838	197
	83%liq	84%	89%Tac	81%	83%	82%	82%	86%	95%Tef	80%	91%Ti	89%t	92%Ti	92%Ti	93%Ti	89%T	94%	79%	86%q	91%q	95%Tqr	84%	79%
NET: Within the last 3 months	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27	500	368	93	99	900	219
	90%liq	91%	95%Tac	88%	90%	90%	90%	90%	95%	88%	93%Ti	91%	95%Ti	96%Ti	95%	92%	99%	86%	93%Tq	99%Tqr	98%Tqr	90%	88%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 23

Q1. VSP usage frequency - YouTube

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

YouTube

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	955	248
NET: At least yearly	1161	347	187	185	778	254	571	274	61	770	390	111	178	172	105	280	27	526	380	93	99	928	232
	93%q	95%c	97%Tacd	92%	93%	94%	92%	94%	100%l	92%	96%Ti	93%	96%	97%Ti	97%	95%	100%	90%	96%Tq	99%Tq	98%Tq	93%	94%
NET: Ever	1176	350	188	188	790	257	580	278	61	783	392	111	178	173	107	282	27	533	386	94	99	941	235
	95%q	96%	98%Tacd	94%	94%	95%	94%	95%	100%	94%	96%	93%	96%	97%	99%Tijk	95%	100%	91%	97%Tq	100%Tq	98%q	95%	95%
Never	67	15	3	12	46	13	38	16	-	51	16	9	7	5	1	14	-	52	11	-	2	54	13
	5%bnrs	4%b	2%	6%b	6%b	5%	6%	5%	-	6%n	4%n	7%n	4%	3%	1%	5%	-	9%Trst	3%	-	2%	5%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 24
Q1. VSP usage frequency - YouTube
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.
Base: All respondents
YouTube

	GO Region													Internet usage		Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	345	26	19	12	289	15	24	24	24	27	41	56	47	17	266	73	4	12	323	147	50	20	18	26	16	17	10	
At least once a day	234	16	12	8	198	8	29	18	22	19	17	38	33	15	154	78	7	4	214	85	38	8	14	9	27	20	6	
At least once a week	297	24	13	7	252	13	37	29	29	19	23	41	38	34	183	108	5	14	274	98	62	14	10	10	62	21	6	
At least once a month	159	13	4	4	138	5	19	15	8	8	12	18	29	24	32	71	88	6	8	139	42	25	4	7	3	66	9	2
At least once in the last 3 months	83	7	5	3	61	3	8	8	2	3	6	9	11	10	36	48	3	5	78	29	13	5	4	4	22	4	1	
At least once in the last 12 months	42	2	2	2	36	2	6	3	4	2	5	1	9	5	17	25	-	4	37	9	8	-	3	1	15	3	1	
Used to use, but haven't in the last 12 months	15	-	1	-	13	2	8	1	-	-	2	-	-	-	9	6	-	-	15	6	1	-	-	-	7	1	-	
NET: At least daily	579	42	31	19	487	23	54	42	60	46	58	93	79	32	420	151	11	16	537	232	87	27	33	35	66	37	16	
NET: At least weekly	876	66	45	26	739	35	91	71	78	65	81	134	118	66	604	259	16	30	811	330	150	42	43	46	106	58	23	
NET: At least monthly	1035	79	48	30	877	41	110	87	86	73	93	152	147	90	675	347	22	38	950	372	175	45	49	48	172	67	25	
NET: Within the last 3 months	1119	94	53	33	939	43	117	95	89	76	99	161	158	100	711	394	25	43	1028	401	188	50	53	52	194	71	25	
NET: At least yearly	1161	96	55	35	974	45	123	98	93	78	104	162	167	105	729	419	25	46	1065	410	198	50	56	53	209	74	26	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 24

Q1. VSP usage frequency - YouTube

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

YouTube

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: Ever	1176	96	57	35	988	47	132	99	93	78	104	164	167	105	737	425	25	46	1080	416	197	50	56	53	215	76	26
	95%hiq	93%	95%	96%	95%hi	93%	97%hi	98%hi	88%	87%	94%	97%hi	96%hi	98%hi	96%T	93%	78%	80%	96%Tq	93%	97%	100%	97%	100%	93%	91%	91%
Never	67	7	3	1	56	4	4	2	13	12	7	5	8	2	34	32	7	12	44	30	7	-	2	-	17	8	3
	5%nr	7%	5%	4%	5%	7%	3%	2%	12%Tdlg	13%Tdlg	6%	3%	4%	2%	4%	7%	22%	20%Tr	4%	7%	3%	-	3%	-	7%	9%	9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 25

Q1. VSP usage frequency - YouTube

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

YouTube

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitcut e (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	345	62	86	87	46	34	345	250	199	293	159	105	81	24	21	34	136	204	201	144
	28%qs	27%	26%	31%	27%	28%	31%Ti	37%Tr	47%Tgi	29%	44%Tgi	65%Tgh	54%Tgh	64%Tgh	56%Tgi	55%Tgh	46%Tq	22%	40%Ts	19%
At least once a day	234	31	73	56	35	25	234	137	95	191	72	37	43	7	9	15	65	169	100	134
	19%a	13%	22%a	20%	21%	20%	21%Ti	20%	22%Ti	19%	20%	23%	29%Tgh	19%	25%	24%	22%	18%	20%	18%
At least once a week	297	64	71	61	49	34	297	157	73	227	70	12	18	3	6	8	57	236	110	186
	24%hjk	27%	21%	21%	29%	28%	27%Tgh	23%hkl	22%hklm	19%klmo	12%	8%	12%	3%	7%	15%k	13%km	19%	25%	25%
At least once a month	159	32	44	29	15	21	159	59	28	127	27	4	5	2	1	4	14	143	39	120
	13%ghk	14%	13%	10%	9%	18%cd	14%Tgh	9%hkl	7%kl	12%ghkl	7%kl	3%	3%	6%	3%	6%k	5%	15%Tp	8%	16%Tr
At least once in the last 3 months	83	18	19	19	13	4	83	29	18	66	14	1	2	1	*	*	13	70	15	68
	7%ghkl	8%	6%	7%	8%	4%	7%Tgh	4%klo	4%ko	6%ghkl	4%ko	1%	2%	3%o	*	1%	4%	7%	3%	9%Tr
At least once in the last 12 months	42	11	14	11	-	1	-	14	5	38	7	*	*	-	*	1	5	36	13	29
	3%dfghk	5%d	4%d	4%d	-	1%	-	2%kl	1%l	4%ghkl	2%kl	*	*	-	1%l	1%l	2%	4%	3%	4%
Used to use, but haven't in the last 12 months	15	1	5	2	3	2	-	6	-	12	1	1	-	-	-	-	-	15	4	11
	1%fh	1%	2%	1%	2%	1%	-	1%l	-	1%fh	*	1%l	-	-	-	-	-	2%p	1%	2%
NET: At least daily	579	93	159	144	81	58	579	388	294	484	230	142	124	31	30	50	201	373	301	278
	47%qs	40%	48%	50%a	47%	48%	52%Ti	57%Tr	70%Tgi	48%	64%Tgi	88%Tgh	83%Tgh	82%Tgh	81%Tgh	79%Tgh	68%Tq	40%	60%Ts	37%
NET: At least weekly	876	157	231	205	130	92	876	544	367	711	300	154	141	34	36	57	258	609	412	464
	70%qs	68%	69%	72%	76%	76%	78%Ti	80%Ti	87%Tgi	70%	83%Tgi	96%Tgh	95%Tgh	89%Tgi	96%Tgh	92%Tgh	88%Tq	65%	82%Ts	62%
NET: At least monthly	1035	189	275	234	145	113	1035	604	395	839	327	158	146	36	37	61	272	752	451	584
	83%qs	81%	82%	82%	85%	85%	93%Tabc	93%Tgi	88%Ti	94%Tgi	82%	91%Ti	98%Tgh	96%Ti	99%Tgh	98%Tgh	93%Tq	81%	90%Ts	79%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



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Table 25

Q1. VSP usage frequency - YouTube

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

YouTube

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Blitcut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
	90%iqs	89%	88%	88%	93%	97%Tabc	100%Tghijklmno	93%Ti	98%Tgij	89%	95%Tgi	99%Tgij	99%Tgij	99%Ti	99%Tgi	99%Tgij	97%Tq	88%	93%Ts	88%
NET: At least yearly	1161	218	308	264	158	119	1119	646	418	942	348	160	149	37	37	62	289	858	479	681
	93%iqs	94%	92%	92%	93%	98%Tbc	100%Tghijklmo	95%ij	99%Tgij	92%	97%Tgi	99%Tgij	100%Tgij	99%	100%Tgi	100%Tgij	99%Tq	92%	96%Ts	92%
NET: Ever	1176	219	313	266	161	120	1119	652	418	955	349	161	149	37	37	62	289	873	483	693
	95%iqs	95%	94%	93%	95%	99%Tabcd	100%Tghijklmo	95%ij	99%Tgij	94%	97%Tgi	100%Tgij	100%Tgij	99%	100%Tgi	100%Tgij	99%Tq	94%	97%Ts	93%
Never	67	12	21	20	9	1	-	31	4	65	11	1	1	*	-	*	4	60	17	50
	5%efhjklnopr	5%e	6%e	7%e	5%e	1%	-	5%fhjklno	1%l	6%Tghijklno	3%fhklo	*f	*f	1%l	-	*f	1%	6%Tp	3%	7%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 26

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	283	104	177	88	89	53	51	178	104	37	245	64	80	52	39	9	3	-	12	3	227	55	9	34	7	104	24	14	133
23%ahjopqrs	17%	28%Ta	26%fh	24%	21%	19%	19%	25%Th	20%	43%Tjmn	21%opqrs	45%Tjmn	37%Tjmn	26%opqrs	18%opqrs	5%ss	2%	-	3%ss	1%	21%	36%Tt	28%	39%Tt	30%	21%	40%TzC	29%	22%
At least once a day	164	74	90	36	50	51	26	86	76	14	150	23	33	30	35	18	9	3	29	11	130	33	5	18	7	51	18	7	86
13%prstz	12%	14%	11%	14%	20%Tclgh	9%	12%	14%f	16%pqrs	13%prs	16%pqrs	16%pqrs	15%prs	16%pqrs	10%	6%	4%	7%	5%	11%	12%	22%Tt	15%	20%t	30%	10%	29%TzC	14%	14%
At least once a week	139	60	75	40	36	29	33	75	62	12	127	19	23	28	24	20	12	2	33	14	117	18	6	7	5	51	4	6	73
11%ss	10%	12%	12%	10%	11%	12%	11%	12%	14%q	11%ss	13%	11%	14%qs	24	11%	11%	9%	3%	9%	7%	11%	12%	18%	8%	20%	10%	6%	12%	12%
At least once a month	64	30	34	22	6	13	44	19	3	61	5	14	7	14	9	10	4	5	19	9	52	12	-	10	2	23	3	3	34
5%e	5%	5%	7%e	6%	2%	5%	6%e	4%	3%	5%	4%	7%	7%	4%	6%	3%	7%	5%	4%	5%	8%	-	11%Tt	8%	5%	5%	5%	6%	5%
At least once in the last 3 months	34	20	14	10	12	-	11	23	11	4	30	-	4	3	13	5	2	3	9	4	26	5	1	4	-	10	2	1	20
9%e	3%	2%	3%e	3%e	-	4%eh	3%e	2%e	4%k	9%	-	2%	2%	6%Tjmn	3%	1%	4%	2%	2%	4%	2%	4%	3%	5%	1%	2%	4%	2%	3%
At least once in the last 12 months	17	10	8	7	5	2	2	12	4	-	17	-	7	4	3	2	1	-	3	1	15	1	-	1	-	5	-	1	9
1%	2%	1%	2%	1%	1%	1%	2%	1%	-	1%	-	3%Tj	2%	1%	1%	1%	-	1%	-	1%	1%	1%	-	2%	-	1%	-	3%	1%
Used to use, but haven't in the last 12 months	42	18	24	9	9	10	13	19	23	2	39	4	9	2	4	6	10	4	20	15	38	4	*	3	1	22	-	1	19
3%sm	3%	4%	3%	3%	4%	5%	3%	4%	3%	3%	3%sm	3%	4%sm	1%	2%	3%	7%Tjmn	6%sm	5%Tjm	7%Tjmn	3%	3%	1%	4%	3%	4%	-	3%	3%
NET: At least daily	447	177	268	125	139	104	77	264	181	51	395	87	113	81	74	27	10	3	40	13	357	88	14	52	14	154	42	21	219
36%afjopqrs	29%	42%Ta	37%f	38%f	40%fh	28%	38%f	34%f	59%Tjmn	34%opqrs	61%Tjmn	53%Tjmn	40%opqrs	34%opqrs	16%pqrs	7%	4%	11%ss	6%	33%	58%Tt	43%	59%Tt	14	60%	69%TzBC	42%	36%	
NET: At least weekly	585	237	343	164	175	133	110	339	243	63	522	106	136	110	98	47	22	5	73	27	474	105	20	59	18	206	45	27	292
47%afjopqrs	39%	54%Ta	49%	48%	52%fh	40%	48%f	46%f	72%Tjmn	45%opqrs	75%Tjmn	64%Tjmn	54%Tjop	45%opqrs	27%pqrs	16%	7%	19%qs	13%	44%	70%Tt	61%	67%Tt	80%	42%	75%TzBC	55%	47%	
NET: At least monthly	649	267	377	186	197	139	123	383	262	66	583	111	150	123	107	57	26	10	93	36	527	117	20	69	20	229	49	30	325
52%afjopqrs	44%	60%Ta	55%f	54%f	54%h	45%	55%f	49%	75%Tjmn	50%opqrs	79%Tjmn	70%Tjmn	61%Tjno	49%opqrs	33%pqrs	19%	14%	24%ss	17%	49%	77%Tv	61%	79%Tt	88%	46%	81%TzBC	61%	53%	
NET: Within the last 3 months	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27	13	102	40	553	123	21	73	20	239	51	30	345
55%afjopqrs	47%	62%Ta	58%f	57%	54%	49%	58%Th	51%	79%Tjmn	53%opqrs	79%Tjmn	72%Tjno	63%Tjop	55%opqrs	36%pqrs	20%	18%	27%ps	19%	51%	81%Tv	64%	83%Tt	89%	49%	85%TzBC	63%	56%z	
NET: At least yearly	700	297	397	204	214	141	136	418	277	69	630	111	161	131	123	64	28	13	105	41	568	124	21	75	20	244	51	32	354
58%ahjopqrs	49%	63%Ta	61%fh	59%f	55%	49%	60%Th	52%	79%Tjmn	55%opqrs	79%Tjmn	76%Tjmn	65%Tjop	56%opqrs	37%pqrs	21%	18%	27%ps	20%	53%	82%Tv	64%	85%Tv	89%	50%	85%TzBC	65%	58%z	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 26

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	Gender		Social Grade							Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: Ever	741 60%ajpp qrstz	315 52%	421 67%Ta	213 63%fd	223 61%	151 59%	149 54%	436 62%Ti	300 56%	72 82%Tjmn opqrs	670 58%opqrs	115 82%Tjmn opqrs	170 80%Tjmn opqrs	133 66%jopqs	126 58%opqrs	69 40%pqrs	38 28%	17 24%	125 33%a	56 27%	606 56%	128 85%Tv	21 64%	78 89%Tv	21 91%	266 54%	51 85%TzC	33 88%	373 61%z
Never	502 40%bgik luwA	291 48%Tb	210 33%	124 37%	142 39%	105 41%	126 46%cg	265 38%	231 44%	15 18%	486 42%Tkl m	26 18%	43 20%	69 34%ikl	92 42%ikl	103 60%Tijk lmn	98 72%Tijk lmno	55 76%Tijk lmno	256 67%Tijk lmno	153 73%Tijk lmno	474 44%Tuw	24 15%	12 36%uw	10 11%	2 9%	226 46%TAC	9 15%	16 32%	242 39%A

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 27

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	283	74	57	29	198	37	114	111	21	154	129	48	67	57	33	81	11	110	85	32	48	238	44
	23%cefi	20%ca	29%Tad	14%	24%ca	14%	18%	38%Tef	35%Tef	32%Ti	32%Ti	40%Tij	36%Ti	32%Ti	31%li	27%T	41%	19%	21%	34%Tqr	48%Tqr	24%	18%
At least once a day	164	33	14	19	128	21	81	44	18	90	74	21	27	33	25	55	6	85	53	12	14	142	22
	13%abei	9%	7%	9%	15%Tab	8%	13%ae	15%ae	29%Telg	11%	18%Ti	18%	14%	18%Ti	23%Til	19%T	20%	14%	13%	13%	14%	14%T	9%
At least once a week	139	46	35	28	86	23	69	39	7	76	63	16	27	26	13	45	5	73	41	7	9	108	31
	11%ai	13%	18%Tad	14%	10%	9%	11%	13%	11%	9%	15%Ti	14%	14%ai	15%li	12%	15%T	20%	13%	10%	8%	9%	11%	13%
At least once a month	64	22	12	13	42	15	36	12	1	50	14	5	6	4	10	1	25	31	3	3	45	19	8%
	5%	6%	6%	7%	5%	6%	6%	4%	2%	6%	3%	4%	3%	4%	3%	4%	8%Tq	4%	8%Tq	3%	3%	5%	8%
At least once in the last 3 months	34	12	5	6	21	9	17	7	1	21	13	2	3	5	8	1	15	10	4	4	28	6	2%
	3%	3%	3%	3%	2%	3%	2%	1%	3%	3%	3%	1%	1%	3%	7%Tijdm	3%	3%	3%	3%	4%	4%	3%	2%
At least once in the last 12 months	17	2	2	1	14	2	9	4	1	8	9	2	5	4	2	8	1	1	11	3	-	14	3
	1%q	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	3%li	2%	2%	3%	5%	*	3%Tq	4%q	-	1%	1%
Used to use, but haven't in the last 12 months	42	15	10	8	25	15	15	8	4	32	10	1	8	2	2	6	2	18	15	2	5	31	11
	3%am	4%	5%	4%	3%	6%af	2%	3%	6%	4%	2%	1%	4%am	1%	2%	2%	6%	3%	4%	2%	5%	3%	4%
NET: At least daily	447	107	70	48	327	58	198	155	39	243	203	69	94	89	58	136	17	195	138	44	62	380	67
	36%acefiv	29%ca	37%ca	24%	39%Tad	21%	32%ae	53%Tef	64%Tef	29%	50%Ti	58%Ti	51%Ti	50%Ti	54%Ti	46%T	62%	33%	35%	47%Tqr	62%Tqrs	38%Tv	27%
NET: At least weekly	585	153	105	76	412	81	265	194	46	320	266	86	121	115	71	182	22	268	178	52	72	488	98
	47%acefiv	42%	55%Tad	38%	49%ac	30%	43%ae	66%Tef	75%Tef	38%	65%Ti	71%Ti	65%Ti	65%Ti	66%Ti	61%T	82%	46%	45%	71%Tqrs	49%Tv	39%	39%
NET: At least monthly	648	175	117	89	454	96	301	208	47	370	280	90	126	121	75	192	23	283	209	55	74	533	117
	52%cefi	48%	61%Tad	45%	54%ca	35%	49%ae	70%Tef	77%Tef	44%	69%Ti	75%Ti	68%Ti	68%Ti	70%Ti	65%T	88%	50%	50%	58%	74%Tqrs	54%	47%
NET: Within the last 3 months	683	187	123	95	474	105	318	213	48	391	292	92	129	126	82	200	24	308	220	58	78	560	123
	55%cefi	51%	64%Tad	48%	57%ca	39%	51%ae	73%Tef	78%Tef	47%	72%Ti	77%Ti	70%Ti	71%Ti	77%Ti	68%T	89%	53%	55%	62%	77%Tqrs	56%	50%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 27

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: At least yearly	700	189	125	97	489	107	327	217	49	398	301	94	134	130	84	208	25	309	231	62	78	574	126
	56%cefi	52%	65%Tac	48%	58%Tc	40%	53%e	74%Tef	80%Tef	48%	74%Ti	79%Ti	73%Ti	73%Ti	78%Ti	70%T	94%	53%	58%	66%q	77%Tqr	58%	51%
NET: Ever	741	205	135	105	514	122	342	225	52	430	311	95	142	131	86	213	27	327	245	64	83	605	136
	60%cefi	56%	70%Tacd	52%	61%c	45%	55%e	77%Tef	86%Tef	52%	78%Ti	80%Ti	77%Ti	74%Ti	80%Ti	72%T	100%	56%	62%	68%q	82%Tqrs	61%	55%
Never	502	161	57	95	323	149	276	68	8	405	97	25	43	46	21	83	-	257	152	31	18	390	112
	40%lbghj	44%b	30%	48%Tbd	39%b	55%Tfgh	45%Tgh	23%	14%	48%Tjklm	24%	20%	23%	26%	20%	28%	-	44%Tst	38%t	32%t	18%	39%	45%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 28

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	GO Region											Internet usage		Devices used to access internet				Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	283	21	14	9	239	12	31	15	27	25	21	46	40	22	217	63	6	2	266	119	42	8	9	31	57%Tstuv	4	21	12
	23%oqx	20%	23%	26%	23%	24%	23%	15%	25%	28%ig	19%	27%g	23%	20%	28%To	14%	18%	4%	24%Tq	27%Tx	21%kx	15%kx	57%Tstuv	2%	25%kx	43%		
At least once a day	164	13	7	4	141	3	17	12	18	10	20	27	25	10	118	46	12	*	149	81	29	4	5	7	10	11	2	
	13%qx	12%	11%	11%	13%	5%	12%	12%	17%	11%	18%	16%	14%	9%	15%To	10%	36%	*	13%q	18%Tx	14%kx	8%	9%	13%kx	4%	13%kx	8%	
At least once a week	139	8	3	1	127	4	18	16	15	15	12	17	18	12	86	50	3	3	132	50	26	10	8	3	14	11	5	
	11%kx	8%	5%	2%	12%T	9%	13%	16%	14%	16%c	11%	10%	10%	11%	11%	11%	9%	5%	12%	11%kx	13%kx	19%kx	14%	6%	6%	13%	19%	
At least once a month	64	3	1	2	58	2	6	8	3	7	6	9	12	6	49	15	-	1	61	28	10	5	1	-	12	5	1	
	5%	2%	2%	6%	6%	4%	4%	8%	3%	7%	5%	6%	7%	6%	6%T	3%	-	2%	5%	6%	5%	9%	1%	-	5%	6%	3%	
At least once in the last 3 months	34	3	1	2	28	2	1	3	3	2	4	8	*	5	25	8	-	1	33	8	7	2	5	-	5	2	1	
	3%l	3%	2%	4%l	3%l	4%l	1%	3%l	3%	3%	4%l	4%l	*	4%l	3%T	2%	-	2%	3%	2%	3%	4%	8%Tsx	-	2%	2%	5%	
At least once in the last 12 months	17	2	2	-	13	-	4	-	-	2	2	2	3	2	12	4	-	2	15	7	6	-	1	-	3	-	-	
	1%	2%	3%	-	1%	-	3%	-	-	2%	1%	2%	2%	2%	2%	1%	-	3%	1%	2%	3%	-	2%	-	1%	-	-	
Used to use, but haven't in the last 12 months	42	4	7	1	30	-	4	6	2	3	7	2	4	2	17	23	-	3	37	10	5	5	*	2	13	4	-	
	3%l	3%	11%Tdefh	4%	3%	-	3%	6%k	2%	3%	6%k	1%	3%	2%	2%	5%l	-	5%	3%	2%	3%	11%Tstuv	*	4%	6%k	4%	-	
NET: At least daily	447	34	21	13	379	15	48	27	45	35	40	72	64	32	335	109	18	2	415	200	71	12	14	38	14	32	15	
	36%oqx	32%	34%	37%	36%	29%	35%	27%	42%g	40%	37%	43%g	37%	30%	43%To	24%	54%	4%	37%Tq	45%Ttuv	35%kx	24%kx	24%kx	71%Tstuv	6%	38%kx	51%	
NET: At least weekly	585	42	23	14	506	19	66	43	59	50	52	90	82	44	422	159	21	5	547	250	97	22	22	41	28	43	20	
	47%oqx	41%	39%	40%	48%T	38%	49%	43%	56%am	56%	47%	53%	47%	41%	55%To	35%	64%	9%	49%Tq	56%Tuv	48%kx	43%kx	38%kx	76%Tstuv	12%	51%kx	69%	
NET: At least monthly	649	44	25	16	564	21	72	51	63	57	58	99	94	50	470	174	21	7	608	278	107	26	22	41	40	48	21	
	52%oqx	43%	41%	45%	54%T	42%	53%	50%	63%Tab	59%ab	53%	59%ab	54%	46%	61%To	38%	64%	12%	54%Tq	62%Tuv	53%kx	52%kx	38%kx	76%Ttuv	17%	58%kx	73%	
NET: Within the last 3 months	883	47	26	18	592	24	73	54	65	59	63	107	94	54	495	182	21	8	640	286	114	28	27	41	45	50	22	
	55%oqx	46%	43%	50%	57%T	46%	54%	54%	62%ab	66%Tab	57%	63%Tab	54%	50%	64%To	40%	64%	13%	57%Tq	64%Tuv	56%kx	56%kx	46%kx	76%Tuv	20%	60%kx	77%	
NET: At least yearly	700	49	28	18	605	24	76	54	65	59	65	109	97	56	508	187	21	9	655	293	120	28	28	41	48	50	22	
	56%oqx	48%	46%	50%	58%T	46%	56%	54%	62%ab	66%abe	59%	64%Tab	55%	53%	66%To	41%	64%	16%	58%Tq	66%Tuv	59%kx	56%kx	48%kx	76%Tuv	21%	60%kx	77%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 28

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: Ever	741	53	34	19	635	24	81	60	68	62	72	110	101	59	525	210	21	12	692	303	125	33	28	43	61	54	22
	60%coqx	51%	57%	53%	61%e	46%	59%	60%	64%	69%ae	65%e	65%ae	58%	55%	68%To	46%	64%	62%Tq	68%Tvx	61%ix	66%ix	49%ix	81%Tvx	26%	64%ix	77%	
Never	502	51	25	17	409	27	55	41	38	28	39	59	73	48	246	247	12	46	433	142	79	17	30	10	171	30	7
	40%nrsw	49%uk	43%	47%	39%	54%dj	41%	40%	36%	31%	35%	35%	42%	45%	32%	54%Tn	36%	79%Tr	38%	32%	39%w	34%	51%sw	19%	74%Tstu	36%	23%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 29

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	283	34	70	62	51	37	264	283	177	261	171	65	55	21	11	26	116	162	156	126
	23%aqs	15%	21%	22%	30%Tab	30%Ta	24%T	41%Tfin	42%Tfin	26%TI	48%Tigh	40%Tfin	37%Tf	56%Tfgh	31%	42%Tfin	40%Tq	17%	31%Ts	17%
At least once a day	164	22	42	45	26	17	145	184	70	150	70	34	26	5	6	16	55	108	69	95
	13%uq	9%	13%	16%	15%	14%	13%	24%Thij	17%Tf	15%TI	19%Tij	21%Tij	17%	12%	16%	25%Thij	19%Tq	12%	14%	13%
At least once a week	139	21	41	37	21	14	130	139	66	125	48	18	27	5	5	6	32	106	64	75
	11%	9%	12%	13%	12%	12%	12%	20%Thij	16%Tfio	12%T	13%	11%	18%Tfjk	14%	13%	10%	11%	11%	13%	10%
At least once a month	64	15	15	14	10	6	61	64	27	54	19	15	13	3	3	4	12	52	24	40
	5%	6%	5%	5%	6%	5%	5%	9%Thij	6%	5%	5%	9%Tij	9%Tij	3	8%	7%	4%	6%	5%	5%
At least once in the last 3 months	34	11	8	5	3	5	32	34	13	28	8	3	9	1	3	3	12	22	14	20
	3%	5%	2%	2%	2%	4%	3%	5%Thij	3%	3%	2%	2%	6%Tfjk	3%	3%	9%Thij	5%k	4%	2%	3%
At least once in the last 12 months	17	3	6	1	4	2	17	-	1	14	4	1	1	1	1	-	2	14	9	8
	1%gh	1%	2%	-	2%	2%	1%gh	-	-	1%gh	1%gh	1%	1%	4%gh	3%gh	-	1%	2%	2%	1%
Used to use, but haven't in the last 12 months	42	15	10	5	4	2	40	33	10	33	10	3	3	-	1	2	13	28	15	27
	3%gk	6%Tc	3%	2%	2%	2%	4%gk	-	2%gk	3%gk	3%gk	-	2%gk	-	3%gk	2%gk	4%	3%	3%	4%
NET: At least daily	447	56	112	107	77	54	409	447	247	411	241	99	81	26	17	42	171	270	226	221
	36%aqs	24%	34%a	37%a	45%Tab	44%a	37%	65%Thij	58%Tfin	40%TI	67%Thij	61%Tfin	54%Tf	69%Tfij	46%	67%Thij	58%Tq	29%	45%Ts	30%
NET: At least weekly	585	77	154	144	98	68	539	585	313	536	289	117	108	31	22	48	203	376	289	296
	47%aqs	33%	46%a	50%a	58%Tab	56%Ta	48%T	86%Thij	74%Tfin	53%TI	80%Thij	73%Tfin	72%Tfin	82%Tfij	59%TI	76%Tfin	69%Tq	40%	58%Ts	40%
NET: At least monthly	649	91	169	157	108	74	601	649	340	590	307	132	121	34	25	52	215	428	314	336
	52%aqs	39%	51%a	55%a	63%Tab	61%Ta	54%T	95%Thij	81%Tfin	58%TI	85%Thij	82%Tfin	81%Tfin	90%Tfij	67%TI	83%Tfin	73%Tq	46%	63%Ts	45%
NET: Within the last 3 months	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
	55%aqs	44%	53%	57%a	65%Tab	66%Tab	57%T	100%Thij	84%Tfin	61%TI	88%Thij	83%Tfin	87%Tfin	93%Tfin	76%TI	88%Tfin	77%Tq	48%	65%Ts	48%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 29

Q1. VSP usage frequency - Instagram

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Instagram

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: At least yearly	700	105	182	163	114	81	649	683	354	631	319	136	130	36	29	55	229	464	336	363
	56%aqs	45%	55%	57%a	67%Tab	67%Tab	58%T	100%Thi jkImno	84%Tfi	62%Tf	89%Tthi kn	84%Tfi	87%Tfin	97%Thi kn	78%Tfi	88%Tfi	78%Tq	50%	67%Ts	49%
NET: Ever	741	120	192	168	118	83	689	883	364	664	329	136	133	36	31	56	242	482	351	390
	60%aqs	52%	58%	59%	69%Tabc	69%Tab	62%T	100%Thi jkImno	86%Tfi	65%Tf	91%Tthi kn	84%Tfi	89%Tfi	97%Thi kn	82%Tfi	90%Tfik	83%Tq	53%	70%Ts	53%
Never	502	112	142	119	52	38	430	-	58	355	31	26	17	1	7	6	51	441	149	353
	40%defg hijklmn opr	48%Tde	42%de	41%cd	31%	31%	38%ghijk Imno	-	14%gjm	35%ghjkl mno	9%g	16%gjmo	11%g	3%g	18%gjm	10%g	17%	47%Tp	30%	47%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 30
Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

TikTok

	Gender			Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Several times a day	153 12%jopq rst	66 11%	86 14%	40 12%	48 13%	27 11%	35 13%	88 13%	62 12%	36 42%Tjk mnopqrs	117 26%Tjmn opqrs	37 17%jmnop qrs	35 9%opqrs	17 9%opqrs	21 9%opqrs	6 4%ks	1 1%	-	7 2%ks	1 *	117 11%	36 24%Tt	6 18%	20 23%Tt	6 25%	60 12%	19 32%TzBC	5 11%	68 11%	
At least once a day	87 7%djpr sz	43 7%	41 7%	33 10%Tdg	14 4%	18 7%	20 7%	47 7%sd	38 7%	16 18%Tjmo pqrs	71 6%prs	19 13%Tjmo pqrs	21 10%jopqr s	12 6%prs	14 7%prs	5 3%ks	-	-	5 1%ks	-	70 7%	17 11%	2 7%	12 13%Tt	1 6%	24 5%	6 11%	7 14%sz	48 8%	
At least once a week	92 7%jprsz	41 7%	51 8%	24 7%	30 8%	26 10%fh	12 4%	54 8%	38 7%f	13 15%Tjop qrs	79 7%prs	10 7%rs	15 7%prs	22 11%jopq rs	21 10%opqrs	8 4%	2 2%	-	10 3%	2 1%	75 7%	17 11%	1 3%	11 13%	5 20%	27 20%TzC	12 18%TzC	9 15%TzC	43 7%	
At least once a month	53 4%prs	30 5%	23 4%	16 5%	17 4%	9 4%	11 4%	33 5%	20 4%	1 2%	52 4%prs	5 4%ks	14 7%prs	11 5%prs	7 4%prs	-	-	1 1%	8 2%ks	1 *	42 4%	11 8%	1 4%	7 8%	3 12%	3 4%	19 5%	3 8%	4 2%	
At least once in the last 3 months	37 3%	13 2%	23 4%	10 3%	14 4%	7 3%	5 2%	24 3%	12 2%	3 3%	34 3%	2 1%	12 6%Tj	4 2%	6 3%	5 3%	3 2%	2 3%	9 2%	4 2%	33 3%	4 3%	2 5%	2 3%	-	20 1%	3 6%	3 2%	12 2%	
At least once in the last 12 months	34 3%fh	12 2%	22 3%	12 3%f	13 4%f	6 2%	2 1%	25 4%fh	8 1%	2 2%	32 3%	2 2%	8 4%	8 4%	5 3%	4 2%	4 3%	-	8 2%	4 2%	4 3%	30 2%	3 1%	3 3%	-	16 3%	-	3 6%	3 2%	15 2%
Used to use, but haven't in the last 12 months	28 2%	14 2%	14 2%	4 1%	10 3%	4 1%	3 1%	14 2%	13 2%	3 4%	24 2%	2 2%	6 3%	2 1%	4 3%	5 3%	4 3%	-	9 2%	4 2%	25 2%	3 2%	-	2 3%	1 3%	16 3%	-	1 2%	10 2%	
NET: At least daily	240 19%jopq rst	109 18%	127 20%	73 22%	62 17%	45 18%	55 20%	136 19%	101 19%	52 60%Tjk mnopqrs	188 16%opqr s	56 39%Tjmn opqrs	57 27%Tjmn opqrs	29 14%opqr s	35 16%opqrs	11 6%prs	1 1%	-	12 3%ps	1 1%	187 17%	53 35%Tt	8 25%	32 36%Tt	7 31%	84 17%	26 43%TzC	12 25%	116 19%	
NET: At least weekly	332 27%jopq rstz	150 25%	178 28%	97 29%	93 25%	71 28%	67 24%	189 27%	138 26%	65 75%Tjk mnopqrs	267 23%opqr s	66 47%Tjmn opqrs	72 34%Tjop qrs	51 25%opqr s	56 26%opqr s	18 11%opqrs	3 3%	-	22 6%ps	3 2%	262 24%	70 46%Tv	9 28%	43 49%Tv	12 50%	111 23%	38 63%TzC	21 43%TzC	159 26%	
NET: At least monthly	385 31%jopq rstz	180 30%	201 32%	112 33%	110 30%	80 31%	79 29%	222 32%	159 30%	67 76%Tjk mnopqrs	319 28%opqr s	71 50%Tjmn opqrs	86 41%Tjno pqrs	65 32%opqr s	67 31%opqr s	26 15%opqrs	3 3%	1 1%	30 8%pps	4 2%	303 28%	81 53%Tv	11 32%	50 57%Tv	14 63%	130 26%	41 68%TzC	25 51%TzC	185 30%	
NET: Within the last 3 months	422 34%jopq rst	193 32%	223 35%	123 36%	124 34%	88 34%	84 30%	246 35%	171 32%	70 80%Tjk mnopqrs	352 30%opqr s	73 52%Tjmn opqrs	98 46%Tjmn opqrs	69 34%opqr s	73 33%opqr s	31 18%opqrs	6 4%	3 4%	39 10%ps	9 4%	336 31%	85 56%Tv	12 38%	53 60%Tv	14 63%	150 31%	41 69%TzC	28 57%TzC	197 32%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 30

Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

TikTok

	Gender			Social Grade							Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	23**	Christian (z)	Muslim (A)	Other religion (B)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: At least yearly	456	206	245	134	137	93	86	271	179	71	384	75	107	77	78	34	10	3	47	13	366	88	13	55	14	166	41	31	211
	37%jppq	34%	39%	40%cl	38%	36%	31%	39%	34%	82%Tjkl	33%opqr	53%Tjmn	59%Tjmn	38%opqr	36%opqr	20%pqrs	8%	4%	12%pqrs	6%	34%	58%Tv	39%	63%	14	34%	69%TzC	63%TzC	34%
NET: Ever	483	219	259	138	147	103	89	286	192	75	409	78	113	79	83	39	14	3	56	17	391	91	13	57	15	182	41	32	222
	39%fjop	36%	41%	41%cl	40%	40%	32%	41%cl	36%	85%Tjkl	35%opqr	55%Tjmn	53%Tjmn	39%opqr	38%opqr	22%pqrs	10%	4%	15%qrs	8%	36%	60%Tv	39%	65%Tv	15	37%	69%TzC	65%TzC	36%
Never	760	386	372	198	218	153	186	416	339	13	747	63	100	122	136	134	123	69	326	192	688	61	20	30	8	310	19	17	393
	61%aklu	64%	59%	59%	60%	60%	68%Tcg	59%	64%	15%	65%Tkl	45%cl	47%cl	61%klj	62%klj	78%Tjkl	90%Tjkl	96%Tjkl	85%Tjkl	92%Tjkl	64%Tuw	40%	61%uw	36%	34%	63%AB	31%	35%	64%AB

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 31

Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	153 12%efq r	44 12%	34 18%Tac	19 9%	101 12%	16 6%	59 10%	57 20%Tef	21 35%Tefg	66 8%	88 21%Ti	22 18%l	37 20%Ti	41 23%Ti	35 32%Tijk l	43 15%	9 32%	59 10%	32 8%	16 17%r	40 40%Tqrs	131 13%	22 9%
At least once a day	87 7%efi	24 7%	13 8%	16 8%	61 7%	7 2%	32 5%	43 15%Tef	6 10%e	39 5%	47 12%Ti	18 15%Ti	22 12%Ti	27 15%Ti	10 10%l	31 11%T	1 4%	36 6%	25 6%	6 6%	17 17%Tqrs	71 7%	16 6%
At least once a week	92 7%iq	23 6%	16 8%	11 5%	66 8%	18 6%	38 10%	29 10%	8 13%ef	49 6%	43 11%Ti	8 7%	22 12%Ti	23 13%Ti	13 12%l	29 10%	1 5%	31 5%	37 9%q	9 9%	11 11%q	76 8%	16 7%
At least once a month	53 4%	17 5%	12 6%	5 3%	34 4%	10 4%	30 5%	10 3%	3 5%	34 4%	19 5%	5 4%	9 5%	6 3%	4 4%	16 5%	1 5%	29 5%	18 4%	5 5%	1 1%	43 4%	11 4%
At least once in the last 3 months	37 3%	10 3%	6 3%	4 2%	25 3%	7 2%	18 3%	12 4%	- 3%	21 3%	15 4%	7 6%	7 4%	6 3%	3 3%	13 4%	- 3%	19 3%	11 3%	2 2%	3 3%	28 3%	9 3%
At least once in the last 12 months	34 3%	10 3%	4 2%	6 3%	23 3%	5 2%	21 3%	8 3%	- 3%	21 3%	13 3%	2 4%	7 4%	8 2%	3 2%	11 4%	- 3%	16 3%	13 3%	2 2%	3 3%	28 3%	6 2%
Used to use, but haven't in the last 12 months	28 2%	8 2%	3 2%	4 2%	19 2%	4 2%	14 2%	6 2%	3 5%	19 2%	9 2%	2 2%	4 2%	5 3%	1 2%	6 2%	1 5%	14 2%	7 2%	1 2%	2 2%	24 2%	4 2%
NET: At least daily	240 19%efq r	68 19%	47 24%a	35 17%	162 19%	23 8%	91 15%e	100 34%Tef	27 44%Tef	105 13%	135 33%Ti	40 34%Ti	59 32%Ti	69 39%Ti	45 42%Tij	75 25%T	10 38%	94 16%	57 14%	22 23%	58 57%Tqrs	202 20%	38 15%
NET: At least weekly	332 27%efq r	92 25%	63 33%ac	45 23%	228 27%	40 15%	128 21%	129 44%Tef	35 58%Tef	154 18%	178 44%Ti	49 41%Ti	81 44%Ti	92 52%Tij	58 54%Tij	103 35%T	11 41%	125 21%	94 24%	30 32%q	88 88%Tqrs	278 28%	54 22%
NET: At least monthly	385 31%efq r	109 30%	75 39%Tac	51 26%	262 31%	51 19%	158 26%e	138 47%Tef	38 63%Tefg	188 22%	198 48%Ti	54 45%Ti	90 49%Ti	98 55%Tij	62 58%Tij	120 40%T	13 48%	154 26%	112 28%	35 37%q	70 69%Tqrs	321 32%	65 26%
NET: Within the last 3 months	422 34%efq r	119 33%c	81 42%Tac	55 28%	286 34%	57 21%	176 28%e	151 51%Tef	38 63%Tef	209 25%	213 52%Ti	61 51%Ti	98 53%Ti	104 58%Tij	65 61%Tij	132 45%T	13 48%	173 30%	123 31%	37 39%	73 73%Tqrs	349 35%	73 30%
NET: At least yearly	456 37%efq r	129 35%	85 44%Tac	61 31%	309 37%	62 23%	196 32%e	159 54%Tef	39 64%Tef	230 28%	226 55%Ti	63 53%Ti	104 56%Ti	111 63%Tij	68 63%Ti	143 48%T	13 48%	189 32%	137 34%	39 41%	76 76%Tqrs	377 38%	79 32%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 31

Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: Ever	483	136	88	65	328	67	211	165	42	249	235	65	109	116	69	149	14	203	143	40	78	400	83
	39%efiq	37%	46%Tac	33%	39%	25%	34%e	56%Tef	68%Tef	30%	57%Ti	54%Ti	59%Ti	66%Tijk	64%Ti	50%T	51%	35%	36%	43%	77%Tqrs	40%	33%
Never	760	229	103	135	508	204	408	129	19	586	174	55	76	61	39	148	13	381	254	54	23	595	165
	61%bghj	63%b	54%	67%b	61%	75%Tfgh	66%Tgh	44%	32%	70%Tjkl	43%lm	46%lm	41%	34%	36%	50%	49%	65%Ti	64%t	57%t	23%	60%	67%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 32
Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
TikTok

	GO Region													Internet usage		Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	153	7	9	4	133	5	16	4	20	19	18	25	23	9	120	30	4	1	145	55	16	6	5	21	2	8	5	
	12%goqtx	7%	15%g	12%	13%g	10%	11%	4%	19%Tag	14%g	16%g	15%g	13%g	9%	16%To	7%	12%	1%	13%q	12%kx	8%kx	13%kx	9%kx	39%Tstuvxy	1%	8	9%kx	17%
At least once a day	87	6	2	2	76	3	9	7	7	11	10	13	8	8	69	18	1	-	81	39	13	4	2	3	3	5	2	
	7%ox	6%	4%	6%	7%	6%	7%	7%	7%	12%l	9%	8%	5%	7%	9%To	4%	3%	-	7%	9%kx	6%kx	9%kx	2	3	3	5	6%	6%
At least once a week	92	12	1	2	77	6	4	14	7	7	8	14	10	6	63	26	5	2	85	35	15	6	1	5	11	5		
	7%kx	12%bfl	2%	5%	7%	11%	3%	14%Tbdlf	7%	8%	8%	8%	6%	5%	8%	15%	4%	8%	8%kx	8%kx	11%kx	2	2%	2%	13%vwx	17%		
At least once a month	53	5	1	4	43	3	5	5	6	4	3	6	7	3	38	14	2	3	44	24	10	2	3	2	2	5	3	
	4%kx	5%	2%	11%	4%	3%	5%	7%	4%	3%	3%	4%	3%	4%	5%	3%	6%	5%	4%	5%kx	5%kx	5%	5%	5%	1%	6%	9%	
At least once in the last 3 months	37	2	1	-	34	1	*	5	1	5	3	9	3	6	24	12	-	*	36	11	14	2	1	2	4	-	-	
	3%fl	2%	2%	-	3%fl	2%	*	5%fl	1%	6%fl	2%	6%fl	2%	5%fl	3%	3%	-	*	3%	3%	7%Tksy	4%	1%	4%	2%	-	-	
At least once in the last 12 months	34	3	3	1	27	1	6	4	3	2	2	2	5	3	27	7	1	1	32	12	10	1	1	1	6	1	1	
	3%	3%	4%	3%	3%	2%	4%	4%	3%	2%	2%	1%	3%	3%	4%T	1%	3%	2%	3%	3%	5%	1%	2%	2%	2%	1%	2%	
Used to use, but haven't in the last 12 months	28	2	3	-	22	1	1	3	1	3	1	2	7	3	16	11	1	2	25	8	5	-	2	-	5	3	1	
	2%	2%	6%	-	2%	3%	1%	3%	1%	3%	1%	1%	4%	3%	2%	2%	3%	4%	2%	2%	2%	-	3%	-	2%	4%	3%	
NET: At least daily	240	13	11	7	209	8	25	11	28	23	28	38	31	17	189	48	5	1	226	94	29	11	7	24	5	13	7	
	19%goqpx	13%	19%	18%	20%g	16%	18%	11%	28%ag	26%ag	25%ag	23%g	18%	16%	24%To	11%	15%	1%	20%q	21%kx	14%kx	21%kx	12%kx	44%Tstuvxy	2%	15%kx	24%	
NET: At least weekly	332	26	12	8	286	14	29	25	35	31	36	53	41	23	252	77	10	3	311	129	44	16	8	25	10	24	12	
	27%oqvxx	25%	21%	23%	27%	27%	21%	25%	33%	34%fl	32%	31%	24%	21%	33%To	17%	31%	5%	28%Tq	29%vxx	22%kx	32%vxx	13%kx	47%Tstvx	4%	29%kx	41%	
NET: At least monthly	385	31	13	12	329	17	34	30	43	34	39	58	48	26	290	91	12	6	355	153	54	19	11	27	12	28	14	
	31%oqvxx	30%	22%	34%	32%	34%	25%	29%	40%Tbflm	38%fl	35%	34%	28%	25%	38%To	20%	37%	10%	32%q	34%vxx	27%kx	37%vxx	18%kx	51%Tstvx	5%	34%kx	50%	
NET: Within the last 3 months	422	33	14	12	363	19	34	34	44	39	42	68	51	32	314	103	12	6	391	164	68	21	11	30	16	28	14	
	34%loqvxx	32%	24%	34%	35%fl	36%	25%	34%	42%bfl	44%Tbflm	38%fl	40%bfl	29%	30%	41%To	22%	37%	10%	35%q	37%vxx	33%kx	41%vxx	20%kx	55%Tstvx	7%	34%kx	50%	
NET: At least yearly	456	36	17	13	390	20	39	38	47	41	44	69	56	35	341	110	13	7	422	176	78	21	12	31	22	29	15	
	37%oqvxx	35%	28%	37%	37%fl	39%	29%	38%	44%fl	46%bfl	40%	41%	32%	33%	44%To	24%	40%	13%	38%q	40%vxx	38%vxx	42%vxx	21%kx	58%Tstvx	9%	35%kx	52%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 32

Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

TikTok

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: Ever	483	38	20	13	412	21	40	41	48	44	45	71	64	38	357	121	14	10	447	184	82	21	14	31	27	33	16
x	39%	37%	34%	37%	39%	41%	30%	41%	45%	49%	40%	42%	42%	35%	46%	26%	43%	17%	40%	41%	40%	42%	24%	58%	39%	33%	55%
Never	760	66	39	23	632	30	95	59	58	46	66	98	110	69	414	336	18	48	678	261	121	29	44	23	205	13	
	61%	63%	66%	63%	61%	59%	70%	59%	55%	51%	60%	58%	63%	65%	54%	74%	57%	83%	60%	59%	60%	58%	76%	88%	61%	45%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 33

Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
Several times a day	153	26	33	37	32	12	149	135	153	139	113	56	46	15	6	17	79	73	92	62
	12%qs	11%	10%	13%	19%Tb	10%	13%T	20%Tf	36%Tgij	14%T	31%Tgjn	35%Tgjn	31%Tgjn	40%Tgjn	15%	27%Tgjn	27%Tq	8%	18%Ts	8%
At least once a day	87	17	13	18	17	18	86	74	87	81	58	27	22	6	8	11	46	41	52	35
	7%bqs	7%	4%	6%	10%b	15%Tabc	8%T	11%Tf	21%Tgij	8%T	16%Tgij	17%Tgij	15%Tf	16%Tf	20%Tgij	18%Tgij	16%Tq	4%	10%Ts	5%
At least once a week	92	12	33	22	8	16	91	76	92	75	49	22	20	6	3	9	35	55	34	58
	7%q	5%	10%	8%	5%	14%Tad	8%T	11%Tf	22%Tgij	7%	14%Tf	14%Tf	14%Tf	16%Tf	8%	14%Tfin	12%Tq	6%	7%	8%
At least once a month	53	10	9	14	10	7	50	42	53	46	21	8	9	1	3	5	23	30	20	33
	4%q	4%	3%	5%	6%	5%	4%	6%Tf	13%Tgij	5%	6%	5%	6%	3%	8%	8%Tm	8%Tq	3%	4%	4%
At least once in the last 3 months	37	3	6	12	9	3	36	26	37	31	16	4	9	2	1	4	10	26	14	22
	3%	1%	2%	4%	5%a	3%	3%	4%	9%Tgij	3%	4%	2%	6%Tf	5%	2%	7%Tgik	3%	3%	3%	3%
At least once in the last 12 months	34	3	8	14	4	3	32	21	-	28	12	3	6	3	2	2	7	27	15	19
	3%h	1%	3%	5%Ta	2%	2%	3%h	3%h	-	3%h	3%h	2%h	4%h	8%Tgh	5%h	3%h	2%	3%	3%	3%
Used to use, but haven't in the last 12 months	28	3	10	3	8	*	26	15	-	23	4	2	1	1	1	7	19	15	12	2%
	2%h	1%	3%	1%	5%ce	*	2%h	2%h	-	2%h	1%h	2%h	1%	2%h	3%h	2%h	2%	2%	3%	2%
NET: At least daily	240	43	46	55	50	30	235	209	240	220	171	83	68	21	13	28	125	114	144	97
	19%bqs	18%	14%	19%	29%Tabc	25%b	21%T	31%Tf	57%Tgij	22%T	48%Tgjn	51%Tgjn	45%Tgjn	56%Tgjn	35%Tf	46%Tgij	43%Tq	12%	29%Ts	13%
NET: At least weekly	332	54	79	78	57	47	326	285	332	220	105	88	27	16	37	160	169	177	155	21%
	27%qs	23%	24%	27%	34%Tab	39%Tabc	29%T	42%Tf	79%Tgij	29%T	61%Tgjn	65%Tgjn	59%Tgjn	71%Tgjn	43%Tf	60%Tgij	54%Tq	18%	35%Ts	21%
NET: At least monthly	385	64	89	92	67	54	376	328	385	340	241	113	98	28	19	42	182	199	198	187
	31%qs	28%	27%	32%	39%Tab	44%Tabc	34%T	48%Tf	91%Tgij	33%T	67%Tgjn	70%Tgjn	65%Tgjn	75%Tgjn	52%Tf	68%Tgij	62%Tq	21%	40%Ts	25%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 33

Q1. VSP usage frequency - TikTok

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

TikTok

	Household income: per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	422	67	95	104	76	57	412	353	422	372	257	117	106	30	20	47	192	225	212	210
	34%abqs	29%	28%	36%	45%Tab	47%Tab	37%T	52%Tfi	100%Tgijkmno	36%T	71%Tgijn	72%Tgijn	71%Tgijn	79%Tgijn	54%Tfin	75%Tgijn	66%Tq	24%	42%Ts	28%
NET: At least yearly	456	70	103	118	80	60	444	374	422	400	269	120	112	33	22	48	199	252	227	229
	37%abqs	30%	31%	41%ab	47%Tab	49%Tab	40%T	55%Tfi	100%Tgijkmno	39%T	75%Tgijn	74%Tgijn	75%Tgijn	87%Tgijn	58%Tfin	77%Tgijn	68%Tq	27%	45%Ts	31%
NET: Ever	483	73	114	120	87	60	470	389	422	423	273	122	113	33	23	49	206	272	242	241
	39%abqs	32%	34%	42%ka	51%Tab	49%Tab	42%T	57%Tfi	100%Tgijkmno	41%T	76%Tgijn	76%Tgijn	76%Tgijn	89%Tgijn	62%Tfin	79%Tgijn	70%Tq	29%	48%Ts	32%
Never	760	159	221	166	83	61	648	294	-	596	87	39	36	4	14	13	87	661	258	502
	61%defghijklmnop	68%Tcde	66%Tde	58%	49%	51%	58%ghijklmno	43%hklmno	-	59%ghijklmno	24%hm	24%hm	24%hm	11%h	38%hjklo	21%hm	30%	71%Tp	52%	68%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 34

Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Facebook

	Gender			Social Grade								Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	509	214	292	139	153	108	105	292	213	27	482	50	110	96	103	55	49	19	123	68	443	63	14	37	8	213	28	16	239
	41%ai	35%	46%Ta	41%	42%	42%	38%	42%	40%	31%	42%ioqr	35%	52%Tijk	48%Tiop	47%ioqr	32%	36%	27%	32%	33%	41%	44%	44%	42%	35%	43%	46%	34%	39%
At least once a day	288	135	151	67	82	78	60	149	138	15	273	41	40	40	44	51	33	23	107	56	255	31	7	20	3	115	18	10	143
	23%	22%	24%	20%	22%	22%	21%	28%id	22%	18%	24%	29%	19%	20%	20%	30%ilm	24%	23%	28%Tijm	24%	20%	24%	20%	23%	12%	23%	30%	21%	23%
At least once a week	134	74	60	49	29	19	37	77	55	12	121	17	20	19	23	13	19	10	42	29	113	18	2	10	3	42	4	6	78
	11%ad	12%	9%	14%Tdeg	8%	7%	13%de	11%id	10%ae	14%	10%	12%	9%	9%	11%	8%	14%	14%	11%	14%	10%	12%	6%	12%	12%	9%	7%	13%	13%
At least once a month	56	39	16	13	16	11	16	29	28	3	53	10	14	8	9	-	3	11	3	45	11	2	8	-	22	4	5	24	
	5%aps	6%Td	3%	4%	4%	4%	6%	4%	5%	4%p	5%ps	7%ps	5%p	7%ps	4%p	-	4%	11	3%as	1%	4%	7%	10%Tt	-	4%	6%	9%	4%	
At least once in the last 3 months	32	22	10	12	9	3	6	21	8	5	27	8	5	3	2	4	2	3	9	4	31	1	1	-	12	2	1	17	
	3%b	4%Td	2%	4%	2%	1%	2%	3%	2%	6%jn	2%	3%	2%	1%	3%	1%	4%	2%	2%	3%	1%	2%	-	1%	2%	4%	2%	3%	
At least once in the last 12 months	17	13	4	5	7	1	4	12	5	-	17	-	4	3	3	-	6	-	6	9	18	2	-	1	9	-	-	8	
	1%b	2%Td	1%	2%	2%	-	1%	2%	1%	1%	-	2%	1%	1%	-	5%Tjkr	-	2%	3%io	1%	1%	1%	-	5%	2%	-	-	1%	
Used to use, but haven't in the last 12 months	52	25	27	10	23	5	14	33	19	2	50	5	11	12	7	8	6	1	15	8	39	10	1	3	6	19	3	2	27
	4%t	4%	4%	3%	6%Te	2%	5%	5%c	4%	2%	4%	3%	5%	6%	3%	5%	2%	4%	4%	4%	7%	10%	1%	3%	6	19	3	2	
NET: At least daily	797	349	443	206	235	187	164	441	351	43	755	91	150	136	147	106	81	43	230	124	699	94	21	57	11	328	46	26	381
	64%al	58%	70%Ta	61%	64%	60%	60%	63%	66%id	49%	65%Tir	65%id	71%Tpr	67%id	67%id	61%	59%	59%	60%id	59%	65%	62%	64%	64%	47%	67%	76%BC	54%	62%
NET: At least weekly	931	423	503	255	264	205	201	519	406	55	876	108	170	155	170	119	101	52	272	153	811	112	23	67	14	370	50	33	459
	75%al	70%	80%Ta	76%	72%	60%id	73%	74%	76%	63%	76%Tior	76%id	80%ior	77%id	78%id	69%	74%	73%	71%	73%	75%	74%	70%	77%	59%	75%	84%	67%	75%
NET: At least monthly	987	462	519	267	280	217	217	547	434	58	929	118	180	169	179	128	101	55	284	156	857	123	25	76	14	392	54	37	484
	79%air	76%	82%Ta	79%	77%	64%Tdg	79%	78%	82%	67%	80%Tior	83%id	85%Tiop	84%ioqr	82%id	74%	74%	76%	74%	75%	79%	81%	77%	86%	59%	80%	90%T	76%	79%
NET: Within the last 3 months	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58	293	160	888	124	26	76	14	403	56	38	501
	82%ipr	80%	84%	83%	79%	68%	61%	61%	63%	72%	83%Tiop	89%ioqr	87%Tiop	85%jprs	83%id	77%	73%	80%	77%	77%	82%	82%	79%	67%	60%	94%TBC	79%	81%	
NET: At least yearly	1036	497	533	285	296	220	227	581	447	64	973	126	189	175	183	132	109	58	299	166	904	125	26	76	15	412	56	39	509
	83%ior	82%	84%	85%	81%	68%	62%	63%	64%	73%	84%Tior	89%ioqr	87%iojprs	87%ior	84%id	77%	79%	80%	78%	80%	84%	83%	79%	67%	65%	84%	94%TBC	79%	83%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 34

Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Facebook

	Gender		Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: Ever	1089 88% or	522 86%	560 89%	295 88%	319 87%	226 88%	241 88%	614 87%	466 88%	66 75%	1023 88% Tior s	131 93% lors	200 94% Tijn opqrs	187 93% Tijp pqrs	190 87% j	140 81%	115 84%	59 82%	314 82%	174 83%	943 87%	135 89%	27 81%	79 90%	21 93%	431 88%	59 99% TzBC	40 83%	536 87%
Never	154 12% lmA	83 14%	71 11%	42 12%	46 13%	31 12%	34 12%	88 13%	65 12%	22 25% Tjkl mn	133 12% lm	11 7%	12 6%	15 7%	28 13% j	32 19% Tjkl m	13 18% lm	67 18% Tjkl m	35 17% klm	136 13%	17 11%	6 19%	8 10%	2 7%	61 12% A	1 1%	8 17% A	79 13% A	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 35

Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	509	160	85	92	334	97	243	142	26	315	193	74	96	89	42	160	7	248	166	42	30	406	103
	41%at	44%	44%	46%	40%	38%	39%	49%Tef	43%	38%	47%Tin	62%Tijn	52%Tin	50%Tin	39%	54%T	25%	42%at	42%at	44%at	30%	41%	41%
At least once a day	288	79	44	45	199	62	161	51	14	203	85	24	35	28	19	65	4	152	83	18	20	231	57
	23%gm	22%	23%	23%	24%	23%	26%Tg	17%	23%	24%um	21%mm	20%	19%	17%	22%	16%	26%	21%	19%	20%	20%	23%	23%
At least once a week	134	40	18	21	91	34	65	30	5	96	37	10	17	14	13	22	3	53	41	17	17	111	23
	11%	11%	9%	10%	11%	12%	10%	10%	9%	12%	9%	9%	9%	8%	12%	8%	10%	9%	10%	18%Tq	17%Tq	11%	9%
At least once a month	56	17	11	7	38	14	23	15	5	37	19	3	8	7	7	10	6	21	23	6	3	41	16
	5%	5%	6%	4%	5%	5%	4%	5%	8%	4%	5%	3%	4%	4%	6%	4%	23%	4%	6%	6%	3%	4%	6%
At least once in the last 3 months	32	11	8	4	19	8	14	11	-	18	14	3	5	5	5	6	3	16	6	3	6	23	9
	3%	3%	4%	2%	3%	2%	4%	-	-	2%	3%	3%	3%	3%	5%	2%	11%	3%	1%	3%	6%Tr	2%	4%
At least once in the last 12 months	17	3	2	1	15	3	11	2	*	14	3	-	1	2	3	2	*	4	8	2	*	13	4
	1%	1%	1%	1%	2%	1%	2%	1%	-	2%	1%	-	*	1%	2%ij	1%	1%	1%	2%	2%	*	1%	1%
Used to use, but haven't in the last 12 months	52	12	5	6	36	12	24	12	5	34	18	3	10	6	6	14	2	24	23	1	3	45	7
	4%	3%	3%	3%	4%	4%	4%	4%	8%	4%	5%	3%	5%	4%	5%	5%	8%	4%	6%	1%	3%	5%	3%
NET: At least daily	797	239	129	138	533	160	404	193	41	518	279	98	131	117	61	226	11	400	249	59	50	638	160
	64%at	65%	67%	69%	64%	59%	65%	66%	67%	62%	68%Tn	82%Tij	71%Tin	66%	56%	76%T	41%	68%Ti	63%at	63%	49%	64%	64%
NET: At least weekly	931	280	146	158	624	194	468	223	46	614	316	109	149	131	73	248	14	453	290	76	67	749	182
	75%at	77%	76%	79%	75%	71%	76%	76%	75%	74%	77%gn	91%Tij	80%gn	74%	68%	84%T	51%	77%at	73%	81%at	66%	75%	73%
NET: At least monthly	987	297	157	166	662	207	491	238	51	652	335	112	156	139	80	258	20	474	313	82	70	789	198
	79%at	81%	82%	83%	79%	76%	80%	81%	83%	78%	82%gn	93%Tij	84%gn	78%	74%	87%T	75%	81%at	79%	87%at	70%	79%	80%
NET: Within the last 3 months	1019	308	165	170	681	215	505	248	51	670	349	115	161	144	85	264	23	490	318	85	76	812	207
	82%	84%	86%	85%	81%	79%	82%	85%	83%	80%	85%Tim	96%Tij	87%	81%	79%	89%T	86%	84%	80%	90%Trt	76%	82%	83%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 35

Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	955	248
NET: At least yearly	1036 83%t	311 85%	167 87%	171 86%	695 83%	218 81%	517 84%	251 85%	51 84%	685 82%	351 86%	115 96%T ijl	162 87%	146 82%	88 82%	266 90%T	24 87%	494 85%t	326 82%	87 92%Trt	77 76%	826 83%	210 85%
NET: Ever	1089 88%t	323 89%	172 90%	177 89%	731 87%	230 85%	540 87%	263 90%	56 91%	719 86%	370 91%Tim	118 99%Tijl	172 93%Tim	152 86%	94 87%	280 94%T	26 95%	518 89%t	349 88%t	88 93%t	79 79%	871 88%	218 88%
Never	154 12%klo	42 11%	20 10%	23 11%	105 13%	41 15%	78 13%	30 10%	5 9%	116 14%jkl	39 9%k	2 1%	13 7%k	25 14%jkl	14 13%k	16 6%	1 5%	67 11%	48 12%	7 7%	21 21%Tqrs	124 12%	30 12%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 36
Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Facebook

	GO Region										Internet usage		Devices used to access internet				Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	509	41	26	14	427	25	59	37	49	40	53	64	46	357	149	11	12	475	199	90	16	24	15	79	43	16		
	41%koqx	40%	44%	40%	41%k	49%k	37%	46%k	45%	48%k	32%	37%	43%	46%To	32%	35%	20%	42%Tq	45%x	44%	32%	40%	29%	34%	52%uw	55%		
At least once a day	288	21	12	7	249	6	38	24	26	19	28	39	45	24	158	125	13	12	256	99	41	13	8	15	64	26	6	
	23%ln	20%	20%	19%	24%	13%	28%e	24%	24%	21%	25%	23%	26%	22%	21%	27%ln	41%	21%	23%	22%	20%	27%	14%	28%	28%v	31%w	21%	
At least once a week	134	16	8	5	105	5	12	11	12	11	5	28	10	11	84	49	2	6	122	45	19	4	5	12	29	5	1	
	11%jl	16%jl	13%	12%	10%j	9%	9%	11%	11%	12%kj	4%	17%Tdj	6%	11%	11%	11%	8%	10%	11%	10%	10%	9%	22%Tsty	9%	22%	12%	6%	4%
At least once a month	56	2	3	4	47	2	5	1	6	4	5	10	12	2	34	21	-	5	49	30	8	2	5	2	5	-	-	
	5%	2%	5%	12%agm	5%	3%	4%	1%	6%	5%	5%	6%	7%g	2%	4%	5%	-	8%	4%	7%Tx	4%	5%	8%ay	5%	2%	-	-	
At least once in the last 3 months	32	4	2	2	24	3	2	-	1	3	1	4	8	2	21	11	1	2	30	9	2	2	3	7	-	2		
	3%	4%	4%	5%	2%	5%	1%	-	1%	3%	1%	3%	5% ^d	2%	3%	3%	3%	4%	3%	2%	1%	5%	4%	3%	-	8%		
At least once in the last 12 months	17	2	-	-	15	-	-	2	-	3	2	2	4	4	12	5	1	1	15	6	1	1	2	-	6	-	-	
	1%	2%	-	-	1%	-	-	2%	-	3%	2%	1%	2%	3%	2%	1%	3%	1%	1%	1%	1%	2%	4%t	-	3%	-	-	
Used to use, but haven't in the last 12 months	52	6	3	1	42	3	5	10	3	2	5	6	7	3	29	23	1	7	43	20	11	3	3	4	7	1	2	
	4%	6%	5%	3%	4%	6%	3%	10%Thik	2%	2%	4%	4%	4%	2%	4%	5%	4%	12%Tr	4%	4%	6%	4%	4%	7%	3%	1%	6%	
NET: At least daily	797	62	38	21	676	32	98	61	75	59	81	92	110	70	515	273	24	24	732	299	130	30	32	30	143	69	22	
	64%kq	60%	64%	58%	65%k	62%	72%k	61%	70%k	66%	73%k	55%	63%	65%	67%To	60%	76%	41%	65%q	67%	64%	59%	54%	57%	62%	83%Tstu	76%	
NET: At least weekly	931	78	46	26	781	36	109	72	86	70	85	121	120	81	599	322	27	29	854	344	150	34	42	172	74	23		
	75%oq	75%	77%	71%	75%	71%	80%l	72%	82%l	78%	77%	71%	69%	76%	78%To	70%	84%	51%	76%Tq	77%v	73%	68%	63%	79%	74%	89%Tstuvx	80%	
NET: At least monthly	987	80	49	30	828	38	114	73	92	74	91	130	132	83	633	343	27	34	903	374	157	36	42	45	177	74	23	
	79%oq	77%	82%	83%	79%	74%	84%	73%	87% ^d gl	83%	82%	77%	76%	78%	82%To	75%	84%	58%	80%Tq	84%Txv	77%	72%	72%	84%	76%	89%uw	80%	
NET: Within the last 3 months	1019	84	51	31	852	41	116	74	93	77	91	135	141	86	654	354	28	36	933	383	159	39	44	48	184	74	25	
	82%goq	81%	86%	87%	82%g	80%	85%g	79%	88%g	86%g	82%	80%	81%	80%	85%To	78%	86%	63%	83%Tq	86%Tv	78%	77%	75%	89%	79%	89%	88%	
NET: At least yearly	1035	86	51	31	868	41	116	75	93	80	93	137	144	89	665	360	29	37	946	389	160	40	46	48	191	74	25	
	83%goq	83%	86%	87%	83%g	80%	85%	75%	88%g	89%g	84%	81%	83%	83%	86%To	79%	90%	64%	84%Tq	87%Tt	79%	79%	80%	89%	82%	89%	88%	
NET: Ever	1089	92	54	32	910	44	120	85	96	82	97	143	151	92	694	383	30	44	991	409	171	43	49	51	197	75	27	
	88%oq	89%	90%	90%	87%	86%	89%	85%	90%	91%	88%	84%	87%	86%	90%To	84%	93%	76%	88%q	92%Tx	84%	85%	84%	96%	85%	90%	94%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 36

Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Facebook

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Never	154	11	6	4	134	7	16	15	10	8	13	27	23	15	76	74	2	14	133	36	32	8	9	2	35	8	2
	12%ns	11%	10%	10%	13%	14%	11%	15%	10%	9%	12%	16%	13%	14%	10%	16%Tn	7%	24%Tr	12%	8%	16%st	15%	16%	4%	15%st	10%	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 37

Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Facebook

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	190	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	509	75	156	107	84	45	463	341	215	509	192	65	69	24	15	36	159	340	248	261
	41%aaqs	32%	47%Tae	37%	50%Tae	37%	41%	50%TK	51%TK	50%TK	53%TKn	41%	46%	64%Tghiki	41%	58%TKln	54%Tq	36%	50%Ts	35%
At least once a day	288	53	75	81	38	14	252	158	91	288	85	37	31	7	8	10	64	221	98	191
	23%eor	23%ae	22%e	28%Te	23%e	11%	23%	23%o	21%	28%Tghijo	24%o	23%o	21%	20%	22%	16%	22%	24%	20%	26%Tr
At least once a week	134	29	33	29	14	20	116	70	34	134	34	16	20	2	3	6	20	111	46	88
	11%hp	13%	10%	10%	8%	17%Td	10%h	10%h	8%	13%Tghj	9%	10%	14%hm	6%	8%	9%	7%	12%Tp	9%	12%
At least once a month	56	9	19	13	8	4	48	31	19	56	15	10	6	*	2	3	11	46	18	38
	5%	4%	6%	4%	4%	3%	4%	5%	5%	6%TI	4%	6%im	4%	1%	6%	5%im	4%	5%	4%	5%
At least once in the last 3 months	32	7	6	8	3	6	26	18	13	32	10	8	6	3	1	4	9	23	16	16
	3%	3%	2%	3%	2%	5%	2%	3%	3%	3%TI	3%	5%Tfg	4%	8%Tghj	4%	6%TIg	3%	2%	3%	2%
At least once in the last 12 months	17	2	3	2	4	4	17	5	2	-	2	4	2	-	2	-	2	14	6	11
	1%ghi	1%	1%	1%	2%	4%T	2%ghi	1%l	1	-	1%j	2%ghij	1%l	-	6%Tghijkl	-	1%	2%	1%	1%
Used to use, but haven't in the last 12 months	52	13	13	11	6	5	48	20	16	-	10	3	2	1	3	3	14	38	16	36
	4%gil	5%	4%	4%	3%	5%	4%gll	2%l	3%l	-	3%l	2%l	1%l	2%l	3%l	8%gijkl	5%	4%	3%	5%
NET: At least daily	797	128	231	189	123	59	715	499	306	797	277	102	100	32	24	46	223	562	346	451
	64%aaqs	55%	69%Tae	66%ae	72%Tae	48%	64%	73%TKn	73%TK	79%TKln	77%TKln	63%	67%	84%TKhlo	63%	74%TKln	76%Tq	60%	69%Ts	61%
NET: At least weekly	931	158	265	218	137	79	831	569	340	931	311	119	121	34	27	52	243	673	392	539
	75%aaqs	68%	79%Tae	76%e	80%ae	65%	74%	83%TKn	81%TKn	91%TKghijklno	86%TKghijklno	74%	81%TKln	90%TKlno	72%	83%TKln	83%Tq	72%	78%Ts	73%
NET: At least monthly	987	167	284	230	144	82	879	600	359	987	326	129	127	34	29	55	254	719	410	577
	79%aeqf	72%	85%Tae	80%ae	85%ae	68%	79%	88%TKhkn	85%TKln	97%TKghijklmno	91%TKghijklmno	80%	85%ln	91%TK	77%	88%TKln	87%Tq	77%	82%	78%
NET: Within the last 3 months	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
	82%aeqfs	75%	87%Tae	83%ae	87%ae	73%	81%	90%TKhkn	88%TKln	100%TKghijklmno	93%TKghijklmno	85%	89%TKln	98%TKghijklmno	81%	94%TKhkn	90%Tq	80%	85%Ts	80%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 37

Q1. VSP usage frequency - Facebook

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Facebook

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitle b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: At least yearly	1036	177	293	241	151	93	921	622	374	1019	338	140	135	37	32	58	265	756	432	604
	83%ae	76%	88%Tae	84%ae	89%ae	77%	82%	91%Thk	89%TI	100%Tgh	84%Tgh	87%	90%TI	98%Tgh	87%	94%TIk	90%Tq	81%	86%Ts	81%
NET: Ever	1089	189	306	252	157	98	970	642	390	1019	349	143	136	38	35	60	279	794	448	640
	88%ae	82%	92%Tae	88%	92%ae	81%	87%	94%TIk	92%TI	100%Tgh	97%Tgh	89%	91%	100%Thk	94%f	97%Thk	95%Tq	85%	90%	86%
Never	154	43	28	34	13	23	149	41	32	-	12	18	13	-	2	2	14	139	52	103
	12%bgh	18%Tbd	8%	12%	8%	19%Tbd	13%Tghj	6%aj	8%ijmo	-	3%i	11%gijmo	9%ijmo	-	6%i	3%i	5%	15%Tp	10%	14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



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Absolutes/col percents

Table 38
Q1. VSP usage frequency - Snapchat
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.
Base: All respondents
Snapchat

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	142	58	82	50	41	22	26	91	48	33	108	47	28	23	9	1	-	-	1	-	115	26	4	13	3	44	15	5	75
	11%hjno	10%	13%	15%Teh	11%	9%	9%	13%	9%	38%Tjmn	9%knopq	33%Tjmn	13%jnop	12%nopqr	4%prs	1%	-	-	-	-	11%	17%Tt	11%	15%	4%	15%	25%TzC	11%	12%
At least once a day	80	39	41	22	30	17	11	52	28	16	64	20	25	7	9	2	1	-	3	1	54	25	3	20	1	26	13	6	34
	6%ipprt	6%	6%	7%	8%	6%	4%	7%	5%	18%Tjmn	6%oprs	14%Tjmn	12%Tjmn	4%rs	4%rs	1%	1%	-	1%	*	5%	16%Tt	10%	22%Tu	4%	5%	22%TzC	13%	5%
At least once a week	71	31	37	16	18	17	20	33	37	7	63	10	18	15	8	9	3	-	12	3	58	13	4	8	*	24	5	1	41
	6%rs	5%	6%	5%	5%	7%	7%	5%	7%	8%pqrs	5%rs	7%rs	8%pqrs	8%pqrs	4%	5%	2%	-	3%	1%	5%	8%	13%	9%	2%	5%	8%	3%	7%
At least once a month	41	16	24	11	11	7	11	23	18	2	39	7	10	9	8	3	-	1	4	1	30	10	2	5	3	21	1	2	17
	3%prst	3%	4%	3%	3%	3%	4%	3%	3%	2%	3%rs	5%prs	5%prs	4%p	2%	-	2%	-	2%	1%	1%	3%	7%Tt	7%	6%	11%	4%	2%	4%
At least once in the last 3 months	27	11	15	12	7	4	2	19	6	3	24	3	5	6	6	2	-	2	4	2	21	7	1	5	*	8	3	3	10
	2%	2%	2%	4%th	2%	2%	1%	3%	1%	4%p	2%	2%	3%	3%	1%	-	3%	-	3%	1%	1%	2%	4%	3%	6%Tt	1%	2%	5%	7%TzC
At least once in the last 12 months	24	11	13	8	11	2	3	19	5	1	23	1	6	4	5	5	3	-	8	3	23	1	1	1	-	12	-	2	10
	2%h	2%	2%	2%h	3%h	1%	1%	3%	1%	1%	2%	*	3%	2%	2%	3%	2%	-	2%	1%	2%	1%	2%	1%	2%	-	2%	-	3%
Used to use, but haven't in the last 12 months	74	32	42	18	24	16	15	42	31	2	73	11	26	13	15	3	5	-	8	5	62	11	3	8	1	25	3	2	45
	6%ors	5%	7%	5%	7%	6%	5%	6%	6%	2%	6%ors	8%ors	12%Tjpp	6%or	7%or	2%	4%	-	2%	2%	8%	7%	8%	9%	4%	5%	3%	3%	7%
NET: At least daily	222	97	123	72	72	39	37	144	76	49	172	67	54	31	17	3	1	-	4	1	169	51	7	33	4	70	28	11	108
	18%ajno	16%	19%	21%fn	20%	15%	13%	20%Tfh	14%	58%Tjmn	15%knopq	47%Tjmn	25%Tjmn	15%nopqr	8%oprs	1%	1%	-	1%	*	16%	34%Tt	21%	37%Tt	19%	14%	47%TzBC	23%	18%
NET: At least weekly	292	128	160	88	89	56	57	177	113	57	236	77	71	46	26	12	4	-	16	4	227	64	11	41	5	94	33	13	149
	24%jnoprstz	21%	25%	26%	24%	22%	21%	25%	21%	65%Tjmn	20%knopq	55%Tjmn	34%Tjmn	23%nopqr	12%pqrs	7%rs	3%	-	4%	2%	21%	42%Tt	34%	46%Tt	20%	19%	54%TzBC	26%	24%
NET: At least monthly	333	144	185	99	101	63	68	200	131	58	275	84	82	56	34	15	4	1	20	5	257	74	14	46	7	115	34	15	166
	27%ajno	24%	29%a	29%	28%	25%	25%	28%	25%	67%Tjmn	24%knopq	59%Tjmn	38%Tjmn	28%nopqr	15%pqrs	8%rs	3%	2%	5%	2%	24%	49%Tt	41%t	52%Tt	32%	23%	56%TzBC	30%	27%
NET: Within the last 3 months	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39	16	4	4	24	7	278	81	14	51	7	123	37	18	176
	29%ajno	26%	32%a	33%h	30%	26%	25%	31%	26%	71%Tjmn	26%knopq	62%Tjmn	41%Tjmn	31%nopqr	18%oprs	9%rs	3%	5%	6%	4%	26%	53%Tt	44%t	59%Tt	32%	25%	61%TzBC	37%	29%
NET: At least yearly	384	166	213	119	119	70	73	238	143	82	322	88	92	65	44	22	7	4	32	10	301	82	15	52	7	135	37	20	186
	31%ahjnoprstz	27%	34%a	35%fn	33%	27%	27%	34%Th	27%	71%Tjmn	28%knopq	62%Tjmn	43%Tjmn	32%nopqr	20%pqrs	13%rs	5%	5%	8%	5%	28%	54%Tt	46%t	59%Tt	32%	28%	61%TzC	41%	30%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 38

Q1. VSP usage frequency - Snapchat

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Snapchat

	Gender		Social Grade							Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: Ever	459	198	256	136	143	86	88	279	174	64	394	99	118	78	59	24	12	4	40	15	363	93	18	60	8	160	40	21	231
	37%ahjn	33%	40%Ta	41%hn	39%	34%	32%	40%Th	33%	74%Tjlm	34%nopq	70%Tjlm	56%Tjmn	39%nopqrs	27%opgrs	14%	9%	5%	10%	7%	34%	61%Tt	54%Tt	66%Tt	37%	33%	66%TzBC	44%	38%
Never	784	408	376	200	222	170	187	422	358	23	761	42	94	123	160	148	125	68	342	193	717	58	15	28	14	332	20	27	384
	63%bqik	67%Tb	60%	59%	61%	66%	68%g	60%	67%Tcg	26%	66%Tikl	30%	44%ik	61%ikl	73%Tijk	86%Tijk	91%Tijk	95%Tijk	90%Tijk	93%Tijk	66%Tuww	39%	46%	32%	63%	67%TA	34%	56%A	62%A

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 39

Q1. VSP usage frequency - Snapchat

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Snapchat

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	142	30	24	14	105	14	47	65	16	63	79	25	39	42	24	38	8	52	35	13	40	118	24
	11%ae	8%	12%ac	7%	13%ac	5%	8%	22%Tef	26%Tef	8%	19%Ti	21%Ti	21%Ti	24%Tij	23%Ti	13%	28%	9%	14%	40%Tqs	12%	10%	10%
At least once a day	80	20	14	9	55	6	34	33	7	35	45	11	18	19	14	28	2	29	27	7	17	69	11
	6%el	5%	7%	4%	7%	2%	6%e	11%Tef	12%e	4%	11%Ti	9%Ti	10%l	11%Ti	13%Ti	9%T	5%	7%	7%	17%Tqr	7%	4%	4%
At least once a week	71	24	13	12	46	7	35	24	5	35	35	9	16	18	12	24	3	31	22	6	8	55	15
	6%el	7%	7%	6%	5%	2%	6%	8%e	8%	4%	9%Ti	7%	8%l	10%Ti	11%Ti	8%	13%	5%	6%	6%	7%	6%	6%
At least once a month	41	13	9	8	27	6	22	11	2	19	21	4	10	8	6	17	3	18	14	6	2	35	5
	3%il	4%	5%	4%	3%	2%	4%	3%	2%	5%Ti	3%	5%l	4%	6%l	6%T	10%	3%	4%	4%	6%	2%	4%	2%
At least once in the last 3 months	27	8	3	3	18	6	9	7	5	14	13	5	7	4	5	8	1	11	11	1	3	17	10
	2%lu	2%	2%	2%	2%	2%	1%	2%	8%Tf	2%	3%	4%	4%	2%	4%	3%	5%	2%	3%	1%	3%	2%	4%u
At least once in the last 12 months	24	5	2	1	19	4	12	7	1	16	8	2	5	6	3	7	-	8	10	4	1	24	-
	2%lv	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	-	1%	3%	4%	1%	2%Tv	-	-
Used to use, but haven't in the last 12 months	74	24	16	14	48	19	36	17	3	57	17	6	7	3	6	12	3	27	36	7	4	63	11
	6%im	6%	8%	7%	6%	7%	6%	6%	5%	7%im	4%im	5%	4%	2%	5%	4%	12%	5%	9%Tq	7%	4%	6%	5%
NET: At least daily	222	50	38	23	160	20	81	98	23	98	124	36	57	62	38	66	10	80	62	20	56	187	35
	18%acef	14%	20%ac	11%	19%ac	7%	13%e	33%Tef	38%Tef	12%	30%Ti	30%Ti	31%Ti	35%Ti	22%T	37%	14%	16%	21%	56%Tqs	19%	14%	14%
NET: At least weekly	292	74	51	34	206	26	117	121	28	133	159	45	73	80	50	90	14	112	84	26	64	242	50
	24%cefi	20%	27%ac	17%	25%ac	10%	19%e	41%Tef	46%Tef	16%	39%Ti	37%Ti	39%Ti	45%Tij	46%Ti	30%T	50%	19%	21%	27%	64%Tqs	24%	20%
NET: At least monthly	333	87	60	42	233	32	139	132	30	153	180	48	83	87	56	107	16	130	99	32	66	277	56
	27%efiq	24%	31%ac	21%	28%	12%	22%e	45%Tef	49%Tef	18%	44%Ti	40%Ti	45%Ti	49%Ti	52%Ti	36%T	60%	22%	25%	33%q	66%Tqs	28%	22%
NET: Within the last 3 months	360	95	64	45	252	38	148	140	34	167	193	53	90	91	61	115	18	141	109	33	70	294	66
	29%cefi	26%	33%ac	23%	30%	14%	24%e	48%Tef	57%Tef	20%	47%Ti	45%Ti	49%Ti	52%Ti	57%Tij	39%T	65%	24%	27%	35%q	69%Tqs	30%	26%
NET: At least yearly	384	100	66	46	270	43	159	148	35	183	201	55	95	98	63	122	18	149	120	36	70	318	66
	31%cefi	27%	34%ac	23%	32%ac	16%	26%e	50%Tef	58%Tef	22%	49%Ti	46%Ti	51%Ti	55%Tij	59%Tij	41%T	65%	25%	30%	39%q	70%Tqs	32%	26%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 39

Q1. VSP usage frequency - Snapchat

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: Ever	459	124	82	60	318	62	195	163	38	240	218	61	102	101	69	134	21	176	155	43	75	382	77
	37%cefiq	34%	43%ac	30%	38%	23%	32%ae	56%Tef	63%Tef	29%	53%Ti	51%Ti	55%Ti	57%Ti	64%Tij	45%T	78%	30%	39%q	46%q	74%Tqrs	38%	31%
Never	784	241	110	140	518	208	423	130	23	594	190	59	83	76	38	162	6	409	242	51	26	613	171
	63%ghk	66%b	57%	70%Tb	62%	77%Tgh	68%Tgh	44%	37%	71%TKlmm	47%n	49%	45%	43%	36%	55%	22%	70%Trst	61%t	54%t	26%	62%	69%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 40
Q1. VSP usage frequency - Snapchat

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Snapchat

	GO Region													Internet usage		Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	142	13	8	5	116	2	20	10	16	13	12	21	14	8	112	27	6	-	130	53	15	5	-	21	1	7	7	
	11%oqv	13%	13%	13%	11%	3%	15%e	10%	15%e	15%e	11%	12%	8%	7%	15%To	6%	17%	-	12%q	12%vx	7%vx	10%vx	-	40%Tstuvxy	-	9%vx	23%	
At least once a day	80	4	4	3	69	-	14	5	7	10	7	12	10	4	63	15	-	-	77	39	10	2	-	3	1	7	1	
	6%ox	4%	7%	7%	7%	1%	10%e	5%	7%	11%e	6%	7%	6%	4%	8%To	3%	1%	-	7%	9%Tvx	5%ox	4%	1%	-	6%ox	-	8%ox	2%
At least once a week	71	6	4	3	57	3	7	9	7	4	7	9	5	5	48	22	3	-	65	32	18	1	4	2	1	4	2	
	6%ix	6%	6%	9%	5%	7%	5%	9%j	7%	4%	6%	5%	3%	5%	6%	5%	9%	1%	6%	7%ix	9%ix	1%	4%	-	-	5%ix	6%	
At least once a month	41	-	-	3	38	4	3	4	3	4	2	7	11	1	30	10	1	2	38	19	10	4	-	3	1	2	-	
	3%ix	-	-	8%abfm	4%	8%abfm	1%	4%	3%	5%	1%	4%	6%Taf	1%	4%	2%	3%	3%	4%	4%ix	5%ix	8%ix	-	5%ix	1%	2%	-	
At least once in the last 3 months	27	2	1	-	24	1	1	1	2	5	2	4	5	2	21	5	-	-	24	8	2	-	3	4	4	2	-	
	2%	2%	2%	-	2%	1%	-	1%	1%	6%Tdf	4%	2%	4%	3%	1%	1%	-	-	2%	2%	1%	-	6%t	8%Tat	2%	2%	1%	
At least once in the last 12 months	24	2	3	-	19	2	1	1	2	3	-	1	2	6	16	8	-	-	24	8	7	1	1	-	7	-	-	
	2%	2%	5%jk	-	2%	5%j	1%	1%	2%	3%	-	1%	1%	5%Tdj	2%	2%	-	-	2%	2%	4%	1%	1%	-	3%	-	-	
Used to use, but haven't in the last 12 months	74	8	3	2	61	3	6	5	5	7	2	10	14	9	44	29	-	4	70	29	8	7	6	8	5	7	2	
	6%ix	8%	6%	5%	6%	6%	5%	5%	5%	7%	2%	6%	8%j	8%	6%	6%	7%	6%	6%ix	4%	14%Ttx	11%ix	15%Ttx	2%	9%ix	2%	8%	
NET: At least daily	222	17	12	7	185	2	34	16	24	18	23	33	24	12	175	42	6	-	207	92	25	7	-	25	2	14	7	
	18%oqtvx	16%e	20%e	21%e	18%e	4%	25%Tdelm	15%	22%e	25%el	17%e	19%e	14%	11%	23%To	9%	18%	-	18%q	21%vx	12%vx	14%vx	1%	46%Tstuvxy	1%	17%vx	25%	
NET: At least weekly	292	23	16	11	243	5	41	25	31	27	26	42	29	17	223	64	9	1	272	124	43	8	5	27	3	18	9	
	24%eloqvx	22%	26%	29%e	23%el	10%	30%el	25%	29%el	30%el	24%	25%e	17%	16%	29%To	14%	27%	1%	24%q	26%Tvx	21%vx	16%ix	8%ix	50%Tstuvxy	1%	22%vx	30%	
NET: At least monthly	333	23	16	13	280	9	43	29	34	31	28	49	40	18	253	74	10	2	310	144	52	12	5	29	4	20	9	
	27%moqv	23%	26%	37%im	27%im	18%	32%im	29%	34%im	35%im	25%	29%	23%	17%	33%To	16%	30%	4%	28%q	32%Tvx	26%vx	23%vx	8%ix	55%Tstuvxy	2%	24%vx	30%	
NET: Within the last 3 months	360	25	17	13	305	10	44	30	35	36	32	51	44	23	274	79	10	2	334	152	54	12	8	34	9	22	9	
	29%oqv	24%	28%	37%	29%	19%	32%	29%	33%	40%Tadeim	29%	30%	25%	21%	36%To	17%	31%	4%	30%q	34%Tvx	26%ix	23%ix	14%ix	63%Tstuvxy	4%	26%ix	31%	
NET: At least yearly	384	27	20	13	324	12	45	31	38	39	32	52	46	28	280	87	10	2	358	160	61	12	9	34	15	22	9	
	31%oqv	26%	33%	37%	31%	24%	33%	31%	35%	44%Tadejm	29%	31%	26%	27%	38%To	19%	31%	4%	32%Tq	36%Tvx	30%vx	24%ix	15%	63%Tstuvxy	7%	26%ix	31%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 40
Q1. VSP usage frequency - Snapchat

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Snapchat

	GO Region													Internet usage		Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	90	445	204	50*	58	53*	232	83	29**
NET: Ever	459	35	23	15	385	15	51	35	42	46	35	62	60	37	334	116	10	6	429	188	69	19	15	42	20	29	11	39%
	37%oqx	34%	39%	43%	37%	30%	38%	35%	40%	51%Tadegilm	31%	37%	35%	35%	43%To	25%	31%	10%	38%Tq	42%Tvx	34%xx	38%xx	26%xx	78%Tstuvxy	9%	35%xx	39%	
Never	784	68	36	21	659	36	85	65	63	44	76	107	114	70	437	342	22	52	696	257	194	31	43	12	212	54	18	
	63%inrs w	66%id	61%	57%	63%id	70%id	62%	65%id	60%	49%	69%id	63%id	65%id	65%id	57%	75%Tn	69%	90%Tr	62%	58%w	66%w	62%w	74%aw	22%	91%Tstuvwy	65%w	61%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 41
Q1. VSP usage frequency - Snapchat
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.
Base: All respondents
Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	142	15	31	32	28	21	135	133	113	128	142	45	36	16	6	13	71	68	89	53
	11%aqs	6%	9%	11%	16%ab	17%Tab	12%T	19%Tfi	27%Tfijn	13%T	39%Tfghikno	28%Tfijn	24%Tfi	43%Tfghiklo	17%	21%Tfi	24%Tq	7%	18%Ts	7%
At least once a day	80	10	17	18	20	7	76	70	55	78	80	27	24	8	6	10	37	41	48	32
	6%qs	4%	5%	6%	12%Tab	6%	7%	10%Tfi	13%Tfij	8%T	22%Tfghiklo	16%Tfij	16%Tfij	22%Tfghio	17%Tfij	15%Tfi	13%Tq	4%	10%Ts	4%
At least once a week	71	10	20	18	12	9	68	58	49	66	71	18	13	4	4	10	29	41	37	33
	6%q	4%	6%	6%	7%	8%	6%	8%Tfi	12%Tfij	6%T	20%Tfghikn	11%Tfi	9%	11%	11%T	16%Tfij	10%Tq	4%	7%Ts	5%
At least once a month	41	6	8	12	7	5	37	32	22	39	41	6	11	1	1	3	15	26	17	24
	3%	3%	2%	4%	4%	3%	3%	5%T	5%T	4%T	11%Tfghikmno	4%	7%Tfijn	2%	1%	5%n	5%	3%	3%	3%
At least once in the last 3 months	27	5	3	9	3	4	25	23	18	27	27	8	7	2	2	3	10	17	10	17
	2%	2%	1%	3%	2%	3%	2%	3%T	4%Tfi	3%T	8%Tfghikp	5%T	5%T	6%T	5%	5%T	4%	2%	2%	2%
At least once in the last 12 months	24	1	8	9	3	2	23	16	9	21	-	2	3	1	2	2	6	18	9	15
	2%j	1%	2%	3%	2%	2%	2%j	2%j	2%j	2%j	-	1%j	2%j	3%j	3%j	6%Thijkl	4%jk	2%	2%	2%
Used to use, but haven't in the last 12 months	74	17	21	11	9	7	71	56	28	64	-	14	10	1	1	5	24	51	37	37
	6%j	7%	6%	4%	6%	6%	6%j	8%Tfijn	7%j	6%j	-	9%jmn	7%jn	2%j	2%j	7%jmn	8%	5%	7%	5%
NET: At least daily	222	25	49	51	47	28	211	203	168	205	222	72	60	25	13	23	109	110	137	85
	18%aqs	11%	15%	18%	28%Tabc	24%sab	19%T	30%Tfi	40%Tfij	20%T	62%Tfghikno	44%Tfij	40%Tfij	66%Tfghiklo	34%Tfi	36%Tfi	37%Tq	12%	27%Ts	11%
NET: At least weekly	292	35	68	69	60	38	279	261	216	271	292	90	73	29	17	33	137	151	174	119
	24%aqs	15%	20%	24%a	35%Tabc	31%Tab	25%T	38%Tfi	51%Tfij	27%T	81%Tfghikno	58%Tfij	49%Tfij	77%Tfghiklo	46%Tfi	52%Tfij	47%Tq	16%	35%Ts	16%
NET: At least monthly	333	41	77	81	67	43	316	293	239	310	333	96	84	30	18	36	152	176	190	143
	27%aqs	18%	23%	28%a	39%Tabc	35%Tab	28%T	43%Tfi	57%Tfij	30%T	92%Tfghikmno	59%Tfij	56%Tfij	79%Tfghiklo	47%Tfi	57%Tfij	52%Tq	19%	38%Ts	19%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 41

Q1. VSP usage frequency - Snapchat

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Snapchat

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	360	46	80	89	69	46	341	315	257	336	360	104	91	32	19	39	163	193	201	159
	29%abqs	20%	24%	31%a	41%Tab	38%Tab	30%T	46%Tfi	61%Tfi	33%TI	100%Tfghikimno	64%Tfji	61%Tfji	85%Tfghiko	52%Tfin	62%Tfin	55%Tq	21%	40%Ts	21%
NET: At least yearly	384	47	88	88	73	49	364	331	266	358	360	106	93	33	22	41	169	211	209	175
	31%abqs	20%	26%	34%ab	43%Tab	40%Tab	33%T	48%Tfi	63%Tfi	35%TI	100%Tfghikimno	66%Tfji	62%Tfji	88%Tfghiklo	58%Tfin	66%Tfin	58%Tq	23%	42%Ts	24%
NET: Ever	459	65	108	110	82	56	435	387	293	421	360	120	103	34	22	46	193	261	247	212
	37%aqs	28%	32%	38%a	48%Tab	46%Tab	39%T	57%Tfi	70%Tfji	41%TI	100%Tfghikimno	74%Tfji	69%Tfji	90%Tfghikno	60%Tfin	73%Tfji	66%Tq	28%	49%Ts	29%
Never	784	167	226	177	88	65	683	296	129	598	-	41	46	4	15	17	100	672	253	531
	63%defghijklmnop	72%Tcde	68%de	62%	52%	54%	61%ghijklmno	43%hijklmo	30%jm	59%ghijklmno	-	26%jm	31%jm	10%j	40%jklo	27%jm	34%	72%Tp	51%	71%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 42
Q1. VSP usage frequency - Twitch
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.
Base: All respondents

Twitch

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	29	16	13	14	8	3	3	23	5	6	23	6	10	6	*	-	-	-	-	-	19	10	1	6	2	9	4	4	12
	2%hjnt	3%	2%	4%Telh	2%	1%	1%	3%Th	1%	7%Tjnop	2%nr	4%noprs	5%Tjnop	3%nors	*	-	-	-	-	-	2%	6%Tt	4%	7%Tt	9%	2%	6%	9%TzC	2%
At least once a day	38	30	8	12	11	11	3	23	14	11	27	11	7	5	4	-	-	-	-	-	30	7	1	4	*	6	6	1	25
	3%bjors	5%Tb	1%	4%	3%	4%f	3%	3%	3%f	13%Tjmn	2%rs	8%Tjnop	3%ors	3%rs	2%r	-	-	-	-	-	3%	5%	4%	4%	1%	6	9%Tz	2%	4%z
At least once a week	42	29	12	11	12	7	12	23	19	9	33	8	10	8	6	1	-	-	1	-	29	11	2	6	2	13	3	1	23
	3%bjopr	5%Tb	2%	3%	3%	3%	4%	3%	4%	10%Tjmn	3%rs	6%oprs	5%oprs	4%oprs	3%rs	1%	-	-	4*	-	3%	7%Tt	7%	7%t	8%	3%	5%	3%	4%
At least once a month	29	18	11	10	11	3	4	21	7	6	23	4	10	3	5	1	-	-	1	-	25	4	-	3	1	12	1	3	13
	2%jr	3%	2%	3%	3%	1%	1%	3%	1%	7%Tjnop	2%rs	3%rs	4%Tjopr	2%	2%r	1%	-	-	1	-	2%	3%	-	4%	3%	2%	2%	6%	2%
At least once in the last 3 months	24	15	8	11	4	4	5	15	9	5	19	4	4	10	1	1	*	-	1	*	17	7	2	4	*	8	1	-	14
	2%jrst	2%	1%	3%	1%	2%	2%	2%	2%	5%Tjnop	2%r	2%r	2%r	5%Tjnop	*	1%	*	-	*	*	2%	5%Tt	5%	5%t	1%	2%	2%	-	2%
At least once in the last 12 months	27	14	13	7	12	5	3	18	9	3	24	8	6	1	8	2	-	-	2	-	22	5	1	3	2	4	3	2	18
	2%rz	2%	2%	2%	3%	2%	1%	3%	2%	4%mprs	2%r	5%Tjmpr	3%rs	*	4%mprs	1%	-	-	*	-	2%	3%	2%	4%	7%	1%	3	5%z	3%
Used to use, but haven't in the last 12 months	34	25	9	9	18	2	5	27	7	3	32	4	9	8	8	-	2	-	2	2	30	5	2	3	-	11	2	3	18
	3%behr	4%Tb	1%	3%	5%Teh	1%	2%	4%Teh	1%	3%or	3%r	3%	4%ors	4%or	-	1%	-	2	2	1%	3%	3%	5%	3%	-	2%	3%	6%	3%
NET: At least daily	67	46	21	26	19	14	6	46	20	17	50	17	17	11	5	-	-	-	-	-	49	17	2	10	2	16	9	5	36
	5%bfjn	8%Tb	3%	8%Th	5%	5%	2%	6%f	4%	20%Tjmn	4%oprs	12%Tjnop	8%jnopq	6%oprs	2%r	-	-	-	-	-	5%	11%Tt	8%	12%Tt	10%	3%	15%TzC	11%z	6%
NET: At least weekly	109	76	33	37	31	21	18	68	39	26	82	25	27	19	11	-	-	-	1	-	78	28	5	16	4	28	12	7	60
	9%bjno	12%Tb	5%	11%	9%	8%	7%	10%	7%	30%Tjkm	7%oprs	18%Tjno	13%Tjnop	9%oprs	5%oprs	1%	-	-	*	-	7%	18%Tt	15%	18%Tt	18%	6%	21%TzC	14%z	10%z
NET: At least monthly	137	94	44	47	42	24	22	90	46	32	105	29	35	22	16	2	-	-	2	-	103	32	5	19	5	40	13	9	73
	11%bhjo	15%Tb	7%	14%fh	12%	9%	8%	13%Th	9%	37%Tjkm	9%opqr	21%Tjmn	17%Tjno	11%oprs	7%oprs	1%	-	-	1%	-	10%	21%Tt	15%	22%Tt	20%	8%	22%TzC	18%z	12%
NET: Within the last 3 months	161	108	52	58	47	28	27	105	55	37	124	33	41	32	16	3	*	-	3	*	120	39	6	24	5	48	15	9	86
	13%bhjn	18%Tb	8%	17%Th	13%	11%	10%	15%Th	10%	42%Tjkl	11%opqr	23%Tjno	19%Tjno	18%jnopq	7%oprs	2%	*	-	1%	*	11%	26%Tt	20%	27%Tt	21%	10%	24%TzC	19%	14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 42

Q1. VSP usage frequency - Twitch

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Twitch

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
NET: At least yearly	169	122	65	65	59	33	30	123	64	40	148	40	46	33	24	5	*	-	5	*	142	45	7	27	6	52	18	11	104	
	15%bho	20%Tb	10%	19%Tfh	16%	13%	11%	18%Tfh	12%	46%Tjd	13%opqr	28%Tjmn	22%Tjno	16%opqrs	11%opqrs	3%a	*	-	1%a	*	13%	29%Tt	21%	31%Tt	28%	11%	29%TzC	23%z	17%z	
NET: Ever	223	147	74	74	76	35	35	150	70	43	180	44	55	41	33	5	2	-	6	2	171	49	9	30	6	63	20	14	123	
	18%bhtj	24%Tb	12%	22%Tefh	21%efh	14%	13%	21%Telh	13%	49%Tjd	16%opqr	31%Tjno	26%Tjno	21%jppq	15%opqrs	3%	1%	-	2%	1%	16%	32%Tt	26%	34%Tt	28%	13%	33%TzC	28%z	20%z	
Never	1020	458	557	263	289	221	240	551	461	45	976	97	157	160	186	168	135	72	375	207	908	103	24	58	16	429	40	35	492	
	82%accg	76%	88%Ta	78%	79%	86%cdg	87%Tcdg	79%	87%Tcdg	51%	94%Tkl	69%kl	74%kl	79%kl	88%kl	97%Tijk	99%Tj	100%Tjk	98%Tijk	99%Tijk	84%Tuw	103	68%	74%	66%	72%	87%TABC	67%	72%	80%A
	klwA																													

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 43

Q1. VSP usage frequency - Twitch

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	29	10	9	5	17	5	8	15	2	14	5	9	6	4	7	1	7	7	14	7	8	26	3
At least once a day	38	7	3	4	28	-	19	15	4	15	23	8	9	11	7	12	*	14	8	3	12	31	7
At least once a week	42	13	8	8	29	4	18	17	3	16	25	7	8	12	13	14	3	14	13	3	9	35	7
At least once a month	29	6	5	2	20	2	14	10	2	13	3	8	6	2	8	-	7	11	2	7	24	5	
At least once in the last 3 months	24	5	4	*	18	1	10	12	2	17	4	7	10	4	9	3	8	9	2	5	20	4	
At least once in the last 12 months	27	10	7	4	17	6	9	9	4	16	11	4	6	4	8	-	12	4	5	6	24	3	
Used to use, but haven't in the last 12 months	34	13	11	4	18	7	17	7	3	20	14	5	6	4	4	8	3	12	14	3	3	29	5
NET: At least daily	67	17	12	8	45	5	27	30	5	29	37	13	19	17	11	19	2	21	15	10	20	57	10
NET: At least weekly	109	30	20	16	74	9	45	47	8	46	63	20	27	29	24	32	4	35	28	12	28	92	17
NET: At least monthly	137	36	25	18	95	11	59	57	11	62	76	23	34	35	27	40	4	42	38	15	35	115	22
NET: Within the last 3 months	161	41	29	18	112	11	69	69	13	69	92	27	41	45	31	49	7	51	47	17	40	136	26
NET: At least yearly	189	51	37	22	129	17	77	77	17	85	104	31	48	51	35	57	7	62	51	22	46	159	29
NET: Ever	223	64	47	26	147	24	94	84	20	105	118	35	52	55	39	65	10	74	65	24	48	189	34

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 43

Q1. VSP usage frequency - Twitch

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Never	1020	302	144	174	689	247	524	209	41	730	291	84	133	123	68	231	17	510	332	70	52	806	214
	82%bghj klnst	83%b	75%	87%ab	82%b	91%Tfgh	85%Tgh	71%	67%	87%Tjkl mn	71%n	70%	72%	69%	63%	78%	63%	87%Tst	84%st	74%t	52%	81%	86%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 44

Q1. VSP usage frequency - Twitch

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Twitch

	GO Region																Internet usage		Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	29	3	*	1	25	2	1	1	3	3	2	7	3	3	24	4	-	1	28	10	3	2	*	4	-	1	2	
	2% 3%	3%	1%	2%	2%	3%	1%	1%	3%	3%	2%	4%	2%	3%	3% To	1%	-	2%	2%	2%	1%	3%	1%	8% Tstx	-	1%	7%	
At least once a day	38	1	5	1	31	1	3	1	7	1	4	8	5	2	32	6	*	-	36	16	2	1	4	2	-	-	2	
	3% 3%	1%	8% gi	3%	3%	1%	2%	1%	7% Tdg	1%	4%	4%	3%	2%	4% To	1%	1%	-	3%	4% x	1%	3%	6% by	4% x	-	-	7%	
At least once a week	42	3	1	2	36	1	3	1	5	1	7	6	7	2	36	4	*	1	40	15	8	*	3	3	-	2	1	
	3% 3%	3%	2%	5%	3%	2%	3%	2%	3%	2%	7%	4%	4%	2%	5% To	1%	*	1%	4%	3% x	4% x	1%	5% x	6% x	-	3% x	3%	
At least once a month	29	3	-	1	25	1	1	4	1	4	3	5	7	*	26	-	-	3	24	11	3	2	-	4	-	4	-	
	2% 3%	3%	-	3%	2%	1%	4%	1%	4%	3%	3%	3%	4%	*	3% To	-	-	5%	2%	2% x	1%	3% x	-	8% Tx	-	4% x	-	
At least once in the last 3 months	24	2	1	1	19	-	1	-	1	2	2	6	5	2	22	2	1	-	23	11	3	1	1	2	-	1	-	
	2% 2%	2%	1%	4%	2%	-	1%	-	1%	2%	2%	3%	3%	2%	3% To	*	2%	-	2%	2% x	2%	2%	2% x	3% x	-	2%	1%	
At least once in the last 12 months	27	*	1	1	25	-	5	1	2	2	1	5	4	5	24	3	*	*	26	8	2	4	1	5	1	1	2	
	2% 0%	*	2%	3%	2%	-	4%	1%	2%	2%	1%	3%	2%	5%	3% To	1%	1%	*	2%	2%	1%	8% Tstx	1%	10% Tstxy	*	1%	6%	
Used to use, but haven't in the last 12 months	34	2	3	2	27	1	5	2	2	4	4	5	3	1	23	7	-	1	32	17	5	1	4	-	1	2	1	
	3% x	2%	5%	6%	3%	2%	4%	2%	2%	5%	4%	3%	1%	1%	3%	2%	-	2%	3%	4% x	3%	3%	7% x	-	*	2%	3%	
NET: At least daily	67	4	5	2	56	2	3	2	11	4	7	14	7	5	56	10	*	1	64	26	5	3	4	6	-	1	4	
	5% 4%	4%	8%	5%	5%	5%	3%	2%	10% Tdfg	4%	6%	9% fg	4%	5%	7% To	2%	1%	2%	6%	6% x	2% x	6% x	7% x	12% by	-	1%	14%	
NET: At least weekly	109	7	6	4	92	4	6	5	16	5	14	21	15	7	93	14	1	2	104	41	13	4	7	9	-	3	5	
	9% 6%	7%	10%	10%	9%	7%	4%	5%	15% Tdfg	6%	13% df	12% df	9%	7%	12% To	3%	2%	3%	9%	9% x	6% x	7% x	12% x	18% by	-	4% x	18%	
NET: At least monthly	137	10	8	5	117	4	7	8	16	8	17	25	21	7	119	14	1	5	128	52	16	5	7	14	-	7	5	
	11% 10%	10%	10%	13%	11% df	8%	5%	9%	16% df	10%	15% df	15% df	12%	7%	15% To	3%	2%	8%	11%	12% x	8% x	10% x	12% x	25% Tstxy	-	8% x	18%	
NET: Within the last 3 months	161	12	7	6	136	4	9	9	18	11	19	31	26	10	141	16	1	5	152	63	19	6	8	15	-	8	5	
	13% 10%	12%	11%	17%	13% df	8%	6%	9%	17% df	13%	17% df	18% df	15% df	9%	18% To	4%	4%	8%	13%	14% x	9% x	12% x	14% x	28% Tstxy	-	9% x	18%	
NET: At least yearly	189	13	8	7	161	4	14	10	20	13	20	36	30	15	165	19	2	5	178	70	22	10	9	20	1	9	7	
	15% 10%	12%	13%	19%	15%	8%	10%	9%	19%	14%	18%	21% Tdfg	17%	14%	21% To	4%	5%	8%	16%	16% x	11% x	20% x	16% x	38% Tstxy	*	11% x	25%	
NET: Ever	223	15	11	9	188	5	19	11	22	17	24	41	33	16	188	26	2	6	209	88	27	12	13	20	2	11	8	
	18% 14%	14%	18%	25%	18%	10%	14%	11%	21%	18%	22%	24% Tdfg	19%	15%	24% To	6%	5%	11%	19%	20% x	13% x	23% x	20% x	38% Tstxy	1%	13% x	27%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 44

Q1. VSP usage frequency - Twitch

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Twitch

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Never	1020	88	49	27	856	46	117	89	84	73	87	128	141	91	583	431	31	52	915	358	177	39	45	33	230	73	21
	82%knw	86%	82%	75%	82%k	90%k	86%k	89%k	79%	81%	78%	76%	81%	85%	76%	94%Tn	95%	89%	81%	80%w	87%w	77%	77%	62%	99%Tstuvwy	87%w	73%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 45

Q1. VSP usage frequency - Twitch

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Twitch

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	29	5	5	6	6	4	29	26	25	27	20	29	18	10	3	7	18	10	21	8
	2%qs	2%	2%	2%	3%	3%	3%	4%Ti	6%Tfji	3%	5%Tfj	18%Tfghijlno	12%Tfghjlo	26%Tfghi	8%Tfij	11%Tfghi	6%Tq	1%	4%Ts	1%
At least once a day	38	5	8	13	6	6	38	30	24	32	28	38	21	8	4	5	23	15	27	11
	3%qs	2%	2%	5%	3%	5%	3%	4%Ti	6%Tfij	3%	8%Tfij	24%Tfghijlno	14%Tfghijlno	21%Tfghijlno	11%Tfghi	8%Tfij	8%Tq	2%	5%Ts	2%
At least once a week	42	8	8	9	9	5	40	34	27	38	26	42	17	7	5	11	21	21	26	16
	3%qs	3%	2%	3%	5%	4%	4%	5%Tfij	6%Tfij	4%	7%Tfij	26%Tfghijlno	11%Tfghijlno	18%Tfghijlno	13%Tfghijlno	17%Tfghijlno	7%Tq	2%	5%Ts	2%
At least once a month	29	4	8	9	3	4	29	24	21	18	15	29	11	4	2	11	17	18	11	
	2%qs	2%	2%	3%	2%	4%	3%ij	3%Ti	5%Tfij	2%	4%Tfij	18%Tfghijlno	7%Tfghijlno	11%Tfghijlno	6%Tfij	4%	4%	2%	4%Ts	1%
At least once in the last 3 months	24	3	3	7	8	4	24	22	20	22	15	24	8	2	3	5	14	10	14	10
	2%q	1%	1%	2%	5%Tb	3%	2%	3%Ti	5%Tfij	2%	4%Tfij	15%Tfghijlmo	6%Tfij	5%	8%Tfij	8%Tfghijlno	5%Tq	1%	3%	1%
At least once in the last 12 months	27	8	8	5	2	4	27	21	17	22	14	-	4	1	2	1	9	17	15	12
	2%	3%	2%	2%	1%	3%	2%k	3%Tik	4%Tfik	2%	4%Tfik	-	2%k	3%k	4%k	2%k	3%	2%	3%	2%
Used to use, but haven't in the last 12 months	34	3	9	6	8	4	34	22	15	30	13	-	6	-	2	2	13	21	17	17
	3%k	1%	3%	2%	5%	4%	3%k	3%k	4%k	3%k	4%k	-	4%k	1%	6%ko	3%kam	4%	2%	3%	2%
NET: At least daily	67	10	13	19	11	9	67	56	49	59	48	67	39	18	7	12	41	26	47	20
	5%qs	4%	4%	7%	7%	8%	6%T	8%Tfij	12%Tfij	6%	13%Tfij	41%Tfghijlno	26%Tfghijlno	47%Tfghijlno	19%Tfghijlno	19%Tfghijlno	14%Tq	3%	9%Ts	3%
NET: At least weekly	109	18	21	29	20	15	107	89	76	97	74	109	56	25	12	22	62	46	79	36
	9%qs	6%	6%	10%	12%b	12%	10%T	13%Tfij	16%Tfij	9%	20%Tfij	67%Tfghijlno	38%Tfghijlno	65%Tfghijlno	32%Tfghijlno	35%Tfghijlno	21%Tq	5%	15%Ts	5%
NET: At least monthly	137	22	29	38	23	19	135	113	97	115	89	137	67	29	14	25	72	63	91	47
	11%qs	9%	9%	13%	14%	16%b	12%T	17%Tfij	23%Tfij	11%	25%Tfij	85%Tfghijlno	45%Tfghijlno	77%Tfghijlno	38%Tfghijlno	39%Tfghijlno	25%Tq	7%	18%Ts	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 45

Q1. VSP usage frequency - Twitch

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Twitch

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	161	25	32	45	31	23	159	134	117	137	104	161	75	31	17	30	87	73	105	56
	13%bqs	11%	9%	16%b	18%b	19%b	14%T	20%Tfi	28%Tfji	13%	29%Tfji	100%Tfghijmno	50%Tfghij	82%Tfghij	46%Tfghij	48%Tfghij	30%Tq	8%	21%Ts	8%
NET: At least yearly	189	33	39	50	33	26	186	156	134	159	118	161	79	32	19	31	96	89	120	69
	15%qs	14%	12%	17%	19%b	22%Tb	17%T	23%Tfi	32%Tfji	16%	33%Tfji	100%Tfghijmno	53%Tfghij	85%Tfghij	50%Tfghij	50%Tfghij	33%Tq	10%	24%Ts	9%
NET: Ever	223	36	48	56	41	31	221	177	148	189	131	161	85	32	21	33	109	111	137	86
	18%qs	15%	14%	20%	24%b	25%Tab	20%T	26%Tfi	35%Tfji	19%	36%Tfji	100%Tfghijmno	57%Tfghij	85%Tfghij	56%Tfghij	53%Tfghij	37%Tq	12%	27%Ts	12%
Never	1020	196	286	230	129	90	898	506	273	830	229	-	64	5	16	29	184	822	363	657
	82%efghjkimnop	85%e	86%de	80%	76%	75%	80%ghjklmno	74%hijklmno	65%klmno	81%ghjklmno	64%klmno	-	43%km	15%k	44%k	47%km	63%	88%Tp	73%	88%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 46

Q1. VSP usage frequency - Vimeo

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vimeo

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	13	7	7	8	3	1	*	11	2	5	8	5	1	2	-	-	-	-	-	-	8	5	1	3	1	5	2	2	4
	1%hjt	1%	1%	2%Tfh	1%	*	*	2%h	*	6%Tjmnoprs	1%	3%Tjnoprs	1%	1%	-	-	-	-	-	-	1%	3%Tt	3%	3%t	5%	1%	3%C	3%C	1%
At least once a day	15	9	5	10	2	2	*	12	2	4	10	3	3	1	-	*	*	*	*	*	8	7	1	5	1	5	5	1	4
	1%hjt	1%	1%	3%Tdfgh	1%	1%	*	2%Tdh	*	5%Tjnoprs	1%r	2%r	1%	2%r	1%	-	-	-	-	-	1%	5%Tt	3%	5%Tt	5%	1%	8%TzC	1%	4
At least once a week	41	24	17	16	13	8	3	30	11	13	27	2	11	5	6	4	-	-	4	-	32	8	2	4	2	19	1	2	18
	3%tjprs	4%	3%	5%fh	4%	3%	1%	4%f	2%	15%Tjkmnoprs	2%r	1%	5%jprs	3%sa	3%sa	2%	-	-	1%	-	3%	5%	6%	5%	7%	4%	2%	4%	3%
At least once a month	37	26	11	12	16	6	3	28	9	7	30	3	5	10	6	4	2	-	6	2	27	9	1	5	1	16	3	5	12
	3%bthj	4%Td	2%	3%	4%fh	2%	1%	4%Th	2%	8%Tjknoprs	3%	2%	2%	5%jrs	3%	2%	2%	-	2%	1%	3%	6%Tt	4%	6%	6%	3%	5%	11%TzC	2%
At least once in the last 3 months	44	32	12	18	14	8	4	32	11	4	41	6	10	8	7	1	6	1	9	8	36	8	2	6	-	16	6	2	18
	4%bfho	5%Tb	2%	5%fh	4%	3%	1%	5%fh	2%	4%	4%o	4%	5%o	4%	3%	1%	5%	2%	2%	4%	3%	6%	5%	6%	-	3%	6	2	3%
At least once in the last 12 months	47	23	24	14	12	6	14	26	21	1	45	6	13	7	10	5	4	1	10	5	34	13	6	4	1	11	2	6	28
	4%tz	4%	4%	4%	3%	2%	5%	4%	4%	1%	4%	4%	6%	4%	5%	3%	3%	2%	3%	2%	3%	8%Tt	18%Tuw	5%	3%	2%	4%	11%Tz	5%
Used to use, but haven't in the last 12 months	74	47	27	22	32	9	11	53	20	5	69	11	28	16	8	6	1	-	6	1	58	15	-	11	3	25	7	3	35
	6%bhrs	8%Td	4%	7%	9%Tefh	3%	4%	8%Teh	4%	6%prs	6%prs	8%prs	13%Tjnoprs	6%prs	4%sa	3%sa	*	-	2%sa	*	5%	10%Ttv	1%	12%Tt	12%	5%	12%z	7%	6%
NET: At least daily	28	16	12	18	6	3	1	24	4	9	18	8	4	5	1	-	*	*	*	16	12	2	8	2	10	7	2	8	
	2%thjrs	3%	2%	5%Tdefgh	2%	1%	*	3%Tdh	1%	11%Tjmnoprs	2%r	6%Tjnoprs	2%r	3%rs	1%	-	*	*	*	1%	1%	8%Tt	2	9%Tt	10%	2%	11%TzC	5%	1%
NET: At least weekly	68	40	29	35	19	11	4	54	15	23	45	10	15	10	7	4	*	-	4	-	47	20	4	12	4	29	8	4	26
	5%hprst	7%	5%	10%Tdefgh	5%f	4%	1%	8%Tdh	3%	28%Tjkmnoprs	4%prs	7%jprs	5%prs	3%sa	2%	-	-	-	1%sa	-	4%	13%Tt	4	14%Tt	17%	6%	15%TzC	8%	4%
NET: At least monthly	105	66	39	46	35	17	7	81	24	30	75	13	19	21	13	8	2	-	10	2	75	29	5	17	5	46	11	9	38
	8%bthjprstC	11%Tb	6%	14%Tefh	10%fh	7%fh	2%	12%Tefh	4%f	34%Tjkmnoprs	6%prs	9%prs	9%prs	10%jprs	6%sa	4%	2%	-	3%	1%	7%	19%Tt	17%t	20%Tt	23%	9%	18%TC	19%TC	6%
NET: Within the last 3 months	149	97	51	64	49	25	10	113	35	33	116	19	29	29	20	9	9	1	19	10	111	38	7	23	5	61	17	12	57
	12%bthjopqrstC	16%Td	8%	19%Tefh	13%fh	10%fh	4%	16%Tdefh	7%f	38%Tjkmnoprs	10%prs	13%oprs	14%oprs	14%joprs	9%	5%	6%	2%	5%	5%	10%	25%Tt	21%t	26%Tt	23%	13%	28%TzC	24%TzC	9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 46

Q1. VSP usage frequency - Vimeo

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Vimeo

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: At least yearly	196	120	75	78	61	31	25	139	56	35	161	24	42	36	30	14	12	3	29	15	144	51	13	27	6	72	19	17	85
	16% ^b	20% ^{Tb}	12%	23% ^{Tdefh}	17% ^{dh}	12%	9%	20% ^{Tdefh}	10%	40% ^{Tjklmnopqrs}	14% ^{oqrs}	17% ^{oqrs}	20% ^{lppqrs}	18% ^{opqrs}	14% ^{sr}	8%	9%	4%	7%	7%	13%	33% ^{Tt}	39% ^{Tt}	31% ^{Tt}	6%	26%	31% ^{TzC}	35% ^{TzC}	14%
NET: Ever	270	167	101	100	93	40	35	193	75	40	230	36	70	51	38	19	13	3	35	16	202	65	13	38	9	98	26	20	120
	22% ^{befh}	28% ^{Tb}	16%	30% ^{Tefh}	25% ^{efh}	16%	13%	27% ^{Tefh}	14%	46% ^{Tjklmnopqrs}	20% ^{opqrs}	25% ^{opqrs}	33% ^{Tjno}	26% ^{lppqrs}	17% ^{qrs}	11%	9%	4%	9%	7%	19%	43% ^{Tt}	40% ^{Tt}	43% ^{Tt}	9%	20%	44% ^{TzC}	42% ^{TzC}	20%
Never	973	438	530	237	272	217	240	509	456	48	926	106	143	150	181	153	124	69	346	193	877	86	20	50	14	394	34	28	495
	78% ^{acgjl}	72%	84% ^{Ta}	70%	75%	84% ^{Tcdg}	87% ^{Tcdg}	75%	86% ^{Tcdg}	54%	80% ^{Tilm}	75% ^{kl}	67% ^{kl}	74% ^{kl}	83% ^{kl}	89% ^{Tijk}	91% ^{Tijk}	96% ^{Tijk}	91% ^{Tijk}	93% ^{Tijk}	81% ^{Tuvw}	57%	60%	57%	61%	80% ^{AB}	56%	58%	80% ^{AB}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 47

Q1. VSP usage frequency - Vimeo

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	13	3	2	3	9	*	4	8	1	4	10	6	5	3	4	-	3	1	3	5	12	1	*
At least once a day	15	5	4	2	9	1	3	10	*	3	11	4	7	7	3	*	4	3	4	4	13	1	*
At least once a week	41	10	8	4	30	5	14	17	5	14	26	5	9	13	12	13	-	9	15	2	14	35	6
At least once a month	37	11	6	7	24	9	16	10	2	20	16	4	6	7	5	9	*	10	15	5	7	28	8
At least once in the last 3 months	44	14	8	9	26	7	22	11	3	24	21	5	5	7	8	16	1	14	19	8	4	34	11
At least once in the last 12 months	47	17	11	10	28	13	27	4	2	40	7	*	3	3	5	4	1	13	21	6	1	41	6
Used to use, but haven't in the last 12 months	74	24	17	8	47	16	35	14	8	45	29	7	10	11	9	19	4	24	28	11	8	62	12
NET: At least daily	28	8	5	4	18	1	7	18	1	7	21	10	13	12	6	11	*	6	5	7	9	26	2
NET: At least weekly	68	18	13	8	48	6	21	35	6	21	47	14	21	25	18	24	*	15	19	9	24	60	8
NET: At least monthly	105	29	19	15	72	15	37	44	8	42	63	18	27	32	23	33	1	25	34	14	31	89	16
NET: Within the last 3 months	149	43	27	23	98	23	60	55	11	65	84	23	33	39	31	49	2	39	53	22	34	122	27
NET: At least yearly	196	60	38	33	126	36	67	60	13	105	90	23	36	42	36	53	3	52	74	27	36	163	33

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 47

Q1. VSP usage frequency - Vimeo

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	965	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: Ever	270	84	56	41	173	52	121	74	22	150	119	31	46	53	45	72	7	76	102	38	44	225	45
	22%iq	23%	29%Tacd	20%	21%	19%	20%	25%	36%Tef	18%	29%Ti	26%	25%il	30%Tim	24%	27%		13%	26%Tq	40%Tqr	43%Tqr	23%	18%
Never	973	281	136	159	663	218	497	219	39	684	289	89	139	124	62	225	20	509	295	56	57	770	203
	78%ibhjm	77%ib	71%	80%ib	79%ib	81%h	80%h	75%	64%	82%Tjm	71%kn	74%kn	75%kn	70%kn	58%	76%	73%	87%Ttst	74%kst	60%	57%	77%	82%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 48

Q1. VSP usage frequency - Vimeo

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vimeo

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Several times a day	13	2	-	1	10	1	-	*	1	1	*	4	2	1	10	2	-	*	12	4	1	-	3	-	*	-	*
	1%	2%	-	3%	1%	2%	-	*	1%	2%	*	3%	1%	1%	1%	*	-	*	1%	1%	*	-	5%Tstx	-	*	-	1%
At least once a day	15	1	-	-	14	*	1	1	3	1	*	3	2	1	12	3	-	-	14	8	2	-	*	-	-	-	-
	1%	1%	-	-	1%	*	1%	1%	3%	1%	*	2%	1%	1%	2%	1%	-	-	1%	2%	1%	-	*	-	-	-	-
At least once a week	41	5	1	2	34	*	3	3	8	6	1	6	5	2	33	7	1	*	34	19	4	*	1	1	-	1	1
	3%ox	4%	1%	4%	3%	*	2%	3%	8%Tdj	6%j	*	4%	3%	2%	4%To	2%	5%	3%	1%	4%xx	2%	1%	2%	1%	-	1%	4%
At least once a month	37	2	1	1	32	*	1	2	3	7	1	10	4	4	26	8	-	-	34	13	8	2	1	2	2	1	1
	3%xx	2%	2%	3%	3%	1%	1%	2%	3%	8%Tdfj	1%	6%Tf	2%	4%	3%	2%	-	-	3%	3%	4%xx	2%	4%	2%	4%	1%	3%
At least once in the last 3 months	44	5	5	-	35	2	4	6	3	2	2	7	5	5	26	18	-	-	42	17	9	3	2	5	-	3	
	4%	5%	8%	-	3%	3%	3%	6%	2%	2%	2%	4%	3%	5%	3%	4%	-	-	4%	4%	6%y	4%	4%	2%	-	9%	
At least once in the last 12 months	47	1	1	1	44	2	4	3	4	5	4	11	8	3	38	7	1	2	42	18	7	5	3	6	-	2	
	4%o	1%	2%	2%	4%	4%	3%	3%	4%	5%	4%	6%a	5%	3%	5%To	1%	5%	3%	4%	4%	3%	9%xy	9%Ty	5%	3%	-	7%
Used to use, but haven't in the last 12 months	74	5	3	4	62	8	5	2	7	3	8	7	18	4	58	15	-	6	69	33	13	9	2	7	2	1	2
	6%ox	5%	4%	11%g	6%	16%Tadfgikm	4%	2%	6%	3%	7%	4%	10%Tdgk	4%	8%To	3%	-	10%	6%	7%xx	7%xx	17%Tstxv	4%	13%xy	1%	1%	6%
NET: At least daily	28	3	-	1	24	1	1	1	4	3	*	7	4	2	22	5	-	*	26	12	3	-	3	-	*	-	*
	2%xx	3%	-	3%	2%	3%	1%	1%	4%	3%	*	4%	2%	2%	3%T	1%	-	*	2%	3%xx	1%	-	6%xx	-	*	-	1%
NET: At least weekly	68	7	1	3	58	1	5	4	12	8	1	14	9	4	55	12	1	1	60	31	7	*	1	4	-	1	1
	5%jox	7%j	1%	7%	6%j	3%	3%	4%	11%Tbdj	9%j	1%	8%j	5%	4%	7%To	3%	5%	5%	7%xx	3%xx	1%	2%	7%xx	-	3%	1%	5%
NET: At least monthly	105	10	2	4	90	2	6	6	15	15	2	24	12	8	81	20	1	1	95	44	15	3	6	2	8	2	2
	8%jox	9%j	3%	10%	9%j	4%	4%	6%	14%bfj	17%Tbdef	2%	24%Tbdj	7%	8%	11%To	4%	5%	1%	10%xy	7%xx	7%xx	3%	6%xx	2	8	2	2
NET: Within the last 3 months	149	14	6	4	125	4	10	12	17	17	4	30	17	14	107	38	1	1	137	61	24	6	4	8	6	2	5
	12%joxq	14%j	11%	10%	12%j	7%	8%	12%	16%j	19%Tdfj	4%	30%Tdfj	10%	13%j	14%To	8%	5%	2%	12%q	14%xy	12%xy	11%xy	7%	15%xy	3%	2%	16%
NET: At least yearly	196	15	8	4	169	6	14	15	21	22	8	41	26	17	146	45	3	3	179	79	31	10	9	11	13	2	7
	16%joxq	15%	13%	12%	16%j	11%	11%	15%	20%j	24%Tdfj	7%	24%Tdfj	15%	16%	19%To	10%	9%	5%	18%q	18%xy	15%xy	21%xy	16%xy	20%xy	5%	2%	23%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 48
Q1. VSP usage frequency - Vimeo
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.
Base: All respondents
Vimeo

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: Ever	270	20	10	8	230	14	20	17	28	24	16	47	44	21	204	60	3	9	247	112	44	19	12	18	14	3	8
	22%foxy	20%	17%	23%	22%ij	27%	14%	17%	26%lj	27%ij	14%	28%lj	25%ij	20%	26%To	13%	9%	15%	22%	25%Txy	22%xy	38%Tby	20%xy	33%xy	6%	3%	29%
Never	973	83	49	28	813	37	116	84	78	65	95	122	130	86	567	398	29	50	878	334	160	31	47	36	218	21	
	78%nsu	80%	83%	77%	78%	73%	86%Tthi	83%	74%	73%	86%dhik	72%	75%	80%	74%	87%Tn	91%	85%	78%	75%	78%u	62%	80%	67%	94%Tstu	97%Tstu	71%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 49

Q1. VSP usage frequency - Vimeo

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vimeo

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	13 1%qs	* *	1 *	3 1%	5 3%Tab	1 1%	13 1%	13 2%Ti	13 3%Tfji	13 1%	13 4%Tfji	12 7%Tfghi j	9 9%Tfgh jko	2 24%Tfghi jko	3 5%Tfji	10 3%Tq	3 *	10 2%Ts	3 *	3 *
At least once a day	15 1%qs	1 1%	4 1%	2 1%	4 2%	3 2%	15 1%	14 2%Ti	15 3%Tfji	15 1%	13 4%Tfji	12 8%Tfgh j	15 10%Tfgh jko	7 17%Tfgh jko	5 13%Tfghi j	12 8%Tfghi j	2 4%Tq	2 *	11 2%Ts	4 1%
At least once a week	41 3%qs	5 2%	8 2%	10 4%	8 5%	9 8%Tab	41 4%T	37 5%Ti	29 7%Tf	38 4%	27 7%Tfji	25 15%Tfgh j	41 27%Tfgh jko	11 29%Tfgh jko	10 14%Tfgh j	17 16%Tfghi j	24 6%Tq	29 3%	29 6%Ts	12 2%
At least once a month	37 3%bq	7 3%	4 1%	10 3%	8 5%b	5 4%b	37 3%	28 4%Ti	26 6%Tfji	31 3%	19 5%Ti	14 8%Tfji	37 25%Tfghi jkmno	4 9%Tfji	4 10%Tfji	4 7%Ti	15 5%Tq	22 2%	14 3%	23 3%
At least once in the last 3 months	44 4%	6 3%	10 3%	9 3%	5 3%	8 7%	44 4%	37 5%Ti	24 6%Ti	36 4%	19 5%	13 8%Ti	44 30%Tfghi jkmno	3 9%Ti	4 10%Ti	6 9%Ti	13 5%	31 3%	23 5%	21 3%
At least once in the last 12 months	47 4%l	12 5%	15 4%	11 4%	5 3%	3 3%	47 4%Ti	31 5%l	18 4%l	35 3%l	12 3%l	7 5%l	- *	7 18%Tfghi jko	3 5%lm	14 5%	32 3%	25 5%	21 3%	
Used to use, but haven't in the last 12 months	74 6%lq	16 7%	17 5%	16 6%	12 7%	9 7%	73 7%Ti	44 6%l	31 7%l	53 5%l	21 6%l	18 11%Tfghi jlm	- *	1 2%	2 6%l	6 10%ljjm	30 10%Tq	41 4%	31 6%	43 6%
NET: At least daily	28 2%qs	2 1%	5 1%	5 2%	9 5%Tabc	4 3%	28 2%	27 4%Ti	28 7%Tfji	28 3%T	26 7%Tfji	24 15%Tfgh j	28 19%Tfgh jko	16 41%Tfgh jko	7 18%Tfgh j	8 13%Tfghi j	22 8%Tq	5 1%	21 4%Ts	7 1%
NET: At least weekly	68 5%qs	6 3%	13 4%	15 5%	17 10%Tab	13 11%Tab	68 6%T	64 9%Ti	57 14%Tfji	66 6%T	53 15%Tfji	49 30%Tfgh j	68 46%Tfgh jko	27 71%Tfgh jko	12 31%Tfgh j	18 28%Tfgh j	39 13%Tq	29 3%	50 10%Ts	19 3%
NET: At least monthly	105 8%bq	14 6%	17 5%	25 9%	25 15%Tab	19 15%Tab	105 9%T	92 13%Ti	83 20%Tfji	97 9%T	72 20%Tfji	63 39%Tfgh j	105 70%Tfgh jko	30 80%Tfgh jko	16 42%Tfgh j	22 35%Tfgh j	54 18%Tq	51 5%	63 13%Ts	42 6%

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 49

Q1. VSP usage frequency - Vimeo

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vimeo

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	149 12%bgs	20 9%	27 8%	34 12%	30 18%Tab	27 22%Tabc	148 13%T	129 19%Tfi	106 25%Tigi	133 13%T	91 25%Tigi	75 47%Tij	149 100%Tijh	33 89%Tijh	19 51%Tijh	27 44%Tijh	67 23%Tq	82 9%	86 17%Ts	63 8%
NET: At least yearly	196 16%qs	32 14%	42 12%	45 16%	36 21%b	30 25%Tabc	195 17%T	160 23%Tfi	124 30%Tigi	168 17%	103 28%Tigi	83 51%Tij	149 100%Tijh	34 89%Tijh	26 69%Tijh	30 49%Tijh	82 28%Tq	114 12%	112 22%Ts	84 11%
NET: Ever	270 22%bgs	48 21%	59 18%	61 21%	48 28%b	39 32%Tabc	268 24%Ti	204 30%Tfi	156 37%Tigi	222 22%	123 34%Tigi	101 62%Tij	149 100%Tijh	34 91%Tijh	28 75%Tijh	36 59%Tijh	112 38%Tq	155 17%	143 29%Ts	127 17%
Never	973 78%efgh jklnnop r	194 79%e	275 82%Tde	226 79%e	123 72%	82 68%	851 76%ghjk lmno	479 70%hijl mno	266 63%klmn o	798 78%ghj klmno	237 66%klmn o	61 38%lmn	-	3 9%l	10 25%l	26 41%lmn	181 62%	778 83%Tp	357 71%	616 83%Tr

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 50

Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Fruitlab

	Gender		Social Grade						Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Several times a day	6 1%	3 1%	2 *	3 1%	1 *	* *	* *	4 1%	* *	3 3%Tjmo	3 *	* *	1 *	1 1%	* *	- *	- *	- *	- *	- *	4 *	2 1%	- *	2 2%Tt	- *	3 1%	2 4%TzC	* 1%C	- *	
At least once a day	5 1%	4 1%	2 *	2 1%	1 *	1 *	1 *	4 1%	2 *	2 2%Tjms	3 *	1 1%	2 1%	* *	1 *	- *	- *	- *	- *	- *	2 *	3 2%Tt	1 4%Tt	1 1%	1 6%	3 1%	* 1%	* *	1 *	
At least once a week	14 1%	9 1%	6 1%	5 2%	6 2%	2 1%	* *	12 2%	3 1%	5 6%Tjmn	9 1%	3 2%r	2 1%	3 1%r	1 *	- *	- *	- *	- *	- *	8 1%	5 3%Tt	2 6%Tt	3 3%t	* 2%	3 1%	2 4%zC	2 3%	5 1%	
At least once a month	7 1%	4 1%	3 1%	1 *	5 1%	1 *	* *	6 1%	1 *	1 2%	6 *	- *	2 1%	1 1%	2 1%	- *	1 1%	- *	1 *	1 1%	6 1%	1 1%	- *	1 2%	- *	4 1%	1 1%	- *	2 *	
At least once in the last 3 months	5 *	4 *	1 *	2 1%	2 *	1 *	- *	4 *	1 *	1 1%	5 *	1 *	2 1%	2 1%	- *	- *	- *	- *	- *	- *	- *	4 *	1 1%	- *	1 4%	2 *	- *	- *	1 1%	3 *
At least once in the last 12 months	5 *	3 *	2 *	3 1%	2 1%	* *	- *	4 1%	* *	1 1%r	3 *	2 1%	1 *	1 *	- *	- *	- *	- *	- *	- *	5 *	* *	- *	- *	- *	3 1%	* *	- *	2 *	
Used to use, but haven't in the last 12 months	9 1%	7 1%	2 *	5 1%	1 *	2 1%	1 *	6 1%	3 1%	3 4%Tjmop	6 *	1 1%	2 1%	1 1%	2 1%	- *	- *	- *	- *	- *	6 1%	3 2%	* 1%	1 1%	1 5%	3 1%	1 1%	1 1%	4 1%	
NET: At least daily	11 1%tC	7 1%	4 1%	5 1%	3 1%	1 *	1 *	8 1%	2 1%	5 6%Tjkm	6 1%	1 1%	2 1%	2 1%	1 *	- *	- *	- *	- *	- *	6 1%	5 4%Tt	1 4%Tt	3 3%t	1 6%	6 1%	3 5%TC	1 1%	1 *	
NET: At least weekly	25 2%hjrtC	15 3%	10 2%	10 3%fh	9 2%	1 1%	1 1%	19 3%h	5 1%	15 12%Tjkm	5 1%	5 3%ors	4 2%r	4 2%r	2 1%	- *	- *	- *	- *	- *	14 1%	11 7%Tt	3 10%Tt	6 6%Tt	2 8%	10 2%	5 9%TzC	2 4%	6 1%	
NET: At least monthly	32 3%hjtC	19 3%	13 2%	12 3%fh	14 4%fh	4 2%	2 1%	25 4%Th	6 1%	12 14%Tjkm	20 2%r	5 3%or	6 3%r	5 3%or	4 2%	- *	1 1%	- *	1 *	1 1%	20 2%	12 8%Tt	3 10%Tt	7 8%Tt	2 8%	13 3%	6 10%TzC	2 4%	8 1%	
NET: Within the last 3 months	38 3%hjtorsC	23 4%	14 2%	14 4%fh	15 4%fh	6 2%	2 1%	29 4%Th	7 1%	13 14%Tjkm	25 2%r	5 4%or	7 4%or	7 4%ors	4 2%	- *	1 1%	- *	1 *	1 1%	24 2%	13 9%Tt	3 10%Tt	7 8%Tt	3 12%	15 3%	6 10%TzC	2 5%	11 2%	
NET: At least yearly	42 3%hjtorsC	26 4%	16 3%	16 5%fh	17 5%fh	6 2%	2 1%	34 5%Th	8 1%	14 16%Tjkm	28 2%r	7 5%ors	8 4%ors	8 4%ors	4 2%	- *	1 1%	- *	1 *	1 1%	28 3%	13 9%Tt	3 10%Tt	7 8%Tt	3 12%	18 4%	6 10%TzC	2 5%	13 2%	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 50

Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Fruitlab

	Gender		Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: Ever	51	33	18	21	19	8	3	39	11	17	34	8	10	9	5	-	1	-	1	1	34	16	4	9	4	21	7	3	17
	4%zbhjo	5%Tb	3%	6%Tfh	5%fh	3%	1%	6%Tfh	2%	20%Tjdm	3%ors	5%ors	5%ors	5%ors	2%r	-	1%	-	*	1%	3%	11%Tt	11%Tt	10%Tt	17%	4%	11%TzC	7%	3%
Never	1192	573	613	316	346	248	273	662	521	70	1122	134	202	192	213	173	136	72	380	208	1045	136	29	79	19	471	53	45	598
	96%acgi	95%	97%Ta	94%	95%	97%	99%Tcdg	94%	98%Tcdg	80%	97%Tt	95%i	95%i	95%i	98%i	100%Tijk	99%i	100%i	100%Tijk	99%Tijk	97%Tuww	89%	89%	90%	83%	96%A	89%	93%	97%TA
	uwWA															im			im	im						96%TA			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 51
Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Fruitlab

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	6	3	2	3	2	*	2	3	*	*	5	3	3	3	1	2	*	1	1	1	3	6	-
At least once a day	5	2	1	2	3	*	2	3	*	1	5	3	2	3	1	3	*	1	2	*	2	5	1
At least once a week	14	1	*	1	13	1	5	7	2	4	11	4	5	6	3	5	*	2	3	3	6	13	2
At least once a month	7	4	4	2	3	*	2	4	*	2	5	1	3	2	1	4	*	2	3	1	1	7	-
At least once in the last 3 months	5	1	*	*	3	*	4	1	*	2	3	2	1	1	1	2	*	1	2	*	1	5	*
At least once in the last 12 months	5	2	2	*	2	*	2	2	*	1	4	2	1	1	1	2	*	1	2	1	1	3	1
Used to use, but haven't in the last 12 months	9	2	2	*	7	*	4	2	2	2	7	1	2	2	5	2	1	2	3	1	3	9	-
NET: At least daily	11	5	2	4	5	*	3	7	*	1	10	7	6	5	2	5	*	2	2	1	5	10	1
NET: At least weekly	25	6	2	5	18	1	9	13	2	5	21	10	11	11	5	10	*	4	6	4	11	23	2
NET: At least monthly	32	10	6	6	21	1	11	18	2	6	26	11	14	13	7	14	*	7	8	5	12	30	2
NET: Within the last 3 months	38	11	6	7	24	1	15	19	2	9	29	13	14	14	7	16	*	8	11	5	13	35	3
NET: At least yearly	42	8	7	7	27	*	17	21	3	10	32	15	16	15	9	18	*	9	12	6	14	38	4
NET: Ever	51	14	10	8	34	2	21	24	5	12	39	15	18	17	13	21	1	11	15	6	18	47	4

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 51

Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Fruitlab

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	855	408	120	185	177	107	296	27**	584	397	94	101	995	248
Never	1192	351	182	192	803	269	597	270	56	823	369	105	167	160	94	276	26	573	382	88	83	948	244
	96%gkjl	96%	95%	96%	96%	99%Tfgh	97%g	92%	92%	99%Tjkl	90%	87%	90%	91%	87%	93%	96%	98%Tst	96%t	93%t	82%	95%	98%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 52

Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Fruitlab

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Several times a day	6	*	1	-	4	-	-	-	*	*	*	2	1	*	5	1	-	*	4	1	1	-	-	-	-	-	-
At least once a day	5	*	-	-	5	1*	*	*	*	*	*	2	1	*	4	1	-	*	4	2	*	-	*	*	-	-	-
At least once a week	14	2	-	-	12	-	*	2	1	*	*	4	1	3	13	1	1	2	11	5	1	-	-	2	-	-	1
At least once a month	7	-	-	-	7	-	1	2	2	-	*	1	-	-	6	-	-	3	1	1	-	-	-	1	*	-	
At least once in the last 3 months	5	1	-	1%	4	-	-	-	1	-	1	1	1	-	4	1	-	-	5	3	1	-	-	-	-	-	-
At least once in the last 12 months	5	-	-	-	5	*	1	-	1	1	1	-	1	-	5	*	-	-	5	2	*	-	-	-	-	-	1
Used to use, but haven't in the last 12 months	9	*	-	-	9	*	1	-	1	2	2	2	2	1	8	1	-	1	8	4	1	-	*	-	-	-	1
NET: At least daily	11	1	1	-	9	1	*	*	*	1	*	4	2	*	9	2	-	1	8	4	1	-	*	*	-	*	-
NET: At least weekly	25	3	1	-	21	1	*	2	2	1	1	8	3	3	22	3	1	2	19	8	3	-	*	2	-	*	1
NET: At least monthly	32	3	1	-	28	1	2	4	3	1	1	9	4	3	28	3	1	2	25	12	3	-	*	2	1	*	1
NET: Within the last 3 months	38	4	2	*	32	1	2	4	4	1	2	10	5	3	33	4	1	2	30	15	4	-	*	2	1	*	1
NET: At least yearly	42	4	2	*	36	1	3	4	6	2	3	10	5	3	37	4	1	2	35	17	5	-	*	2	1	*	2
NET: Ever	51	4	2	*	45	2	4	4	6	3	4	11	7	4	46	4	1	3	43	21	5	-	1	2	1	*	3

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 52

Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Fruitlab

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Never	1192 96% ⁿ	99 96%	58 97%	36 99%	999 96%	49 96%	132 97%	97 96%	100 94%	87 97%	106 96%	158 93%	167 96%	103 96%	725 94%	453 99% ^{Tn}	31 96%	55 95%	1082 96%	424 95%	198 97%	50 100%	58 99%	51 95%	231 100% ^{Tw}	83 100%	26 90%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 53

Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Fruitlab

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
Several times a day	6	1	1	1	2	1	6	6	5	6	6	5	6	6	3	2	5	1	6	-
	1%	1%	*	*	1%	1%	1%	1%	1%T	1%	2%Tf	3%Tghi	4%Tghj	15%Tghij	7%Tighj	4%Tghi	2%Tq	*	1%Ts	-
At least once a day	5	*	*	*	2	1	5	5	5	5	5	5	5	5	3	3	4	1	4	1
	1%	*	*	*	1%	1%	*	1%	1%Tf	1%	1%Tf	3%Tghi	4%Tghj	14%Tghij	7%Tighj	4%Tghi	1%Tq	*	1%	*
At least once a week	14	1	1	1	6	1	14	13	11	14	12	10	12	14	4	4	10	4	13	2
	1%	1%	*	1%	3%Tbc	1%	1%	2%T	3%Tf	1%	3%Tf	6%Tghi	8%Tghj	38%Tghij	10%Tighj	7%Tghi	4%Tq	*	3%Ts	2
At least once a month	7	*	2	2	1	1	7	6	6	7	5	5	6	7	2	2	4	3	4	3
	1%	*	1%	1%	1%	1%	1%	1%	1%Tf	1%	2%Tf	3%Tghi	4%Tghj	13%Tghij	5%Tighj	3%Tf	1%	*	1%	*
At least once in the last 3 months	5	1	1	2	1	*	5	5	4	5	4	5	5	5	1	3	3	2	3	2
	*	*	*	1%	1%	*	*	1%	1%	1%	1%	3%Tghi	3%Tghj	14%Tghij	4%Tighj	5%Tighj	1%	*	1%	*
At least once in the last 12 months	5	-	2	1	1	-	5	5	4	5	4	2	2	-	2	1	4	1	4	1
	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%Tf	2%Tf	-	5%Tighj	1%	1%Tq	*	1%	1%
Used to use, but haven't in the last 12 months	9	1	2	3	2	1	9	6	7	7	5	4	4	-	1	1	5	4	5	4
	1%	1%	*	1%	1%	1%	1%	1%	2%Tf	1%	1%	3%Tf	3%Tf	-	2%	2%	2%Tq	*	1%	*
NET: At least daily	11	2	1	1	4	1	10	11	9	11	10	10	11	11	5	5	9	2	10	1
	1%	1%	*	*	2%Tb	1%	1%	2%Tf	2%Tf	1%	3%Tf	6%Tghi	7%Tghj	23%Tghij	14%Tighj	8%Tighj	3%Tq	*	2%Ts	*
NET: At least weekly	25	3	2	3	10	3	25	24	20	25	23	21	23	25	9	9	19	6	23	3
	2%	1%	1%	1%	6%Tabc	2%	2%	4%Tf	2%	2%	6%Tf	13%Tghi	16%Tghj	68%Tghij	23%Tighj	15%Tighj	7%Tq	1%	5%Ts	*
NET: At least monthly	32	3	5	5	11	3	32	30	26	32	28	26	29	32	11	11	23	9	27	5
	3%	1%	1%	2%	7%Tabc	3%	3%	4%Tf	6%Tf	3%T	8%Tf	16%Tghj	19%Tghj	86%Tghij	28%Tighj	18%Tighj	8%Tq	1%	5%Ts	1%

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 53

Q1. VSP usage frequency - Fruitlab

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Fruitlab

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	38 3%qs	3 1%	6 2%	7 2%	12 7%Tabc	4 3%	37 3%	35 5%Tfi	30 7%Tfji	37 4%T	32 9%Tfij	31 19%Tfghij	33 22%Tfghij	38 100%Tfghijklno	12 32%Tfghijklno	14 23%Tfghij	26 9%Tq	11 1%	30 6%Ts	7 1%
NET: At least yearly	42 3%qs	3 1%	8 2%	8 3%	13 8%Tabc	4 3%	42 4%	40 6%Tfi	33 8%Tfji	42 4%T	37 10%Tfij	33 20%Tfghij	35 24%Tfghijklno	39 100%Tfghijklno	14 37%Tfghijklno	15 24%Tfghij	30 10%Tq	12 1%	34 7%Ts	9 1%
NET: Ever	51 4%qs	4 2%	10 3%	12 4%	15 9%Tab	5 4%	50 5%	46 7%Tfi	40 9%Tfji	48 5%T	42 12%Tfij	37 23%Tfghij	40 27%Tfghijklno	38 100%Tfghijklno	14 38%Tfghijklno	16 26%Tfghij	35 12%Tq	16 2%	40 8%Ts	11 2%
Never	1192 96%cdghijklmnop	229 98%cdghijklmnop	325 97%cd	275 96%	155 91%	116 96%	1068 95%ghijklmnop	637 93%ghijklmnop	392 91%klmnop	971 95%ghijklmnop	319 88%klmnop	125 77%lmno	110 73%mn	-	23 62%lm	46 74%mn	259 88%	917 98%Tp	460 92%	731 98%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 54

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	9 1%C	4 1%	5 1%	6 2%Th	2 1%	1 1%	-	8 1%	1 *	2 3%Tjnr	7 1%	3 2%	2 1%	1 *	1 *	1 *	-	2 *	1 *	6 1%	3 2%	-	3 3%Tt	1 1%	6 1%	2 1%	3%TC	-	1 *
At least once a day	11 1%hjt	7 1%	4 1%	6 2%Th	3 1%	1 *	-	10 1%	1 *	4 4%Tjmmo prs	7 1%	2 1%	3 1%	1 1%	1 *	-	-	-	-	4 *	6 4%Tt	2 6%Tt	3 3%t	2 9%	4 1%	2 4%TC	1 2%	3 1%	
At least once a week	10 1%jt	7 1%	3 *	5 1%	3 1%	1 1%	1 *	7 1%	2 *	4 4%Tjmmo prs	6 1%	1 1%	2 1%	2 1%	1 *	1 *	-	-	1 *	-	5 3%Tt	4 4%Tt	1 2%	2 5%	1 1%	3 4%TzC	2 2%	1 *	2 *
At least once a month	6 1%	5 1%	1 *	2 1%	2 *	3 1%	-	3 *	3 1%	2 2%Tjr	4 *	1 *	1 *	1 1%	2 1%	-	-	-	-	6 1%	1 1%	-	1 1%	-	1 1%	1 1%	-	-	5 1%
At least once in the last 3 months	9 1%C	5 1%	4 1%	4 1%	2 *	2 *	-	6 1%	2 *	1 1%	8 1%	1 1%	4 2%	1 1%	1 1%	-	-	-	1 *	-	7 1%	2 1%	-	2 3%	-	5 1%	2 3%C	1 3%C	2 *
At least once in the last 12 months	18 1%jrt	11 2%	8 1%	8 2%	3 1%	4 2%	3 1%	11 1%	7 1%	5 5%Tjmmo prs	13 1%	6 4%Tjnop rs	4 2%	2 1%	1 1%	-	-	-	-	10 1%	8 5%Tt	1 2%	6 8%Tt	1 1%	3 7%TzC	4 1%	4 8%TzC	6 1%	
Used to use, but haven't in the last 12 months	9 1%j	6 1%	4 1%	2 1%	5 1%	2 1%	1 *	7 1%	2 *	3 3%Tjmmo prs	7 1%	2 1%	5 2%Tjnr	1 *	-	-	-	-	-	8 1%	1 1%	1 1%	-	1 3%	4 1%	-	1 1%	4 1%	
NET: At least daily	20 2%thjrt C	11 2%	9 1%	12 4%Telh	5 1%	2 1%	-	17 2%Th	3 *	6 7%Tjmn opqrs	14 1%	5 3%jr	4 2%	2 1%	1 *	1 *	-	-	2 *	1 *	10 6%Tt	9 6%t	2 6%Tt	5 6%Tt	2 10%	10 7%TzC	4 2%	1 2%	5 2%
NET: At least weekly	29 2%thjrt C	18 3%	11 2%	17 5%Telh	8 2%	4 1%	1 *	25 4%Tdh	5 1%	10 11%Tjmn opqrs	20 2%	6 4%rs	6 3%r	4 2%	1 1%	2 1%	1 *	-	2 1%	1 *	16 9%Tt	13 10%Tt	3 8%Tt	7 8%Tt	3 14%	13 11%TzC	7 4%	2 2%	7 1%
NET: At least monthly	36 3%thjrs t	23 4%	13 2%	19 6%Tth	9 3%	6 2%	1 1%	28 4%Tdh	8 1%	12 13%Tjkm nopqrs	24 2%	6 4%rs	7 3%rs	5 3%	3 1%	2 1%	1 1%	-	2 1%	1 *	21 9%Tt	14 10%Tt	3 9%Tt	8 9%Tt	3 14%	14 12%TzC	7 5%	2 2%	12 2%
NET: Within the last 3 months	45 4%thjrs tC	28 5%	17 3%	23 7%Tdlgh	11 3%	8 3%	2 1%	34 5%Tdh	10 2%t	13 15%Tjkm nopqrs	32 3%rs	8 5%rs	10 5%rs	6 3%	4 2%	3 2%	1 1%	-	4 1%	1 *	28 3%	17 11%Tt	3 10%Tt	10 11%Tt	3 14%	19 4%	9 14%TzC	4 7%C	13 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 54

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: At least yearly	63	39	23	31	14	12	4	45	16	18	45	14	15	8	5	3	1	-	4	1	39	24	4	15	3	22	13	7	20
	5%Tjop	6%B	4%	9%Tdigh	4%	5%	2%	6%Tdfh	3%	20%Tjklm	4%prs	10%Tjnop	7%jnoprs	4%rs	2%	2%	1%	-	1%	*	4%	16%Tt	12%t	18%Tt	15%	5%	21%TzC	15%TzC	3%
NET: Ever	72	45	27	33	19	14	5	52	19	20	52	15	19	9	5	3	1	-	4	1	46	25	4	15	4	27	13	8	23
	6%bthjn	7%B	4%	10%Tdigh	5%l	5%	2%	7%Tdfh	3%l	23%Tjklm	5%prs	11%Tjmnop	9%Tjnop	4%rs	2%	2%	1%	-	1%	*	4%	17%Tt	13%t	18%Tt	18%	5%	21%TzC	16%TzC	4%
Never	1171	561	604	304	346	243	270	650	513	67	1104	126	193	193	213	170	136	72	378	208	1033	127	28	72	19	465	47	41	591
	94%acgl	93%	96%Ta	90%	95%cg	95%	98%Tcdg	93%c	97%Tcg	77%	95%TKl	89%kl	91%kl	96%kl	98%TKl	98%TKl	99%Tjkl	100%kl	99%Tjklm	100%Tjklm	96%Tuvw	83%	87%	82%	82%	95%AB	79%	84%	96%TAB

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 55

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	9	1	1	1	7	2	2	5	-	5	4	2	4	3	-	2	-	3	2	1	2	8	1
	1%	*	1%	1%	1%	1%	*	2% ^f	-	1%	1%	2%	2%	2%	-	1%	-	1%	1%	1%	2%	1%	*
At least once a day	11	3	*	3	7	1	3	6	1	2	9	4	4	6	5	*	2	2	2	2	4	10	1
	1% ⁱ	1%	*	1%	1%	*	1%	2% ^{TI}	1%	*	2% ^{TI}	3% ^{TI}	2% ⁱ	3% ^{TI}	4% ^{TI}	2%	1%	*	1%	2% ^q	4% ^{Tq}	1%	*
At least once a week	10	4	2	3	5	*	3	5	2	1	8	4	3	5	3	5	-	3	2	1	4	9	1
	1% ⁱ	1%	1%	1%	1%	*	*	2%	3% ^{ef}	*	2% ^{TI}	3% ^{TI}	1% ⁱ	3% ^{TI}	3% ^{TI}	2%	-	1%	*	1%	4% ^{Tq}	1%	*
At least once a month	6	1	*	1	5	-	4	2	*	1	5	2	3	2	1	3	*	3	2	*	2	5	1
	1% ⁱ	*	*	*	1%	-	1%	1%	*	*	1% ^{TI}	1%	2% ⁱ	1% ⁱ	1%	1%	*	1%	*	*	2%	1%	*
At least once in the last 3 months	9	3	1	3	6	*	7	1	1	5	4	2	1	*	*	3	-	3	2	2	1	8	1
	1%	1%	*	1%	1%	*	1%	1%	*	2%	1%	1%	2%	1%	*	1%	-	1%	1%	2%	1%	1%	*
At least once in the last 12 months	18	2	2	*	13	*	5	10	3	5	12	4	4	3	6	6	1	5	2	4	6	18	-
	1% ^{efi}	1%	1%	*	2%	*	1%	3% ^{Tef}	5% ^{ef}	1%	3% ^{TI}	3% ⁱ	2%	2%	5% ^{TI}	2%	5%	1%	1%	4% ^{Tq}	6% ^{Tq}	2%	-
Used to use, but haven't in the last 12 months	9	2	1	*	6	1	2	4	2	3	6	3	1	2	2	3	-	4	3	-	2	9	*
	1% ⁱ	*	1%	*	1%	*	1%	1%	3% ^{ef}	*	1%	2% ⁱ	*	1%	2%	1%	-	1%	1%	-	2%	1%	*
NET: At least daily	20	5	2	4	14	3	5	11	1	7	13	6	8	8	5	7	*	5	4	4	6	18	2
	2% ^{fi}	1%	1%	2%	2%	1%	1%	4% ^{TI}	1%	1%	3% ^{TI}	5% ^{TI}	4% ^{TI}	5% ^{TI}	4% ^{TI}	2%	1%	1%	1%	4% ^q	6% ^{Tq}	2%	1%
NET: At least weekly	29	8	4	7	19	3	7	16	3	8	22	10	10	13	8	11	*	8	6	5	10	26	3
	2% ^{fi}	2%	2%	4%	2%	1%	1%	6% ^{Tef}	4%	1%	5% ^{TI}	8% ^{TI}	5% ^{TI}	8% ^{TI}	7% ^{TI}	4%	1%	1%	2%	5% ^q	10% ^{Tq}	3%	1%
NET: At least monthly	36	9	4	8	24	3	11	19	3	9	27	12	13	16	8	14	1	11	8	5	12	32	4
	3% ^{fi}	3%	2%	4%	3%	1%	2%	6% ^{Tef}	5%	1%	7% ^{TI}	10% ^{TI}	7% ^{TI}	9% ^{TI}	8% ^{TI}	5% ^T	2%	2%	2%	5%	12% ^{Tq}	3%	2%
NET: Within the last 3 months	45	13	5	11	30	3	18	20	4	15	30	14	14	16	8	17	1	14	10	7	13	40	5
	4% ^{aiq}	4%	3%	5%	4%	1%	3%	7% ^{Tef}	6%	2%	7% ^{TI}	12% ^{TI}	8% ^{TI}	9% ^{TI}	8% ^{TI}	6%	2%	2%	3%	7% ^{qr}	13% ^{Tq}	4%	2%
NET: At least yearly	63	15	7	11	43	3	22	30	6	20	43	18	18	19	14	23	2	19	12	11	20	58	5
	5% ^{efiq}	4%	4%	6%	5%	1%	4%	10% ^{Tef}	11% ^{ef}	2%	10% ^{TI}	15% ^{TI}	10% ^{TI}	11% ^{TI}	13% ^{TI}	8% ^T	7%	3%	3%	12% ^{Tq}	19% ^{Tq}	6% ^{Tv}	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 55

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: Ever	72	17	8	12	49	5	25	35	8	23	49	20	19	21	16	27	2	23	15	11	21	67	5
	6%eflqr	5%	4%	6%	6%	2%	4%	12%Tef	13%Tef	3%	12%Ti	17%Ti	10%Ti	12%Ti	15%Ti	9%T	7%	4%	4%	12%Tqr	21%Tqr	7%Tv	2%
Never	1171	348	183	188	787	266	594	259	53	811	360	100	166	156	91	270	25	562	382	83	79	928	243
	94%ghjk	95%	96%	94%	94%	96%Tgh	96%Tgh	88%	87%	97%Tjk	88%	83%	90%	88%	85%	91%	93%	96%Tst	96%Tst	88%	79%	93%	98%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 56

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Several times a day	9	*	-	-	9	*	*	1	*	1	-	4	1	*	9	-	-	-	9	4	1	-	1	-	-	-	*
1%	*	-	-	-	1%	1%	*	1%	*	2%	-	3%Td	*	*	1%To	-	-	-	1%	1%	*	-	2%	-	-	-	1%
At least once a day	11	*	-	1	9	1	1	*	2	1	*	2	1	1	9	1	*	*	9	6	1	-	-	-	-	*	-
1%	*	-	2%	1%	2%	*	*	2%	1%	*	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	-	-	-	-	*	-
At least once a week	10	1	*	-	9	*	1	*	3	*	*	3	1	1	6	3	1	-	7	5	1	-	-	*	-	*	*
1%	1%	*	-	1%	*	*	*	2%	*	*	2%	*	*	1%	1%	2%	-	-	1%	1%	*	-	-	*	-	*	1%
At least once a month	6	1	1	-	5	-	1	*	*	*	1	2	*	*	5	1	-	*	6	3	1	-	*	-	-	-	-
1%	1%	1%	-	*	-	1%	*	*	*	*	1%	*	*	*	1%	-	-	-	1%	1%	*	-	*	-	-	-	-
At least once in the last 3 months	9	-	2%	1%	8	-	1	-	1	-	1	2	2	1	7	2	-	*	7	4	2	-	-	-	-	1	1
1%	*	2%	1%	1%	1%	-	1%	-	1%	-	1%	1%	1%	1%	1%	*	-	*	1%	1%	-	-	-	-	-	*	3%
At least once in the last 12 months	18	2	1	-	14	-	2	-	4	1	2	5	*	-	13	5	1	-	17	5	*	-	4	-	-	-	4
1%	2%	2%	-	1%	-	2%	-	4%Td	1%	1%	3%	*	-	2%	1%	2%	-	-	1%	1%	*	-	7%Tstsy	-	-	-	14%
Used to use, but haven't in the last 12 months	9	*	*	-	9	1	1	1	*	1	1	3	2	-	7	2	1	1	8	3	2	-	*	-	-	-	1
1%	*	1%	-	1%	1%	*	1%	*	1%	1%	2%	1%	1%	-	1%	2%	2%	2%	1%	1%	-	-	1%	-	-	-	5%
NET: At least daily	20	1	-	1	18	1	1	1	2	2	*	6	2	2	18	1	*	*	18	10	2	-	-	1	-	*	*
2%o	1%	-	2%	2%	3%	1%	1%	1%	3%	*	4%T	1%	1%	1%	2%To	*	1%	2%	2%	2%	1%	-	2%	-	-	*	1%
NET: At least weekly	29	1	-	1	27	1	1	2	5	3	*	9	3	3	24	4	1	*	25	15	2	-	-	1	-	*	1
2%ox	1%	-	2%	3%	3%	1%	2%	5%	3%	*	5%Td	2%	2%	3%To	1%	3%	*	2%	3%ox	1%	-	-	3%ox	-	-	*	2%
NET: At least monthly	36	2	1	1	32	1	3	2	5	3	1	11	3	3	29	5	1	*	31	18	4	-	*	1	-	*	1
3%ox	2%	1%	2%	3%	3%	2%	2%	5%	3%	1%	6%Td	2%	3%	4%To	1%	3%	*	3%	4%ox	2%	-	-	3%ox	-	-	*	2%
NET: Within the last 3 months	45	2	2	1	40	1	3	2	6	3	2	13	5	4	37	7	1	1	38	22	6	-	*	1	-	1	1
4%ox	2%	3%	3%	4%	3%	3%	2%	6%	3%	2%	8%Td	3%	3%	5%To	2%	3%	1%	3%	5%ox	3%ox	-	*	3%ox	-	-	1%	5%
NET: At least yearly	63	4	3	1	54	1	6	2	10	4	4	18	5	4	50	12	2	1	55	28	6	-	*	5	-	1	5
5%ox	4%	5%	3%	5%	3%	4%	2%	10%Tgl	5%	4%	10%Tdgl	3%	3%	6%To	3%	5%	1%	5%	6%ox	3%ox	-	*	9%ox	-	-	1%	19%
NET: Ever	72	4	4	1	63	2	6	3	11	5	5	21	7	4	57	14	2	2	63	31	8	-	*	5	-	1	7
6%ox	4%	6%	3%	6%	4%	5%	3%	10%	6%	4%	12%Tadgl	4%	3%	7%To	3%	7%	3%	6%	7%ox	4%ox	-	*	10%vx	-	-	1%	23%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 56

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Never	1171 94%kn	99 96%k	56 94%	35 97%	981 94%k	49 96%	129 95%k	98 97%k	95 90%	84 94%	106 96%k	148 88%	167 96%k	103 97%k	714 93%	443 97%Tn	30 93%	56 97%	1062 94%	414 93%	196 96%	50 100%	58 100%w	48 90%	232 100%Tstw	82 99%	22 77%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 57

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	9	1	3	2	3	*	9	8	7	9	7	7	5	2	2	4	6	3	8	1
	1%qs	*	1%	1%	2%	*	1%	1%T	2%Tf	1%	2%Tf	4%Tfghj	4%Tfghj	13%Tfghij	6%Tfghi	4%Tfgi	2%Tq	*	2%Ts	*
At least once a day	11	2	2	1	2	3	11	10	9	11	9	9	11	6	3	3	8	3	5	6
	1%q	1%	1%	*	1%	3%uc	1%	1%T	2%Tf	1%	3%Tfgi	5%Tfghi	7%Tfghij	17%Tfghij	7%Tfghi	5%Tfgi	3%Tq	*	1%	1%
At least once a week	10	1	1	2	4	1	10	9	8	10	8	8	8	8	4	5	8	2	7	3
	1%q	*	*	1%	2%Tb	1%	1%	1%T	2%Tf	1%	2%Tf	5%Tfghi	6%Tfghij	8%Tfghij	20%Tfghij	11%Tfghi	7%Tfghi	3%Tq	*	1%
At least once a month	6	*	2	2	2	-	6	6	5	6	5	5	4	3	2	2	3	3	6	*
	1%sa	*	1%	1%	1%	-	1%	1%	1%Tf	1%	1%Tf	3%Tfghi	3%Tfghij	9%Tfghij	5%Tfghi	3%Tfgi	1%	*	1%Ts	*
At least once in the last 3 months	9	2	1	2	2	2	9	9	6	9	8	4	5	4	2	3	6	4	7	3
	1%q	1%	*	1%	1%	2%	1%	1%Tf	1%	1%	2%Tf	3%Tf	4%Tfghij	11%Tfghij	5%Tfghi	4%Tfghi	2%Tq	*	1%	*
At least once in the last 12 months	18	*	2	8	3	3	18	16	18	16	16	13	9	3	1	2	13	5	14	4
	1%qs	*	1%	3%a	2%	2%	2%	2%Tf	4%Tfghij	2%	5%Tfghij	8%Tfghij	6%Tfghij	9%Tfghij	2%	3%	4%Tq	1%	3%Ts	1%
Used to use, but haven't in the last 12 months	9	*	2	3	2	-	9	7	5	7	4	4	4	1	1	3	4	5	6	3
	1%	*	1%	1%	1%	-	1%	1%	1%	1%	1%	2%Tf	3%Tfghij	4%Tfghij	3%Tf	4%Tfghij	1%	1%	1%	*
NET: At least daily	20	2	5	3	5	4	20	18	17	20	17	15	17	11	5	5	13	7	13	6
	2%qs	1%	1%	1%	3%	3%	2%	3%Tf	4%Tfghij	2%	5%Tfghij	9%Tfghij	12%Tfghij	30%Tfghij	13%Tfghij	8%Tfghij	4%Tq	1%	3%Ts	1%
NET: At least weekly	29	3	5	5	9	4	29	28	25	29	25	23	26	19	9	10	21	8	20	9
	2%qs	1%	2%	2%	6%Tab	4%	3%	4%Tf	6%Tfghij	3%T	7%Tfghij	14%Tfghij	17%Tfghij	50%Tfghij	24%Tfghij	16%Tfghij	7%Tq	1%	4%Ts	1%
NET: At least monthly	36	4	8	7	11	4	35	34	30	35	30	28	30	22	11	11	24	12	26	9
	3%qs	2%	2%	3%	7%Tab	4%	3%	5%Tf	7%Tfghij	3%T	8%Tfghij	16%Tfghij	20%Tfghij	59%Tfghij	29%Tfghij	18%Tfghij	8%Tq	1%	5%Ts	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 57

Q1. VSP usage frequency - Triller

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Triller

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	45 4%qs	6 2%	8 2%	9 3%	13 7%Tab	6 5%	44 4%	43 6%Tfi	37 9%Tfji	45 4%T	38 11%Tfji	33 20%Tfghij	35 24%Tfghij	26 70%Tfghijko	13 34%Tfghijko	14 22%Tfghij	29 10%Tq	16 2%	33 7%Ts	12 2%
NET: At least yearly	63 5%qs	6 3%	10 3%	17 6%	15 9%Tab	9 8%ab	61 5%T	59 9%Tfi	54 13%Tfji	61 6%T	55 15%Tfji	46 28%Tfghij	44 30%Tfghij	30 79%Tfghijko	14 38%Tfghijko	16 25%Tfghij	42 14%Tq	20 2%	47 9%Ts	16 2%
NET: Ever	72 6%aqs	6 3%	12 4%	20 7%ka	18 10%Tab	9 8%ka	71 6%T	66 10%Tfi	60 14%Tfji	68 7%T	59 16%Tfji	49 31%Tfghij	49 33%Tfghij	31 83%Tfghijko	15 39%Tfghijko	19 30%Tfghij	46 16%Tq	26 3%	53 11%Ts	19 3%
Never	1171 94%dlghijkimno pr	226 97%Tcde	322 96%cd	267 93%	152 90%	112 92%	1048 94%ghjklmno	617 90%hijklmno	362 86%klmnop	951 93%ghjklmno	301 84%klmnop	112 69%lm	101 67%lm	6 17%	23 61%	44 70%lmno	247 84%	907 97%Tp	447 89%	724 97%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 58
Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	5 1%]	2 1%	3 1%	3 1%	1 1%	*	*	4 1%	*	3 3%Tjkn oprs	2 *	*	*	1 1%	-	-	-	-	-	-	3 *	2 1%	-	1 1%	1 5%	2 *	2 3%TzC	1 1%	1 *
At least once a day	7 1%jt	4 1%	3 *	5 2%Td	*	1 1%	*	6 1%	2 *	3 3%Tjnop rs	4 *	2 1%	1 1%	1 1%	-	-	-	-	-	4 *	4 2%Tt	1 4%Tt	2 2%Tt	*	2 1%	2 3%Tz	-	4 1%	
At least once a week	9 1%C	6 1%	3 1%	3 1%	3 1%	2 1%	1 *	6 1%	2 *	1 2%	8 1%	2 1%	3 1%	1 *	1 *	1 1%	-	-	1 *	-	6 1%	3 2%t	1 2%	2 3%t	*	5 1%	1 2%C	1 2%C	1 *
At least once a month	9 1%	6 1%	3 *	4 1%	2 *	3 1%	1 *	5 1%	4 1%	2 3%Tjor	7 1%	1 1%	2 1%	3 2%	1 *	-	1 *	-	1 *	1 *	7 1%	3 2%	1 3%	1 2%	1 1%	4 2%	1 2%	1 2%	3 *
At least once in the last 3 months	12 1%hj	8 1%	4 1%	6 2%h	4 1%	1 *	*	10 1%	1 *	5 8%Tjmn oprs	7 1%	3 2%r	3 1%r	1 *	*	-	-	-	-	10 *	2 1%	-	-	1 1%	*	5 1%	2 4%TC	1 3%	3 *
At least once in the last 12 months	5 *	2 *	3 *	2 1%	1 *	1 *	*	3 *	2 *	1 1%	4 *	1 1%	1 1%	1 1%	-	-	-	-	-	3 *	2 1%	1 1%	1 1%	-	*	1 1%z	1 2%z	1 *	3 *
Used to use, but haven't in the last 12 months	10 1%	6 1%	4 1%	3 1%	3 2%	1 2%	1 1%	4 1%	6 1%	2 2%rs	8 1%	1 1%	4 2%r	1 1%	2 1%	*	-	-	-	2 *	7 1%	3 2%	-	2 2%	1 3%	2 3%z	1 2%	1 2%	4 1%
NET: At least daily	12 1%jt	7 1%	5 1%	9 3%Tdfgh	1 *	1 1%	*	10 1%	2 *	6 7%Tjkm noprs	6 1%	2 1%	2 1%	3 1%r	1 *	-	-	-	-	6 1%	6 4%Tt	1 4%t	3 3%Tt	1 6%	3 1%	4 7%TzC	1 1%	5 1%	
NET: At least weekly	21 2%hjrt	12 2%	9 1%	12 4%Tth	4 1%	3 1%	1 *	16 2%t	4 1%	7 8%Tjmn noprs	14 1%	3 2%	5 2%r	4 2%	2 1%	1 1%	-	-	1 *	-	12 1%	9 6%Tt	2 5%t	5 6%Tt	2 7%	8 9%TzC	5 3%	1 3%	6 1%
NET: At least monthly	30 2%fjrst C	18 3%	12 2%	16 5%Tdfgh	6 2%	6 2%	2 1%	21 3%t	8 1%	9 11%Tjkm noprs	21 2%	4 3%	6 3%r	7 3%r	2 1%	1 1%	-	-	2 *	1 1%	19 2%	11 7%Tt	3 9%Tt	7 8%Tt	2 8%	12 11%TzC	7 5%	2 9%	9 1%
NET: Within the last 3 months	42 3%thjor sic	27 4%	16 2%	22 7%Tdefg h	9 3%	7 3%	2 1%	31 4%Tdh	9 2%	15 17%Tjkm noprs	28 2%rs	7 5%rs	9 4%rs	8 4%rs	3 1%	1 1%	-	-	2 *	1 *	28 3%	14 9%Tt	3 9%t	8 9%Tt	2 9%	18 4%	9 15%TzC	4 8%C	11 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 58

Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: At least yearly	47	29	18	24	11	8	2	35	10	15	32	8	10	9	4	1	1	-	2	1	31	15	3	9	2	18	10	5	14
	4%thjpp	5%	3%	7%Tdelg	3%	3%	1%	5%Tdlh	2%	17%Tjkin	3%rs	5%oprs	5%oprs	4%oprs	2%	1%	*	-	*	*	3%	10%Tt	11%Tt	10%Tt	2	4%	17%TzC	10%C	2%
	rsfC			h						noqrs																			
NET: Ever	57	34	23	27	12	13	3	39	16	17	40	9	14	10	5	1	1	-	2	1	38	18	3	11	3	20	12	6	19
	5%thjpp	6%	4%	8%Tdlgh	3%	5%fh	1%	6%udh	3%f	20%Tjkin	3%rs	6%oprs	6%oprs	5%oprs	2%	1%	*	-	1%	*	4%	12%Tt	11%t	12%Tt	11%	4%	20%TzC	12%TzC	3%
	rsfC									noqrs																			
Never	1186	571	609	310	353	244	272	662	516	70	1116	133	199	192	213	171	136	72	379	208	1041	134	29	77	20	472	48	43	596
	95%kcluw	94%	96%	92%	97%scg	95%	99%Tceg	94%c	97%Tceg	80%	97%Til	94%k	94%k	95%k	98%k	99%Tik	100%Trk	100%k	99%Tij	100%Tjk	96%Tuww	88%	89%	88%	89%	96%AB	80%	88%	97%TAB
	AB						h									lm	lm		km	lm									

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 59

Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	5	3	2	3	2	*	*	3	1	*	4	3	4	4	1	2	*	1	*	*	3	5	*
At least once a day	7	*	*	*	6	*	3	4	*	1	8	3	4	3	2	4	*	1	2	1	3	7	*
At least once a week	9	4	2	3	5	*	2	4	3	3	6	2	2	3	2	4	*	2	3	1	2	9	*
At least once a month	9	2	1	1	8	*	4	4	1	2	7	3	3	3	3	5	*	3	2	1	3	8	1
At least once in the last 3 months	12	2	*	1	8	*	5	6	1	4	8	4	2	4	2	3	*	3	2	1	6	11	1
At least once in the last 12 months	5	1	1	*	3	*	2	2	1	3	2	1	1	1	1	1	*	2	1	1	1	4	*
Used to use, but haven't in the last 12 months	10	2	2	*	7	1	3	3	3	3	7	2	1	1	4	5	*	3	3	2	1	8	2
NET: At least daily	12	3	2	3	8	1	3	7	1	1	11	6	8	7	2	5	*	2	3	1	6	12	*
NET: At least weekly	21	7	4	6	13	1	5	11	4	5	17	8	10	10	4	9	*	4	6	2	7	20	1
NET: At least monthly	30	8	4	7	21	1	10	14	5	7	23	10	13	13	7	14	*	7	8	3	10	29	1
NET: Within the last 3 months	42	10	5	8	28	1	15	20	6	11	32	14	15	17	9	17	*	11	11	4	15	40	3
NET: At least yearly	47	11	6	8	32	2	17	22	7	13	34	15	16	17	10	18	*	13	12	5	16	44	3
NET: Ever	57	14	8	9	39	3	20	24	10	16	41	17	18	18	13	23	1	15	15	7	17	52	5

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 59

Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Never	1186	351	183	191	797	268	598	269	51	819	367	103	167	159	94	274	26	569	382	87	83	943	243
	95%ghk	96%	96%	96%	95%	99%Tgh	97%Tgh	92%	83%	98%Tjklmn	90%	86%	90%	90%	88%	92%	96%	97%Tst	96%t	93%t	83%	95%	98%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 60

Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Several times a day	5	-	-	-	5	1	*	*	1	1	-	2	*	-	3	1	-	*	4	1	*	-	-	-	-	1	-
At least once a day	7	*	-	-	7	*	1	*	1	*	1	2	1	1	6	1	-	-	6	4	1	-	-	*	-	-	*
At least once a week	9	*	*	-	9	*	*	*	4	*	-	1	1	1	7	2	*	*	8	4	2	-	-	*	1	*	*
At least once a month	9	1	1	-	7	1	1	*	1	*	1	2	*	1	7	2	-	-	9	5	1	-	-	*	1	-	-
At least once in the last 3 months	12	-	1	*	10	-	*	2	2	-	1	5	-	-	9	3	-	-	9	3	1	-	-	*	-	-	3
At least once in the last 12 months	5	*	-	-	5	-	1	-	1	*	1	1	-	-	5	*	*	*	4	3	1	-	1	-	-	-	-
Used to use, but haven't in the last 12 months	10	*	-	-	10	*	2	1	1	1	2	2	1	*	8	2	1	2	8	3	1	-	-	-	-	-	3
NET: At least daily	12	*	-	-	12	1	1	*	1	1	1	3	1	1	9	2	-	*	10	5	1	-	-	*	-	1	*
NET: At least weekly	21	1	-	-	21	1	1	1	5	2	1	5	2	3	16	4	-	*	18	9	3	-	-	*	1	1	1
NET: At least monthly	30	1	2	-	27	2	2	1	6	2	2	7	2	4	23	6	*	*	27	14	3	-	-	1	2	1	1
NET: Within the last 3 months	42	2	3	*	38	2	2	2	8	2	3	12	3	4	32	9	*	*	37	16	4	-	-	1	2	1	4
NET: At least yearly	47	2	3	*	42	2	3	2	9	2	3	13	4	4	37	9	1	1	41	19	5	-	1	1	2	1	4
NET: Ever	57	2	3	*	52	2	5	3	10	3	5	14	5	4	45	11	1	2	48	23	6	-	1	1	2	1	7

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 60

Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Never	1186	101	57	36	992	49	131	98	95	86	106	155	169	103	726	446	31	56	1076	423	198	50	58	53	230	82	22
	95%hkn	98%h	95%	99%	95%h	95%	96%	97%	90%	97%	96%	92%	97%hkh	96%	94%	98%Tn	96%	96%	96%	95%	97%	100%	99%	98%	99%Ts	99%	77%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 61

Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
Several times a day	5	*	*	*	2	1	5	4	5	4	4	5	4	3	1	1	4	*	4	1
	1%qs	*	*	*	1%	1%	*	1%	1%T	*	1%Ti	3%Tighi j	3%Tighi j	9%Tighi jklo	3%Tighi j	2%Tighi j	1%Tq	*	1%	*
At least once a day	7	*	1	*	1	4	7	7	7	7	6	7	7	5	3	3	6	1	6	2
	1%qs	*	*	*	1%	3%Tabc	1%	1%T	2%Ti	1%	2%Ti	5%Tighi j	5%Tighi j	12%Tighi jklo	7%Tighi j	5%Tighi j	2%Tq	*	1%	*
At least once a week	9	1	2	3	2	1	9	9	8	9	7	7	6	6	5	5	6	3	7	2
	1%qs	*	1%	1%	1%	1%	1%T	1%T	2%Ti	1%	2%Ti	4%Tighi j	4%Tighi j	15%Tighi jklo	12%Tighi jkl	8%Tighi j	2%Tq	*	1%Ts	*
At least once a month	9	1	2	2	4	1	9	9	7	9	7	7	5	2	3	7	2	6	3	
	1%q	*	1%	1%	2%	1%	1%T	1%T	2%Ti	1%	2%Ti	4%Tighi j	5%Tighi j	13%Tighi jklo	5%Tighi j	5%Tighi j	2%Tq	*	1%	*
At least once in the last 3 months	12	2	1	4	4	1	12	12	9	12	11	9	6	2	2	9	3	9	3	
	1%qs	1%	*	1%	2%b	1%	1%	2%Ti	2%Ti	1%	3%Tighi j	6%Tighi j	6%Tighi j	16%Tighi jklo	4%Ti	4%Ti	3%Tq	*	2%Ts	*
At least once in the last 12 months	5	*	1	1	2	*	4	4	3	4	3	2	3	2	1	3	2	3	2	
	*	*	*	*	1%	*	*	1%	1%	1%	2%Ti	2%Tighi j	2%Tighi j	5%Tighi jklo	3%Tighi j	1%	1%	*	1%	*
Used to use, but haven't in the last 12 months	10	1	3	4	-	-	10	7	7	7	7	4	3	1	-	1	3	7	8	2
	1%sa	1%	1%	2%	-	-	1%	1%	2%Ti	1%	2%Ti	3%Ti	2%	3%	-	2%	1%	1%	2%Ts	*
NET: At least daily	12	1	1	1	4	5	12	11	11	12	10	12	12	8	4	5	10	2	10	2
	1%qs	*	*	*	2%	4%Tabc	1%	2%Ti	3%Ti	1%	3%Ti	7%Tighi j	8%Tighi j	21%Tighi jklo	10%Tighi j	7%Tighi j	3%Tq	*	2%Ts	*
NET: At least weekly	21	1	4	4	5	6	21	20	19	21	17	19	18	14	8	10	16	5	17	4
	2%qs	*	1%	1%	3%	5%Tab	2%	3%Ti	5%Tighi j	2%	5%Tighi j	12%Tighi j	12%Tighi j	37%Tighi jklo	23%Tighi j	15%Tighi j	5%Tq	1%	3%Ts	4%
NET: At least monthly	30	2	6	6	9	6	30	29	26	30	24	26	25	19	10	22	7	23	7	
	2%qs	1%	2%	2%	5%Tab	5%Ta	3%	4%Ti	6%Tighi j	3%T	7%Tighi j	16%Tighi j	17%Tighi j	50%Tighi jklo	27%Tighi jklo	20%Tighi j	8%Tq	1%	5%Ts	1%

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 61

Q1. VSP usage frequency - Recast

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Recast

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	42	3	7	9	13	8	42	41	35	42	35	34	34	25	12	15	31	10	32	10
	3%	1%	2%	3%	7%Tab	7%ab	4%T	6%Tfi	8%Tfij	4%T	10%Tfij	21%Tfghij	23%Tfghij	66%Tfghijkl	32%Tfghij	24%Tfghij	11%Tq	1%	6%Ts	1%
NET: At least yearly	47	4	8	10	15	8	46	38	46	39	36	38	27	13	16	34	12	35	12	12
	4%	2%	2%	4%	9%Tabc	7%ab	4%	7%Tfi	9%Tfij	5%T	11%Tfij	22%Tfghij	25%Tfghij	71%Tfghijkl	35%Tfghijkl	25%Tfghij	12%Tq	1%	7%Ts	2%
NET: Ever	57	5	11	14	15	8	56	53	45	54	45	40	41	28	13	17	38	19	43	14
	5%	2%	3%	5%	9%Tab	7%	5%T	8%Tfi	11%Tfij	5%T	13%Tfij	25%Tfghij	27%Tfghij	74%Tfghijkl	35%Tfghijkl	27%Tfghij	13%Tq	2%	9%Ts	2%
Never	1196	227	324	272	156	113	1063	630	377	966	315	121	109	10	24	46	256	915	457	729
	95%dlghijklmno	98%dlghijklmno	97%dlghijklmno	95%dlghijklmno	91%dlghijklmno	93%dlghijklmno	95%ghijklmno	92%ghijklmno	89%ghijklmno	95%ghijklmno	87%ghijklmno	75%ghijklmno	73%ghijklmno	26%	65%	73%ghijklmno	87%	98%Tp	91%	98%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 62

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents
Vuepay

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Several times a day	4	3	1	2	1	*	*	3	1	1	3	1	1	1	-	-	-	-	-	-	3	1	*	1	-	1	2	*	*
At least once a day	9	5	4	6	2	1	-	8	1	4	5	1	2	1	*	-	-	-	-	-	4	5	*	3	2	5	2	1	2
At least once a week	14	7	6	4	6	2	1	10	4	6	8	1	3	2	2	-	-	-	-	-	7	6	3	3	*	6	4	1	3
At least once a month	7	6	1	3	1	1	1	4	2	1	6	1	1	2	1	1	*	-	1	*	6	2	*	1	-	3	*	1	3
At least once in the last 3 months	12	8	4	5	3	3	*	9	4	4	8	1	3	4	*	-	-	-	-	-	7	5	-	3	1	3	1	3	5
At least once in the last 12 months	6	4	2	3	*	2	1	4	3	3	3	1	*	*	2	-	-	-	-	-	4	2	1	-	1	3	-	-	3
Used to use, but haven't in the last 12 months	12	7	5	5	3	4	-	8	4	2	10	2	5	1	2	*	-	-	*	-	9	3	*	3	-	4	2	2	5
NET: At least daily	13	8	5	8	3	1	*	11	2	6	8	3	3	1	*	-	-	-	-	-	7	6	*	4	2	7	3	1	2
NET: At least weekly	27	16	11	12	9	4	2	21	6	12	15	4	6	4	2	-	-	-	-	-	13	13	3	7	2	13	7	2	5
NET: At least monthly	34	22	12	15	11	5	3	25	7	13	21	5	6	6	3	1	*	-	1	*	19	14	3	9	2	16	7	2	9
NET: Within the last 3 months	46	30	16	20	14	8	3	34	11	17	29	6	10	10	3	1	*	-	1	*	26	19	3	11	3	19	8	6	14

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 62

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vuepay

	Gender		Social Grade							Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: At least yearly	53 4% bthjo prstC	34 6% Tb	19 3%	24 7% Tfh	14 4%	10 4%	3 1%	38 5% Tfh	14 3%	20 22% Tjkm nopqrs	33 3% prs	7 5% prs	10 5% oprs	10 5% oprs	5 2%	1 1%	*	-	1 *	*	30 3%	21 14% Tt	5 14% Tt	11 13% Tt	4 17%	22 4%	8 14% TzC	6 11% TC	16 3%
NET: Ever	65 5% bthjo prstC	40 7% Tb	24 4%	29 9% Tfh	17 5% f	14 5% fh	3 1%	46 7% Tdlh	17 3% f	22 25% Tjkm nopqrs	42 4% oprs	8 6% oprs	15 7% pprs	11 6% oprs	6 3% rs	1 1%	*	-	1 *	*	39 4%	24 16% Tt	5 15% Tt	14 16% Tt	4 17%	25 5%	10 16% TzC	8 16% TzC	21 3%
Never	1178 95% acg uwvAB	565 93%	607 96% Ta	308 91%	348 95% g	243 96%	272 99% Tcde gh	655 93%	514 97% Tceg	65 76%	1113 96% Til	133 94% l	198 93% l	190 94% l	212 97% l	171 99% Tj kim	137 100% Tj kim	72 100% l	380 100% Tj kmm	209 100% Tj lmm	1041 96% Tlow	127 84%	28 85%	73 84%	19 83%	466 95% AB	50 84%	41 84%	594 97% TAB

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 63

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vuepay

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	4	2	2	2	2	*	1	3	*	*	1% <i>l</i>	3%	3%	2%	2	-	*	1	1	1	4	4	*
At least once a day	9	3	1	2	6	-	2	6	1	2	7	2	5	5	1	3	-	3	2	1	4	8	1
At least once a week	14	3	2	2	11	*	2	9	3	1	13	5	6	8	4	6	*	3	3	1	6	13	1
At least once a month	7	3	2	1	4	2	2	3	*	2	5	2	2	1	*	4	*	4	1	1	1	6	1
At least once in the last 3 months	12	1	1	1	9	*	5	4	3	2	10	2	3	4	4	6	-	3	3	1	4	12	*
At least once in the last 12 months	6	1	*	*	5	1	3	1	1	5	-	1	2	4	2	-	2	*	1	3	6	-	-
Used to use, but haven't in the last 12 months	12	2	1	1	10	2	3	6	1	5	6	2	3	2	2	3	1	3	6	1	2	10	2
NET: At least daily	13	5	2	4	8	*	3	9	1	2	11	5	8	7	1	5	-	3	3	2	6	12	1
NET: At least weekly	27	7	4	6	19	*	5	18	3	3	23	10	14	15	5	11	*	6	6	3	12	24	2
NET: At least monthly	34	11	6	8	23	2	7	21	4	6	28	12	16	16	5	15	1	10	7	3	13	30	3
NET: Within the last 3 months	46	12	6	8	32	2	12	25	6	7	39	14	20	21	9	21	1	13	11	5	17	43	4
NET: At least yearly	53	13	7	8	37	3	15	27	8	9	44	14	21	23	13	23	1	15	11	6	20	49	4
NET: Ever	65	15	8	9	47	5	18	33	9	14	50	17	24	25	15	26	2	18	17	7	22	59	5

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 63

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vuepay

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Never	1178	351	183	191	789	265	601	261	52	821	358	103	161	152	92	270	25	566	380	88	79	936	243
		95% ^a hk	96%	96%	94%	98% ^T gh	97% ^T gh	89%	85%	98% ^T kl	88%	86%	87%	86%	86%	91%	93%	97% ^T t	96% ^t	93% ^t	78%	94%	98% ^T u

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 64

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vuepay

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Several times a day	4	*	-	-	4	-	1	*	-	1	*	2	*	*	4	-	*	4	2	*	-	-	*	-	*	-	1
At least once a day	9	*	-	-	9	1	2	1	1	1	*	2	-	7	2	-	-	9	3	*	-	-	1	-	1	-	1
At least once a week	14	-	1	-	13	1	*	*	4	1	1	3	2	1	13	*	1	*	12	4	1	1	-	*	-	1	*
At least once a month	7	1	1	-	5	-	-	*	1	1	1	2	*	-	5	2	-	-	5	1	-	*	-	-	-	-	-
At least once in the last 3 months	12	1	-	-	11	-	*	-	3	-	1	4	2	1	11	1	-	-	12	5	2	-	-	-	-	-	-
At least once in the last 12 months	6	*	-	-	6	-	1	*	1	2	1	1	-	1	6	1	-	5	2	-	-	-	-	-	-	-	1
Used to use, but haven't in the last 12 months	12	-	-	1	11	1	2	*	-	-	1	3	4	-	10	2	-	2	11	6	3	-	-	-	-	-	1
NET: At least daily	13	*	-	-	13	1	2	1	1	2	1	2	2	*	11	2	-	*	12	4	1	-	-	1	-	1	*
NET: At least weekly	27	*	1	-	26	2	2	2	5	3	2	5	4	1	24	3	1	*	25	9	2	1	-	1	-	2	1
NET: At least monthly	34	2	2	-	30	2	2	2	6	4	3	7	4	1	29	4	1	*	29	14	3	1	*	1	-	2	1
NET: Within the last 3 months	46	3	2	-	42	2	3	2	9	4	4	11	6	2	40	5	1	*	41	19	5	1	*	1	-	2	1
NET: At least yearly	53	3	2	-	48	2	3	2	9	5	5	12	6	3	46	6	2	*	46	21	5	1	*	1	-	2	2
NET: Ever	65	3	2	1	59	3	5	3	9	5	6	15	10	3	56	8	2	2	56	28	8	1	*	1	-	2	3

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 64

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vuepay

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Never	1178	101	58	35	985	48	131	98	96	84	105	154	164	104	715	449	30	56	1068	418	196	49	58	52	232	81	26
	95%kn	97%	96%	96%	94%	94%	97%	97%	91%	94%	94%	91%	94%	97%	93%	98%Tn	93%	96%	95%	94%	96%	98%	100%	97%	100%Tstw	98%	90%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 65

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vuepay

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
Several times a day	4	1	*	1	2	1	4	4	4	4	4	4	4	4	2	2	3	1	4	-
	1%q	-	-	-	1%	-	-	1%	1%Tf	-	1%Tf	2%Tfgi	3%Tfghi	9%Tfghi	6%Tfghi	4%Tfghi	1%Tq	*	1%sa	-
At least once a day	9	-	3	1	3	2	9	8	8	8	9	8	8	5	2	2	6	3	8	1
	1%qs	-	1%	*	2%	2%	1%	1%	2%Tfi	1%	3%Tfgi	5%Tfghi	5%Tfghi	13%Tfghi	6%Tfghi	4%Tfgi	2%Tq	*	2%Ts	*
At least once a week	14	1	3	3	4	2	14	14	12	14	12	11	12	9	4	5	10	3	11	3
	1%qs	1%	1%	1%	2%	1%	1%	1%	3%Tfi	1%	3%Tfgi	7%Tfghi	8%Tfghi	24%Tfgh	10%Tfghi	8%Tfghi	3%Tq	*	2%Ts	*
At least once a month	7	1	2	2	1	1	7	7	5	7	6	5	7	4	2	2	4	3	6	1
	1%sa	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%Tfi	3%Tfgi	5%Tfgh	10%Tfghi	7%Tfghi	3%Tfgi	1%	*	1%sa	*
At least once in the last 3 months	12	1	2	1	5	3	12	11	10	11	9	10	9	6	2	4	6	4	8	5
	1%q	1%	1%	*	3%T	2%	1%	2%Tf	2%Tfi	1%	3%Tfi	6%Tfghi	6%Tfgh	15%Tfghi	5%Tfgh	8%Tfghi	3%Tq	*	2%	1%
At least once in the last 12 months	6	*	*	3	1	2	6	6	6	5	5	5	5	1	*	1	4	2	5	2
	1%q	*	*	1%	*	2%	1%	1%T	1%Tfi	1%	1%Tfi	3%Tfghi	3%Tfgh	3%Tfi	1%	2%	1%Tq	*	1%	*
Used to use, but haven't in the last 12 months	12	1	5	3	3	-	12	10	10	10	7	4	1	1	3	9	3	6	5	1%
	1%q	*	1%	1%	2%	-	1%	1%	2%Tfi	1%	2%Ti	2%T	1%	1%	2%	5%Tfghi	3%Tq	*	1%	1%
NET: At least daily	13	1	3	2	4	3	13	12	12	12	13	12	12	8	5	5	10	3	12	1
	1%qs	*	1%	1%	3%	2%	1%	2%Tf	3%Tfgi	1%	4%Tfgi	7%Tfghi	8%Tfghi	23%Tfgh	13%Tfghi	8%Tfghi	3%Tq	*	2%Ts	*
NET: At least weekly	27	2	6	5	8	5	26	26	24	26	25	23	23	17	9	10	20	7	23	4
	2%qs	1%	2%	2%	5%Ta	4%	2%	4%Tfi	6%Tfgi	3%	7%Tfgi	14%Tfgh	16%Tfgh	48%Tfgh	23%Tfgh	16%Tfgh	7%Tq	1%	5%Ts	1%
NET: At least monthly	34	3	8	7	9	5	33	33	29	33	31	27	30	21	11	12	23	10	28	5
	3%qs	1%	3%	3%	5%Ta	4%	3%	5%Tfi	7%Tfgi	3%T	9%Tfgi	17%Tfgh	20%Tfgh	56%Tfgh	30%Tfgh	19%Tfgh	8%Tq	1%	6%Ts	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 65

Q1. VSP usage frequency - Vuepay

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents

Vuepay

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Within the last 3 months	46 4%qs	4 2%	10 3%	8 3%	14 8%Tabc	8 7%a	46 4%T	44 6%Tfi	39 9%Tfji	44 4%T	40 11%Tfji	37 23%Tfghij	39 26%Tfghij	27 71%Tfghijko	13 35%Tfghijko	15 25%Tfghij	32 11%Tq	14 1%	36 7%Ts	10 1%
NET: At least yearly	53 4%qs	5 2%	10 3%	11 4%	15 9%Tab	10 8%Tab	52 5%T	50 7%Tfi	45 11%Tfji	49 5%T	45 12%Tfji	42 26%Tfghij	44 29%Tfghij	28 74%Tfghijko	13 38%Tfghijko	15 26%Tfghij	36 12%Tq	16 2%	41 8%Ts	12 2%
NET: Ever	65 5%qs	6 2%	15 4%	14 5%	17 10%Tab	10 8%a	64 6%T	60 9%Tfi	55 13%Tfji	59 6%	52 14%Tfji	46 29%Tfghij	45 30%Tfghij	28 76%Tfghijko	14 37%Tfghij	19 31%Tfghij	45 15%Tq	19 2%	47 9%Ts	17 2%
Never	1178 95%cdfghjklmnop	226 98%de	319 96%d	272 95%	153 90%	111 92%	1055 94%ghjklmno	623 91%hijklmno	367 87%klmnop	960 94%ghjklmno	308 86%klmnop	115 71%lm	104 70%lm	9 24%	23 63%	43 69%lm	248 85%	914 98%Tp	453 91%	726 98%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 66

Q1. VSP usage frequency - Bitchute

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Bitchute

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	3	2	2	1	1	1	1	2	2	3	*	1	2	*	-	1	-	1	1	2	1	*	1	-	2	1	1	*
At least once a day	6	4	2	1	1	3	*	2	4	6	2	1	1	1	1	-	2	1	5	2	*	1	*	2	1	*	3	
At least once a week	9	5	4	3	2	2	1	6	4	9	2	2	2	3	1	-	1	-	5	4	1	2	2	4	2	*	4	
At least once a month	9	6	3	2	5	1	*	7	2	9	1	2	3	-	2	-	2	2	8	1	*	1	-	3	*	*	5	
At least once in the last 3 months	9	5	4	1	3	3	2	5	5	9	*	4	2	3	-	*	-	*	6	4	1	2	*	3	2	1	3	
At least once in the last 12 months	9	5	5	2	*	5	2	2	7	9	3	2	3	3	-	-	-	-	8	1	-	1	-	1	1	*	7	
Used to use, but haven't in the last 12 months	9	7	3	4	4	*	1	8	1	9	1	5	3	-	1	-	1	-	7	3	-	2	1	3	*	2	5	
NET: At least daily	10	6	4	2	2	4	1	4	5	10	2	2	2	1	1	1	-	2	1	7	3	*	2	*	4	2	1	3
NET: At least weekly	19	11	8	5	5	7	3	10	9	19	3	4	4	4	2	1	-	3	1	12	7	1	4	2	7	3	1	7
NET: At least monthly	28	17	11	7	9	8	4	17	11	28	4	6	6	7	2	3	-	5	3	20	8	1	5	2	10	4	1	13
NET: Within the last 3 months	37	23	15	8	13	10	6	21	16	37	4	10	8	10	2	4	-	6	4	26	11	2	7	2	13	6	2	16
NET: At least yearly	47	27	19	10	13	15	8	24	23	47	7	12	11	12	2	4	-	6	4	34	12	2	8	2	14	7	3	23
NET: Ever	56	34	22	14	18	15	9	32	24	56	8	18	13	12	3	4	-	6	4	40	15	2	10	3	16	7	4	28
Never	1100	527	567	284	326	230	251	610	481	1100	133	196	188	206	170	133	72	375	205	967	122	27	72	18	441	50	39	544
	95%uwA	94%	96%	95%	95%	94%	97%	95%	95%	95%	94%	92%	93%	94%	94%	97%	100%	98%Tjkl	98%Tjm	96%Tuw	89%	92%	86%	85%	96%A	88%	89%	95%A

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 67

Q1. VSP usage frequency - Bitchute

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Bitchute

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	3	1	*	*	2	1	1	1	-	2	1	*	1	*	1	-	*	2	1	-	2	2	1
At least once a day	6	2	1	1	4	2	1	2	1	3	3	1	1	1	2	*	3	3	*	-	5	2	
At least once a week	9	2	*	1	7	2	4	3	1	5	4	2	2	2	1	4	*	3	5	1	*	7	2
At least once a month	9	3	1	1	6	2	6	1	*	6	3	1	2	*	3	-	6	3	*	-	6	3	
At least once in the last 3 months	9	1	1	*	7	2	4	3	1	6	3	1	*	2	3	-	3	4	1	-	9	-	
At least once in the last 12 months	9	4	4	-	5	1	8	*	*	6	3	1	*	1	3	-	6	1	1	*	7	2	
Used to use, but haven't in the last 12 months	9	3	2	1	6	3	2	3	1	5	4	*	2	3	1	4	*	2	6	2	-	8	1
NET: At least daily	10	3	1	1	6	3	2	3	1	5	4	2	2	1	4	*	4	4	1	-	7	3	
NET: At least weekly	19	4	2	2	13	5	6	2	10	8	4	4	3	2	8	1	7	9	2	*	14	5	
NET: At least monthly	28	7	3	3	19	7	12	7	2	16	12	5	6	3	11	1	13	12	2	*	20	8	
NET: Within the last 3 months	37	9	4	3	26	9	15	10	3	23	15	6	6	5	14	1	16	16	3	-	29	8	
NET: At least yearly	47	13	8	3	31	10	23	10	4	29	18	9	7	5	17	1	21	17	4	1	37	10	
NET: Ever	56	16	10	4	37	12	26	13	5	34	22	8	8	8	4	21	1	23	23	6	1	45	11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 67

Q1. VSP usage frequency - Bitchute

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Bitchute

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Never	1100	331	169	188	733	258	561	235	45	798	302	100	151	114	63	275	26	561	374	89	18	877	223
	95%	95%	94%	98%a	95%	95%	96%	95%	91%	96%	93%	92%	95%	93%	94%	93%	96%	96%	94%	94%	97%	95%	95%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 68

Q1. VSP usage frequency - Bitchute

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Bitchute

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
Several times a day	3	1	-	-	3	-	1	-	-	-	-	1	-	-	3	-	-	3	1	2	-	-	-	-	-	-	-
At least once a day	6	-	-	-	6	-	1	2	1	-	1	1	1	-	4	1	-	5	3	-	1	1	-	-	-	-	1
At least once a week	9	1	-	-	9	-	1	1	1	2	-	2	1	2	8	1	1	7	5	2	1	-	-	-	-	-	1
At least once a month	9	-	1	-	8	-	1	-	2	2	2	2	-	6	3	-	-	8	5	2	-	-	-	2	-	1	
At least once in the last 3 months	9	-	1	1	7	-	1	2	-	2	-	1	1	-	7	2	1	8	2	4	1	1	-	-	-	1	
At least once in the last 12 months	9	1	-	-	8	-	2	3	1	-	-	-	-	9	1	1	-	8	5	1	-	2	-	-	-	1	
Used to use, but haven't in the last 12 months	9	-	1	-	8	-	-	1	-	-	2	3	1	8	1	-	1	8	5	4	-	-	-	-	-	-	1
NET: At least daily	10	1	-	-	9	-	1	1	2	2	1	2	-	8	1	-	1	8	4	3	1	-	-	-	-	1	
NET: At least weekly	19	1	-	-	18	-	1	2	2	4	1	4	2	2	16	3	1	15	9	5	2	1	-	-	-	1	
NET: At least monthly	28	2	1	-	26	-	2	2	3	6	2	6	2	2	22	6	1	23	14	7	2	1	-	2	1	2	
NET: Within the last 3 months	37	2	2	1	33	-	3	5	3	8	3	7	4	2	29	8	2	30	16	11	3	2	-	2	2	2	
NET: At least yearly	47	3	2	1	41	-	4	8	4	8	4	7	4	2	38	9	2	39	21	12	3	4	1	2	2	3	
NET: Ever	56	3	3	1	49	1	5	8	5	8	4	9	7	3	45	10	2	46	26	16	3	4	1	2	2	3	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 68

Q1. VSP usage frequency - Bitchute

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Bitchute

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1100	96	52	32	920	46	124	85	89	68	103	147	158	100	655	432	27	54	997	420	188	48	54	53	231	82	26
	95%int	97%	94%	97%	95%	98%	96%	92%	95%	90%	96%	94%	96%	97%	94%	98%Tn	92%	93%	96%	94%	92%	95%	93%	99%	99%Tstu	98%	88%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 69

Q1. VSP usage frequency - Bitchute

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Bitchute

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £52,000+ (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Several times a day	3	2	1	*	*	*	3	2	3	2	2	2	2	3	2	1	2	*	3	-
	1%	1%	*	*	*	*	1%	*	1%	1%	1%	2%Tf	2%Tf	8%Tghi	9%Tghi	3%Tghi	1%	*	1%	-
At least once a day	6	1	1	1	1	1	6	3	4	5	4	3	3	6	3	3	3	3	5	1
	1%	1%	*	*	*	1%	1%	1%	1%	*	1%	3%Tf	4%Tf	11%Tgh	17%Tgh	5%Tghi	1%	*	1%	*
At least once a week	9	3	2	3	1	*	9	8	7	8	6	4	5	4	9	4	7	3	7	2
	1%	1%	1%	1%	1%	*	1%	1%	2%Tf	1%	2%T	4%Tf	4%Tf	16%Tgh	25%Tghi	6%Tghi	3%Tq	*	2%Ts	*
At least once a month	9	2	3	3	1	*	9	8	3	8	4	4	5	2	9	2	3	6	4	5
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	3%Tf	4%Tf	8%Tgh	24%Tgh	2%Tl	1%	1%	1%	1%
At least once in the last 3 months	9	2	3	2	2	1	9	7	4	7	4	4	3	2	9	2	2	8	6	4
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%Tf	3%Tf	7%Tgh	25%Tghi	3%Tghi	1%	1%	1%	1%
At least once in the last 12 months	9	2	1	4	1	*	9	7	5	7	5	5	4	4	-	1	6	3	6	3
	1%	1%	*	1%	1%	*	1%	1%	1%	1%	2%	4%Tf	3%Tf	15%Tgh	-	2%	2%Tq	*	1%	*
Used to use, but haven't in the last 12 months	9	3	2	4	-	-	9	7	5	8	4	4	4	*	-	2	4	5	6	3
	1%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	3%Tf	3%Tf	1%	-	4%Tgh	2%	1%	1%	*
NET: At least daily	10	3	2	2	1	1	9	5	6	7	6	6	5	10	5	4	5	9	9	1
	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	2%Tf	4%Tf	5%Tf	19%Tgh	26%Tgh	7%Tgh	2%	1%	2%Ts	*
NET: At least weekly	19	6	4	4	2	2	19	13	13	15	12	10	11	9	19	9	11	8	16	3
	2%	3%	1%	2%	1%	2%	2%	2%	4%Tf	2%	4%Tf	8%Tf	9%Tf	35%Tgh	51%Tgh	14%Tgh	4%Tq	1%	4%Ts	*
NET: At least monthly	28	8	7	7	2	2	28	21	16	23	16	14	16	10	28	10	14	14	21	7
	2%	4%	2%	3%	1%	2%	3%	3%Tl	5%Tf	2%	5%Tf	11%Tf	14%Tf	41%Tgh	75%Tgh	16%Tgh	5%Tq	2%	5%Ts	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 69

Q1. VSP usage frequency - Bitchute

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Bitchute

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	37 3%qs	11 5%	10 3%	9 3%	4 3%	3 3%	37 4%	28 5%Ti	20 6%Ti	30 3%	19 7%Ti	17 14%Tgh ij	19 17%Tgh ij	12 48%Tfg hjklo	37 100%Tigh jkmo	12 20%Tghi j	15 6%Tq	22 2%	26 6%Ts	11 2%
NET: At least yearly	47 4%qs	12 6%	11 3%	13 5%	6 4%	3 3%	46 4%	35 6%Ti	25 7%Ti	37 4%	25 8%Tgi	22 18%Tgh ij	23 20%Tgh hjklo	16 63%Tfg hjklo	37 100%Tigh jkimo	13 22%Tghi j	21 8%Tq	25 3%	32 7%Ts	14 2%
NET: Ever	56 5%qs	15 7%	12 4%	17 6%	6 4%	3 3%	55 5%T	42 7%Ti	30 8%Ti	46 5%	28 9%Tgi	26 21%Tgh ij	27 23%Tgh hjklo	16 64%Tfg hjklo	37 100%Tigh jkimo	16 25%Tghi j	25 10%Tq	29 3%	38 8%Ts	18 3%
Never	1100 95%lghj klmnopr	208 93%	305 96%	257 94%	139 96%	100 97%	979 95%ghjk lmno	571 93%klm no	323 92%klmn o	910 95%ghjk lmno	270 91%klmn o	98 79%mn	99 77%mn	9 36%n	-	46 75%mn	231 90%	856 97%Tp	416 92%	684 97%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 70

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	Gender		Social Grade					Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65-74 (o)	75-84 (p)	55+ (q)	65+ (r)	White (s)	Minority Ethnic background (t)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	5	3	1	1	2	1	1	3	1	5	1	1	3	-	-	-	-	-	-	3	1	*	1	*	1	1	*	2
	-	1%	*	*	1%	*	*	1%	*	*	*	1%Tj	-	-	-	-	-	-	-	-	1%	*	1%	*	*	2%	*	*
At least once a day	11	9	2	2	3	2	4	5	6	11	1	4	4	1	-	-	*	*	*	8	3	*	1	4	1	1	1	5
	1%br	2%Tb	*	1%	1%	1%	2%	1%	1%	1%r	1%	2%r	2%r	1%	-	-	1%	*	*	1%	2%	1%	2%	5%	1%	1%	2%	1%
At least once a week	23	21	2	7	6	5	4	14	9	23	1	7	8	3	3	*	-	4	*	16	7	6	4	1	7	2	1	13
	2%bt	4%Tb	*	2%	2%	2%	2%	2%	2%	2%	1%	3%sd	4%sprs	2%	2%	*	-	1%	*	2%	5%Tt	2%	4%	5%	6%	1%	3%	2%
At least once a month	11	10	1	5	3	1	1	8	2	11	1	3	2	1	2	1	-	3	1	9	1	*	1	-	5	1	*	4
	1%b	2%Tb	*	2%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%
At least once in the last 3 months	14	10	3	5	4	2	3	9	4	14	2	6	2	2	2	-	-	2	-	13	1	1	*	*	5	*	-	8
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%Tjrs	1%	1%	1%	-	-	1%	-	1%	1%	2%	*	1%	1%	*	-	1%
At least once in the last 12 months	13	11	3	3	6	3	1	9	4	13	2	5	4	1	1	-	-	1	-	11	3	-	3	-	3	1	1	8
	1%b	2%Tb	*	1%	2%	1%	1%	1%	1%	1%	2%	2%r	2%r	*	1%	-	-	*	-	1%	2%	-	3%	-	1%	2%	2%	1%
Used to use, but haven't in the last 12 months	11	7	5	3	4	4	*	8	4	11	3	3	3	3	-	-	-	-	-	10	2	*	1	-	2	1	-	8
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%r	2%r	1%r	1%	-	-	-	-	-	1%	1%	1%	2%	-	*	2%	-	1%
NET: At least daily	15	12	3	4	4	2	5	8	7	15	2	5	7	1	-	-	*	*	*	11	4	*	2	1	5	2	1	7
	1%br	2%Tb	*	1%	1%	1%	2%	1%	1%	1%r	1%	2%r	4%Tjnoprs	1%	-	-	1%	*	*	1%	3%	2%	3%	5%	1%	3%	3%	1%
NET: At least weekly	38	33	5	11	11	7	9	22	16	38	3	11	15	5	3	*	*	4	1	27	11	2	6	2	12	3	2	20
	3%bprst	6%Tb	1%	4%	3%	3%	3%	3%	3%	3%sprs	2%	5%sprs	7%Tjnoprs	2%	2%	*	1%	1%	*	3%	8%Tt	7%	7%at	11%	3%	6%	4%	4%
NET: At least monthly	49	43	6	16	14	9	10	30	18	49	4	14	17	6	6	1	*	8	2	37	12	2	7	2	17	4	2	25
	4%bprst	8%Tb	1%	5%	4%	4%	4%	4%	4%	4%sprs	3%	7%sprs	8%Tjnoprs	3%	3%	1%	1%	2%	2%	4%	8%Tt	8%	8%	11%	4%	7%	5%	4%
NET: Within the last 3 months	62	53	9	21	18	10	12	40	23	62	6	20	19	8	8	1	*	10	2	50	13	3	7	2	23	4	2	33
	5%bprs	9%Tb	2%	7%	5%	4%	5%	6%	4%	5%sprs	4%	10%Tjnoprs	9%Tjnoprs	4%	5%sa	1%	1%	3%sa	1%	5%	9%	10%	8%	12%	5%	7%	5%	6%
NET: At least yearly	76	64	12	24	25	13	14	49	27	76	8	25	23	9	9	1	*	11	2	60	15	3	9	2	26	5	3	41
	7%bprs	11%Tb	2%	8%	7%	5%	5%	8%	5%	7%sprs	6%sa	12%Tjnoprs	12%Tjnoprs	4%	5%rs	1%	1%	3%sa	1%	6%	11%Tt	10%	11%	12%	6%	10%	6%	7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 70

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	Gender		Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
NET: Ever	87	71	16	28	29	17	14	56	31	87	10	28	26	11	9	1	*	11	2	70	17	3	11	2	28	7	3	49
	8% 13%Tb	13% 13%Tb	3% 3%	9% 9%	8% 8%	7% 7%	5% 5%	9% 9%	6% 6%	8% 8%	7% 7%	13% 13%	13% 13%	5% 5%	5% 5%	1% 1%	1% 1%	3% 3%	1% 1%	7% 7%	12% 12%	11% 11%	13% 13%	12% 12%	6% 6%	12% 12%	6% 6%	9% 9%
Never	1069	490	572	271	314	228	246	586	474	1069	131	184	175	207	163	136	71	370	207	937	121	26	71	18	429	50	41	522
	92% 82% almu	87% 87%	97% 97% Ta	91% 91%	92% 92%	93% 93%	95% 95%	91% 91%	94% 94%	92% 92% lm	93% 93%	87% 87%	87% 87%	95% 95% lm	95% 95% lm	99% 99% Tjklm	99% 99% lm	97% 97% Tjlm	99% 99% Tjklm	93% 93% u	88% 88%	89% 89%	87% 87%	88% 88%	94% 94%	88% 88%	94% 94%	91% 91%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 71

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	5	1	*	1	3	1	2	1	1	2	3	1	2	1	*	3	-	*	3	1	-	4	1
At least once a day	11	2	1	1	8	3	3	5	-	5	6	2	3	2	1	5	*	5	4	1	1	10	1
At least once a week	23	6	2	5	15	4	11	6	1	14	9	3	4	4	3	9	-	11	9	2	*	19	4
At least once a month	11	4	2	1	6	3	6	1	-	8	3	1	1	1	*	3	-	2	6	1	-	9	2
At least once in the last 3 months	14	2	1	1	11	4	6	4	*	10	4	1	2	3	1	4	-	6	4	4	-	12	2
At least once in the last 12 months	13	4	2	3	9	1	7	5	*	6	8	2	5	2	2	7	1	5	7	1	*	13	1
Used to use, but haven't in the last 12 months	11	4	3	-	7	1	5	4	1	7	5	1	2	-	1	3	1	7	2	2	-	10	2
NET: At least daily	15	3	2	2	11	4	6	6	1	7	8	3	5	3	1	8	*	5	7	2	1	13	2
NET: At least weekly	38	9	3	7	26	8	17	11	2	21	17	5	9	7	4	17	*	16	17	4	1	32	6
NET: At least monthly	49	13	5	8	33	11	23	13	2	28	20	7	10	8	4	20	*	18	23	5	1	41	8
NET: Within the last 3 months	62	15	6	9	44	14	29	17	2	38	24	7	12	10	5	24	-	24	27	9	1	53	9
NET: At least yearly	76	19	8	12	53	16	36	22	3	44	32	10	17	12	7	31	1	29	34	10	1	66	10
NET: Ever	87	23	11	12	60	17	41	26	4	50	37	11	19	12	8	34	2	37	36	11	1	75	12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 71

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Never	1069	324	167	180	710	254	546	222	46	781	287	97	141	110	58	262	25	548	361	83	17	846	222
	92%jo	93%	94%	94%	92%	94%	93%	90%	93%	94%Tj	89%	90%	88%	90%	87%	88%	91%	94%	91%	88%	92%	92%	95%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 72

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
Several times a day	5	1	-	*	3	-	1	*	*	1	*	*	*	*	4	*	-	-	4	2	2	-	*	-	-	-	-	
	1%	1%	-	1%	1%	-	1%	*	*	1%	*	*	*	*	1%	*	-	-	1%	1%	1%	-	*	-	-	-	1%	
At least once a day	11	1	-	*	10	1	-	1	1	*	1	2	3	1	10	1	*	1	10	6	2	*	1	1	*	*	*	1
	1%	1%	-	1%	1%	1%	-	1%	1%	*	1%	1%	2%	1%	1%T	*	1%	1%	1%	1%	1%	*	1%	2%	*	*	*	3%
At least once a week	23	4	*	1	18	*	1	1	3	*	2	5	3	2	19	4	*	*	21	17	2	1	1	*	*	*	*	2
	2%	4%	1%	2%	2%	*	1%	2%	4%	*	2%	3%	2%	2%	3%T	1%	*	*	2%	4%Tx	1%	3%	2%	1%	*	*	*	5%
At least once a month	11	1	*	-	9	1	1	*	1	2	2	1	1	-	7	3	1	-	9	7	2	1	-	*	-	-	-	
	1%	1%	1%	-	1%	3%	1%	*	1%	2%	1%	1%	1%	-	1%	1%	3%	-	1%	2%	1%	1%	-	1%	-	-	-	
At least once in the last 3 months	14	-	1	1	12	1	1	2	2	1	2	2	2	-	13	-	-	-	14	10	2	1	-	-	-	-	1	
	1%o	-	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	-	2%To	*	-	-	1%	2%T	1%	1%	-	-	-	-	3%	
At least once in the last 12 months	13	3	1	-	10	1	1	*	1	*	3	2	2	*	12	1	-	*	13	9	2	1	*	*	1	-	-	
	1%	3%	2%	-	1%	2%	1%	*	1%	*	2%	1%	1%	*	2%T	-	-	*	1%	2%T	1%	2%	*	1%	*	-	-	
Used to use, but haven't in the last 12 months	11	2	-	-	10	*	1	-	1	3	*	1	3	-	9	3	-	3	8	6	1	1	-	-	-	2	1	
	1%	2%	-	-	1%	1%	-	1%	4%Tdk	*	*	2%	-	-	1%	1%	-	5%Tr	1%	1%	1%	3%x	-	-	-	2%	3%	
NET: At least daily	15	2	-	*	13	1	1	1	1	1	2	3	3	1	14	1	*	1	14	8	4	*	1	1	*	*	1	
	1%o	2%	-	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	2%To	*	1%	1%	1%	2%	2%	*	1%	2%	*	*	3%	
NET: At least weekly	38	5	-	1	31	1	2	2	4	1	4	7	6	3	33	5	-	1	35	25	7	1	1	1	*	*	3	
	3%ox	5%	1%	4%	3%	1%	2%	3%	5%	2%	4%	5%	3%	3%	5%To	1%	1%	3%	6%Tx	3%x	2%	2%	2%	*	*	*	9%	
NET: At least monthly	49	7	1	1	40	2	4	3	5	3	6	9	7	3	40	8	1	1	45	32	9	2	1	1	*	*	3	
	4%ox	7%	1%	4%	4%	5%	3%	3%	5%	4%	5%	6%	4%	3%	6%To	2%	4%	1%	4%	7%Tx	4%x	3%	2%	3%	*	*	9%	
NET: Within the last 3 months	62	7	1	2	52	3	5	5	7	4	7	10	9	3	54	8	1	1	58	42	11	2	1	1	*	*	3	
	5%ox	7%	2%	6%	5%	6%	4%	5%	7%	5%	7%	7%	5%	3%	8%To	2%	4%	1%	6%	9%Tx	5%x	4%x	2%	3%	*	*	12%	
NET: At least yearly	76	9	2	2	62	4	6	5	7	4	10	12	11	3	66	9	1	1	71	51	13	3	1	2	2	*	3	
	7%ox	9%	4%	6%	6%	8%	4%	5%	8%	6%	9%	8%	6%	3%	9%To	2%	4%	2%	7%	12%Tx	6%x	6%x	2%	4%	1%	*	12%	
NET: Ever	87	11	2	2	72	4	6	5	8	7	11	13	14	3	75	12	1	4	80	58	14	4	1	2	2	2	4	
	8%ox	11%	4%	6%	7%	9%	5%	5%	9%	10%	10%	8%	8%	3%	11%To	3%	4%	6%	8%	13%Tx	7%x	9%x	2%	4%	1%	2%	14%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 72

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1069	88	52	31	897	43	122	88	86	68	97	142	151	100	625	430	28	54	964	388	190	46	57	52	230	81	25
	92%ns	89%	96%	94%	93%	91%	95%	95%	91%	90%	90%	92%	92%	97%	89%	97%Tn	96%	94%	92%	87%	93%sa	91%	98%sa	96%	99%Tstu	98%sa	86%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 73

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Several times a day	5	1	1	*	1	1	4	4	3	4	2	3	3	2	2	5	3	2	3	2
	*	*	*	*	1%	1%	*	1%	1%	*	1%	2%Tfji	2%Tfji	9%Tfghi	5%Tighi	7%Tfghi	1%	*	1%	*
At least once a day	11	3	1	3	1	1	11	9	8	11	8	6	6	4	3	11	5	6	8	2
	1%sa	1%	*	1%	1%	1%	1%	2%	2%Tfii	1%	3%Tfii	5%Tfghi	5%Tfgh	17%Tfghi	9%Tfgh	17%Tfghi	2%	1%	2%Ts	*
At least once a week	23	2	6	6	2	6	23	21	19	21	14	11	10	5	5	23	14	8	14	9
	2%qs	1%	2%	2%	2%	6%Ta	2%	3%Tfii	5%Tfghi	2%	5%Tfii	9%Tfghi	8%Tfgh	20%Tfgh	13%Tfgh	36%Tfghi	6%Tq	1%	3%sa	3%sa
At least once a month	11	1	3	3	2	2	11	10	8	11	7	4	4	2	1	11	6	5	7	4
	1%q	*	1%	1%	2%	2%	1%	2%T	2%Tfii	1%	2%Tfii	3%Tfii	4%Tfii	6%Tfii	3%	17%Tfghi	2%Tq	1%	2%	1%
At least once in the last 3 months	14	2	3	4	2	2	13	11	9	12	8	5	1	1	1	14	3	10	8	5
	1%	1%	1%	2%	2%	2%	1%	2%	2%Tfii	1%	3%Tfii	4%Tfgh	4%Tfii	4%	3%	22%Tfghi	1%	1%	2%	1%
At least once in the last 12 months	13	1	4	5	3	*	13	12	10	12	11	6	3	2	2	-	5	8	9	5
	1%	*	1%	2%	2%	*	1%	2%T	3%Tfii	1%	4%Tfgh	5%Tfgh	2%	7%Tfgh	7%Tfgh	-	2%	1%	2%	1%
Used to use, but haven't in the last 12 months	11	1	5	2	3	*	10	9	7	10	6	1	2	1	2	-	5	6	7	4
	1%	*	2%	1%	2%	*	1%	2%	2%T	1%	2%	1%	2%	2%	5%Tfghi	-	2%	1%	2%	1%
NET: At least daily	15	4	3	3	3	1	15	13	11	15	10	9	9	7	5	15	7	8	11	4
	1%qs	2%	1%	1%	2%	1%	1%	2%T	3%Tfii	2%	3%Tfii	7%Tfghi	8%Tfgh	27%Tfgh	14%Tfgh	25%Tfghi	3%Tq	1%	2%Ts	1%
NET: At least weekly	38	6	9	10	5	7	38	34	30	35	24	19	12	10	38	22	16	25	13	13
	3%qs	3%	3%	4%	3%	7%T	4%	6%Tfii	8%Tfgh	4%	8%Tfgh	16%Tfgh	16%Tfgh	47%Tfgh	27%Tfgh	61%Tfghi	8%Tq	2%	6%Ts	2%
NET: At least monthly	49	6	12	13	7	9	48	43	38	46	31	24	23	13	11	49	28	21	32	17
	4%qs	3%	4%	5%	5%	8%Ta	5%T	7%Tfii	11%Tfgh	5%T	10%Tfgh	19%Tfgh	20%Tfgh	53%Tfgh	30%Tfgh	78%Tfgh	11%Tq	2%	7%Ts	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 73

Q1. VSP usage frequency - OnlyFans

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

OnlyFans

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitleb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	62 5%qs	8 4%	15 5%	17 6%	9 7%	11 10%Tab	61 6%T	55 9%Tfi	47 13%Tlgi	58 6%T	39 13%Tlgi	30 24%Tlghij	27 24%Tlghij	14 58%Tlghijk	12 33%Tlghijkl	62 100%Tlghijklmn	31 12%Tq	32 4%	40 9%Ts	22 3%
NET: At least yearly	76 7%qs	9 4%	18 6%	22 8%	13 9%	11 11%a	75 7%T	66 11%Tfi	56 16%Tlgi	71 7%T	49 17%Tlgi	36 29%Tlghij	30 26%Tlghij	16 69%Tlghijkl	15 39%Tlghijkl	62 100%Tlghijklmn	36 14%Tq	40 4%	49 11%Ts	27 4%
NET: Ever	87 8%qs	10 5%	24 7%	24 9%	16 11%a	11 11%a	84 8%T	76 12%Tfi	63 18%Tlgi	81 8%T	55 18%Tlgi	37 29%Tlghij	33 28%Tlghij	17 67%Tlghijkl	17 45%Tlghijkl	62 100%Tlghijklmn	41 16%Tq	46 5%	56 12%Ts	31 4%
Never	1069 92%fghi 95%de jkimnop f	213 95%de	294 93%	250 91%	129 89%	91 89%	950 92%ghijk lmno	539 88%hijkl mno	299 82%klmno	875 82%ghijkl lmno	243 82%klmno	88 71%lmno	83 72%lmno	0 33%o	21 55%o	-	215 84%	839 95%Tp	398 88%	671 96%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 74
Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Xpanded.com

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	2	1	1	1	1	-	1	1	1	2	*	*	1	-	-	-	-	-	-	1	1	-	1	*	1	1	*	1
At least once a day	4	3	1	1	1	1	1	2	2	4	*	1	2	1	-	-	-	-	-	1	2	*	2	*	1	1	1	1
At least once a week	8	5	3	3	2	1	2	5	3	8	2	2	1	2	1	-	-	1	-	5	3	1	2	-	2	2	1	3
At least once a month	4	3	1	1	2	1	1	2	2	4	1	1	1	1	-	-	-	-	3	1	*	1	-	3	1	-	-	1
At least once in the last 3 months	6	3	2	2	1	*	*	4	2	6	1	3	1	*	-	-	-	-	4	2	*	1	-	2	1	*	2	
At least once in the last 12 months	5	5	1	2	1	*	*	4	1	5	2	1	2	1	-	-	-	-	4	2	-	2	-	1	-	-	3	
Used to use, but haven't in the last 12 months	7	4	3	3	2	3	-	5	3	7	1	1	3	2	-	-	*	*	6	1	-	1	-	1	1	-	5	
NET: At least daily	6	3	3	2	1	1	2	3	2	6	1	1	3	1	-	-	-	-	3	3	*	3	*	2	2	1	2	
NET: At least weekly	14	8	6	5	3	2	3	8	5	14	3	4	4	3	1	-	-	1	7	6	1	4	1	4	4	4	2	4
NET: At least monthly	18	11	6	5	3	4	10	7	18	4	5	5	4	1	-	-	1	-	10	8	1	5	1	7	4	2	5	
NET: Within the last 3 months	23	15	9	8	6	5	4	14	9	23	5	8	5	4	1	-	-	1	14	9	2	7	1	9	5	2	7	
NET: At least yearly	29	19	9	10	8	6	4	18	10	29	7	9	7	5	1	-	-	1	18	11	2	8	1	9	5	2	11	
NET: Ever	36	24	12	13	10	8	4	23	13	36	8	10	10	7	1	-	-	1	23	12	2	9	1	10	6	2	15	
Never	1120	537	576	286	333	236	256	619	492	1120	133	202	192	212	171	137	72	380	209	984	125	27	73	19	447	51	42	556
	97%uwA	96%	98%	96%	97%	97%	98%	96%	97%	97%	94%	95%	95%	97%	96%skm	100%Tjk	100%	100%Tjk	100%Tjk	98%Tuw	91%	95%	89%	94%	98%A	89%	96%	97%A

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 75

Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

**Base: All Adult respondents
 Xpanded.com**

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	2	1	*	1	1	*	1	1	1	1	2	1	1	1	2	*	1	1	*	*	*	2	*
At least once a day	4	1	*	1	2	*	1	2	*	3	1	2	1	1	3	*	2	1	1	*	3	*	*
At least once a week	8	2	1	2	6	*	4	3	1	2	6	3	2	2	1	6	*	3	3	1	*	7	1
At least once a month	4	1	*	1	3	1	1	2	*	2	2	1	2	1	*	2	*	2	*	*	4	*	*
At least once in the last 3 months	6	*	*	*	5	*	3	2	1	2	4	2	1	2	1	3	*	2	2	1	1	5	*
At least once in the last 12 months	5	1	1	*	4	1	*	4	*	1	4	2	2	*	2	3	2	3	2	*	5	*	*
Used to use, but haven't in the last 12 months	7	2	1	1	6	1	4	1	1	3	4	1	2	1	2	4	*	3	3	1	7	1	*
NET: At least daily	6	1	1	1	3	1	2	3	1	5	2	3	2	2	2	5	*	2	2	1	*	5	1
NET: At least weekly	14	4	2	3	9	1	6	2	3	11	5	6	3	2	11	*	6	5	2	*	13	1	1
NET: At least monthly	18	5	2	4	11	2	7	7	2	13	5	7	4	3	13	*	8	7	2	*	16	2	1
NET: Within the last 3 months	23	5	2	4	16	2	9	9	3	16	7	8	6	3	16	1	9	8	3	1	21	2	2
NET: At least yearly	29	6	3	4	20	3	10	13	3	21	9	10	6	5	18	2	13	10	4	1	27	2	1
NET: Ever	36	8	4	4	26	4	14	14	4	11	25	10	12	7	22	3	16	13	5	1	34	3	3

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 75

Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Xpanded.com

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Never	1120	339	174	188	744	267	573	233	46	821	299	98	148	115	60	274	25	569	384	90	18	888	231
	97%ghjk	98%	98%	98%	97%	99%gh	98%gh	94%	91%	99%TJK	92%	91%	92%	94%	90%	92%	91%	97%	97%	95%	96%	96%	99%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 76

Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Xpanded.com

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
Several times a day	2	-	-	-	2	-	*	*	1	*	-	*	*	*	2	-	-	-	2	1	1	-	-	-	-	-	1	-
At least once a day	4	1	-	-	3	1	-	*	*	*	1	*	*	*	2	1	*	*	3	1	-	*	-	-	-	*	*	-
At least once a week	8	1	-	-	7	1	1	1	2	*	*	1	1	1	6	2	1	*	6	1	*	-	*	-	-	1	*	-
At least once a month	4	-	-	-	4	-	-	*	1	*	*	1	*	*	4	-	-	-	2	2	-	-	-	-	-	-	-	1
At least once in the last 3 months	6	-	-	-	5	-	*	*	2	*	1	-	-	-	4	1	-	-	5	4	1	-	-	1	-	*	-	-
At least once in the last 12 months	5	-	*	-	5	-	*	-	1	-	*	2	1	4	1	-	-	1	4	4	*	-	-	2	-	-	-	-
Used to use, but haven't in the last 12 months	7	1	*	-	6	*	1	1	*	-	2	*	1	-	7	1	1	1	6	5	2	-	-	-	-	*	1	-
NET: At least daily	6	1	-	-	5	1	*	1	1	*	1	1	*	*	4	1	*	4	4	1	-	*	-	-	-	1	*	-
NET: At least weekly	14	1	-	-	13	2	1	1	3	1	*	2	1	1	10	3	1	11	9	2	*	*	-	-	-	1	1	-
NET: At least monthly	18	2	-	-	16	2	1	1	4	1	3	2	1	1	14	3	1	14	11	4	*	*	*	*	-	1	1	-
NET: Within the last 3 months	23	2	-	-	21	2	1	1	6	2	1	4	2	1	18	4	1	19	15	5	*	*	1	-	2	1	-	
NET: At least yearly	29	2	*	-	26	2	2	1	6	2	1	5	4	3	22	5	1	23	18	5	*	*	3	-	2	1	-	
NET: Ever	36	3	1%	-	33	2	3	2	6	2	4	5	5	3	29	6	2	3	28	23	7	*	*	3	-	2	1	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 76

Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Xpanded.com

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1120	96	54	33	936	45	126	91	87	73	104	150	160	101	671	436	28	55	1015	422	197	50	58	51	232	81	28
	97%ns	97%	99%	100%	97%	95%	98%	98%	93%	97%	97%	97%	97%	98%	96%	99%Tn	94%	95%	97%T	95%	97%	100%	100%	95%	100%Tstw	98%	95%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 77

Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Xpanded.com

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £52,000+ (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Several times a day	2	*	*	*	*	*	2	2	2	2	2	2	1	1	1	1	*	*	*	2
	q	*	*	*	*	*	*	*	1%	*	1%	2%Tf	1%Tf	6%Tfghi	4%Tfghi	2%Tfghi	*	*	*	*
At least once a day	4	1	*	1	*	1	3	3	3	3	3	3	2	3	2	3	1	3	1	*
	qs	*	*	*	*	1%	*	*	1%	*	1%Tf	2%Tf	2%Tf	9%Tfghi	8%Tfghi	4%Tfghi	1%q	*	1%	*
At least once a week	8	2	3	1	1	1	8	7	6	7	7	5	6	5	4	5	5	3	5	2
	1%q	1%	1%	1%	1%	1%	1%	1%	2%Tf	1%	2%Tf	4%Tfghi	6%Tfghi	19%Tfghi	11%Tfghi	8%Tfghi	2%Tq	*	1%	*
At least once a month	4	1	1	*	*	*	4	3	3	3	3	3	2	2	2	2	2	2	2	2
	*	1%	*	*	*	*	*	1%	*	1%	2%Tf	3%Tf	3%Tf	9%Tfghi	5%Tfghi	3%Tfghi	1%	*	*	*
At least once in the last 3 months	6	1	1	2	1	1	5	5	5	5	5	3	4	3	2	3	4	2	4	1
	q	*	*	1%	1%	1%	*	1%	1%Tf	1%	2%Tf	2%Tf	4%Tfghi	12%Tfghi	5%Tfghi	4%Tfghi	2%Tq	*	1%	*
At least once in the last 12 months	5	*	*	2	*	2	5	3	2	5	2	3	2	2	2	1	4	1	5	*
	qs	*	*	1%	*	2%	1%	1%	1%	1%	2%Tf	2%Tfghi	2%Tf	9%Tfghi	4%Tfghi	1%	2%Tq	*	1%Ts	*
Used to use, but haven't in the last 12 months	7	1	2	2	1	1	7	6	5	6	6	3	2	2	1	1	4	3	6	1
	1%qs	*	1%	1%	1%	1%	1%	1%	1%	1%	2%Tf	2%Tf	2%Tf	7%Tfghi	1%	2%Tf	2%Tq	*	1%sa	*
NET: At least daily	6	1	1	1	1	1	5	5	5	5	5	5	4	4	4	4	4	2	6	*
	1%qs	1%	*	*	*	1%	1%	1%	1%Tf	1%	2%Tf	4%Tfghi	4%Tfghi	14%Tfghi	11%Tfghi	6%Tfghi	2%Tq	*	1%Ts	*
NET: At least weekly	14	3	4	3	2	1	13	11	11	13	12	10	11	8	9	9	9	5	11	3
	1%qs	1%	1%	1%	1%	1%	1%	2%T	3%Tf	1%	4%Tf	8%Tfghi	9%Tfghi	34%Tfghi	22%Tfghi	14%Tfghi	3%Tq	5	11	3
NET: At least monthly	18	4	5	3	2	2	17	15	14	16	14	13	14	11	10	11	10	7	13	5
	2%qs	2%	2%	1%	2%	2%	2%	2%T	4%Tf	2%	5%Tf	11%Tfghi	12%Tfghi	43%Tfghi	27%Tfghi	17%Tfghi	4%Tq	1%	3%Ts	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 77

Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Xpanded.com

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	23 2%qs	5 2%	6 2%	5 2%	3 2%	3 3%	22 2%	20 3%Tf	19 5%Tgi	22 2%	19 6%Tgi	16 13%Tghij	18 15%Tghij	14 54%Tighjkl	12 32%Tighjkl	14 22%Tighjkl	14 5%Tq	9 1%	18 4%Ts	6 1%
NET: At least yearly	29 2%qs	5 2%	6 2%	7 2%	3 2%	4 4%	27 3%	23 4%Tf	21 6%Tgi	27 3%	21 7%Tgi	19 15%Tghij	20 17%Tghij	16 63%Tighjkl	14 38%Tighjkl	15 23%Tighjkl	18 7%Tq	10 1%	22 5%Ts	6 1%
NET: Ever	36 3%qs	5 2%	8 3%	9 3%	4 3%	5 5%	35 3%	29 5%Tf	26 7%Tgi	33 3%	27 9%Tgi	22 18%Tghij	22 19%Tghij	18 70%Tighjkl	14 38%Tighjkl	16 26%Tighjkl	23 9%Tq	13 1%	28 6%Ts	8 1%
Never	1120 97%ghjk lmnopr	217 98%	310 97%	265 97%	140 97%	98 95%	999 97%ghjk lmno	584 95%hkl mno	326 93%klmno	923 97%ghjk lmno	272 91%klmno	103 82%lmno	93 81%lmno	7 30%	23 62%	46 74%mn	234 91%	672 99%Tp	425 94%	694 99%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 78
Q1. VSP usage frequency - TV Girls Plaza

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
TV Girls Plaza

	Gender		Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55-64 (n)	65-74 (o)	75-84 (p)	55+ (q)	65+ (r)	White (s)	Minority Ethnic background (t)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	2	1	1	1	1	1	-	1	1	2	1	*	1	*	-	-	-	-	-	1	1	-	1	*	1	1	-	*
At least once a day	3	2	1	1	1	1	*	2	1	3	*	1	1	-	-	-	-	-	-	1	2	*	1	*	1	1	1	1
At least once a week	6	4	1	2	2	1	1	4	2	6	2	1	2	1	-	-	-	-	-	2	3	1	2	*	1	2	1	1
At least once a month	3	3	*	1	1	*	*	2	1	3	1	1	1	-	-	1	-	1	1	2	1	-	1	-	1	*	1	*
At least once in the last 3 months	3	2	2	2	1	1	*	2	1	3	1	1	1	*	-	-	-	-	-	2	1	-	1	*	1	*	*	1
At least once in the last 12 months	7	5	1	3	2	1	4	3	7	2	2	2	2	1	-	-	-	-	-	4	2	*	1	-	1	-	-	3
Used to use, but haven't in the last 12 months	5	2	2	3	1	-	2	3	2	5	3	1	-	*	*	-	-	*	*	3	2	*	2	-	1	-	2	2
NET: At least daily	6	3	2	2	1	2	*	4	2	6	2	2	2	1	-	-	-	-	-	3	3	*	2	1	3	1	1	1
NET: At least weekly	11	8	3	4	3	3	1	7	4	11	3	3	3	2	-	-	-	-	-	5	6	1	4	1	4	3	1	3
NET: At least monthly	14	10	4	5	4	3	2	10	5	14	4	4	4	2	-	1	-	1	1	7	7	1	6	1	5	4	2	3
NET: Within the last 3 months	18	12	5	7	5	4	2	12	6	18	5	5	5	2	-	1	-	1	1	9	8	1	7	1	7	4	2	5
NET: At least yearly	24	17	7	8	6	3	16	8	24	6	7	7	3	-	1	-	1	1	1	14	10	1	8	1	8	4	2	8
NET: Ever	29	20	9	10	9	6	4	19	10	29	10	8	7	4	-	1	-	1	1	17	12	1	10	1	9	4	4	10
Never	1127	541	579	288	335	239	256	623	495	1127	132	205	195	215	172	136	72	381	208	991	126	28	72	20	448	53	40	562
	97%akuw AB	96%	98%	97%	98%	98%	98%	97%	98%	97%sk	93%	96%	96%	98%sk	100%Tjk lm	100%sk	100%	100%Tjk lm	100%Tjki m	98%Tuw	92%	96%	88%	96%	98%LAB	93%	92%	98%LAB

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 79

Q1. VSP usage frequency - TV Girls Plaza

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

TV Girls Plaza

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	2	*	*	*	2	*	*	1	*	*	2	1	*	*	*	2	*	*	1	*	*	2	*
At least once a day	3	1	1	1	2	*	2	1	*	1	2	1	1	1	2	*	2	*	1	*	3	*	
At least once a week	6	1	*	1	4	1	1	3	1	4	1	2	2	1	4	*	2	2	1	*	5	1	
At least once a month	3	1	*	1	2	*	1	1	1	2	1	1	*	*	2	*	2	1	1	*	2	1	
At least once in the last 3 months	3	1	1	*	2	*	1	1	1	2	2	1	*	*	2	*	1	2	1	*	3	*	
At least once in the last 12 months	7	1	1	*	5	1	4	2	-	3	4	2	2	-	4	-	4	3	-	-	6	*	
Used to use, but haven't in the last 12 months	5	2	2	*	2	*	1	2	1	2	2	1	*	*	2	1	2	*	3	-	1	4	1
NET: At least daily	6	1	1	1	4	*	2	3	*	4	2	2	1	1	4	-	2	2	2	-	5	*	
NET: At least weekly	11	2	1	2	8	1	3	6	1	3	8	3	4	3	2	8	*	4	4	2	10	1	
NET: At least monthly	14	3	1	2	10	1	5	7	1	4	11	4	6	3	2	10	1	6	5	3	13	1	
NET: Within the last 3 months	18	4	2	3	12	1	6	9	2	5	13	6	7	4	3	12	1	7	6	4	16	2	
NET: At least yearly	24	5	3	3	17	2	10	11	2	7	17	8	9	4	4	16	1	10	9	4	22	2	
NET: Ever	29	8	4	3	19	2	11	13	3	10	19	9	9	4	6	17	2	11	12	4	26	3	

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 79

Q1. VSP usage frequency - TV Girls Plaza

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
TV Girls Plaza

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	822	234
Never	1127	340	174	189	750	269	576	235	47	822	304	99	151	118	61	279	25	574	385	90	17	896	231
	97%gkl	98%	98%	98%	97%	99%Tgh	98%g	95%	94%	99%Tjkl	94%	92%	94%	96%	91%	94%	91%	98%	97%	96%	92%	97%	99%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 80

Q1. VSP usage frequency - TV Girls Plaza

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

TV Girls Plaza

	GO Region											Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
Several times a day	2	-	-	-	2	*	*	-	*	1	*	1	*	*	2	*	-	-	2	2	*	-	*	-	-	-	-	1%
At least once a day	3	1	-	-	3	-	*	*	1	*	*	*	*	*	3	1	-	*	3	*	-	-	-	-	-	-	-	-
At least once a week	6	*	-	-	5	*	*	*	1	*	-	2	1	*	5	*	*	*	4	3	1	-	*	-	-	-	-	-
At least once a month	3	-	-	*	2	-	*	-	-	-	-	*	-	1	2	1	-	-	3	2	1	-	*	-	1	-	-	
At least once in the last 3 months	3	1	-	1%	3	-	*	*	1	-	*	1	-	-	3	-	-	-	3	2	1	-	-	-	-	-	-	-
At least once in the last 12 months	7	-	1	-	5	-	*	1	1	-	1	-	*	1	6	1	1	2	4	5	*	-	*	-	-	-	-	1
Used to use, but haven't in the last 12 months	5	-	-	-	5	*	-	-	2	1	-	1	1	-	4	*	-	1	3	2	*	-	-	1	-	-	-	1
NET: At least daily	6	1	-	-	5	*	*	*	1	1	*	1	*	*	5	1	-	*	5	4	1	-	-	-	-	-	-	-
NET: At least weekly	11	1	-	-	10	-	1	*	2	1	*	3	2	1	9	1	-	*	9	8	2	*	-	-	-	-	-	1
NET: At least monthly	14	1	-	*	13	*	1	1	2	2	*	3	2	2	12	2	*	*	12	9	3	*	*	*	1	*	*	1
NET: Within the last 3 months	18	2	*	*	15	*	1	1	2	2	1	4	2	2	15	2	*	*	15	11	4	*	*	*	1	*	*	1
NET: At least yearly	24	2	1	*	20	*	2	2	3	2	2	4	2	3	20	3	1	2	19	16	4	*	1	*	1	*	*	1
NET: Ever	29	2	1	*	25	1	2	2	5	3	2	5	4	3	25	3	1	3	22	19	4	*	1	2	1	*	*	2

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 80

Q1. VSP usage frequency - TV Girls Plaza

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

TV Girls Plaza

	GO Region														Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1127	97	53	33	944	46	127	91	89	73	105	151	161	100	675	438	29	55	1021	427	199	50	58	52	232	83	27
	97%ns	98%	97%	99%	97%	98%	99%	98%	95%	96%	98%	97%	98%	97%	96%	99%Tn	97%	94%	98%T	96%	98%	99%	99%	97%	100%Ts	100%	93%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 81

Q1. VSP usage frequency - TV Girls Plaza

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

TV Girls Plaza

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625	
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702	
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545	
Several times a day	2	*	*	*	*	*	*	*	*	*	*	2%	2%	2%	2%	2%	2%	1%	*	*	*
At least once a day	3	*	1	1	*	1	3	3	3	3	3	3	3	3	3	3	3	*	3	*	
At least once a week	6	1	1	2	1	1	5	6	5	6	6	5	5	4	4	4	4	2	4	1	
At least once a month	3	*	1	1	1	*	3	3	3	3	2	2	2	2	2	1	2	1	2	1	
At least once in the last 3 months	3	1	1	1	1	*	3	3	3	3	2	2	3	2	2	3	2	1	3	1	
At least once in the last 12 months	7	*	2	2	*	*	6	5	4	6	4	2	3	4	*	1	5	2	6	*	
Used to use, but haven't in the last 12 months	5	1	2	2	*	*	5	4	4	4	4	2	1	*	1	1	4	1	4	1	
NET: At least daily	6	1	1	1	1	1	5	5	5	6	5	6	5	5	5	5	5	1	5	*	
NET: At least weekly	11	2	3	3	2	2	11	11	11	11	10	11	11	9	9	10	9	2	10	1	
NET: At least monthly	14	2	3	4	2	2	14	14	13	14	13	13	13	11	11	11	10	4	12	2	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 81

Q1. VSP usage frequency - TV Girls Plaza

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

TV Girls Plaza

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	18 2%qs	3 1%	4 1%	4 2%	3 2%	3 3%	17 2%	17 3%Tf	16 5%Tgi	17 2%	15 5%Tgi	15 12%Tghij	16 14%Tghij	13 52%Tighjkl	12 33%Tighjkl	13 21%Tighjkl	12 5%Tq	5 1%	14 3%Ts	3*
NET: At least yearly	24 2%qs	3 1%	5 2%	6 2%	3 2%	3 3%	23 2%	22 4%Tf	20 6%Tgi	23 2%	20 7%Tgi	18 14%Tghij	19 17%Tghij	17 66%Tighjkl	13 34%Tighjkl	14 22%Tighjkl	17 7%Tq	7 1%	21 5%Ts	3*
NET: Ever	29 3%qs	3 2%	7 2%	9 3%	3 2%	3 3%	28 3%	25 4%Tf	24 7%Tgi	27 3%	23 8%Tgi	20 16%Tghij	20 17%Tghij	17 36%Tighjkl	14 36%Tighjkl	15 24%Tighjkl	21 8%Tq	8 1%	25 5%Ts	4
Never	1127 97%ghjk lmnopr	219 98%	311 98%	265 97%	141 98%	100 97%	1006 97%ghjk lmno	588 96%hkl mno	329 93%klm no	929 97%ghk lmno	275 92%klm no	105 84%lmno	96 83%lmno	8 3%	24 64%	47 76%mn	236 92%	877 99%Tp	429 95%	698 99%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 82

Q1. VSP usage frequency - UK Babe Channels Video

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
UK Babe Channels Video

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	2	1	1	*	1	1	*	1	1	2	*	*	1	*	-	-	-	-	-	1	1	-	1	*	1	*	*	*
At least once a day	6	4	3	2	2	1	*	4	2	6	1	3	1	1	-	-	-	-	2	4	*	3	1	2	2	2	2	1
At least once a week	7	5	1	2	3	1	1	5	2	7	1	2	2	2	-	-	-	-	3	4	1	3	1	2	2	2	1	2
At least once a month	5	4	1	3	1	*	1	4	1	5	1	2	1	1	-	-	-	-	3	2	-	1	*	2	1	1	1	1
At least once in the last 3 months	5	3	2	2	2	1	1	3	2	5	2	1	2	-	*	*	*	*	4	1	-	1	*	2	1	-	2	2
At least once in the last 12 months	4	4	*	1	2	1	1	3	2	4	*	2	*	1	1	-	-	1	4	*	*	-	-	1	-	-	-	4
Used to use, but haven't in the last 12 months	12	9	3	2	2	3	5	4	8	12	2	6	1	1	-	2	-	2	2	10	2	-	2	-	5	-	2	5
NET: At least daily	9	5	4	3	3	2	*	5	3	9	2	4	2	1	-	-	-	-	3	5	*	4	1	3	2	2	2	1
NET: At least weekly	15	10	5	5	5	3	2	10	5	15	3	6	3	3	-	-	-	-	6	9	1	7	1	5	4	4	2	3
NET: At least monthly	20	14	6	7	7	3	3	14	6	20	4	8	4	4	-	-	-	-	9	11	1	8	2	7	5	3	5	1
NET: Within the last 3 months	26	18	8	9	8	4	3	17	8	26	5	9	6	4	*	*	*	*	13	12	1	9	2	9	6	3	6	6
NET: At least yearly	30	22	8	10	10	6	4	20	10	30	6	11	7	5	1	*	-	1	17	12	1	9	2	10	6	3	10	2
NET: Ever	42	31	11	12	12	9	9	24	17	42	8	18	7	7	1	2	-	3	2	27	14	1	11	2	15	6	5	15

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 82

Q1. VSP usage frequency - UK Babe Channels Video
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.
Base: All Adult respondents
UK Babe Channels Video

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	211**	457	57*	43*	572	
Never	1114	530	578	287	331	236	252	618	488	1114	134	195	195	212	172	135	72	379	207	981	123	28	71	19	443	51	38	557	
	96% _{caluw}	95%	96% _{Ta}	96%	97%	96%	97%	96%	97%	96% _{kl}	95%	92%	96%	97% _{kl}	97% _{kl}	99% _{kl}	100% _{kl}	99% _{kl}	99% _{Tjkl}	99% _{Tjkl}	97% _{Tuw}	90%	96%	87%	90%	97% _{AB}	90%	86%	97% _{AB}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 83

Q1. VSP usage frequency - UK Babe Channels Video

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
UK Babe Channels Video

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	2	*	*	*	2	1	*	1	*	1	1	*	1	*	1	*	*	1	1	*	*	2	*
At least once a day	6	1	*	1	5	*	2	3	1	2	5	3	2	1	2	4	1	2	2	1	*	6	*
At least once a week	7	3	1	2	4	1	2	3	1	3	4	2	2	2	1	4	*	3	2	2	*	6	1
At least once a month	5	1	1	1	4	*	2	3	*	1	3	3	1	1	1	3	*	2	2	1	*	5	*
At least once in the last 3 months	5	1	*	*	4	1	2	1	*	2	3	1	2	1	3	*	3	1	1	*	5	1	
At least once in the last 12 months	4	3	2	*	1	2	2	*	*	3	1	1	*	*	1	*	3	1	*	*	4	*	
Used to use, but haven't in the last 12 months	12	4	4	2	7	*	6	4	1	5	6	1	3	1	3	4	2	7	3	*	10	2	
NET: At least daily	9	1	*	1	6	1	2	5	1	3	6	3	3	1	2	6	1	3	3	2	*	8	*
NET: At least weekly	15	4	2	3	11	2	5	7	2	5	10	5	5	3	3	10	1	6	5	3	*	14	2
NET: At least monthly	20	5	2	4	14	2	7	10	2	7	14	8	6	4	3	13	1	8	7	4	*	19	2
NET: Within the last 3 months	26	6	3	4	19	3	9	11	2	9	17	9	8	4	4	16	1	10	8	6	*	23	2
NET: At least yearly	30	9	5	4	20	5	11	12	3	12	18	10	8	4	4	17	1	13	9	8	*	28	2
NET: Ever	42	13	8	7	27	5	18	16	4	18	24	11	12	5	6	22	2	20	13	6	2	38	4

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 83

Q1. VSP usage frequency - UK Babe Channels Video
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.
Base: All Adult respondents
UK Babe Channels Video

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Never	1114	334	170	186	742	266	569	232	46	814	300	97	148	117	60	275	25	565	384	89	17	884	230
		96%gjd	96%	95%	96%	98%gh	97%g	94%	93%	98%Tjd	93%	90%	93%	96%	90%	93%	91%	97%	97%	94%	92%	96%	98%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 84

Q1. VSP usage frequency - UK Babe Channels Video

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
UK Babe Channels Video

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
Several times a day	2	-	-	-	2	-	-	-	-	1	-	-	-	-	2	-	-	2	2	2	-	-	-	-	-	-	-
At least once a day	6	-	-	-	6	-	-	-	-	1	1	2	1	1	5	1	-	6	4	2	-	-	-	-	-	-	-
At least once a week	7	-	-	-	6	-	-	-	1	1	2	1	1	1	6	1	-	5	5	2	-	-	-	-	-	-	-
At least once a month	5	-	-	-	5	-	1	1	-	-	1	-	1	1	4	1	-	4	4	1	-	-	-	-	-	-	-
At least once in the last 3 months	5	1	-	-	4	-	-	1	-	1	1	-	-	5	1	1	-	4	3	1	-	-	-	-	-	-	1
At least once in the last 12 months	4	1	-	-	3	-	1	-	1	1	-	-	1	3	1	-	-	4	3	1	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	12	-	2	-	10	1	-	2	2	-	1	2	2	-	8	4	-	1	11	5	2	2	1	-	-	-	1
NET: At least daily	9	-	-	-	8	1	-	-	1	1	1	2	1	1	7	1	-	7	5	3	-	-	-	-	-	-	-
NET: At least weekly	15	1	-	-	15	1	1	1	2	1	4	2	2	2	12	2	-	1	13	10	4	-	-	-	-	-	1
NET: At least monthly	20	1	-	-	19	1	1	1	3	2	5	2	2	2	16	3	-	1	17	13	5	-	-	-	-	-	1
NET: Within the last 3 months	26	2	-	-	23	1	1	2	3	2	6	2	2	2	21	4	1	1	21	17	7	-	-	-	-	-	1
NET: At least yearly	30	3	-	1	26	1	2	2	4	3	2	6	3	2	24	5	1	1	26	20	7	1	-	-	-	-	1
NET: Ever	42	3	2	1	36	2	2	4	6	3	3	8	5	2	32	9	1	2	36	25	9	3	2	-	-	-	2

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 84

Q1. VSP usage frequency - UK Babe Channels Video

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

UK Babe Channels Video

	GO Region														Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1114	96	52	33	933	45	126	89	88	72	104	148	160	101	668	433	29	56	1007	420	195	47	58	52	232	83	27
	96%ns	97%	96%	98%	96%	95%	98%	96%	93%	96%	97%	95%	97%	98%	95%	98%ns	97%	97%	97%	94%	96%	94%	100%	97%	100% ^{Tst}	100%	93%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 85

Q1. VSP usage frequency - UK Babe Channels Video

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
UK Babe Channels Video

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £52,000+ (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Several times a day	2	*	*	1	*	*	2	2	2	2	2	2	2	2	2	2	1	1	2	*
At least once a day	6	*	1	1	*	2	6	6	6	6	5	5	4	4	5	4	5	2	5	1
At least once a week	7	2	1	2	*	1	6	7	6	7	5	5	6	3	3	5	5	2	5	1
At least once a month	5	*	1	1	1	1	5	5	5	4	3	3	2	1	3	3	2	4	1	*
At least once in the last 3 months	5	1	1	1	1	1	5	5	4	4	4	3	1	3	1	3	3	3	4	1
At least once in the last 12 months	4	*	2	1	1	1	4	3	4	4	3	2	2	2	3	2	2	3	4	1
Used to use, but haven't in the last 12 months	12	3	4	3	*	*	12	6	6	9	5	4	1	*	-	2	7	5	7	5
NET: At least daily	9	1	2	2	1	2	8	8	7	8	7	7	6	5	6	6	6	3	7	1
NET: At least weekly	15	2	3	4	1	3	14	14	13	15	12	12	9	9	11	11	11	5	12	3
NET: At least monthly	20	2	4	6	2	4	19	19	18	19	16	15	11	11	13	14	7	16	4	4

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 85

Q1. VSP usage frequency - UK Babe Channels Video

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

UK Babe Channels Video

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	26 2%qs	4 2%	5 1%	7 2%	3 2%	5 5%	25 2%	24 4%Tfi	22 6%Tfij	24 2%	20 7%Tfij	18 15%Tfghij	19 16%Tfghij	14 56%Tfghijkl	12 33%Tfghijkl	16 25%Tfghijkl	17 7%Tq	9 1%	20 4%Ts	5 1%
NET: At least yearly	30 3%qs	4 2%	6 2%	8 3%	4 3%	5 5%	29 3%	27 4%Tfi	25 7%Tfij	28 3%	23 8%Tfij	20 16%Tfghij	21 18%Tfghij	14 57%Tfghijkl	14 38%Tfghijkl	19 30%Tfghijkl	18 7%Tq	12 1%	24 5%Ts	6 1%
NET: Ever	42 4%qs	7 3%	11 3%	12 4%	4 3%	6 6%	41 4%	33 5%Tfi	31 9%Tfij	37 4%	29 10%Tfij	24 19%Tfghij	22 19%Tfghij	14 57%Tfghijkl	14 38%Tfghijkl	20 33%Tfghijkl	25 10%Tq	16 2%	31 7%Ts	11 2%
Never	1114 96%ghjklmnop	216 97%	307 97%	262 96%	140 97%	97 94%	993 96%ghjklmnop	591 95%hijklmno	321 91%klmnop	919 96%ghjklmnop	270 90%klmnop	101 81%lmno	94 81%lmno	11 43%	23 62%	42 67%lm	231 90%	869 98%Tp	423 93%	691 98%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 86

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Fanzworld

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	3	2	1	1	1	1	*	1	1	3	1	*	1	*	-	-	-	-	1	1	*	1	-	1	*	1	*	
At least once a day	5	4	1	3	1	*	*	5	*	5	3	1	1	1	-	-	-	-	3	2	*	2	*	2	1	*	2	
At least once a week	6	5	2	2	2	1	1	4	2	6	1	3	1	1	-	-	-	-	3	3	1	2	-	2	1	1	2	
At least once a month	3	2	1	2	*	*	*	2	1	3	1	1	1	1	-	-	-	-	2	2	*	1	*	2	1	*	*	
At least once in the last 3 months	3	2	1	1	1	1	*	2	2	3	1	1	1	*	-	-	-	-	3	1	-	*	*	1	*	*	2	
At least once in the last 12 months	3	2	*	2	*	*	*	2	*	3	*	1	*	1	-	-	-	1	2	*	-	*	*	1	-	-	2	
Used to use, but haven't in the last 12 months	10	9	1	3	4	2	-	7	2	10	1	5	2	1	*	1	-	1	9	1	-	1	-	4	1	*	5	
NET: At least daily	9	6	2	4	2	1	*	6	2	8	4	1	2	1	-	-	-	-	4	4	*	3	*	3	1	1	3	
NET: At least weekly	14	10	4	6	4	2	1	10	4	14	5	4	3	2	-	-	-	-	7	7	2	5	1	5	2	2	5	
NET: At least monthly	17	12	5	8	5	3	1	13	4	17	6	5	4	2	-	-	-	-	9	8	2	6	1	6	3	2	5	
NET: Within the last 3 months	20	15	6	9	5	4	2	14	6	20	7	6	5	3	-	-	-	-	11	9	2	6	1	7	4	2	7	
NET: At least yearly	23	17	6	11	5	4	2	17	6	23	7	7	5	3	1	-	-	1	14	9	2	6	1	7	4	2	10	
NET: Ever	33	26	7	15	9	7	2	24	9	33	8	12	7	4	1	1	-	2	23	10	2	7	1	11	4	2	15	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 86

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
Fanzworld

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	211**	457	57*	43*	572
Never	1123 97% w	535 95% w	582 99% Ta	284 95% Ta	334 97% Ta	238 97% Ta	258 99% Tcg	618 96% Tcg	496 98% Tcg	1123 97% Td	134 94% Td	201 94% Td	195 96% Td	215 98% Td	172 99% Td	136 99% Td	72 100% Td	379 99% Tj	208 100% Tj	985 98% Tj	128 93% Tj	27 94% Tj	75 91% Tj	20 86% Tj	447 98% Tj	53 93% Tj	41 94% Tj	557 97% Tj

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 87

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Fanzworld

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	3	*	*	*	2	*	*	1%	*	*	2	1	1	1	*	2	-	1	1	1	-	2	*
At least once a day	5	1	*	1	4	-	1	4	*	5	3	4	1	1	5	1	3	1	1	1	-	5	-
At least once a week	6	2	1	1	4	*	3	3	1	1	5	3	2	2	5	-	2	3	1	*	6	*	
At least once a month	3	*	*	*	3	-	1	2	-	1	2	1	1	*	2	-	1	2	1	-	3	*	
At least once in the last 3 months	3	2	1	1	2	*	2	1	*	2	2	1	1	*	2	-	2	*	1	-	3	*	
At least once in the last 12 months	3	1	1	*	1	1	1	*	-	1	1	1	*	-	1	-	1	2	-	-	1	1	
Used to use, but haven't in the last 12 months	10	3	1	1	5	1	4	3	1	4	6	3	2	*	6	+	5	5	-	-	10	-	
NET: At least daily	8	2	1	1	6	*	2	5	*	1	7	4	5	1	2	7	1	4	2	2	-	8	*
NET: At least weekly	14	3	1	2	9	1	4	8	1	2	12	6	7	3	2	11	1	6	5	3	*	13	1
NET: At least monthly	17	4	1	2	12	1	6	10	1	4	14	7	8	4	2	13	1	6	6	4	*	16	1
NET: Within the last 3 months	20	5	2	3	14	1	8	11	1	5	15	8	9	4	2	15	1	8	7	4	-	19	2
NET: At least yearly	23	6	3	3	15	2	9	11	2	6	17	9	9	4	2	16	1	9	8	4	*	20	3
NET: Ever	33	9	5	4	20	3	13	14	3	10	23	12	11	5	4	22	1	14	13	5	*	30	3

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 87

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Fanzworld

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	822	234
Never	1123	338	174	188	749	268	574	234	47	822	301	96	149	117	63	275	26	570	384	89	19	892	231
	97%gkl	97%	97%	98%	97%	99%g	98%g	94%	95%	99%Tjkl	93%	89%	93%	96%k	94%	93%	96%	98%	97%	95%	99%	97%	99%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 88

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Fanzworld

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
Several times a day	3	*	*	*	2	*	*	*	*	1	*	1	*	*	2	*	*	*	2	2	1	*	*	*	*	*	*	1%
At least once a day	5	*	*	1	4	*	*	*	1	1	*	1	1	1	3	2	*	*	5	4	1	*	*	*	*	*	*	*
At least once a week	6	*	*	*	6	*	*	*	1	*	*	2	1	1	5	1	1	*	4	4	1	*	*	*	*	*	*	*
At least once a month	3	1	*	*	3	*	*	*	1	*	*	1	1	*	3	*	*	*	3	3	1	*	*	*	*	*	*	*
At least once in the last 3 months	3	*	*	*	3	*	*	1	1	*	1	*	*	*	2	1	*	*	2	2	*	*	*	*	*	*	*	1%
At least once in the last 12 months	3	*	*	*	2	*	*	1	1	*	1	*	*	*	2	1	*	*	2	2	*	*	*	*	1	*	*	*
Used to use, but haven't in the last 12 months	10	1	*	*	9	1	*	*	2	4	2	4	2	*	8	2	*	1	8	5	3	*	*	1	*	*	1	3%
NET: At least daily	8	1	*	1	7	*	1	*	1	1	1	2	1	*	5	2	*	7	6	1	*	*	*	*	*	*	*	*
NET: At least weekly	14	1	*	1	12	*	1	*	2	2	1	4	2	1	10	3	*	11	10	3	*	*	*	*	*	*	*	1
NET: At least monthly	17	1	*	1	15	*	1	1	3	2	1	5	2	1	13	3	1	1	14	12	3	*	*	*	*	*	*	1
NET: Within the last 3 months	20	1	*	1	18	*	1	1	4	2	1	5	3	1	16	4	1	1	17	15	4	*	1	*	*	*	*	1
NET: At least yearly	23	2	*	1	20	*	1	1	5	2	2	5	3	1	18	4	1	1	19	16	4	*	1	*	1	*	1	
NET: Ever	33	2	*	1	29	1	2	1	5	2	5	9	4	1	26	6	1	2	27	21	6	*	1	*	2	*	2	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 88

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Fanzworld

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1123	97	54	32	939	46	127	91	89	73	103	147	160	102	674	436	29	56	1016	424	197	50	58	53	230	83	27
	97%ns	98%	100%	97%	97%	98%	98%	99%	95%	97%	96%	95%	97%	99%	96%	99%ns	98%	96%	97%	95%	97%	100%	99%	99%	99%ns	100%	95%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 89

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Fanzworld

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £52,000 + (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Several times a day	3	*	*	1	*	1	3	3	2	3	2	3	2	2	2	2	2	1	2	*
	q	*	*	*	*	1%	*	*	1%	*	1%	2%Tfji	2%Tfghi	8%Tfghi	5%Tfghi	4%Tfghi	1%	*	1%	*
At least once a day	5	*	1	2	1	1	5	5	5	5	5	4	5	3	3	3	5	1	5	-
	q	*	*	1%	1%	1%	*	1%	1%Tfi	1%	2%Tfi	4%Tfji	4%Tfghi	12%Tfghi	8%Tfghi	5%Tfghi	2%Tq	*	1%Ts	-
At least once a week	6	1	1	1	1	1	6	6	6	6	6	5	6	5	5	4	4	2	4	2
	1%q	*	*	1%	1%	1%	1%	1%	2%Tfi	1%	2%Tfi	4%Tfghi	5%Tfghi	20%Tfgh	12%Tfghi	7%Tfghi	2%Tq	*	1%	*
At least once a month	3	*	1	1	*	*	3	3	3	3	3	2	2	2	1	2	2	1	2	1
	*	*	*	*	*	*	*	1%	*	1%	1%T	2%Tfji	2%Tfi	7%Tfghi	4%Tfghi	3%Tfghi	1%	*	1%	*
At least once in the last 3 months	3	*	1	*	*	*	3	3	3	3	2	3	2	2	2	2	1	2	3	1
	*	*	*	*	*	*	*	*	1%	*	1%	2%Tfji	2%Tfghi	8%Tfghi	5%Tfghi	3%Tfghi	1%	*	1%	*
At least once in the last 12 months	3	*	1	1	*	*	3	2	1	3	2	1	2	1	*	1	2	2	2	1
	*	*	*	*	*	*	*	*	1%	1%	1%	1%Tfji	4%Tfghi	4%Tfghi	1%	2%Tfji	*	*	*	*
Used to use, but haven't in the last 12 months	10	1	2	3	2	1	10	7	7	8	5	5	4	1	1	2	4	5	8	2
	1%sa	*	1%	1%	2%	1%	1%	1%T	2%Tfi	1%	2%	4%Tfji	4%Tfji	4%Tfji	3%Tfi	3%Ti	2%	1%	2%Ts	*
NET: At least daily	8	1	1	2	2	1	8	8	7	8	7	7	8	5	5	5	7	1	8	*
	1%qs	*	*	1%	1%	1%	1%	1%T	2%Tfi	1%	2%Tfi	6%Tfghi	6%Tfghi	20%Tfgh	13%Tfghi	8%Tfghi	3%Tq	*	2%Ts	*
NET: At least weekly	14	1	3	4	3	2	14	13	13	14	13	12	13	10	10	9	11	3	12	2
	1%qs	1%	1%	1%	2%	2%	1%	2%Tfi	4%Tfji	1%	4%Tfji	10%Tfgh	12%Tfgh	40%Tfgh	25%Tfgh	15%Tfghi	4%Tq	*	3%Ts	*
NET: At least monthly	17	1	4	5	3	2	17	17	16	17	16	14	15	12	11	11	13	4	14	3
	1%qs	1%	1%	2%	2%	2%	2%	3%Tfi	4%Tfji	2%	5%Tfji	12%Tfgh	13%Tfgh	47%Tfgh	29%Tfgh	18%Tfghi	5%Tq	*	3%Ts	*

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 89

Q1. VSP usage frequency - Fanzworld

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Fanzworld

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	20	2	5	5	4	3	20	19	18	20	18	17	18	14	13	13	14	6	17	4
	2%qs	1%	2%	2%	2%	3%	2%	3%Tfi	5%Tfij	2%	6%Tfij	14%Tfghij	16%Tfghij	55%Tfghijkl	34%Tfghijkl	22%Tfghijkl	6%Tq	1%	4%Ts	1%
NET: At least yearly	23	2	6	6	4	3	22	21	20	23	20	17	20	15	13	14	15	8	19	4
	2%qs	1%	2%	2%	3%	3%	2%	3%Tfi	6%Tfij	2%	7%Tfij	14%Tfghij	17%Tfghij	59%Tfghijkl	35%Tfghijkl	23%Tfghijkl	6%Tq	1%	4%Ts	1%
NET: Ever	33	3	8	10	6	3	32	28	26	30	25	22	24	16	14	16	19	13	26	6
	3%qs	1%	3%	3%	4%	3%	3%	5%Tfi	7%Tfij	3%	8%Tfij	18%Tfghij	21%Tfghij	63%Tfghijkl	38%Tfghijkl	26%Tfghijkl	8%Tq	1%	6%Ts	1%
Never	1123	220	310	264	138	99	1002	586	326	926	274	102	92	9	23	46	237	672	427	696
	97%ghjklnopr	99%	97%	97%	96%	97%	97%ghjklmno	95%ghjklmno	93%klmno	97%ghjklmno	92%klmno	82%lmno	79%lmn	37%	62%	74%mn	92%	99%Tp	94%	99%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 90

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

PocketStars

	Gender		Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	2	1	1	1	1	-	*	2	*	2	-	1	1	*	-	-	-	-	1	1	1%	1	-	1	1	*	*	*
At least once a day	6	4	2	2	2	2	*	3	2	6	2	2	1	1	-	-	-	-	2	3	2%	1	2	*	2	2	*	1
At least once a week	8	5	2	3	1	2	1	5	3	8	1	2	2	1	1	-	-	1	4	3	2%	1	2	-	2	1	-	3
At least once a month	4	3	1	1	1	1	1	2	2	4	*	1	1	*	-	-	-	*	3	1	1%	-	1	-	1	-	*	2
At least once in the last 3 months	6	4	2	3	1	1	1	4	2	6	2	4	1	*	-	-	-	-	5	*	-	-	-	-	1	1	-	3
At least once in the last 12 months	4	4	1	2	1	1	-	3	1	4	1	2	1	*	-	-	-	*	4	1	1%	*	*	*	1	-	1	2
Used to use, but haven't in the last 12 months	8	7	1	4	2	1	*	7	1	8	1	3	1	1	1	-	2	1	7	1	1%	*	*	-	4	-	1	4
NET: At least daily	9	5	2	3	2	2	*	5	2	8	2	3	2	1	-	-	-	-	3	4	1%	1	3	*	3	2	*	2
NET: At least weekly	15	11	5	6	4	4	1	10	5	15	3	5	4	2	1	-	-	1	7	8	3%	1	6	1	5	3	1	4
NET: At least monthly	19	13	5	7	5	2	12	7	19	4	6	6	2	1	*	-	1	*	10	9	1%	1	7	1	7	4	1	6
NET: Within the last 3 months	25	18	7	10	6	7	3	16	9	25	6	10	6	2	1	*	-	1	15	9	1%	1	7	1	8	5	1	10
NET: At least yearly	29	21	8	12	7	8	3	19	10	29	7	12	8	2	1	*	-	1	18	10	2%	1	7	1	9	5	2	12
NET: Ever	37	28	9	16	9	9	3	25	12	37	8	15	8	3	2	1	-	3	1	25	11	2	8	1	12	5	3	16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 90

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
PocketStars

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Never	1118	533	579	283	334	236	258	616	493	1118	133	198	193	215	171	136	72	379	208	982	127	27	74	20	445	52	41	556
	97% wA	95%	98% Ta	95%	97%	96%	99% Tcg	96%	98% c	97% kl	94%	93%	96%	98% kl	99% kl	99% kl	100%	99% Tjkl m	99% Tjkl m	97% Tuw	92%	94%	90%	96%	97% A	91%	94%	97% A

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 91

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

PocketStars

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	2	-	-	-	1	-	1	1	-	1	1	1	-	-	-	1	-	-	1	-	-	2	-
At least once a day	6	1	-	1	4	-	2	3	-	2	4	2	2	1	1	4	-	2	2	1	-	5	-
At least once a week	8	2	1	1	5	1	3	4	1	1	6	3	3	2	-	6	-	3	2	2	-	7	-
At least once a month	4	1	1	-	2	-	1	2	-	1	2	1	1	1	-	2	-	2	1	-	-	3	-
At least once in the last 3 months	6	1	1	-	5	1	4	1	1	3	3	2	-	1	1	3	-	4	1	1	-	6	-
At least once in the last 12 months	4	1	-	1	3	-	3	1	1	2	2	1	1	-	-	2	-	1	2	1	-	4	1
Used to use, but haven't in the last 12 months	8	2	1	1	3	1	4	2	1	5	3	2	-	-	1	3	-	3	4	-	-	6	2
NET: At least daily	8	2	1	1	5	1	3	3	-	2	5	2	3	1	2	5	-	3	3	1	-	7	-
NET: At least weekly	15	4	1	3	10	2	6	7	1	4	11	6	6	3	2	11	-	6	5	3	1	15	1
NET: At least monthly	19	5	2	3	12	2	7	9	1	5	14	7	8	4	2	13	-	8	7	3	1	18	1
NET: Within the last 3 months	25	6	3	3	17	3	11	10	2	8	17	9	8	5	3	16	1	12	8	4	1	24	1
NET: At least yearly	29	8	3	5	19	3	13	11	2	10	19	10	9	5	3	18	-	13	10	8	1	27	2
NET: Ever	37	10	4	6	23	4	17	12	3	15	22	12	9	5	4	21	1	16	14	6	1	33	4

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 91

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

PocketStars

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Never	1118	337	174	187	747	267	570	235	47	817	301	96	151	117	63	275	26	568	383	88	18	889	230
	97% _{jko}	97%	98%	97%	97%	98% _{gh}	97%	95%	93%	98% _{tjk}	93%	89%	95%	96%	94%	93%	96%	97%	96%	94%	97%	96%	98%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 92

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

PocketStars

	GO Region											Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
Several times a day	2	*	*	*	2	*	*	*	*	*	*	*	*	*	2	*	*	*	2	1	*	*	*	*	*	*	*	*
At least once a day	6	1	*	*	5	*	*	*	*	*	2	1	1	1	5	1	*	*	5	4	1	*	*	1	*	*	*	
At least once a week	8	1	*	*	7	*	*	*	2	*	2	1	1	1	5	2	*	*	6	5	1	*	*	*	*	*	1	
At least once a month	4	*	*	*	3	*	*	*	1	*	1	*	*	*	4	*	*	*	2	1	*	*	*	*	*	*	*	
At least once in the last 3 months	6	*	*	*	6	*	1	1	2	*	1	*	*	*	5	2	1	*	5	4	1	*	*	*	*	*	1	
At least once in the last 12 months	4	1	*	1	3	*	*	*	*	*	1	1	1	1	4	*	*	*	4	4	*	*	*	*	*	*	*	
Used to use, but haven't in the last 12 months	8	1	*	*	7	*	*	*	1	3	2	1	1	1	6	2	*	1	6	3	2	*	*	2	*	1		
NET: At least daily	8	1	*	*	6	*	*	*	1	1	*	2	1	1	7	1	*	*	6	5	1	*	*	1	*	*	*	
NET: At least weekly	15	1	*	*	13	*	1	1	3	1	*	4	2	2	11	3	*	*	12	10	2	*	*	1	*	*	1	
NET: At least monthly	19	1	1	*	16	1	1	1	4	1	1	5	2	2	15	3	*	*	16	12	3	1	*	1	*	*	1	
NET: Within the last 3 months	25	1	1	*	23	1	1	2	6	1	1	6	3	2	20	4	1	1	21	16	4	1	1	1	*	*	2	
NET: At least yearly	29	2	1	1	25	1	1	2	6	2	1	7	3	2	24	5	1	1	24	20	4	1	1	1	*	*	2	
NET: Ever	37	3	1	1	32	1	1	2	6	3	4	9	4	2	30	6	1	2	31	23	6	1	1	1	2	*	3	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 92

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
PocketStars

	GO Region														Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1118	96	54	32	936	46	127	91	88	73	103	146	160	102	670	435	28	56	1012	423	197	50	57	52	230	83	26
	97%ns	97%	99%	96%	97%	98%	99%	98%	94%	96%	96%	94%	97%	98%	96%	99%Tn	95%	96%	97%	95%	97%	99%	98%	97%	99%Ts	100%	91%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 93

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

PocketStars

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Several times a day	2	*	1	1	1	-	2	2	2	2	2	2	2	2	2	2	1	1	2	-
	*	*	*	*	*	-	*	*	1%	*	1%	1%Tfji	1%Tfji	6%Tfghi	4%Tfghi	3%Tfghi	*	*	*	-
At least once a day	6	*	2	1	*	1	6	6	5	6	6	5	5	4	4	4	4	2	5	*
	1%qs	*	1%	*	*	1%	1%	1%	1%Tfi	1%	2%Tfi	4%Tfghi	4%Tfghi	17%Tfghi	11%Tfghi	6%Tfghi	1%Tq	*	1%Ts	*
At least once a week	8	1	1	3	2	1	8	7	7	8	7	6	6	4	5	5	5	3	6	1
	1%qs	*	*	1%	1%	1%	1%	1%T	2%Tfi	1%	2%Tfi	4%Tfghi	5%Tfghi	18%Tfghi	12%Tfghi	8%Tfghi	2%Tq	*	1%sa	*
At least once a month	4	1	1	1	1	1	4	4	4	4	3	3	3	2	2	2	3	*	3	1
	1%q	*	*	*	*	1%	1%	1%	1%Tf	*	1%T	3%Tfghi	2%Tfghi	10%Tfghi	4%Tfghi	4%Tfghi	1%Tq	*	1%	*
At least once in the last 3 months	6	2	1	2	*	1	6	6	4	6	5	3	4	3	1	2	2	4	5	1
	1%sa	1%	*	1%	*	1%	1%	1%	1%	1%	2%Tfi	3%Tfi	3%Tfghi	14%Tfghi	3%Tfi	4%Tfghi	1%	*	1%	*
At least once in the last 12 months	4	1	1	1	1	1	4	3	3	4	4	3	4	1	1	1	2	3	3	2
	*	*	*	*	1%	1%	*	1%	1%	*	1%Tfi	2%Tfghi	3%Tfghi	4%Tfghi	2%	2%Tfghi	1%	*	1%	*
Used to use, but haven't in the last 12 months	8	1	3	3	2	-	8	5	6	6	4	2	3	1	1	1	4	4	6	2
	1%	*	1%	1%	1%	-	1%	1%	2%Ti	1%	1%	2%	3%Tfghi	4%Tfghi	3%Tfghi	1%	1%	*	1%	*
NET: At least daily	8	1	2	2	1	1	7	7	7	7	7	6	7	6	6	6	5	3	7	*
	1%qs	*	1%	1%	1%	1%	1%	1%T	2%Tfi	1%	2%Tfghi	5%Tfghi	6%Tfghi	23%Tfghi	15%Tfghi	9%Tfghi	2%Tq	*	2%Ts	*
NET: At least weekly	15	1	4	4	2	2	15	15	14	15	14	12	12	10	10	10	10	6	13	2
	1%qs	*	1%	2%	2%	2%	1%	2%Tfi	4%Tfghi	2%	5%Tfghi	10%Tfghi	11%Tfghi	41%Tfghi	27%Tfghi	17%Tfghi	4%Tq	1%	3%Ts	*
NET: At least monthly	19	2	5	5	3	3	19	18	18	19	17	15	15	13	12	13	13	6	16	3
	2%qs	1%	1%	2%	2%	3%	2%	3%Tfi	5%Tfghi	2%	6%Tfghi	12%Tfghi	13%Tfghi	51%Tfghi	31%Tfghi	20%Tfghi	5%Tq	1%	4%Ts	*

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 93

Q1. VSP usage frequency - PocketStars

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

PocketStars

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	25 2%qs	3 1%	6 2%	7 2%	3 2%	4 3%	24 2%	24 4%Tfi	24 6%Tfi	24 3%	22 7%Tfij	19 15%Tfij	19 16%Tfij	16 65%Tfijh jklo	13 35%Tfijh jklo	15 24%Tfijh jkl	15 6%Tq	10 1%	21 5%Ts	4 1%
NET: At least yearly	29 3%qs	4 2%	6 2%	7 3%	4 3%	5 5%	28 3%	27 4%Tfi	25 7%Tfij	28 3%	26 9%Tfij	22 17%Tfij	23 20%Tfij	17 66%Tfijh ijkl	14 38%Tfijh ijkl	16 28%Tfijh jkl	17 7%Tq	12 1%	24 5%Ts	6 1%
NET: Ever	37 3%qs	4 2%	9 3%	10 4%	6 4%	5 5%	36 4%	32 5%Tfi	31 9%Tfij	34 4%	30 10%Tfij	24 19%Tfij	26 22%Tfij	18 73%Tfijh ijkl	15 39%Tfijh jklo	17 28%Tfijh jk	21 8%Tq	16 2%	29 6%Ts	8 1%
Never	1110 97%ghjk lmnopr	218 98%	309 97%	264 96%	139 96%	98 95%	998 96%ghjk lmno	591 95%hkl mno	321 91%klm no	922 96%ghjk lmno	269 90%klm no	101 81%lmno	90 78%lmn	7 27%	23 61%mn	45 72%mn	236 92%	869 98%Tp	424 94%	694 99%Tr

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 94

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Admire.Me

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Several times a day	2	*	2	1	1	*	*	2	*	2	1	1	1	-	-	-	-	-	-	1	2	-	1	*	1	1	*	-
At least once a day	6	4	2	2	1	2	1	3	3	6	1	2	2	1	*	-	*	-	3	2	*	2	*	3	1	*	2	
At least once a week	5	4	*	2	1	1	1	3	2	5	2	1	1	1	-	-	-	-	2	2	1	2	-	1	2	-	2	
At least once a month	5	4	1	3	2	*	1	4	1	5	1	3	1	1	-	-	-	-	3	3	*	2	*	1	1	1	1	
At least once in the last 3 months	4	2	2	1	1	1	1	2	2	4	1	1	1	*	*	-	*	-	3	1	-	1	-	1	*	*	1	2
At least once in the last 12 months	3	2	1	1	1	1	1	2	1	3	*	1	1	*	-	-	-	-	2	1	*	-	1	1	-	*	2	
Used to use, but haven't in the last 12 months	9	5	3	5	2	2	*	6	3	9	2	3	1	3	-	-	-	-	6	2	1	1	-	4	1	-	4	
NET: At least daily	8	4	4	3	2	2	1	5	3	8	2	3	3	1	*	-	*	-	4	4	*	3	1	4	2	1	2	
NET: At least weekly	13	9	4	5	3	3	2	8	5	13	3	4	4	2	*	-	*	-	6	6	1	5	1	5	3	1	3	
NET: At least monthly	18	13	5	8	4	4	2	12	6	18	4	7	5	2	*	*	*	*	9	9	1	7	1	7	5	2	5	
NET: Within the last 3 months	22	15	7	9	5	5	3	14	8	22	5	8	6	3	*	*	-	1	12	10	1	8	1	8	5	2	6	
NET: At least yearly	25	17	8	10	6	5	3	16	9	25	6	9	7	3	*	*	-	1	14	11	9	9	2	8	5	2	8	
NET: Ever	34	22	11	15	8	8	3	23	11	34	7	12	9	5	*	*	-	1	20	13	2	9	2	12	6	2	12	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 94

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Admire.Me

	Gender		Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Never	1122	539	577	284	335	237	257	619	494	1122	134	201	193	213	172	137	72	381	209	987	124	27	73	19	445	51	41	560
A	97%clw	96%	98%	95%	98%	97%	99%cl	96%	98%	97%cl	95%	94%	96%	98%	100%Tjk	100%Tjk	100%	100%Tjkm	100%Tjkm	98%Tuw	91%	92%	89%	92%	97%A	89%	95%	98%A

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 95

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

**Base: All Adult respondents
Admire.Me**

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Several times a day	2	*	*	*	2	*	*	1%	*	*	2	1	1	1	*	2	*	1	1	1	*	2	*
At least once a day	6	1	1	*	4	1	2	3	*	2	4	2	2	1	1	4	*	2	2	1	*	5	1
1% _i	*	*	*	*	1%	*	1%	1%	1%	1% _i	2% _i	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	*
At least once a week	5	1	*	1	3	*	1	3	1	1	4	2	2	2	1	4	*	2	1	1	*	4	1
1% _i	*	*	*	*	*	*	1%	1%	1%	1% _i	2% _i	1% _i	1% _i	1%	1% _T	*	*	*	1%	1%	*	*	*
At least once a month	5	2	1	1	3	*	3	2	1	1	4	3	2	1	*	4	*	2	2	1	1	5	*
1% _i	*	*	*	*	*	*	1%	1%	1%	1% _T	3% _T	1%	1%	1%	1% _T	1%	*	*	1%	3%	1%	1%	*
At least once in the last 3 months	4	1	*	1	3	1	2	1	*	2	1	*	*	*	1	*	1	2	*	*	4	*	*
1% _i	*	*	*	*	*	*	1%	1%	*	*	*	*	*	*	*	*	1%	1%	1%	*	*	*	*
At least once in the last 12 months	3	1	*	*	1	*	2	1	*	2	1	1	*	*	2	*	1	1	*	*	3	*	*
1% _i	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	1%	*	*	*	*	*	*	*	*
Used to use, but haven't in the last 12 months	9	1	*	1	7	1	4	3	1	5	4	1	2	1	2	4	*	3	4	2	*	7	1
1% _i	*	*	*	*	1%	1%	1%	3%	1%	1%	1%	1%	1%	3%	1%	*	1%	1%	2%	*	1%	1%	1%
NET: At least daily	8	1	1	*	6	1	3	4	1	2	6	3	3	2	1	6	*	3	3	2	*	7	1
1% _i	*	1%	1%	*	1%	*	2%	1%	*	2% _T	3% _T	2% _i	2%	2%	2% _T	*	1%	1%	2%	*	1%	1%	*
NET: At least weekly	13	3	1	1	9	1	4	7	1	3	10	5	5	3	2	10	*	5	4	3	*	12	1
1% _i	1%	1%	1%	1%	1%	*	1%	3% _{Tef}	2%	*	3% _T	5% _T	3% _T	3% _i	3% _T	1%	1%	1%	3%	1%	3%	1%	1%
NET: At least monthly	18	4	2	2	12	1	7	9	2	4	14	8	7	5	2	14	1	6	6	4	1	17	2
2% _i	1%	1%	1%	1%	2%	*	1%	4% _{Tef}	4% _e	*	4% _T	7% _T	4% _T	3% _i	5% _T	2%	1%	2%	4% _q	4%	1	17	2
NET: Within the last 3 months	22	5	2	3	15	2	8	10	2	7	16	9	7	5	2	15	*	7	8	4	1	21	2
2% _i	1%	1%	1%	2%	1%	1%	4% _{Tef}	4% _e	1%	5% _T	8% _T	4% _T	4% _i	4% _i	5% _T	2%	1%	2%	5% _q	4%	2	21	2
NET: At least yearly	25	6	3	3	16	2	10	11	2	8	17	9	8	5	3	17	1	9	10	4	1	23	2
2% _i	2%	2%	2%	2%	2%	1%	2%	5% _{Tef}	4% _e	1%	5% _T	9% _T	5% _T	4% _i	6% _T	2%	2%	2%	5% _q	4%	3	23	2
NET: Ever	34	6	3	4	24	2	14	14	4	12	21	10	10	6	4	21	1	12	13	6	1	31	3
3% _i	2%	2%	2%	3%	1%	2%	6% _{Tef}	7% _e	1%	7% _T	9% _T	6% _T	5% _i	6% _i	7% _T	2%	2%	2%	3%	7% _{Tq}	4%	3%	1%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 95

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

**Base: All Adult respondents
 Admire.Me**

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Never	1122	341	175	189	746	269	573	234	46	820	302	98	150	116	63	276	27	572	384	88	18	891	231
	97%gkl	98%	98%	98%	97%	99%Tgh	98%g	94%	93%	99%Tjkl	93%	91%	94%	95%	94%	93%	98%	98%q	97%	93%	96%	97%	99%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 96

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Admire.Me

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
Several times a day	2	-	-	-	2	-	-	*	*	*	*	1	*	-	2	1	-	-	2	2	1	-	-	-	-	-	-
At least once a day	6	1	-	1	4	*	1	*	*	*	*	1	1	*	3	2	*	*	4	4	1	1	-	-	-	1	*
At least once a week	5	*	-	-	5	*	*	*	*	*	-	1	*	1	4	*	*	*	4	3	1	-	-	*	-	-	-
At least once a month	5	1	-	-	4	*	*	*	*	*	*	2	*	-	5	-	-	-	5	4	*	-	*	1	-	*	-
At least once in the last 3 months	4	-	-	-	3	-	-	-	1	1	*	1	-	-	4	-	-	1	3	2	2	-	-	-	-	-	-
At least once in the last 12 months	3	-	-	-	3	-	-	-	1	-	1	-	-	-	2	1	-	-	2	1	1	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	9	*	-	-	9	-	1	1	-	1	2	2	1	1	9	-	1	1	7	6	*	-	-	-	-	-	3
NET: At least daily	8	1	-	1	7	-	1	1	1	*	2	1	*	*	5	3	*	*	6	5	1	1	-	-	-	1	*
NET: At least weekly	13	1	-	1	11	-	1	1	2	1	4	1	1	1	9	3	1	*	10	8	2	1	-	-	-	1	*
NET: At least monthly	19	2	*	1	16	1	1	1	3	1	5	2	1	14	3	1	*	15	12	3	1	*	1	-	1	1	1
NET: Within the last 3 months	22	2	*	1	19	1	1	1	3	2	7	2	1	17	4	1	1	18	14	4	1	*	1	-	1	1	1
NET: At least yearly	25	2	*	1	22	1	1	1	4	2	8	2	1	20	4	1	1	20	16	6	1	*	1	-	1	1	1
NET: Ever	34	2	*	1	30	1	3	2	4	3	4	9	3	2	28	4	2	2	27	22	6	1	*	1	-	1	4
	3%ox	2%	1%	3%	3%	1%	2%	3%	4%	4%	4%	6%T	2%	2%	4%To	1%	5%	3%	3%	5%Tx	3%Tx	1%	*	2%	-	1%	12%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 96

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Admire.Me

	GO Region														Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Never	1122	97	54	32	938	47	126	90	90	73	104	146	162	102	672	438	28	56	1016	424	198	50	58	53	232	82	25
	97%kms	98%	99%	97%	97%	99%	98%	97%	96%	96%	96%	94%	98%	98%	96%	99%Tn	95%	97%	97%	95%	97%	99%	100%	98%	100%Tst	99%	88%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 97

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Admire.Me

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruitables (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Several times a day	2	*	*	1	*	*	*	*	1%	*	1%	2%Tfqi	2%Tfjl	8%Tfghi	5%Tfghi	3%Tfghi	1%q	*	1%	*
At least once a day	6	1	1	1	1	1	5	4	5	6	5	4	4	4	4	4	3	3	4	2
At least once a week	5	1	1	1	*	1	5	5	4	5	5	5	4	4	4	4	4	1	4	1
At least once a month	5	*	1	2	1	*	5	5	5	5	4	4	5	4	2	3	3	2	4	1
At least once in the last 3 months	4	2	1	1	*	*	4	4	3	4	2	3	3	2	1	3	3	1	2	2
At least once in the last 12 months	3	*	1	1	*	1	3	3	1	3	2	2	3	3	1	1	1	1	3	*
Used to use, but haven't in the last 12 months	9	*	3	3	1	1	9	6	6	7	6	3	3	1	1	2	5	4	8	1
NET: At least daily	8	1	2	2	1	2	8	7	7	8	7	6	6	6	6	6	5	3	6	2
NET: At least weekly	13	2	3	3	1	3	12	11	11	13	12	11	11	9	9	10	8	5	10	3
NET: At least monthly	18	2	4	5	3	3	17	16	17	18	17	15	15	13	11	13	12	6	15	4

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 97

Q1. VSP usage frequency - Admire.Me

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

Admire.Me

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
NET: Within the last 3 months	22 2%qs	4 2%	5 1%	5 2%	3 2%	3 3%	21 2%	20 3%Tfi	22 6%Tfj	22 2%	19 6%Tfj	18 15%Tfghij	19 16%Tfghij	15 60%Tfghijkl	13 34%Tfghijkl	16 25%Tfghijkl	14 6%Tq	8 1%	17 4%Ts	5 1%
NET: At least yearly	25 2%qs	4 2%	6 2%	6 2%	3 2%	4 4%	24 2%	23 4%Tfi	22 6%Tfj	25 3%	21 7%Tfj	20 16%Tfghij	20 18%Tfghij	18 70%Tfghijkl	13 35%Tfghijkl	17 27%Tfghijkl	16 6%Tq	9 1%	19 4%Ts	6 1%
NET: Ever	34 3%qs	4 2%	10 3%	9 3%	4 3%	5 4%	33 3%	29 5%Tfi	28 8%Tfj	32 3%	27 9%Tfj	23 18%Tfghij	23 20%Tfghijkl	18 73%Tfghijkl	14 38%Tfghijkl	19 31%Tfghijkl	20 8%Tq	13 1%	27 6%Ts	7 1%
Never	1122 97%ghjk lmnopr	219 98%	308 97%	265 97%	140 97%	98 96%	1002 97%ghjk lmno	585 95%hkl mno	325 92%klmno	924 97%ghjk lmno	272 91%klmno	102 82%lmno	93 80%lmno	7 27%	23 62%	43 69%lm	236 92%	672 99%Tp	426 94%	695 99%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 98

Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any VSP

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (e)	Female (e)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Several times a day	740	350	387	205	228	140	161	433	301	68	672	108	154	133	134	69	55	20	143	74	624	111	19	70	14	280	46	33	362	
	60%ppqrs	58%	61%	61%	63%	55%	58%	62%	57%	78%Tjnos	58%opqrs	76%Tjnos	66%Tjnos	61%opqrs	40%	40%	27%	37%	36%	58%	73%Tvs	58%	73%Tvs	80%Tvs	61%	57%	76%TzC	67%	59%	
At least once a day	293	143	146	72	80	80	58	152	139	11	282	26	43	45	44	60	38	26	124	64	261	28	9	10	8	113	13	9	153	
	24%w	24%	23%	21%	22%	31%Tcdfgh	21%	22%	26%f	13%	24%k	18%	20%	22%	20%	35%Tijklnm	28%k	36%Tikln	32%Tijkln	24%w	19%w	29%w	12%	36%	23%	21%	18%	18%	25%	
At least once a week	140	75	65	41	38	22	38	79	60	6	135	5	13	15	31	29	25	17	71	42	128	11	4	6	1	61	2	6	69	
	11%kA	12%	10%	12%	11%	8%	14%	11%	11%	6%	12%klm	4%	6%	7%	14%klm	17%Tiklnm	18%Tijklnm	24%Tijklnm	19%Tijklnm	20%Tijklnm	12%	7%	13%	7%	3%	12%A	3%	12%	11%	
At least once a month	45	25	20	13	9	11	12	22	23	1	44	2	2	7	3	11	12	6	29	18	43	2	-	2	-	27	-	2	16	
	4%l	4%	3%	4%	2%	4%	4%	3%	4%	2%	4%l	2%	1%	3%	1%	6%kn	9%Tijkln	9%kn	8%Tijkln	9%Tijkln	4%	1%	-	2%	-	6%TC	-	3%	3%	
At least once in the last 3 months	25	12	13	6	10	3	5	16	9	1	23	-	1	1	7	4	7	3	15	11	25	-	-	-	-	10	-	-	15	
	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%l	-	*	*	3%l	3%	5%Tijklnm	4%kl	4%Tijklnm	5%Tijklnm	2%	-	-	-	-	2%	-	-	2%	
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1033	494	533	277	308	220	219	585	439	79	954	134	197	179	178	128	93	46	267	138	885	139	28	80	22	393	58	41	515	
	83%opqrs	82%	84%	82%	84%	86%	80%	83%	83%	91%Tjnos	83%opqrs	95%Tjnos	93%Tjnos	89%Tjnos	81%pqrs	74%	68%	63%	70%	66%	82%	92%Tt	87%	91%Tt	97%	80%	97%TzBC	85%	84%	
NET: At least weekly	1173	568	599	317	347	242	257	664	499	85	1088	139	210	194	208	157	118	63	337	180	1012	150	33	86	23	454	60	47	584	
	94%pqrs	94%	95%	94%	95%	94%	94%	95%	94%	97%pqrs	94%pqrs	98%opqrs	99%Tjnos	96%pqrs	95%pqrs	91%	86%	87%	88%	85%	94%	99%Tt	100%	98%	100%	92%	100%z	97%	95%	
NET: At least monthly	1218	594	618	330	355	253	270	696	523	86	1132	142	212	201	212	168	129	69	366	198	1055	152	33	88	23	482	60	49	600	
	98%prs	98%	98%	98%	97%	99%	98%	98%	98%	99%	98%prs	100%pqrs	100%jnpqrs	100%prs	97%	97%	95%	96%	96%	95%	98%	100%	100%	100%	100%	98%	100%	100%	98%	
NET: Within the last 3 months	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72	381	209	1080	152	33	88	23	492	60	49	615	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: At least yearly	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72	381	209	1080	152	33	88	23	492	60	49	615	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 98

Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any VSP

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: Ever	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72	381	209	1080	152	33	88	23	492	60	49	615
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 99
Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in your household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	740	226	134	114	487	131	349	214	46	451	289	91	133	129	77	201	22	335	237	56	82	599	141
	60%efi	62%	70%Tacd	57%	58%	48%	56%e	73%Tef	76%Tef	54%	71%Ti	78%Ti	72%Ti	75%Ti	71%Ti	68%T	60%	57%	60%	59%	82%Tqrs	60%	57%
At least once a day	293	83	38	49	201	75	158	48	12	210	83	23	35	30	19	69	3	145	63	21	12	233	60
	24%gmt	23%	21%	25%	24%	28%g	30%g	16%	20%	25%um	20%	19%	17%	18%	10%	25%t	23%t	22%	22%	12%	23%	24%	24%
At least once a week	140	47	17	29	90	39	71	28	2	109	31	5	15	16	10	23	3	64	51	15	5	111	29
	11%kjt	13%b	9%	15%b	11%	14%h	12%	10%	4%	13%Tjk	8%	4%	8%	9%	10%	8%	10%	11%	13%t	16%t	5%	11%	12%
At least once a month	45	6	1	5	36	15	27	3	-	41	4	1	2	3	-	4	-	24	14	2	-	32	13
	4%abgl	2%b	-	3%	4%ab	6%g	4%g	1%	-	5%Tjn	1%	1%	1%	2%	-	1%	-	4%t	3%	2%	-	3%	5%
At least once in the last 3 months	25	3	1	2	22	12	13	-	-	23	1	-	-	-	1	-	-	18	2	1	1	20	5
	2%agj	1%	1%	1%	3%	4%Tg	2%g	-	-	3%Tjm	-	-	-	-	1%	-	-	3%r	1%	1%	1%	2%	2%
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1033	309	173	164	688	206	507	263	58	661	372	114	168	159	96	270	25	479	330	76	94	833	200
	83%ei	85%	90%Tacd	82%	76%	82%	82%	90%Tef	96%Tef	79%	91%Ti	95%Ti	91%Ti	90%Ti	89%t	91%T	90%	82%	83%	81%	94%Tqrs	84%	81%
NET: At least weekly	1173	356	190	193	779	244	578	290	61	770	403	119	183	175	106	293	27	543	381	92	99	943	230
	94%dei	96%Td	96%Td	96%	93%	90%	93%	99%Tef	100%e	92%	99%Ti	99%Ti	99%Ti	98%Ti	99%Ti	99%T	100%	93%	96%	97%	95%Tq	95%	93%
NET: At least monthly	1218	362	191	188	814	259	605	293	61	811	407	120	185	177	106	286	27	567	395	93	99	975	243
	98%ei	99%T	99%	99%	96%	98%	98%	100%Tef	100%	97%	100%Ti	100%	100%t	100%t	100%T	100%T	100%	97%	99%Tq	99%	99%	98%	98%
NET: Within the last 3 months	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27	584	397	94	101	995	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: At least yearly	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27	584	397	94	101	995	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Ever	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27	584	397	94	101	995	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 99

Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 100
Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents
NET: Any VSP

	GO Region										Internet usage				Devices used to access internet				Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	740	59	40	21	621	35	74	55	73	58	74	96	97	59	536	195	16	20	690	274	122	32	37	46	89	51	21	
	60%oqx	57%	67%	58%	59%	68%	55%	55%	69%df	65%	67%	57%	55%	55%	70%To	43%	51%	34%	61%Tq	61%sx	60%xt	63%xt	64%xt	87%Tsu	38%	62%xt	73%	
At least once a day	293	26	9	4	254	7	36	27	22	19	28	42	49	23	150	141	14	13	257	114	44	12	13	5	69	21	4	
	24%nw	25%	15%	12%	24%	14%	27%	26%	21%	21%	25%	25%	28%	21%	19%	31%Tn	43%	22%	23%	25%w	21%	12%	22%	9%	30%Tw	25%w	14%	
At least once a week	140	13	8	6	112	8	19	12	6	7	6	23	12	18	62	75	1	19	117	35	26	5	4	2	48	10	4	
	11%ns	13%	14%	17%j	11%	17%j	14%	12%	6%	8%	6%	13%	7%	17%hij	8%	16%Tn	3%	32%Tr	10%	13%	10%	7%	4%	21%Taw	12%	12%		
At least once a month	45	4	-	2	39	-	3	3	3	5	-	6	13	6	14	31	-	7	36	18	5	2	2	-	16	1	-	
	4%nr	4%j	-	4%j	4%	-	2%	3%	3%	5%j	-	3%	8%Tbdj	6%j	2%	7%Tn	-	12%Tr	3%	4%	2%	4%	3%	-	8%Ti	1%	-	
At least once in the last 3 months	25	1	2	3	18	1	3	4	1	1	3	3	2	2	9	16	1	-	24	6	7	-	2	-	8	-	-	
	2%n	1%	4%	8%Tadhk	2%	2%	2%	4%	1%	1%	2%	2%	1%	1%	1%	3%n	3%	-	2%	1%	3%	-	3%	-	3%	-	-	
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1033	84	49	25	874	42	111	82	96	77	102	139	146	81	686	336	30	33	947	387	165	44	50	51	159	72	25	
	83%oqx	82%	82%	70%	84%co	82%	82%	81%	90%cm	86%	92%Tadcd	82%	84%	76%	89%To	73%	94%	56%	84%Tq	87%Tx	81%xt	87%xt	86%xt	96%Ttx	88%	87%xt	88%	
NET: At least weekly	1173	98	57	32	987	50	129	94	102	84	108	161	159	100	747	411	31	51	1065	423	192	48	54	53	207	82	29	
	94%ox	95%	96%	88%	95%	95%	93%	95%	96%	94%	98%cl	95%	91%	93%	97%To	90%	97%	88%	95%	95%xt	94%	95%	99%	100%xt	99%	99%xt	100%	
NET: At least monthly	1218	102	57	33	1006	50	133	97	105	89	108	167	172	105	762	442	31	58	1101	439	197	50	56	53	224	83	29	
	98%sc	99%sc	96%	92%	98%co	98%	96%	99%sc	99%sc	98%	99%sc	98%sc	99%sc	99%	99%To	97%	97%	100%	99%	99%	97%	100%	97%	100%	100%	100%	100%	
NET: Within the last 3 months	1243	103	60	36	1044	51	136	101	106	90	111	169	174	107	771	457	32	58	1125	445	204	50	58	53	232	83	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
NET: At least yearly	1243	103	60	36	1044	51	136	101	106	90	111	169	174	107	771	457	32	58	1125	445	204	50	58	53	232	83	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
NET: Ever	1243	103	60	36	1044	51	136	101	106	90	111	169	174	107	771	457	32	58	1125	445	204	50	58	53	232	83	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 100

Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any VSP

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 101

Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any VSP

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	740	126	204	165	113	69	687	506	341	667	297	136	110	32	30	52	237	492	358	382
	60%qs	54%	61%	58%	66%a	57%	61%T	74%Ti	81%Tfi	82%Tfji	84%Tfji	74%Ti	85%Tfi	80%Tfi	84%Tfji	81%Tq	53%	72%Ts	51%	
At least once a day	293	52	82	76	37	22	251	131	66	253	51	17	29	4	6	8	43	248	89	204
	24%fghjklmnop	23%	24%	27%	22%	18%	22%ghjklmnop	19%hjkmo	16%k	25%Tfghjklmnop	14%	10%	19%jkmno	11%	15%	13%	15%	27%Tp	18%	27%Tr
At least once a week	140	37	30	34	12	19	126	37	13	76	11	8	9	2	2	2	10	128	39	101
	11%ghjklmnop	16%Tbd	9%	12%	7%	16%bd	11%ghjklmnop	5%hj	3%	7%ghjo	3%	8	5%	6%hjo	5%	3%	3%	14%Tp	8%	14%Tr
At least once a month	45	10	13	7	4	9	37	5	2	17	1	1	1	-	-	-	3	41	9	37
	4%fghjklmnop	4%	4%	2%	3%	7%Tc	3%ghjklmnop	1%	1%	2%ghj	*	1%	1%	-	-	-	1%	4%Tp	2%	5%Tr
At least once in the last 3 months	25	7	6	4	3	3	18	4	-	7	-	-	-	-	-	1	-	25	5	19
	2%fghjklmnop	3%	2%	1%	2%	2%	2%ghjklmnop	1%	-	1%	-	-	-	-	-	1%hj	-	3%Tp	1%	3%
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1033	178	286	242	150	90	938	637	407	920	348	153	139	36	36	60	280	739	447	586
	83%saeps	77%	86%ae	84%e	88%ae	75%	84%T	93%Tfi	96%Tfji	90%Ti	97%Tfji	95%Tfi	93%Ti	95%Ti	95%Ti	96%Tfi	96%Tq	79%	89%Ts	79%
NET: At least weekly	1173	215	316	276	162	109	1064	674	420	995	359	160	148	38	37	62	291	867	486	687
	94%qs	93%	95%	96%e	95%	90%	95%T	99%Ti	99%Tfji	99%Ti	100%Tfji	99%Ti	99%Ti	99%Ti	100%T	99%T	99%Tq	92%	97%Ts	92%
NET: At least monthly	1218	225	328	282	167	118	1101	679	422	1012	360	161	149	38	37	62	293	909	455	724
	98%q	97%	98%	99%	98%	98%	98%T	99%Ti	100%Tfo	99%Ti	100%Tfo	100%	100%	100%	100%	99%	100%Tq	97%	98%	97%
NET: Within the last 3 months	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: At least yearly	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 101

Q1. VSP usage frequency - NET: Any VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Ever	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 102

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (e)	Female (e)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Several times a day	740	350	387	205	228	140	161	432	301	68	672	108	154	133	133	69	55	20	143	74	624	111	19	70	14	280	46	32	362	
	60%ppqrs	58%	61%	61%	62%	55%	58%	62%	57%	78%Tjnops	58%opqrs	76%Tjnops	66%Tjnops	61%opqrs	40%	40%	27%	37%	36%	58%	73%Tvtv	57%	79%Tvtv	61%	57%	76%TzC	67%	59%		
At least once a day	293	143	146	72	80	80	58	152	139	11	281	26	42	45	44	60	38	26	124	64	260	28	9	11	8	113	13	9	153	
	24%w	24%	23%	21%	22%	31%Tcdfgh	21%	22%	26%f	13%	24%k	18%	20%	22%	20%	35%Tijkln	28%k	36%Tikln	32%Tijkln	24%w	19%w	29%w	12%	36%	23%	21%	18%	25%		
At least once a week	140	75	65	41	39	22	38	80	59	6	135	5	13	15	31	28	25	17	70	42	128	11	5	6	1	61	2	6	70	
	11%kA	12%	10%	12%	11%	8%	14%	11%	11%	6%	12%klm	4%	6%	7%	14%klm	18%klm	18%Tijkln	24%Tijkln	18%Tijkln	20%Tijkln	12%	7%	14%	7%	3%	12%A	3%	12%	11%	
At least once a month	45	25	20	13	8	11	13	21	24	1	44	2	2	7	3	11	12	6	29	18	43	2	-	2	-	27	-	2	17	
	4%l	4%	3%	4%	2%	4%	5%	3%	4%	2%	4%l	2%	1%	3%	1%	7%ln	9%Tijkln	9%klm	8%Tijkln	9%Tijkln	4%	1%	-	2%	-	6%TC	-	3%	3%	
At least once in the last 3 months	25	12	13	6	10	3	5	16	9	1	24	-	1	1	7	5	7	3	16	11	25	-	-	-	-	11	-	-	15	
	2%l	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%l	-	*	*	3%l	3%	5%Tijkln	4%kl	4%Tijkln	5%Tijkln	2%	-	-	-	-	2%	-	-	2%	
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1032	493	533	276	308	220	219	584	439	79	953	134	196	179	177	128	93	46	267	138	884	139	28	80	22	393	58	41	514	
	83%opqrs	81%	84%	82%	84%	86%	80%	83%	83%	91%Tjnops	82%opqrs	95%Tjnops	89%Tjnops	81%opqrs	74%	74%	68%	63%	70%	66%	82%	92%Tt	86%	91%Tt	97%	80%	97%TzBC	85%	84%	
NET: At least weekly	1173	568	598	317	347	242	257	664	499	85	1088	139	209	194	208	156	118	63	337	180	1012	150	33	86	23	454	60	47	584	
	94%opqrs	94%	95%	94%	95%	94%	93%	95%	94%	97%opqrs	94%opqrs	98%opqrs	99%Tjnops	96%opqrs	95%opqrs	91%	86%	87%	88%	85%	94%	99%Tt	100%	98%	100%	92%	100%z	97%	95%	
NET: At least monthly	1218	593	618	330	355	253	270	685	523	86	1132	142	201	212	201	168	129	69	366	198	1054	152	33	88	23	481	60	49	600	
	98%prs	98%	98%	98%	97%	99%	98%	98%	98%	99%	98%prs	100%opqrs	100%Tjnops	100%prs	97%	97%	95%	96%	96%	95%	98%	100%	100%	100%	100%	98%	100%	100%	98%	
NET: Within the last 3 months	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72	381	209	1080	152	33	88	23	492	60	49	615	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: At least yearly	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72	381	209	1080	152	33	88	23	492	60	49	615	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 102

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: Ever	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72	381	209	1080	152	33	88	23	492	60	49	615
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 103

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in your household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Several times a day	740	226	134	114	487	130	349	214	46	450	289	91	133	129	77	201	22	334	237	56	82	599	141
	60%efi	62%	70%Tacd	57%	58%	48%	56%e	73%Tef	76%Tef	54%	71%Ti	76%Ti	72%Ti	75%Ti	71%Ti	66%T	60%	57%	60%	59%	92%Tqrs	60%	57%
At least once a day	293	83	38	49	201	75	158	48	12	210	82	23	35	30	19	68	3	145	93	21	12	233	60
	24%gmt	23%	21%	25%	24%	28%g	30%g	16%	20%	25%um	20%	18%	19%	17%	18%	23%	10%	25%t	23%t	22%	12%	23%	24%
At least once a week	140	47	17	29	90	39	71	28	2	109	31	5	15	16	10	23	3	64	51	15	5	111	29
	11%kjt	13%b	9%	15%b	11%	14%h	11%	10%	4%	13%Tjk	8%	4%	8%	9%	10%	8%	10%	11%	13%t	16%t	5%	11%	12%
At least once a month	45	6	1	5	36	14	28	3	-	41	4	1	2	3	-	4	-	24	14	2	-	33	13
	4%abgl	2%	1%	3%	4%ab	5%g	5%g	1%	-	5%Tjn	1%	1%	1%	2%	-	1%	-	4%t	4%	2%	-	3%	5%
At least once in the last 3 months	25	3	1	2	22	12	13	-	-	24	1	-	-	-	1	-	-	18	3	1	1	20	5
	2%agj	1%	1%	1%	3%	4%Tg	2%g	-	-	3%Tjm	-	-	-	-	1%	-	-	3%r	1%	1%	1%	2%	2%
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1032	309	173	164	688	205	507	262	58	661	372	114	168	159	96	269	25	479	329	76	94	832	200
	83%ei	85%	90%Tacd	82%	76%	82%	82%	89%Tef	79%	91%Ti	95%Ti	91%Ti	91%Ti	90%Ti	89%t	91%T	90%	82%	83%	81%	94%Tqrs	84%	81%
NET: At least weekly	1173	356	190	193	778	244	577	290	61	769	403	119	183	175	106	292	27	543	380	92	99	943	230
	94%dei	97%Td	96%Td	96%	93%	90%	93%	99%Tef	100%e	92%	99%Ti	99%Ti	99%Ti	98%Ti	99%Ti	99%T	100%	93%	96%	97%	95%Tq	95%	93%
NET: At least monthly	1218	362	191	188	814	259	605	293	61	811	407	120	185	177	106	286	27	567	394	93	99	975	243
	98%ei	99%T	99%	99%	96%	98%	98%	100%Tef	100%	97%	100%Ti	100%	100%t	100%t	100%T	100%	100%	97%	99%Tq	99%	99%	98%	98%
NET: Within the last 3 months	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27	584	397	94	101	995	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: At least yearly	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27	584	397	94	101	995	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Ever	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27	584	397	94	101	995	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 103

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 104

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	GO Region										Internet usage		Devices used to access internet					Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Several times a day	740	59	40	21	620	34	74	55	73	58	74	96	97	59	535	195	16	20	689	273	122	32	37	46	89	51	21	
	60%oqx	57%	67%	58%	59%	67%	55%	55%	69%df	65%	67%	57%	55%	55%	69%To	43%	51%	34%	61%Tq	61%sx	60%xt	63%xt	64%xt	87%Tsu	38%	62%xt	73%	
At least once a day	293	26	9	4	254	7	36	27	22	19	28	42	49	23	141	14	13	257	113	44	12	13	5	69	21	4		
	24%nw	25%	15%	12%	24%	14%	27%	26%	21%	21%	25%	25%	28%	21%	19%	31%Tn	43%	22%	23%	25%w	21%	24%	9%	30%Tw	25%w	14%		
At least once a week	140	14	8	6	112	9	19	12	7	7	6	23	12	18	62	75	1	19	117	36	26	5	4	2	48	9	4	
	11%ns	15%	14%	17%j	11%	17%kl	14%	12%	8%	8%	6%	13%	7%	17%hij	8%	16%Tn	3%	32%Tr	10%	8%	13%	10%	7%	4%	21%Taw	11%	12%	
At least once a month	45	4	-	2	39	-	3	3	3	5	-	6	14	6	31	-	7	37	17	5	2	2	-	-	8%Ti	2%	-	
	4%nr	4%j	-	4%l	4%	-	2%	3%	2%	5%j	-	3%	8%Tbdj	6%j	2%	7%Tn	-	12%Tr	3%	4%	2%	4%	3%	-	8%Ti	2%	-	
At least once in the last 3 months	25	1	2	3	19	1	3	4	1	1	3	3	2	2	9	16	1	-	24	6	7	-	2	-	8	-	-	
	2%n	1%	4%	8%Tadhk	2%	2%	2%	4%	1%	1%	2%	2%	1%	1%	1%	4%n	3%	-	2%	1%	4%	-	3%	-	3%	-	-	
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1032	84	49	25	874	41	111	82	82	95	102	139	146	81	685	336	30	33	946	396	165	44	50	51	159	72	25	
	83%oqx	82%	82%	70%	84%co	81%	82%	81%	81%	90%cm	86%	82%	84%	76%	89%To	73%	94%	56%	84%Tq	87%Tx	81%xt	87%xt	86%xt	96%Ttx	88%	87%xt	88%	
NET: At least weekly	1173	98	57	32	986	50	129	94	102	84	108	161	158	100	747	410	31	51	1064	422	192	48	54	53	207	82	29	
	94%lox	95%	96%	88%	94%sl	98%	95%	93%	96%	94%	98%cl	95%	91%	93%	97%To	90%	97%	88%	95%	95%lx	94%	95%	99%	100%lx	99%	98%lx	100%	
NET: At least monthly	1218	102	57	33	1025	50	133	97	105	89	108	167	172	105	762	441	31	58	1101	439	198	50	56	53	224	83	29	
	98%sc	99%sc	96%	92%	98%co	98%	96%	96%	99%sc	98%	99%sc	98%sc	99%sc	99%	99%To	96%	97%	100%	98%	99%	99%	96%	97%	100%	100%	100%	100%	
NET: Within the last 3 months	1243	103	60	36	1044	51	136	101	106	90	111	169	174	107	771	457	32	58	1125	445	204	50	58	53	232	83	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
NET: At least yearly	1243	103	60	36	1044	51	136	101	106	90	111	169	174	107	771	457	32	58	1125	445	204	50	58	53	232	83	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
NET: Ever	1243	103	60	36	1044	51	136	101	106	90	111	169	174	107	771	457	32	58	1125	445	204	50	58	53	232	83	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 104

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	GO Region													Internet usage		Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Never

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 105

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Several times a day	740	126	204	165	113	69	686	506	341	667	297	136	110	32	30	52	237	491	358	382
	60%qs	54%	61%	57%	66%a	57%	61%T	74%Ti	81%Tfi	65%Tf	82%Tfji	84%Tfji	74%Ti	84%Tfi	79%Ti	84%Tfi	81%Tq	53%	71%Ts	51%
At least once a day	293	52	82	77	37	22	251	131	65	252	51	17	29	4	5	8	43	248	89	204
	24%fghjklmnop	23%	24%	27%	22%	18%	22%ghjklmnop	19%hjkmo	15%k	25%Tfghjklmnop	14%	10%	19%jkmno	10%	15%	12%	15%	27%Tp	18%	27%Tr
At least once a week	140	37	30	35	12	19	126	37	13	76	11	8	10	2	2	2	10	128	40	100
	11%ghjklmnop	16%Tbd	9%	12%	7%	16%bd	11%ghjklmnop	5%hj	3%	7%ghjo	3%	8%	6%hjo	5%	6%	3%	4%	14%Tp	8%	14%Tr
At least once a month	45	10	13	7	5	9	37	6	2	17	1	1	1	*	*	*	3	41	9	37
	4%fghjklmnop	4%	4%	2%	3%	7%Tc	3%ghjklmnop	1%	2%ghj	*	1%	1%	1%	*	*	*	1%	4%Tp	2%	5%Tr
At least once in the last 3 months	25	7	6	4	3	3	18	4	-	7	-	-	-	-	-	1	-	25	5	20
	2%fghjklmnop	3%	2%	1%	2%	2%	2%ghjklmnop	1%	-	1%	-	-	-	-	-	1%hj	-	3%Tp	1%	3%
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1032	178	286	241	150	90	938	637	406	919	348	152	139	35	35	60	280	739	446	586
	83%saeps	77%	86%ae	84%ae	88%ae	75%	84%T	93%Tfi	96%Tfji	90%Tf	97%Tfji	94%Tfi	93%Ti	94%Tf	94%Ti	96%Tfi	95%Tq	79%	89%Ts	79%
NET: At least weekly	1173	215	316	276	162	109	1063	674	420	995	359	160	148	37	37	62	290	867	486	686
	94%qs	93%	95%	96%ae	95%	90%	95%T	99%Tfi	99%Tfji	99%Ti	100%Tfji	99%Ti	99%Ti	99%Ti	100%T	99%Ti	99%Tq	92%	97%Ts	92%
NET: At least monthly	1218	225	328	282	167	118	1100	679	422	1012	360	161	149	38	37	62	293	908	495	723
	98%sq	97%	98%	99%	98%	98%	98%T	99%Tfi	100%Tfi	99%Tf	100%Tfo	100%	100%	100%	100%	100%	99%Tq	97%	98%	97%
NET: Within the last 3 months	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: At least yearly	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 105

Q1. VSP usage frequency - NET: Any Selected VSP

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents

NET: Any Selected VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Ever	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 151

Q3a. Exposure to harmful content - Summary table

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Summary table

	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Bitchute (g)	OnlyFans (h)	Vimeo (i)	Fruiteab (j)	NET: Any VSP (k)
Unweighted base	1141	760	522	1043	449	255	119	179	263	111	1243
Weighted base	1119	683	422	1019	360	161	37	62	149	38	1243
Effective base	928	594	383	842	323	163	74	122	166	54	1016
Yes	128 11%	83 12%	108 28% ^{abdefghij}	181 18% ^{abe}	48 13%	28 17% ^{ai}	4 11%	9 15%	14 10%	4 11%	293 24% ^{abdeghij}
No	952 85% ^{cdk}	589 86% ^{cdk}	303 72%	814 80% ^{ck}	301 84% ^{ck}	127 79%	31 84% ^c	52 83% ^{ck}	131 87% ^{cdk}	32 84%	933 75%
Don't know	35 3% ^{bk}	11 2%	11 2%	24 2% ^k	11 3% ^k	6 4% ^{bk}	2 5% ^{bk}	1 2%	4 3%	2 5% ^k	16 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Table 152

Q3a. Exposure to harmful content - Summary - Experienced harms

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP

	Gender		Social Grade							Age								Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (r)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	364	209	151	124	108	70	57	232	127	42	322	61	101	83	51	18	26	266	95	17	63	129	48	20	161	
Weighted base	293	146	142	94	82	57	53*	176	111	37*	256	62*	70	61	40*	17**	24**	233	58	13**	36*	101	31**	12**	145	
Effective base	263	144	120	90	78	51	41	168	92	39	225	43	66	61	37	16	23	201	61	13	38	93	29	13	125	
Facebook	181	90	87	51	54	40	33	105	74	18	163	40	46	36	26	9	15	146	34	7	22	67	22	5	84	
YouTube	128	62%	61%	33%	58%Tdefg*	38%	40%	32%	49%Tdfh	36%	63%Tjkl	41%	37%	36%	44%	43%	57%	51%	41%	54%	55%	47%	45%	48%	6	60
TikTok	108	50	53	38	31	17	19	69	36	18	90	33	26	21	5	5	5	86	22	6	13	39	14	3	49	
Instagram	83	39	45	31	30	15	7	61	22	17	67	23	24	12	6	1	2	60	22	5	12	34	13	7	28	
Snapchat	48	27	20	19	16	5	6	35	12	14	34	18	10	4	2	-	-	33	14	4	8	16	10	4	18	
Twitch	28	19	9	13	12	1	*	25	2	10	18	11	5	2	1	-	-	21	7	2	5	11	6	1	10	
Vimeo	14	11	3	6	6	2	*	12	2	4	10	5	3	2	*	-	-	8	5	1	3	6	4	*	3	
OnlyFans	9	8	1	2	4	2	1	6	3	-	9	2	4	2	1	*	*	7	2	*	2	4	1	*	4	
Fruitab	4	2	2	1	2	1	-	4	1	1	3	1	1	1	*	-	-	2	2	*	1	2	1	*	*	
Bitchute	4	3	1	1	1	1	-	3	1	-	4	1	2	1	-	-	-	2	2	1	2	1	1	1	1	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 153

Q3a. Exposure to harmful content - Summary - Experienced harms

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	364	122	70	61	228	49	155	132	28	161	202	67	102	81	50	148	12	146	115	48	44	307	57
Weighted base	293	103	67	48*	179	42*	125	101	25**	147	147	43*	71	60	42*	95	14**	126	90	27**	39*	240	54*
Effective base	263	89	53	41	166	38	114	90	22	125	139	40	71	64	39	91	10	108	78	30	40	219	44
Facebook	181	67	40	35	106	28	73	68	12	86	95	29	49	40	24	67	10	83	54	21	19	147	34
	62%	65%	61%	73%	59%	67%	58%	67%	50%	59%	65%	67%	69%	67%	56%	71%T	69%	66%	60%	78%	49%	61%	64%
YouTube	128	46	27	20	75	18	51	50	9	58	70	23	31	34	22	41	5	49	35	13	21	107	21
	44%	44%	40%	41%	42%	42%	41%	49%	38%	40%	48%	53%	44%	57%Tij	52%	43%	39%	39%	39%	48%	54%	45%	39%
TikTok	108	37	25	20	62	9	45	45	9	52	56	18	27	26	17	38	-	44	33	10	19	88	20
	37%e	36%	37%	42%	35%	22%	36%	44%e	38%	35%	38%	43%	38%	43%	40%	39%	-	35%	38%	35%	49%	37%	37%
Instagram	83	29	19	15	51	4	31	38	9	36	47	13	20	22	19	27	3	27	25	12	18	70	13
	28%eq	29%	28%	31%	28%	11%	25%	38%Te	36%	25%	32%	30%	28%	37%	44%Ti	29%	22%	27%	27%	43%	47%Tqr	29%	24%
Snapchat	48	16	10	8	27	2	16	28	3	15	33	9	12	19	12	15	4	15	9	8	15	35	13
	16%ei	15%	15%	17%	15%	5%	13%	27%Tef	11%	10%	23%Ti	21%	16%	32%Tij	29%Ti	16%	29%	12%	10%	28%	39%Tqr	15%	24%
Twitch	28	8	5	5	15	*	12	14	2	11	17	6	6	9	8	7	*	5	8	5	9	24	4
	10%eq	8%	7%	10%	9%	*	10%	14%e	8%	8%	11%	14%	8%	16%	18%	7%	2%	4%	9%	19%	23%Tqr	10%	7%
Vimeo	14	5	3	4	7	1	4	8	2	6	8	2	4	4	3	4	*	1	4	4	4	11	3
	5%q	5%	5%	7%	4%	1%	3%	8%	7%	4%	6%	5%	6%	8%	7%	4%	2%	1%	5%	16%	10%q	5%	6%
OnlyFans	9	3	1	2	6	2	5	2	1	5	4	2	2	1	*	4	-	3	5	1	-	7	2
	3%	2%	1%	4%	3%	4%	4%	2%	2%	3%	3%	4%	3%	1%	4%	-	2%	6%	3%	-	-	3%	3%
Funilab	4	2	2	2	*	*	1	2	1	*	4	*	1	2	2	*	*	*	1	1	2	4	*
	1%	2%	2%	4%	1%	1%	2%	3%	*	2%	2%	1%	4%j	4%	2%	*	*	1%	3%	4%	2%	4	*
Bitchute	4	1	*	1	2	*	1	1	1	3	1	1	1	1	*	3	*	1	1	2	*	4	1
	1%	1%	*	2%	1%	1%	1%	4%	1%	2%	3%	2%	1%	1%	3%	2%	1%	1%	6%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 154

Q3a. Exposure to harmful content - Summary - Experienced harms

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP

	GO Region													Internet usage			Devices used to access internet		Working status				
	Total (T)	Scotland (a)	Wales (b)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	House person/ Other (y)	
Unweighted base	364	19	20	319	20	37	22	43	31	32	59	52	23	308	50	336	185	55	14	11	20	19	
Weighted base	293	15**	20**	252	15**	31**	21**	30*	22**	26**	46*	39*	22**	224	63*	273	127	39*	15**	11**	26**	21**	
Effective base	263	12	17	230	13	30	17	30	21	26	39	39	18	231	40	246	123	36	12	9	17	18	
Facebook	181	9	17	152	12	18	14	20	17	12	25	20	14	133	45	171	87	20	9	3	13	18	
	62%n	59%	83%	60%	78%	57%	68%	66%	80%	48%	53%	50%	64%	59%	72%	63%	68%T	51%	61%	28%	49%	86%	
YouTube	128	8	6	111	3	14	8	15	13	10	22	18	8	97	26	113	58	12	4	9	8	6	
	44%r	49%	31%	44%	23%	46%	39%	49%	59%	39%	48%	45%	36%	43%	41%	42%	45%	30%	27%	81%	32%	30%	
TikTok	108	7	3	95	6	8	7	12	7	9	19	14	11	85	19	99	43	15	7	1	11	6	
	37%	42%	17%	38%	39%	26%	34%	41%	33%	35%	42%	37%	52%	38%	30%	36%	34%	39%	44%	12%	43%	30%	
Instagram	83	6	4	73	1	7	3	13	9	7	13	15	4	71	11	74	33	14	1	2	10	4	
	28%	41%	17%	29%	10%	23%	14%	43%	41%	27%	28%	39%	19%	32%T	17%	27%	26%	35%	7%	17%	38%	18%	
Snapchat	48	3	2	43	1	5	1	10	6	2	7	6	4	40	5	45	15	6	1	-	7	2	
	16%a	17%	8%	17%	9%	17%	6%	34%Td	27%	10%	15%	15%	18%	18%	8%	16%	12%	15%	7%	-	27%	8%	
Twitch	28	2	1	24	1	2	-	3	4	2	5	3	2	22	4	24	10	2	-	-	4	-	
	10%	12%	6%	9%	7%	7%	-	11%	20%	8%	12%	9%	8%	10%	6%	9%	8%	4%	-	2%	16%	-	
Vimeo	14	-	-	14	-	2	-	4	4	-	1	2	-	12	-	12	7	1	-	-	2	-	
	5%	2%	-	6%	-	7%	1%	14%Td	17%	1%	3%	5%	1%	5%	-	4%	5%	2%	-	2%	9%	-	
OnlyFans	9	-	-	8	-	1	-	2	2	1	1	1	-	9	-	8	7	2	-	-	-	-	
	3%	1%	2%	3%	2%	-	-	5%	10%	4%	1%	3%	1%	4%	-	3%	5%	5%	-	-	1%	-	
Fruitab	4	-	-	4	-	-	-	2	-	-	1	1	-	3	-	4	2	1	-	-	-	-	
	1%	1%	-	2%	1%	1%	1%	6%Td	2%	-	1%	1%	-	2%	-	1%	1%	2%	-	-	1%	-	
Bitchute	4	-	-	4	-	-	1	1	1	-	1	-	-	3	-	3	2	1	-	-	-	-	
	1%	1%	-	2%	2%	1%	3%	3%	4%	-	2%	1%	1%	1%	1%	1%	2%	2%	-	2%	1%	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 155

Q3a. Exposure to harmful content - Summary - Experienced harms

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)	Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)		OnlyFans (o)	Any exposure (p)	Very aware (r)
Unweighted base	364	50	100	83	63	52	354	303	261	333	230	154	143	76	69	106	364	234	130
Weighted base	293	43*	79	74	50*	35*	284	227	192	263	163	87	67	26*	15*	31	293	166	127
Effective base	263	35	72	62	49	36	256	212	174	237	152	91	83	36	47	68	263	161	104
Facebook	181	28	55	45	24	17	177	142	113	161	101	47	41	18	9	19	181	103	79
	62% ^d	69%	69% ^d	61%	49%	50%	62%	62% ^k	59%	69% ^l T ^g h	62%	54%	60%	67% ^o	59%	61%	62%	62%	62%
YouTube	128	12	41	35	19	17	128	90	75	105	65	47	38	14	9	16	128	77	51
	44% ^a g ^h i	27%	51% ^a	47%	38%	48%	45% ^T g ^h i	39%	39%	40%	40%	54% ^T g ^h i	56% ^T g ^h i	55% ^g h ⁱ j	58% ^T g ^h i	51% ^g h ⁱ	44%	46%	40%
TikTok	108	21	14	34	26	9	104	95	108	100	83	42	37	14	7	15	108	63	45
	37% ^b	48% ^b	17%	46% ^b	53% ^T b ^e	27%	37%	42% ^T f	56% ^T g ⁱ	38%	51% ^T g ⁱ	48% ^T f	55% ^T g ⁱ	56% ^T f	47%	50% ^T f	37%	38%	36%
Instagram	83	8	22	23	15	8	79	83	62	77	58	32	14	5	10	83	52	31	
	28%	19%	28%	31%	31%	22%	28%	37% ^T h ⁱ	32% ^T f	29%	35% ^T f	40% ^T f	48% ^T g ^h i	54% ^T g ^h i	34%	32%	28%	31%	24%
Snapchat	48	7	9	13	11	4	48	44	43	47	48	29	27	12	6	8	48	32	16
	16%	16%	11%	18%	22%	12%	17%	19% ^T f	22% ^T f	18%	30% ^T g ^h i	33% ^T g ^h i	40% ^T g ^h i	47% ^T g ^h i	39% ^T g ^h i	27% ^T f	16%	19%	13%
Twitch	28	3	4	9	7	2	28	25	25	27	25	28	22	10	4	6	28	18	10
	10%	7%	6%	12%	14%	7%	10%	11%	13% ^T f	10%	16% ^T g ^h i	32% ^T g ^h i	33% ^T g ^h i	40% ^T g ^h i	29% ^T g ^h i	20% ^T g ^h i	10%	11%	8%
Vimeo	14	2	4	4	3	1	14	12	14	14	14	13	14	5	3	5	14	11	4
	5%	4%	5%	6%	7%	2%	5%	7% ^T g	5%	9% ^T g ⁱ	15% ^T g ^h i	21% ^T g ^h i	19% ^T g ^h i	20% ^T g ^h i	17% ^T g ^h i	17% ^T g ^h i	5%	6%	3%
OnlyFans	9	1	2	2	2	1	9	9	9	8	7	6	3	3	9	9	9	8	1
	3%	3%	2%	3%	4%	3%	3%	4%	5%	4%	5%	8% ^T g ⁱ	9% ^T g ^h i	13% ^T g ^h i	22% ^T g ^h i	30% ^T g ^h i	3%	5%	1%
Fruiteab	4	*	1	*	2	1	4	4	4	4	4	4	4	3	3	4	4	4	*
	1%	1%	1%	1%	4%	1%	1%	2%	2%	2%	3%	5% ^T g ⁱ	6% ^T g ^h i	16% ^T g ^h i	18% ^T g ^h i	9% ^T g ^h i	1%	2%	*
Bitchute	4	1	1	1	*	1	4	4	3	4	4	4	4	3	4	3	4	4	*
	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	2%	5% ^T g ^h i	5% ^T g ^h i	13% ^T g ^h i	27% ^T g ^h i	11% ^T g ^h i	1%	2%	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 156

Q3a. Exposure to harmful content - YouTube

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

YouTube

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1141	628	508	334	347	224	227	681	451	97	1044	114	231	221	193	136	109	40	285	149	943	187	39	110	30	444	78	53	544
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551
Effective base	928	501	427	268	285	185	185	552	369	90	842	90	178	172	159	121	99	33	250	130	787	132	31	74	22	363	52	40	455
Yes	128	81	47	55	31	23	17	86	40	23	104	23	25	27	17	10	2	1	12	3	95	32	7	17	5	46	15	6	60
	11% ^{bb} h ^{jj} prst	14% ^{Tb}	9%	18% ^{Td} efgh	10%	10%	7%	14% ^{Tdh}	9%	28% ^{Tjim} nopqrs	10% ^{sprs}	17% ^{jqpq} rs	13% ^{sprs}	14% ^{jopqrs}	9% ^{sprs}	6% ^{sa}	2%	1%	4% ^{sa}	2%	10%	22% ^{Tt}	24% ^{Tt}	20% ^{Tt}	22%	10%	25% ^{Tz} C	11%	11%
No	955	473	479	249	289	196	214	537	410	56	899	99	173	155	172	134	113	52	300	166	836	110	23	65	16	377	42	42	473
	85% ^{ack} uwA	83%	89% ^{Ta}	80%	88% ^{cg}	86%	89% ^c	84% ^{uc}	87% ^c	67%	87% ^{Tik}	75%	86% ^{uk}	82% ^{sa}	88% ^{uk}	90% ^{uk}	97% ^{Tijk} lmo	99% ^{Tijk} lmo	94% ^{Tijk} lmo	98% ^{Tijk} lmo	87% ^{Tuw}	76%	76%	77%	78%	88% ^A	71%	86%	86% ^A
Don't know	35	15	18	6	9	9	11	15	20	5	31	10	3	6	4	6	2	-	7	2	32	3	-	3	-	14	3	1	17
	3%	3%	3%	2%	3%	4%	5%	2%	4%	5% ^{sa}	3%	1%	3%	2%	4%	1%	-	2%	1%	3%	2%	-	3%	1%	3%	5%	3%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 157
Q3a. Exposure to harmful content - YouTube
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/ limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1141	341	180	183	762	235	546	297	63	694	446	135	210	198	117	329	22	483	384	112	108	932	209
Weighted base	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219
Effective base	928	284	153	148	616	198	453	227	50	591	338	91	156	161	96	232	21	397	307	84	96	750	178
Yes	128 11%efi	46 14%	27 15%	20 11%	75 10%	18 7%	51 19%Tef	50 16%	9	58 8%	70 18%Ti	23 21%Ti	31 18%Ti	34 20%Ti	22 22%Ti	41 15%T	5 20%	49 10%	35 10%	13 14%	21 21%Tqr	107 12%	21 10%
No	955 85%abgj lmnt	268 81%	141 78%	149 85%	661 88%Tab	221 91%Tgh	487 88%Tg	202 76%	46 80%	652 88%Tjkl mn	303 79%	96 79%	139 79%	131 77%	77 76%	226 83%	22 80%	436 87%cd	322 88%cd	78 84%	73 74%	766 85%	189 86%
Don't know	35 3%d	18 5%Td	14 8%Td	7 4%	15 2%	4 2%	16 3%	13 5%	2 4%	27 4%	8 2%	1 1%	5 3%	5 3%	3 3%	4 1%	-	16 3%	10 3%	2 2%	5 5%	27 3%	9 4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 158

Q3a. Exposure to harmful content - YouTube

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
YouTube

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	90	52	34	965	47	113	90	104	89	104	175	155	88	854	274	26	41	1041	450	199	49	51	42	163	63	27
Weighted base	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**
Effective base	928	72	46	30	781	38	98	75	78	73	88	133	128	73	722	246	21	32	855	340	158	42	47	36	145	57	21
Yes	128	8	6	2	111	3	14	8	15	13	10	22	18	8	97	26	2	6	113	58	12	4	9	8	3	6	5
	11% _{otx}	8%	12%	7%	12%	8%	12%	9%	17%	17%	10%	14%	11%	8%	14% _{To}	6%	7%	13%	11%	14% _{Ttx}	6% _x	8% _x	17% _{tx}	16% _x	2%	9% _x	20%
No	955	83	46	29	796	39	99	82	73	58	87	132	136	91	586	361	21	35	885	330	171	43	42	42	190	61	20
	85% _{in}	89%	88%	88%	85% _{id}	89%	84%	87%	82%	77%	87%	82%	86%	90% _{id}	82%	92% _{Tn}	85%	82%	86%	82%	91% _{Tsv}	85%	78%	81%	98% _{Tatu}	86%	77%
Don't know	35	3	-	2	31	1	4	5	1	5	3	7	4	2	27	8	2	2	30	13	5	4	3	2	1	3	1
	3% _x	3%	-	5%	3%	3%	4%	5%	1%	6%	3%	4%	2%	2%	4% _T	2%	8%	5%	3%	3%	3%	6% _x	5% _x	3%	*	5% _x	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 159

Q3a. Exposure to harmful content - YouTube

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

YouTube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1141	204	302	262	161	132	1141	719	512	949	431	250	259	110	117	176	354	774	541	600
Weighted base	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
Effective base	928	162	252	215	131	106	928	558	376	760	309	160	164	53	73	120	256	662	411	519
Yes	128	12	41	35	19	17	128	90	75	105	65	47	38	14	9	16	128	-	77	51
	11%aqs	6%	14%a	14%a	12%	14%a	11%	14%Tfi	18%Tfji	12%	19%Tfji	29%Tfghi	26%Tfghij	39%Tfghijlo	24%Tfghi	26%Tfghij	45%Tq	-	17%Ts	8%
No	955	188	243	210	135	100	955	519	322	768	263	106	107	22	45	148	807	807	375	581
	85%ghjklnopr	91%Tbc	83%	83%	85%	85%	85%ghjklmno	82%ghjklmno	78%klmno	85%ghjklmno	77%klmno	67%	72%km	60%	66%	73%mn	52%	98%Tp	80%	89%Tr
Don't know	35	7	10	9	5	1	35	24	15	31	14	6	3	1	4	1	8	15	14	21
	3%q	4%	3%	4%	3%	1%	3%	4%	4%	3%	4%o	4%o	2%	2%	10%Tfghijkl	1%	3%	2%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 160
Q3a. Exposure to harmful content - Instagram
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	760	374	382	231	241	146	138	472	284	80	680	103	190	161	128	61	28	9	98	37	585	166	29	101	28	271	70	39	362
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Effective base	594	278	319	178	189	115	110	367	225	75	523	81	142	119	100	55	24	8	86	31	473	114	22	66	20	213	44	29	295
Yes	83	39	45	31	30	15	7	61	22	17	67	23	24	12	6	1	1	-	2	1	60	22	5	12	3	34	13	7	28
orC	12%hjn	13%	11%	16%fh	15%fh	11%	5%	15%Tfh	8%	24%Tjmnors	11%norors	21%Tjmnors	15%njhors	9%r	5%	2%	3%	-	2%	2%	11%	18%Tt	24%	17%	15%	14%C	26%TC	24%	8%
No	589	244	339	162	176	124	122	338	246	50	539	86	129	112	61	26	13	100	39	482	100	16	60	16	199	38	23	312	
86%gikA	85%	87%	82%	84%	89%	91%ucg	83%	90%Tcg	72%	88%Tik	77%	84%kl	88%kl	83%Tijk	97%	100%	98%Tijk	98%kl	98%kl	87%	81%	76%	82%	80%	83%	74%	75%	90%TzA	
Don't know	11	4	7	4	2	*	4	7	4	3	8	3	1	3	1	-	-	-	-	10	1	-	*	1	6	*	*	5	
2%	2%	2%	2%	1%	*	3%	2%	2%e	4%lr	1%	2%	*	3%	1%	-	-	-	-	-	2%	1%	-	*	5%	3%	1%	1%	1%	

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 161
Q3a. Exposure to harmful content - Instagram
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	760	210	127	109	524	111	345	251	53	395	364	121	169	157	96	266	20	322	249	80	88	633	127
Weighted base	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	78	560	123
Effective base	594	165	104	82	411	92	274	187	41	329	266	79	120	126	77	177	19	255	189	56	80	487	107
Yes	83	29	19	15	51	4	31	38	9	36	47	13	20	22	19	27	3	27	25	12	18	70	13
	12%ielq	16%	15%	16%	11%	4%	10%	18%Tef	19%e	9%	16%TI	14%	15%	17%TI	23%TI	14%	12%	9%	11%	20%q	23%Tq	13%	10%
No	589	154	100	80	419	100	283	166	39	350	239	79	104	99	64	169	21	277	192	46	57	481	107
	86%gimn	82%	81%	84%	88%Ta	96%Tgh	89%Tg	76%	81%	90%Tjm	82%	88%	81%	79%	77%	84%	88%	90%Tst	87%t	79%	73%	86%	87%
Don't know	11	4	4	1	5	*	3	8	-	5	7	*	5	5	-	4	-	4	4	*	3	9	3
	2%	2%	3%	1%	1%	*	1%	4%TI	-	1%	2%	*	4%T	4%	-	2%	-	1%	2%	*	4%	2%	2%

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 162
Q3a. Exposure to harmful content - Instagram
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	GO Region													Internet usage		Devices used to access internet		Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	760	51	28	20	661	30	74	54	81	71	68	127	104	52	619	134	22	702	348	134	26	28	35	40	45	24	
Weighted base	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	640	286	114	28**	27**	41**	45*	50*	22**	
Effective base	594	40	24	17	513	23	62	44	57	57	57	91	82	41	500	116	18	556	251	101	23	26	30	35	41	18	
Yes	83	6	4	1	73	1	7	3	13	9	7	13	15	4	71	11	3	74	33	14	1	2	10	-	4	3	
	12%ox	13%	14%	5%	12%	6%	10%	5%	20%g	15%	11%	12%	16%	8%	14%To	6%	13%	12%	12%xt	4%	7%	24%	-	8%	14%		
No	589	40	21	17	510	22	63	51	52	48	54	93	78	50	413	171	17	557	250	98	27	25	31	45	44	19	
	86% ⁿ	84%	84%	95%	86%	94%	87%	95% ^{hi}	80%	81%	86%	88%	83%	92%	83%	94% ^{Tn}	82%	87% ^T	87%	86%	95%	93%	76%	100% ^{Tsty}	88%	85%	
Don't know	11	1	1	-	9	-	2	-	-	3	2	1	1	-	11	-	1	9	4	2	-	-	-	-	2	-	
	2%	3%	2%	-	2%	-	3%	-	-	4%	3%	1%	1%	-	2% ^T	-	5%	1%	1%	2%	1%	-	-	-	4%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 163

Q3a. Exposure to harmful content - Instagram

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Instagram

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	760	113	197	179	121	99	719	760	455	699	408	226	239	109	103	165	303	450	415	345
Weighted base	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
Effective base	594	86	159	139	96	76	558	594	329	541	292	140	148	54	63	111	212	378	305	292
Yes	83	8	22	23	15	8	79	83	62	77	59	35	32	14	5	10	83	-	52	31
	12%qs	8%	13%	14%	14%	10%	12%	12%	18%Tfji	12%	18%Tfji	26%Tfgh ijo	25%Tfgh ijko	40%Tfgh ijko	18%	18%Tg	37%Tq	-	16%Ts	9%
No	589	92	148	138	93	72	542	589	286	529	251	97	95	19	22	43	141	447	269	320
	86%hjkj mopr	91%	84%	85%	84%	90%	86%hjkj mo	86%hjkj mo	81%klm	86%hjkj mo	80%klm	72%lm	73%lm	55%	79%	79%lm	62%	99%Tp	82%	90%Tr
Don't know	11	1	6	1	2	*	11	11	5	11	7	2	2	2	1	2	2	3	7	4
	2%q	1%	4%T	1%	2%	*	2%	2%	1%	2%	2%	2%	2%	4%h	2%	3%	1%	1%	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 164

Q3a. Exposure to harmful content - TikTok

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

TikTok

	Gender		Social Grade							Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (r)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	522	280	238	166	158	103	91	324	194	79	443	73	136	106	84	33	44	387	133	20	84	23	190	61	37	227	
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	39*	336	85	12**	53	14**	150	41*	28**	197	
Effective base	383	194	190	120	118	75	69	237	144	74	311	53	93	71	61	29	38	298	85	15	51	16	139	36	26	177	
Yes	108	50	53	38	31	17	19	69	36	18	90	33	26	21	5	5	5	86	22	6	13	3	39	14	3	49	
	26%nr	26%	24%	31%	25%	20%	22%	28%	21%	26%nr	25%nr	44%Tijl nr	26%nr	31%nr	7%	16%	12%	25%	26%	48%	25%	21%	26%	35%	12%	25%	
No	303	141	162	83	89	67	63	172	131	49	254	37	72	45	67	25	33	243	60	6	38	10	107	26	23	145	
	72%nk	73%	73%	68%	72%	77%	76%	70%	76%	71%nk	72%nk	50%	73%nk	66%	93%Tijk lm	81%	85%kkm	72%	71%	46%	73%	73%	71%	62%	82%	74%	
Don't know	11	3	8	2	3	3	2	5	5	2	9	4	1	2	*	1	8	3	1	1	1	4	1	1	3	2	
	2%	1%	3%	2%	3%	4%	2%	2%	3%	3%	2%	6%	1%	3%	*	4%	3%	2%	3%	6%	2%	7%	2%	3%	5%	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 165
Q3a. Exposure to harmful content - TikTok
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	522	148	88	75	353	67	215	195	45	230	291	93	140	135	82	202	12	202	160	59	83	442	80
Weighted base	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
Effective base	383	107	67	50	263	52	160	136	34	181	203	56	95	107	64	122	10	151	108	38	75	319	64
Yes	108 26% ^d	37 31%	25 31%	20 37% ^{Td}	62 22%	9 16%	45 26%	45 30%	9 24%	52 25%	56 26%	18 30%	27 28%	26 25%	17 25%	38	-	44 25%	33 27%	10 26%	19 26%	88 25%	20 27%
No	303 72%	79 68%	54 68%	33 60%	218 78% ^{Tc}	48 84% ^{Tg}	126 72%	101 67%	28 72%	152 73%	152 71%	41 68%	65 67%	74 71%	48 74%	91 100%	13	124 71%	89 72%	27 73%	52 71%	252 72%	52 70%
Don't know	11 2%	3 2%	3 3%	1 2%	6 2%	1 *	4 2%	5 3%	1 3%	5 2%	5 3%	1 2%	5 5%	4 4%	1 1%	3 3%	-	5 3%	2 2%	1 1%	2 3%	9 2%	2 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 166
Q3a. Exposure to harmful content - TikTok
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
TikTok

	GO Region													Internet usage		Devices used to access internet		Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	522	38	17	15	452	22	39	37	63	51	48	90	67	35	433	82	13	476	238	87	20	13	26	16	27	16
Weighted base	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	391	164	68	21**	11**	30**	16**	28**	14**
Effective base	383	26	14	12	331	16	31	28	44	39	39	60	50	27	329	67	10	356	157	59	17	11	21	14	24	11
Yes	108	7	3	3	95	6	8	7	12	7	9	19	14	11	85	19	1	99	43	15	7	1	11	2	6	5
	26%	20%	24%	26%	26%	32%	24%	20%	28%	18%	21%	23%	28%	35%	27%	18%	11%	25%	26%	23%	32%	12%	37%	12%	22%	34%
No	303	25	10	9	259	13	26	25	31	31	31	47	37	19	221	83	9	283	119	51	13	10	18	14	20	9
	72%	76%	72%	74%	71%	68%	76%	72%	69%	79%	76%	70%	72%	60%	70%	80%	74%	73%	72%	75%	61%	88%	61%	88%	72%	65%
Don't know	11	1	1	-	9	-	-	3	1	1	1	1	-	2	9	1	2	8	3	2	2	-	1	-	2	-
	2%	4%	4%	-	2%	-	-	8%	2%	3%	3%	1%	-	5%	3%	1%	15%	2%	2%	3%	7%	-	2%	-	5%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 167

Q3a. Exposure to harmful content - TikTok

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

TikTok

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	522	82	117	124	91	79	512	455	522	470	354	207	211	99	90	148	261	256	300	222
Weighted base	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210
Effective base	383	58	85	90	70	60	376	329	383	339	243	125	125	46	59	97	174	205	205	180
Yes	108	21	14	34	25	9	104	95	108	100	83	42	37	14	7	15	108	-	63	45
	26%bq	31%b	14%	33%be	35%be	16%	25%	27%	26%	27%	32%Tighi	36%Tighi	35%Tighi	49%Tighjkl	36%Th	33%Th	56%Tq	-	30%	22%
No	303	45	77	66	49	48	297	250	303	263	166	72	65	15	12	31	82	221	142	161
	72%ckjlmpr	67%	81%Tcd	63%	65%	84%Tacd	72%jkimn	71%jkim	72%jkim	71%jkim	65%km	62%	62%	50%	61%	66%	43%	98%Tp	67%	77%Tr
Don't know	11	1	5	4	*	-	11	8	11	9	8	3	3	*	1	1	2	4	7	3
	2%	2%	5%	4%	*	-	3%	2%	2%	2%	3%	2%	3%	1%	3%	1%	1%	2%	3%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 168

Q3a. Exposure to harmful content - Facebook

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Facebook

	Gender		Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1043	547	491	303	308	217	207	611	424	73	970	109	219	202	180	122	95	43	260	138	868	167	34	103	23	411	75	44	494
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501
Effective base	842	427	415	238	251	178	170	488	348	69	777	85	167	155	147	110	87	36	229	120	721	115	27	67	17	335	48	33	410
Yes	181	90	87	51	54	40	33	105	74	18	163	40	46	36	26	9	5	1	15	5	146	34	7	22	5	67	22	5	84
18%opqrst	19%	16%	18%	19%	18%	15%	18%	17%	17%	28%Tjnopqrs	17%opqrs	32%Tjnops	25%Tjnops	21%opqrs	14%pqrs	7%	5%	1%	5%	3%	16%	27%Tt	27%	29%Tt	35%	17%	40%TzBC	12%	17%
No	814	382	430	224	229	169	187	452	356	41	773	80	138	130	151	121	96	274	153	721	87	19	52	8	327	32	32	406	
80%kluwa	79%	81%	80%	79%	77%	84%	80%	81%	81%	65%	81%Tkl	64%	74%	76%kk	84%klm	91%Tjklm	94%Tjklm	99%Tjklm	94%Tjklm	96%Tjklm	81%Tluw	70%	73%	68%	60%	81%A	56%	53%A	81%A
Don't know	24	11	13	5	6	10	3	11	12	4	20	6	1	6	3	2	1	-	4	1	21	3	-	2	1	9	2	2	11
2%j	2%	2%	2%	2%	2%	4%	1%	2%	3%f	7%Tjnr	2%	5%l	1%	3%	2%	2%	1%	-	1%	1%	2%	2%	-	3%	5%	2%	4%	4%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 169
Q3a. Exposure to harmful content - Facebook
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Facebook

	Impairing/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1043	319	166	179	690	208	503	277	55	630	412	139	196	171	101	322	19	474	334	104	84	849	194
Weighted base	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207
Effective base	842	264	139	144	554	177	415	207	43	539	304	92	144	137	80	223	18	388	266	77	75	678	164
Yes	181	67	40	35	106	28	73	68	12	86	95	29	49	40	24	67	10	83	54	21	19	147	34
	18% _{dli}	22% _{td}	24% _{td}	21%	16%	13%	14%	27% _{Tef}	25%	13%	27% _{Ti}	25% _{kl}	30% _{Tl}	28% _{Tl}	28% _{Tl}	26% _T	41%	17%	17%	24%	25%	18%	17%
No	814	232	118	132	562	187	421	172	35	570	244	86	105	97	60	192	14	394	259	64	53	646	168
	80% _{abji}	75%	71%	77%	83% _{Tab}	87% _{Tgh}	83% _{Tgh}	69%	69%	85% _{Tjkl}	70%	75% _{kl}	65%	67%	71%	73%	59%	80% _{kl}	81% _{kl}	75%	70%	79%	81%
Don't know	24	9	8	3	12	*	12	9	3	14	10	-	7	1	5	-	13	6	*	4	20	4	2
	2% _{ie}	3%	5%	2%	2%	*	2%	3% _{ie}	6% _{ie}	2%	3%	-	4% _{kl}	5% _{kl}	2%	2%	-	3%	2%	*	5%	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 170

Q3a. Exposure to harmful content - Facebook

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Facebook

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (t)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1043	80	50	33	880	46	112	72	105	86	93	151	137	78	788	244	25	35	948	431	176	38	43	38	154	64	26
Weighted base	1019	84	51*	31**	852	41*	116	74	93	77	91	135	141	86	654	354	28**	36**	933	383	159	39*	44*	48*	184	74	25**
Effective base	842	64	43	28	707	37	97	60	78	69	80	111	111	65	660	220	21	27	770	322	140	32	40	32	137	57	20
Yes	181	9	17	3	152	12	18	14	20	17	12	25	20	14	133	45	2	2	171	87	20	9	3	13	6	18	8
	18%ox	11%	33%Tad	10%	18%	30%ajl	15%	19%	22%	23%	13%	18%	14%	16%	20%To	13%	7%	5%	18%	23%Tvx	13%x	24%wx	6%	26%wx	3%	25%txx	30%
No	814	73	33	28	681	26	95	56	72	57	76	108	119	72	499	308	25	33	741	288	135	29	41	33	177	54	17
	80%bens	86%be	64%	90%	80%be	63%	83%be	76%	77%	74%	83%be	80%be	85%be	84%be	76%	87%Tn	89%	90%	80%	75%	85%ts	74%	94%Tsuw	70%	96%Tstu	73%	67%
Don't know	24	2	2	-	20	3	4	2	1	2	3	3	2	-	22	2	1	2	20	9	4	1	-	2	1	2	1
	2%o	3%	3%	-	2%	8%Talm	2%	5%	1%	3%	3%	2%	1%	-	3%To	2	4%	5%	2%	2%	3%	2%	-	3%	1%	2%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 171

Q3a. Exposure to harmful content - Facebook

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Facebook

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)			Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1043	176	294	245	148	107	949	699	470	1043	422	232	246	110	106	172	333	695	499	544
Weighted base	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
Effective base	842	141	242	199	120	84	760	541	339	842	301	143	153	53	64	116	237	593	371	472
Yes	181	28	55	45	24	17	177	142	113	181	101	47	41	18	9	19	181	-	103	79
	18%qs	16%	19%	19%	17%	20%	20%Ti	23%Tfi	31%Tfji	18%	30%Tfji	34%Tfki	31%Tfji	47%Tfghjkl	30%Tfi	32%Tfji	69%Tq	-	24%Ts	13%
No	814	145	224	187	118	71	708	461	248	814	224	86	91	18	38	78	736	310	504	85%Tr
	80%lghjklmnop	83%	77%	79%	80%	80%	78%lghjklmnop	75%shjklmo	67%lm	80%lghjklmnop	66%lm	63%lm	68%lm	49%	68%	66%lm	30%	99%Tp	73%	85%Tr
Don't know	24	1	11	6	5	-	20	15	10	24	12	4	1	1	-	1	4	6	13	11
	2%q	*	4%sa	3%	4%	-	2%	2%	3%	2%	3%l	3%	1%	3%	1%	2%	2%	1%	3%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 172
Q3a. Exposure to harmful content - Snapchat
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade							Age							Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (r)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	449	233	212	150	138	81	76	288	157	71	378	85	122	95	52	17	24	320	126	22	83	160	59	29	193
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	24**	278	81	14**	51	123	37*	18**	176
Effective base	323	155	169	106	99	58	58	204	116	67	259	65	82	63	33	15	19	242	80	16	51	114	35	19	150
Yes	48	27	20	19	16	5	6	35	12	14	34	18	10	4	2	-	-	33	14	4	8	16	10	4	18
	13%hj	17%	10%	17%	15%	8%	9%	16%	8%	23%Tjmn	11%	20%jmn	12%	7%	5%	-	-	12%	18%	25%	16%	13%	28%TzC	22%	10%
No	301	123	175	89	88	60	62	177	122	46	256	64	76	55	37	16	24	238	62	10	41	103	24	14	154
	84%akA	79%	88%Ta	80%	82%	89%	89%	81%	89%T	74%	86%Tk	73%	88%k	90%k	95%k	100%	100%	86%	78%	70%	79%	84%A	65%	76%	88%A
Don't know	11	6	5	3	4	2	2	7	4	2	9	6	*	2	*	-	*	7	4	1	3	5	3	*	3
	3%	4%	2%	3%	3%	3%	2%	3%	3%	3%	3%	7%l	*	4%	1%	-	*	2%	5%	5%	5%	4%	7%	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 173
Q3a. Exposure to harmful content - Snapchat
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	449	118	71	59	312	46	179	181	43	179	269	87	129	120	77	184	16	166	139	53	78	381	68
Weighted base	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66
Effective base	323	83	53	37	229	35	130	126	32	139	186	52	86	93	61	108	14	121	92	32	71	272	52
Yes	48	16	10	8	27	2	16	28	3	15	33	9	12	19	12	15	4	15	9	8	15	35	13
	13% _{di}	17%	16%	19%	11%	5%	11%	20% _{Tef}	8%	9%	17% _{Ti}	17%	13%	21% _{Tl}	20% _{ln}	13%	23%	11%	9%	23% _{rs}	22% _{Tqr}	12%	20%
No	301	78	52	37	217	36	129	107	29	146	155	44	74	68	48	97	14	121	97	25	53	250	51
	84% _{gmt}	82%	82%	81%	86% _T	95% _{kg}	87% _g	77%	84%	88% _{sm}	80%	82%	82%	75%	79%	85%	77%	80%	89% _{td}	78%	75%	85%	78%
Don't know	11	2	2	-	7	*	3	4	3	6	5	*	4	4	1	3	-	5	3	*	2	9	2
	3%	2%	2%	-	3%	*	2%	3%	8%	4%	2%	1%	5%	4%	1%	2%	-	3%	3%	1%	3%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 174

Q3a. Exposure to harmful content - Snapchat

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Snapchat

	GO Region										Internet usage		Devices used to access internet		Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North West (e)	Yorkshire and the Humber (f)	West Midlands (g)	East Midlands (h)	East of England (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - looking for work (u)	Student (w)	House person/ Other (v)
Unweighted base	449	31	18	15	385	47	31	53	46	36	71	59	26	374	66	14	407	220	67	12	29	22
Weighted base	360	25**	17**	13**	305	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	334	152	54*	12**	34**	22**
Effective base	323	22	15	12	275	38	24	35	35	28	44	43	20	276	52	11	299	142	45	10	24	19
Yes	48 13%	3 10%	2 10%	1 6%	43 14%	5 12%	1 4%	10 29%Td	6 16%	2 8%	7 13%	6 13%	4 17%	40 15%	5 6%	*	45 13%	15 10%	6 11%	1 9%	7 21%	2 8%
No	301 84%h	21 85%	15 86%	13 94%	253 83%h	37 85%	27 91%	24 68%	29 80%	29 89%	44 86%	37 83%	19 83%	225 82%	72 92%	8 79%	282 84%	133 87%	48 88%	10 88%	25 73%	19 85%
Don't know	11 3%	1 5%	1 4%	-	9 3%	1 3%	1 5%	1 3%	1 3%	1 4%	1 1%	2 4%	-	9 3%	1 2%	2 18%	8 2%	4 3%	-	-	2 6%	2 7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 175

Q3a. Exposure to harmful content - Snapchat

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	449	61	100	106	84	66	431	408	354	422	449	190	191	102	89	134	230	214	281	168
Weighted base	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32*	19	39	163	193	201	159
Effective base	323	40	73	77	63	48	309	292	243	301	323	111	110	49	59	86	152	168	191	134
Yes	48	7	9	13	11	4	48	44	43	47	48	29	27	12	6	8	48	-	32	16
	13%q	15%	11%	15%	16%	9%	14%	14%	17%Tfj	14%	13%	28%Tfghij	30%Tfghij	38%Tfghij	31%Tfghj	22%Tfj	30%Tq	-	16%	10%
No	301	38	68	74	55	42	282	262	205	279	301	70	61	19	13	30	111	191	163	139
	84%fhkmp	83%	85%	82%	79%	91%	83%hkhmn	83%hkhmn	80%khmn	83%hkhmn	84%fhkmp	68%	68%	60%	67%	77%kin	88%	99%Tp	81%	87%
Don't know	11	1	4	3	3	-	11	10	9	10	11	5	2	*	*	*	4	2	6	4
	3%q	2%	4%	3%	5%	-	3%	3%	4%	3%	3%	4%o	2%	1%	2%	1%	2%	1%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 2
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Table 176

Q3a. Exposure to harmful content - Twitch

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Twitch

	Gender		Social Grade						Age							Ethnicity			Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (o)	Minority Ethnic background (u)	Asian (w)	Christian (z)	Muslim (A)	None (C)
Unweighted base	255	177	76	93	76	48	36	169	84	39	216	41	76	63	32	173	80	52	89	35	111
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32**	16**	120	39*	24**	48	15**	86
Effective base	163	111	51	61	46	30	25	106	55	37	126	25	47	38	18	117	45	28	56	16	81
Yes	28	19	9	13	12	1	*	25	2	10	18	11	5	2	1	21	7	5	11	6	10
	17%hm	18%	17%	23%h	25%h	4%	2%	24%Th	3%	26%lm	15%lm	34%	12%	5%	3%	17%	18%	21%	22%	43%	12%
No	127	84	42	42	34	25	26	76	51	25	102	22	34	29	15	95	30	18	35	7	74
	79%g	77%	81%	73%	73%	88%	98%	73%	93%Tcdg	68%	82%	66%	83%	89%l	93%	79%	76%	77%	72%	50%	85%T
Don't know	6	5	1	3	1	2	*	4	2	2	4	-	2	2	1	4	2	1	3	1	3
	4%	5%	2%	5%	2%	8%	*	3%	4%	6%	3%	-	4%	5%	3%	3%	6%	3%	6%	7%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 177

Q3a. Exposure to harmful content - Twitch

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	Yes				Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)		
											NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)								Aged 11-15 (m)	Aged 16-17 (n)
Unweighted base	255	66	39	34	175	18	104	112	21	90	164	59	79	72	44	120	82	39	41	223	32	
Weighted base	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31*	49	51	47*	17**	40*	136	26**
Effective base	163	40	26	18	117	12	67	70	15	62	103	34	48	51	31	65	50	48	21	37	140	24
Yes	28 17% ^d	9 19%	5 17%	5 26%	15 14%	* 1%	12 17%	14 20%	2 16%	11 16%	17 18%	6 23%	6 14%	9 21%	8 25%	7 14%	5 9%	8 17%	5 31%	9 22%	24 18%	4 15%
No	127 79%	32 78%	23 80%	13 74%	93 83% ^T	11 96%	54 79%	53 77%	9 74%	55 80%	71 77%	20 76%	32 80%	33 73%	22 70%	40 82%	46 90% ^T	38 80%	11 65%	29 74%	108 80%	19 74%
Don't know	6 4% ^u	1 3%	1 4%	-	4 4%	* 2%	3 4%	2 3%	1 10%	2 3%	4 5%	* 1%	3 7%	3 6%	2 5%	2 4%	* 1%	1 3%	1 4%	1 4%	4 3%	3 11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 178

Q3a. Exposure to harmful content - Twitch

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Twitch

	Total (T)	GO Region						Internet usage			Devices used to access internet	Working status		
		Scotlan d (a)	NET: England (d)	West Midland s (h)	East Midland s (i)	East of England (j)	London (k)	South East (l)	More than 2 hours (n)	1-2 hours (o)		Multipl e devices (r)	Working full time (s)	Working part- time (t)
Unweighted base	255	20	217	33	20	24	52	38	228	21	232	130	38	14
Weighted base	161	12**	136	18**	11**	19**	31*	26**	141	16**	152	63	19**	15**
Effective base	163	13	136	20	11	18	31	25	146	15	153	76	21	10
Yes	28 17% ⁿ	2 15%	24 17%	3 18%	4 39%	2 11%	5 17%	3 13%	22 15%	4 23%	24 16%	10 17%	2 8%	4 26%
No	127 79%	10 83%	107 79%	13 72%	6 50%	16 84%	25 82%	22 82%	114 81% ^T	12 71%	124 81% ^T	50 80%	16 86%	11 71%
Don't know	6 4% ^r	- 2%	6 4%	2 9%	1 11%	1 5%	- 1%	1 5%	5 4%	1 6%	4 3%	2 3%	1 6%	- 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 179

Q3a. Exposure to harmful content - Twitch

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Twitch

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	255	35	55	65	46	42	250	226	207	232	190	255	163	99	85	115	154	98	186	69
Weighted base	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56
Effective base	163	23	35	43	32	26	160	140	125	143	111	163	88	46	60	72	91	70	113	51
Yes	28	3	4	9	7	2	28	25	25	27	25	28	22	10	4	6	28	-	18	10
	17%q	12%	14%	20%	23%	11%	17%	18%	21%TK	20%Tk	24%Tfgk	17%	30%Tghko	34%Tghik	26%Tk	20%	32%Tq	-	17%	18%
No	127	20	26	34	23	20	125	106	88	105	75	127	50	18	12	22	55	72	81	46
	79%jmn	81%	81%	75%	76%	88%	79%jmn	79%jmn	76%lm	77%jmn	72%lm	79%jmn	66%	60%	68%	73%l	63%	100%Tp	78%	81%
Don't know	6	2	1	2	*	*	6	4	4	4	4	6	3	2	1	2	4	*	6	1
	4%qq	7%	5%	5%	1%	1%	4%g	3%	3%	3%	3%	4%g	4%	6%	6%	6%ghil	5%	*	5%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 180

Q3a. Exposure to harmful content - Bitchute

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Gender		Social Grade				Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	C1 (d)	C2 (e)	ABC1 (g)	C2DE (h)	18+ (i)	White (j)	Minority Ethnic background (k)	Christian (z)	None (C)
Unweighted base	119	76	42	40	28	75	44	119	70	48	45	41
Weighted base	37	23*	15**	13**	10**	21*	16**	37	26*	11*	13**	16**
Effective base	74	46	28	25	18	47	28	74	46	30	29	28
Yes	4	3	1	1	1	3	1	4	2	2	1	1
	11%	15%	5%	11%	8%	13%	9%	11%	7%	20%	9%	5%
No	31	17	14	11	9	18	13	31	22	9	11	14
	84%	77%	94%	89%	85%	85%	82%	84%	86%	78%	83%	90%
Don't know	2	2	*	-	1	1	1	2	2	*	1	1
	5%	8%	1%	-	8%	2%	9%	5%	7%	1%	7%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 181

Q3a. Exposure to harmful content - Bitchute

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Impacting condition		Number of people in household		Do any children aged 17 or under live in your household?		Responsibility for children in household		Highest education		Urban/Rural	
	Total (T)	No Impacting condition (d)	2-3 (f)	4+ (g)	Yes (i)	No children aged 17 or under (j)	Yes (o)	Secondarily school or equiv (q)	University degree or equiv (r)	Urban (u)	Rural (v)	
Unweighted base	119	76	44	47	71	69	47	49	102			
Weighted base	37	26*	15**	23*	15*	14*	16*	16*	29			
Effective base	74	48	28	36	47	45	31	31	64			
Yes	4 11%	2 7%	1 9%	1 5%	3 21%T	3 20%T	1 7%	1 6%	4 12%			
No	31 84%	22 86%	13 84%	20 89%	11 76%	11 77%	14 91%	14 85%	24 81%			
Don't know	2 5%	2 7%	1 6%	1 6%	1 3%	1 4%	1 2%	1 9%	2 7%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 182

Q3a. Exposure to harmful content - Bitchute

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Bitchute

	GO Region		Devices used to access internet More than 2 hours (n)	Multiple devices (r)	Working status	
	NET: England (d)	NET: England (d)			Working full time (s)	Working part-time (t)
Unweighted base	119	107	102	97	67	30
Weighted base	37	33	29	30	16*	11**
Effective base	74	67	65	59	42	19
Yes	4	4	3	3	2	1
	11%	12%	11%	10%	14%	9%
No	31	27	24	27	13	10
	84%	82%	82%	87%	78%	90%
Don't know	2	2	2	1	1	*
	5%r	5%	7%	2%	7%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 183

Q3a. Exposure to harmful content - Bitchute

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Household income per year	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Total (T)	Up to £15,599 (a)	YouTube (f)	Instagram (g)	TikTok (b)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Frillia (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base		119	25	117	103	90	106	89	85	86	73	119	75	69	49	93	26
Weighted base		37	11**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
Effective base		74	18	73	63	59	64	59	60	55	69	74	69	47	35	58	18
Yes		4	1	4	4	3	4	4	4	4	3	4	3	4	-	4	-
		11%q	11%	10%	12%	17%Tfjn	13%	20%Tfghjn	24%Tfjn	19%Tfjn	28%Tfmn	11%	27%Tfmn	27%Tfq	-	14%	4%
No		31	9	31	23	16	25	15	12	15	8	31	8	10	21	21	10
		84%jkimop	83%	84%jkimop	83%jkd	80%j	83%jkj	76%k	71%	77%	66%	84%jkimop	69%	65%	97%Tp	79%	94%
Don't know		2	1	2	1	1	1	1	1	1	1	2	1	1	2	-	-
		5%	7%	5%	5%hj	3%	5%	3%	5%j	4%	7%o	5%	5%	8%	3%	6%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 184

Q3a. Exposure to harmful content - OnlyFans

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Gender		Social Grade						Age			Ethnicity		Religion	
	Total (T)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	25-34 (j)	35-44 (m)	White (l)	Minority Ethnic background (u)	Christian (z)	None (C)
Unweighted base	179	139	59	56	32	32	115	64	179	61	52	124	54	66	76
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*	19*	50	13*	23*	33
Effective base	122	98	39	37	22	24	76	46	122	41	39	90	34	43	58
Yes	9	8	2	4	2	1	6	3	9	4	2	7	2	4	4
	15%	15%	9%	24%	21%	6%	16%	13%	15%	21%	12%	15%	16%	16%	12%
No	52	44	18	14	8	11	32	20	52	16	16	42	10	19	28
	83%	83%	85%	76%	79%	93%	81%	87%	83%	78%	83%	84%	78%	83%	85%
Don't know	1	1	1	*	-	*	1	*	1	*	1	1	1	*	1
	2%	2%	5%	1%	-	1%	3%	1%	2%	1%	5%	1%	6%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 185

Q3a. Exposure to harmful content - OnlyFans

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?			Responsibility for children in household	Highest education	Urban/Rural		
	Total (T)	Any (a)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)		Yes (o)	Secondarily school or equiv (q)	University degree or equiv (r)	Urban (u)	
			Aged 5-10 (l)					Aged 11-15 (m)						
Unweighted base	179	50	119	29	79	62	82	96	47	35	95	65	78	157
Weighted base	62	15*	44	14**	29	17*	38	24	12**	10**	24	24*	27	53
Effective base	122	35	81	24	55	38	66	59	29	22	58	45	53	106
Yes	9	3	6	2	5	2	5	4	2	1	4	3	5	7
	15%	17%	13%	10%	17%	14%	13%	17%	20%	7%	17%	11%	20%	14%
No	52	12	38	13	23	14	32	20	9	9	19	21	21	44
	83%	83%	86%	88%	80%	86%	84%	81%	80%	90%	81%	88%	77%	84%
Don't know	1	-	-	-	1	-	1	-	-	-	-	-	1	1
	2%	1%	1%	2%	4%	-	3%	1%	-	3%	1%	1%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 186

Q3a. Exposure to harmful content - OnlyFans

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	GO Region			Internet usage More than 2 hours (n)	Devices used to access internet Multipl e devices (r)	Working status	
	Total (T)	NET: England (d)	London (k)			Working full time (s)	Working part- time (t)
Unweighted base	179	154	34	161	162	121	34
Weighted base	62	52	10**	54	58	42	11**
Effective base	122	103	23	112	113	82	22
Yes	9 15%	8 15%	1 7%	9 16%	8 14%	7 16%	2 18%
No	52 83%	43 82%	9 92%	44 81%	49 83%	35 84%	8 74%
Don't know	1 2%	1 3%	* 1%	1 2%	1 2%	* 1%	1 9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 187

Q3a. Exposure to harmful content - OnlyFans

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Household income- per year			Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitea (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	179	42	43	31	176	165	148	172	134	115	118	81	75	179	106	73	130	49
Weighted base	62	15**	17**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*
Effective base	122	29	29	22	120	111	97	116	86	72	84	69	69	122	68	55	87	37
Yes	9	2	2	1	9	9	9	9	8	7	6	3	3	9	9	-	8	1
	15%q	12%	14%	10%	15%	17%	20%Tfio	16%	20%Tfio	25%Tfio	23%Tfio	24%Tfijio	28%Tfijio	15%	30%Tq	-	20%Ts	6%
No	52	12	14	9	51	44	37	48	30	21	20	10	8	52	20	32	31	20
	83%hjkimpr	82%	86%	88%	83%hjkimpr	81%kimmn	79%kimmn	82%kimmn	78%kimmn	71%	75%mmn	67%	69%	83%hjkimpr	66%	100%Tp	78%	93%r
Don't know	1	1	*	*	1	1	*	*	*	1	1	*	*	1	1	-	1	*
	2%	6%	1%	2%	2%	2%h	1%	2%h	1%	4%hjl	2%	9%Tfghjkino	3%hj	2%	4%	-	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 188

Q3a. Exposure to harmful content - Vimeo

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Gender		Social Grade							Age							Ethnicity Minority			Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Other ethnic backgro und (u)	Asian (w)	Christi an (z)	Muslim (A)	Other religio n (B)	None (C)
Unweighted base	263	177	84	109	80	47	26	189	73	37	226	33	67	63	40	23	177	85	54	107	37	21	94
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	19**	111	38*	23**	61	17**	12**	57
Effective base	166	110	55	73	49	29	14	122	44	34	132	17	38	35	24	19	117	50	30	69	19	12	63
Yes	14	11	3	6	2	*	*	12	2	4	10	5	3	2	*	*	8	5	3	6	4	*	3
	10%	11%	7%	10%	13%	8%	2%	11%	6%	12%	9%	26%	12%	6%	1%	-	8%	14%	15%	10%	24%	3%	6%
No	131	83	46	55	41	23	10	97	33	27	104	14	26	27	19	19	100	31	18	52	13	10	52
	87%	86%	91%	86%	85%	92%	96%	85%	93%	79%	90%	72%	87%	93%	97%	100%	90%	81%	81%	85%	76%	90%	92%
Don't know	4	3	1	3	1	-	*	4	*	3	1	*	*	*	*	2	2	2	1	3	-	1	1
	3%	3%	3%	4%	2%	-	3%	4%	1%	9%	1%	2%	1%	1%	2%	-	2%	5%	4%	4%	-	7%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 189

Q3a. Exposure to harmful content - Vimeo

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Unweighted base	263	77	43	44	174	36	102	103	22	99	163	58	75	65	47	123	82	96	41	40	226	37
Weighted base	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	39*	31*	49	39*	53	22**	34*	122	27**
Effective base	166	49	28	26	114	26	64	62	15	68	98	31	44	44	34	64	50	56	24	36	140	27
Yes	14 10% ^d	5 12%	3 12%	4 15%	7 7%	1 2%	4 7%	8 14%	2 15%	6 9%	8 10%	2 10%	4 13%	4 12%	3 9%	4 20%	1 3%	4 8%	4 20%	4 12%	11 9%	3 12%
No	131 87%	37 86%	24 88%	19 82%	88 90%	22 97%	54 91%	45 82%	9 78%	59 90%	72 86%	21 90%	26 80%	32 81%	27 85%	44 90%	38 96% ^T	48 91%	17 78%	27 80%	109 89%	22 80%
Don't know	4 3% ^u	1 2%	* *	1 3%	3 4%	* 1%	1 2%	2 4%	1 7%	1 1%	4 4%	- -	2 6%	3 8%	2 5%	1 2%	* 1%	1 1%	1 2%	3 8%	2 2%	2 8%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 190

Q3a. Exposure to harmful content - Vimeo

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Total (T)	GO Region								Internet usage		Devices used to access internet	Working status		
		Scotland (a)	NET: England (d)	North West (l)	Yorkshire and the Humber (g)	West Midland s (n)	East Midland s (o)	London (k)	South East (i)	South West (m)	More than 2 hours (r)	1-2 hours (q)	Multipl e devices (j)	Working full time (s)	Working part- time (h)
Unweighted base	263	23	225	18	17	36	31	53	35	17	217	41	235	140	46
Weighted base	149	14**	125	10**	12**	17**	17**	30*	17**	14**	107	38*	137	61	24**
Effective base	166	14	141	13	11	22	20	32	23	12	141	31	153	84	27
Yes	14	-	14	2	-	4	4	1	2	-	12	-	12	7	1
	10%o	2%	11%	23%	2%	25%	22%	4%	11%	1%	11%	1%	9%	11%	4%
No	131	14	107	8	11	12	12	29	15	13	93	37	121	53	23
	87%	96%	86%	77%	98%	72%	69%	95%	88%	93%	86%	97%	89%	87%	95%
Don't know	4	-	4	-	-	1	2	-	-	1	3	1	4	1	-
	3%	1%	3%	-	-	3%	10%	1%	1%	6%	3%	2%	3%	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 191

Q3a. Exposure to harmful content - Vimeo

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	263	39	52	59	48	48	259	239	211	246	191	163	263	105	86	118	143	119	178	85
Weighted base	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63
Effective base	166	25	33	35	32	33	164	148	125	153	110	88	166	51	55	84	83	84	105	63
Yes	14	2	4	4	3	1	14	12	14	14	14	13	14	5	3	5	14	-	11	4
	10%q	8%	14%	13%	11%	3%	9%	9%	14%Tfgl	11%	16%Tfgl	18%Tfgl	10%	15%	16%fg	19%Tfgh	21%Tq	-	12%	6%
No	131	17	22	28	26	26	130	113	87	114	72	58	131	27	15	21	49	81	74	57
	87%hjko	88%	83%	83%	85%	97%	88%hjkn	87%hjkn	82%	86%hjko	72	80%	77%	82%	80%	78%	73%	100%Tp	85%	91%
Don't know	4	1	1	1	1	*	4	4	4	4	4	4	4	1	1	1	4	*	2	2
	3%q	4%	3%	4%	4%	1%	3%	3%	4%	3%	4%	5%	3%	3%	4%	3%	6%q	*	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 192

Q3a. Exposure to harmful content - Fruitlab

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Gender		Social Grade				Age			Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	White (h)	Minority Ethnic background (i)	Christian (z)	None (C)	
Unweighted base	111	73	37	39	39	78	13	98	61	48	45	30	
Weighted base	38	23*	14**	14**	15**	29*	13**	25*	24**	13**	15**	11**	
Effective base	54	36	18	22	17	38	12	47	30	25	22	15	
Yes	4	2	2	1	2	4	1	3	2	2	2	*	
	11%	8%	15%	9%	15%	12%	11%	10%	13%	15%	2%		
No	32	19	12	11	13	24	11	20	20	11	13	10	
	84%	84%	84%	81%	84%	83%	89%	82%	86%	80%	81%	86%	
Don't know	2	2	*	1	*	1	-	2	1	1	1	1	
	5%	7%	1%	9%	1%	5%	-	7%	4%	7%	4%	11%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 193

Q3a. Exposure to harmful content - Fruitlab

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Impacting/ limiting condition		Number of people in household		Do any children aged 17 or under live in your household?				Respons- ibility for childre n in househo ld	Highest education	Urban/ Rural		
	Total (T)	Any (a)	No impact ing/ limitin g conditi on (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Yes (o)	Univers- ity degree or equiv (r)	Still in full time educati on (t)	Urban (u)
Unweighted base	111	29	73	45	53	87	37	45	34	73	42	15	102
Weighted base	38	11**	24*	15**	19**	29*	13**	14**	14**	16*	11**	13**	35*
Effective base	54	13	36	22	25	42	19	20	18	38	20	13	50
Yes	4	2	2	1	2	4	1	1	2	2	1	2	4
	11%	19%	7%	7%	12%	13%	8%	6%	16%	15%	11%	12%	12%
No	32	8	22	13	16	24	12	13	11	13	8	12	29
	84%	79%	89%	86%	86%	85%	92%	90%	79%	80%	78%	88%	83%
Don't know	2	-	1	1	-	1	-	1	1	1	-	-	2
	5%	1%	4%	7%	2%	3%	-	4%	5%	5%	11%	-	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 194

Q3a. Exposure to harmful content - Fruitlab

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Total (T)	GO	Interne	Devices	Working
		Region	Usage	used to	status
		NET:	More	Multiple	Working
		England	than 2	devices	full
	(d)	(n)	(n)	(r)	time
					(s)
Unweighted base	111	97	98	91	64
Weighted base	38	32*	33*	30*	15*
Effective base	54	48	45	44	33
Yes	4	4	3	4	2
	11%	13%	10%	12%	12%
No	32	26	28	25	12
	84%	82%	85%	83%	83%
Don't know	2	2	2	2	1
	5%	5%	5%	5%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 195

Q3a. Exposure to harmful content - Fruitlab

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Household income per year £36,400	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure	
		Total (T)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)		No exposure (q)
Unweighted base	111	24	110	109	99	110	102	99	105	111	73	81	76	34	89
Weighted base	38	12**	37	35	30*	37	32*	31*	33	38	12	14	26*	11**	30*
Effective base	54	14	53	54	46	53	49	46	51	54	69	69	36	18	42
Yes	4	2	4	4	4	4	4	4	4	4	3	3	4	-	4
	11%	16%	11%	12%Tm	14%	11%	13%	14%	12%	11%	24%o	20%	16%	-	13%
No	32	10	31	29	25	31	27	25	28	32	8	10	20	11	25
	84%g	82%	84%	83%	83%	84%	84%	81%	84%	84%g	69%	69%	78%	100%	84%
Don't know	2	-	2	2	1	2	1	2	1	2	1	2	2	-	1
	5%jl	2%	5%jl	5%jl	3%	5%jl	3%	6%jl	3%	5%jl	7%	11%ln	6%	-	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 196

Q3a. Exposure to harmful content - NET: Any VSP

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

NET: Any VSP

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Yes	293	146	142	94	82	57	53	176	111	37	256	62	70	61	40	17	6	1	24	7	233	58	13	36	7	101	31	12	145
	24%jopq	24%	22%	28%Th	22%	22%	19%	25%	21%	42%Tjmn	22%opqr	44%Tjmn	33%Tjno	30%Tjno	18%opqr	10%rs	4%	2%	6%rs	3%	22%	38%Tt	40%Tt	41%Tt	29%	21%	51%TzBC	25%	24%
No	933	451	481	239	281	192	218	520	410	48	885	77	141	135	177	154	130	70	355	200	831	93	20	51	382	29	35	464	
	75%iklm	74%	78%	71%	77%	75%	79%kc	74%	77%	55%	77%Tkl	54%	67%k	67%k	81%Tkl	89%Tijk	85%Tijk	98%Tijk	93%Tijk	98%Tijk	77%Tuww	61%	60%	58%	73%	78%A	48%	72%A	75%A
Don't know	16	8	8	3	2	7	4	5	11	2	14	3	1	6	2	1	1	-	3	1	16	1	-	1	-	8	1	1	6
	1%g	1%	1%	1%	1%	3%g	1%	1%	2%	2%	1%	2%	1%	3%jr	1%	1%	1%	-	1%	1%	1%	*	-	1%	-	2%	1%	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 197

Q3a. Exposure to harmful content - NET: Any VSP

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

NET: Any VSP

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Yes	293 24%defi	103 28%Td	67 35%Tacd	48 24%	179 21%	42 18%	125 20%	101 35%Tef	25 40%Tef	147 18%	147 36%Ti	43 38%Ti	71 39%Ti	60 34%Ti	42 39%Ti	95 32%T	14 51%	126 22%	90 23%	27 29%	39 39%Tqr	240 24%	54 22%
No	933 75%abgh jkimnot	254 70%ab	119 62%	150 75%kab	650 78%Tab	228 84%Tgh	484 78%Tgh	186 63%	36 59%	678 81%Tjku mn	256 63%	77 64%	109 59%	113 64%	64 60%	197 67%	13 49%	448 77%l	305 77%l	67 71%	59 50%	743 75%	190 77%
Don't know	16 1%d	8 2%	6 3%Td	2 1%	7 1%	1 *	9 1%	6 2%	1 1%	11 1%	6 1%	-	5 3%	4 2%	1 1%	4 1%	-	10 2%	2 1%	-	2 2%	12 1%	4 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 198
Q3a. Exposure to harmful content - NET: Any VSP
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Yes	293	15	20	5	252	15	31	21	30	22	26	46	39	22	224	63	3	6	273	127	39	15	11	26	8	21	9
	24%oqx	15%	34%a	15%	24%	30%a	23%	21%	29%a	24%	23%	27%a	22%	20%	29%To	14%	10%	10%	24%q	29%Tx	19%ix	30%ix	19%ix	48%Tstxy	4%	28%ix	32%
No	933	86	39	31	778	33	102	78	74	66	83	123	134	84	532	393	27	50	841	312	162	35	47	28	222	60	19
	75%nsw	83%beh	66%	85%	74%	65%	75%	77%	70%	74%	75%	73%	77%	79%	69%	88%Tn	84%	85%	75%	70%sw	80%aw	69%	80%w	52%	96%Tstuvy	73%w	65%
Don't know	16	2	-	-	14	2	2	2	1	1	2	-	1	1	14	1	2	3	11	6	2	1	1	-	1	2	1
	1%r	2%	-	-	1%	5%k	2%	2%	1%	2%	2%	-	1%	1%	2%To	1	6%	5%r	1%	1%	1%	2%	2%	-	1%	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 199
Q3a. Exposure to harmful content - NET: Any VSP
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	239	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Yes	293	43	79	74	50	35	294	227	192	263	163	87	67	26	15	31	293	-	168	127
	24%qs	19%	24%	26%	29%a	29%	25%T	33%Tfi	46%Tfji	26%T	45%Tfji	54%Tfgh	45%Tfgh	69%Tfgh	41%Tfin	49%Tfin	100%Tq	-	33%Ts	17%
No	933	187	249	208	118	87	822	450	225	742	193	73	82	11	22	32	-	933	326	608
	75%lghi	81%d	74%	73%	69%	71%	73%ghjk	66%hjk	53%km	73%ghjk	54%km	45%km	55%km	30%	58%k	51%km	-	100%Tp	65%	82%Tr
Don't know	16	2	6	4	2	-	12	6	4	14	4	2	*	*	*	-	-	-	8	8
	1%q	1%	2%	2%	1%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	-	-	-	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Table 200

Q3b. Likelihood to come across harms - Summary table

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Summary table

	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Bitchute (g)	OnlyFans (h)	Vimeo (i)	Fruilab (j)	NET: Any VSP (k)
Unweighted base	1141	760	522	1043	449	255	119	179	263	111	1243
Weighted base	1119	683	422	1019	360	161	37	62	149	38	1243
Effective base	928	594	383	842	323	163	74	122	166	54	1016
Very likely	(4) 81 7%	57 6%	74 17%abdegij	100 10%a	41 11%ab	21 13%ab	2 5%	8 13%ag	12 6%	5 13%	179 14%abdgij
Somewhat likely	(3) 278 23%	148 22%	143 34%abdeh	282 28%b	83 23%	42 26%	10 27%	15 24%	41 27%	13 34%b	367 30%abe
Somewhat unlikely	(2) 538 48%ck	346 51%cfhk	148 35%	490 48%ck	164 45%c	68 42%	16 42%	26 42%	72 49%c	15 40%	518 42%c
Very unlikely	(1) 221 20%cdk	132 19%cdk	57 14%	146 14%	72 20%cdk	30 19%	9 25%cdjk	14 22%cdk	24 16%	5 13%	178 14%
NET: Likely	360 32%	204 30%	217 51%abdefghik	383 38%ab	124 35%	63 39%b	12 33%	23 37%	53 35%	18 47%abg	547 44%abdei
NET: Unlikely	759 68%cdjk	479 70%cdfjk	205 49%	637 62%ck	236 65%ck	98 61%c	25 67%cj	40 63%c	97 65%ck	20 53%	696 56%c
Mean	2.20	2.19	2.55abdefghik	2.33abg	2.26	2.34ab	2.14	2.27	2.27	2.48abg	2.44abdeghi
Standard deviation	0.84	0.84	0.93	0.84	0.91	0.93	0.86	0.95	0.83	0.89	0.91
Standard error	0.02	0.03	0.04	0.03	0.04	0.06	0.08	0.07	0.05	0.08	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 201
Q3b. Likelihood to come across harms - YouTube
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
YouTube

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (d)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1141	628	508	334	347	224	227	681	451	97	1044	114	231	221	193	136	109	40	285	149	943	187	39	110	30	444	78	53	544
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551
Effective base	928	501	427	268	285	185	185	552	369	90	842	90	178	172	159	121	99	33	250	130	787	132	31	74	22	363	52	40	455
Very likely	(4) 81	44	37	32	14	21	11	46	32	15	66	13	15	23	10	4	1	1	6	2	60	18	6	8	4	24	9	3	42
	7%djoprst	8%	7%	10%Tdfg	4%	9%cd	5%	7%cd	7%	18%Tjnopqrs	6%sprs	10%oprs	7%prs	12%Tjnopr	5%rs	3%	1%	1%	2%	1%	6%	13%T	18%Tt	10%	17%	6%	16%TzC	7%	8%
Somewhat likely	(3) 278	130	147	73	92	58	50	166	108	27	251	42	62	56	49	28	12	3	42	16	222	54	10	36	5	100	24	17	132
	25%copqrst	23%	27%	24%	28%	26%	21%	26%	23%	32%copqrs	24%oprs	32%opqrs	31%jopqrs	30%opqrs	25%oprs	18%	11%	6%	13%ks	9%	23%	38%Tt	32%	42%Tt	26%	40%TzC	36%	39%	24%
Somewhat unlikely	(2) 538	274	262	136	162	105	133	297	238	29	508	54	89	85	85	78	82	34	195	117	491	44	9	25	8	231	17	18	263
	48%kluvwA	48%	48%	44%	49%	46%	55%Tcg	47%	51%	35%	49%Tt	40%	44%	45%	44%	53%j	82	65%klm	61%Tijk	69%Tijk	51%Tuww	31%	29%	29%	37%	53%TAB	28%	36%	48%A
Very unlikely	(1) 221	120	98	69	61	44	48	129	92	13	209	24	36	24	49	40	21	15	76	36	190	27	6	16	4	81	10	10	113
	20%lm	21%	18%	22%	18%	19%	20%	20%	20%	15%	20%lm	18%	18%	19%	25%lm	27%Tijm	18%	38%lm	24%lm	21%lm	20%	19%	21%	18%	20%	19%	17%	22%	21%
NET: Likely	360	175	184	105	107	79	61	212	140	42	317	55	77	79	59	30	13	4	48	17	282	73	15	44	9	124	33	20	174
	32%jopqrst	31%	34%	34%fd	32%	35%h	25%	33%fd	30%	50%Tjnopqrs	31%opqrs	41%jopqrs	38%jopqrs	42%Tjnopqrs	31%oprs	20%rs	11%	8%	15%ls	10%	29%	50%Tt	50%Tt	43%	52%Tt	29%	56%TzC	42%	32%
NET: Unlikely	759	394	360	205	222	149	181	427	330	42	717	78	125	109	134	119	104	49	272	153	682	72	15	41	12	312	27	28	376
	68%lmuvwA	69%	66%	66%	68%	65%	75%Tcg	67%	70%e	50%	69%Tijk	59%	62%	58%	69%lm	80%Tijk	89%Tijk	92%Tijk	85%Tijk	90%Tijk	71%Tuww	50%	50%	48%	57%	71%A	44%	58%	68%A
Mean	2.20jopqrst	2.17	2.23	2.22	2.18	2.24	2.10	2.20	2.17	2.53Tjlmnopqrs	2.17opqrs	2.33opqrs	2.28jopqrs	2.41Tjlmnopqrs	2.11rs	1.96	1.94	1.81	1.93	1.90	2.16	2.44Tt	2.48t	2.43Tt	2.40	2.16	2.55TzC	2.27	2.19
Standard deviation	0.84	0.85	0.82	0.91	0.78	0.87	0.76	0.84	0.82	0.96	0.82	0.89	0.84	0.86	0.84	0.75	0.56	0.66	0.66	0.58	0.81	1.03	0.90	1.02	0.79	0.95	0.88	0.85	0.85
Standard error	0.02	0.03	0.04	0.05	0.04	0.06	0.05	0.03	0.04	0.10	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.10	0.04	0.05	0.03	0.07	0.17	0.09	0.19	0.04	0.11	0.12	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 202
Q3b. Likelihood to come across harms - YouTube
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1141	341	180	183	762	235	546	297	63	694	446	135	210	198	117	329	22	483	384	112	108	932	209	
Weighted base	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219	
Effective base	928	284	153	148	616	198	453	227	50	591	338	91	156	161	96	232	21	397	307	84	96	750	178	
Very likely	(4)	81 7%efi	21 6%	13 7%	10 6%	56 7%	6 3%	28 5%	39 15%Tef	7 12%ef	35 5%	46 12%Ti	17 15%Ti	28 16%Ti	24 14%Ti	11 11%l	31 11%T	1 3%	32 6%	23 6%	5 5%	15 15%Tqrs	70 8%	11 5%
Somewhat likely	(3)	278 29%efiv	96 29%	64 35%Tad	50 28%	173 23%	45 19%	128 23%	85 32%Tef	20 34%e	154 21%	124 33%Ti	38 35%Ti	57 35%Ti	52 31%l	35 32%l	89 33%T	9 32%	121 24%	84 23%	31 33%	29 30%	239 27%Tv	40 19%
Somewhat unlikely	(2)	538 48%gkij	152 46%	76 42%	79 45%	372 50%	132 55%Tg	291 52%Tg	91 35%	23 40%	383 52%Tjklmn	154 40%	41 37%	68 39%	71 42%	115 36%	37 42%	115 39%	249 50%	180 49%	39 43%	41 41%	417 46%	121 55%Tu
Very unlikely	(1)	221 20%lmo	62 19%	29 16%	37 21%	151 20%	58 24%	107 19%	49 18%	8 13%	165 22%Tjklm	57 15%	13 12%	23 13%	24 14%	21 21%	37 14%	7 26%	98 20%	81 22%	18 19%	14 14%	175 19%	47 21%
NET: Likely		360 32%efiv	118 35%	77 42%Tad	60 34%	228 30%	52 21%	156 28%	125 47%Tef	27 47%Tef	189 26%	170 45%Ti	55 50%Ti	85 48%Ti	76 44%Ti	44 43%Ti	120 44%T	10 36%	153 31%	107 29%	35 38%	44 44%Tqr	309 34%Tv	51 23%
NET: Unlikely		759 68%bahj	214 65%b	105 58%	116 66%	524 70%b	191 79%Tgh	397 72%Tgh	140 53%	31 53%	548 74%Tjklmn	211 55%	54 50%	90 52%	58 56%	152 57%	17 64%	347 69%l	261 71%l	57 62%	55 56%	591 66%	168 77%Tu	
Mean		2.20efiv	2.23	2.33Tad	2.18	2.18	2.00	2.14e	2.44Tef	2.46Tef	2.08	2.42Ti	2.53Ti	2.51Ti	2.44Ti	2.33i	2.42T	2.13	2.17	2.13	2.24	2.45Tq	2.23Tv	2.07
Standard deviation	0.84	0.83	0.83	0.83	0.83	0.73	0.78	0.96	0.88	0.79	0.88	0.90	0.91	0.90	0.93	0.86	0.85	0.82	0.83	0.82	0.92	0.85	0.77	
Standard error	0.02	0.04	0.06	0.06	0.03	0.05	0.03	0.06	0.11	0.03	0.04	0.08	0.06	0.06	0.09	0.05	0.18	0.04	0.04	0.08	0.09	0.03	0.06	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 203
Q3b. Likelihood to come across harms - YouTube
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
YouTube

	GO Region										Internet usage				Devices used to access internet			Working status																		
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)									
Unweighted base	1141	90	52	34	965	47	113	90	104	89	104	175	155	88	854	274	26	41	1041	450	199	49	51	42	163	63	27									
Weighted base	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**									
Effective base	928	72	46	30	781	38	98	75	78	73	88	133	128	73	722	246	21	32	855	340	158	42	47	36	145	57	21									
Very likely	(4)	81	7%fox	4	10	18%Tadfi	-	67	7%f	4	3	9	9	9	4	6	17	12	5	63	18	2	6	74	36	7	4	2	2	9	4	14%				
Somewhat likely	(3)	278	25%oqx	23	24%	11	13	232	25%	9	20%	25	21%	18%	36%Tdfg	25	24%	24	23%	29%	29%To	17%	8	4	262	98	51	20	40%Tsvx	11	20	22	23	33%lx	6	23%
Somewhat unlikely	(2)	538	48%bhn	50	54%bh	18	13	456	49%h	25	57%bh	70	59%Tbth	43	31	36	53	75	77	46	311	222	56%	14	17	501	191	84	19	30	23	123	64%Tstu	30	9	35%
Very unlikely	(1)	221	20%r	17	18%	14	7	183	20%	6	14%	20	17%	26%	20%	11	16	32	35	20	133	87	7	16	192	77	45	7	10	7	46	9	7	28%		
NET: Likely	360	27	32%fox	21	28%	13	299	32%	29%	23%	28	26	41	29	30	54	46	34	267	86	4	10	335	133	58	24	13	22	24	32	9	37%				
NET: Unlikely	759	68	68%hnyu	32	61%	20	639	68%h	31	71%	90	68	48	47	69	107	112	66	444	308	21	33	693	267	130	26	40	30	169	87%Tstu	39	16	63%			
Mean	2.20ox	2.14	2.31	2.18	2.20	2.23	2.09	2.11	2.36f	2.29	2.20	2.24	2.14	2.19	2.28To	2.04	1.91	1.99	2.21	2.23x	2.11x	2.42x	2.10	2.33x	1.90	2.45Tiv	2.23									
Standard deviation	0.84	0.76	1.07	0.77	0.83	0.81	0.69	0.81	0.91	0.77	0.78	0.89	0.85	0.81	0.87	0.76	0.80	1.02	0.83	0.86	0.81	0.84	0.75	0.76	0.63	0.87	1.03									
Standard error	0.02	0.08	0.15	0.13	0.03	0.12	0.06	0.10	0.09	0.08	0.08	0.07	0.07	0.09	0.03	0.05	0.16	0.03	0.04	0.04	0.06	0.12	0.11	0.12	0.05	0.11	0.20									

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 204

Q3b. Likelihood to come across harms - YouTube

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

YouTube

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitables (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	1141	204	302	262	161	132	1141	719	512	949	431	250	259	110	117	176	354	774	541	600	
Weighted base	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653	
Effective base	928	162	252	215	131	106	928	558	376	760	309	160	164	53	73	120	256	662	411	519	
Very likely	(4)	81 25%qs	11 5%	25 9%	19 7%	12 8%	8 7%	81 7%	58 9%Tfi	52 13%Tfji	65 6%	39 12%Tfi	33 21%Tfghjio	21 14%Tfji	12 32%Tfghjiko	5 13%Tfi	8 14%Tfi	62 22%Tq	18 2%	57 12%Ts	24 4%
Somewhat likely	(3)	278 25%qs	53 26%	66 23%	65 26%	45 29%	28 23%	278 25%	201 32%Tfi	145 35%Tfji	241 27%Tfi	121 35%Tfi	57 36%Tfi	64 43%Tfghjio	15 42%Tfi	11 29%	22 37%Tfin	113 40%Tq	161 20%	140 30%Ts	138 21%
Somewhat unlikely	(2)	538 48%ghjk Impr	90 44%	153 52%	119 47%	74 47%	58 49%	538 48%ghjk Impr	274 43%hklm	146 35%klm	439 49%ghjk Imno	140 41%hklm	45 28%klm	46 31%klm	7 18%	14 37%	25 40%klm	80 28%	453 55%Tp	193 41%	345 53%Tr
Very unlikely	(1)	221 20%ghjklmnp	53 25%Tb	49 17%	50 20%	27 17%	24 21%	221 20%ghjklmno	100 16%jo	69 17%jo	159 18%jio	41 12%	25 15%	18 12%	3 9%	8 21%jio	6 10%	29 10%	191 23%Tp	76 16%	145 22%Tr
NET: Likely		360 32%qs	84 31%	92 31%	84 33%	57 36%	35 32%	360 41%Tfi	259 41%Tfi	197 48%Tfji	306 34%Tfi	160 47%Tfji	90 56%Tfghijn	85 73%Tfghjiko	27 42%	16 22%	31 50%Tfjin	175 62%Tq	179 22%	197 42%Ts	163 25%
NET: Unlikely		759 68%ghjklmnp	143 69%	202 69%	169 67%	101 64%	82 70%	759 68%ghjklmno	373 59%hijklmno	215 52%klmno	598 66%ghjklmno	181 53%klmno	70 44%klmno	64 43%klmno	10 27%	22 58%klno	31 50%klmno	109 38%	643 78%Tp	269 58%	490 75%Tr
Mean		2.20qs	2.11	2.23	2.21	2.27	2.16	2.20	2.34Tfi	2.44Tfji	2.24Tfi	2.46Tfjin	2.61Tfghijn	2.96Tfghjiko	2.34	2.54Tfin	2.73Tq	2.01	2.38Ts	2.06	
Standard deviation		0.84	0.84	0.83	0.84	0.83	0.83	0.84	0.85	0.91	0.82	0.85	0.98	0.87	0.84	0.97	0.85	0.92	0.72	0.90	0.76
Standard error		0.02	0.06	0.05	0.05	0.07	0.07	0.02	0.03	0.04	0.03	0.04	0.06	0.05	0.09	0.06	0.05	0.03	0.04	0.03	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 205
Q3b. Likelihood to come across harms - Instagram
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Instagram

Absolutes/col percents

	Gender			Social Grade						Age											Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	760	374	382	231	241	146	138	472	284	80	680	103	190	161	128	61	28	9	98	37	585	166	29	101	28	271	70	39	362
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Effective base	594	278	319	178	189	115	110	367	225	75	523	81	142	119	100	55	24	8	86	31	473	114	22	66	20	213	44	29	295
Very likely	(4) 57	25	32	22	13	11	9	35	20	10	47	16	14	13	4	-	-	-	-	-	42	13	3	8	2	15	11	6	25
		8%nor	9%	8%	11%	6%	8%	7%	9%	7%	14%nor	8%or	14%Tjnor	9%or	10%nor	3%	-	-	-	-	8%	10%	14%	11%	10%	6%	21%TzC	20%	7%
Somewhat likely	(3) 148	59	87	42	49	27	27	91	54	20	128	39	35	27	18	7	1	9	2	116	31	5	18	5	51	11	8	75	
		22%rs	21%	22%	21%	23%	19%	20%	20%	28%nor	21%rs	35%Tjmn	23%rs	21%rs	15%	12%	4%	6%	9%	2	21%	28%	5	26%	25%	21%	22%	8	27%
Somewhat unlikely	(2) 346	146	199	98	110	70	69	208	139	33	313	41	79	66	63	35	19	10	64	29	285	59	11	35	8	128	23	10	174
		51%k	51%	50%	53%	50%	52%	51%	51%	48%	51%k	37%	52%k	52%k	52%k	57%k	70%	77%	63%Tjk	72%Tjklm	51%	48%	53%	48%	41%	54%	45%	34%	50%
Very unlikely	(1) 132	56	73	35	37	32	28	72	60	7	126	16	26	21	35	19	7	2	28	9	111	20	2	12	5	45	6	6	72
		19%l	20%	19%	18%	19%	21%	18%	22%	9%	20%l	14%	17%	16%	29%Tjklm	31%Tjklm	25%	18%	28%Tklm	23%	20%	16%	8%	16%	25%	19%	12%	19%	19%
NET: Likely	204	84	119	64	61	38	37	126	74	29	175	55	49	40	22	7	1	1	9	2	158	44	8	26	7	66	22	14	100
		30%jnor	29%	30%	33%	29%	27%	31%	27%	42%Tjnor	29%nor	49%Tjlm	32%nor	32%nor	19%	12%	4%	6%	9%	5%	29%	36%	40%	35%	34%	27%	43%Tz	47%	29%
NET: Unlikely	479	203	272	132	147	102	97	280	198	40	439	57	105	87	98	54	26	12	33	38	395	79	13	47	13	173	29	16	246
		70%kA	71%	70%	67%	71%	73%	69%	73%	58%	71%Tk	51%	68%k	68%k	81%Tjklm	88%Tjklm	96%	94%	91%Tjklm	95%Tjklm	71%	64%	60%	65%	66%	73%A	57%	53%	71%
Mean	2.19no	2.18	2.20	2.27	2.18	2.12	2.14	2.22	2.13	2.47Tjnor	2.16nor	2.49Tjnor	2.24nor	2.26nor	1.93	1.81	1.79	1.88	1.81	1.82	2.16	2.30	2.45	2.30	2.20	2.15	2.52TzC	2.49	2.15
Standard deviation	0.84	0.85	0.83	0.88	0.79	0.85	0.82	0.84	0.84	0.86	0.83	0.91	0.84	0.86	0.76	0.63	0.51	0.49	0.58	0.50	0.83	0.86	0.84	0.87	0.94	0.79	0.97	1.03	0.83
Standard error	0.03	0.04	0.04	0.06	0.05	0.07	0.07	0.04	0.05	0.10	0.03	0.09	0.06	0.07	0.07	0.08	0.10	0.16	0.06	0.08	0.03	0.07	0.16	0.09	0.18	0.05	0.12	0.17	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 206

Q3b. Likelihood to come across harms - Instagram
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months
Instagram

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	760	210	127	109	524	111	345	251	53	395	364	121	169	157	96	266	20	322	249	80	88	633	127
Weighted base	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	78	560	123
Effective base	594	165	104	82	411	92	274	187	41	329	266	79	120	126	77	177	19	255	189	56	80	487	107
Very likely	(4) 57	18	14	8	34	6	14	30	8	22	35	12	18	17	9	23	2	22	16	7	12	50	7
	8% _l	10%	12%	9%	7%	6%	4%	14% _{Tef}	16% _l	6%	12% _{Ti}	13% _l	14% _{Ti}	13% _{Ti}	11%	11%	10%	7%	7%	11%	15% _{Tqr}	9%	5%
Somewhat likely	(3) 148	50	35	27	97	18	65	55	10	80	68	29	31	30	17	45	4	67	42	16	21	131	17
	22% _v	27%	29%	28%	23%	17%	21%	26%	21%	20%	23%	31% _{Tij}	24%	24%	21%	23%	15%	22%	19%	27%	27%	23% _{Tv}	14%
Somewhat unlikely	(2) 346	80	50	40	252	60	177	86	23	206	140	35	57	42	94	13	158	116	24	38	268	78	
	51% _{abgk}	42%	41%	42%	53% _{ab}	57% _g	56% _{Tg}	41%	48%	53% _k	48% _k	39%	45%	46%	51%	47%	52%	51%	53%	41%	49%	48%	63% _{Tu}
Very unlikely	(1) 132	39	23	20	91	21	62	42	7	83	49	16	22	22	14	38	6	61	46	12	7	111	21
	19% _t	21%	19%	21%	19%	20%	19%	20%	15%	21%	17%	17%	17%	17%	17%	19%	23%	20% _t	21% _t	21% _t	8%	20%	17%
NET: Likely	204	69	49	35	131	24	79	84	18	102	103	41	49	47	26	68	6	89	57	23	33	181	24
	30% _{liv}	37% _{Td}	40% _{Td}	37%	28%	22%	25%	40% _{Tef}	37%	26%	35% _{Ti}	44% _{Ti}	38% _{Ti}	37% _{Ti}	32%	34%	25%	29%	26%	39%	42% _{Tqr}	32% _{Tv}	19%
NET: Unlikely	479	119	73	60	343	81	239	129	30	289	189	51	80	79	56	132	18	219	162	36	45	379	99
	70% _{abj}	63%	60%	63%	72% _{ab}	78% _g	73% _{Tg}	60%	63%	74% _{Tjk}	65%	56%	62%	63%	68%	66%	75%	71% _t	74% _t	61%	58%	68%	81% _{Tu}
Mean	2.19f	2.26	2.33	2.25	2.16	2.08	2.10	2.34 _{Tef}	2.38f	2.10	2.30 _{Ti}	2.40 _{Ti}	2.35 _{Ti}	2.33 _{Ti}	2.26	2.26	2.12	2.16	2.12	2.29	2.49 _{Tqr}	2.21	2.07
Standard deviation	0.84	0.90	0.92	0.88	0.81	0.77	0.75	0.95	0.94	0.79	0.89	0.92	0.92	0.87	0.90	0.90	0.82	0.82	0.93	0.86	0.86	0.86	0.73
Standard error	0.03	0.06	0.08	0.08	0.04	0.07	0.04	0.06	0.13	0.04	0.05	0.08	0.07	0.07	0.09	0.06	0.20	0.05	0.05	0.10	0.09	0.03	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 207
Q3b. Likelihood to come across harms - Instagram
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Instagram

	GO Region																Internet usage		Devices used to access internet		Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)		
Unweighted base	760	51	28	20	661	30	74	54	81	71	68	127	104	52	619	134	22	702	348	134	26	28	35	40	45	24		
Weighted base	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	640	286	114	28**	27**	41**	45*	50*	22**		
Effective base	594	40	24	17	513	23	62	44	57	57	57	91	82	41	500	116	18	556	251	101	23	26	30	35	41	18		
Very likely	(4)	57	3	3	50	3	3	5	9	3	4	11	8	5	46	10	2	51	19	9	4	7	-	4	4	4		
		8%	7%	13%	1%	8%	11%	4%	8%	14%	5%	6%	10%	9%	9%T	5%	11%	8%	7%	6%	16%	1%	17%	-	8%	16%		
Somewhat likely	(3)	148	10	6	4	129	3	14	9	18	17	20	21	12	114	31	2	139	64	26	6	4	11	2	15	1		
		22% ^x	21%	22%	21%	22%	15%	17%	28%	29%	21%	19%	23%	22%	23%T	17%	12%	22%	22% ^x	22% ^x	21%	15%	28%	4%	29% ^x	6%		
Somewhat unlikely	(2)	346	25	13	12	296	15	32	28	33	32	30	54	45	27	246	97	13	326	143	57	13	16	33	23	11		
		51%	53%	52%	65%	50%	64%	44%	52%	50%	54%	48%	50%	48%	50%	53%	62%	51%	50%	50%	48%	59%	40%	74%T ^{sty}	46%	51%		
Very unlikely	(1)	132	9	3	2	118	2	24	12	5	8	16	21	19	88	44	3	125	60	23	5	7	6	10	9	6		
		19% ^h	19%	13%	13%	20% ^h	10%	32%T ^{dh}	23% ^h	7%	13%	25% ^h	20% ^h	19%	18%	24%	15%	19%	21%	20%	16%	25%	16%	23%	17%	27%		
NET: Likely		204	13	9	4	178	6	17	14	28	19	31	29	17	161	41	5	190	83	34	10	4	18	2	19	5		
		30% ^x	28%	35%	22%	30%	26%	23%	42%T ^{df}	33%	26%	29%	31%	32%	32%T ^o	29%	23%	30%	29% ^x	30% ^x	36%	16%	45%	4%	37% ^x	22%		
NET: Unlikely		479	34	17	14	414	17	56	40	38	39	46	75	64	37	335	141	16	450	203	80	18	23	44	31	17		
		70% ^h	72%	65%	78%	70% ^h	74%	77% ^h	74%	58%	67%	74%	71%	69%	68%	77% ^h	77%	70%	71%	70%	64%	84%	55%	96%T ^{sty}	63%	78%		
Mean		2.19 ^{fox}	2.16	2.34	2.10	2.19 ^f	2.27	1.95	2.11	2.49T ^{df}	2.24 ⁱ	2.07	2.20	2.20	2.24T ^o	2.04	2.19	2.18	2.15 ^x	2.17 ^x	2.35	1.93	2.46	1.81	2.28 ^x	2.12		
Standard deviation		0.84	0.82	0.89	0.62	0.85	0.81	0.83	0.86	0.83	0.74	0.83	0.88	0.87	0.86	0.85	0.80	0.84	0.82	0.84	0.95	0.68	0.96	0.48	0.85	1.01		
Standard error		0.03	0.12	0.17	0.14	0.03	0.15	0.10	0.12	0.09	0.09	0.10	0.08	0.08	0.12	0.03	0.07	0.18	0.04	0.07	0.19	0.13	0.16	0.08	0.13	0.21		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 208

Q3b. Likelihood to come across harms - Instagram

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Instagram

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFana (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	760	113	197	179	121	99	719	760	455	699	408	226	239	109	103	165	303	450	415	345	
Weighted base	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356	
Effective base	594	86	159	139	96	76	558	594	329	541	292	140	148	54	63	111	212	378	305	292	
Very likely	(4)	57 8%qs	6 9%	16 10%	16 9%	10 5%	4 8%	52 8%	43 8%	50 8%	38 12%Tfji	29 21%Tfgh ijno	22 17%Tfgh ijo	11 31%Tfgh ijlo	4 13%	5 9%	46 20%Tq	10 2%	41 13%Ts	16 4%	
Somewhat likely	(3)	148 22%qs	26 25%	34 19%	35 22%	31 28%	13 16%	138 22%	148 22%	85 24%	136 22%	83 26%Tfji	31 23%	36 28%Tg	12 35%Tfji	6 21%	16 30%Tfji	80 35%Tq	66 15%	85 26%Ts	62 18%
Somewhat unlikely	(2)	346 51%hjkmp	52 51%	88 50%	80 49%	52 47%	46 59%	324 51%hjkmp	346 51%hjkmp	159 45%mp	311 50%hkm	146 48%mp	57 42%mp	57 44%mp	10 29%	14 50%o	23 42%mp	68 30%	275 61%Tp	145 44%	201 57%Tr
Very unlikely	(1)	132 19%jkmp	19 18%	39 22%	31 19%	18 16%	16 20%	118 19%jkmp	132 19%jkmp	66 19%jkmp	120 19%jkmp	48 15%mp	18 13%mp	14 11%	2 5%	4 16%	10 19%mp	33 14%	99 22%Tp	56 17%	77 22%
NET: Likely		204 30%qs	32 31%	50 28%	51 31%	41 37%e	17 30%	190 30%	204 30%	128 36%Tfji	187 30%	122 39%Tfji	60 45%Tfgh in	58 45%Tfgh in	23 66%Tfgh ijkl	10 34%	21 39%Tfji	126 56%Tq	76 17%	127 39%Ts	78 22%
NET: Unlikely		479 70%hjkmp	70 69%	127 72%	111 69%	69 63%	62 78%e	442 70%hjkmp	479 70%hjkmp	225 64%kmp	431 70%hjkmp	194 61%mp	74 55%mp	71 55%mp	12 34%	19 66%kl	34 61%mp	100 44%	374 83%Tp	201 61%	278 78%Tr
Mean		2.19qs	2.19	2.16	2.22	2.30	2.07	2.20	2.14	2.30Tfg	2.19	2.35Tfg	2.53Tfg	2.52Tfg	2.91Tfg	2.32	2.29	2.62Tq	1.97	2.34Ts	2.05
Standard deviation		0.84	0.80	0.87	0.87	0.85	0.76	0.84	0.89	0.91	0.84	0.88	0.97	0.91	0.90	0.88	0.97	0.68	0.90	0.75	
Standard error		0.03	0.08	0.06	0.06	0.08	0.08	0.03	0.03	0.04	0.03	0.04	0.06	0.09	0.09	0.07	0.06	0.03	0.04	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 209

Q3b. Likelihood to come across harms - TikTok

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

TikTok

	Gender			Social Grade						Age							Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	522	280	238	166	158	103	91	324	194	79	443	73	136	106	84	33	44	387	133	20	84	23	190	61	37	227	
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	39*	336	85	12**	53	14**	150	41*	28**	197	
Effective base	383	194	190	120	118	75	69	237	144	74	311	53	93	71	61	29	38	298	85	15	51	16	139	36	26	177	
Very likely	(4)	74	31	43	28	19	14	10	47	24	11	62	20	18	17	5	2	56	18	4	11	3	18	13	5	39	
		17%unrz	16%	19%	23%	15%	16%	13%	19%	14%	16%	18%nr	27%unr	19%nr	25%nr	7%	7%	17%	21%	30%	21%	3%	12%	31%Tz	17%	20%	
Somewhat likely	(3)	143	65	77	38	51	32	88	53	26	117	29	34	25	16	10	13	116	27	3	19	3	50	12	13	66	
		34%un	34%	35%	31%	41%f	36%	26%	36%	31%	37%	33%un	40%un	35%	37%	22%	34%	33%	32%	26%	37%	21%	33%	30%	48%	34%	
Somewhat unlikely	(2)	148	67	76	43	40	27	37	83	64	28	120	22	29	25	28	12	16	121	27	5	15	5	60	11	8	
		35%	35%	34%	35%	33%	30%	45%	34%	37%	40%	34%	30%	36%	39%	39%	40%	36%	32%	38%	28%	35%	40%	26%	29%	34%	
Very unlikely	(1)	57	31	26	14	14	15	14	28	29	4	53	3	16	2	23	7	9	44	13	1	7	3	23	5	25	
		14%ukm	16%	12%	11%	11%	17%	11%	17%	6%	15%ikm	4%	17%ukm	3%	17%	32%Tijk	21%	22%ikm	13%	16%	7%	14%	23%	15%	13%	13%	
NET: Likely		217	96	120	66	70	46	32	136	78	37	180	49	53	42	21	12	15	171	45	7	30	6	67	25	18	
		51%fnz	49%	54%	54%f	56%f	52%	38%	55%f	45%	54%un	51%un	67%Tjnr	54%un	61%nr	29%	40%	38%	51%	53%	56%	58%	42%	45%	61%	65%	
NET: Unlikely		205	98	103	57	54	42	52	111	93	32	173	24	46	27	51	18	24	165	40	5	22	8	83	16	10	
		49%uk	51%	46%	46%	44%	48%	62%Todg	45%	55%	46%	49%uk	33%	46%	39%	71%Tijk	60%	62%ukm	49%	47%	44%	42%	58%	55%T	39%	35%	
Mean		2.55fnrz	2.49	2.61	2.65f	2.61f	2.51	2.34	2.63Th	2.43	2.64nr	2.54nr	2.90Tjnr	2.56nr	2.83Tjnr	2.05	2.25	2.22	2.55	2.58	2.79	2.66	2.39	2.41	2.79z	2.75	2.60
Standard deviation		0.93	0.94	0.93	0.96	0.88	0.96	0.91	0.92	0.94	0.83	0.95	0.84	0.98	0.84	0.92	0.88	0.85	0.92	0.99	0.98	0.97	1.10	0.89	1.04	0.83	0.95
Standard error		0.04	0.06	0.06	0.07	0.07	0.09	0.10	0.02	0.05	0.07	0.09	0.05	0.10	0.08	0.10	0.15	0.13	0.05	0.09	0.22	0.11	0.23	0.06	0.13	0.14	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 210

Q3b. Likelihood to come across harms - TikTok

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	522	148	88	75	353	67	215	195	45	230	291	93	140	135	82	202	12	202	160	59	83	442	80
Weighted base	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
Effective base	383	107	67	50	263	52	160	136	34	181	203	56	95	107	64	122	10	151	108	38	75	319	64
Very likely	(4) 74	22	18	7	47	10	22	37	5	31	43	17	22	20	13	30	1	28	20	10	13	65	9
	17%†	18%	22%	12%	16%	18%	12%	24%††	13%	15%	20%	28%††	23%	19%	20%	23%	11%	16%	16%	28%	17%	19%	12%
Somewhat likely	(3) 143	39	29	17	99	13	68	52	11	88	75	22	35	29	26	47	3	62	39	12	26	118	25
	34%	33%	35%	30%	35%	22%	39%e	34%	30%	33%	35%k	37%	36%	28%	40%	36%	26%	36%	32%	31%	36%	34%	34%
Somewhat unlikely	(2) 148	39	22	25	103	23	64	46	14	77	71	16	31	42	19	40	4	59	44	9	30	120	28
	35%	33%	28%	45%ab	36%	41%	37%	30%	38%	37%	33%	26%	32%	41%jk	29%	30%	28%	34%	36%	25%	41%	34%	38%
Very unlikely	(1) 57	19	12	7	38	11	22	17	8	33	24	6	9	12	8	16	4	24	20	7	4	46	11
	14%†	16%	15%	13%	13%	19%	12%	11%	20%	16%	11%	9%	9%	12%	12%	12%	35%	14%	17%†	18%†	6%	13%	15%
NET: Likely	217	61	46	23	146	23	90	88	16	99	118	39	58	49	39	77	5	90	59	21	39	183	34
	51%	51%	57%	42%	51%	40%	51%	58%Te	43%	47%	55%km	64%Tim	59%lm	48%	59%	58%	37%	52%	48%	57%	54%	53%	46%
NET: Unlikely	205	58	34	32	140	34	86	63	22	110	95	22	40	54	27	55	8	83	65	16	34	165	39
	49%gk	49%	43%	58%	49%	60%g	49%	42%	57%	53%k	45%	36%	41%	52%kd	41%	42%	63%	48%	52%	43%	46%	47%	54%
Mean	2.55	2.53	2.65	2.42	2.54	2.39	2.51	2.71Te	2.36	2.46	2.64	2.83Tim	2.73Ti	2.55	2.67	2.69T	2.13	2.54	2.47	2.65	2.65	2.58	2.43
Standard deviation	0.93	0.97	0.99	0.87	0.92	1.00	0.87	0.96	0.95	0.93	0.93	0.95	0.92	0.94	0.93	0.95	1.06	0.92	0.95	1.07	0.84	0.94	0.90
Standard error	0.04	0.08	0.11	0.10	0.05	0.12	0.06	0.07	0.14	0.06	0.05	0.10	0.08	0.08	0.10	0.07	0.30	0.07	0.08	0.14	0.09	0.04	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 211
Q3b. Likelihood to come across harms - TikTok
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
TikTok

	GO Region											Internet usage				Devices used to access internet		Working status									
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	522	38	17	15	452	22	39	37	63	51	48	90	67	35	433	82	13	476	238	51	20	13	26	16	27	16	
Weighted base	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	391	164	68	21**	11**	30**	16**	28**	14**	
Effective base	383	26	14	12	331	16	31	28	44	39	39	60	50	27	329	67	10	356	157	59	17	11	21	14	24	11	
Very likely	(4)	74	6	2	-	65	6	5	6	9	4	7	13	12	3	57	16	70	32	8	5	-	7	-	7	4	
		17%	19%	16%	-	18%	35%	16%	17%	20%	10%	17%	19%	22%	10%	18%	15%	18%	20%	12%	22%	-	22%	-	26%	27%	
Somewhat likely	(3)	143	11	6	5	121	5	8	12	17	17	16	17	17	114	26	3	134	51	24	9	3	15	4	11	2	
		34%	33%	44%	42%	33%	26%	24%	36%	39%	43%k	28%	24%	33%	53%	36%T	25%	24%	31%	35%	42%	30%	50%	23%	37%	11%	
Somewhat unlikely	(2)	148	11	4	5	128	3	13	12	13	14	18	31	16	8	111	36	7	137	58	27	6	5	6	9	6	
		35%	34%	27%	40%	35%	15%	39%	35%	30%	36%	42%	45%	32%	24%	35%	35%	56%	35%	40%	31%	40%	20%	54%	22%	16%	
Very unlikely	(1)	57	4	2	2	48	5	7	4	5	4	5	8	6	4	32	25	2	50	23	9	1	3	2	4	7	
		14%n	14%	14%	18%	13%	24%	20%	12%	11%	11%	12%	12%	13%	10%	24%Tn	18%	13%	14%	13%	4%	29%	8%	23%	15%	46%	
NET: Likely		217	17	9	5	186	11	14	18	26	21	19	29	28	20	171	41	3	204	83	32	13	3	21	4	18	5
		51%o	52%	60%	42%	51%	60%	40%	53%	60%	53%	45%	43%	55%	63%	54%To	40%	26%	52%	51%	47%	64%	30%	72%	23%	63%	38%
NET: Unlikely		205	18	6	7	176	7	20	16	18	19	23	39	23	12	143	61	9	187	81	36	7	8	8	12	11	9
		49%n	48%	40%	58%	49%	40%	60%	47%	46%	47%	55%	57%	45%	37%	46%	60%Tn	74%	48%	49%	53%	36%	70%	28%	77%	37%	62%
Mean		2.55o	2.58	2.62	2.23	2.56	2.71	2.36	2.58	2.69	2.51	2.50	2.65	2.60	2.62To	2.31	2.11	2.57	2.56	2.46	2.82	2.01	2.86	1.99	2.74	2.18	
Standard deviation		0.93	0.96	0.94	0.77	0.94	1.21	0.99	0.93	0.92	0.83	0.93	0.94	0.97	0.85	0.90	1.01	0.74	0.93	0.96	0.87	0.85	0.81	0.86	0.70	1.02	1.32
Standard error		0.04	0.16	0.23	0.20	0.04	0.26	0.16	0.15	0.12	0.12	0.13	0.10	0.12	0.14	0.04	0.11	0.21	0.06	0.09	0.19	0.22	0.17	0.18	0.20	0.33	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 212
Q3b. Likelihood to come across harms - TikTok
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
TikTok

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	522	82	117	124	91	79	512	455	522	470	354	207	211	99	90	148	261	256	300	222	
Weighted base	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210	
Effective base	383	58	85	90	70	60	376	329	383	339	243	125	125	46	59	97	174	205	205	180	
Very likely	(4)	74 17%qs	6 9%	16 17%	25 24%a	16 21%	9 15%	70 17%	66 19%f	74 17%	63 20%	51 20%	30 25%	23 21%	7 21%	4 17%	8 31%Tq	60 6%	13 22%Ts	48 12%	26
Somewhat likely	(3)	143 34%q	23 35%	29 31%	33 32%	23 30%	22 38%	141 34%	126 36%	143 34%	130 35%	95 37%	46 39%	50 47%Tgh	15 49%Tgh	8 40%	21 45%Tgh	78 41%Tq	64 28%	68 32%	76 36%
Somewhat unlikely	(2)	148 35%kmp	26 39%	38 40%	29 28%	27 36%	20 35%	146 35%klm	119 34%klm	148 35%klm	128 34%klm	88 34%klm	28 24%	25 24%	6 19%	5 25%	13 28%	41 21%	104 46%Tp	65 31%	83 40%
Very unlikely	(1)	57 14%gjp	11 16%	12 12%	16 15%	10 13%	7 12%	55 13%gjl	42 12%j	57 14%gjl	51 14%gjl	23 9%	13 11%	8 8%	2 7%	3 14%lo	5 10%	13 7%	44 20%Tp	32 15%	25 12%
NET: Likely		217 51%q	30 44%	45 48%	58 56%	39 52%	30 53%	211 51%	193 55%Thi	217 51%	193 52%	146 57%Thi	75 55%Tgh	73 68%Tgh	22 74%Tgh	12 61%	29 61%Thi	138 72%Tq	77 34%	115 54%	102 48%
NET: Unlikely		205 49%gkld	37 56%	49 52%	45 44%	37 48%	26 47%	201 49%gklmo	161 45%klm	205 49%gklmo	179 48%gklmo	111 43%klm	41 35%	34 26%	8 39%	8 39%l	18 39%l	54 28%	148 66%Tp	97 46%	108 52%
Mean		2.55q	2.38	2.52	2.65	2.61	2.57	2.55	2.61Thi	2.55	2.55	2.68Thi	2.79Tgh	2.82Tgh	2.92Tgh	2.67	2.68	2.96Tq	2.21	2.62	2.49
Standard deviation		0.93	0.67	0.92	1.01	0.96	0.89	0.93	0.92	0.93	0.93	0.89	0.95	0.86	0.86	0.88	0.89	0.92	0.99	0.86	0.86
Standard error		0.04	0.10	0.09	0.09	0.10	0.10	0.04	0.04	0.04	0.04	0.05	0.07	0.06	0.09	0.10	0.07	0.06	0.05	0.06	0.06

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 213
Q3b. Likelihood to come across harms - Facebook
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Facebook

	Gender			Social Grade							Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1043	547	491	303	308	217	207	611	424	73	970	109	219	202	180	122	95	43	260	138	868	167	34	103	23	411	75	44	494	
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501	
Effective base	842	427	415	238	251	178	170	488	348	69	777	85	167	155	147	110	87	36	229	120	721	115	27	67	17	335	48	33	410	
Very likely (4)	100	61	39	33	30	19	15	62	35	13	87	21	25	27	8	4	2	-	5	2	75	24	5	16	3	31	15	4	49	
	10%bjno	13%Td	7%	12%	10%	9%	7%	11%	8%	21%Tjnops	9%noprs	17%Tjnoqs	13%jnops	16%Tjnops	5%	3%	2%	-	2%	1%	8%	19%Tt	18%	22%Tt	21%	8%	27%TzC	11%	10%	
Somewhat likely (3)	282	129	152	69	84	68	58	193	128	23	260	51	70	61	41	23	14	3	37	17	232	50	9	29	6	92	21	14	150	
	28%oppqrs	27%	29%	25%	29%	31%	28%	27%	28%	36%nopqs	27%opqrs	40%Tjnops	38%Tjnops	38%Tjnops	23%qrs	15%	13%	5%	13%	10%	40%Tt	35%	38%Tt	44%	23%	37%z	37%	30%z		
Somewhat unlikely (2)	490	225	260	137	137	97	118	275	215	22	468	44	73	67	90	81	71	42	194	113	447	39	10	25	3	226	17	13	224	
	48%iklmwA	47%	49%	49%	48%	44%	53%	48%	49%	36%	49%iklm	35%	40%	39%	50%ik	61%Tjklm	69%Tjklm	73%Tjklm	66%Tjklm	71%Tjklm	50%Tuw	32%	38%	32%	24%	56%TABC	30%	35%	45%	
Very unlikely (1)	146	68	78	41	37	35	32	78	67	5	141	10	17	17	41	28	16	12	56	29	133	11	2	6	2	54	3	7	78	
	14%j	14%	15%	15%	13%	16%	14%	15%	15%	8%	15%lm	8%	9%	10%	23%Tjklm	21%Tklm	16%	22%klm	19%Tjklm	18%klm	15%	9%	2%	8%	12%	13%	5%	17%	16%	
NET: Likely	383	191	190	102	114	88	73	216	160	36	347	72	95	89	49	24	16	3	43	19	308	74	14	46	9	122	36	18	199	
	38%jnops	39%	36%	36%	40%	40%	33%	38%	36%	56%Tjnops	36%nopqs	57%Tjnops	51%Tjnops	52%Tjnops	27%pqrs	18%	15%	5%	15%	12%	35%	60%Tt	54%	60%Tt	65%	30%	64%TzC	48%z	40%z	
NET: Unlikely	637	293	339	178	175	132	150	353	282	28	609	54	90	83	131	108	87	55	250	142	580	50	12	30	5	281	20	20	302	
	62%iklmwA	61%	64%	64%	60%	60%	62%	64%	64%	44%	64%Tklm	43%	49%	48%	73%Tjklm	82%Tjklm	85%Tjklm	85%Tjklm	85%Tjklm	88%Tjklm	65%Tuw	40%	46%	40%	35%	70%TABC	36%	52%	60%z	
Mean	2.33jnopqrs	2.38	2.29	2.33	2.37	2.33	2.25	2.35	2.29	2.69Tjnops	2.31nopqs	2.66Tjnops	2.55Tjnops	2.58Tjnops	2.09	2.00	2.01	1.84	1.97	1.95	2.28	2.71Tt	2.63	2.74Tt	2.75	2.24	2.86TzC	2.42	2.34	
Standard deviation	0.84	0.88	0.81	0.87	0.84	0.85	0.79	0.85	0.82	0.90	0.83	0.85	0.84	0.87	0.80	0.69	0.61	0.49	0.63	0.57	0.82	0.88	0.90	0.89	0.96	0.78	0.89	0.91	0.86	
Standard error	0.03	0.04	0.04	0.05	0.05	0.06	0.05	0.03	0.04	0.10	0.03	0.08	0.06	0.06	0.06	0.06	0.06	0.08	0.04	0.05	0.03	0.07	0.15	0.09	0.20	0.04	0.10	0.14	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 214
Q3b. Likelihood to come across harms - Facebook
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Facebook

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1043	319	166	179	690	208	503	277	55	630	412	139	196	171	101	322	19	474	334	104	84	849	194	
Weighted base	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207	
Effective base	842	264	139	144	554	177	415	207	43	539	304	92	144	137	80	223	18	388	266	77	75	678	164	
Very likely	(4) 100	10%efi	24	14	17	71	9	36	46	9	40	60	24	33	28	13	44	2	46	26	11	14	88	12
Somewhat likely	(3) 282	28%efiv	93	64	43	182	47	133	84	19	142	141	52	64	50	32	109	10	131	85	26	27	239	43
Somewhat unlikely	(2) 490	48%ghjk	150	73	87	326	123	260	91	16	376	114	30	50	49	30	83	9	238	163	36	30	375	116
Very unlikely	(1) 146	14%jlt	41	15	23	101	36	76	28	6	112	34	9	14	17	11	28	1	75	44	12	5	111	35
NET: Likely	383	38%efiv	118	78	60	253	56	169	129	28	182	201	76	98	78	45	154	13	176	111	36	40	327	56
NET: Unlikely	637	62%bghj	191	88	110	428	159	336	119	22	488	148	39	63	66	40	111	11	313	207	49	36	485	151
Mean	2.33efiv	2.33	2.46Ta	2.31	2.33	2.14	2.25	2.59Tef	2.62Tef	2.16	2.65Ti	2.79Ti	2.73Ti	2.62Ti	2.56Ti	2.64T	2.60	2.30	2.29	2.41	2.64Tqr	2.37Tv	2.16	
Standard deviation	0.84	0.80	0.78	0.83	0.85	0.73	0.80	0.91	0.93	0.77	0.88	0.86	0.89	0.93	0.90	0.88	0.76	0.84	0.81	0.89	0.86	0.85	0.77	
Standard error	0.03	0.04	0.06	0.06	0.03	0.05	0.04	0.05	0.13	0.03	0.04	0.07	0.06	0.07	0.09	0.05	0.17	0.04	0.04	0.09	0.09	0.03	0.06	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 215
Q3b. Likelihood to come across harms - Facebook
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Facebook

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1043	80	50	33	880	46	112	72	105	86	93	151	137	78	788	244	35	948	431	176	38	43	38	154	64	26	
Weighted base	1019	84	51*	31**	852	41*	116	74	93	77	91	135	141	86	654	354	28**	36**	933	383	159	39*	44*	48*	184	74	25**
Effective base	842	64	43	28	707	37	97	60	78	69	80	111	111	65	660	220	21	27	770	322	140	32	40	32	137	57	20
Very likely	(4) 100	7	10	-	83	4	8	7	15	6	10	13	12	9	74	25	3	3	93	52	8	5	1	5	2	11	3
	10%tx	9%	19%Tdf	1%	10%	9%	7%	9%	16%	8%	11%	9%	11%	11%T	7%	9%	7%	10%	14%Tvx	5%tx	13%tx	2%	12%tx	2	1%	15%txv	12%
Somewhat likely	(3) 282	16	14	12	241	12	27	20	30	26	18	39	43	24	197	81	1	5	266	112	52	15	7	23	19	23	8
	28%tx	19%	27%	38%	28%	29%	24%	27%	33%	34%	20%	29%	31%	29%	30%To	23%	5%	15%	28%	29%tx	33%vx	38%wx	16%	47%Tvxv	11%	32%tx	32%
Somewhat unlikely	(2) 490	47	20	17	407	23	63	33	39	36	47	65	62	40	295	189	16	19	448	168	76	16	27	17	127	26	11
	48%vny	56%	39%	54%	48%	57%	54%	45%	42%	46%	51%	48%	44%	46%	45%	53%vn	8	52%	48%	44%	40%	61%vwy	35%	69%Tstuvy	36%	44%	
Very unlikely	(1) 146	14	7	2	122	2	17	14	9	10	16	18	23	12	87	59	8	10	126	51	23	3	9	3	96	13	3
	14%v	17%	14%	7%	14%	5%	15%	19%	10%	12%	18%	14%	18%	15%	13%	17%	27%	26%	14%	13%	14%	8%	21%	6%	23%	18%	12%
NET: Likely	383	23	24	12	323	16	35	26	45	32	28	52	56	34	271	106	4	8	358	164	60	20	8	28	21	34	11
	38%vovx	28%	47%va	38%	38%	39%	30%	36%	48%Tafj	41%	31%	38%	40%	39%	41%To	30%	14%	22%	38%	43%Tvx	38%vx	51%vx	8	59%Tvx	12%	46%vx	43%
NET: Unlikely	637	61	27	19	529	25	80	47	48	45	63	83	85	52	382	248	24	28	574	219	99	19	36	20	163	40	14
	62%vhnsw	72%vbh	53%	62%	62%	61%	70%vh	64%	52%	59%	69%vh	62%	60%	61%	59%	70%Tn	86%	78%	57%	57%	62%w	49%	82%Tstuvy	41%	88%Tstuvy	54%	57%
Mean	2.33ovx	2.20	2.52	2.32	2.33	2.43	2.22	2.26	2.54Tad	2.36	2.24	2.34	2.32	2.35	2.39To	2.21	1.97	2.03	2.35T	2.43Tvx	2.29vx	2.57vx	1.99	2.65Tvx	1.93	2.43vx	2.43
Standard deviation	0.84	0.82	0.97	0.62	0.84	0.74	0.78	0.87	0.88	0.80	0.87	0.83	0.85	0.86	0.86	0.80	0.85	0.85	0.84	0.89	0.77	0.83	0.68	0.76	0.58	0.96	0.87
Standard error	0.03	0.09	0.14	0.11	0.03	0.11	0.07	0.10	0.09	0.09	0.09	0.07	0.07	0.10	0.03	0.05	0.17	0.14	0.03	0.04	0.06	0.14	0.10	0.12	0.05	0.12	0.17

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 216
Q3b. Likelihood to come across harms - Facebook
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Facebook

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1043	176	294	245	148	107	949	699	470	1043	422	232	246	110	106	172	333	695	499	544	
Weighted base	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593	
Effective base	842	141	242	199	120	84	760	541	339	842	301	143	153	53	64	116	237	593	371	472	
Very likely	(4)	100 10%qs	14 8%	24 8%	21 9%	11 17%Tabc	12%	95 10%	78 13%Tfi	59 16%Tfj	100 10%	54 16%Tfj	33 24%Tfgh ij	27 21%Tfj	14 38%Tfgh ijkl	5 17%Ti	12 21%Tfj	73 28%Tq	27 4%	69 16%Ts	31 5%
Somewhat likely	(3)	282 28%qs	50 28%	81 28%	69 29%	42 28%	23 26%	268 30%Ti	209 34%Tfi	151 41%Tfj	282 28%	134 40%Tfj	51 37%Tfi	54 41%Tfj	16 44%Ti	10 32%	24 42%Tfj	132 50%Tq	147 20%	149 35%Ts	133 22%
Somewhat unlikely	(2)	490 48%fghj klmnop	86 50%	141 49%	116 48%	61 41%	45 51%	420 46%ghjk lmno	257 42%hijkl mo	120 32%lm	490 48%fghj klmno	124 37%hkmo	36 27%lm	42 32%lm	5 13%	10 33%	16 27%lm	50 19%	433 58%Tp	156 37%	335 56%Tr
Very unlikely	(1)	146 14%fghj lmn	25 14%	44 15%	33 14%	20 14%	10 11%	122 14%j	74 12%j	42 11%j	146 14%fghj lmn	24 7%	17 12%lm	10 7%	2 5%	6 18%jlo	6 11%lm	8 3%	135 18%Tp	52 12%	94 16%
NET: Likely		383 38%qs	63 36%	105 36%	90 38%	66 45%	33 38%	362 40%Ti	286 46%Tfi	210 56%Tfj	383 38%	188 56%Tfj	84 61%Tfj n	81 61%Tfj n	30 82%Tfgh ijkl	15 49%Ti	36 63%Tfj	205 78%Tq	174 23%	218 51%Ts	164 28%
NET: Unlikely		637 62%fghj klmnop	111 64%	185 64%	149 62%	81 55%	55 62%	542 60%ghjk lmno	331 54%hijkl mo	162 44%lm	637 62%fghj klmno	149 44%lm	53 39%lm	52 39%lm	7 18%	15 51%klo	22 37%lm	58 22%	568 77%Tp	208 49%	429 72%Tr
Mean		2.33qs	2.30	2.29	2.32	2.48T	2.38	2.37Ti	2.47Tfi	2.61Tfj	2.33	2.65Tfj	2.73Tfj in	2.74Tfj hin	3.16Tfj hijkl	2.48	2.72Tfj in	3.02Tq	2.09	2.55Ts	2.17
Standard deviation		0.84	0.81	0.83	0.82	0.93	0.84	0.84	0.86	0.88	0.84	0.88	0.87	0.84	1.00	0.92	0.77	0.72	0.90	0.75	
Standard error		0.03	0.06	0.05	0.05	0.08	0.08	0.03	0.03	0.04	0.03	0.04	0.06	0.08	0.10	0.07	0.04	0.03	0.04	0.03	

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 217
Q3b. Likelihood to come across harms - Snapchat
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade						Age										Minority Ethnicity			Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	449	233	212	150	138	81	76	288	157	71	378	85	122	95	52	17	24	320	126	22	83	160	59	29	193	
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	24**	278	81	14**	51	123	37*	18**	176	
Effective base	323	155	169	106	99	58	58	204	116	67	259	65	82	63	33	15	19	242	80	16	51	114	35	19	150	
Very likely	(4)	41	19	20	15	11	6	8	26	14	11	30	13	7	7	4	-	28	12	2	7	10	11	2	17	
		11%	12%	10%	13%	10%	9%	12%	12%	10%	18%	10%	15%	8%	11%	9%	-	10%	15%	14%	13%	8%	31%TzC	11%	10%	
Somewhat likely	(3)	83	40	43	26	25	12	18	50	30	18	66	19	20	17	6	5	64	19	2	15	33	11	5	34	
		23%	26%	22%	23%	18%	26%	23%	22%	29%	22%	22%	23%	27%	15%	22%	20%	23%	24%	13%	30%	27%	30%	28%	20%	
Somewhat unlikely	(2)	164	69	91	50	47	35	32	97	67	23	141	39	41	30	19	7	129	35	9	22	60	11	9	80	
		45%	44%	46%	45%	43%	51%	46%	44%	49%	37%	47%	44%	47%	50%	47%	51%	46%	43%	65%	43%	49%	31%	50%	45%	
Very unlikely	(1)	72	27	45	20	25	14	12	45	26	10	61	17	19	8	11	5	57	14	1	7	20	3	2	45	
		20%	17%	23%	18%	24%	21%	17%	21%	19%	17%	21%	19%	22%	13%	28%	33%	29%	21%	18%	7%	14%	17%	8%	12%	
NET: Likely		124	60	63	41	36	19	26	76	45	29	96	32	27	23	9	5	91	31	4	22	43	23	7	51	
		35%	38%	32%	37%	33%	28%	37%	35%	33%	46%Tj	32%	36%	31%	38%	24%	22%	33%	39%	28%	43%	61%TzC	38%	29%	29%	
NET: Unlikely		236	95	137	70	72	49	44	142	93	33	203	56	60	38	30	13	19	186	49	10	29	80	14	11	124
		65%A	62%	68%	63%	67%	72%	63%	65%	67%	54%	68%I	64%	69%	62%	76%J	78%	80%	67%	61%	72%	57%	65%A	39%	62%	71%A
Mean	2.26C	2.34	2.19	2.32	2.20	2.16	2.31	2.26	2.24	2.47Tj	2.22	2.32	2.17	2.36	2.05	1.89	1.91	2.22	2.36	2.35	2.42	2.26	2.85TzC	2.37	2.13	
Standard deviation	0.91	0.91	0.90	0.92	0.92	0.87	0.89	0.92	0.88	0.98	0.89	0.95	0.87	0.84	0.90	0.75	0.71	0.89	0.95	0.84	0.90	0.83	0.97	0.85	0.91	
Standard error	0.04	0.06	0.06	0.08	0.08	0.10	0.10	0.05	0.07	0.12	0.05	0.10	0.08	0.09	0.13	0.18	0.14	0.05	0.08	0.18	0.10	0.07	0.13	0.16	0.07	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 218
Q3b. Likelihood to come across harms - Snapchat
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	449	118	71	59	312	46	179	181	43	179	269	87	129	120	77	184	16	166	139	53	78	381	68	
Weighted base	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66	
Effective base	323	83	53	37	229	35	130	126	32	139	186	52	86	93	61	108	14	121	92	32	71	272	52	
Very likely	(4)	41 11%	12 13%	9 15%	5 12%	26 10%	3 7%	11 7%	21 15%	7 20%†	16 10%	25 13%	6 11%	11 13%	17 18%†‡	8 13%	13 8%	1 17%	17 12%	7 6%	5 15%	11 15%	36 12%	5 7%
Somewhat likely	(3)	83 23%	22 24%	14 22%	12 27%	56 22%	9 23%	32 21%	39 28%h	4 11%	33 20%	50 28%	18 35%†‡	24 26%	21 23%	31 28%	2 10%	30 21%	23 21%	9 27%	21 30%	21 22%	65 22%	19 28%
Somewhat unlikely	(2)	164 45%gk	40 43%	27 42%	19 43%	117 47%	19 47%	117 52%g	77 37%	52 49%	17 49%	81 43%	83 33%	18 38%	34 40%	36 43%	26 44%	50 53%	9 47%	66 52%	56 34%	11 38%	135 46%	29 44%
Very unlikely	(1)	72 20%	20 21%	13 21%	8 18%	52 23%	9 19%	28 20%	28 20%	7 22%	37 18%	35 21%	11 23%	21 18%	17 16%	10 16%	20 18%	5 30%	28 20%	22 24%	8 16%	11 16%	58 20%	13 20%
NET: Likely		124 35%	35 36%	23 37%	18 39%	83 33%	12 30%	43 29%	60 43%†‡	11 31%	49 29%	75 39%	25 46%†	35 39%	38 42%	44 41%	3 16%	47 33%	30 28%	14 42%	31 45%†‡	101 34%	23 36%	
NET: Unlikely		236 65%gt	60 64%	40 63%	28 61%	169 67%	27 70%	105 71%g	80 69%	24 71%k	118 61%	118 54%	29 61%	55 61%	53 58%	36 59%	71 61%	15 84%	94 67%	79 72%†	19 58%	38 55%	193 66%	42 64%
Mean		2.26	2.28	2.30	2.32	2.23	2.14	2.17	2.38	2.30	2.17	2.34	2.28	2.41†	2.38	2.32	1.92	2.25	2.14	2.33	2.44†	2.27	2.22	
Standard deviation		0.91	0.94	0.97	0.92	0.89	0.86	0.82	0.97	1.02	0.88	0.92	0.95	0.96	0.99	0.91	0.90	0.83	0.91	0.81	1.02	0.95	0.92	0.86
Standard error		0.04	0.09	0.12	0.12	0.05	0.13	0.06	0.07	0.16	0.07	0.06	0.10	0.08	0.09	0.10	0.07	0.21	0.07	0.07	0.14	0.11	0.05	0.10

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 219
Q3b. Likelihood to come across harms - Snapchat
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Total (T)	GO Region										Internet usage				Devices used to access internet		Working status				
		Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North West (e)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Student (w)	House person/ Other (v)
Unweighted base	449	31	18	15	385	47	31	53	46	36	71	59	26	374	66	14	407	220	67	12	29	22
Weighted base	360	25**	17**	13**	305	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	334	152	54*	12**	34**	22**
Effective base	323	22	15	12	275	38	24	35	35	28	44	43	20	276	52	11	299	142	45	10	24	19
Very likely (4)	41	3	1	-	37	3	2	7	2	6	7	7	3	36	4	1	39	12	4	2	5	3
	11%	10%	7%	-	12%	7%	7%	19%	5%	17%	14%	15%	12%	13%T	5%	9%	12%	8%	8%	16%	18%	16%
Somewhat likely (3)	83	6	4	5	68	6	6	11	14	5	12	9	5	66	15	1	75	30	17	1	9	6
	23%	23%	24%	40%	22%	13%	22%	30%	37%Tdf	15%	24%	20%	22%	24%	19%	13%	22%	20%	31%	7%	29%	28%
Somewhat unlikely (2)	164	14	9	4	137	24	14	12	16	12	23	21	10	125	34	7	151	75	23	9	12	7
	45%	56%	51%	31%	45%	55%	47%	35%	44%	37%	44%	47%	42%	46%	44%	70%	45%	50%	43%	75%	34%	34%
Very unlikely (1)	72	3	3	4	62	11	7	6	5	10	9	8	5	47	25	1	69	34	10	*	8	5
	20%n	11%	17%	30%	20%	25%	25%	16%	13%	31%	18%	18%	24%	17%	32%Tn	8%	21%	23%	18%	2%	14	22%
NET: Likely	124	8	5	5	105	9	8	17	15	10	19	15	8	102	19	2	114	42	21	3	14	10
	35%fs	33%	32%	40%	35%fd	20%	28%	49%fd	43%fd	32%	38%	35%	34%	37%T	25%	22%	34%	28%	39%	23%	42%	44%
NET: Unlikely	236	17	11	8	199	35	18	21	18	22	32	29	15	172	59	8	221	110	33	9	19	12
	65%fn	67%	68%	60%	65%	80%Tdh	72%	51%	57%	68%	62%	65%	66%	63%	75%	78%	66%	72%T	61%	77%	58%	56%
Mean	2.26os	2.33	2.22	2.10	2.26	2.01	2.10	2.51f	2.35	2.18	2.33	2.32	2.23	2.33To	1.98	2.23	2.25	2.13	2.28	2.38	2.35	2.37
Standard deviation	0.91	0.81	0.84	0.86	0.92	0.82	0.86	0.99	0.78	1.07	0.94	0.95	0.97	0.91	0.86	0.76	0.91	0.86	0.86	0.81	1.03	1.02
Standard error	0.04	0.15	0.20	0.22	0.05	0.12	0.16	0.14	0.11	0.18	0.11	0.12	0.19	0.05	0.11	0.20	0.05	0.06	0.10	0.23	0.19	0.22

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 220

Q3b. Likelihood to come across harms - Snapchat

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	449	61	100	106	84	66	431	408	354	422	449	190	191	102	89	134	230	214	281	168	
Weighted base	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32*	19	39	163	193	201	159	
Effective base	323	40	73	77	63	48	309	292	243	301	323	111	110	49	59	86	152	168	191	134	
Very likely	(4)	41 11%qs	4 8%	10 13%	10 11%	9 13%	5 10%	41 12%	39 12%	37 15%Tfij	40 12%	41 11%	22 11%	18 20%Tfghj	8 25%Tfghij	2 11%	4 10%	37 23%Tq	4 2%	30 15%Ts	11 7%
Somewhat likely	(3)	83 23%q	16 36%Tc	15 19%	16 17%	19 28%	11 24%	79 23%	77 24%	65 25%	78 23%	83 23%	30 31%Tfij	14 33%Tfghij	8 42%Tfghjko	15 38%Tfghij	52 32%Tq	31 16%	54 27%	29 18%	
Somewhat unlikely	(2)	164 45%ghklmnpr	21 46%	36 45%	39 44%	34 48%	20 44%	154 45%ghklm	135 43%hklm	100 39%lm	155 46%ghklmn	164 45%ghklmn	33 32%	31 35%	8 28%	7 34%	14 37%	52 32%	108 56%Tp	75 37%	89 56%Tr
Very unlikely	(1)	72 20%lmp	5 10%	18 23%	25 28%ad	8 12%	10 22%	66 19%lm	65 21%lm	54 21%lm	64 19%lm	72 20%lm	16 16%lm	11 12%	2 7%	2 18%	6 16%	22 13%	50 26%Tp	41 21%	31 19%
NET: Likely		124 35%qs	20 44%	26 32%	26 29%	28 40%	16 34%	120 35%	115 37%Tj	103 40%Tfij	117 35%	124 35%	54 52%Tfghij	48 53%Tfghij	22 68%Tfghjko	10 54%Tfghij	18 48%Tfghij	89 55%Tq	35 18%	85 42%Ts	40 25%
NET: Unlikely		236 65%ghklmnopr	26 56%	54 68%	64 71%	62 90%	30 66%	221 65%hklmno	200 63%hklmno	154 60%klmno	219 65%hklmno	236 65%ghklmno	50 48%lm	43 47%lm	10 32%	9 46%	20 52%ln	73 45%	158 82%Tp	116 58%	120 75%Tr
Mean		2.26qs	2.42	2.22	2.12	2.41	2.22	2.28	2.28	2.34Tj	2.27	2.26	2.58Tfghj	2.60Tfghjko	2.86Tfghjko	2.52Tfghij	2.42	2.64Tq	1.94	2.37Ts	2.12
Standard deviation		0.91	0.79	0.95	0.94	0.86	0.91	0.91	0.93	0.97	0.91	0.91	1.00	0.94	0.89	0.87	0.88	0.98	0.70	0.97	0.79
Standard error		0.04	0.10	0.10	0.09	0.09	0.11	0.04	0.05	0.05	0.04	0.04	0.07	0.07	0.09	0.09	0.08	0.05	0.06	0.06	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 221

Q3b. Likelihood to come across harms - Twitch

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Twitch

	Gender			Social Grade						Age						Ethnicity			Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (o)	Minority Ethnic background (u)	Asian (w)	Christian (z)	Muslim (A)	None (C)	
Unweighted base	255	177	76	93	76	48	36	169	84	39	216	41	76	63	32	173	80	52	89	35	111	
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32**	16**	120	39*	24**	48	15**	86	
Effective base	163	111	51	61	46	30	25	106	55	37	126	25	47	38	18	117	45	28	56	16	81	
Very likely	(4)	21 13% _m	12 11%	9 17%	11 19%	5 11%	3 6%	2 16%	16 8%	5 14%	16 13% _m	7 23%	6 14%	1 3%	1 9%	17 14%	4 10%	3 11%	4 9%	5 35%	10 12%	
Somewhat likely	(3)	42 26% _l	26 24%	16 31%	15 25%	14 30%	10 37%	3 12%	29 27%	14 25%	12 37% _l	6 23%	7 37%	3 16%	3 21%	10 23%	27 39% _{T1}	15 48%	11 31%	6 41%	19 22%	
Somewhat unlikely	(2)	68 42% _u	48 44%	19 36%	23 39%	18 38%	12 43%	15 55%	40 38%	27 49%	13 36%	55 44%	9 27%	21 51%	19 60% _{T1}	3 21%	55 46%	12 30%	6 24%	19 39%	3 19%	40 46%
Very unlikely	(1)	30 19%	22 20%	8 16%	10 17%	10 21%	7 9%	20 27%	10 19%	4 12%	26 21%	4 13%	8 19%	5 15%	8 50%	21 17%	8 21%	4 16%	4 21%	10 16%	1 5%	17 20%
NET: Likely		63 39% _m	38 35%	25 48%	26 44%	19 41%	13 48%	5 18%	45 33%	18 33%	19 52% _m	44 36%	20 30%	12 24%	8 29%	5 37%	44 37%	19 49%	14 60%	20 40%	11 76%	29 34%
NET: Unlikely		98 61%	70 65%	27 52%	32 56%	27 59%	15 52%	22 82%	60 57%	37 67%	18 48%	80 64%	13 40%	28 70%	24 76% _{T1}	11 71%	76 63%	20 51%	10 40%	29 60%	4 24%	57 66%
Mean		2.34	2.27	2.49	2.46	2.32	2.49	1.97	2.40	2.24	2.54 _m	2.28	2.70	2.26	2.12	1.88	2.34	2.37	2.54	2.29	3.06	2.25
Standard deviation		0.93	0.91	0.96	0.99	0.94	0.82	0.81	0.97	0.85	0.89	0.93	0.98	0.93	0.71	1.05	0.93	0.94	0.91	0.91	0.89	0.91
Standard error		0.06	0.07	0.11	0.10	0.11	0.12	0.14	0.07	0.09	0.14	0.06	0.15	0.11	0.09	0.19	0.07	0.10	0.13	0.10	0.15	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 222

Q3b. Likelihood to come across harms - Twitch

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	255	66	39	34	175	18	104	112	21	90	164	59	79	72	44	120	82	39	41	223	32		
Weighted base	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31*	49	51	47*	17**	40*	136	26**	
Effective base	163	40	26	18	117	12	67	70	15	82	103	34	48	51	31	65	50	48	21	37	140	24	
Very likely	(4)	21 13%	4 10%	4 12%	2 9%	15 13%	6 9%	12 18%	2 15%	9 13%	12 21%	6 19%	8 13%	6 13%	4 12%	7 13%	5 10%	5 10%	5 27%	5 11%	18 13%	3 12%	
Somewhat likely	(3)	42 26%	12 29%	8 27%	6 36%	27 24%	15 22%	22 33%	4 33%	13 18%	30 32%T	8 31%	13 32%	16 36%l	14 45%Tl	13 26%	11 23%	11 23%	4 23%	15 38%	37 27%	5 20%	
Somewhat unlikely	(2)	68 42%	15 38%	13 43%	5 30%	51 45%	7 58%	32 46%	26 37%	4 34%	30 44%	37 41%	8 29%	15 37%	17 37%	10 33%	20 41%	24 48%	4 26%	15 37%	58 42%	11 41%	
Very unlikely	(1)	30 19%	9 23%	5 18%	5 25%	20 18%	3 29%	16 23%	9 12%	2 18%	17 24%	13 14%	5 19%	5 12%	6 14%	3 10%	10 20%	9 19%	10 21%	4 24%	5 14%	23 17%	7 27%
NET: Likely		63 39%	16 39%	11 39%	8 45%	42 37%	1 13%	21 31%	35 50%Tl	6 48%	22 32%	42 45%	14 52%	21 51%l	22 49%	17 56%Tl	20 40%	17 33%	15 33%	8 50%	19 49%	55 41%	8 32%
NET: Unlikely		98 61%gn	25 61%	18 61%	10 55%	71 63%	10 87%	48 69%g	34 50%	7 52%	47 68%ln	51 59%	13 49%	20 49%	23 51%	14 44%	30 60%	34 67%	32 67%	6 50%	20 51%	81 59%	18 58%
Mean		2.34	2.25	2.34	2.28	2.32	1.89	2.17	2.56Tl	2.45	2.20	2.44	2.54	2.68Tl	2.48	2.58	2.34	2.24	2.52	2.47	2.37	2.17	
Standard deviation		0.93	0.94	0.92	0.97	0.92	0.77	0.89	0.93	1.00	0.89	0.89	1.04	0.95	0.90	0.84	0.95	0.88	0.89	1.16	0.88	0.92	
Standard error		0.06	0.12	0.15	0.17	0.07	0.18	0.09	0.09	0.22	0.10	0.07	0.14	0.11	0.11	0.13	0.09	0.10	0.10	0.19	0.14	0.06	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 223

Q3b. Likelihood to come across harms - Twitch

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Twitch

	Total (T)	GO Region							Internet usage			Working status			Devices used to access internet	
		Scotland (a)	NET: England (d)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part- time (t)	Student (w)		
Unweighted base	255	20	217	33	20	24	52	38	228	21	232	130	38	14		
Weighted base	161	12**	136	18**	11**	19**	31*	26**	141	16**	152	63	19**	15**		
Effective base	163	13	136	20	11	18	31	25	146	15	153	76	21	10		
Very likely	(4)	21 13%	2 17%	18 13%	1 4%	* 1%	4 19%	6 21%	4 17%	4 12%	20 25%	10 13%	2 11%	2 13%		
Somewhat likely	(3)	42 26%	2 18%	37 27%	7 41%	6 56%	4 22%	8 25%	3 13%	39 27%	1 8%	38 25%	13 21%	4 23%	7 43%	
Somewhat unlikely	(2)	68 42%	6 46%	55 40%	7 40%	5 43%	6 34%	9 30%	14 52%	60 42%	7 46%	65 43%	27 43%	7 38%	5 30%	
Very unlikely	(1)	30 19%	2 20%	26 19%	3 15%	- -	5 25%	8 24%	5 18%	26 18%	4 22%	29 19%	12 20%	5 28%	2 14%	
NET: Likely		63 39%	4 34%	56 41%	8 45%	6 57%	8 41%	14 46%	8 30%	55 39%	5 32%	58 38%	23 37%	6 34%	8 56%	
NET: Unlikely		98 61%	8 68%	81 59%	10 55%	5 43%	11 59%	17 54%	18 70%	86 61%	11 68%	84 63%	40 68%	13 68%	7 44%	
Mean		2.34	2.31	2.35	2.34	2.59	2.35	2.42	2.29	2.33	2.35	2.32	2.33	2.16	2.55	
Standard deviation		0.93	1.01	0.94	0.80	0.54	1.09	1.09	0.97	0.91	1.11	0.93	0.97	0.99	0.91	
Standard error		0.06	0.23	0.06	0.14	0.12	0.22	0.15	0.16	0.06	0.24	0.06	0.09	0.16	0.24	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 224

Q3b. Likelihood to come across harms - Twitch

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Twitch

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlet (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	255	35	55	65	46	42	250	226	207	232	190	255	163	99	85	115	154	98	186	69	
Weighted base	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56	
Effective base	163	23	35	43	32	26	160	140	125	143	111	163	88	46	60	72	91	70	113	51	
Very likely	(4)	21 13%q	3 12%	4 13%	6 13%	4 12%	2 11%	21 13%	19 14%	18 16%o	19 14%	21 13%	15 19%Tlgi ko	8 27%Tlgi ik	3 17%	3 9%	17 19%Tq	3 4%	18 17%T	3 6%	
Somewhat likely	(3)	42 26%q	2 8%	6 18%	13 30%	14 44%Tb	6 27%	42 26%	37 27%	38 33%Tlgi k	37 27%	42 26%	30 40%Tlgi jko	10 33%	6 35%	9 29%	32 37%Tq	10 14%	23 22%	19 34%	
Somewhat unlikely	(2)	68 42%hilm p	16 63%	18 56%cd	15 33%	9 30%	10 45%	66 42%hil	53 40%hl	40 34%	51 38%l	39 37%l	68 42%hilm	21 28%	9 30%	7 41%l	12 41%l	28 32%	40 55%Tp	47 45%	21 37%
Very unlikely	(1)	30 19%jnp	4 17%	4 13%	11 24%	4 14%	4 17%	30 19%jn	25 19%jn	20 17%jn	29 21%Tbj kmm	14 14%	30 19%jn	10 13%ln	3 11%	1 8%	6 21%jl	10 12%	19 27%Tp	17 16%	13 24%
NET: Likely		63 39%q	5 20%	10 31%	19 43%	17 56%Tb	9 38%	63 39%	56 41%	57 49%Tlgi ko	56 41%	63 39%	44 59%Tlgi kjko	18 60%Tlgi k	9 51%Tik	12 39%	49 56%Tq	13 18%	41 39%	22 40%	
NET: Unlikely		98 61%dhjl mp	20 80%	22 69%cd	26 57%	13 44%	14 62%	96 61%hilm n	79 59%hilm	60 51%l	81 59%hilm n	53 51%l	98 61%hilm n	31 41%	12 40%	8 49%l	18 61%hj	38 44%	60 82%Tp	64 61%	34 60%
Mean		2.34q	2.15	2.31	2.31	2.54	2.32	2.34	2.37	2.47Tlgi iko	2.34	2.54Tlgi iko	2.34	2.65Tlgi hiko	2.78Tlgi hik	2.60Tlgi ik	2.28	2.64Tq	1.95	2.40	2.22
Standard deviation		0.93	0.87	0.87	0.99	0.89	0.90	0.93	0.95	0.96	0.97	0.95	0.93	0.94	0.98	0.88	0.91	0.93	0.76	0.95	0.88
Standard error		0.06	0.15	0.12	0.12	0.13	0.14	0.06	0.06	0.07	0.06	0.07	0.06	0.07	0.10	0.10	0.08	0.07	0.08	0.07	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 225

Q3b. Likelihood to come across harms - Bitchute

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Gender		Social Grade				Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	C1 (d)	C2 (e)	ABC1 (g)	C2DE (h)	18+ (i)	White (j)	Minority Ethnic background (k)	Christian (z)	None (C)
Unweighted base	119	76	42	40	28	75	44	119	70	48	45	41
Weighted base	37	23*	15**	13**	10**	21*	16**	37	26*	11*	13**	16**
Effective base	74	46	28	25	18	47	28	74	46	30	29	28
Very likely	(4) 2 5%	2 7%	* 3%	1 4%	1 9%	1 5%	1 6%	2 5%	1 4%	1 8%	1 10%	-
Somewhat likely	(3) 10 28%	7 31%	3 23%	3 26%	2 18%	7 32%	4 22%	10 28%	5 19%	5 45%Tt	2 19%	4 25%
Somewhat unlikely	(2) 16 42%	10 43%	6 40%	4 45%	4 37%	8 40%	7 45%	11 42%	4 44%	4 37%	8 58%	6 38%
Very unlikely	(1) 9 25%u	4 19%	5 34%	3 25%	4 36%	5 23%	5 28%	9 25%	8 32%u	1 9%	2 13%	6 38%
NET: Likely	12 33%t	9 38%	4 25%	4 30%	3 27%	8 37%	5 28%	12 33%	6 24%	6 53%Tt	4 29%	4 25%
NET: Unlikely	25 67%u	14 62%	11 75%	9 70%	7 73%	13 63%	12 72%	25 67%Tu	20 76%Tu	5 47%	9 71%	12 75%
Mean	2.14t	2.26	1.94	2.09	2.00	2.19	2.06	2.14	1.96	2.52Tt	2.26	1.87
Standard deviation	0.86	0.87	0.85	0.85	1.00	0.87	0.88	0.86	0.84	0.81	0.84	0.80
Standard error	0.08	0.10	0.13	0.14	0.19	0.10	0.13	0.08	0.10	0.12	0.13	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 226

Q3b. Likelihood to come across harms - Bitchute

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Impacting condition		Number of people in household		Do any children aged 17 or under live in your household?		Responsibility for children in household		Highest education		Urban/Rural	
	Total (T)	Impacting condition (d)	2-3 (f)	No children aged 17 or under (i)	NET: Yes (j)	Yes (o)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Urban (u)			
Unweighted base	119	76	44	47	71	69	47	49	102			
Weighted base	37	26*	15**	23*	15*	14*	16*	16*	29			
Effective base	74	48	28	36	47	45	31	31	64			
Very likely	(4)	2 5%	2 7%	1 6%	1 4%	1 8%	1 8%	1 2%	2 6%			
Somewhat likely	(3)	10 28% _d	7 26% _d	3 21%	4 16%	7 46% _{Ti}	7 48% _T	3 17%	5 30%	10 33% _T		
Somewhat unlikely	(2)	16 42% _d	11 43% _d	8 55%	12 52% _d	4 26%	3 24%	9 56% _T	6 39%	11 37%		
Very unlikely	(1)	9 25%	6 24%	3 19%	6 28%	3 20%	3 21%	4 25%	4 25%	7 24%		
NET: Likely	12 33% _d	9 33% _d	4 26%	4 20%	8 54% _{Ti}	8 56% _T	3 19%	6 36%	12 39% _T			
NET: Unlikely	25 67% _d	17 67% _d	11 74%	18 80% _{Tj}	7 46%	6 44%	13 81% _T	10 64%	18 61%			
Mean	2.14	2.16	2.13	1.95	2.41 _{Ti}	2.43 _T	1.95	2.18	2.22 _T			
Standard deviation	0.86	0.89	0.81	0.79	0.92	0.94	0.72	0.91	0.90			
Standard error	0.08	0.10	0.12	0.12	0.11	0.11	0.10	0.13	0.09			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 227

Q3b. Likelihood to come across harms - Bitchute

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Total (T)	GO	Interne	Devices used to access internet		Working status	
		Region NET: England (d)	Usage More than 2 hours (n)	Multiple devices (r)	Working full time (s)	Working part- time (t)	
Unweighted base	119	107	102	97	67	30	
Weighted base	37	33	29	30	16*	11**	
Effective base	74	67	65	59	42	19	
Very likely	(4)	2 5%	2 6%	2 6%	1 4%	2 10%	* 4%
Somewhat likely	(3)	10 28%	9 28%	7 26%	8 25%	6 39%T	3 24%
Somewhat unlikely	(2)	16 42%	14 43%	13 44%	14 46%	5 32%	5 43%
Very unlikely	(1)	9 25%	8 23%	7 24%	7 24%	3 19%	3 30%
NET: Likely		12 33%	11 34%	9 32%	9 29%	8 49%T	3 28%
NET: Unlikely		25 67%a	22 66%	20 68%	22 71%	9 51%	8 72%
Mean	2.14	2.17	2.13	2.09	2.40T	2.02	
Standard deviation	0.86	0.87	0.86	0.82	0.93	0.87	
Standard error	0.08	0.08	0.09	0.08	0.11	0.16	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 228

Q3b. Likelihood to come across harms - Bitchute

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Household income per year	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Total (f)	Up to £15,599 (a)	YouTube (f)	Instagram (a)	TikTok (b)	Facebook (f)	Snapchat (f)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base		119	25	117	103	90	106	89	85	86	73	119	75	69	49	93	26
Weighted base		37	11**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
Effective base		74	18	73	63	59	64	59	60	55	69	74	69	47	35	58	18
Very likely	(4)	2	*	2	2	1	2	1	1	1	1	2	1	2	-	2	-
		5%	3%	6%	7%	7%	7%	7%	8%	7%	12%Tfn	5%	9%Tfn	13%Tq	-	8%	-
Somewhat likely	(3)	10	2	10	9	8	10	8	8	9	7	10	7	6	4	7	3
		28%	23%	28%	33%Tfn	38%Tfjn	32%	40%Tfjn	45%Tfjn	45%Tfjn	55%Tfn	28%	58%Tfn	41%Tq	19%	28%	26%
Somewhat unlikely	(2)	16	4	15	13	8	12	7	6	7	3	16	3	5	11	10	6
		42%lmp	42%	42%lmo	46%hjk	39%	39%	36%l	37%	34%	27%	42%lmo	27%	32%	48%	38%	51%
Very unlikely	(1)	9	3	9	4	3	7	3	2	2	1	9	1	2	7	7	3
		25%ghk	32%	25%ghk	15%k	15%	22%ghk	16%kl	10%	13%	6%	25%ghk	6%	14%	33%p	26%	23%
NET: Likely		12	3	12	11	9	12	9	9	10	8	12	8	8	4	9	3
		33%q	26%	33%	40%Tfn	45%Tfjn	38%Tfn	47%Tfjn	54%Tfjn	53%Tfjn	67%Tfn	33%	67%Tfn	54%Tq	19%	36%	26%
NET: Unlikely		25	8	25	17	11	19	10	8	9	4	25	4	7	18	17	8
		67%ghj	74%	67%ghj	60%hjk	55%	62%hjk	53%kl	46%	47%	33%	67%ghj	33%	46%	81%Tp	64%	74%
Mean		2.14q	1.96	2.14	2.32Tfn	2.37Tfn	2.23Tfn	2.39Tfjn	2.52Tfjn	2.47Tfjn	2.73Tfn	2.14	2.71Tfn	2.54Tq	1.85	2.18	2.02
Standard deviation		0.86	0.86	0.87	0.82	0.85	0.89	0.86	0.80	0.83	0.77	0.86	0.74	0.92	0.72	0.92	0.73
Standard error		0.08	0.17	0.08	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.09	0.11	0.10	0.10	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 229
Q3b. Likelihood to come across harms - OnlyFans
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Total (T)	Social Grade								Age			Ethnicity		Religion	
		Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	25-34 (j)	35-44 (m)	White	Minority Ethnic backgro und	Christi an (z)	None (C)	
Unweighted base	179	139	59	56	32	32	115	64	179	61	52	124	54	66	76	
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*	19*	50	13*	23*	33	
Effective base	122	98	39	37	22	24	76	46	122	41	39	90	34	43	58	
Very likely	(4)	8	7	2	3	1	1	5	3	8	2	4	7	1	2	5
		13%	14%	10%	16%	13%	11%	13%	12%	13%	11%	20%	14%	8%	9%	14%
Somewhat likely	(3)	15	11	6	3	4	1	9	5	15	6	4	10	4	7	5
		24%	21%	28%	19%	42%	8%	24%	24%	29%	21%	21%	35%	29%	17%	
Somewhat unlikely	(2)	26	22	8	10	2	6	17	9	26	8	7	21	5	7	16
		42%	42%	36%	52%	23%	51%	44%	38%	42%	41%	39%	42%	40%	33%	50%
Very unlikely	(1)	14	12	5	2	2	4	8	6	14	4	4	11	2	6	6
		22%	22%	25%	13%	22%	23%	20%	26%	22%	19%	20%	23%	17%	28%	19%
NET: Likely		23	19	8	6	6	2	15	8	23	8	8	17	5	9	10
		37%	35%	39%	35%	55%	19%	37%	36%	37%	40%	41%	35%	43%	39%	31%
NET: Unlikely		40	34	13	12	5	10	25	15	40	12	11	32	7	14	23
		63%	65%	61%	65%	45%	81%	63%	64%	63%	60%	59%	65%	57%	61%	69%
Mean		2.27	2.27	2.23	2.38	2.47	2.01	2.30	2.22	2.27	2.31	2.41	2.25	2.34	2.20	2.26
Standard deviation		0.95	0.97	0.93	1.03	0.95	0.94	0.99	0.95	0.92	1.06	0.98	0.89	0.98	0.94	0.94
Standard error		0.07	0.08	0.13	0.12	0.18	0.17	0.09	0.12	0.07	0.12	0.15	0.09	0.12	0.12	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 230

Q3b. Likelihood to come across harms - OnlyFans
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Impacting/ limiting condition			Number of people in household			Do any children aged 17 or under live in your household?			Respons ibility for childre n in househo ld	Highest education	Urban/ Rural		
	Total (T)	Any (a)	No impact ing/ limitin g conditi on (d)	1	2-3	4-5	No childre n aged 17 or under	NET: Yes		Yes (o)	Seconda ry school or equiv	Univers ity degree or equiv	Urban (u)	
			Aged 5- 10					Aged 11-15						
Unweighted base	179	50	119	29	79	62	82	96	47	35	95	65	78	157
Weighted base	62	15*	44	14*	29	17*	38	24	12*	10*	24	24*	27	53
Effective base	122	35	81	24	55	38	66	59	29	22	58	45	53	106
Very likely	(4)	8 13%u	2 12%	5 12%	2 10%	3 12%	2 14%	4 11%	4 15%	2 19%	1 11%	4 11%	3 14%	4 9%
Somewhat likely	(3)	15 24%	4 25%	10 23%	2 11%	7 24%	6 33%	9 15%	4 37%	4 32%	9 35%	6 23%	6 23%	12 22%
Somewhat unlikely	(2)	26 42%o	5 36%	19 43%	8 59%	12 40%	5 28%	19 51%	6 26%	3 24%	2 22%	6 26%	11 41%	11 44%
Very unlikely	(1)	14 22%	4 27%	9 21%	3 20%	7 23%	4 24%	8 22%	5 22%	3 25%	3 31%	5 19%	5 22%	6 25%T
NET: Likely	23 37%u	6 37%	16 35%	3 22%	11 36%	8 48%	10 27%	13 52%	6 47%	5 47%	13 53%T	8 34%	10 37%	17 31%
NET: Unlikely	40 65%o	10 63%	29 65%	11 78%	18 64%	9 52%	28 73%	12 48%	6 49%	6 53%	11 47%	16 63%	17 63%	36 69%T
Mean	2.27 <u></u>	2.22	2.26	2.13	2.25	2.38	2.16	2.45	2.46	2.27	2.46T	2.25	2.29	2.15
Standard deviation	0.95	1.01	0.94	0.87	0.96	1.03	0.91	1.01	1.11	1.08	1.02	0.90	0.98	0.91
Standard error	0.07	0.14	0.09	0.16	0.11	0.13	0.10	0.10	0.16	0.18	0.10	0.11	0.11	0.07

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 231
Q3b. Likelihood to come across harms - OnlyFans
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	GO Region			Internet usage More than 2 hours (n)	Devices used to access internet Multipl e devices (r)	Working status	
	Total (T)	NET: England (g)	London (k)			Working full time (s)	Working part- time (t)
Unweighted base	179	154	34	161	162	121	34
Weighted base	62	52	10**	54	58	42	11**
Effective base	122	103	23	112	113	82	22
Very likely	(4)	8 13%	7 13%	1 5%	8 14%	8 13%	1 11%
Somewhat likely	(3)	15 24% ^r	12 24%	2 23%	12 22%	12 21%	2 28%
Somewhat unlikely	(2)	26 42%	22 43%	6 62%	21 40%	25 43%	5 47%
Very unlikely	(1)	14 22%	11 21%	1 11%	13 24%	13 23%	3 24%
NET: Likely	23 37% ^r	19 36%	3 28%	19 36%	20 34%	17 40%	3 29%
NET: Unlikely	40 63%	34 64%	7 72%	34 64%	38 68% ^T	25 60%	8 71%
Mean	2.27	2.27	2.22	2.27	2.24	2.33	2.17
Standard deviation	0.95	0.94	0.74	0.99	0.96	0.93	0.96
Standard error	0.07	0.08	0.13	0.08	0.08	0.08	0.17

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 232

Q3b. Likelihood to come across harms - OnlyFans
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	£15,000 - £25,999 (b)	£26,000 - £36,399 (c)	£52,000 + (e)	You Tube (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitas (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	179	42	43	31	176	165	148	172	134	115	118	81	75	179	106	73	130	49
Weighted base	62	15**	17**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*
Effective base	122	29	29	22	120	111	97	116	86	72	84	69	69	122	68	55	87	37
Very likely	(4)	8	2	2	1	8	8	7	8	6	5	5	2	8	7	1	7	1
		13%qs	14%	13%	11%	13%	15%	16%	14%	17%	15%	17%Tfmo	14%	16%	13%	22%Tq	4%	18%Ts
Somewhat likely	(3)	15	3	4	2	15	14	12	14	13	10	10	7	15	8	7	10	5
		24%	19%	22%	18%	24%	26%	27%	24%	33%Tfghio	34%Tfghio	37%Tfghio	46%Tfghio	47%Tfghio	24%	27%	21%	26%
Somewhat unlikely	(2)	26	7	8	4	25	21	17	23	12	11	9	4	3	26	11	15	14
		42%ghjlmnr	48%	45%	36%	41%ghjlmnr	38%ijn	37%jmn	40%ijmn	31%	37%mn	32%	31%	3	29%	42%ghjlmnr	35%	36%
Very unlikely	(1)	14	3	3	4	14	12	10	13	8	4	1	1	14	5	8	8	6
		22%klmn	19%	20%	35%	22%klmn	22%klmn	21%klmn	22%klmn	19%klmn	13%mn	14%mn	9%	9%	22%klmn	17%	27%	20%
NET: Likely		23	5	6	3	23	22	20	22	19	15	9	8	23	15	8	18	5
		37%qs	33%	36%	30%	37%	40%Tfo	42%Tfo	38%	49%Tfghio	49%Tfghio	54%Tfghio	60%Tfghio	63%Tfghio	37%	48%Tq	25%	44%Ts
NET: Unlikely		40	10	11	8	39	33	27	38	20	15	13	6	5	40	16	24	17
		63%ghjlmnr	67%	64%	70%	63%ghjlmnr	60%ghjlmnr	58%ghjlmnr	62%ghjlmnr	51%mn	51%mn	46%mn	40%	37%	63%ghjlmnr	52%	75%Tp	56%
Mean	2.27qs	2.29	2.29	2.06	2.28	2.33Tfo	2.37Tfo	2.29	2.46Tfghio	2.51Tfghio	2.58Tfghio	2.65Tfghio	2.70Tfghio	2.27	2.53Tq	2.02	2.42Ts	2.01
Standard deviation	0.95	0.96	0.96	1.04	0.96	0.98	0.99	0.97	1.00	0.92	0.95	0.86	0.88	0.95	1.03	0.81	1.02	0.77
Standard error	0.07	0.15	0.15	0.19	0.07	0.08	0.08	0.07	0.09	0.09	0.09	0.10	0.10	0.07	0.10	0.09	0.09	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 233
Q3b. Likelihood to come across harms - Vimeo
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Gender		Social Grade							Age							Ethnicity			Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Minority Ethnic background (u)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	263	177	84	109	80	47	26	189	73	37	226	33	67	63	40	23	177	85	54	107	37	21	94	
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	19**	111	38*	23**	61	17**	12**	57	
Effective base	166	110	55	73	49	29	14	122	44	34	132	17	38	35	24	19	117	50	30	69	19	12	63	
Very likely	(4)	12	7	5	6	4	1	9	1	5	7	2	2	1	1	-	9	3	2	5	3	2	3	
		8%	8%	9%	9%	8%	6%	-	8%	4%	14%	6%	12%	8%	4%	6%	-	8%	7%	7%	8%	17%	14%	5%
Somewhat likely	(3)	41	24	17	14	17	7	2	31	10	11	30	8	7	9	3	27	14	9	15	8	2	16	
		27%	24%	33%	22%	35%	29%	24%	27%	27%	33%	26%	43%	23%	31%	15%	24%	36%	41%	25%	48%	16%	27%	
Somewhat unlikely	(2)	72	50	21	39	18	12	4	57	15	16	56	6	15	14	10	11	54	18	11	30	5	7	
		49%	51%	42%	60%Td	37%	48%	35%	50%e	44%	49%	48%	32%	50%	48%	52%	60%	49%	49%	47%	48%	33%	64%	
Very unlikely	(1)	24	16	8	10	4	4	16	9	1	23	2	6	5	5	3	20	3	1	12	+	1	11	
		16%ci	17%	16%	9%	20%	17%	41%	14%	25%c	4%	20%Ti	13%	19%	17%	27%	25%	18%	8%	5%	19%	2%	20%	
NET: Likely		53	31	21	20	21	9	2	40	11	16	37	10	9	10	4	3	36	16	11	20	11	3	
		35%	32%	42%	30%	43%	24%	36%	31%	47%	32%	55%	31%	36%	21%	15%	33%	43%	48%	32%	65%	30%	32%	
NET: Unlikely		97	66	29	45	28	16	8	73	24	18	79	9	20	18	16	16	74	21	12	42	6	8	
		65%	68%	58%	70%	57%	65%	76%	64%	69%	53%	68%	45%	69%	64%	79%	85%	67%	57%	52%	68%	35%	70%	
Mean		2.27	2.23	2.35	2.30	2.30	2.23	1.82	2.30	2.11	2.57	2.18	2.55	2.20	2.23	2.00	1.90	2.22	2.43	2.50	2.20	2.80	2.38	
Standard deviation		0.83	0.82	0.86	0.76	0.88	0.82	0.83	0.81	0.83	0.80	0.82	0.89	0.85	0.79	0.84	0.64	0.85	0.76	0.72	0.84	0.76	0.83	
Standard error		0.05	0.06	0.09	0.07	0.10	0.12	0.16	0.06	0.10	0.13	0.05	0.15	0.10	0.10	0.13	0.06	0.08	0.10	0.08	0.13	0.18	0.08	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 234

Q3b. Likelihood to come across harms - Vimeo

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Unweighted base	263	77	43	44	174	36	102	103	22	99	163	58	75	65	47	123	82	96	41	40	226	37
Weighted base	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	39*	31*	49	39*	53	22**	34*	122	27**
Effective base	166	49	28	26	114	26	64	62	15	68	98	31	44	44	34	64	50	56	24	36	140	27
Very likely	(4) 12	4	2	3	8	*	4	6	2	4	8	5	4	5	2	3	1	3	2	5	10	2
	8%	9%	9%	12%	8%	2%	6%	10%	19%	5%	10%	20%Ti	12%	12%	7%	3%	6%	11%	14%	9%	6%	6%
Somewhat likely	(3) 41	10	4	7	27	4	18	16	3	16	24	7	10	14	9	13	9	11	9	11	32	9
	27%	24%	16%	29%	27%	18%	30%	29%	23%	25%	29%	29%	29%	37%	28%	27%	22%	21%	41%	32%	26%	33%
Somewhat unlikely	(2) 72	18	13	10	50	11	31	26	5	31	42	7	14	17	19	24	20	30	6	17	58	14
	49%k	42%	47%	41%	51%	47%	52%	46%	46%	47%	50%k	28%	44%	43%	60%k	50%	50%	56%	29%	49%	47%	53%
Very unlikely	(1) 24	11	8	4	14	8	7	8	1	15	9	5	5	3	1	8	10	9	4	2	22	2
	18%jnt	25%	28%	17%	14%	33%	12%	14%	12%	23%jmn	11%	23%jmn	16%	8%	5%	18%	25%t	17%	18%	5%	18%	8%
NET: Likely	53	14	7	10	35	4	21	22	5	20	33	11	13	19	11	17	10	14	11	16	42	10
	35%	33%	25%	41%	36%	20%	38%	40%	42%	30%	39%	48%	41%	49%T	35%	34%	25%	27%	53%	46%q	34%	39%
NET: Unlikely	97	29	21	14	63	18	38	33	7	46	51	12	20	20	20	32	30	39	10	18	80	16
	65%am	67%	75%	59%	64%	60%	64%	60%	58%	70%	61%	52%	59%	51%	65%	66%	73%t	73%	47%	54%	66%	61%
Mean	2.27q	2.17	2.05	2.36	2.30	1.88	2.30	2.35	2.49	2.13	2.38T	2.45	2.36	2.53Ti	2.38	2.25	2.03	2.17	2.46	2.55Tqr	2.25	2.37
Standard deviation	0.83	0.92	0.91	0.93	0.81	0.77	0.77	0.86	0.98	0.83	0.82	1.07	0.90	0.82	0.69	0.82	0.78	0.78	0.94	0.80	0.85	0.72
Standard error	0.05	0.10	0.14	0.14	0.06	0.13	0.08	0.08	0.21	0.08	0.06	0.14	0.10	0.10	0.10	0.07	0.09	0.08	0.15	0.13	0.06	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 235

Q3b. Likelihood to come across harms - Vimeo

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Total (T)	GO Region									Internet usage		Devices used to access internet		Working status	
		Scotland (a)	NET: England (d)	North West (l)	Yorkshire and the Humber (g)	West Midlands (n)	East Midlands (o)	London (k)	South East (i)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	
Unweighted base	263	23	225	18	17	36	31	53	35	17	217	41	235	140	46	
Weighted base	149	14**	125	10**	12**	17**	17**	30*	17**	14**	107	38*	137	61	24**	
Effective base	166	14	141	13	11	22	20	32	23	12	141	31	153	84	27	
Very likely	(4)	12 8%	1 4%	9 7%	* 4%	* 2%	* 2%	1 8%	3 9%	3 7%	11 11%T	* 1%	11 8%	6 10%	1 4%	
Somewhat likely	(3)	41 27%o	5 34%	34 27%	2 17%	1 9%	5 29%	8 50%	5 18%	6 32%	3 23%To	35 9%	4 26%	15 25%	7 28%	
Somewhat unlikely	(2)	72 49%n	6 42%	63 50%	6 62%	8 67%	7 42%	5 31%	18 59%	7 39%	45 42%	27 69%Tn	67 49%	28 46%	14 56%	
Very unlikely	(1)	24 16%	3 20%	20 16%	2 17%	3 22%	5 27%	2 12%	4 14%	2 13%	2 16%	8 21%	24 18%	12 19%	2 10%	
NET: Likely		53 35%o	5 38%	43 34%	2 21%	1 12%	5 31%	10 57%	8 27%	8 48%	4 30%	4 10%	46 33%	21 35%	8 32%	
NET: Unlikely		97 65%n	9 62%	82 66%	8 79%	10 88%	12 69%	7 43%	22 73%	9 52%	10 70%	62 90%Tn	35 67%	91 65%	16 68%	
Mean	2.27o	2.21	2.25	2.08	1.92	2.05	2.53	2.23	2.50	2.21	2.38To	1.90	2.24	2.25	2.26	
Standard deviation	0.83	0.84	0.81	0.73	0.66	0.82	0.82	0.81	0.94	0.82	0.87	0.57	0.83	0.89	0.70	
Standard error	0.05	0.17	0.05	0.17	0.16	0.14	0.15	0.11	0.16	0.20	0.06	0.09	0.05	0.07	0.10	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 236

Q3b. Likelihood to come across harms - Vimeo

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures				
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	263	39	52	59	48	48	259	239	211	246	191	163	263	105	86	118	143	119	178	85
Weighted base	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63
Effective base	166	25	33	35	32	33	164	148	125	153	110	88	166	51	55	84	83	84	105	63
Very likely	(4) 12	2	4	1	4	1	12	12	10	12	10	12	6	2	3	12	-	9	3	
		8%q	15%	2%	14%	4%	8%	9%	9%	13%Tghil	14%Tghil	8%	19%Tghil	11%	10%	18%Tq	-	11%	4%	
Somewhat likely	(3) 41	7	6	9	9	6	41	34	32	39	27	25	41	14	8	10	23	17	25	16
		27%	22%	26%	29%	22%	27%	26%	30%	29%g	30%	34%g	27%	42%Tghij	40%Tghij	37%Tghij	34%T	21%	29%	25%
Somewhat unlikely	(2) 72	4	14	21	15	14	72	63	48	60	42	29	72	11	6	11	26	47	36	36
		49%ikmnopr	22%	52%	61%	50%	48%ikmno	49%ikmno	46%kmno	45%mn	47%kmno	38%	49%ikmno	32%	29%	38%n	38%	57%Tp	42%	57%
Very unlikely	(1) 24	7	3	4	2	6	24	20	16	23	10	11	24	3	4	7	18	16	8	8
		16%jmp	34%	11%	12%	6%	16%jm	16%jm	15%jm	17%jm	11%	14%	16%jm	8%	19%jo	15%	10%	22%p	19%	13%
NET: Likely	53	9	10	9	13	7	52	45	41	50	38	36	53	20	10	13	35	17	34	18
		35%q	44%	37%	28%	44%	35%	35%	39%	39%Tfghil	42%Tfghil	47%Tfghil	35%	61%Tfghij	52%Tfghij	47%Tfghij	52%Tq	21%	39%	29%
NET: Unlikely	97	11	17	25	17	20	96	84	65	82	52	40	97	13	9	15	32	64	52	44
		65%ijkmnop	56%	63%	72%	56%	65%ijkmnop	61%kmno	62%kmno	58%mn	53%mn	65%ijkmnop	39%	53%n	48%	53%n	48%	79%Tp	61%	71%
Mean	2.27q	2.19	2.42	2.19	2.52e	2.09	2.27	2.28	2.33	2.30	2.44Tfghil	2.47Tfghil	2.27	2.72Tfghij	2.44	2.41Tg	2.60Tq	2.00	2.32	2.20
Standard deviation	0.63	1.02	0.89	0.66	0.82	0.77	0.83	0.84	0.85	0.86	0.85	0.91	0.83	0.87	0.95	0.87	0.90	0.66	0.90	0.72
Standard error	0.05	0.16	0.12	0.09	0.12	0.11	0.05	0.05	0.06	0.05	0.06	0.07	0.05	0.08	0.10	0.08	0.08	0.06	0.07	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 237

Q3b. Likelihood to come across harms - Fruitlab

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Gender		Social Grade			Age		Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	White (h)	Minority Ethnic background (i)	Christian (j)	None (k)
Unweighted base	111	73	37	39	39	78	13	98	61	48	45	30
Weighted base	38	23*	14**	14**	15**	29*	13**	25*	24**	13**	15**	11**
Effective base	54	36	18	22	17	38	12	47	30	25	22	15
Very likely	(4)	5	5	2	2	4	1	4	2	3	1	*
		13%	20%	3%	15%	15%	10%	15%	9%	22%	6%	1%
Somewhat likely	(3)	13	6	6	4	10	5	7	7	5	7	3
		34%	28%	44%	46%	24%	35%	43%	31%	40%	43%	25%
Somewhat unlikely	(2)	15	9	6	4	7	11	6	11	4	6	6
		40%	39%	40%	30%	43%	37%	47%	36%	47%	40%	52%
Very unlikely	(1)	5	3	2	1	3	4	-	3	1	2	2
		13%	13%	13%	9%	17%	14%	-	19%T	13%	12%	22%
NET: Likely		18	11	7	8	6	14	7	11	9	8	3
		47%	48%	47%	61%	40%	50%	53%	44%	40%	62%	26%
NET: Unlikely		20	12	8	5	9	15	6	14	14	5	8
		53%	52%	53%	39%	60%	50%	47%	56%	38%	51%	74%
Mean		2.48	2.55	2.36	2.67	2.37	2.51	2.63	2.40	2.36	2.43	2.05
Standard deviation		0.89	0.97	0.77	0.87	0.97	0.92	0.68	0.98	0.84	0.93	0.79
Standard error		0.08	0.11	0.13	0.14	0.16	0.10	0.19	0.10	0.11	0.13	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 238

Q3b. Likelihood to come across harms - Fruitlab

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Impacting/ limiting condition		Number of people in household		Do any children aged 17 or under live in your household?					Responsi- bility for childre n in househo ld	Highest education	Urban/ Rural	
	Total (T)	Any (a)	No impact ing/ limitin g conditi on (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Yes (o)	Univer- sity degree or equiv (r)	Still in full time educati on (t)	Urban (u)
Unweighted base	111	29	73	45	53	87	37	45	34	73	42	15	102
Weighted base	38	11**	24*	15**	19**	29*	13**	14**	14**	16*	11**	13**	35*
Effective base	54	13	36	22	25	42	19	20	18	38	20	13	50
Very likely	(4) 13%	5 18%	2 12%	3 7%	3 17%	5 16%	4 27%	3 24%	2 11%	3 20%T	2 19%	1 9%	5 14%
Somewhat likely	(3) 34%	13 35%	4 32%	8 23%	3 44%	8 40%	5 38%	6 43%	7 46%	6 37%	3 26%	6 46%	12 34%
Somewhat unlikely	(2) 40%o	15 34%	4 34%	11 44%	8 54%	6 29%	4 37%	3 32%	3 18%	5 41%	3 30%	6 33%	13 45%
Very unlikely	(1) 13%	5 13%	1 13%	3 11%	2 15%	2 10%	* 7%	2 14%	* 2%	2 13%	2 22%	- -	5 13%
NET: Likely	18 47%	6 53%	11 45%	5 30%	12 61%	16 56%T	9 65%	10 67%	8 57%	9 57%T	5 45%	7 55%	17 49%
NET: Unlikely	20 53%p	5 47%	14 55%	10 70%	7 39%	13 44%	5 35%	6 33%	7 43%	7 43%	6 55%	6 45%	18 51%
Mean	2.48	2.57	2.45	2.23	2.67	2.64T	2.89	2.77	2.66	2.64T	2.42	2.65	2.50
Standard deviation	0.89	0.97	0.86	0.82	0.90	0.84	0.87	1.01	0.72	0.98	1.09	0.67	0.91
Standard error	0.08	0.18	0.10	0.12	0.12	0.09	0.14	0.15	0.12	0.11	0.17	0.17	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 239

Q3b. Likelihood to come across harms - Fruitlab

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Total (T)	GO Region		Devices used to access internet		Working status Working full time (s)
		NET: England (d)	More than 2 hours (n)	Multiple devices (r)	Working status Working full time (s)	
Unweighted base	111	97	98	91	64	
Weighted base	38	32*	33*	30*	15*	
Effective base	54	48	45	44	33	
Very likely	(4)	5 13%	5 15%	4 14%	3 11%	3 19%
Somewhat likely	(3)	13 34%	11 35%	10 31%	11 36%	5 31%
Somewhat unlikely	(2)	15 40%	11 36%	14 42%	12 40%	5 35%
Very unlikely	(1)	5 13%	5 15%	5 14%	4 13%	2 15%
NET: Likely	18	16 47%	16 50%	14 44%	14 47%	7 50%
NET: Unlikely	20	18 53%	18 50%	18 56%	16 53%	7 50%
Mean	2.48	2.50	2.44	2.44	2.55	
Standard deviation	0.89	0.93	0.91	0.87	1.00	
Standard error	0.08	0.09	0.09	0.09	0.13	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 240

Q3b. Likelihood to come across harms - Fruittab

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

Fruittab

	Total (T)	Household income per year	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		£51,999 - £36,400 (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruittab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	
Unweighted base	111	24	110	109	99	110	102	99	105	111	73	81	76	34	89	
Weighted base	38	12**	37	35	30*	37	32*	31*	33	38	12	14	26*	11**	30*	
Effective base	54	14	53	54	46	53	49	46	51	54	69	69	36	18	42	
Very likely	(4)	5 13%gl	2 16%	5 14%g	4 10%	4 12%	5 14%gl	4 11%	4 12%	5 11%	2 13%gl	2 18%o	5 15%	* 2%	5 16%	
Somewhat likely	(3)	13 34%	5 41%	13 34%	13 36%Tim	12 40%Tim	13 34%	12 37%	11 35%	13 38%Tim	13 34%	6 46%o	6 42%	10 37%	3 28%	11 35%
Somewhat unlikely	(2)	15 40%	5 42%	14 39%	15 43%Tim	12 40%	15 41%	13 42%	15 43%	15 44%Tim	3 40%	5 28%	10 31%	4 40%	11 38%	11 36%
Very unlikely	(1)	5 13%ghjllp	* 1%	5 13%ghj	4 10%l	2 8%	4 11%hl	3 9%	3 10%	2 7%	5 13%ghjll	1 8%	2 12%n	1 5%	4 32%	4 12%
NET: Likely	18 47%	7 57%	18 48%	16 47%	16 52%	18 48%	16 49%	15 49%	16 49%	18 47%	8 64%o	8 57%	14 55%	3 30%	16 52%	
NET: Unlikely	20 53%	5 43%	19 52%	19 53%	14 48%	19 52%	16 51%	16 51%	17 53%	20 36%	4 43%n	6 49%	12 45%	8 70%	15 48%	
Mean	2.48	2.71	2.48	2.47	2.56g	2.50	2.51	2.49	2.53g	2.48	2.74o	2.61	2.69T	2.00	2.56	
Standard deviation	0.89	0.77	0.90	0.83	0.82	0.88	0.83	0.84	0.79	0.89	0.88	0.91	0.84	0.86	0.92	
Standard error	0.08	0.16	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.10	0.10	0.10	0.15	0.10	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 241
Q3b. Likelihood to come across harms - NET: Any VSP
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender			Social Grade						Age										Ethnicity					Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Very likely (4)	179	103	75	58	52	37	27	111	65	24	155	39	43	46	16	7	2	1	10	3	137	40	10	24	6	54	21	13	89	
	14%bfjn	17%Tb	12%	17%df	14%	15%	10%	16%df	12%	28%Tjno	13%nopq	28%Tjno	20%Tjno	23%Tjno	7%prs	4%	1%	1%	3%	1%	13%	26%Tt	29%Tt	27%Tt	24%	11%	35%TzC	26%Tz	14%	
Somewhat likely (3)	367	162	205	92	114	77	80	206	158	34	333	54	86	74	61	30	23	6	59	28	305	60	10	38	7	128	26	13	191	
	30%acpq	27%	32%a	27%	31%	30%	29%	30%	30%	39%Tjop	29%opqr	38%jopq	41%Tjno	37%Tjop	28%opqr	18%	16%	8%	15%	14%	26%	39%Tt	30%	44%Tt	33%	28%	44%Tz	26%	31%	
Somewhat unlikely (2)	518	259	256	135	149	104	128	284	232	23	495	37	66	64	98	92	91	47	230	138	66%Tijk	44%Tuww	23%	9	18	6	231	10	15	251
	42%ikim	43%	40%	40%	41%	40%	47%	40%	44%	26%	43%Tkl	26%	31%	32%	45%ikim	53%Tijk	67%Tijk	65%Tijk	60%Tijk	66%Tijk	44%Tuww	23%	27%	20%	28%	47%TA	17%	32%	41%A	
Very unlikely (1)	178	82	96	51	50	38	39	101	77	6	172	12	17	17	43	43	21	19	82	40	157	17	5	8	3	78	2	8	84	
	14%lmA	14%	15%	15%	14%	15%	14%	14%	15%	7%	15%ilm	8%	8%	9%	29%Tijk	25%Tijk	16%j	28%Tijk	19%	19%ikim	15%	11%	14%	9%	15%	78	2	8	14%A	
NET: Likely	547	265	279	151	166	115	108	317	222	58	488	93	130	120	77	38	24	6	69	31	442	100	19	62	13	183	48	25	280	
	44%jnop	44%	44%	45%	45%	39%	45%	42%	42%	67%Tjno	42%nopq	65%Tjno	61%Tjno	60%Tjno	35%opqr	22%	18%	9%	18%	15%	41%	66%Tt	59%t	71%Tt	57%	37%	79%TzBC	52%	46%z	
NET: Unlikely	696	341	352	186	199	143	167	385	309	29	667	49	83	81	141	155	113	65	313	178	638	52	13	26	10	309	12	23	335	
	56%ikim	56%	56%	55%	55%	61%	55%	58%	58%	33%	58%Tkl	35%	39%	40%	65%Tijk	78%Tijk	82%Tijk	91%Tijk	82%Tijk	85%Tijk	50%Tuww	34%	41%	29%	43%	63%TAC	21%	48%A	54%A	
Mean	2.44jnop	2.47	2.41	2.47	2.46	2.44	2.35	2.47	2.39	2.88Tjn	2.41nop	2.84Tjn	2.73Tjn	2.74Tjn	2.23opq	2.02	2.04a	1.84	1.99	1.97	2.39	2.81Tt	2.75t	2.89Tt	2.66	2.32	3.11TzB	2.62z	2.46z	
Standard deviation	0.91	0.93	0.89	0.95	0.90	0.92	0.84	0.92	0.88	0.90	0.90	0.93	0.88	0.91	0.85	0.77	0.61	0.59	0.69	0.61	0.89	0.96	1.04	0.91	1.03	0.87	0.83	1.05	0.90	
Standard error	0.03	0.04	0.04	0.05	0.05	0.06	0.05	0.03	0.04	0.09	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.08	0.04	0.05	0.03	0.07	0.16	0.09	0.18	0.04	0.09	0.14	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 242
Q3b. Likelihood to come across harms - NET: Any VSP
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Very likely	(4) 179	46	29	25	125	24	66	75	14	82	97	38	51	43	24	69	5	78	50	18	26	159	21
	14%efiv	13%	15%	13%	15%	9%	11%	26%Tef	23%ef	10%	24%Ti	32%Tij	27%Ti	24%Ti	22%Ti	23%T	18%	13%	12%	19%	26%Tqr	16%Tv	8%
Somewhat likely	(3) 367	120	81	58	238	58	179	105	25	199	169	53	78	82	42	122	14	166	115	30	38	306	61
	30%ei	33%	42%Tacd	29%	29%	21%	29%ae	36%Te	41%e	24%	41%Tim	44%Ti	42%Ti	35%sl	39%Ti	41%T	52%	28%	29%	32%	38%	31%	25%
Somewhat unlikely	(2) 518	146	60	84	356	137	283	84	15	406	112	23	45	56	30	83	6	251	176	33	31	385	134
	42%bghj	40%b	31%	42%b	43%b	50%Tgh	46%Tgh	29%	25%	49%Tjklmn	27%k	19%	24%	32%kl	28%	28%	20%	43%l	44%l	35%	31%	39%	54%Tu
Very unlikely	(1) 178	54	22	33	116	52	90	29	7	148	30	6	12	17	11	22	2	90	57	14	6	146	33
	14%gkl	15%	11%	16%	14%	19%Tg	15%	10%	11%	18%Tjklm	7%	5%	6%	9%	10%	7%	9%	15%l	14%l	15%l	6%	15%	13%
NET: Likely	547	166	110	83	364	82	245	180	39	281	266	91	129	105	66	191	19	244	164	48	64	465	82
	44%efiv	45%	58%Tacd	42%	44%	30%	40%e	61%Tef	64%Tef	34%	65%Tim	76%Tijm	69%Tim	59%Ti	61%Ti	64%T	71%	42%	41%	51%	64%Tqr	47%Tv	33%
NET: Unlikely	696	200	81	117	472	189	373	113	22	554	142	29	56	73	41	105	8	340	233	47	37	530	166
	56%bghj	55%b	42%	58%b	56%b	70%Tgh	60%Tgh	39%	36%	66%Tjklmn	35%k	24%	31%	41%kl	39%kl	36%	29%	58%l	59%l	49%	36%	53%	67%Tu
Mean	2.44efiv	2.43	2.61Tacd	2.38	2.45	2.20	2.38e	2.77Tef	2.76Tef	2.26	2.82Ti	3.03Tij	2.90Tim	2.74Ti	2.73Ti	2.80T	2.80	2.40	2.39	2.54	2.83Tqr	2.48Tv	2.28
Standard deviation	0.91	0.89	0.88	0.90	0.91	0.85	0.86	0.95	0.93	0.86	0.84	0.88	0.93	0.92	0.88	0.86	0.90	0.88	0.86	0.88	0.86	0.88	0.93
Standard error	0.03	0.05	0.06	0.06	0.03	0.05	0.04	0.05	0.11	0.03	0.04	0.07	0.06	0.07	0.08	0.05	0.18	0.04	0.04	0.09	0.08	0.03	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 243
Q3b. Likelihood to come across harms - NET: Any VSP
Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GO Region											Internet usage				Devices used to access internet		Working status										
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Very likely	(4)	179	11	13	1	154	11	14	15	25	11	14	32	22	11	139	39	6	165	89	20	8	3	11	2	15	7	
		14%ovx	11%	22%cf	3%	15%	21%c	10%	14%	23%Tacd	13%	13%	19%c	10%	18%To	9%	10%	15%	20%Tvx	10%ix	16%ix	5%	21%vxx	1%	18%vxx	25%		
Somewhat likely	(3)	367	24	17	17	309	13	35	27	39	36	44	52	35	259	101	5	8	346	131	68	24	15	25	33	29	8	
		30%oqx	23%	29%	47%Tadfgk	30%	25%	26%	27%	37%	40%Tadfgk	26%	30%	33%	34%To	22%	14%	13%	31%Tq	29%ix	33%ix	48%Tavx	25%	46%Tavx	14%	35%ix	29%	
Somewhat unlikely	(2)	518	50	18	15	434	24	66	44	31	33	52	69	71	278	225	17	26	469	170	82	12	30	15	148	30	10	
		42%hnu	49%bh	31%	43%	42%h	47%h	49%bh	44%h	29%	36%	47%h	41%	41%	42%	36%	25%Tn	52%	45%	42%	38%	40%u	23%	51%uw	28%	64%Tstuw	36%	33%
Very unlikely	(1)	178	18	11	3	147	4	21	15	10	16	24	30	16	95	82	7	18	144	56	34	7	11	3	49	9	4	
		14%nr	17%	18%	8%	14%	7%	15%	15%	11%	15%	14%	17%	15%	12%	18%Tn	23%	31%Tr	13%	13%	17%	13%	19%	5%	21%Tsw	11%	13%	
NET: Likely		547	35	31	18	463	23	49	41	64	47	43	76	73	46	398	141	8	14	511	219	88	32	18	36	35	44	16
		44%oqx	34%	51%	49%	44%	46%	38%	41%	60%Tadfgkim	53%afgkim	38%	45%	42%	43%	52%To	31%	24%	45%Tq	49%Tvx	43%ix	64%Tvx	30%ix	67%Tstvx	15%	53%vxx	54%	
NET: Unlikely		696	68	29	18	581	28	87	59	42	42	68	93	101	373	317	24	44	614	226	116	18	41	18	197	39	13	
		56%hnsuw	66%hi	49%	51%	56%h	54%	64%hi	59%h	40%	47%	62%h	55%h	58%h	48%	69%Tn	76%	76%Tr	55%	51%w	57%uw	36%	70%Tsuw	33%	85%Tstuw	47%	46%	
Mean		2.44oqx	2.27	2.56	2.44	2.45	2.59	2.31	2.40	2.73Tadfgjim	2.55a	2.37	2.49	2.38	2.39	2.57To	2.21	2.11	2.02	2.47Tq	2.56Tv	2.37x	2.67vxx	2.16x	2.83Tvx	1.95	2.60vxx	2.67
Standard deviation		0.81	0.88	1.03	0.69	0.91	0.91	0.85	0.92	0.94	0.85	0.89	0.96	0.91	0.86	0.92	0.84	0.89	0.89	0.95	0.87	0.91	0.79	0.82	0.63	0.91	1.01	
Standard error		0.03	0.09	0.14	0.11	0.03	0.12	0.07	0.09	0.09	0.09	0.08	0.07	0.07	0.09	0.03	0.05	0.16	0.03	0.03	0.04	0.06	0.13	0.10	0.12	0.05	0.11	0.18

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 244

Q3b. Likelihood to come across harms - NET: Any VSP

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All respondents who have used ... in the past 3 months

NET: Any VSP

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,999 (a)	£15,000 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
Very likely	(4) 179	24	45	46	38	17	170	144	121	156	96	64	48	20	9	23	135	43	119	61	
		14%qs	11%	13%	16%	22%Tab	14%	15%T	21%Tfi	29%Tfji	15%	27%Tfji	39%Tfghijn	32%Tfji	53%Tfghijko	25%Tfi	36%Tfghijn	46%Tq	5%	24%Ts	8%
Somewhat likely	(3) 367	69	96	84	54	37	350	257	178	326	150	58	62	13	13	24	135	228	176	191	
		30%qs	29%	29%	31%	30%	31%T	38%Tfi	42%Tfji	32%T	42%Th	36%	41%Tfi	35%	34%	38%T	46%Tq	24%	35%Ts	26%	
Somewhat unlikely	(2) 518	99	150	119	60	49	446	215	91	418	95	28	32	3	10	13	87	487	149	369	
		42%dfghijklmnop	43%	42%	35%	41%	40%ghijklmnop	31%hijklmo	22%um	41%ghijklmo	26%hkm	17%lm	22%lm	9%	27%k	21%lm	8%	52%Tp	30%	50%Tr	
Very unlikely	(1) 178	40	44	38	19	18	152	68	31	120	19	12	7	1	5	3	1	175	56	122	
		14%dfghijklmnop	17%	13%	13%	11%	14%ghijklmo	10%hijlo	7%j	12%ghijklmo	5%	7%	5%	3%	14%hijklko	4%	*	19%Tp	11%	16%Tr	
NET: Likely	547	93	141	130	92	54	520	400	300	481	246	122	110	33	22	46	269	271	295	252	
		44%qs	40%	42%	45%	54%Tab	44%	47%T	59%Tfin	71%Tfji	47%T	68%Tfjin	75%Tfjin	74%Tfjiko	88%Tfghijn	74%Tfjin	92%Tq	29%	59%Ts	34%	
NET: Unlikely	696	139	193	157	79	67	598	283	122	538	114	40	40	4	15	16	24	662	205	491	
		56%dfghijklmnop	58%cd	55%	46%	56%	53%ghijklmo	41%hijklmo	29%um	53%ghijklmo	32%km	25%lm	26%lm	12%	41%hklo	28%um	8%	71%Tp	41%	66%Tr	
Mean	2.44qs	2.34	2.42	2.48	2.65Tab	2.43	2.48T	2.70Tfi	2.92Tfin	2.51T	2.90Tfin	3.08Tfghijn	3.01Tfghijn	3.38Tfghijkl	2.71Tfi	3.06Tfghijn	3.37Tq	2.15	2.72Ts	2.26	
Standard deviation	0.91	0.88	0.88	0.91	0.95	0.91	0.91	0.91	0.89	0.89	0.86	0.92	0.86	1.01	0.87	0.87	0.64	0.77	0.95	0.83	
Standard error	0.03	0.06	0.05	0.05	0.07	0.08	0.03	0.03	0.04	0.03	0.04	0.06	0.05	0.08	0.09	0.07	0.03	0.03	0.04	0.03	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 245

Q4. Protected/unprotected- Summary table
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months

Summary table

	YouTub (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitich (f)	Bitchute (g)	OnlyFans (h)	Vimeo (i)	Fruittab (j)	NET: Any VSP (k)
Unweighted base	1141	760	522	1043	449	255	119	179	263	111	1243
Weighted base	1119	683	422	1019	360	161	37	62	149	38	1243
Effective base	928	594	383	842	323	163	74	122	166	54	1016
Completely protected	(10) 88 8%	51 7%	29 7%	69 7%	20 5%	18 11%dei	6 15%abcdehij	4 6%	8 5%	1 3%	133 11%abcdei
9	(9) 83 7%cd	44 6%	18 4%	52 5%	33 9%od	17 10%cd	4 10%cd	9 14%abcdi	8 5%	4 10%	135 11%abcdi
8	(8) 202 18%cdh	119 17%ch	52 12%	153 15%	49 14%	26 16%	8 21%ch	6 10%	30 20%ch	7 18%	278 22%abcdeh
7	(7) 224 20%sc	160 23%cfh	63 15%	211 21%cfh	72 20%sc	23 14%	6 17%	8 13%	32 22%ch	7 18%	260 21%cfh
6	(6) 146 13%k	88 13%k	65 15%k	136 13%k	40 11%	18 11%	3 9%	8 12%	23 15%k	3 9%	124 10%
5	(5) 224 20%k	133 20%	83 20%	209 21%k	81 23%k	40 25%k	6 17%	11 18%	28 19%	10 26%g	216 17%
4	(4) 56 5%k	34 5%k	35 8%abk	56 6%k	20 6%k	8 6%	1 2%	4 7%k	8 5%	3 9%gk	36 3%
3	(3) 37 3%k	26 4%k	30 7%abk	54 5%k	19 5%k	5 3%	2 4%	6 9%abfjk	7 4%k	1 3%	23 2%
2	(2) 25 2%k	14 2%	20 5%abfik	38 4%abk	11 3%k	2 2%	1 2%	4 6%abfik	2 1%	1 4%	18 1%
1	(1) 16 1%k	7 1%	12 3%abk	23 2%k	6 2%k	2 1%	1 2%	1 2%	3 2%	*	7 1%
Completely unprotected	(0) 16 1%k	8 1%	14 3%abk	18 2%k	9 2%k	3 2%	-	2 2%k	2 1%	-	9 1%
NET: 8-10	373 33%code	213 31%cd	99 24%	273 27%	102 28%	61 38%code	17 46%abcdehij	19 30%	46 31%	12 31%	550 44%abcdehij
NET: 4-7	651 58%gk	415 61%ghk	246 58%gk	613 60%ghk	213 59%gk	88 54%	17 46%	31 50%	91 61%gk	23 62%g	636 51%
NET: 0-3	94 8%k	54 8%k	77 18%abdefgijk	133 13%abk	46 13%abk	13 8%k	3 9%	12 19%abdefgijk	13 8%k	3 7%	57 5%
Mean	6.45cdeh	6.46cdeh	5.68	6.09c	6.11c	6.54cdeh	6.94bcdehij	5.91	6.36ch	6.28	7.00abcdehij
Standard deviation	2.14	2.05	2.43	2.24	2.28	2.27	2.25	2.54	2.02	1.97	1.98
Standard error	0.06	0.07	0.11	0.07	0.11	0.14	0.21	0.19	0.12	0.19	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 246
Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	Gender		Social Grade						Age										Ethnicity			Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Unweighted base	1141	628	508	334	347	224	227	681	451	97	1044	114	231	221	193	136	109	40	285	149	943	187	39	110	30	444	78	53	544
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551
Effective base	928	501	427	268	285	185	185	552	369	90	842	90	178	172	159	121	99	33	250	130	787	132	31	74	22	363	52	40	455
Completely protected	(10) 88	53	34	28	20	19	20	48	39	3	85	13	15	14	10	15	7	11	32	18	75	10	4	4	2	32	4	5	43
	8%	9%	6%	9%	6%	8%	8%	8%	8%	3%	8%	10%	8%	7%	5%	10%	6%	20%Tj mp	10%	10%p	8%	7%	12%	5%	9%	7%	6%	10%	8%
9	(9) 83	51	31	27	23	16	18	50	34	12	72	7	15	12	15	14	6	2	23	9	72	11	2	7	2	32	5	2	42
	7%	9%	6%	9%	7%	7%	7%	8%	7%	14%Tj mp	7%	5%	7%	6%	8%	10%	6%	4%	7%	5%	8%	7%	5%	8%	8%	7%	8%	4%	8%
8	(8) 202	101	98	53	64	27	55	117	82	19	183	24	40	30	34	24	24	6	55	30	176	27	6	19	1	82	15	11	92
	18%e	18%	18%	17%	19%e	12%	23%eh	18%e	18%e	23%	18%	18%	20%	16%	18%	16%	21%	11%	17%	18%	18%	18%	19%	22%	3%	19%	25%	22%	17%
7	(7) 224	120	104	66	53	41	130	94	11	213	26	38	43	42	28	23	12	64	36	188	33	6	19	5	86	15	10	105	
	20%	21%	19%	21%	20%	23%	17%	20%	20%	13%	21%	20%	19%	23%	22%	19%	20%	23%	19%	20%	21%	19%	23%	21%	22%	24%	20%	24%	21%
6	(6) 146	62	83	37	46	27	35	83	62	12	134	17	28	25	24	13	21	7	41	28	127	18	2	9	5	59	6	5	72
	13%a	11%	15%a	12%	14%	12%	15%	13%	14%	13%	13%	14%	13%	12%	13%	8%	18%o	13%	13%o	16%	13%	12%	8%	10%	22%	14%	10%	11%	13%
5	(5) 224	118	107	55	65	49	50	121	89	16	208	27	33	33	48	29	26	13	67	39	203	21	4	18	-	87	11	7	117
	20%	21%	20%	18%	21%	21%	21%	19%	20%	19%	20%	20%	16%	18%	25%	19%	22%	25%	21%	23%	21%	15%	12%	21%au	-	20%	18%	15%	21%
4	(4) 56	25	32	16	20	12	9	36	21	4	52	5	17	10	5	13	2	1	16	3	46	10	2	3	3	23	3	1	30
	5%	4%	6%	5%	6%	5%	4%	6%	4%	5%	4%	5%	8%Tj mp	5%	3%	8%mp	2%	1%	5%a	2%	5%	7%	3%	3%	3%	5%	5%	3%	5%
3	(3) 37	14	23	14	12	8	3	26	11	1	36	8	10	6	7	4	1	-	5	1	29	8	2	3	2	13	1	-	22
	3%fr	2%	4%	5%f	4%	1%	4%f	2%	1%	4%rs	6%rs	5%rs	3%	4%	2%	1%	-	1%	3%	6%	8%	4%	12%	3%	2%	3%	2%	-	4%
2	(2) 25	13	13	9	6	6	5	15	10	-	25	-	1	9	4	7	4	1	12	5	22	2	1	*	1	12	*	3	9
	2%	2%	2%	3%	2%	2%	2%	2%	2%	-	2%	-	1%	5%TKJ	2%	5%kkl	3%	1%	4%l	3%	2%	2%	3%	*	5%	3%	1%	7%LC	2%
1	(1) 16	5	11	-	6	7	3	6	10	3	13	2	4	4	1	-	1	-	1	1	13	2	-	2	1	6	-	2	9
	1%	1%	2%	-	2%cg	3%ug	1%	1%	2%c	3%or	1%	2%	2%	2%	1%	-	1%	-	*	1%	1%	1%	-	2%	3%	1%	-	3%	2%
Completely unprotected	(0) 16	7	9	4	2	4	5	6	9	4	12	3	1	3	2	3	-	-	3	-	13	3	1	2	-	4	-	2	10
	1%	1%	2%	1%	1%	2%	2%	1%	2%	4%Tj pr	1%	2%	1%	1%	1%	2%	-	-	1%	-	1%	2%	4%	2%	-	1%	-	4%	2%
NET: 8-10	373	205	163	108	107	63	93	215	155	34	339	44	70	56	60	53	38	19	110	57	323	47	11	30	4	146	23	17	177
	33%b	36%b	30%	35%	33%	27%	38%eh	34%	33%e	40%	33%	33%	35%	30%	31%	36%	32%	36%	35%	33%	34%	33%	36%	35%	19%	33%	39%	36%	32%
NET: 4-7	651	324	326	175	196	140	135	370	275	43	608	75	116	111	119	82	73	33	188	106	564	82	15	48	13	255	35	24	324
	58%	57%	60%	56%	59%	62%	56%	58%	59%	51%	59%	56%	57%	59%	62%	55%	62%	63%	59%	62%	59%	57%	48%	57%	61%	58%	58%	50%	59%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 246
Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551
NET: 0-3	94 8%	39 7%	55 10%	27 9%	26 8%	25 11%	15 6%	53 8%	40 8%	7 8%	87 8%	14 10%	16 8%	21 11% ^s	15 8%	14 10%	7 6%	1 1%	21 7%	7 4%	76 8%	16 11%	5 16%	7 8%	4 20%	35 8%	2 3%	7 14%	50 9%
Mean	6.45b	6.63Tb	6.25	6.57	6.41	6.24	6.61	6.48	6.43	6.41	6.46	6.42	6.47	6.28	6.43	6.44	6.53	7.07	6.58	6.70	6.46	6.37	6.32	6.47	5.87	6.45	6.83	6.31	6.38
Standard deviation	2.14	2.12	2.15	2.14	2.04	2.28	2.10	2.09	2.20	2.36	2.12	2.24	2.08	2.24	1.97	2.34	1.87	1.93	2.12	1.90	2.12	2.22	2.57	2.09	2.43	2.10	1.71	2.57	2.18
Standard error	0.06	0.08	0.10	0.12	0.11	0.15	0.14	0.08	0.10	0.24	0.07	0.21	0.14	0.15	0.14	0.20	0.18	0.31	0.13	0.16	0.07	0.16	0.41	0.20	0.44	0.10	0.19	0.35	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 247

Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1141	341	180	183	762	235	546	297	63	694	446	135	210	198	117	329	22	483	384	112	108	932	209	
Weighted base	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219	
Effective base	928	284	153	148	616	198	453	227	50	591	338	91	156	161	96	232	21	397	307	84	96	750	178	
Completely protected	(10)	88	21	13	13	62	27	34	22	4	60	28	11	11	9	5	19	6	37	30	8	6	72	16
9	(9)	83	27	15	15	52	28	38	15	3	59	24	6	11	9	7	12	-	35	28	3	13	68	15
8	(8)	202	60	38	31	138	37	110	45	11	139	63	13	28	34	14	43	1	86	65	17	21	166	36
7	(7)	224	51	20	30	168	48	104	61	12	134	91	23	42	38	26	72	9	102	79	21	16	186	39
6	(6)	146	48	25	24	93	24	84	29	9	91	54	18	21	22	15	40	3	68	42	14	17	124	22
5	(5)	224	65	34	35	149	46	112	53	14	151	73	24	38	32	20	53	4	115	70	10	16	165	59
4	(4)	56	21	12	13	35	15	23	17	2	39	18	5	8	11	3	12	1	23	15	11	4	48	9
3	(3)	37	13	9	8	22	2	11	2	25	12	9	7	6	3	12	-	11	17	8	-	30	7	
2	(2)	25	13	9	5	13	9	14	2	-	21	4	-	2	4	-	2	4	13	11	1	-	17	8
1	(1)	16	2	2	-	14	6	5	4	1	9	7	1	4	5	3	3	1	4	9	-	1	10	6
Completely unprotected	(0)	16	10	5	4	6	2	8	5	1	10	6	-	2	4	4	1	6	1	-	4	14	2	2
NET: 8-10	373	108	66	59	253	92	182	82	17	259	115	29	51	52	26	74	7	158	123	28	40	306	67	
NET: 4-7	651	185	91	102	445	132	323	159	36	414	237	70	109	103	64	177	17	308	206	56	54	523	128	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 247

Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219
NET: 0-3	94	38	25	15	54	18	48	23	4	64	30	10	15	15	12	20	3	34	38	9	5	71	23
	8% ^d	11% ^{Td}	14% ^{Td}	8%	7%	8%	9%	9%	8%	9%	8%	9%	9%	9%	12%	7%	10%	7%	10%	10%	5%	8%	11%
Mean	6.45 ^a	6.21	6.17	6.39	6.55 ^{Ta}	6.64	6.41	6.39	6.35	6.46	6.43	6.37	6.35	6.28	6.11	6.43	6.49	6.45	6.46	6.40	6.67	6.51	6.22
Standard deviation	2.14	2.30	2.41	2.16	2.07	2.28	2.07	2.17	2.07	2.17	2.09	1.99	2.08	2.15	2.29	1.93	2.70	2.05	2.16	2.03	2.18	2.12	2.22
Standard error	0.06	0.12	0.18	0.16	0.07	0.15	0.09	0.13	0.26	0.08	0.10	0.17	0.14	0.15	0.21	0.11	0.58	0.09	0.11	0.19	0.21	0.07	0.15

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 248
Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	90	52	34	965	47	113	90	104	89	104	175	155	88	854	274	26	41	1041	450	199	49	51	42	163	63	27
Weighted base	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**
Effective base	928	72	46	30	781	38	98	75	78	73	88	133	128	73	722	246	21	32	855	340	158	42	47	36	145	57	21
Completely protected	(10) 88%	9	3	1	75	3	4	13	8	2	14	17	9	4	58	29	1	8	78	39	11	2	4	3	22	3	1
9	(9) 83%	12	4	2	65	4	3	5	9	4	6	11	15	8	48	33	3	6	71	27	17	1	7	3	10	6	2
8	(8) 202	24	8	8	161	6	17	15	14	20	12	35	28	13	127	71	5	5	187	67	38	11	9	6	34	13	6
7	(7) 224	11	11	7	195	10	36	19	17	11	21	22	38	20	140	83	7	9	205	97	35	3	10	12	39	12	8
6	(6) 146	10	4	3	130	7	14	10	20	12	14	21	20	13	103	42	5	3	135	45	20	10	5	10	32	10	2
5	(5) 224	19	19	6	181	8	30	17	13	20	17	29	24	25	128	93	3	7	207	73	46	14	8	7	37	16	7
4	(4) 56	4	2	2	49	2	4	6	2	6	4	10	8	5	42	15	-	-	56	22	7	5	5	4	7	3	-
3	(3) 37	5	1	1	29	1	2	1	2	1	7	7	4	5	23	12	-	-	36	14	6	4	3	8	4	1	-
2	(2) 25	-	1	1	24	-	4	3	-	-	3	5	6	3	19	6	-	2	23	9	3	2	1	-	7	3	-
1	(1) 16	1	-	-	15	3	3	1	1	-	1	3	3	1	8	8	-	-	16	3	4	2	-	-	1	1	2
Completely unprotected	(0) 16	-	-	1	15	-	4	1	2	1	1	3	3	3	13	2	-	2	15	5	1	-	3	-	-	3	-
NET: 8-10	373	46	15	12	301	14	24	33	31	25	32	63	52	26	234	133	9	19	338	133	65	14	20	12	67	21	8
	33%df	48%Tdbfjm	29%	35%	32%fl	32%	21%	35%lf	35%lf	33%	32%	39%df	33%lf	26%	33%	34%	38%	45%	33%	33%	35%	27%	37%	23%	34%	30%	32%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 248
Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	GO Region										Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**
NET: 4-7	651 58%a	43 45%	36 68%a	18 54%	555 59%ak	26 60%	84 72%a	52 55%	53 60%	48 64%a	55 56%	82 51%	90 57%	64 64%a	414 58%	233 59%	16 62%	19 45%	603 59%	236 59%	108 57%	32 64%	27 51%	32 62%	115 59%	42 59%	16 61%
NET: 0-3	94 8%	6 6%	2 3%	3 11%	89 9%	4 8%	9 8%	10 10%	5 5%	3 4%	12 12%	16 10%	15 10%	11 11%	64 9%	29 7%	-	4 10%	90 9%	32 8%	15 8%	4 8%	6 12%	8 15%	13 6%	9 12%	2 7%
Mean	6.45r m	6.93Tf	6.41	6.31	6.41	6.48	6.17	6.45	6.75f	6.27	6.51	6.53	6.45	6.09	6.41	6.52	7.14	6.96	6.41	6.56u	6.46	5.86	6.35	6.14	6.66u	6.09	6.34
Standard deviation	2.14	2.03	1.81	2.18	2.16	2.20	1.84	2.51	1.97	1.90	2.32	2.26	2.20	2.13	2.19	2.06	1.38	2.65	2.14	2.12	2.06	2.04	2.52	1.97	2.02	2.35	2.05
Standard error	0.06	0.21	0.25	0.37	0.07	0.32	0.17	0.26	0.19	0.20	0.23	0.17	0.18	0.23	0.07	0.12	0.27	0.41	0.07	0.10	0.15	0.29	0.35	0.30	0.16	0.30	0.39

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 249

Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

YouTube

	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1141	204	302	262	161	132	1141	719	512	949	431	250	259	110	117	176	354	774	541	600
Weighted base	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
Effective base	928	162	252	215	131	106	928	558	376	760	309	160	164	53	73	120	256	662	411	519
Completely protected	(10) 88	29	17	22	11	5	88	45	30	70	27	17	11	4	6	3	20	67	46	42
	8%	14%Tbe	6%	9%	7%	5%	8%	7%	7%	8%	8%	11%go	7%	11%o	15%Tighi jo	5%	7%	8%	10%	6%
9	(9) 83	17	15	21	16	5	83	41	28	59	23	16	15	4	4	7	12	72	44	40
	7%ip	8%	5%	8%	10%	4%	7%i	6%	7%	7%	7%	10%gi	10%	11%	12%ghij	4%	9%Tp	9%	9%	6%
8	(8) 202	44	58	38	25	26	202	111	77	163	61	30	31	9	8	12	51	151	94	108
	18%	21%	20%	15%	16%	22%	18%	18%	19%	18%	18%	19%	21%	24%	23%	20%	18%	18%	23%	17%
7	(7) 224	23	65	56	32	28	224	130	82	176	67	27	27	7	4	15	56	166	90	134
	20%an	11%	22%a	22%a	20%a	24%a	20%an	21%an	20%an	20%an	20%an	17%	18%an	18%	10%	25%kmm	20%	20%	19%	21%
6	(6) 146	22	44	32	18	17	146	83	58	124	47	18	16	5	4	7	36	109	67	79
	13%	11%	15%	13%	11%	15%	13%	13%	14%	14%	14%	11%	11%	13%	12%	12%	13%	13%	14%	12%
5	(5) 224	39	59	55	29	17	224	123	74	190	64	25	25	5	8	9	50	168	84	140
	20%	19%	20%	22%	18%	15%	20%	19%	18%	21%	19%	16%	17%	13%	22%o	15%	18%	20%	18%	22%
4	(4) 56	12	11	11	14	4	56	36	24	50	20	9	11	1	1	3	16	40	15	42
	5%r	6%	4%	4%	9%b	3%	5%	6%	6%	6%	6%	6%	7%	4%	3%	6%	6%	5%	3%	6%Tr
3	(3) 37	4	9	8	7	6	37	26	17	34	14	4	4	2	1	2	20	17	9	28
	3%qr	2%	3%	3%	5%	5%	3%	4%	4%	4%	4%	3%	3%	4%	3%	3%	7%Tq	2%	2%	4%
2	(2) 25	7	7	5	3	4	25	15	7	22	7	5	2	-	-	1	7	17	7	19
	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	3%
1	(1) 16	3	7	3	1	3	16	14	9	10	6	1	4	-	-	4	11	4	4	12
	1%j	1%	2%	1%	2%	1%j	1%j	2%Ti	2%j	1%	2%	3%	4%	-	-	2%	1%	1%	1%	2%
Completely unprotected	(0) 16	8	1	2	2	2	16	8	8	6	5	6	3	-	1	12	4%Tq	2	7	9
	1%iq	4%Tb	1%	1%	2%	2%	1%j	1%j	1%	1%	4%Tgij	2%j	2%j	-	1%	2%	4%Tq	2	7	9
NET: 8-10	373	90	90	81	53	36	373	197	134	292	111	64	56	17	18	23	83	291	183	190
	33%a	44%Tbce	31%	32%	33%	31%	33%	31%	33%	32%	33%	40%ghij	38%g	46%Tgh	49%Tgh	37%	29%	35%T	39%Ts	29%
NET: 4-7	651	96	179	154	92	67	651	372	237	540	198	80	79	18	18	35	158	484	255	396
	58%akn	46%	61%a	61%a	58%a	57%	58%kn	59%kn	58%ak	60%Tkn	58%kn	50%	53%	49%	47%	57%mm	55%	50%	55%	61%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 249

Q4. Protected/unprotected- YouTube
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
YouTube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bilibili (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
NET: 0-3	94 8%qr	21 10%	24 8%	19 7%	13 8%	15 13%	94 8%	63 10%Th	40 10%	72 8%	32 9%	16 10%n	14 9%	2 5%	1 4%	3 6%	44 15%Tq	48 6%	27 6%	67 10%Tr
Mean	6.45pps	6.58	6.40	6.52	6.44	6.25	6.45g	6.32	6.36	6.43g	6.38	6.57	6.47	7.08Tfg hijko	7.07Tfg hjklo	6.73gh	6.02	6.62Tp	6.78Ts	6.22
Standard deviation	2.14	2.53	1.99	2.09	2.14	2.17	2.14	2.18	2.20	2.06	2.17	2.43	2.29	1.92	2.08	1.98	2.41	2.00	2.07	2.16
Standard error	0.06	0.18	0.11	0.13	0.17	0.19	0.06	0.08	0.10	0.07	0.10	0.15	0.14	0.18	0.19	0.15	0.13	0.07	0.09	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 250
Q4. Protected/unprotected- Instagram
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Unweighted base	760	374	382	231	241	146	138	472	284	80	680	103	190	161	128	61	28	9	98	37	585	166	29	101	28	271	70	39	362
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Effective base	594	278	319	178	189	115	110	367	225	75	523	81	142	119	100	55	24	8	86	31	473	114	22	66	20	213	44	29	295
Completely protected	(10) 51	20	29	15	13	11	11	28	22	2	49	8	14	8	10	6	-	3	9	3	43	7	2	2	2	13	4	1	31
	7%	7%	7%	8%	6%	8%	8%	7%	8%	3%	8%	7%	9%	7%	8%	10%	-	24%	9%	8%	6%	9%	3%	3%	10%	5%	8%	4%	9%
9	(9) 44	22	22	14	8	11	11	22	22	9	35	3	11	8	11	1	1	-	2	1	37	7	2	3	2	25	2	1	14
	6%JC	8%	6%	7%	4%	8%	9%	5%	8%	13%TJkor	6%	3%	7%	6%	9%	2%	3%	-	2%	2%	7%	6%	8%	4%	12%	10%TC	5%	3%	4%
8	(8) 119	51	67	32	38	27	20	70	47	13	106	11	18	21	30	13	9	4	26	13	99	19	4	11	3	46	12	5	54
	17%kl	18%	17%	16%	18%	20%	15%	17%	17%	18%	17%kl	10%	12%	16%	25%TJKl	20%	32%	34%	25%TJKl	33%TJKl	18%	15%	19%	15%	14%	19%	23%	16%	16%
7	(7) 160	70	87	41	54	26	38	95	65	12	148	31	38	31	25	19	4	-	23	4	123	33	5	21	4	62	12	3	75
	23%	24%	22%	21%	26%	19%	29%	23%	24%	17%	24%	28%ls	25%	24%	21%	31%rs	15%	-	23%ls	10%	22%	26%	22%	28%	20%	26%	23%	10%	22%
6	(6) 88	33	55	24	30	19	16	53	35	9	80	17	22	15	9	9	3	5	17	8	69	19	3	12	2	29	6	5	48
	13%	11%	14%	12%	14%	14%	12%	13%	13%	13%	13%	15%	14%	12%	8%	15%	11%	36%	17%	19%	13%	16%	14%	17%	10%	12%	12%	16%	14%
5	(5) 133	58	76	45	38	25	23	82	48	15	118	28	26	26	22	7	9	1	16	9	106	27	4	17	4	38	12	6	76
	20%	20%	19%	23%	18%	18%	18%	20%	18%	22%	19%	25%	17%	21%	18%	12%	31%	5%	16%	23%	19%	22%	21%	24%	18%	16%	24%	19%	22%
4	(4) 34	11	22	10	12	7	5	22	12	2	32	5	14	6	5	1	-	2	1	29	5	2	2	1	12	3	2	17	
	5%	4%	6%	5%	6%	5%	4%	5%	4%	2%	5%	4%	9%TJr	5%	5%	2%	3%	-	2%	2%	5%	4%	8%	3%	7%	5%	5%	6%	5%
3	(3) 26	8	19	6	7	8	5	13	14	3	23	6	5	6	4	2	-	2	-	23	3	-	2	2	9	-	2	14	
	4%	3%	5%	3%	6%	4%	3%	5%	5%	4%	5%	3%	5%	3%	3%	-	-	2%	-	4%	3%	-	2%	8%	4%	1%	8%	4%	
2	(2) 14	7	7	5	6	3	1	11	3	11	3	1	5	1	2	2	1	-	3	1	12	1	-	1	-	2	-	1	10
	2%	2%	2%	2%	3%	2%	*	3%	1%	4%	2%	1%	3%	1%	1%	3%	3%	-	3%	2%	2%	*	-	1%	-	2	-	4%	3%
1	(1) 7	3	3	2	2	1	1	4	2	1	6	1	1	1	1	-	1	-	1	1	5	1	-	1	-	2	*	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	-	1%	1%	1%	1%	-	2%	-	1%	*	4%	1%
Completely unprotected	(0) 8	4	4	4	2	1	1	6	2	1	7	-	1	4	1	1	-	-	1	-	6	1	-	1	-	1	-	4	3
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	3%	1%	2%	-	-	1%	-	1%	1%	-	1%	-	*	-	12%	1%
NET: 8-10	213	93	118	61	59	49	42	120	91	24	189	22	42	37	51	20	10	7	37	17	179	33	7	16	7	84	18	7	99
	31%k	33%	30%	31%	28%	35%	31%	30%	33%	35%k	31%k	20%	28%	29%	42%TJKl	33%	35%	59%	37%k	43%k	32%	27%	36%	22%	36%	35%	36%	22%	29%
NET: 4-7	415	172	241	120	132	77	83	252	160	38	378	81	99	78	61	37	16	5	58	22	327	84	13	53	11	140	32	15	216
	61%l	60%	62%	61%	63%	55%	62%	62%	59%	54%	62%l	20%	28%	29%	42%TJKl	33%	35%	59%	37%k	43%k	32%	27%	36%	22%	36%	35%	36%	22%	29%
NET: 0-3	54	22	33	16	17	13	8	33	21	8	47	9	12	12	8	5	1	-	6	1	47	6	-	4	2	15	1	8	30
	8%	8%	8%	8%	8%	9%	6%	8%	8%	11%	8%	8%	8%	9%	7%	8%	5%	-	6%	3%	8%	5%	-	6%	8%	6%	1%	8	9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 250

Q4. Protected/unprotected- Instagram
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	Gender		Social Grade					Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Mean	6.46	6.52	6.41	6.37	6.38	6.53	6.68	6.38	6.60	6.34	6.48	6.24	6.39	6.31	6.78	6.71	6.30	7.61	6.71	6.71	6.47	6.50	6.84	6.29	6.69	6.68T	6.76	5.06	6.36
Standard deviation	2.05	2.07	2.03	2.15	2.00	2.09	1.95	2.07	2.02	2.16	2.04	1.84	2.10	2.16	2.06	2.01	1.77	1.72	1.94	1.84	2.08	1.82	1.77	1.79	2.10	1.91	1.70	2.82	2.07
Standard error	0.07	0.11	0.10	0.14	0.13	0.17	0.17	0.10	0.12	0.24	0.08	0.18	0.15	0.17	0.18	0.26	0.34	0.57	0.20	0.30	0.09	0.14	0.33	0.18	0.40	0.12	0.20	0.45	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 251

Q4. Protected/unprotected- Instagram

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	760	210	127	109	524	111	345	251	53	395	364	121	169	157	96	266	20	322	249	80	88	633	127
Weighted base	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	78	560	123
Effective base	594	165	104	82	411	92	274	187	41	329	266	79	120	126	77	177	19	255	189	56	80	487	107
Completely protected	(10)	51	13	7	9	37	12	17	18	3	30	21	10	8	4	15	3	28	12	6	2	45	6
		7%	7%	6%	10%	6%	12% ^f	5%	9%	6%	8%	7%	11%	7%	6%	9%	13%	9%	6%	10%	3%	6%	5%
9	(9)	44	14	7	7	28	9	22	12	1	27	17	4	7	9	5	9	18	9	5	11	40	4
		6%	7%	6%	8%	6%	7%	6%	2%	7%	6%	5%	5%	7%	6%	4%	-	6%	4%	9%	14% ^{Tq}	7%	3%
8	(8)	119	29	21	14	85	17	58	35	9	68	51	10	27	23	14	37	1	51	47	2	14	25
		17% ^{sa}	16%	18%	15%	16%	18%	16%	18%	17%	17%	11%	21% ^{sk}	18%	17%	6%	17% ^{sa}	21% ^{sa}	3%	18% ^{sa}	17%	20%	20%
7	(7)	160	41	24	25	112	20	78	53	9	92	67	16	25	30	19	47	9	74	53	13	15	126
		23%	22%	19%	26%	24%	19%	25%	25%	18%	24%	23%	18%	20%	24%	23%	39%	24%	24%	22%	19%	23%	27%
6	(6)	88	20	15	9	68	14	52	16	7	52	36	18	13	14	10	24	4	36	25	15	10	80
		13% ^{gv}	11%	12%	9%	14%	14%	16% ^{Tg}	7%	14%	13%	12%	19% ^{kl}	10%	11%	12%	16%	12%	11%	26% ^{Tq}	13%	14% ^{Tv}	7%
5	(5)	133	39	25	19	92	17	55	50	11	73	61	21	33	28	17	42	4	62	42	10	16	108
		20%	21%	20%	20%	19%	16%	17%	24%	23%	19%	21%	23%	26%	22%	21%	16%	20%	19%	17%	21%	19%	21%
4	(4)	34	11	11	4	21	6	13	12	3	21	13	8	4	3	1	11	-	17	11	5	2	24
		5%	6%	9%	4%	5%	4%	6%	6%	6%	5%	4%	9% ^{lmm}	3%	2%	1%	6%	-	5%	5%	8%	2%	4%
3	(3)	26	11	8	4	13	2	12	10	2	13	13	4	6	6	5	8	1	12	11	-	3	22
		4% ^d	6%	6%	4%	3%	2%	4%	5%	4%	3%	4% ^k	-	4%	5%	7% ^{ka}	4%	6%	4%	5%	-	4%	4%
2	(2)	14	4	2	2	8	2	8	2	2	9	5	1	2	1	2	3	-	7	2	2	3	10
		2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	1%	2%	1%	3%	1%	-	2%	1%	3%	4%	2%	3%
1	(1)	7	1	1	-	5	2	1	1	2	3	4	-	3	2	4	1	1	3	1	1	1	5
		1% ^f	1%	1%	-	2% ^f	-	1%	5% ^{Tg}	1%	1%	-	2%	2%	4% ^{Tj}	1%	5%	1%	3% ^{Tq}	-	1%	1%	1%
Completely unprotected	(0)	8	3	3	2	4	4	3	-	4	2	-	2	2	3	-	1	6	-	1	6	2	2
		1%	2%	2%	3%	1%	3% ^{Tf}	-	1%	-	1%	2%	-	2%	2%	-	-	1%	3% ^{Tq}	-	1%	1%	1%
NET: 8-10		213	56	36	31	150	38	97	65	13	125	89	24	42	41	23	61	4	97	68	13	27	179
		31%	30%	29%	32%	36%	31%	31%	27%	32%	30%	27%	33%	32%	28%	31%	19%	32%	31%	22%	34%	32%	28%
NET: 4-7		415	112	74	57	294	57	198	131	29	237	178	64	76	75	46	124	17	188	131	42	43	338
		61%	60%	60%	59%	62%	54%	62%	61%	61%	61%	69%	59%	59%	56%	62%	71%	61%	60%	73% ^{kl}	56%	60%	63%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 251

Q4. Protected/unprotected- Instagram
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	78	560	123
NET: 0-3	54	20	13	8	31	10	22	16	6	29	26	4	11	11	13	15	3	23	21	3	8	43	11
	8%	11%	11%	9%	7%	10%	7%	8%	13%	7%	9%	4%	8%	9%	16%	8%	11%	7%	10%	5%	10%	8%	9%
Mean	6.46	6.30	6.17	6.54	6.53	6.50	6.53	6.45	6.00	6.52	6.39	6.37	6.41	6.48	6.06	6.41	6.43	6.53	6.33	6.40	6.41	6.52	6.23
Standard deviation	2.05	2.16	2.16	2.20	1.99	2.45	1.86	2.07	2.19	2.03	2.08	2.11	2.00	2.06	2.32	2.05	2.15	2.02	2.10	2.04	2.09	2.04	2.07
Standard error	0.07	0.15	0.19	0.21	0.09	0.23	0.10	0.13	0.30	0.10	0.11	0.19	0.15	0.16	0.24	0.13	0.48	0.11	0.13	0.23	0.22	0.08	0.18

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 252
Q4. Protected/unprotected- Instagram
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	GO Region											Internet usage		Devices used to access internet		Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	760	51	28	20	661	30	74	54	81	71	68	127	104	52	619	134	22	702	348	134	26	28	35	40	45	24
Weighted base	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	640	286	114	28**	27**	41**	45*	50*	22**
Effective base	594	40	24	17	513	23	62	44	57	57	57	91	82	41	500	116	18	556	251	101	23	26	30	35	41	18
Completely protected	(10) 51	6	1	1	43	3	6	7	5	-	7	11	3	3	40	11	3	46	31	8	-	1	-	4	4	1
	7% <i>kl</i>	12% <i>kl</i>	2%	4%	7% <i>kl</i>	13%	8% <i>kl</i>	12% <i>kl</i>	7%	-	11% <i>kl</i>	11% <i>kl</i>	3%	5%	8%	6%	14%	7%	11% <i>T</i>	7%	-	4%	-	9%	7%	3%
9	(9) 44	2	2	1	39	4	5	2	5	2	5	6	8	2	34	10	1	40	15	6	2	5	3	-	2	2
	6%	4%	7%	8%	7%	18%	6%	4%	7%	4%	8%	6%	8%	3%	7%	5%	3%	6%	7%	5%	9%	17%	6%	-	4%	7%
8	(8) 119	9	4	4	102	3	17	12	19	8	7	11	15	10	80	39	2	113	43	26	2	5	3	14	6	7
	17% <i>kl</i>	18%	15%	23%	17% <i>kl</i>	13%	23% <i>kl</i>	22%	29% <i>Tdjk</i>	14%	11%	10%	16%	19%	16%	21%	10%	18%	15%	23%	8%	18%	7%	30% <i>Ts</i>	13%	30%
7	(7) 160	12	6	6	136	3	17	11	17	16	23	26	11	116	41	6	147	75	16	7	8	12	6	16	7	
	23% <i>kl</i>	24%	23%	32%	23%	14%	23%	20%	17%	26%	22%	28%	21%	23%	22%	28%	23%	26% <i>kl</i>	14%	25%	31%	30%	13%	32% <i>kl</i>	34%	
6	(6) 88	5	4	1	78	4	8	7	13	10	4	14	11	7	62	27	3	84	37	14	2	1	5	12	8	-
	13%	10%	17%	5%	13%	16%	11%	13%	20% <i>kl</i>	17%	7%	13%	12%	13%	12%	15%	16%	13%	13%	12%	8%	3%	10%	26% <i>Ts</i>	16%	-
5	(5) 133	9	8	2	115	4	14	7	12	15	13	26	15	10	100	33	5	125	53	26	9	4	5	8	7	6
	20%	18%	32%	9%	17%	19%	12%	19%	26%	20%	24%	16%	18%	20%	18%	23%	20%	18%	18%	23%	33%	15%	13%	17%	14%	27%
4	(4) 34	3	1	1	29	-	5	3	-	4	2	7	5	4	22	11	-	34	12	4	2	3	7	1	4	-
	5%	8%	4%	7%	5%	-	6%	5%	-	7% <i>h</i>	6%	6%	5%	7%	4%	6%	-	5%	4%	4%	6%	10%	18%	2%	8%	-
3	(3) 26	3	-	1	22	2	2	2	-	1	4	4	5	2	21	6	-	24	8	8	1	1	3	-	1	-
	4%	7%	-	5%	4%	10%	3%	4%	-	7% <i>h</i>	4%	5%	5%	4%	3%	-	4%	3%	7%	4%	3%	8%	-	2%	-	
2	(2) 14	-	-	1	13	-	-	-	-	-	5	3	3	2	12	2	1	12	7	2	-	1	1	-	-	-
	2%	-	-	6%	2%	-	-	-	1%	-	7% <i>Tdfi</i>	3%	3%	4%	2%	1%	5%	2%	2%	2%	1%	-	3%	2%	-	-
1	(1) 7	-	-	-	7	-	-	3	-	-	-	-	-	3	1	5	2	-	7	3	1	-	-	1	1	-
	1%	-	-	-	1%	-	-	5% <i>Td</i>	-	-	-	-	-	4% <i>Td</i>	1%	1%	-	1%	1%	1%	-	-	-	-	2%	-
Completely unprotected	(0) 8	-	-	-	8	-	-	2	1	-	2	1	2	5	3	-	8	2	2	2	2	-	-	-	1	-
	1%	-	-	-	1%	-	-	1%	1%	-	2%	1%	3%	1%	1%	-	1%	1%	1%	2%	6%	-	-	-	2%	-
NET: 8-10	213	16	8	6	185	10	27	21	28	11	19	29	26	15	154	59	8	200	80	41	5	11	5	18	12	9
	31% <i>kl</i>	34%	24%	35%	31% <i>kl</i>	44%	37% <i>kl</i>	39% <i>kl</i>	43% <i>kl</i>	18%	30%	28%	27%	28%	31%	32%	28%	31%	31%	36%	17%	39%	13%	39%	24%	40%
NET: 4-7	415	28	19	10	358	11	44	28	36	47	35	69	56	32	300	111	14	390	177	60	20	16	31	26	35	13
	61%	59%	76%	54%	60%	46%	60%	51%	56%	80% <i>Tadf</i>	56%	65%	60%	59%	61%	61%	67%	61%	62%	53%	72%	58%	75%	58%	70%	60%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 252

Q4. Protected/unprotected- Instagram

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Instagram

	GO Region														Internet usage		Devices used to access internet		Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	640	286	114	28**	27**	41**	45*	50*	22**
NET: 0-3	54 8%	3 7%	-	2 11%	49 8%h	2 10%	2 3%	6 10%	1 2%	1 2%	9 14%hi	9 9%	12 13%hi	7 13%h	42 8%	12 7%	1 5%	51 8%	20 7%	14 12%	3 12%	1 3%	5 12%	1 3%	3 6%	-
Mean	6.46	6.71	6.43	6.57	6.44	6.99	6.78	6.58	6.94dii	6.19	6.39	6.30	6.20	6.05	6.47	6.47	6.70	6.45	6.62	6.30	5.67	6.89	5.76	6.76	6.39	6.99
Standard deviation	2.05	1.97	1.49	2.08	2.08	2.15	1.76	2.40	1.72	1.52	2.28	2.20	2.17	2.27	2.07	1.99	2.00	2.05	2.04	2.21	2.18	1.83	1.81	1.77	2.06	1.41
Standard error	0.07	0.28	0.28	0.47	0.08	0.39	0.20	0.33	0.19	0.18	0.28	0.19	0.21	0.31	0.08	0.17	0.43	0.08	0.11	0.19	0.43	0.35	0.31	0.28	0.31	0.29

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 253

Q4. Protected/unprotected- Instagram

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Instagram

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	760	113	197	179	121	99	719	760	455	699	408	226	239	109	103	165	303	450	415	345
Weighted base	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
Effective base	594	86	159	139	96	76	558	594	329	541	292	140	148	54	63	111	212	378	305	292
Completely protected	(10) 51	10	10	15	5	6	44	51	25	46	17	11	6	2	2	1	15	35	31	20
	7%jo	10%	6%	9%	4%	8%	7%o	7%jo	7%o	7%jo	5%	9%do	5%	5%	7%o	3%	7%	8%	9%	5%
9	(9) 44	8	8	13	8	5	44	44	28	39	24	13	12	4	3	10	10	34	30	14
	6%sa	8%	5%	8%	7%	6%	7%Tg	6%	8%	6%	8%	10%	9%	12%	12%Tgi	18%Tghi	5%	8%	9%Ts	4%
8	(8) 119	11	39	26	19	17	114	119	69	106	60	25	31	9	8	10	42	77	58	61
	17%	11%	22%aa	16%	17%	21%	18%	17%	19%	17%	19%	18%	24%Tgi	25%o	8	29%Tigh	19%	17%	18%	17%
7	(7) 160	23	43	39	24	17	133	160	76	146	74	26	22	7	7	15	46	112	69	91
	23%ll	22%	24%	24%	22%	22%	21%	23%ll	22%	24%ll	23%ll	19%	17%	20%	25%l	27%klm	20%	25%	21%	26%
6	(6) 88	14	21	24	13	12	88	88	39	84	38	15	15	2	3	3	29	59	46	43
	13%o	13%	12%	15%	12%	15%	14%Tghm	13%o	11%o	14%o	12%o	11%o	12%o	5%	10%o	5%	13%	13%	14%	12%
5	(5) 133	25	34	27	23	12	128	133	60	120	60	23	20	7	3	9	36	93	63	70
	20%	25%	19%	17%	21%	16%	20%h	20%	17%	19%	17%	15%	20%	12%	16%	16%	16%	21%	19%	20%
4	(4) 34	2	6	8	10	2	32	34	19	31	15	6	6	1	1	2	16	18	15	19
	5%	2%	4%	5%	9%a	3%	5%	5%	6%	5%	5%	4%	5%	3%	3%	7%	4%	4%	5%	5%
3	(3) 26	3	8	6	4	4	24	26	20	22	14	6	8	3	*	3	17	9	9	17
	4%q	3%	4%	4%	3%	5%	4%	4%	6%Tgi	3%	4%	5%	6%sn	8%	1%	6%sn	8%Tq	2%	3%	5%
2	(2) 14	2	4	2	3	1	11	14	9	13	6	4	3	1	-	1	6	8	5	9
	2%f	2%	2%	1%	3%	1%	2%	2%f	2%	2%f	2%	3%	2%	2%	-	1%	3%	2%	2%	2%
1	(1) 7	1	-	1	2	2	7	7	4	6	5	1	3	-	*	-	3	3	*	6
	1%r	1%	-	1%	1%	3%b	1%	1%	1%	1%	2%	1%	2%	-	1%	-	1%	1%	-	2%r
Completely unprotected	(0) 8	3	3	1	-	-	8	8	4	7	3	4	4	-	-	1	6	2	2	6
	1%q	3%	2%	1%	-	-	1%	1%	1%	1%	1%	3%Tgij	3%Tghi	-	-	2%	3%Tq	*	1%	2%
NET: 8-10	213	29	58	54	32	28	202	213	122	190	102	49	48	15	14	22	68	146	118	95
	31%sa	28%	33%	33%	29%	36%	32%	31%	34%l	31%	32%	37%	37%l	15%	14%	48%Tigh	40%Tgi	32%	36%Ts	27%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 253

Q4. Protected/unprotected- Instagram
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Instagram

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Weighted base	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
NET: 4-7	415	64	104	98	70	43	381	415	195	381	186	70	63	17	14	28	127	282	193	223
	61%hklmo	62%	59%	60%	64%	55%	60%hklo	61%hkimo	55%	62%hkimo	59%kl	52%	49%	48%	50%	52%	56%	63%	59%	63%
NET: 0-3	54	10	15	10	8	8	49	54	37	47	28	16	18	4	*	5	32	23	17	38
	8%nqr	10%	8%	6%	8%	10%	8%	8%n	10%Tgin	8%	9%n	12%n	14%Tgino	11%	2%	9%n	14%Tq	5%	5%	11%Tr
Mean	6.46ps	6.34	6.46	6.66	6.28	6.58	6.45	6.46	6.45	6.47	6.44	6.46	6.28	6.64	7.23Tlg	6.76i	6.13	6.65Tp	6.74Ts	6.21
Standard deviation	2.05	2.30	2.01	2.00	1.96	2.09	2.05	2.05	2.16	2.03	2.04	2.35	2.37	2.04	1.62	2.06	2.29	1.90	1.95	2.10
Standard error	0.07	0.22	0.14	0.15	0.18	0.21	0.08	0.07	0.10	0.08	0.10	0.16	0.15	0.20	0.16	0.16	0.13	0.09	0.10	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 254

Q4. Protected/unprotected- TikTok

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

TikTok

	Gender		Social Grade							Age							Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority ethnic background (r)	Mixed (v)	Asian (w)	Black (x)	Christian (s)	Muslim (t)	Other religion (u)	None (C)
Unweighted base	522	280	238	166	158	103	91	324	194	79	443	73	136	106	84	33	44	387	133	20	84	23	190	61	37	227
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	39*	336	85	12**	53	14**	150	41*	28**	197
Effective base	383	194	190	120	118	75	69	237	144	74	311	53	93	71	61	29	38	298	85	15	51	16	139	36	26	177
Completely protected	(10) 29	14	14	12	7	5	5	19	10	2	26	9	6	2	6	3	4	25	4	1	2	1	7	2	-	18
	7%	7%	6%	10%	6%	6%	6%	8%	6%	3%	7%	12%	6%	3%	8%	10%	10%	7%	4%	6%	4%	6%	5%	5%	-	9%
9	(9) 18	9	9	5	5	3	5	11	8	7	11	3	1	2	5	-	13	5	-	5	2*	11	3	-	3	
	4%jC	5%	4%	4%	4%	4%	5%	4%	5%	10%Tjlr	3%	4%	1%	3%	7%	-	4%	6%	-	9%	2*	7%TC	7%C	1%	3	
8	(8) 52	22	31	13	12	14	11	26	25	9	43	6	12	5	16	3	3	43	9	2	6	1	17	7	2	27
	12%	11%	14%	11%	10%	16%	14%	10%	15%	14%	12%	8%	12%	8%	22%Tjlm	11%	9%	13%	11%	13%	12%	10%	12%	16%	7%	14%
7	(7) 63	33	30	19	18	15	9	37	24	10	53	7	14	10	14	6	7	50	13	2	9	1	22	6	6	29
	15%	17%	13%	16%	15%	17%	11%	15%	14%	15%	15%	9%	14%	15%	19%	20%	18%	15%	15%	15%	16%	8%	15%	15%	21%	15%
6	(6) 65	40	25	20	22	14	9	42	23	11	54	9	17	13	6	6	9	53	12	1	8	2	30	10	3	23
	15%b	21%Tb	11%	16%	18%	16%	10%	17%	13%	15%	15%	13%	17%	19%	9%	19%	22%	16%	15%	9%	15%	16%	20%C	23%	10%	12%
5	(5) 83	35	47	20	19	15	26	40	42	12	71	22	14	13	15	5	7	62	20	4	10	4	27	5	7	43
	20%g	18%	21%	17%	16%	17%	31%Tcdg	16%	24%e	17%	20%	30%kl	14%	19%	21%	17%	17%	18%	24%	29%	20%	31%	18%	13%	24%	22%
4	(4) 35	13	19	9	13	5	9	22	13	4	31	5	11	7	6	2	2	29	5	1	2	1	13	1	3	17
	8%	7%	9%	7%	10%	5%	10%	9%	8%	6%	9%	7%	12%	10%	8%	7%	5%	9%	6%	8%	4%	7%	9%	3%	10%	8%
3	(3) 30	9	21	7	12	6	5	19	11	4	27	7	12	3	1	3	4	26	4	1	3	-	11	2	-	16
	7%an	5%	10%	8%	10%	7%	8%	8%	8%	5%	8%kn	9%	12%Tn	4%	1%	9%	11%un	8%	5%	10%	5%	-	8%	5%	-	8%
2	(2) 20	7	13	4	7	6	3	11	9	3	17	4	6	5	1	1	14	7	-	7	-	5	4	5	7	
	5%	4%	6%	3%	6%	7%	3%	4%	5%	5%	5%	6%	7%	2%	3%	2%	4%	6%	-	12%Tl	-	3%	9%	18%	3%	
1	(1) 12	6	6	4	4	3	1	8	4	4	9	1	4	1	1	1	11	1	-	1	-	1	5	-	2	6
	3%l	3%	3%	3%	4%	4%	2%	3%	3%	5%l	2%	2%	2%	1%	1%	3%	3%	3%	1%	-	1%	4%	3%	-	6%	3%
Completely unprotected	(0) 14	6	8	8	4	1	1	12	2	3	11	1	5	3	2	1	1	10	4	1	1	2	3	2	1	9
	3%	3%	3%	7%Th	3%	1%	1%	5%	1%	4%	3%	1%	5%	4%	3%	3%	3%	5%	5%	10%	2%	15%	2%	4%	3%	5%
NET: 9-10	99	44	54	31	25	22	21	55	43	19	81	18	19	10	27	6	7	81	18	2	13	3	36	11	2	47
	24%lm	23%	24%	25%	20%	25%	25%	22%	25%	27%	23%	24%	19%	14%	37%Tjlm	21%	18%	24%	21%	19%	25%	19%	24%	27%	8%	24%
NET: 4-7	246	121	121	68	73	49	52	141	102	37	208	43	57	43	42	19	25	194	51	8	29	9	91	22	18	112
	58%	63%	54%	56%	59%	56%	63%	57%	59%	53%	59%	58%	57%	62%	57%	62%	63%	58%	60%	61%	55%	62%	61%	54%	65%	57%
NET: 0-3	77	28	49	23	27	16	11	50	27	14	63	13	23	16	4	5	7	61	16	2	11	3	23	8	8	38
	18%un	15%	22%	19%	21%	18%	13%	20%	16%	20%un	18%un	18%	23%un	23%un	6%	17%	19%un	18%	20%	20%	19%	16%	16%	19%	27%	19%
Mean	5.68m	5.86	5.52	5.71	5.49	5.81	5.76	5.60	5.79	5.69	5.68m	5.77	5.38	5.10	6.53Tij	5.85	5.75	5.72	5.55	5.31	5.73	5.05	5.82	5.89	4.74	5.63

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 254

Q4. Protected/unprotected- TikTok
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
TikTok

	Gender		Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (r)	Minority Ethnic background (s)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	39*	336	85	12**	53	14**	150	41*	28**	197
Standard deviation	2.43	2.36	2.48	2.70	2.41	2.35	2.19	2.56	2.26	2.58	2.41	2.41	2.41	2.48	2.16	2.40	2.36	2.43	2.45	2.61	2.41	2.88	2.27	2.44	2.30	2.53
Standard error	0.11	0.14	0.16	0.21	0.19	0.23	0.23	0.14	0.16	0.29	0.11	0.28	0.21	0.24	0.24	0.42	0.36	0.12	0.21	0.58	0.28	0.60	0.16	0.31	0.38	0.17

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 255

Q4. Protected/unprotected- TikTok

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	522	148	88	75	353	67	215	195	45	230	291	93	140	135	82	202	12	202	160	59	83	442	80
Weighted base	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
Effective base	383	107	67	50	263	52	160	136	34	181	203	56	95	107	64	122	10	151	108	38	75	319	64
Completely protected	(10) 29	12	9	6	16	8	4	13	4	15	14	7	5	4	4	8	3	17	7	2	2	23	5
9	(9) 18	4	2	3	13	4	9	6	-	8	10	*	3	8	4	3	1	5	4	2	7	18	1
8	(8) 52	13	9	5	38	3	25	18	6	28	24	6	15	16	5	15	*	19	11	7	12	45	7
7	(7) 63	16	9	9	46	5	26	26	6	28	35	6	16	19	10	22	3	21	24	5	10	47	16
6	(6) 65	19	11	11	41	14	20	24	6	33	32	12	10	17	11	20	2	31	13	6	11	57	8
5	(5) 83	22	12	10	57	7	39	27	10	39	44	13	25	24	11	28	4	44	20	5	13	66	17
4	(4) 35	14	12	6	21	5	12	17	2	19	16	7	10	3	5	12	-	14	15	1	4	29	6
3	(3) 30	4	3	2	23	2	24	4	-	13	13	5	4	3	6	9	-	9	11	3	5	27	3
2	(2) 20	2	2	-	18	2	6	8	4	8	12	3	7	5	3	9	-	8	6	3	3	17	4
1	(1) 12	6	5	2	7	4	4	4	-	7	5	*	2	3	2	-	2	6	5	*	2	9	3
Completely unprotected	(0) 14	7	6	3	7	4	4	2	1	3	8	2	2	5	4	5	-	3	6	3	2	10	4
NET: 8-10	99	28	21	14	67	15	37	37	10	51	48	13	22	26	13	27	4	42	22	11	21	86	13
NET: 4-7	246	72	44	37	165	31	98	94	23	118	127	37	61	62	37	82	8	109	72	18	38	199	46
	58%	60%	54%	66%	58%	53%	56%	62%	61%	57%	60%	61%	63%	60%	62%	66%	63%	59%	59%	48%	53%	57%	63%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 255

Q4. Protected/unprotected- TikTok
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education			Urban/Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
NET: 0-3	77	19	16	4	54	12	41	19	5	39	38	10	15	16	16	24	-	23	29	9	13	63	14
	18% ^{cqq}	16% ^c	20% ^c	8%	19%	20%	23% ^{Tg}	13%	13%	19%	18%	16%	15%	15%	24%	18%	-	13%	23% ^q	23%	18%	18%	19%
Mean	5.68	5.67	5.47	6.21 ^a	5.69	5.72	5.42	5.92	5.94	5.68	5.69	5.71	5.65	5.82	5.37	5.59	7.11	5.91	5.32	5.67	5.85	5.72	5.50
Standard deviation	2.43	2.62	2.86	2.26	2.36	2.94	2.31	2.38	2.32	2.45	2.42	2.40	2.26	2.40	2.66	2.34	2.07	2.28	2.56	2.66	2.44	2.42	2.50
Standard error	0.11	0.22	0.31	0.26	0.13	0.36	0.16	0.17	0.35	0.16	0.14	0.25	0.19	0.21	0.29	0.16	0.80	0.16	0.20	0.35	0.27	0.12	0.28

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 256
Q4. Protected/unprotected- TikTok
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
TikTok

	GO Region											Internet usage				Devices used to access internet		Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	522	38	17	15	452	22	39	37	63	51	48	90	67	35	433	82	13	476	238	87	20	13	26	16	27	16
Weighted base	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	391	164	68	21**	11**	30**	16**	28**	14**
Effective base	383	26	14	12	331	16	31	28	44	39	39	60	50	27	329	67	10	356	157	59	17	11	21	14	24	11
Completely protected	(10) 29	7	1	1	20	3	1	2	4	-	4	4	-	2	14	14	-	27	17	6	-	1	-	1	1	1
	7%dn	22%	4%	6%	6%	19%	2%	4%	10%kl	-	10%kl	5%	-	6%	5%	14%Tn	-	7%	10%T	8%	-	13%	-	5%	4%	4%
9	(9) 18	*	1	*	17	*	3	2	3	1	1	2	4	1	14	4	-	18	9	1	*	1	-	-	-	*
	4%	*	6%	1%	5%	1%	8%	6%	7%	3%	2%	3%	8%	2%	5%	4%	-	5%	6%	1%	9%	-	-	-	-	1%
8	(8) 52	5	3	1	43	2	8	6	6	5	4	5	4	3	41	11	3	48	18	8	2	1	5	1	5	3
	12%	16%	18%	12%	11%	25%Tdkl	17%	13%	13%	9%	8%	7%	10%	13%	11%	24%	12%	11%	11%	11%	10%	16%	5%	19%	21%	
7	(7) 63	4	2	3	54	1	3	6	7	8	9	12	7	2	47	15	3	57	26	8	2	4	4	3	4	4
	15%	13%	12%	25%	15%	8%	8%	16%	16%	19%	20%	17%	14%	5%	15%	15%	27%	15%	16%	12%	9%	13%	12%	22%	14%	26%
6	(6) 65	6	1	2	56	2	4	3	8	6	3	17	9	6	52	13	2	60	23	9	3	-	3	7	4	4
	15%	17%	8%	16%	16%	10%	11%	9%	18%	15%	8%	25%Tdj	17%	17%	16%	13%	14%	15%	14%	14%	17%	-	10%	43%	16%	27%
5	(5) 83	4	5	*	74	2	7	7	9	12	10	10	10	8	60	21	3	74	30	18	6	4	7	2	4	*
	20%	12%	34%	1%	20%	11%	20%	19%	22%	24%	15%	20%	19%	20%	25%	19%	20%	25%	19%	18%	28%	31%	33%	23%	10%	16%
4	(4) 35	2	1	2	30	1	1	4	2	3	4	5	4	5	26	9	-	32	15	9	1	2	2	-	2	-
	8%	5%	8%	19%	8%	7%	3%	12%	5%	6%	9%	8%	7%	16%	8%	9%	-	8%	9%	13%	6%	14%	6%	-	8%	-
3	(3) 30	4	*	-	26	2	4	2	2	1	1	3	6	5	22	7	-	30	11	3	-	1	5	2	4	1
	7%	12%	2%	-	7%	10%	13%	5%	6%	3%	2%	5%	11%	14%	7%	7%	-	8%	7%	4%	-	8%	17%	12%	13%	8%
2	(2) 20	1	1	1	17	-	2	-	1	2	3	6	4	-	19	2	-	19	5	5	1	-	4	-	1	1
	5%	2%	7%	8%	5%	-	6%	-	1%	5%	8%	9%	7%	-	6%T	2%	-	5%	3%	7%	4%	-	14%	-	3%	8%
1	(1) 12	-	-	1	11	5	-	1	1	-	-	*	2	2	7	4	-	12	3	1	3	-	-	1	1	-
	3%n	-	-	11%	3%	25%	-	3%	2%	-	-	*	4%	7%	2%	4%	-	3%	2%	1%	16%	-	-	3%	4%	-
Completely unprotected	(0) 14	-	-	-	14	-	1	-	-	1	3	3	2	1	12	2	-	13	7	1	1	-	-	-	1	1
	3%	-	-	-	4%	-	3%	6%	-	4%	8%	5%	4%	3%	4%	10%	3%	4%	4%	2%	5%	-	-	-	3%	5%
NET: 8-10	99	13	4	2	80	6	14	8	13	8	11	8	8	70	30	3	88	44	14	3	4	5	2	6	4	4
	24%	39%	28%	20%	22%	30%	35%kl	27%	30%	16%	21%	17%	15%	18%	22%	24%	24%	27%	20%	12%	32%	16%	10%	23%	26%	
NET: 4-7	246	15	9	8	214	6	14	20	27	28	26	44	30	18	184	58	8	224	94	45	13	7	16	12	15	8
	58%	47%	62%	62%	59%	35%	43%	58%	61%	72%l	61%	65%l	58%	58%	59%	57%	66%	57%	57%	66%	63%	60%	52%	75%	53%	53%
NET: 0-3	77	5	1	2	68	7	7	5	4	5	7	12	14	8	60	15	1	74	26	9	5	1	9	2	7	3
	18%	15%	9%	19%	19%	35%	22%	14%	9%	12%	18%	18%	26%h	24%	19%	15%	10%	19%	16%	14%	25%	8%	32%	15%	24%	21%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 256

Q4. Protected/unprotected- TikTok

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
TikTok

	GO Region													Internet usage		Devices used to access internet		Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	391	164	68	21**	11**	30**	16**	28**	14**
Mean	5.68n	6.67	5.98	5.53	5.59	5.24	5.84	5.75	6.38Td	5.59	5.57	5.56	5.12	5.10	5.58	6.07	5.89	5.67	5.92	5.63	4.65	6.26	4.98	5.91	5.44	6.02
Standard deviation	2.43	2.44	2.09	2.63	2.43	3.34	2.43	2.55	2.13	1.98	2.68	2.37	2.35	2.43	2.39	2.52	2.36	2.46	2.54	2.25	2.48	2.33	2.05	1.86	2.42	2.47
Standard error	0.11	0.40	0.51	0.68	0.11	0.71	0.39	0.42	0.27	0.28	0.39	0.25	0.29	0.41	0.11	0.28	0.66	0.11	0.16	0.24	0.55	0.65	0.40	0.46	0.46	0.62

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 257

Q4. Protected/unprotected- TikTok

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	522	82	117	124	91	79	512	455	522	470	354	207	211	99	90	148	261	256	300	222	
Weighted base	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210	
Effective base	383	58	85	90	70	60	376	329	383	339	243	125	125	46	59	97	174	205	205	180	
Completely protected	(10)	29	7	2	11	6	2	25	20	29	24	16	9	3	*	1	2	12	17	18	10
		7%bfgl	10%b	2%	10%b	8%	3%	6%	6%	7%jgl	7%j	6%	7%lm	3%	1%	4%	4%	6%	7%	9%	5%
9	(9)	18	4	4	6	1	3	18	16	18	15	12	7	6	3	2	4	14	14	4	4
		4%a	5%	4%	6%	2%	6%	4%	4%	4%	5%	6%	5%	11%Tghij	11%Tghij	9%Tghij	2%	6%	7%Ts	2%	
8	(8)	52	9	16	8	7	10	52	45	52	49	29	13	14	6	3	8	22	31	33	19
		12%	13%	17%	8%	10%	17%	13%	12%	13%	11%	11%	13%	21%jkl	14%	16%	11%	14%	18%T	9%	
7	(7)	63	4	12	19	17	8	63	55	63	60	43	20	16	7	3	9	27	34	36	27
		15%a	6%	13%	18%a	23%a	14%	15%	16%	15%	16%Th	17%	17%	15%	22%	16%	18%	14%	15%	17%	13%
6	(6)	65	9	14	13	17	9	64	54	65	57	34	17	23	6	7	22	43	35	30	
		15%	14%	14%	12%	23%	16%	16%	15%	15%	13%	15%	22%Tghijko	20%	30%Tghijko	14%	12%	19%T	16%	14%	
5	(5)	83	16	20	20	10	9	80	66	83	72	55	23	20	4	3	9	33	48	34	49
		20%r	24%	21%	19%	13%	9%	20%	19%	20%	19%	22%	19%	15%	13%	19%n	17%	21%	16%	23%	
4	(4)	35	8	4	12	4	6	33	32	35	26	22	9	8	2	1	3	24	11	18	17
		8%iq	11%	4%	11%	6%	10%	8%j	9%fl	8%j	7%	8%	8%	5%	6%	8%	13%Tq	5%	8%	8%	
3	(3)	30	4	9	6	1	6	30	28	30	30	15	5	3	1	*	3	20	10	20	
		7%dlqr	6%	10%d	6%	1%	11%d	7%j	8%j	8%Thj	6%	4%	3%	3%	2%	6%ln	10%Tq	5%	5%	10%	
2	(2)	20	1	6	3	7	4	20	17	20	16	14	8	6	*	*	9	11	7	13	
		5%o	2%	6%	3%	9%	6%	5%o	5%o	5%o	4%o	5%o	7%o	5%o	1%	*	5%	5%	3%	6%	
1	(1)	12	3	4	2	3	1	12	9	12	11	7	3	3	*	*	1	7	6	5	8
		3%	5%	4%	2%	3%	2%	3%	3%	3%	3%	2%	3%	1%	2%	1%	4%	2%	2%	4%	
Completely unprotected	(0)	14	2	5	4	3	1	14	12	14	12	9	4	4	-	1	2	13	1	2	12
		3%qr	3%	5%	4%	4%	1%	3%	3%	3%	3%	4%	3%	3%	-	4%	3%	7%Tq	1%	1%	6%Tr
NET: 8-10		99	19	21	26	15	15	95	80	99	88	58	28	23	10	6	14	38	61	65	34
		24%a	29%	22%	25%	20%	26%	23%	24%	24%	22%	24%	21%	34%j	29%	29%j	20%	27%	31%Ts	16%	
NET: 4-7		246	37	50	63	48	31	240	207	246	215	155	69	68	18	13	27	106	136	122	123
		58%	56%	53%	61%	64%	54%	58%	58%	58%	58%	50%	59%	64%	62%	54%	59%	55%	60%	58%	59%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 257

Q4. Protected/unprotected- TikTok
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210
NET: 0-3	77	11	23	15	13	11	77	66	77	69	45	20	16	1	1	5	49	28	24	53
	18%mnqr	16%	24%	15%	17%	20%	19%mmo	19%mmo	18%mmo	17%mn	17%mn	15%mn	5%	7%	12%n	25%Tq	13%	11%	25%Tr	
Mean	5.68ps	5.74	5.33	5.91	5.79	5.67	5.66	5.64	5.68	5.72	5.67	5.78	5.68	6.62Tfg hijkl	6.32Tfg hijkl	6.10Tfg hjl	5.18	6.11Tp	6.24Ts	5.12
Standard deviation	2.43	2.57	2.46	2.50	2.46	2.27	2.42	2.40	2.43	2.41	2.42	2.47	2.27	1.72	2.17	2.26	2.61	2.21	2.27	2.46
Standard error	0.11	0.28	0.23	0.22	0.26	0.26	0.11	0.11	0.11	0.11	0.13	0.17	0.16	0.17	0.23	0.19	0.16	0.14	0.13	0.17

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 258
Q4. Protected/unprotected- Facebook
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Facebook

	Gender		Social Grade					Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Unweighted base	1043	547	491	303	308	217	207	611	424	73	970	109	219	202	180	122	95	43	260	138	888	167	34	103	23	411	75	44	494
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501
Effective base	842	427	415	238	251	178	170	488	348	69	777	85	167	155	147	110	87	36	229	120	721	115	27	67	17	335	48	33	410
Completely protected	(10) 69	35	34	25	18	10	15	44	25	4	65	11	10	10	11	8	7	8	22	15	63	6	3	1	1	25	2	1	40
	7%	7%	6%	9%	6%	5%	7%	8%	6%	6%	7%	9%	6%	6%	6%	6%	6%	14%	8%	9%	7%	5%w	10%	2%	7%	6%	3%	3%	8%
9	(9) 52	29	21	21	7	14	10	28	24	5	47	1	9	6	14	8	8	-	16	8	47	4	-	1	2	29	1	1	21
	5% ^d	6%	4%	8% ^{dg}	2%	6% ^d	5%	5% ^d	5%	8% ^{kk}	5%	1%	5%	3%	8% ^{kk}	6%	8% ^{ksks}	-	6%	5%	5%	4%	1%	1%	14%	7% ^T	2%	3%	4%
8	(8) 153	65	85	37	37	29	46	73	75	12	140	18	19	29	35	15	15	10	40	25	124	28	9	17	2	63	10	7	71
	15% ^{gl}	14%	16%	13%	13%	13%	21% ^{Tcdg}	13%	17%	18%	15%	14%	10%	17%	19% ^l	11%	14%	18%	14%	16%	14%	22% ^{Tt}	9	17	2	63	10	7	71
7	(7) 211	103	106	44	78	41	47	122	89	9	202	23	35	36	36	38	19	15	72	34	189	20	3	13	2	94	11	5	94
	21% ^{sc}	21%	20%	16%	23% ^{Tcgh}	19%	21%	21% ^{sc}	20%	14%	21%	18%	19%	21%	20%	28% ^{Tij}	19%	26%	24%	21%	21%	16%	10%	18%	15%	23%	19%	12%	19%
6	(6) 136	61	74	52	29	24	30	81	54	13	123	26	20	24	21	13	12	7	32	19	120	15	3	9	2	54	8	5	67
	13%	13%	14%	19% ^{Tdeg}	10%	11%	14%	14% ^d	12%	20% ^r	13%	20% ^{jr}	11%	14%	11%	10%	12%	12%	11%	12%	14%	12%	13%	11%	14%	13%	14%	12%	13%
5	(5) 209	99	110	53	62	51	39	116	90	8	201	23	36	30	40	31	27	14	72	41	179	29	4	20	3	76	14	9	107
	21%	21%	21%	19%	22%	23%	17%	20%	20%	13%	21%	18%	19%	17%	22%	23%	26%	24%	25%	25%	20%	23%	15%	26%	24%	19%	25%	22%	21%
4	(4) 56	28	28	14	16	15	11	30	26	4	52	6	17	10	4	8	7	-	16	7	51	4	1	2	-	14	3	3	35
	6% ^{anz}	6%	5%	5%	6%	7%	5%	6%	6%	7%	5% ^{ln}	4%	9% ^{Tjn}	6%	2%	6%	7%	-	5%	4%	6%	3%	1%	3%	1%	3%	5%	7%	7% ^z
3	(3) 54	22	33	14	15	16	9	29	26	1	53	12	16	9	7	3	4	2	9	6	49	5	3	1	1	23	-	2	28
	5%	4%	6%	5%	5%	8%	4%	5%	6%	2%	6% ^r	9% ^{cr}	9% ^{Tor}	5%	4%	2%	4%	3%	3%	4%	6%	4%	13%	2%	5%	6%	1%	6%	6%
2	(2) 38	19	19	11	12	6	9	23	15	1	36	4	14	6	2	7	2	1	11	4	29	7	-	6	-	14	4	3	15
	4%	4%	4%	4%	4%	3%	4%	4%	3%	2%	4%	3%	8% ^{Tjns}	3%	1%	5%	2%	2%	4%	2%	3%	6%	-	8% ^{Tt}	-	4%	7%	7%	3%
1	(1) 23	12	11	3	9	7	4	12	11	5	19	4	3	4	6	-	1	-	1	1	21	2	-	2	-	4	2	-	17
	2% ^{jr}	2%	2%	1%	3%	3%	2%	2%	3%	7% ^{Tjors}	2% ^r	3%	2%	2%	3% ^r	-	1%	-	1%	1%	2%	2%	-	3%	-	1%	4%	-	3% ^{Tz}
Completely unprotected	(0) 18	10	8	5	5	2	11	7	7	1	17	-	5	7	3	1	-	1	2	1	14	4	-	3	1	7	2	3	5
	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	-	3%	4% ^{Tjrs}	2%	1%	-	1%	3%	-	2%	3%	-	4%	7%	2%	4%	9% ^{TzC}	1%
NET: 8-10	273	130	139	63	62	53	71	145	125	21	252	30	39	45	60	31	29	19	79	48	235	38	11	19	5	116	13	9	131
	27% ^d	27%	26%	30% ^{dg}	21%	24%	32% ^d	25% ^d	28%	33%	26%	24%	21%	26%	33% ^{kl}	23%	29%	32%	27%	30%	26%	30%	44%	26%	34%	29%	22%	24%	26%
NET: 4-7	613	291	319	164	186	131	128	349	259	35	578	77	108	101	101	91	65	35	191	101	540	67	11	44	7	239	35	21	304
	60%	60%	60%	59%	64%	60%	57%	61%	59%	55%	61%	61%	59%	59%	56%	68% ⁿ	64%	61%	65%	63%	61%	54%	43%	58%	55%	59%	63%	54%	61%
NET: 0-3	133	62	71	33	41	35	24	74	59	8	125	19	38	26	19	11	8	4	23	12	113	19	3	13	2	49	9	8	66
	13% ^{rs}	13%	13%	12%	14%	16%	11%	13%	13%	13%	13% ^{rs}	15% ^{kr}	21% ^{Tjno}	15% ^{rs}	11%	8%	8%	7%	8%	7%	13%	15%	13%	17%	12%	12%	15%	22%	13%

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 258

Q4. Protected/unprotected- Facebook

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Facebook

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501
Mean	6.09f	6.10	6.05	6.25	5.93	5.83	6.33eh	6.08	6.08e	6.14	6.08f	6.01	5.59	5.94	6.35f	6.25f	6.28f	6.69f	6.35Tfj	6.43f	6.11	5.96	6.56	5.66	6.26	6.27TB	5.64	5.34	6.03
Standard deviation	2.24	2.30	2.20	2.27	2.25	2.30	2.14	2.26	2.24	2.40	2.24	2.18	2.39	2.38	2.23	2.00	2.02	2.03	2.01	2.03	2.24	2.33	2.12	2.32	2.56	2.17	2.35	2.59	2.26
Standard error	0.07	0.10	0.10	0.13	0.13	0.16	0.15	0.09	0.11	0.28	0.07	0.21	0.16	0.17	0.17	0.18	0.21	0.31	0.12	0.17	0.08	0.18	0.36	0.23	0.53	0.11	0.27	0.39	0.10

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 259

Q4. Protected/unprotected- Facebook
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1043	319	166	179	690	208	503	277	55	630	412	139	196	171	101	322	19	474	334	104	84	849	194
Weighted base	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207
Effective base	842	264	139	144	554	177	415	207	43	539	304	92	144	137	80	223	18	388	266	77	75	678	164
Completely protected	(10) 69	19	11	12	49	22	23	24	-	45	24	16	11	8	20	1	34	17	4	9	2	59	10
	7%a	6%	7%	7%	10%T	5%	10%h			7%	7%	14%Tj	7%	6%	2%	6%	7%	5%	11%	3%	7%	5%	
9	(9) 52	20	7	12	31	18	23	9	1	39	12	4	4	6	3	7	-	26	16	4	5	45	7
	5%	7%	4%	7%	5%	8%T	5%	4%	2%	6%	4%	3%	2%	3%	3%	-	5%	5%	5%	6%	6%	6%	3%
8	(8) 153	42	26	22	106	32	70	38	13	101	51	17	23	22	18	38	1	77	40	7	16	133	20
	15%v	14%	16%	13%	15%	14%	15%	15%	25%	15%	15%	15%	14%	15%	21%	15%	6%	16%	12%	8%	21%a	16%T	10%
7	(7) 211	56	25	38	149	42	111	53	6	133	79	21	35	30	16	62	7	109	73	12	10	155	56
	21%u	18%	15%	22%	22%	19%	22%	21%	12%	20%	23%	19%	22%	21%	18%	24%	30%	22%	23%	14%	13%	19%	27%Tu
6	(6) 136	45	29	20	86	21	73	34	7	83	53	21	21	27	12	38	3	55	45	14	17	113	23
	13%	15%	18%	12%	13%	10%	14%	14%	14%	12%	15%	18%	13%	19%T	14%	11%	11%	14%	16%	22%Tq	14%	11%	11%
5	(5) 209	64	27	38	138	38	119	45	8	148	62	14	40	24	13	50	3	109	68	18	11	157	52
	21%k	21%	16%	22%	20%	18%	23%T	18%	16%	22%k	18%	12%	25%jkm	17%	15%	19%	12%	22%	21%	21%	15%	19%	25%
4	(4) 56	16	12	8	39	15	23	16	3	36	20	8	7	7	6	19	3	24	19	5	6	49	7
	6%	5%	7%	5%	7%	5%	6%	6%	6%	5%	6%	7%	5%	5%	7%	11%	5%	6%	6%	6%	7%	6%	4%
3	(3) 54	18	10	11	35	7	29	15	3	37	18	6	8	8	6	15	1	19	18	8	4	44	11
	5%	6%	6%	6%	3%	6%	6%	6%	6%	5%	5%	5%	5%	6%	6%	6%	6%	4%	6%	9%	5%	5%	5%
2	(2) 38	15	8	6	19	10	16	6	5	26	12	3	3	4	3	9	2	16	13	6	1	30	7
	4%d	5%	5%	4%	3%	5%	3%	3%	11%Tg	4%	3%	3%	2%	3%	4%	3%	7%	3%	4%	7%	2%	4%	4%
1	(1) 23	4	2	2	18	5	11	3	4	14	10	*	4	6	5	3	2	14	3	1	3	16	7
	2%	1%	1%	1%	3%	2%	2%	1%	8%Tg	2%	3%	*	2%	4%	3%	10%	1%	3%	1%	1%	4%r	2%	3%
Completely unprotected	(0) 18	8	3	3	9	4	8	5	-	9	9	4	5	3	2	8	-	6	8	2	1	11	7
	2%u	3%	5%Td	2%	1%	2%	2%	2%	-	1%	3%	4%	3%	2%	3%	-	-	1%	3%	3%	1%	1%	3%
NET: 8-10	273	82	44	45	187	72	116	72	14	186	87	37	38	36	23	66	3	137	72	20	20	237	36
	27%v	27%	27%	27%	34%Tf	23%	29%	27%	28%	25%	32%	23%	25%	27%	25%	12%	28%	23%	24%	30%	29%Tv	18%	18%
NET: 4-7	613	181	93	103	413	117	325	147	24	399	213	64	104	87	47	164	15	287	204	48	44	475	138
	60%u	59%	56%	61%	54%	32%Te	59%	48%	60%	61%	56%	64%	61%	55%	62%	65%	61%	64%	56%	58%	58%	58%	67%Tu

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 259

Q4. Protected/unprotected- Facebook
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education			Urban/Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207
NET: 0-3	133	45	28	22	81	26	64	30	13	85	48	14	20	21	16	35	6	55	42	17	9	101	32
	13%	15%	17%	13%	12%	12%	13%	12%	25%	Tefg	13%	14%	12%	15%	18%	13%	24%	11%	13%	20%	sq	12%	16%
Mean	6.09hv	5.99	5.84	6.15	6.16	6.32h	5.98	6.24h	5.41	6.12	6.02	6.36	5.98	6.00	5.74	6.09	5.32	6.19	5.98	5.77	6.07	6.17Tv	5.75
Standard deviation	2.24	2.31	2.45	2.22	2.21	2.43	2.12	2.27	2.39	2.22	2.30	2.44	2.21	2.27	2.35	2.26	2.48	2.21	2.20	2.51	2.16	2.23	2.27
Standard error	0.07	0.13	0.19	0.17	0.08	0.17	0.09	0.14	0.32	0.09	0.11	0.21	0.16	0.17	0.23	0.13	0.57	0.10	0.12	0.25	0.24	0.08	0.16

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 260
Q4. Protected/unprotected- Facebook
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Facebook

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1043	80	50	33	880	46	112	72	105	86	93	151	137	78	788	244	25	35	948	431	176	38	43	38	154	64	26
Weighted base	1019	84	51*	31**	852	41*	116	74	93	77	91	135	141	86	654	254	28**	36**	933	383	159	39*	44*	48*	184	74	25**
Effective base	842	64	43	28	707	37	97	60	78	69	80	111	111	65	660	220	21	27	770	322	140	32	40	32	137	57	20
Completely protected	(10) 69	10	1	1	57	1	3	8	11	2	11	11	6	3	38	31	2	3	63	35	8	1	2	-	15	3	1
9	(9) 52	5	4	2	41	5	3	4	7	*	3	6	9	4	30	20	-	2	47	19	7	1	6	-	10	2	1
8	(8) 153	10	6	2	135	2	16	14	21	11	11	26	21	13	95	56	6	6	139	47	31	5	10	4	25	15	3
7	(7) 211	14	11	8	179	9	29	13	10	16	21	23	40	19	131	78	5	8	193	84	29	4	11	9	43	16	6
6	(6) 136	11	6	7	112	8	10	12	17	10	14	15	13	14	106	30	5	4	124	45	20	8	5	7	24	10	3
5	(5) 209	24	16	5	164	6	30	11	19	24	14	24	23	17	126	81	7	10	188	79	39	11	4	5	43	13	6
4	(4) 56	4	4	*	49	3	6	3	6	7	3	4	11	5	39	18	-	-	56	21	3	2	3	7	8	5	1
3	(3) 54	5	1	5	44	2	9	1	2	3	6	6	9	4	36	17	1	-	52	19	7	3	2	11	6	6	-
2	(2) 38	2	2	2	32	2	6	1	1	1	5	12	1	3	26	11	-	3	34	15	7	1	1	3	7	1	2
1	(1) 23	-	-	-	23	1	3	4	1	1	3	4	6	2	15	9	1	-	22	11	2	2	2	1	1	1	-
Completely unprotected	(0) 18	-	-	-	18	2	1	4	2	1	*	4	3	2	13	5	1	-	17	8	5	2	-	-	1	1	1
NET: 8-10	273	25	12	5	232	8	22	25	38	14	24	43	36	21	163	106	8	12	249	101	46	7	18	4	51	20	5
NET: 4-7	613	52	37	20	504	25	75	39	49	57	65	87	54	401	207	17	22	559	230	92	25	24	29	118	44	17	

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 260

Q4. Protected/unprotected- Facebook

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Facebook

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1019	84	51*	31**	852	41**	116	74	93	77	91	135	141	86	654	354	28**	36**	933	383	159	39*	44*	48*	184	74	25**
NET: 0-3	133 13%h	7 8%	3 6%	6 20%	117 14%h	7 18%h	19 17%h	9 13%	5 6%	6 8%	14 16%h	26 20%Tbhi	18 13%	11 13%	89 14%	42 12%	3 10%	3 9%	125 13%	52 14%	21 13%	8 20%	3 6%	15 32%Tstxy	15 8%	9 12%	3 11%
Mean	6.09nuw	6.40f	6.11	5.84	6.06	5.70	5.72	6.26	6.67Tde	5.84	6.21	5.96	6.11	6.02	6.00	6.25	6.19	6.48	6.07	6.09w	6.08w	5.24	6.89Tstuw	4.85	6.37uw	6.12w	5.94
Standard deviation	2.24	2.09	1.80	2.00	2.29	2.45	2.09	2.59	2.19	1.82	2.35	2.59	2.24	2.15	2.23	2.27	2.16	2.12	2.26	2.35	2.25	2.26	1.85	1.94	2.03	2.08	2.24
Standard error	0.07	0.23	0.26	0.35	0.08	0.36	0.20	0.31	0.21	0.20	0.24	0.21	0.19	0.24	0.08	0.15	0.43	0.36	0.07	0.11	0.17	0.37	0.28	0.32	0.16	0.26	0.44

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 261

Q4. Protected/unprotected- Facebook

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Facebook

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitables (m)	Bilibili (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1043	176	294	245	148	107	949	699	470	1043	422	232	246	110	106	172	333	695	499	544
Weighted base	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
Effective base	842	141	242	199	120	84	760	541	339	842	301	143	153	53	64	116	237	593	371	472
Completely protected	(10) 69	13	17	18	12	5	59	40	25	69	19	12	6	2	2	3	11	58	37	32
	7%	8%	6%	8%	8%	6%	6%	6%	7%	7%	6%	8%	4%	5%	6%	4%	8%	8%	9%	5%
9	(9) 52	8	15	13	10	3	49	25	16	52	13	8	10	3	3	5	9	41	29	23
	5%	5%	5%	6%	7%	4%	5%g	4%	4%	5%	4%	6%	7%gj	8%	9%j	9%ghj	4%	5%	7%	4%
8	(8) 153	27	53	32	16	14	138	94	60	153	53	23	24	10	7	11	36	114	79	73
	15% _s	15%	18%	13%	11%	15%	15%	15%	16%	15%	16%	17%	18%	10% _{jk}	28% _{Tfgh}	22%	14%	15%	19% _{Ts}	12%
7	(7) 211	37	58	52	28	16	172	129	71	211	77	23	25	9	3	8	39	171	74	137
	21% _{nr}	21%	20%	22%	19%	18%	19%	21% _{no}	19%	21% _{no}	23% _{mhkn}	17%	19%	25% _o	11%	14%	15%	23% _{TP}	17%	23% _r
6	(6) 136	21	30	39	23	13	130	88	52	136	49	24	20	4	4	9	37	98	65	71
	13%	12%	10%	16%	16%	15%	14% _{Ti}	14%	14%	13%	15%	17%	15%	12%	13%	16%	14%	13%	15%	12%
5	(5) 209	36	63	46	28	17	181	109	59	209	56	21	22	3	7	10	39	164	71	139
	21% _{ghjm}	21%	22%	19%	19%	19%	20% _{ghm}	18%	16%	21% _{ghjm}	17%	15%	16%	9%	23%	18% _{im}	15%	22% _p	17%	23% _{Tr}
4	(4) 56	9	15	16	6	6	51	36	21	56	17	7	6	1	2	2	25	30	24	32
	6% _q	5%	5%	7%	4%	6%	6%	6%	6%	5%	5%	5%	5%	3%	5%	4%	10% _{Tq}	4%	6%	5%
3	(3) 54	6	19	7	8	7	53	39	24	54	18	5	3	1	-	4	26	28	19	35
	5% _q	4%	7%	3%	5%	8%	6% _{Til}	6% _{ln}	6% _{ln}	5%	5%	4%	3%	3%	-	7% _{lmn}	10% _{Tq}	4%	4%	6%
2	(2) 38	8	9	8	6	3	33	25	19	38	16	4	6	1	2	3	17	20	13	24
	4% _q	5%	3%	3%	4%	4%	4%	4%	5%	4%	5%	3%	4%	3%	4%	5%	7% _{Tq}	3%	3%	4%
1	(1) 23	3	5	5	6	4	22	18	11	23	12	5	4	-	-	1	14	10	9	14
	2% _q	2%	2%	2%	4%	5%	2%	3%	3%	2%	4%	4% _o	3%	1%	-	1%	5% _{Tq}	1%	2%	2%
Completely unprotected	(0) 18	4	6	2	4	1	17	14	14	18	8	5	8	1	1	2	9	8	5	13
	2% _q	2%	2%	1%	3%	1%	2%	2%	4% _{Tfj}	2%	2%	4%	6% _{Tfjg}	4%	2%	3%	3% _{Tq}	1%	1%	2%
NET: 8-10	273	48	84	63	38	22	246	159	101	273	84	42	40	15	12	19	55	213	146	128
	27% _{ps}	28%	28%	26%	26%	24%	27%	26%	27%	27%	25%	31%	30%	41% _{Tfghjlo}	39% _{Tfghj}	33% _j	21%	29% _p	34% _{Ts}	22%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 261

Q4. Protected/unprotected- Facebook
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Facebook

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitleb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
NET: 4-7	613	104	166	153	86	51	533	361	204	613	198	75	73	18	16	30	140	464	234	379
	60%hpf	59%	57%	64%	58%	58%	59%h	58%	55%	60%ho	59%h	55%	55%	49%	52%	51%	53%	62%Tp	55%	64%Tr
NET: 0-3	133	22	39	22	24	16	125	97	67	133	54	20	21	4	3	9	66	66	46	87
	13%q	13%	14%	9%	16%	18%c	14%Ti	16%Tfi	18%Tfin	13%	16%	14%	16%	10%	9%	16%mn	25%Tq	9%	11%	15%
Mean	6.09ghp	6.11	6.09	6.24	5.99	5.79	6.05	5.96	5.88	6.09gh	5.95	6.11	5.94	6.64fghjlo	6.40	6.09	5.33	6.36Tp	6.38Ts	5.87
Standard deviation	2.24	2.31	2.24	2.13	2.46	2.32	2.27	2.33	2.48	2.24	2.33	2.49	2.53	2.25	2.34	2.40	2.51	2.08	2.25	2.22
Standard error	0.07	0.17	0.13	0.14	0.20	0.22	0.07	0.09	0.11	0.07	0.11	0.16	0.16	0.21	0.23	0.18	0.14	0.08	0.10	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 262
Q4. Protected/unprotected- Snapchat
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade					Age										Ethnicity			Religion				
	Total (T)	Male (e)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority Ethnic background (r)	Mixed (v)	Asian (w)	Christian (s)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	449	233	212	150	138	81	76	288	157	71	378	85	122	95	52	17	24	320	126	22	83	160	59	29	193
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	24**	278	81	14**	51	123	37*	18**	176
Effective base	323	155	169	106	99	58	58	204	116	67	259	65	82	63	33	15	19	242	80	16	51	114	35	19	150
Completely protected	(10) 20	10	10	9	4	4	2	14	6	2	18	8	3	2	2	3	3	18	2	2	*	3	1	-	14
	5%	6%	5%	9%	4%	6%	3%	6%	4%	3%	6%	9%	3%	4%	4%	19%	13%	6%	2%w	12%	*	2%	3%	-	8%
9	(9) 33	20	12	11	7	7	7	19	13	6	26	7	7	7	5	-	-	23	10	1	5	8	6	1	17
	9%b	13%Tb	6%	10%	7%	10%	10%	9%	10%	10%	9%	8%	9%	11%	14%	-	-	8%	12%	8%	10%	7%	16%	5%	10%
8	(8) 49	19	31	12	18	12	7	30	19	14	35	3	14	8	7	3	3	40	10	2	7	13	5	2	29
	14%jk	12%	15%	11%	16%	18%	10%	14%	14%	23%Tjk	12%k	4%	16%k	14%k	17%k	3	3	12%	14%	12%	13%	11%	16%	12%	16%
7	(7) 72	34	37	26	25	12	8	50	20	11	81	20	14	11	10	3	5	56	15	4	10	35	9	3	23
	20%C	22%	18%	23%	23%	18%	11%	23%l	15%	18%	20%	23%	16%	18%	27%	18%	23%	20%	19%	29%	19%	29%TC	16%	19%	13%
6	(6) 40	20	20	12	8	10	10	20	20	4	36	10	12	9	6	-	-	28	11	1	7	10	6	2	20
	11%	13%	10%	10%	8%	15%	15%	9%	15%	6%	12%	11%	14%	14%	15%	-	-	10%	14%	9%	14%	8%	17%	14%	11%
5	(5) 81	31	48	25	24	9	20	50	29	15	66	22	20	13	4	3	7	65	17	2	11	26	6	4	45
	23%	20%	24%	23%	22%	14%	29%	23%	21%e	25%	22%	25%	23%	22%	10%	18%	28%	23%	21%	15%	22%	21%	17%	22%	25%
4	(4) 20	6	14	4	4	6	6	9	12	2	19	8	5	1	1	2	3	14	5	-	4	8	1	3	7
	6%	4%	7%	4%	4%	9%	8%	4%	8%	3%	6%	10%	5%	2%	3%	12%	14%	5%	6%	-	7%	7%	3%	17%	4%
3	(3) 19	6	13	5	7	3	4	12	8	3	16	4	8	5	-	-	-	15	5	1	3	10	2	*	7
	5%	4%	7%	4%	6%	5%	6%	5%	6%	5%	5%	4%	9%	8%	-	-	-	5%	6%	9%	7%	8%	5%	1%	4%
2	(2) 11	4	7	5	5	1	9	2	3	8	1	3	1	2	1	9	2	9	2	1	2	3	1	1	5
	3%	3%	3%	4%	4%	1%	2%	4%	1%	5%	3%	2%	3%	1%	4%	9%	6%	3%	3%	5%	3%	3%	3%	6%	3%
1	(1) 6	4	2	*	3	2	1	3	3	1	6	3	-	1	1	-	-	4	2	-	2	2	2	-	2
	2%	3%	1%	*	3%	3%	2%	2%	2%	1%	2%	3%	-	2%	4%	-	-	1%	3%	-	3%	2%	5%	-	1%
Completely unprotected	(0) 9	1	6	2	2	1	4	4	5	1	8	1	2	3	1	1	7	2	-	-	1	2	-	1	6
	2%a	1%	3%	2%	2%	2%	6%	2%	4%	1%	3%	2%	2%	5%	3%	6%	4%	3%	2%	-	1%	2%	-	4%	3%
NET: 9-10	102	49	53	33	29	23	16	63	38	23	79	18	24	18	14	6	6	80	22	5	12	24	12	3	60
	28%z	32%	26%	30%	27%	34%	22%	29%	28%	37%k	26%	20%	28%	28%	35%	37%	25%	29%	27%	33%	23%	20%	34%	17%	34%Tz
NET: 4-7	213	91	119	67	62	38	44	128	81	31	182	60	50	34	21	8	15	163	48	8	32	81	20	13	95
	59%	59%	59%	60%	57%	56%	63%	59%	59%	51%	61%	69%l	58%	56%	54%	48%	64%	59%	60%	53%	62%	66%	53%	72%	54%
NET: 0-3	46	15	29	11	17	7	11	28	18	8	38	9	12	10	4	2	2	35	11	2	7	18	5	2	20
	13%	10%	14%	10%	15%	10%	15%	13%	13%	12%	13%	11%	14%	16%	10%	15%	10%	12%	14%	14%	15%	14%	13%	11%	12%
Mean	6.11	6.44Tb	5.90	6.40f	6.00	6.34	5.57	6.20	5.95	6.31	6.06	5.98	6.02	5.99	6.53	6.15	5.95	6.14	6.00	6.65	5.82	5.91	6.32	5.49	6.23
Standard deviation	2.28	2.18	2.29	2.20	2.29	2.25	2.37	2.25	2.34	2.20	2.29	2.29	2.15	2.42	2.33	2.97	2.54	2.29	2.26	2.28	2.15	2.12	2.27	2.14	2.39

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 262
Q4. Protected/unprotected- Snapchat
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade					Age									Ethnicity			Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority Ethnic background (r)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	24**	278	81	14**	51	123	37*	18**	176
Standard error	0.11	0.14	0.16	0.18	0.19	0.25	0.27	0.13	0.19	0.26	0.12	0.25	0.19	0.25	0.32	0.72	0.52	0.13	0.20	0.49	0.24	0.17	0.30	0.40	0.17

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 263

Q4. Protected/unprotected- Snapchat

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	449	118	71	59	312	46	179	181	43	179	269	87	129	120	77	184	16	166	139	53	78	381	68
Weighted base	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66
Effective base	323	83	53	37	229	35	130	126	32	139	186	52	86	93	61	108	14	121	92	32	71	272	52
Completely protected	(10) 20	3	2	2	16	5	4	10	.	9	10	4	6	5	2	5	3	10	4	3	2	17	3
	5%	4%	3%	4%	6%	13%T	3%	7%	.	6%	5%	7%	6%	5%	4%	5%	16%	7%	4%	9%	3%	6%	4%
9	(9) 33	9	5	3	22	3	14	14	2	19	13	5	8	8	1	7	.	11	9	4	8	26	7
	9% _n	9%	7%	7%	9%	8%	10%	10%	5%	11% _n	7%	9%	7%	9% _n	2%	6%	.	8%	8%	11%	12%	9%	10%
8	(8) 49	10	9	4	39	1	24	19	6	17	33	5	16	19	8	18	1	17	13	4	13	42	7
	14% _e	11%	14%	9%	16%	2%	16% _e	13%	18% _e	10%	17%	10%	18%	21%T	13%	16%	7%	12%	12%	12%	19%	14%	11%
7	(7) 72	17	9	9	53	4	30	31	5	34	38	8	14	12	14	24	2	29	24	6	12	60	12
	20% _m	18%	14%	20%	21%	11%	21%	23%	16%	20%	20% _m	15%	16%	13%	24% _m	21%	14%	21%	22%	18%	17%	20%	18%
6	(6) 40	10	6	7	29	4	21	11	4	16	24	10	9	12	9	17	4	14	15	5	5	36	4
	11%	10%	9%	15%	12%	11%	14%	8%	11%	9%	12%	19%T	10%	13%	14%	15%	24%	10%	13%	17%	8%	12%	6%
5	(5) 81	28	20	14	49	13	29	33	7	39	42	13	25	20	13	24	3	30	28	5	15	62	19
	23% _d	29%	32%	31%	19%	33%	20%	23%	20%	24%	22%	24%	27%	22%	21%	21%	16%	22%	26%	16%	21%	21%	29%
4	(4) 20	4	3	3	13	.	8	8	4	13	7	2	2	3	5	3	3	9	5	1	4	18	2
	6%	5%	5%	6%	5%	.	5%	6%	12% _e	8%	4%	3%	2%	4%	6%	3%	15%	7%	5%	4%	6%	6%	3%
3	(3) 19	7	5	1	12	2	11	6	.	11	9	5	4	3	3	6	.	6	3	4	6	13	6
	5%	7% _c	8%	1%	5%	6%	7%	4%	1%	6%	5%	4%	3%	3%	5%	1%	5%	3	3%	12%	8%	5%	9%
2	(2) 11	3	2	1	7	2	5	2	3	5	6	2	1	1	2	3	.	4	3	1	3	7	4
	3%	3%	3%	1%	3%	5%	3%	1%	8%	3%	3%	3%	2%	1%	3%	3%	.	3%	3%	2%	4%	2%	7%
1	(1) 6	.	.	.	6	1	.	2	3	3	3	.	3	3	2	1	1	4	2	.	1	5	1
	2%	.	.	.	2%	4% _f	.	1%	8%T _g	2%	2%	.	4%	3%	4%	1%	7%	3%	2%	.	1%	2%	2%
Completely unprotected	(0) 9	4	3	2	5	2	3	3	.	2	6	.	4	5	2	6	.	5	3	.	1	7	2
	2%	4%	5%	5%	2%	6%	2%	3%	.	1%	3%	.	4%	5%	3%	5%	.	4%	3%	.	1%	2%	3%
NET: 8-10	102	22	15	9	77	9	42	43	8	45	57	14	28	32	11	31	4	38	26	10	24	85	17
	28%	23%	23%	21%	30%	23%	28%	31%	28%	29% _n	26%	31%	35% _n	19%	27%	23%	27%	24%	32%	34%	29%	25%	25%
NET: 4-7	213	59	38	33	144	21	88	84	20	102	111	33	50	48	41	68	12	83	72	18	36	177	36
	59%	62%	60%	72%	57%	55%	59%	60%	59%	61%	58%	62%	56%	52%	67% _m	59%	69%	59%	66%	55%	51%	60%	56%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 263

Q4. Protected/unprotected- Snapchat
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66
NET: 0-3	46	14	11	3	31	8	18	13	6	20	25	7	12	12	9	16	1	20	11	4	10	32	13
	13%u	15%	17%	7%	12%	21%	12%	10%	17%	12%	13%	12%	13%	15%	14%	8%	14%	10%	13%	14%	14%	11%	20%
Mean	6.11	5.83	5.63	5.97	6.23	5.65	6.17	6.33	5.47	6.11	6.11	6.20	6.04	6.11	5.70	6.02	6.08	5.99	6.07	6.45	6.17	6.19	5.75
Standard deviation	2.28	2.28	2.33	2.14	2.27	2.84	2.10	2.25	2.32	2.25	2.30	2.05	2.42	2.48	2.23	2.34	2.44	2.46	2.14	2.15	2.24	2.24	2.43
Standard error	0.11	0.21	0.28	0.28	0.13	0.42	0.16	0.17	0.35	0.17	0.14	0.22	0.21	0.23	0.25	0.17	0.61	0.19	0.18	0.30	0.25	0.11	0.29

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 264
Q4. Protected/unprotected- Snapchat
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	GQ Region											Internet usage		Devices used to access internet		Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North West (e)	Yorkshire and the Humber (f)	West Midlands (g)	East Midlands (h)	East of England (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Student (w)	House person/ Other (v)
Unweighted base	449	31	18	15	385	47	31	53	46	36	71	59	26	374	66	14	407	220	67	12	29	22
Weighted base	360	25**	17**	13**	305	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	334	152	54*	12**	34**	22**
Effective base	323	22	15	12	275	38	24	35	35	28	44	43	20	276	52	11	299	142	45	10	24	19
Completely protected	(10) 20	3	1	1	15	1	2	2	2	4	3	2	2	12	7	-	18	15	2	-	-	-
	5%a	11%	4%	6%	5%	2%	5%	6%	5%	14%	6%	4%	7%	4%	9%	-	5%	10%T	4%	-	-	-
9	(9) 33	2	4	2	25	5	4	4	4	1	6	2	1	18	14	-	30	12	5	*	3	3
	9%a	6%	21%	18%	9%	10%	15%	1%	12%	4%	11%	4%	3%	7%	18%Tn	4%	9%	8%	9%	2%	9%	13%
8	(8) 49	3	2	2	43	7	5	6	5	2	7	8	3	39	10	1	47	20	8	1	*	3
	14%	11%	10%	17%	14%	15%	18%	17%	13%	7%	13%	18%	12%	14%	13%	6%	14%	13%	16%	10%	1%	13%
7	(7) 72	7	5	4	56	9	8	6	9	9	4	9	2	57	12	4	64	33	12	-	6	6
	20%k	27%	28%	28%	18%	21%	27%	17%	24%	27%	8%	20%	10%	21%	16%	45%	19%	22%	22%	-	17%	27%
6	(6) 40	4	1	-	35	1	3	11	2	1	6	4	4	33	7	-	39	19	8	2	3	2
	11%	15%	4%	-	12%	3%	11%	30%Tdili	5%	4%	13%	10%	18%	12%	9%	3%	12%	12%	15%	14%	10%	10%
5	(5) 81	5	2	1	72	15	3	12	7	14	6	8	6	61	17	4	74	31	8	4	8	5
	23%h	22%	14%	10%	24%h	35%hli	11%	9%	33%hli	22%	28%h	13%	35%	22%	21%	40%	22%	20%	15%	36%	24%	24%
4	(4) 20	2	-	-	18	2	-	4	3	3	3	3	-	19	1	-	19	7	1	1	8	*
	6%	7%	1%	1%	6%	5%	1%	10%	7%	10%	6%	8%	-	7%T	1%	2%	6%	5%	2%	7%	23%	1%
3	(3) 19	-	1	1	17	4	-	2	*	5	3	2	14	5	-	-	19	9	4	-	3	-
	5%	-	7%	11%	5%	8%	1%	5%	1%	1%	9%	8%	11%	5%	6%	-	6%	6%	7%	-	7%	-
2	(2) 11	-	-	1	10	-	-	-	1	3	1	3	1	10	*	-	10	2	2	-	1	2
	3%	-	-	10%	3%	-	-	-	3%	10%	2%	7%	4%	4%	*	-	3%	1%	4%	-	4%	9%
1	(1) 6	-	-	-	6	*	3	1	-	-	-	3	-	4	2	-	6	2	1	-	2	1
	2%	-	-	-	2%	*	9%	2%	-	-	-	6%Td	-	2%	3%	-	2%	1%	2%	-	5%	5%
Completely unprotected	(0) 9	-	2	-	7	-	1	1	1	2	1	-	-	6	3	-	9	2	2	4	-	-
	2%	-	11%	-	2%	-	3%	4%	2%	3%	4%	2%	-	2%	4%	-	3%	1%	4%	32%	-	-
NET: 8-10	102	7	6	5	83	12	11	8	9	15	11	5	70	32	1	95	46	16	1	3	6	6
	28%a	29%	36%	40%	27%	27%	37%	24%	25%	30%	22%	25%	40%Tn	10%	28%	28%	30%	29%	12%	10%	10%	25%
NET: 4-7	213	18	8	5	182	28	15	23	25	20	28	22	14	170	37	9	196	90	29	7	25	13
	59%o	71%	47%	39%	60%	64%	50%	66%	70%	62%	54%	50%	63%	62%To	47%	90%	59%	59%	53%	56%	74%	51%
NET: 0-3	46	-	3	3	40	4	4	4	2	4	8	10	3	35	10	-	44	15	10	4	5	3
	13%	-	17%	20%	13%	9%	13%	10%	5%	13%	15%	24%Td	15%	13%	13%	-	13%	10%	18%	32%	16%	14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 264

Q4. Protected/unprotected- Snapchat
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Snapchat

	GQ Region													Internet usage		Devices used to access internet		Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Student (w)	House person/ Other (v)
Weighted base	360	25**	17**	13**	305	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	334	152	54*	12**	34**	22**
Mean	6.11n	6.78	6.28	6.55	6.02	6.17	6.45	6.03	6.14	6.11	5.93	5.58	5.88	6.00	6.55	6.24	6.08	6.42T	6.04	3.87	5.14	6.03
Standard deviation	2.28	1.76	2.88	2.50	2.27	1.87	2.59	2.20	1.96	2.54	2.40	2.57	2.02	2.20	2.54	1.27	2.30	2.18	2.46	2.98	2.02	2.28
Standard error	0.11	0.32	0.88	0.85	0.12	0.27	0.47	0.30	0.29	0.42	0.28	0.33	0.40	0.11	0.31	0.34	0.11	0.15	0.30	0.85	0.38	0.48

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 265

Q4. Protected/unprotected- Snapchat
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitables (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	449	61	100	106	84	66	431	408	354	422	449	190	191	102	89	134	230	214	281	168	
Weighted base	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32*	19	39	163	193	201	159	
Effective base	323	40	73	77	63	48	309	292	243	301	323	111	110	49	59	86	152	168	191	134	
Completely protected	(10)	2	*	9	5	2	20	17	17	19	20	5	3	1	1	1	10	10	16	4	
		5%bs	4%	10%b	8%b	5%	6%	5%	7%	6%	5%	5%	3%	3%	5%o	3%	6%	5%	8%Ts	2%	
9	(9)	33	2	7	8	9	5	31	25	18	27	33	12	11	4	3	3	11	22	23	10
		9%ghi	4%	9%	8%	13%	10%	9%h	8%	7%	8%	9%ghi	11%h	12%ho	12%	15%ghio	7%	7%	11%	11%	6%
8	(8)	49	7	12	11	9	10	47	46	41	45	49	18	14	9	3	5	21	28	33	16
		14%	15%	15%	13%	13%	21%	14%	15%	16%Tij	13%	14%	17%	15%	27%Tighj	17%	14%	13%	15%	17%	10%
7	(7)	72	6	16	20	15	8	64	69	43	69	72	21	21	8	3	8	31	40	45	27
		20%fh	12%	20%	22%	22%	18%	19%	22%Tij	17%	21%fh	20%fh	20%	23%hn	26%	15%	20%n	19%	21%	23%	17%
6	(6)	40	8	11	9	4	5	39	37	27	38	40	15	12	4	3	5	14	26	21	19
		11%	18%	13%	11%	6%	12%	11%	12%	11%	11%	15%	13%	13%	17%o	12%	8%	14%	11%	12%	
5	(5)	81	8	25	18	15	6	77	64	58	78	81	17	12	4	3	9	34	43	36	45
		23%gklr	18%	31%e	20%	21%	14%	23%gkl	20%l	23%kl	23%gklm	23%gkl	16%	13%	12%	17%	22%ln	21%	22%	18%	28%Tr
4	(4)	20	1	1	8	5	1	20	20	17	19	20	7	6	1	2	4	11	10	11	9
		6%	3%	2%	8%	8%	2%	6%	7%	6%	6%	7%	6%	2%	11%Tijl	11%Tighj	7%	5%	5%	6%	
3	(3)	19	5	1	1	5	5	19	17	13	18	19	3	4	*	1	1	12	7	9	10
		5%bo	11%bc	1%	2%	7%	11%bc	6%o	5%o	5%	5%o	5%o	3%	4%o	1%	3%o	1%	7%	4%	4%	7%
2	(2)	11	2	3	3	1	2	10	9	11	10	11	4	4	1	*	2	8	3	4	7
		3%	4%	4%	3%	1%	5%	3%	3%	4%fgi	3%	3%	4%	4%	3%	1%	6%n	5%	2%	2%	4%
1	(1)	6	1	1	1	2	1	6	6	4	6	2	2	2	*	*	3	3	*	6	
		2%r	2%	1%	2%	3%	2%	3%	2%	1%	2%	2%	2%	1%	-	1%	2%	2%	*	4%Tr	
Completely unprotected	(0)	9	4	3	2	-	-	9	7	9	7	9	1	3	-	-	1	8	1	2	7
		2%qr	9%Td	3%	2%	-	-	3%	2%	3%gik	2%	2%	1%	3%	-	-	3%	5%Tq	*	1%	4%
NET: 8-10		102	11	19	28	23	17	97	87	76	91	102	35	27	14	7	9	42	59	72	30
		28%a	23%	24%	31%	33%	36%	28%	28%	30%	27%	28%	33%o	30%o	42%Tighj	36%o	24%	26%	31%	36%Ts	19%
NET: 4-7		213	24	53	54	40	21	200	190	145	205	213	60	51	17	12	26	89	119	113	100
		59%e	51%	67%e	61%	57%	46%	59%	60%h	56%	61%Tij	59%	57%	56%	53%	60%	66%hkn	55%	62%	56%	63%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 265

Q4. Protected/unprotected- Snapchat
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Frillab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32*	19	39	163	193	201	159
NET: 0-3	46	12	7	8	7	8	44	38	36	41	46	10	12	1	1	4	31	14	15	30
	13%nrq	26%Tbcd	9%	9%	10%	18%	13%n	12%n	14%mn	12%n	13%n	9%n	14%mn	4%	4%	10%n	19%Tq	7%	8%	19%Tr
Mean	6.11aps	5.34	5.99	6.36a	6.44a	6.26	6.09	6.13	6.01	6.11	6.11	6.40ho	6.19	6.96Tlg hijk	6.60Ho	5.90	5.75	6.42Tp	6.64Ts	5.44
Standard deviation	2.28	2.65	2.07	2.33	2.19	2.34	2.30	2.23	2.39	2.22	2.28	2.15	2.34	1.74	1.95	2.18	2.53	2.01	2.09	2.33
Standard error	0.11	0.34	0.21	0.23	0.24	0.29	0.11	0.11	0.13	0.11	0.11	0.16	0.17	0.17	0.21	0.19	0.17	0.14	0.12	0.18

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 266

Q4. Protected/unprotected- Twitch
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Twitch

	Gender		Social Grade					Age							Ethnicity		Religion					
	Total (T)	Male (e)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (o)	Minority Ethnic background (u)	Asian (p)	Christian (q)	Muslim (r)	None (s)	
Unweighted base	255	177	76	93	76	48	36	169	84	39	216	41	76	63	32	173	80	52	89	35	111	
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32*	16**	120	39*	24**	48	15**	86	
Effective base	163	111	51	61	46	30	25	106	55	37	126	25	47	38	18	117	45	28	56	16	81	
Completely protected	(10)	18	13	5	5	6	2	5	11	7	2	16	3	6	2	3	15	2	1	5	1	11
		11%	12%	9%	9%	13%	7%	17%	11%	12%	5%	13%	10%	15%	8%	17%	13%	6%	4%	10%	6%	13%
9	(9)	17	14	3	9	4	*	5	12	5	2	15	5	6	2	2	11	6	2	5	1	10
		10%	13%	6%	15%	8%	*	17%	12%	9%	4%	12%	15%	15%	5%	11%	9%	15%	8%	11%	10%	12%
8	(8)	26	17	9	6	14	3	4	20	6	8	18	7	4	3	4	18	8	5	8	2	12
		16%	15%	17%	11%	29%Togh	10%	13%	19%c	12%	22%	15%	22%	9%	11%	22%	10%	20%	10%	17%	15%	13%
7	(7)	23	16	7	10	6	4	2	16	6	8	17	2	7	8	1	14	7	4	8	2	8
		14%	15%	13%	17%	13%	13%	7%	16%	10%	16%	13%	7%	18%	19%	7%	12%	18%	17%	16%	13%	9%
(6)	18	11	7	8	3	4	2	11	6	2	16	5	4	4	1	14	4	4	6	4	8	
	11%	10%	13%	13%	7%	15%	8%	11%	12%	5%	13%	17%	10%	12%	9%	11%	10%	15%	12%	28%	9%	
5	(5)	40	26	13	11	10	10	7	22	17	11	29	7	8	11	3	33	6	6	11	4	25
		25%	24%	25%	19%	22%	34%	27%	21%	31%	29%	23%	22%	19%	34%	17%	28%	16%	22%	25%	29%	
4	(4)	8	6	2	4	1	3	*	5	4	3	5	*	3	2	*	6	2	*	4	1	3
		5%	5%	5%	6%	2%	12%	1%	4%	7%	8%	4%	1%	7%	5%	2%	5%	6%	1%	9%	4%	4%
3	(3)	5	2	3	4	1	1	-	4	1	4	-	1	1	2	3	3	1	1	-	5	
		3%	2%	6%	6%	1%	4%	-	4%	2%	3%	-	2%	5%	13%	2%	7%	3%	1%	-	6%	
2	(2)	2	-	2	-	2	-	1	2	1	2	-	1	-	*	2	-	-	*	-	2	
		2%a	-	4%	-	4%	-	3%	2%	1%	2%	-	3%	1%	-	2%	-	-	*	-	3%	
1	(1)	2	2	-	2	-	-	2	-	2	-	-	-	-	-	1	1	1	-	-	1	
		1%	2%	-	3%	-	-	2%	-	5%Tj	-	-	-	-	-	1%	3%	5%	-	-	1%	
Completely unprotected	(0)	3	1	2	-	1	2	-	3	-	3	2	1	-	-	3	-	-	1	-	2	
		2%	1%	3%	-	4%	6%	-	5%g	-	2%	5%	3%	-	-	2%	-	-	2%	-	2%	
NET: 9-10	61	44	16	20	23	5	13	43	18	11	49	16	16	8	8	44	16	8	18	5	32	
	38% ^m	40%	31%	34%	50% ^T	18%	47%	41%	32%	31%	40% ^m	48%	39%	24%	50%	37%	40%	32%	37%	31%	38%	
NET: 4-7	88	59	29	33	21	21	12	54	32	22	66	15	22	23	6	67	20	14	28	10	44	
	54%	54%	56%	56%	45%	74%	44%	51%	59%	58%	47%	53%	70% ^{Tj}	35%	56%	50%	60%	58%	69%	58%	51%	
NET: 0-3	13	6	7	6	2	2	2	8	5	4	9	2	3	2	2	9	4	2	2	-	10	
	8%	5%	13%	10%	5%	8%	9%	8%	8%	11%	7%	5%	7%	6%	15%	7%	9%	8%	4%	-	11%	
Mean	6.54	6.74	6.12	6.50	7.02	5.69	6.77	6.73	6.21	6.01	6.70	6.85	6.75	6.25	6.84	6.50	6.62	6.36	6.61	6.66	6.41	
Standard deviation	2.27	2.22	2.35	2.23	2.04	2.11	2.73	2.16	2.47	2.21	2.27	2.33	2.46	1.88	2.45	2.33	2.15	2.05	2.17	1.66	2.42	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 266

Q4. Protected/unprotected- Twitch
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Twitch

	Gender		Social Grade					Age							Ethnicity Minority → Ethnic background			Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (o)	Asian (p)	Christi an (q)	Muslim (r)	None (s)	
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32*	16**	120	39*	24**	48	15**	86
Standard error	0.14	0.17	0.27	0.23	0.23	0.30	0.46	0.17	0.27	0.35	0.15	0.36	0.28	0.24	0.43	0.18	0.24	0.28	0.23	0.28	0.23

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 267
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Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (p)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Unweighted base	255	66	39	34	175	18	104	112	21	90	164	59	79	72	44	120	82	83	39	41	223	32
Weighted base	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31*	49	51	47*	17**	40*	136	26**
Effective base	163	40	26	18	117	12	67	70	15	62	103	34	48	51	31	65	50	48	21	37	140	24
Completely protected	(10) 18	5	4	3	11	4	6	8	*	10	7	6	2	2	1	6	9	6	1	2	13	5
	11%	13%	13%	17%	10%	31%	9%	11%	1%	15%	8%	23%Tj	4%	5%	4%	13%	18%	13%	4%	4%	10%	18%
9	(9) 17	6	3	3	10	*	12	5	-	10	7	2	4	2	2	7	4	2	3	13	4	
	10%so	15%	12%	17%	9%	2%	17%T	7%	-	14%	7%	7%	9%	5%	6%	5%	14%	9%	14%	9%	9%	16%
8	(8) 26	7	5	4	19	1	9	13	3	9	17	4	8	9	5	7	4	8	3	10	24	2
	16%	18%	16%	22%	17%	12%	12%	20%	23%	13%	19%	13%	20%	21%	17%	15%	8%	17%	20%	25%q	18%	9%
7	(7) 23	5	4	2	17	4	5	13	2	11	12	2	6	5	5	6	6	5	4	6	21	2
	14%t	12%	12%	11%	15%	33%	7%	18%t	12%	15%	13%	6%	14%	12%	18%	13%	12%	11%	22%	15%	15%	7%
6	(6) 18	2	1	2	13	2	5	10	-	10	7	1	4	6	4	4	7	5	3	2	17	1
	11%	5%	5%	11%	12%	19%	8%	15%	-	15%	8%	5%	9%	13%	13%	6%	14%	10%	20%	6%	12%	3%
5	(5) 40	7	5	3	29	*	21	14	5	12	28	10	14	14	8	17	13	13	2	9	32	7
	25%	18%	19%	19%	28%	1%	30%	21%	36%	17%	30%T	37%t	33%t	32%	24%	34%T	26%	29%	13%	23%	24%	28%
4	(4) 9	2	2	1	6	*	3	3	2	2	6	1	2	2	2	2	1	3	1	3	6	2
	5%	5%	6%	4%	5%	1%	4%	4%	19%	3%	7%	5%	5%	6%	8%	5%	3%	5%	7%	8%	5%	8%
3	(3) 5	2	2	-	2	-	2	3	-	2	3	1	1	2	1	2	1	3	-	1	5	-
	3%	5%	8%	-	2%	-	3%	4%	-	3%	3%	3%	2%	4%	4%	2%	7%	-	-	3%	4%	-
2	(2) 2	2	1	-	1	-	2	*	-	2	*	2	1	-	2	2	*	-	-	1	2	1
	2%	4%	4%	-	1%	-	3%	*	-	3%	1%	4%	2%	-	4%	3%	*	-	-	2%	1%	3%
1	(1) 2	-	-	-	2	-	1	-	1	-	2	-	-	-	2	-	-	-	-	2	1	1
	1%	-	-	-	2%	-	1%	-	9%	-	2%	-	-	-	6%T	-	-	-	-	5%	1%	4%
Completely unprotected	(0) 3	2	2	-	1	-	3	-	-	3	-	-	-	-	-	-	-	-	-	-	2	1
	2%	4%	5%	-	1%	-	4%	-	-	4%	-	-	-	-	-	-	-	-	-	-	1%	5%
NET: 8-10	61	19	12	10	41	5	27	26	3	29	31	11	14	14	8	16	20	18	6	15	50	11
	38%	46%	41%	55%	38%	46%	39%	38%	24%	43%	34%	43%	33%	31%	27%	33%	40%	38%	38%	38%	37%	42%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 267
Q4. Protected/unprotected- Twitch
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Twitch

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household	Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)		Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (p)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Weighted base	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31*	49	51	47*	17**	40*	136	26**
NET: 4-7	88	17	12	8	65	6	34	40	9	34	53	14	25	28	19	29	28	26	10	21	76	12
	54%a	41%	42%	45%	58%	54%	49%	58%	68%	50%	58%	53%	60%	62%	63%	60%	55%	55%	62%	52%	56%	46%
NET: 0-3	13	5	5	-	7	-	8	3	1	5	8	1	3	3	3	4	3	3	-	4	10	3
	8%	13%	17%	-	6%	-	12%	5%	9%	7%	8%	4%	6%	6%	10%	7%	5%	7%	-	10%	7%	11%
Mean	6.54	6.63	6.31	7.45	6.55	7.85	6.27	6.80	5.46	6.89	6.29	6.84	6.32	6.26	6.04	6.41	6.94	6.60	6.93	6.28	6.57	6.42
Standard deviation	2.27	2.64	2.80	1.89	2.15	1.70	2.59	1.90	2.12	2.39	2.15	2.31	1.96	1.89	2.17	2.15	2.21	2.13	1.63	2.24	2.14	2.92
Standard error	0.14	0.32	0.45	0.32	0.16	0.40	0.25	0.18	0.46	0.25	0.17	0.30	0.22	0.22	0.33	0.20	0.24	0.23	0.26	0.35	0.14	0.52

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 268

Q4. Protected/unprotected- Twitch
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months

Twitch

	Total (T)	GQ Region							Internet usage		Multiple devices (r)	Working status		
		Scotland (a)	NET: England (d)	West Midlands (s)	East Midlands (i)	East of England (j)	London (k)	South East (l)	More than 2 hours (n)	1-2 hours (o)		Working full time (s)	Working part-time (t)	Student (w)
Unweighted base	255	20	217	33	20	24	52	38	228	21	232	130	38	14
Weighted base	161	12**	136	18**	11**	19**	31*	26**	141	16**	152	63	19**	15**
Effective base	163	13	136	20	11	18	31	25	146	15	153	76	21	10
Completely protected	(10)	18	2	15	1	*	5	3	14	4	17	9	3	-
		11%	14%	11%	7%	1%	25%	8%	10%	10%	24%	11%	14%	13%
9	(9)	17	*	16	*	*	3	5	4	16	1	16	6	3
		10%	1%	12%	1%	1%	18%	17%	17%	11%	7%	11%	10%	17%
8	(8)	26	3	22	5	*	3	4	4	25	1	26	7	4
		16%	22%	16%	27%	4%	14%	13%	17%	8%	17%	10%	23%	31%
7	(7)	23	1	19	5	2	1	3	4	18	4	21	7	3
		14%	11%	14%	26%	19%	8%	8%	15%	13%	22%	14%	12%	16%
6	(6)	18	3	14	4	*	-	4	3	14	3	18	9	2
		11%	25%	11%	25%	3%	-	12%	11%	10%	20%	12%	15%	8%
5	(5)	40	2	32	2	5	4	8	6	34	2	36	15	2
		25%	18%	23%	11%	46%	19%	25%	24%	13%	24%	24%	12%	25%
4	(4)	8	*	8	*	2	*	3	*	7	1	7	4	1
		5%	2%	6%	1%	20%	1%	11%	1%	5%	7%	5%	7%	5%
3	(3)	5	-	4	-	1	2	1	-	5	-	5	2	1
		3%	-	3%	-	5%	10%	4%	-	4%	-	4%	4%	4%
2	(2)	2	1	2	*	-	1	*	-	2	-	2	1	*
		2%	6%	1%	2%	-	6%	1%	-	2%	-	2%	2%	1%
1	(1)	2	-	2	-	-	-	-	1	2	-	2	-	-
		1%	-	1%	-	-	-	-	4%	1%	-	1%	-	-
Completely unprotected	(0)	3	-	3	-	-	-	-	1	3	-	2	1	-
		2%	-	2%	-	-	-	-	5%	2%	-	1%	2%	-
NET: 0-10		61	5	53	6	1	11	12	11	54	6	59	22	10
		38%	37%	39%	35%	6%	57%	39%	40%	39%	38%	39%	35%	54%
NET: 4-7		88	7	73	11	10	5	17	13	74	10	81	36	8
		54%	57%	53%	63%	88%	27%	56%	51%	52%	62%	53%	58%	42%
NET: 0-3		13	1	11	*	1	3	1	2	13	-	11	5	1
		8%	6%	8%	2%	5%	16%	4%	9%	9%	-	8%	8%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 268

Q4. Protected/unprotected- Twitch
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Twitch

	GQ Region							Internet usage		Devices used to access internet	Working status			
	Scotland (a)	NET: England (d)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Student (w)	
Weighted base	161	12**	136	18**	11**	19**	31**	26**	141	16**	152	63	19**	15**
Mean	6.54	6.69	6.57	6.93	5.32	7.15	6.59	6.59	6.49	7.25	6.63	6.51	7.30	7.22
Standard deviation	2.27	2.10	2.32	1.51	1.46	2.72	2.11	2.58	2.31	1.99	2.22	2.33	2.02	1.56
Standard error	0.14	0.47	0.16	0.26	0.33	0.56	0.29	0.42	0.15	0.44	0.15	0.20	0.33	0.42

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 269

Q4. Protected/unprotected- Twitch
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Twitch

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	255	35	55	65	46	42	250	226	207	232	190	255	163	99	85	115	154	98	186	69	
Weighted base	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56	
Effective base	163	23	35	43	32	26	160	140	125	143	111	163	88	46	60	72	91	70	113	51	
Completely protected	(10)	18	4	3	5	3	2	18	15	11	18	8	18	6	2	3	3	8	10	10	8
		11%j	17%	8%	10%	11%	7%	11%j	11%j	10%	13%Tjkl	8%	11%j	7%	7%	16%hjl	9%	9%	13%	9%	14%
9	(9)	17	2	2	6	3	4	17	14	9	16	11	17	5	3	2	4	8	9	12	5
		10%l	7%	8%	13%	10%	17%	11%hl	10%l	8%	11%hl	10%l	6%	9%	11%l	13%hl	9%	12%	12%	8%	8%
8	(8)	26	3	6	6	4	25	23	23	24	22	26	16	10	2	5	15	12	22	4	
		16%fs	12%	19%	12%	19%	17%	16%	17%	20%Tlkn	18%	21%Tlkn	16%l	22%fn	31%Tgh	11%	17%	16%	21%Ts	7%	7%
7	(7)	23	3	4	6	3	5	22	19	15	18	13	23	14	5	5	6	8	14	17	5
		14%	11%	14%	13%	9%	23%	14%	14%	13%	13%	13%	14%	18%hij	16%	29%Tgh	21%Tgh	10%	19%	16%	9%
6	(6)	18	2	3	8	3	2	18	17	12	14	12	18	7	2	1	4	7	10	10	7
		11%	9%	10%	17%	9%	8%	11%	13%	10%	11%	11%	10%	7%	7%	12%	9%	14%	10%	13%	13%
5	(5)	40	6	10	11	7	4	40	31	30	32	24	40	17	6	3	5	25	15	21	19
		25%or	25%	33%	25%	22%	17%	25%o	23%o	25%no	23%o	25%o	25%o	20%	17%	16%	28%	21%	20%	33%	33%
4	(4)	8	2	1	1	4	-	8	7	8	7	6	8	6	2	2	2	7	1	4	5
		5%	9%	2%	2%	13%	2%	5%	5%	7%	5%	6%	5%	6%	7%	10%gl	7%	8%	2%	3%	8%
3	(3)	5	-	1	2	2	1	5	5	4	4	5	3	1	-	1	4	1	4	1	
		3%	-	2%	4%	7%	3%	4%	4%	4%	3%	4%	3%	2%	-	4%	5%	1%	4%	2%	
2	(2)	2	-	2	1	-	-	2	2	2	2	2	2	-	-	-	1	1	1	1	
		2%	-	5%	2%	1%	-	2%	2%l	2%l	2%	2%l	2%	-	-	1%	1%	2%	1%	2%	
1	(1)	2	-	1	-	1	2	2	2	2	2	2	2	-	-	-	2	-	-	2	
		1%	-	2%	-	5%	1%	1%l	2%l	2%l	1%	2%l	1%	3%l	-	-	2%	-	-	4%	
Completely unprotected	(0)	3	3	-	-	-	3	-	-	-	-	3	-	-	-	-	2	-	3	-	
		2%	11%	-	-	-	2%	-	-	-	-	2%	-	-	-	-	2%	-	3%	-	
NET: 8-10		61	9	11	16	12	10	59	52	43	57	41	61	26	14	6	12	31	30	45	16
		38%	35%	34%	35%	40%	42%	37%	38%	37%	42%Tigh	40%	38%	35%	47%l	37%	40%	36%	41%	42%	29%
NET: 4-7		88	13	19	25	16	11	87	73	64	72	55	88	44	15	11	16	47	40	52	36
		54%	54%	59%	57%	52%	50%	55%	54%	55%	52%	53%	54%	59%	50%	63%ij	55%	54%	55%	50%	63%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 269

Q4. Protected/unprotected- Twitch

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Twitch

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56
NET: 0-3	13	3	2	3	2	2	13	10	9	8	8	13	5	1	-	2	9	2	8	4
	8%in	11%	7%	8%	8%	8%	8%in	7%	8%	7%	8%in	6%	6%	2%	-	5%	10%	3%	8%	8%
Mean	6.54p	6.12	6.45	6.59	6.49	6.84	6.53	6.64h	6.45	6.81Tij	6.56	6.54	6.47	6.92l	7.10Tij	6.88hi	6.23	7.04Tp	6.72	6.21
Standard deviation	2.27	2.97	2.04	2.15	2.21	2.21	2.28	2.15	2.15	2.12	2.12	2.27	2.04	1.81	1.94	1.97	2.36	1.93	2.22	2.34
Standard error	0.14	0.50	0.27	0.27	0.33	0.34	0.14	0.14	0.15	0.14	0.15	0.14	0.16	0.18	0.21	0.18	0.19	0.19	0.16	0.28

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 270
Q4. Protected/unprotected- Bitchute
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Bitchute

	Gender		Social Grade				Age		Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	C1 (c)	C2 (e)	ABC1 (g)	C2DE (h)	18+ (i)	White (j)	Minority Ethnic background (k)	Christian (l)	None (C)
Unweighted base	119	76	42	40	28	75	44	119	70	48	45	41
Weighted base	37	23*	15**	13**	10**	21*	16**	37	26*	11*	13**	16**
Effective base	74	46	28	25	18	47	28	74	46	30	29	28
Completely protected	(10) 6	2	3	1	3	2	4	6	5	*	2	2
	15%gu	10%	22%	6%	30%	8%	24%	15%	20%	4%	13%	13%
9	(9) 4	3	1	2	1	3	1	4	3	1	1	2
	10%	12%	7%	16%	10%	13%	6%	10%	10%	9%	10%	10%
8	(8) 8	5	3	3	2	4	4	8	6	2	2	5
	21%	23%	18%	21%	22%	21%	21%	21%	21%	20%	15%	30%
7	(7) 6	4	2	4	1	4	2	6	4	2	3	2
	17%	20%	13%	28%	13%	20%	13%	17%	16%	20%	22%	13%
6	(6) 3	3	1	1	2	1	2	3	2	1	1	2
	9%	12%	4%	6%	16%	6%	12%	9%	8%	11%	5%	12%
5	(5) 6	4	3	2	1	4	3	6	4	3	3	1
	17%	17%	18%	14%	9%	17%	18%	17%	14%	24%	26%	4%
4	(4) 1	-	1	*	-	1	-	1	*	1	*	1
	2%	-	5%	2%	-	4%	-	2%	1%	5%	1%	4%
3	(3) 2	1	1	*	-	1	2	2	-	-	1	1
	4%	3%	6%	1%	-	6%	1%	4%	6%	-	6%	5%
2	(2) 1	-	1	-	-	1	-	1	-	1	*	1
	2%	1%	4%	5%	-	4%	-	2%	-	7%at	1%	4%
1	(1) 1	1	*	-	-	*	1	1	1	-	-	1
	2%	2%	2%	-	-	1%	3%	2%	3%	-	-	4%
Completely unprotected	(0) -	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
NET: 9-10	17	10	7	6	6	9	8	17	13	4	5	9
	46%	45%	47%	43%	63%	41%	52%	46%	51%	33%	38%	53%
NET: 4-7	17	11	6	6	4	10	7	17	10	7	7	5
	46%	49%	40%	50%	37%	47%	44%	46%	39%	60%T	55%	33%
NET: 0-3	3	1	2	1	-	2	1	3	2	1	1	2
	9%	6%	13%	6%	-	12%	5%	9%	9%	7%	7%	13%
Mean	6.94	7.03	6.82	6.99	8.00	6.65	7.32	6.94	7.18	6.39	6.83	6.90
Standard deviation	2.25	2.04	2.64	2.01	1.78	2.26	2.26	2.25	2.34	2.05	2.11	2.51

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 270

Q4. Protected/unprotected- Bitchute
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Bitchute

	Gender		Social Grade				Age		Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	C1 (d)	C2 (e)	ABC1 (g)	C2DE (h)	18+ (i)	White (f)	Minority Ethnic background (j)	Christian (k)	None (l)
Weighted base	37	23*	15**	13**	10**	21*	16**	37	26*	11*	13**	16**
Standard error	0.21	0.23	0.41	0.32	0.34	0.26	0.34	0.21	0.28	0.30	0.32	0.39

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 271

Q4. Protected/unprotected- Bitchute

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Bitchute

	Impacting condition		Number of people in household		Do any children aged 17 or under live in your household?		Responsibility for children in household		Highest education		Urban/Rural	
	Total (T)	No	2-3 (f)	No children aged 17 or under (i)	NET: Yes (i)	Yes (o)	Secondarily school or equiv (q)	University degree or equiv (r)	Urban (u)	Rural (r)	Urban (u)	Rural (r)
Unweighted base	119	76	44	47	71	69	47	49	102			
Weighted base	37	26*	15**	23*	15*	14*	16*	16*	29			
Effective base	74	48	28	36	47	45	31	31	64			
Completely protected	(10)	6 15%jo	5 19%	1 6%	5 20%	1 6%	1 7%	1 9%	3 17%	4 14%		
9	(9)	4 10%	3 14%	3 18%	3 11%	1 9%	1 9%	2 15%	1 3%	3 11%		
8	(8)	8 21%	5 21%	4 23%	5 21%	3 20%	3 21%	4 22%	3 20%	7 23%		
7	(7)	6 17%	5 19%	3 17%	4 18%	2 16%	2 16%	3 19%	3 20%	5 18%		
6	(6)	3 9%	2 6%	2 10%	- -	3 23%Ti	2 22%T	1 14%	1 6%	3 10%		
5	(5)	6 17%	3 12%	2 14%	4 17%	3 17%	2 16%	3 20%	2 14%	5 16%		
4	(4)	1 2%	1 2%	- -	1 2%	* 2%	* 2%	- -	1 4%	1 3%		
3	(3)	2 4%	* 2%	1 7%	1 6%	* 1%	* 1%	* 1%	1 6%	1 3%		
2	(2)	1 2%	1 3%	1 4%	* 1%	1 4%	1 5%	- -	1 5%	1 3%		
1	(1)	1 2%	1 3%	- -	1 3%	* 1%	* 1%	- -	1 5%	1 2%		
Completely unprotected	(0)	-	-	-	-	-	-	-	-	-		
NET: 8-10		17 46%j	14 54%	7 47%	12 53%	5 36%	5 37%	7 46%	14 40%	14 47%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 271

Q4. Protected/unprotected- Bitchute
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Bitchute

	Impacting condition	Number of people in household	Do any children aged 17 or under live in your household?		Responsibility for children in household	Highest education	Urban/Rural		
			No	Yes					
	Impacting condition	2-3 (f)	No children aged 17 or under (i)	NET: Yes (j)	Yes (o)	Secondarily school or equiv (q)	University degree or equiv (r)	Urban (u)	
	Total (T)	(d)	(f)	(i)	(j)	(o)	(q)	(r)	(u)
Weighted base	37	26*	15**	23*	15*	14*	16*	16*	29
NET: 4-7	17	10	6	8	8	8	8	7	13
	46%	39%	41%	37%	58%T	56%T	53%	44%	45%
NET: 0-3	3	2	2	2	1	1	*	3	2
	9%q	8%	11%	10%	7%	7%	1%	16%q	8%
Mean	6.94	7.31	6.89	7.17	6.60	6.64	7.21	6.51	6.96
Standard deviation	2.25	2.33	2.17	2.42	2.01	2.03	1.70	2.66	2.24
Standard error	0.21	0.27	0.33	0.35	0.24	0.24	0.25	0.38	0.22

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 272

Q4. Protected/unprotected- Bitchute

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Bitchute

	Total (T)	GO Region		Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status	
		NET: England (d)				Working full time (s)	Working part- time (t)
Unweighted base	119	107		102	97	67	30
Weighted base	37	33		29	30	16*	11**
Effective base	74	67		65	59	42	19
Completely protected	(10)	6	4	4	4	2	1
	15%	13%		14%	12%	15%	11%
9	(9)	4	4	4	3	2	1
	10%	11%		12%	10%	13%	8%
8	(8)	8	7	5	6	2	4
	21%	22%		19%	21%	15%	33%
7	(7)	6	6	4	6	3	3
	17%	20%		14%	21%	20%	24%
6	(6)	3	3	2	2	2	1
	9%	8%		8%	8%	12%	9%
5	(5)	6	5	5	5	3	1
	17%	15%		19%	17%	16%	11%
4	(4)	1	1	1	1	1	*
	2%	2%		3%	3%	3%	1%
3	(3)	2	1	2	2	1	-
	4%	3%		5%	5%	5%	-
2	(2)	1	1	1	1	*	-
	2%	3%		3%	3%	1%	-
1	(1)	1	1	1	*	*	*
	2%	3%		3%	1%	1%	1%
Completely unprotected	(0)	-	-	-	-	-	-
NET: 0-10	17	15	13	13	13	7	6
	46%	47%		45%	43%	43%	52%
NET: 4-7	17	15	13	15	15	8	5
	46%	45%		44%	48%	50%	46%
NET: 0-3	3	3	3	3	3	1	*
	9%	9%		11%	9%	7%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 272

Q4. Protected/unprotected- Bitchute

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
 Bitchute

	Total (T)	GO	Interne	Devices	Working status	
		Region	Usage	used to	Working	Working
		NET:	More	access	full	part-
		England	than 2	interne	time	time
		(d)	hours	device	(s)	(t)
		(n)	(m)	(r)		
Weighted base	37	33	29	30	16*	11**
Mean	6.94	6.98	6.78	6.88	7.00	7.40
Standard deviation	2.25	2.23	2.41	2.16	2.18	1.71
Standard error	0.21	0.22	0.24	0.22	0.27	0.31

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 273
Q4. Protected/unprotected- Bitchute
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Bitchute

	Household income per year	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
		Total (T)	Up to £15,599 (a)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Funilab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base		119	25	117	103	90	106	89	85	86	73	119	75	69	49	93	26
Weighted base		37	11**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
Effective base		74	18	73	63	59	64	59	60	55	69	74	69	47	35	58	18
Completely protected	(10)	6	2	6	2	1	3	1	1	1	6	1	1	5	5	1	6%
		15%ghj	22%	15%ghijk	6%	5%	11%ghijkl	6%	6%	6%	15%ghijk	6%	6%	21%	18%	24%	14%
9	(9)	4	-	4	2	2	3	2	2	2	4	2	3	1	2	1	10%
		10%	-	10%	8%	11%g	10%	12%gkl	10%	11%	14%Tfn	10%	15%Tfn	18%T	5%	9%	13%
8	(8)	8	3	8	7	6	6	4	3	5	3	8	2	3	4	6	21%
		21%	27%	21%	24%ik	28%Tfjin	19%	21%k	19%	25%lj	21%	21%	20%	22%	20%	24%	14%
7	(7)	6	2	6	6	3	5	3	2	4	2	6	2	2	4	4	17%jk
		16%	17%k	17%k	21%hijk	17%j	16%jk	13%kk	12%	19%j	17%	17%jk	18%	13%	21%	15%	22%
6	(6)	3	1	3	3	2	3	3	2	1	3	1	2	1	2	1	9%
		6%	8%	10%	8%	10%	17%Tfghin	19%Tfghin	12%g	12%Tfn	9%	12%Tfn	15%T	5%	7%	12%	12%
5	(5)	6	2	6	5	3	6	4	3	3	6	2	2	4	4	2	17%
		19%	17%	17%	19%	17%	21%Tfhn	20%ln	24%Tfghin	18%	22%Tfno	17%	16%	14%	19%	16%	21%
4	(4)	1	*	1	1	1	*	*	1	*	1	*	*	1	1	*	2%
		1%	2%	2%	3%j	4%j	3%	1%	2%j	4%j	2%	2%	2%	-	4%	2%	3%
3	(3)	2	*	2	2	2	2	2	1	1	*	2	1	1	*	1	4%
		4%	4%	4%	5%	8%Tfgin	5%	8%Tfghin	5%	4%	3%	4%	6%Tfmm	9%T	1%	5%	2%
2	(2)	1	-	1	1	*	1	*	-	-	1	*	*	1	-	1	2%
		2%	-	2%	3%hjk	1%	3%hjk	1%	1%	-	2%	1%	1%	3%	1%	1%	6%
1	(1)	1	1	1	*	*	*	*	*	*	1	*	*	1	1	*	2%
		5%	2%j	1%	1%	1%	1%	1%	2%j	2%j	2%	2%	2%	3%	3%	1%	1%
Completely unprotected	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 273

Q4. Protected/unprotected- Bitchute
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Bitchute

	Household income per year	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
		Total (T)	Up to £15,599 (a)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base		37	11**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
NET: 8-10		17	5	17	11	9	12	8	6	8	5	17	5	7	10	13	4
		46%gjjk	49%	46%gjjk	39%	44%gj	41%k	39%k	35%	41%j	41%	46%gjjk	41%	47%	46%	51%	33%
NET: 4-7		17	4	17	15	9	15	10	10	6	17	6	6	10	11	6	
		46%	42%	45%	52%Tfhn	46%	51%Tfin	51%h	57%Tfji	53%Tfjn	53%Tfno	46%	49%Tfn	42%	48%	40%	58%
NET: 0-3		3	1	3	3	2	3	2	1	1	3	1	2	1	2	1	
		9%im	9%	9%im	9%j	9%	9%	10%kl	7%	6%	9%im	10%im	12%	6%	9%	9%	
Mean		6.94gjj	6.99	6.96gij	6.61	6.72	6.72k	6.61k	6.51	6.77j	6.77	6.94gij	6.68	6.81	7.06	7.12	6.53
		kmo		kmo							kmo						
Standard deviation		2.25	2.49	2.26	2.05	2.04	2.18	2.03	2.02	1.94	2.04	2.25	2.20	2.21	2.34	2.30	2.19
Standard error		0.21	0.50	0.21	0.20	0.22	0.21	0.22	0.22	0.21	0.24	0.21	0.25	0.27	0.33	0.24	0.43

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 274

Q4. Protected/unprotected- OnlyFans

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
OnlyFans

	Gender		Social Grade					Age					Ethnicity		Religion	
	Total (T)	Male (e)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	25-34 (j)	35-44 (m)	White	Minority Ethnic background	Christian (n)	None (o)	
Unweighted base	179	139	59	56	32	32	115	64	179	61	52	124	54	66	76	
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*	19*	50	13*	23*	33	
Effective base	122	98	39	37	22	24	76	46	122	41	39	90	34	43	58	
Completely protected	(10)	4	3	1	*	*	2	2	4	1	1	3	1	2	2	
		6%	6%	7%	2%	3%	14%	5%	9%	6%	3%	6%	6%	9%	5%	
9	(9)	9	8	5	*	2	1	5	3	9	2	4	6	3	4	
		14%d	15%	24%Td	1%	18%	11%	14%d	14%	14%	8%	21%	12%	20%	18%	
8	(8)	6	6	1	2	1	2	3	3	6	2	1	5	2	3	
		10%	11%	4%	12%	11%	17%	8%	14%	10%	11%	6%	9%	13%	10%	
7	(7)	9	9	1	4	1	2	5	3	9	5	1	6	2	3	
		13%c	12%	4%	21%cg	14%	14%	12%c	14%	13%	23%Tj	7%	13%	13%	15%	
6	(6)	8	7	2	4	*	2	5	2	8	2	3	7	1	2	
		12%	12%	8%	20%	4%	16%	13%	10%	12%	11%	16%	13%	7%	10%	
5	(5)	11	10	3	3	2	2	7	5	11	3	10	2	4	6	
		18%	19%	18%	18%	22%	20%	17%	21%	18%	15%	14%	20%	13%	19%	
4	(4)	4	3	1	2	1	1	3	2	4	3	1	4	*	1	
		7%	6%	5%	9%	7%	7%	8%	7%	14%	8%	8%	3%	2%	12%	
3	(3)	6	5	3	*	2	*	3	2	6	2	4	2	2	3	
		9%d	9%	14%	2%	20%	1%	8%d	10%	9%	7%	10%	8%	12%	9%	
2	(2)	4	3	2	2	-	-	4	-	4	2	1	2	1	2	
		6%	6%	10%h	9%h	-	-	10%h	-	6%	8%	3%	5%	12%	7%	
1	(1)	1	1	1	-	-	-	1	-	1	-	1	-	*	1	
		2%	2%	6%	-	-	-	3%	-	2%	-	2%	-	1%	2%	
Completely unprotected	(0)	2	1	*	1	-	-	2	-	2	-	*	2	*	1	
		2%	2%	2%	6%	-	-	4%	-	2%	-	3%	-	2%	3%	
NET: 9-10		19	17	7	3	3	5	10	8	19	4	6	14	5	8	
		30%d	32%	35%	15%	32%	42%	26%d	37%d	30%	22%	33%	27%	40%	35%	
NET: 4-7		31	26	7	13	5	7	19	12	31	13	9	27	5	10	
		50%c	50%	33%	68%Tcg	49%	56%	49%c	53%	50%	63%Tj	45%	54%	36%	46%	
NET: 0-3		12	10	7	3	2	*	10	2	12	3	4	9	3	4	
		19%h	19%	32%Th	17%	20%	1%	25%h	10%	19%	15%	21%	18%	24%	20%	
Mean		5.91g	5.97	5.64	5.45	6.03	7.00	5.55	6.55Td	5.91	5.85	5.90	5.83	6.22	6.23	
Standard deviation		2.54	2.52	3.04	2.31	2.34	2.00	2.69	2.17	2.54	2.16	2.81	2.52	2.70	2.66	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 274

Q4. Protected/unprotected- OnlyFans

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Gender		Social Grade					Age			Ethnicity		Religion		
	Total (T)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	25-34 (j)	35-44 (m)	White	Minority Ethnic background	Christian (r)	None (s)
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*	19*	50	13*	23*	33
Standard error	0.19	0.21	0.40	0.31	0.41	0.35	0.25	0.27	0.19	0.28	0.39	0.23	0.37	0.33	0.29

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 275

Q4. Protected/unprotected- OnlyFans

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Total (T)	Impacting/limiting condition		Number of people in household			Do any children aged 17 or under live in your household?			Responsibility for children in household	Highest education		Urban/Rural	
		Any (a)	No Impacting/limiting condition (d)	1	2-3	4-5	No children aged 17 or under	NET: Yes	Aged 5-10		Aged 11-15	Yes (o)		Secondary school or equiv
Unweighted base	179	50	119	29	79	62	82	96	47	35	95	65	78	157
Weighted base	62	15*	44	14*	29	17*	38	24	12*	10*	24	24*	27	53
Effective base	122	35	81	24	55	38	66	59	29	22	58	45	53	106
Completely protected	(10)	4	1	3	*	2	1	2	1	1	1	2	1	3
		6%	5%	7%	3%	7%	7%	6%	6%	8%	5%	6%	7%	6%
9	(9)	9	3	6	1	4	3	5	4	1	3	4	5	8
		14%	19%	13%	8%	14%	20%	13%	16%	9%	29%	16%	20%	11%
8	(8)	6	2	5	2	3	1	4	2	1	1	2	3	6
		10%	11%	11%	15%	10%	7%	10%	10%	6%	13%	10%	11%	5%
7	(7)	8	2	6	2	4	2	4	3	*	4	1	6	8
		13%	14%	13%	14%	14%	12%	10%	18%	3%	18%	6%	20%	15%
6	(6)	8	3	5	2	3	3	4	3	1	2	3	4	6
		12%	17%	11%	12%	12%	15%	11%	14%	11%	17%	15%	10%	16%
5	(5)	11	2	9	4	5	2	8	3	2	1	3	5	9
		18%	16%	19%	28%	17%	11%	22%	12%	13%	9%	11%	21%	12%
4	(4)	4	1	3	1	2	1	3	1	1	*	1	2	4
		7%	6%	6%	5%	7%	9%	5%	9%	5%	5%	10%	6%	7%
3	(3)	6	2	3	1	4	1	4	1	1	*	1	2	5
		9%	11%	6%	4%	14%	6%	11%	6%	10%	1%	6%	9%	13%
2	(2)	4	*	4	1	2	1	2	1	2	2	1	2	2
		6%u	1%	8%	5%	2%	14%	4%	10%	7%	17%	10%	3%	9%
1	(1)	1	-	1	-	1	*	1	*	*	*	-	1	1
		2%	-	3%	-	2%	1%	2%	2%	2%	2%	-	2%	2%
Completely unprotected	(0)	2	-	2	1	*	-	2	-	-	-	1	-	2
		2%	-	3%	7%	2%	-	4%	-	-	-	4%	-	3%
NET: 8-10		19	5	13	4	9	8	11	8	3	5	8	9	17
		30%	35%	30%	25%	31%	33%	29%	32%	23%	47%	32%	38%	21%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 275

Q4. Protected/unprotected- OnlyFans
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?			Responsibility for children in household	Highest education		Urban/Rural	
	Total (T)	Any (a)	No Impacting/limiting condition (d)	1	2-3	4-5	No children aged 17 or under	NET: Yes	Aged 5-10	Aged 11-15	Yes (o)	Secondarily school or equiv	University degree or equiv	Urban (u)
Weighted base	62	15*	44	14*	29	17*	38	24	12*	10*	24	24*	27	53
NET: 4-7	31	8	22	8	14	8	19	12	7	3	12	11	15	27
	50%	53%	49%	58%	49%	46%	51%	50%	59%	33%	49%	46%	55%	51%
NET: 0-3	12	2	9	2	6	3	8	4	2	2	4	4	6	9
	19%	12%	20%	17%	20%	21%	20%	18%	19%	20%	19%	16%	24%	17%
Mean	5.91	6.49	5.84	5.65	6.01	6.05	5.74	6.18	6.09	6.36	6.20	6.10	5.75	6.06
Standard deviation	2.54	2.19	2.67	2.55	2.52	2.68	2.59	2.50	2.42	2.87	2.51	2.67	2.42	2.53
Standard error	0.19	0.31	0.25	0.47	0.28	0.34	0.29	0.26	0.35	0.48	0.26	0.33	0.27	0.20

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 276

Q4. Protected/unprotected- OnlyFans

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
OnlyFans

	Total (T)	GO Region		Interne Lusaga More than 2 hours (n)	Devices used to access internet + Multipl e devices (r)	Working status	
		NET: England (d)	London (k)			Working full time (s)	Working part- time (m)
Unweighted base	179	154	34	161	162	121	34
Weighted base	62	52	10**	54	58	42	11**
Effective base	122	103	23	112	113	82	22
Completely protected	(10)	4 6%	3 6%	1 13%	4 7%	3 6%	3 -
9	(9)	9 14%	8 15%	1 12%	8 14%	8 15%	5 22%
8	(8)	6 10%	6 11%	* 3%	6 11%	6 10%	5 9%
7	(7)	8 13%	6 11%	2 17%	7 12%	8 14%	5 19%
6	(6)	8 12%	6 11%	1 14%	7 13%	7 13%	5 -
5	(5)	11 18%r	10 18%	3 28%	9 16%	9 15%	7 25%
4	(4)	4 7%	3 6%	* 4%	4 8%	4 8%	3 7%
3	(3)	6 9%	5 10%	* 4%	6 10%	6 10%	3 16%
2	(2)	4 6%	4 7%	1 9%	3 6%	4 7%	3 2%
1	(1)	1 2%	1 2%	- -	1 2%	1 2%	1 3%
Completely unprotected	(0)	2 3%	2 3%	- -	2 1%	2 3%	2 -
NET: 0-10		19 30%	17 32%	3 28%	17 32%	16 30%	13 31%
NET: 4-7		31 50%d	24 46%	6 60%	27 50%	28 49%	21 51%
NET: 0-3		12 19%	11 22%	1 12%	10 18%	12 21%	9 18%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 276

Q4. Protected/unprotected- OnlyFans

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

**Base: All respondents who have used ... in the past 3 months
 OnlyFans**

	GO Region		Interne Usage More than 2 hours (n)	Devices used to access internet + Multipl e devices (n)	Working status		
	NET: England (d)	London (k)			Working full time (s)	Working part- time (t)	
Weighted base	62	52	10**	54	58	42	11**
Mean	5.91	5.87	6.31	6.05T	5.90	5.77	6.08
Standard deviation	2.54	2.63	2.45	2.47	2.59	2.66	2.31
Standard error	0.19	0.21	0.42	0.19	0.20	0.24	0.40

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
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Table 277

Q4. Protected/unprotected- OnlyFans

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
OnlyFans

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	£15,600		£26,000		YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
		£25,999 (b)	£36,399 (c)	£52,000 + (e)																
Unweighted base	179	42	43	31	176	165	148	172	134	115	118	81	75	179	106	73	130	49		
Weighted base	62	15**	17**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*		
Effective base	122	29	29	22	120	111	97	116	86	72	84	69	69	122	68	55	87	37		
Completely protected	(10)	4	1	1	4	3	1	2	2	1	1	1	1	4	2	2	3	1		
		6%hi	10%	5%	5%	6%hi	5%h	3%	4%	6%h	3%	4%	5%h	5%hk	6%hi	6%	6%	7%	4%	
9	(9)	9	1	4	1	9	8	7	9	5	4	3	2	1	9	4	4	5	3	
		14%l	4%	25%	12%	14%l	15%l	16%lm	15%l	13%l	15%l	9%	12%l	12%	14%l	14%	14%	13%	15%	
8	(8)	6	1	1	6	6	5	6	4	4	3	2	2	20%Tfghj	6	4	3	5	2	
		10%	8%	5%	12%	10%	12%	11%	11%	9%	4	13%	12%	16%Tfghjlo	6%	4%	8%	12%	7%	
7	(7)	9	3	2	2	7	7	6	8	4	5	3	3	8	4	4	4	7	1	
		13%f	20%	13%	14%	12%	12%	13%j	14%j	10%	17%j	13%	3	20%Tfghjlo	21%Tfghjlo	13%f	14%	12%	17%T	6%
6	(6)	8	3	1	1	7	6	6	6	4	3	3	1	1	8	3	4	5	2	
		12%gi	22%	8%	8%	12%g	10%	12%g	11%	10%	13%g	7%	11%g	12%gi	11%	13%	14%	14%	10%	
5	(5)	11	2	3	1	11	10	8	11	8	3	6	3	3	11	4	7	6	5	
		18%k	16%	16%	14%	18%k	19%k	17%k	19%k	21%k	9%	20%k	21%k	20%k	18%k	14%	22%	16%	22%	
4	(4)	4	1	-	2	4	4	4	4	4	2	2	1	1	4	2	2	2	2	
		7%	5%	1%	14%	7%	8%j	8%	6%	11%Thikmno	7%	9%g	7%	7%	7%	6%	6%	5%	10%	
3	(3)	6	2	1	-	6	4	3	5	2	2	1	1	-	6	3	2	2	3	
		9%ghjlnr	16%	8%	1%	9%ghjln	7%un	6%n	8%gln	6%n	8%ln	4%	8%jln	2%	9%ghjln	10%	8%	5%	15%	
2	(2)	4	-	2	1	4	4	4	4	3	4	3	-	-	4	2	2	3	1	
		6%	-	13%	6%	6%	7%un	8%mn	7%	8%mn	4	13%Tfghjlnmo	11%Tfghjlnmo	-	6%	7%	6%	7%	5%	
1	(1)	1	-	-	1	1	1	1	1	1	1	1	-	1	-	1	1	1	-	
		2%	-	-	8%	2%	2%	3%	2%	3%	4%l	2%	4%l	-	2%	1%	3%	2%	1%	
Completely unprotected	(0)	2	-	1	-	2	2	2	2	2	-	-	-	-	2	1	-	-	1	
		2%	-	6%	4%	2%	3%	3%	4%l	2%	2%	-	-	-	3%	1%	1%	5%		
NET: 8-10		19	3	6	3	19	18	14	17	11	9	7	5	5	19	10	9	13	6	
		30%	21%	34%	29%	31%	32%l	29%	30%	29%	30%	26%	32%l	38%Thjlnmo	30%	32%	28%	32%	26%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 277
Q4. Protected/unprotected- OnlyFans
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	£15,600	£26,000	£36,399	£52,000 +	YouTube	Instagram	TikTok	Facebook	Snapchat	Twitch	Vimeo	Facebook	Bitchute	OnlyFans	Any exposure	No exposure	Very/Quite aware	Not at all/Not very aware
Total	(T)	(b)	(c)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Weighted base	62	15**	17**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*
NET: 4-7	31	9	6	5	31	27	23	29	20	13	15	8	7	31	15	17	21	10
	50%k	62%	38%	50%	50%	49%	50%k	51%k	51%k	43%	55%k	55%jk	60%Tlgh ijklmo	50%k	47%	54%	52%	47%
NET: 0-3	12	2	5	2	12	10	9	12	8	5	2	2	12	6	6	6	6	6
	19%mn	16%	28%	20%	20%mn	19%mn	20%mn	20%mn	21%mn	27%Tlgh ijimno	19%mn	12%n	+	19%mn	21%	18%	16%	26%
Mean	5.91j	6.12	5.84	5.57	5.91	5.91j	5.75	5.86	5.61	5.69	5.66	6.27hij kl	6.78Tlg hijklmo	5.91j	5.93	5.90	6.20T	5.39
Standard deviation	2.54	2.13	3.01	2.94	2.56	2.58	2.58	2.52	2.69	2.72	2.47	2.26	1.83	2.54	2.63	2.50	2.45	2.68
Standard error	0.19	0.33	0.46	0.53	0.19	0.20	0.21	0.19	0.23	0.25	0.23	0.25	0.21	0.19	0.26	0.29	0.22	0.38

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 278

Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Gender		Social Grade					Age							Ethnicity			Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	White ethnic background (q)	Asian (r)	Christian (s)	Muslim (t)	Other religion (u)	None (v)	
Unweighted base	263	177	84	109	80	47	26	189	73	37	226	33	67	63	40	23	177	85	54	107	37	21	94	
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	19**	111	38*	23**	61	17**	12**	57	
Effective base	166	110	55	73	49	29	14	122	44	34	132	17	38	35	24	19	117	50	30	69	19	12	63	
Completely protected	(10)	8	7	*	3	3	1	6	2	-	8	2	1	2	2	1	7	1	*	3	*	*	4	
	5%b	8%b	*	4%	7%	3%	9%	5%	5%	-	7%	10%	2%	9%	9%	4%	6%	2%	1%	5%	2%	2%	7%	
9	(9)	8	4	4	2	3	2	1	6	3	2	7	*	3	1	1	7	2	1	5	*	*	3	
	6%	4%	8%	4%	7%	7%	9%	5%	8%	6%	7%	1%	10%	3%	6%	7%	6%	4%	4%	7%	3%	3%	5%	
8	(8)	30	17	11	11	12	4	2	23	6	9	21	4	6	4	3	4	20	9	4	12	3	2	11
	20%	18%	23%	18%	25%	18%	19%	21%	16%	26%	18%	20%	21%	15%	16%	20%	18%	23%	18%	20%	15%	18%	19%	
7	(7)	32	22	10	18	7	2	3	26	5	8	24	4	8	4	4	3	22	10	6	15	3	1	12
	22%	22%	20%	29%	15%	8%	30%	23%	15%	24%	21%	22%	29%	16%	20%	17%	20%	25%	26%	25%	20%	10%	22%	
(6)	23	15	7	9	7	5	1	17	6	4	19	2	4	7	4	2	16	7	3	9	3	3	7	
	15%	16%	15%	15%	15%	22%	7%	15%	18%	12%	16%	12%	13%	23%	19%	12%	15%	17%	15%	15%	20%	27%	13%	
5	(5)	28	21	7	8	9	8	2	17	11	5	23	6	6	3	5	22	6	3	11	6	*	11	
	19%l	22%	14%	12%	19%	33%	24%	15%	30%Tcg	15%	20%l	33%	7%	22%	15%	28%	20%	15%	15%	18%	35%	1%	19%	
4	(4)	8	3	5	5	2	1	*	7	1	2	6	*	3	1	*	1	7	1	2	1	1	4	
	5%	3%	9%	7%	4%	5%	2%	6%	4%	7%	5%	1%	9%	3%	2%	7%	6%	2%	4%	3%	4%	10%	7%	
3	(3)	7	2	4	4	2	1	-	6	1	2	5	*	2	3	-	5	2	2	1	*	2	4	
	4%	3%	8%	6%	3%	3%	-	5%	2%	5%	4%	1%	7%	9%	-	4%	5%	8%	2%	1%	13%	7%		
2	(2)	2	2	*	*	-	-	-	2	-	-	2	-	1	-	1	1	1	1	1	-	-	-	
	1%	2%	3%	3%	*	-	-	2%	-	-	2%	-	2%	-	-	6%	1%	2%	2%	-	-	-		
1	(1)	3	3	-	1	-	-	3	-	1	-	-	-	1	-	1	1	1	1	1	-	1	-	
	2%	3%	-	2%	3%	-	-	2%	-	3%	1%	-	-	7%	-	1%	3%	5%	2%	-	-	9%		
Completely unprotected	(0)	2	-	2	1	1	-	2	-	1	-	-	-	1	-	1	1	1	1	-	-	1	1	
	1%	-	3%	1%	2%	-	-	2%	-	2%	-	-	-	5%	-	1%	2%	3%	-	-	-	7%	2%	
NET: 9-10	46	29	16	16	19	7	4	35	11	10	35	6	10	8	6	6	34	11	5	20	3	3	18	
	31%	30%	31%	25%	38%	29%	37%	31%	31%	31%	31%	31%	34%	27%	30%	31%	31%	29%	23%	32%	20%	22%	31%	
NET: 4-7	91	62	29	40	26	17	7	66	23	19	71	13	17	18	11	12	68	23	13	38	13	6	34	
	61%	63%	57%	63%	53%	68%	63%	59%	67%	58%	62%	68%	58%	64%	56%	63%	62%	60%	59%	61%	79%	48%	60%	
NET: 0-3	13	7	6	8	4	1	-	12	1	4	9	*	2	3	3	1	9	4	4	4	*	3	5	
	8%	7%	12%	12%	9%	3%	-	10%	2%	11%	8%	1%	8%	9%	13%	8%	8%	11%	18%	6%	1%	29%	8%	
Mean	6.36	6.46	6.13	6.20	6.45	6.27	7.04	6.31	6.50	6.17	6.41	6.66	6.58	6.34	6.14	6.29	6.38	6.26	5.80	6.56	6.19	5.13	6.41	
Standard deviation	2.02	1.97	2.11	2.05	2.22	1.69	1.68	2.12	1.70	2.10	2.00	1.69	1.88	1.89	2.68	1.97	2.02	2.05	2.34	1.91	1.43	2.75	2.06	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 278

Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Gender		Social Grade					Age							Ethnicity			Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Minority Ethnic background (q)	Asian (r)	Christian (s)	Muslim (A)	Other religion (B)	None (C)
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	19**	111	38*	23**	61	17**	12**	57
Standard error	0.12	0.15	0.23	0.20	0.25	0.25	0.33	0.15	0.20	0.35	0.13	0.29	0.23	0.24	0.42	0.41	0.15	0.22	0.32	0.18	0.24	0.60	0.21

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 279
Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household	Highest education			Urban/Rural						
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)		Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (a)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	263	77	43	44	174	36	102	103	22	99	163	58	75	65	47	123	82	96	41	40	226	37	
Weighted base	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	39*	31*	49	39*	53	22**	34*	122	27**	
Effective base	166	49	28	26	114	26	64	62	15	68	98	31	44	44	34	64	50	56	24	36	140	27	
Completely protected	(10)	8	3	3	1	4	2	2	4	*	2	6	4	3	1	*	6	3	4	*	-	8	-
9	(9)	8	2	1	*	6	1	4	3	-	5	3	1	2	1	2	1	4	1	2	7	1	
8	(8)	30	11	8	4	19	6	9	13	2	16	14	2	6	8	5	5	8	10	3	9	25	4
7	(7)	32	13	7	8	20	4	14	13	2	14	18	7	9	8	6	10	7	8	9	8	26	6
6	(6)	23	6	3	5	14	4	8	9	3	6	17	5	5	6	12	7	9	2	4	20	2	
5	(5)	29	4	2	3	19	3	14	8	2	13	14	4	6	9	7	9	12	7	3	6	20	8
4	(4)	9	2	2	2	6	*	4	2	1	4	4	1	1	2	3	2	1	3	1	2	7	1
3	(3)	7	1	1	*	6	1	3	2	1	3	4	*	2	2	1	2	-	4	1	2	6	1
2	(2)	2	-	-	-	1	*	1	*	-	1	1	1	*	-	1	-	1	1	-	1	1	1
1	(1)	3	-	-	-	3	1	-	-	1	1	-	-	-	1	-	-	1	-	1	3	-	
Completely unprotected	(0)	2	1	-	1	-	-	2	-	2	-	-	-	2	2	1	-	1	-	1	-	2	
NET: 8-10		46	16	12	5	30	5	15	19	2	23	6	10	11	6	12	12	18	5	10	40	6	
		31%	38%	45%	20%	30%	40%	26%	35%	15%	35%	27%	25%	31%	28%	20%	26%	30%	35%	22%	30%	33%	21%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 279
Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	39*	31*	49	39*	53	22**	34*	122	27**	
NET: 4-7	91	25	14	18	58	11	40	32	8	37	54	17	21	24	21	33	27	51%	72%	15	20	73	18
	61%	58%	52%	76%	59%	48%	67%	58%	70%	57%	64%	72%	63%	61%	67%	67%	70%	70%	72%	59%	59%	59%	67%
NET: 0-3	13	2	1	1	10	3	4	4	2	5	7	1	2	4	4	-	-	8	1	4	9	3	
	8%q	4%	3%	4%	11%	12%	8%	7%	15%	8%	9%	3%	5%	11%	13%	8%	-	14%q	6%	11%q	8%	12%	
Mean	6.36n	6.89T	7.16	6.37	6.23	6.49	6.27	6.59	5.43	6.43	6.30n	6.76n	6.66n	6.04	5.62	6.42	6.60	6.27	6.45	6.15	6.49T	5.74	
Standard deviation	2.02	1.85	1.71	1.82	2.09	2.34	1.83	2.05	2.11	1.97	2.06	1.91	1.81	2.13	2.26	2.08	1.60	2.39	1.66	2.08	1.96	2.21	
Standard error	0.12	0.21	0.26	0.27	0.16	0.39	0.18	0.20	0.45	0.20	0.16	0.25	0.21	0.26	0.33	0.19	0.18	0.24	0.26	0.33	0.13	0.36	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 280

Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Vimeo

	Total (T)	GO Region										Internet usage		Devices used to access internet	Working status	
		Scotland (a)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	
Unweighted base	263	23	225	18	17	36	31	53	35	17	217	41	235	140	46	
Weighted base	149	14**	125	10**	12**	17**	17**	30*	17**	14**	107	38*	137	61	24**	
Effective base	166	14	141	13	11	22	20	32	23	12	141	31	153	84	27	
Completely protected	(10)	8	2	5	-	2	2	-	-	-	4	3	7	6	-	
		5%	12%	4%	-	20%	13%	1%	-	3%	-	4%	9%	5%	9%T	
9	(9)	8	3	5	1	-	1	-	-	-	4	4	6	3	-	
		6%dnr	20%	4%	12%	1%	5%	1%	5%	6%	-	4%	11%	4%	8%	
8	(8)	30	-	28	3	-	7	3	6	5	2	26	4	27	5	
		20%	-	22%	29%	12%	39%	18%	20%	16%	24%T	10%	20%	19%	22%	
7	(7)	32	4	26	2	2	3	4	5	4	3	23	9	30	2	
		22%	25%	21%	18%	21%	18%	22%	16%	21%	21%	24%	22%	22%	8%	
(6)	23	1	19	2	2	-	2	6	4	2	13	9	22	8	6	
		15%n	9%	15%	17%	18%	3%	10%	21%	25%	14%	13%	24%	16%	25%	
5	(5)	28	4	23	-	1	3	5	8	1	4	20	6	25	7	
		19%	25%	18%	-	11%	16%	29%	27%	4%	26%	19%	14%	18%	27%	
4	(4)	8	1	7	1	-	1	1	1	2	8	-	8	3	1	
		5%	6%	5%	14%	4%	2%	5%	3%	4%	15%	7%T	-	5%	3%	
3	(3)	7	-	7	1	-	1	2	-	1	5	2	6	2	3	
		4%	-	5%	10%	-	5%	10%	6%	-	9%	5%	4%	3%	11%	
2	(2)	2	-	2	-	-	-	-	1	-	1	-	1	1	1	
		1%	-	1%	-	-	-	-	2%	-	1%	-	1%	1%	3%	
1	(1)	3	-	3	-	1	-	-	1	-	1	1	3	1	-	
		2%	-	2%	-	13%	-	-	6%	-	1%	4%	2%	2%	-	
Completely unprotected	(0)	2	-	2	-	-	1	-	1	-	2	-	2	1	-	
		1%	-	1%	-	-	4%	-	6%	-	2%	-	1%	2%	-	
NET: 8-10	46	5	38	4	4	10	3	7	6	2	34	11	41	21	5	
	31%	35%	30%	41%	33%	57%	20%	24%	35%	16%	32%	30%	30%	34%	23%	
NET: 4-7	91	9	74	5	6	7	11	20	9	10	64	24	84	35	15	
	61%	65%	59%	48%	54%	38%	66%	67%	53%	76%	60%	62%	62%	57%	63%	
NET: 0-3	13	-	13	1	1	2	3	2	1	9	3	12	5	3	-	
	8%	-	10%	10%	13%	5%	14%	8%	12%	9%	8%	9%	8%	14%	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 280

Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Total (T)	GO Region										Internet usage		Devices used to access internet	Working status	
		Scotland (a)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	
Weighted base	149	14**	125	10**	12**	17**	17**	30*	17**	14**	107	38*	137	61	24**	
Mean	6.36	7.01	6.25	6.52	6.47	7.29	5.70	6.09	6.25	5.70	6.29	6.67	6.32	6.50	5.78	
Standard deviation	2.02	1.96	2.05	2.01	2.81	1.96	2.08	1.66	2.51	1.61	2.01	2.04	2.03	2.20	1.73	
Standard error	0.12	0.41	0.14	0.47	0.68	0.31	0.37	0.23	0.42	0.39	0.14	0.32	0.13	0.19	0.25	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 281

Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Vimeo

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000+ (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)		
Unweighted base	263	39	52	59	48	48	259	239	211	246	191	163	263	105	86	118	143	119	178	85	
Weighted base	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63	
Effective base	166	25	33	35	32	33	164	148	125	153	110	88	166	51	55	84	83	84	105	63	
Completely protected	(10)	8	2	1	1	*	8	6	5	6	4	6	8	2	1	1	2	6	6	2	
		5%	10%	6%	3%	4%	1%	5%	5%	5%	5%	8%o	5%	7%	6%o	4%	3%	7%	7%	3%	
9	(9)	8	2	1	3	2	*	8	7	4	8	2	8	2	1	2	2	6	8	*	
		6%hs	11%	5%	8%	5%	1%	6%h	5%h	4%	6%hk	4%	3%	6%h	7%k	7%k	8%hjk	3%	8%	9%Ts	
8	(8)	30	2	8	5	7	6	29	27	24	26	21	15	30	7	4	6	17	13	20	9
		20%	12%	30%	13%	22%	23%	20%	21%	22%	20%	23%	20%	20%	21%	22%	22%	25%	16%	24%	15%
7	(7)	32	2	6	7	8	5	32	29	22	29	20	16	32	10	4	5	12	20	22	10
		22%	11%	21%	22%	26%	20%	22%	22%	21%	22%	22%	22%	31%	23%o	18%	18%	24%	25%	16%	
6	(6)	23	3	4	4	7	4	23	17	14	20	11	11	23	3	4	4	7	16	11	11
		15%	13%	15%	12%	22%	14%	15%g	13%	14%	15%	12%	15%	10%	18%j	16%	10%	19%	13%	18%	
5	(5)	29	0	5	8	4	3	28	23	22	26	18	13	28	4	3	5	14	14	13	15
		19%	28%	17%	24%	14%	13%	19%	18%	21%h	19%	18%	19%	12%	14%	18%h	21%	17%	15%	23%	
4	(4)	8	1	1	4	1	1	8	8	6	8	7	6	8	3	2	3	6	2	3	5
		5%	4%	2%	13%T	3%	5%	5%	6%	5%	6%	7%	8%	5%	10%	9%	11%Tghi	8%	3%	4%	7%
3	(3)	7	1	-	-	1	4	7	7	5	4	*	3	7	*	*	4	2	2	4	
		4%jo	5%	-	-	3%	17%Tbc	4%jo	5%jo	5%jno	3%j	*	4%jno	4%jo	1%	1%	6%	3%	3%	7%	
2	(2)	2	-	-	-	*	1	2	2	1	2	1	*	2	1	-	1	1	-	2	
		1%	2%	-	-	2%	2%	1%	1%	1%	1%	1%	*	1%	2%	-	3%k	1%	-	3%	
1	(1)	3	-	-	1	-	1	3	1	1	3	1	3	-	-	-	1	1	-	3	
		2%l	-	-	4%	-	4%	2%l	2%l	1%	3%hi	1%	2%l	-	-	-	2%	2%	-	4%	
Completely unprotected	(0)	2	1	1	-	-	2	2	2	2	2	1	2	-	-	-	2	-	-	2	
		1%	4%	4%	-	-	1%	1%	2%	1%	2%	1%	-	-	-	3%	-	-	-	3%	
NET: 8-10		46	7	11	8	9	7	45	40	32	41	29	23	46	12	7	9	21	25	34	12
		31%g	33%	41%	25%	31%	25%	30%	31%	31%	31%	32%	30%	31%	35%	34%	33%	31%	31%	40%Ts	18%
NET: 4-7		91	11	15	24	20	14	90	77	65	83	55	47	91	21	12	17	39	52	50	41
		61%	55%	55%	71%	65%	52%	61%	60%	61%	63%g	61%	62%	61%	62%	65%	63%	57%	64%	58%	65%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 281

Q4. Protected/unprotected- Vimeo
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63
NET: 0-3	13	2	1	1	1	6	13	9	9	6	6	13	1	*	1	8	5	2	10	17%Tr
	8%inor	12%	4%	4%	4%	23%Tbcd	9%ino	10%jmnno	9%no	7%n	7%no	8%ino	3%	1%	4%no	12%	6%	3%	17%Tr	
Mean	6.36s	6.24	6.76e	6.14	6.68e	5.73	6.35	6.29	6.30	6.41g	6.35	6.36	6.36	6.79ghjk	6.78ghjko	6.46	6.04	6.62	6.96Ts	5.53
Standard deviation	2.02	2.46	1.98	1.98	1.60	2.16	2.02	2.07	2.00	1.97	2.09	2.04	2.02	1.78	1.68	1.84	2.16	1.86	1.66	2.18
Standard error	0.12	0.39	0.27	0.26	0.23	0.31	0.13	0.13	0.14	0.13	0.15	0.16	0.12	0.17	0.18	0.17	0.18	0.17	0.12	0.24

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 282

Q4. Protected/unprotected- Fruitlab

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Fruitlab

	Gender		Social Grade			Age			Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	White (h)	Minority Ethnic background (i)	Christian (j)	None (k)
Unweighted base	111	73	37	39	39	78	13	98	61	48	45	30
Weighted base	38	23*	14**	14**	15**	29*	13**	25*	24**	13**	15**	11**
Effective base	54	36	18	22	17	38	12	47	30	25	22	15
Completely protected	(10)	1	1	1	1	1	-	1	1	1	1	1
		3%	4%	1%	5%	3%	4%	-	5%	3%	3%	5%
9	(9)	4	1	2	1	1	2	1	2	2	1	2
		10%	6%	16%	10%	5%	7%	12%	9%	11%	8%	10%
8	(8)	7	4	3	1	4	5	4	3	6	1	3
		18%	10%	18%	8%	27%	18%	31%	12%	10%	10%	26%
7	(7)	7	3	4	4	2	6	2	5	4	3	2
		18%	12%	28%	26%	13%	19%	18%	18%	15%	24%	15%
6	(6)	3	2	2	2	1	2	1	2	2	1	2
		9%	8%	10%	13%	5%	9%	9%	10%	7%	13%	6%
5	(5)	10	7	2	3	6	9	2	8	6	3	3
		26%	31%	17%	21%	37%	29%	14%	32%T	27%	26%	22%
4	(4)	3	3	1	1	2	2	1	2	1	3	1
		9%	12%	3%	4%	9%	7%	17%	5%	8%	10%	18%
3	(3)	1	1	1	1	1	1	1	1	1	1	1
		3%	4%	1%	7%	1%	4%	1%	4%	1%	7%	8%
2	(2)	1	1	1	1	1	1	1	1	1	1	1
		4%	3%	4%	5%	1%	3%	1%	5%	1%	4%	1%
1	(1)	1	1	1	1	1	1	1	1	1	1	1
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Completely unprotected	(0)	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
NET: 9-10		12	7	5	3	5	9	5	6	9	3	4
		31%	29%	35%	23%	35%	29%	42%	26%	37%	21%	32%
NET: 4-7		23	15	8	9	10	19	7	16	14	9	6
		62%	63%	59%	64%	63%	64%	58%	64%	60%	68%	54%
NET: 0-3		3	2	1	2	1	2	1	1	1	1	1
		7%	3%	7%	13%	1%	7%	1%	10%T	2%	11%	9%
Mean		6.28	6.06	6.64	6.15	6.36	6.26	6.67	6.08	6.54	6.37	6.40
Standard deviation		1.97	1.99	1.94	2.15	1.76	1.92	1.75	2.07	1.83	2.03	2.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Table 282

Q4. Protected/unprotected- Fruitlab

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Gender		Social Grade			Age		Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	White (h)	Minority Ethnic background (i)	Christian (j)	None (k)
Weighted base	38	23*	14**	14**	15**	29*	13**	25*	24**	13**	15**	11**
Standard error	0.19	0.23	0.32	0.35	0.28	0.22	0.48	0.21	0.23	0.29	0.27	0.37

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 283

Q4. Protected/unprotected- Fruitlab

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Fruitlab

	Total (T)	Impacting/ limiting condition			Number of people in household		Do any children aged 17 or under live in your household?				Respons ibility for childre n in househo ld	Highest education	Urban/ Rural
		Any (a)	No Impact ing/ limitin g conditi on (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Yes (o)	Univer sity degree or equiv (r)	Still in full time educati on (t)	Urban (u)
Unweighted base	111	29	73	45	53	87	37	45	34	73	42	15	102
Weighted base	38	11**	24*	15**	19**	29*	13**	14**	14**	16*	11**	13**	35*
Effective base	54	13	36	22	25	42	19	20	18	38	20	13	50
Completely protected	(10)	1	-	1	*	1	1	1	*	1	*	-	1
	3%	-	4%	1%	2%	3%	4%	4%	3%	5%	1%	-	3%
9	(9)	4	*	3	1	2	4	*	2	2	1	1	4
	10%	5%	13%	8%	8%	13%	2%	11%	17%	14%	6%	11%	10%
8	(8)	7	2	5	3	3	5	1	1	4	2	4	6
	18%o	23%	18%	23%	17%	19%	8%	6%	25%	10%	12%	32%	19%
7	(7)	7	3	4	3	4	5	3	3	2	1	2	7
	18%	27%	15%	18%	20%	16%	26%	3%	19%	15%	8%	17%	20%
6	(6)	3	1	3	1	2	3	1	2	2	1	1	2
	9%u	7%	10%	7%	12%	9%	5%	15%	10%	9%	9%	8%	5%
5	(5)	10	3	7	3	6	7	4	5	2	4	2	9
	26%	25%	28%	23%	32%	25%	29%	36%	13%	33%	42%	15%	26%
4	(4)	3	1	2	1	2	3	3	1	1	1	2	3
	9%	13%	7%	9%	8%	12%	22%	5%	10%	8%	8%	16%	10%
3	(3)	1	-	*	1	-	-	-	-	*	1	-	1
	3%	-	1%	7%	-	1%	-	-	-	1%	10%	-	3%
2	(2)	1	-	1	1	1	1	*	*	1	*	-	1
	4%	-	3%	4%	1%	3%	4%	1%	1%	5%	2%	-	4%
1	(1)	*	-	*	-	-	-	-	-	*	-	-	*
	*	-	1%	-	-	-	-	-	-	1%	-	-	*
Completely unprotected	(0)	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 8-10	12	3	9	5	5	10	2	3	6	5	2	6	11
	31%	28%	35%	32%	28%	34%	14%	21%	45%	29%	19%	43%	32%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 283
Q4. Protected/unprotected- Fruitlab
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Fruitlab

	Total (T)	Impacting/ limiting condition		Number of people in household		Do any children aged 17 or under live in your household?				Responsi- bility for childre n in househo ld	Highest education	Urban/ Rural	
		Any (a)	No Impact ing/ limitin g conditi on (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Yes (o)	Univers ity degree or equiv (r)	Still in full time educati on (t)	Urban (u)
Weighted base	38	11**	24*	15**	19**	29*	13**	14**	14**	16*	11**	13**	35*
NET: 4-7	23	8	15	8	14	18	11	11	8	10	7	7	21
	62%	72%	60%	57%	71%	62%	81%	78%	54%	65%	67%	57%	61%
NET: 0-3	3	-	1	2	*	1	1	*	*	1	-	-	3
	7%	-	5%	11%	1%	3%	4%	1%	1%	6%	14%	-	7%
Mean	6.28	6.36	6.44	6.15	6.36	6.42	5.76	6.32	6.94	6.25	5.52	6.69	6.27
Standard deviation	1.97	1.58	1.99	2.03	1.68	1.91	1.85	1.73	1.82	2.07	1.95	1.73	2.02
Standard error	0.19	0.29	0.23	0.30	0.23	0.20	0.30	0.26	0.31	0.24	0.30	0.45	0.20

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 284

Q4. Protected/unprotected- Fruitlab

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Fruitlab

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status Working full time (s)
Unweighted base	111	97	98	91	64
Weighted base	38	32*	33*	30*	15*
Effective base	54	48	45	44	33
Completely protected	(10)	1	1	1	1
	3%	3%	4%	4%	6%
9	(9)	4	3	4	3
	10%	11%	11%	11%	9%
8	(8)	7	6	6	5
	18%	20%	19%	17%	11%
7	(7)	7	6	5	7
	18%	20%	15%	22%	14%
6	(6)	3	3	3	3
	9%	9%	10%	10%	10%
5	(5)	10	7	9	7
	26%	24%	28%	25%	36%T
4	(4)	3	2	3	2
	9% ^d	6%	8%	7%	7%
3	(3)	1	1	1	1
	3%	3%	3%	4%	1%
2	(2)	1	1	1	1
	4% ^r	4%	3%	1%	5%
1	(1)	-	-	-	-
	-	-	-	-	-
Completely unprotected	(0)	-	-	-	-
	-	-	-	-	-
NET: 6-10	12	11	11	10	4
	31%	34%	33%	32%	27%
NET: 4-7	23	18	20	19	10
	62%	58%	60%	63%	67%
NET: 0-3	3	3	2	1	1
	7%	8%	6%	5%	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 284

Q4. Protected/unprotected- Fruitlab

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
 Fruitlab

	GO Region	NET: England (d)	Interne Usage More than 2 hours (n)	Devices used to access internet Multipl e devices (r)	Working _status_ Working full time (s)
Weighted base	38	32*	33*	30*	15*
Mean	6.28	6.40	6.34	6.51	6.17
Standard deviation	1.97	2.00	1.97	1.85	2.06
Standard error	0.19	0.20	0.20	0.19	0.26

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 285

Q4. Protected/unprotected- Fruitlab

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All respondents who have used ... in the past 3 months
Fruitlab

	Total (T)	Household income per year £36,400	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measure (r)	
			£51,999 (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)		No exposure (q)
Unweighted base	111	24	110	109	99	110	102	99	105	111	73	81	76	34	89	
Weighted base	38	12**	37	35	30*	37	32*	31*	33	38	12	14	26*	11**	30*	
Effective base	54	14	53	54	46	53	49	46	51	54	69	69	36	18	42	
Completely protected	(10)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
		3%	1%	3%	3%	4%	3%	4%	4%	3%	3%	7%	5%	1%	7%	4%
9	(9)	4	1	4	4	3	4	4	3	4	4	2	2	3	3	
		10%	8%	10%	10%	12%	10%	11%	11%	10%	13%	13%	12%	4%	9%	
8	(8)	7	3	6	7	5	7	5	6	7	2	2	4	3	6	
		18%	24%	17%	20%Tfjm	16%	19%	16%	19%	21%ftj	18%	15%	12%	14%	29%	20%
7	(7)	7	3	7	6	5	7	5	6	7	3	3	5	2	6	
		18%g	25%	18%g	16%	18%	19%g	17%	19%	17%	18%g	25%o	20%	19%	18%	
6	(6)	3	1	3	3	3	3	3	3	3	2	2	2	1	3	
		9%	10%	9%	9%	11%	9%	10%	11%	10%	9%	13%	12%	10%	5%	10%
5	(5)	10	2	10	8	8	10	8	7	8	10	2	3	7	8	
		26%g	19%	26%g	24%	28%k	26%gk	28%	21%	25%	26%g	18%	18%	27%	25%	29%
4	(4)	9	1	9	3	2	3	3	3	3	1	1	3	1	1	
		9%r	12%	9%	10%	7%	9%	10%h	11%	10%	9%	6%	9%h	10%	5%	4%
3	(3)	1	-	1	1	-	1	-	1	-	1	1	1	1	1	
		3%j	-	3%hjl	3%hjl	1%	3%hjl	1%	4%hjl	1%	3%jl	1%	8%h	4%	2%	3%
2	(2)	1	-	1	1	1	1	-	1	1	-	-	1	1	1	
		4%ikl	-	4%ikl	4%ikl	2%k	2%k	4%hikl	1%	2%k	4%ikl	-	1%	3%	6%	3%
1	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completely unprotected	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: 0-10	12	4	11	12	9	12	10	12	12	4	4	7	5	10	10	
	31%	34%	30%	34%Tfm	31%	32%	31%	34%	35%Tfm	31%	35%o	31%	28%	40%	33%	
NET: 4-7	23	8	23	21	19	23	20	19	20	23	7	9	17	6	19	
	62%g	66%	63%g	59%	65%g	63%g	63%g	61%	61%	62%g	62%	59%	65%	53%	61%	
NET: 0-3	3	-	3	3	1	2	2	1	1	3	-	1	2	1	2	
	7%hil	-	7%hil	7%hikl	4%	5%l	5%	5%	4%	7%hil	3%	10%h	7%	7%	6%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 285

Q4. Protected/unprotected- Fruitlab
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
Fruitlab

	Household income per year £36,400	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Total (T)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)		No exposure (q)
Weighted base	38	12**	37	35	30*	37	32**	31*	33	38	12	14	26*	11**	30*
Mean	6.28	6.60	6.25	6.30	6.44	6.35Tm	6.30	6.46	6.44Tg m	6.28	6.81o	6.36	6.17	6.54	6.44
Standard deviation	1.97	1.64	1.97	2.02	1.87	1.90	1.98	1.90	1.90	1.97	1.90	2.15	1.95	2.10	1.86
Standard error	0.19	0.33	0.19	0.19	0.19	0.18	0.20	0.19	0.19	0.19	0.22	0.24	0.22	0.36	0.20

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 286

Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Completely protected	(10) 133	76	56	40	32	28	33	72	61	8	125	20	27	17	23	16	9	11	37	21	114	17	5	6	4	50	7	7	65
9	(9) 138	82	54	44	34	27	32	78	59	19	118	15	23	23	24	18	12	2	32	14	116	21	3	13	3	49	11	5	69
	11%b)	14%Tb	9%	13%	9%	10%	12%	11%	11%	22%Tj)	10%	11%	11%	12%	11%	11%	9%	3%	9%	7%	11%	14%	10%	14%	11%	10%	19%	10%	11%
8	(8) 278	129	146	64	88	52	70	153	123	22	257	35	51	42	57	34	26	12	72	38	225	41	8	29	2	113	17	12	131
	22%	21%	23%	19%	24%	20%	26%	22%	23%	25%	22%	25%	24%	21%	26%	20%	19%	17%	19%	18%	22%	27%	24%	34%Tt	11%	23%	29%	24%	21%
7	(7) 260	125	135	72	79	54	54	151	107	11	249	22	42	51	43	43	29	19	91	48	229	27	5	15	6	117	11	9	114
	21%ai	21%	21%	22%	22%	21%	20%	22%	20%	13%	22%ai	15%	20%	20%	25%ai	20%	25%ai	21%	26%	24%ai	23%	21%	18%	17%	26%	24%	18%	18%	19%
6	(6) 124	54	70	32	41	26	25	73	51	8	116	14	23	17	16	15	20	10	44	30	107	17	3	8	3	49	5	5	64
	10%	9%	11%	10%	11%	10%	9%	10%	10%	10%	10%	10%	11%	9%	7%	8%	15%	14%	12%	14%un	10%	11%	10%	10%	15%	10%	8%	10%	10%
5	(5) 216	97	119	62	59	45	46	121	91	15	201	23	31	31	41	31	31	14	76	45	197	18	4	11	3	78	8	5	123
	17%	16%	19%	18%	16%	17%	17%	17%	17%	17%	17%	16%	15%	15%	19%	18%	23%	20%	20%	22%	18%	12%	11%	12%	14%	16%	13%	10%	20%T
4	(4) 36	14	22	8	13	8	7	21	15	1	35	3	9	7	6	7	4	-	11	4	33	3	2	2	-	11	2	1	22
	3%	2%	3%	2%	4%	3%	3%	3%	3%	2%	3%	2%	4%	4%	3%	4%	3%	-	3%	2%	3%	2%	5%	2%	-	4%	3%	3%	4%
3	(3) 23	9	14	5	9	8	1	14	9	-	23	7	3	6	3	2	1	4	2	19	4	1	2	1	8	-	2	13	2
	2%	1%	2%	2%	2%	3%af	-	2%	2%af	-	2%	5%Tr	1%	3%	1%	1%	1%	2%	1%	1%	2%	2%	3%	2%	3%	2%	-	3%	2%
2	(2) 18	11	8	4	3	4	3	12	6	1	17	-	2	2	3	5	4	1	10	5	16	1	-	1	-	9	-	3	7
	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	-	1%	1%	1%	3%	2%	3%	2%	2%	2%	1%	-	1%	-	2%	-	5%TC	1%
1	(1) 7	4	3	-	3	2	2	3	4	1	6	1	-	2	1	-	1	-	1	1	5	1	-	-	1	4	-	-	3
	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-	1%	-	1%	-	1%	-	-	-	-	3%	1%	-	-	-
Completely unprotected	(0) 9	5	4	1	2	3	2	3	5	1	8	2	1	1	1	2	-	1	3	1	7	2	1	1	-	3	-	1	5
	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	-	1%	-	2%	1%
NET: 8-10	550	287	257	148	155	107	135	303	243	49	500	71	101	83	104	68	47	25	141	73	465	79	17	48	9	213	35	24	265
	44%bprs	47%Td	41%	44%	42%	42%	49%	43%	46%	55%Tjmo	43%prs	50%prs	48%prs	41%	46%prs	40%	34%	35%	37%	35%	43%	52%Tt	51%	55%t	40%	43%	58%Tzc	48%	43%
NET: 4-7	636	291	346	174	192	134	131	366	265	36	600	61	105	107	106	95	84	43	221	127	566	65	14	36	12	255	25	20	322
	51%aiu	48%	55%Ta	52%	53%	52%	48%	52%	50%	41%	52%ai	43%	49%	53%	49%	55%ai	61%Tijk	60%ai	58%Tijk	52%uw	43%	43%	41%	55%	52%	42%	42%	42%	52%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 286
Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	57	28	29	14	18	15	8	32	24	2	55	10	6	12	8	10	6	3	19	9	48	7	2	4	1	24	-	5	28
	5%	5%	5%	4%	5%	6%	3%	5%	4%	3%	5%	7%	3%	6%	4%	6%	4%	4%	5%	4%	4%	5%	7%	4%	6%	5%	-	10%A	5%
Mean	7.00bpr	7.14Tb	6.85	7.08	6.91	6.89	7.18	6.99	7.04	7.31prs	6.98	7.10	7.18prs	6.90	7.09	6.85	6.66	6.94	6.80	6.75	6.97	7.22	7.08	7.21	7.17	7.00	7.56Tc	6.97	6.92
Standard deviation	1.98	2.03	1.92	1.94	1.93	2.08	1.93	1.94	2.01	1.95	1.98	2.13	1.91	1.99	1.92	2.06	1.89	1.96	1.98	1.91	1.96	1.99	2.37	1.85	2.10	1.96	1.62	2.33	2.00
Standard error	0.06	0.08	0.08	0.10	0.10	0.13	0.12	0.07	0.09	0.19	0.06	0.19	0.12	0.13	0.13	0.17	0.17	0.27	0.11	0.14	0.06	0.14	0.37	0.17	0.38	0.09	0.18	0.32	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 287

Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Completely protected	(10) 133	33	19	19	95	36	51	39	8	90	44	21	18	16	7	32	6	61	41	12	9	114	20
	11% ^f	9%	10%	10%	11%	13% ^f	8%	13% ^f	14%	11%	11%	18% ^{Tij}	10%	9%	6%	11%	22%	10%	10%	13%	9%	11%	8%
9	(9) 138	46	25	23	86	39	62	32	5	90	48	10	19	20	15	26	2	63	39	7	24	115	23
	11%	13%	13%	11%	10%	14%	10%	11%	8%	11%	12%	8%	11%	11%	14%	9%	9%	11%	10%	8%	24% ^{Tqrs}	12%	9%
8	(8) 278	73	47	38	203	46	150	62	20	180	98	25	47	44	20	74	3	129	87	21	25	232	46
	22% ^{ee}	20%	24%	19%	24%	17%	24% ^{ee}	21%	33% ^{ee}	22%	24%	21%	25%	25%	19%	25%	10%	22%	22%	22%	25%	23%	19%
7	(7) 260	68	24	47	184	64	123	66	7	168	92	22	37	39	30	72	8	125	93	21	11	205	55
	21% ^{bt}	19% ^b	13%	24% ^{ab}	22% ^{ab}	24%	20%	22%	11%	20%	22%	18%	20%	22%	28%	24%	30%	21% ^t	23% ^{tt}	23% ^{tt}	11%	21%	22%
6	(6) 124	39	22	18	80	24	75	21	5	82	42	17	16	19	11	32	1	52	38	14	15	103	21
	10%	11%	11%	9%	10%	9%	12% ^{Tg}	7%	8%	10%	10%	14%	9%	11%	10%	11%	5%	9%	10%	15%	15%	10%	9%
5	(5) 216	67	34	37	137	42	111	52	11	155	81	15	35	29	17	42	4	110	74	9	13	151	65
	17% ^{su}	18%	18%	18%	16%	15%	18%	18%	18%	19%	19%	13%	19%	16%	16%	14%	14%	19% ^{sa}	19%	10%	13%	15%	26% ^{Tu}
4	(4) 36	11	9	5	24	9	16	9	2	27	9	5	4	2	2	8	-	19	9	5	1	29	7
	3%	3%	5%	3%	3%	3%	3%	4%	3%	2%	4%	2%	1%	2%	3%	-	3%	2%	2%	5%	1%	3%	3%
3	(3) 23	14	6	6	8	3	10	10	-	16	7	3	4	4	1	6	1	8	9	4	-	20	3
	2% ^d	4% ^{Td}	3% ^d	3% ^d	1%	1%	2%	3%	-	2%	2%	3%	2%	2%	1%	2%	5%	1%	2%	4% ^t	-	2%	1%
2	(2) 18	8	3	4	10	6	12	*	1	16	2	-	1	*	1	1	-	12	5	1	1	13	5
	1% ^g	2%	2%	2%	1%	2% ^g	2% ^g	*	2%	2%	1%	-	1%	*	1%	-	2%	1%	1%	1%	1%	1%	2%
1	(1) 7	-	-	-	7	1	3	2	1	3	4	1	3	3	2	2	1	4	3	-	1	5	2
	1%	-	-	-	1%	1%	*	2%	2%	1%	1%	2%	2% ^{Ti}	2% ^{Ti}	1%	5%	1%	1%	-	1%	1%	1%	1%
Completely unprotected	(0) 9	6	4	2	3	2	6	1	-	8	1	-	-	1	1	-	-	2	-	-	-	7	2
	1% ^d	2% ^{Td}	2% ^d	1%	*	1%	1%	*	-	1%	*	-	*	1%	-	-	-	*	-	-	-	1%	1%
NET: 8-10	550	152	90	80	383	120	263	133	33	360	190	57	85	79	42	132	11	253	166	40	58	461	89
	44% ^v	42%	47% ^{sa}	40%	46%	44%	42%	46%	55%	43%	46%	47%	46%	45%	39%	45%	41%	43%	42%	42%	58% ^{Tqrs}	46% ^{Tv}	36%
NET: 4-7	636	185	88	108	426	138	325	147	25	432	204	59	92	90	60	155	14	305	214	50	40	489	147
	51% ^{tu}	51%	46%	54%	51%	51%	53%	50%	42%	52%	50%	49%	50%	51%	56%	52%	50%	52% ^{tt}	54% ^{tt}	53%	40%	49%	59% ^{Tu}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 287

Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 0-3	57	28	13	12	27	12	30	12	2	43	15	5	9	8	5	10	3	26	17	5	2	45	12
	5% ^d	8% ^{Td}	7% ^d	6%	3%	5%	5%	4%	4%	5%	4%	4%	5%	5%	3%	4%	10%	4%	4%	5%	2%	5%	5%
Mean	7.00 ^{Av}	6.79	6.85	6.88	7.11 ^{Ta}	7.13	6.88	7.12	7.13	6.93	7.15	7.23	7.00	7.04	6.92	7.13	7.12	6.97	7.00	7.03	7.42 ^{Tq}	7.08 ^{Tv}	6.67
Standard deviation	1.98	2.13	2.18	2.01	1.90	2.04	1.96	1.94	2.07	2.03	1.86	1.98	1.95	1.90	1.95	1.78	2.38	1.96	1.87	1.91	1.88	1.97	1.98
Standard error	0.06	0.11	0.16	0.14	0.07	0.13	0.08	0.11	0.25	0.07	0.09	0.17	0.13	0.13	0.18	0.10	0.50	0.08	0.09	0.18	0.18	0.06	0.13

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 288
Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Completely protected	(10) 133	19	5	1	115	8	7	17	16	4	18	25	14	7	91	42	4	8	120	60	20	3	7	3	24	6	1
	11% ^d	13%	8%	3%	11% ^d	15%	5%	16% ^{fm}	15% ^{li}	5%	16% ^{fm}	15% ^{li}	8%	6%	12% ^T	9%	14%	15%	11%	14% ^T	10%	6%	13%	5%	10%	7%	5%
9	(9) 138	17	9	3	109	8	12	7	18	6	10	15	22	12	82	52	2	10	121	43	28	3	8	7	18	7	5
	11%	17%	14%	8%	10%	15%	9%	7%	17% ^{dgi}	7%	9%	13%	11%	11%	11%	11%	7%	17%	11%	10%	14%	6%	13%	14%	8%	9%	16%
8	(8) 278	23	11	9	235	6	31	26	26	21	17	48	40	21	177	98	8	9	260	97	55	11	12	12	42	21	8
	22%	23%	19%	24%	23%	13%	23%	25%	24%	24%	15%	28% ^{ej}	23%	20%	23%	21%	24%	15%	23%	22%	27%	22%	20%	22%	18%	25%	8
7	(7) 260	15	12	12	221	10	34	18	14	19	26	24	51	25	152	105	6	12	232	107	32	10	14	10	50	18	8
	21% ^{ak}	14%	20%	33% ^{ahk}	21% ^{ak}	19%	25% ^{hk}	18%	13%	22%	24%	14%	29% ^{Tadhk}	24%	20%	23%	19%	21%	21%	24% ^{kt}	16%	21%	24%	18%	21%	22%	28%
6	(6) 124	8	7	2	108	7	9	9	15	11	12	20	13	13	82	42	3	4	115	37	19	6	4	8	35	8	-
	10%	7%	11%	4%	10%	14%	6%	8%	14%	12%	11%	12%	8%	12%	11%	9%	8%	8%	10%	8%	9%	12%	7%	14%	15% ^{Ts}	10%	-
5	(5) 216	20	14	6	177	10	33	15	12	24	16	23	18	24	128	86	8	9	192	66	39	15	8	7	46	13	7
	17% ^{kl}	19%	23% ^{kl}	16%	17% ^{kl}	20%	25% ^{Tdhk}	15%	11%	27% ^{Tdhj}	15%	14%	10%	23% ^{hli}	17%	19%	25%	16%	17%	15%	19%	29% ^{Ts}	13%	14%	20%	16%	23%
4	(4) 36	2	2	1	31	1	6	2	2	1	4	4	7	2	24	10	-	1	36	16	3	-	4	3	5	5	-
	3%	2%	4%	3%	3%	3%	5%	2%	2%	2%	4%	3%	4%	2%	3%	2%	-	2%	3%	4%	2%	-	6%	5%	2%	6%	-
3	(3) 23	4	-	1	17	1	1	1	2	-	4	4	2	1	12	10	-	-	21	8	6	2	-	4	2	1	-
	2%	4%	-	4%	2%	2%	1%	1%	2%	-	4%	3%	1%	1%	2%	2%	-	-	2%	2%	3%	3%	-	8% ^{Tsx}	1%	1%	-
2	(2) 18	1	1	2	15	-	2	2	-	-	2	4	4	1	11	7	1	3	14	7	1	-	-	-	8	1	-
	1%	1%	1%	5% ^{hi}	1%	-	1%	2%	-	-	2%	2%	2%	1%	1%	2%	3%	5% ^{Tr}	1%	2%	1%	-	-	-	4% ^T	1%	-
1	(1) 7	-	-	-	3	-	1	3	1	-	1	1	1	1	4	3	-	-	7	1	1	-	-	-	1	2	-
	1%	-	-	-	1%	-	1%	3% ^{Td}	1%	-	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	-	-	-	1%	3% ^{Ts}	-
Completely unprotected	(0) 9	-	-	-	9	-	3	-	2	1	1	2	-	6	2	-	1	8	4	-	-	3	-	-	1	1	-
	1%	-	-	-	1%	-	3%	-	2%	1%	1%	1%	-	1%	1%	-	2%	1%	1%	-	-	5% ^{Tstx}	-	-	-	1%	-
NET: 8-10	550	53	24	13	459	22	50	49	60	32	44	87	76	39	350	192	14	27	500	200	102	18	27	22	84	34	14
	44% ^x	52% ^{li}	41%	35%	44%	42%	37%	49%	57% ^{Tcdf}	35%	40%	52% ^{flm}	44%	37%	45%	42%	45%	46%	44%	45%	50% ^x	35%	45%	41%	36%	41%	48%
NET: 4-7	636	44	34	20	537	28	83	43	43	56	59	72	89	65	386	243	17	27	575	225	93	31	29	27	136	44	15
	51% ^{hk}	43%	58%	56%	51% ^{hk}	55%	61% ^{Tadg}	43%	41%	62% ^{Tadg}	53%	42%	51%	61% ^{aghk}	50%	53%	52%	46%	51%	51%	46%	62%	50%	51%	58% ^{Tt}	53%	52%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 288

Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 0-3	57 5%	5 5%	1 1%	3 9%	48 5%	1 2%	3 2%	8 8%	3 3%	2 2%	7 7%	10 6%	9 5%	3 3%	34 4%	22 5%	1 3%	4 7%	50 4%	20 5%	8 4%	2 3%	3 5%	4 8%	13 5%	5 6%	-
Mean	7.00	7.19	6.95	6.63	7.00	7.15	6.74	6.96	7.50Tcd tim	6.63	6.98	7.12	7.04	6.84	7.04	6.94	7.05	7.05	7.00	7.10	7.13	6.71	6.98	6.78	6.76	6.72	7.27
Standard deviation	1.98	1.99	1.81	1.89	1.99	1.92	1.76	2.41	1.84	1.84	2.13	2.10	1.97	1.73	2.00	1.94	1.94	2.34	1.97	2.00	1.88	1.68	2.34	1.92	1.99	2.11	1.51
Standard error	0.06	0.20	0.24	0.31	0.06	0.26	0.15	0.25	0.17	0.18	0.20	0.16	0.15	0.18	0.07	0.11	0.35	0.32	0.06	0.09	0.13	0.24	0.31	0.29	0.14	0.25	0.28

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

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 289

Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Completely protected (10)	133	35	32	33	19	9	118	77	51	110	39	28	15	7	10	10	30	103	75	58
	11% _s	15%	10%	11%	11%	8%	11%	11%	12%	11%	11%	17% _{Tfgh}	10%	18% _l	27% _{Tfgh}	16% _{Tfj}	10%	11%	15% _{Ts}	8%
9	138	21	31	39	25	12	133	78	53	107	54	33	30	8	7	14	36	101	75	62
	11% _s	9%	9%	14%	15%	10%	12% _{TI}	11%	13%	11%	15% _{Tfgi}	21% _{Tfgh}	20% _{Tfgh}	22% _{Tfgh}	18% _{TI}	22% _{Tfgh}	12%	11%	15% _{Ts}	8%
8	278	54	89	58	31	31	263	172	116	231	95	99	42	15	11	15	78	198	132	147
	22% _s	23%	27%	20%	18%	26%	23% _T	25% _{TI}	27% _{Tf}	23%	26% _T	24%	28% _T	15	39% _{Tfgi}	30%	27%	21%	26% _{Ts}	20%
7	260	42	70	55	34	28	219	147	78	214	62	22	28	4	4	11	48	210	86	174
	21% _{djkn}	18%	21%	19%	20%	23%	20% _{kk}	22% _{jkmn}	19%	21% _{djkn}	17%	14%	19%	4	11%	18% _{mn}	16%	22% _{Tp}	17%	23% _{Tr}
6	124	24	27	36	17	11	119	63	43	106	33	11	11	1	1	1	24	99	48	76
	10% _o	10%	8%	13%	10%	9%	11% _{Tmno}	9% _o	10% _{mno}	10% _{mo}	9% _o	7% _o	7% _o	3%	4%	2%	8%	11%	10%	10%
5	216	38	68	45	27	17	185	103	53	179	52	19	16	1	3	8	41	168	63	153
	17% _{dghk}	16%	20%	16%	16%	14%	17% _{ghim}	15% _{hm}	12% _{im}	18% _{ghkl}	15% _{im}	12% _{im}	10%	4%	9%	13% _{km}	14%	18%	13%	21% _{Tr}
4	96	7	3	9	10	2	31	19	11	30	12	3	2	*	*	1	11	24	10	26
	3% _b	3%	1%	3%	6% _{Td}	2%	3%	3%	3%	3%	3%	2%	1%	*	*	1%	4%	3%	2%	3%
3	23	3	7	2	4	6	22	11	8	19	3	1	3	1	-	1	12	11	4	19
	2% _{qr}	1%	2%	1%	3%	5% _{Tc}	2%	2%	2% _{qj}	2%	1%	1%	2%	3% _{ko}	-	1%	4% _{Tq}	1%	1%	3% _r
2	18	3	4	5	3	4	14	7	3	14	3	2	1	-	-	*	3	14	2	16
	1% _r	1%	1%	2%	2%	3%	1%	1%	1%	1%	2%	1%	-	-	*	1%	2%	*	2% _{Tr}	
1	7	1	2	2	1	1	7	5	2	5	4	1	-	-	-	2	2	5	1	6
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-	1%	1%	*	1%	
Completely unprotected (0)	9	5	2	2	-	-	8	2	3	2	2	3	1	-	-	1	7	1	4	5
	1% _{giq}	2% _T	1%	1%	-	-	1% _{gi}	*	1%	*	2% _{gi}	1%	-	-	-	2% _{gi}	2% _{Tq}	*	1%	1%
NET: 8-10	550	109	152	129	75	52	514	327	220	449	188	100	87	30	28	39	144	401	282	267
	44% _s	47%	45%	45%	44%	43%	46% _{TI}	48% _{TI}	52% _{Tfgi}	44%	52% _{Tfgi}	62% _{Tfgh}	58% _{Tfgi}	79% _{Tfgh}	78% _{Tfgh}	62% _{Tfgh}	49%	43%	56% _{Ts}	36%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

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Table 289

Q4. Protected/unprotected- NET: Any VSP
Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 4-7	636	111	169	146	88	58	554	332	185	530	159	55	56	7	9	21	125	501	207	429
	51%lghj	48%	50%	51%	52%	48%	50%hjkimno	49%hjkimno	44%kmno	52%lghjkmno	44%klmno	34%mn	37%mn	18%	24%	34%mn	43%	54%Tp	41%	58%Tr
NET: 0-3	57	12	14	12	8	11	51	25	16	41	13	6	6	1	-	2	24	31	11	46
	5%lgr	5%	4%	4%	5%	9%T	5%	4%	4%	4%	4%	4%	4%	3%	3%	8%Tq	3%	2%	6%Tr	
Mean	7.00s	7.05	7.02	7.05	7.01	6.86	7.04T	7.16Ti	7.27Ti	7.02	7.21Ti	7.60Tij	7.46Tij	8.13Tij	8.26Tij	7.67Tij	6.92	7.05	7.49Ts	6.67
Standard deviation	1.98	2.17	1.87	2.02	2.00	2.01	1.97	1.89	1.91	1.91	1.96	2.08	1.88	1.57	1.54	1.98	2.24	1.87	1.86	1.99
Standard error	0.06	0.15	0.10	0.12	0.15	0.17	0.06	0.07	0.08	0.06	0.09	0.13	0.12	0.15	0.14	0.15	0.12	0.06	0.08	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Table 290

Q5. Responsibility - Summary table

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

Summary table

	The company who run the site or app itself (a)	Adults (18+) who use the sites or apps (b)	Parents of children (under 18) who use the sites or apps (c)	Children (under 18) who use the sites or apps (d)	A third party or external body such as a regulator (e)	The police (f)
Unweighted base	1243	1243	1243	1243	1243	1243
Weighted base	1243	1243	1243	1243	1243	1243
Effective base	1016	1016	1016	1016	1016	1016
Full responsibility	(10) 608 49%bcdef	361 29%def	359 29%def	135 11%	269 22%df	163 13%
9	(9) 190 15%def	161 13%df	160 13%df	41 3%	137 11%df	78 6%cd
8	(8) 190 15%cd	244 20%adf	237 19%ad	97 8%	257 21%adf	201 16%cd
7	(7) 114 9%	175 14%ad	183 15%ad	131 11%	244 20%abcd	250 20%abcd
6	(6) 48 4%	113 9%a	110 9%a	137 11%ae	102 8%a	150 12%abce
5	(5) 65 5%	112 9%a	126 10%a	253 20%abce	150 12%ab	219 16%abce
4	(4) 7 1%	32 3%a	30 2%a	89 7%abcef	25 2%a	44 4%ae
3	(3) 5 *	17 1%a	18 1%a	92 7%abcef	29 2%a	49 4%abce
2	(2) 6 *	12 1%	4 *	89 7%abcef	8 1%	35 3%abce
1	(1) 4 *	4 *	4 *	57 5%abcef	3 *	12 1%abce
no responsibility	(0) 6 *	13 1%	12 1%	120 10%abcef	19 2%a	43 3%abce
NET: 8-10	987 79%bcdef	766 62%def	756 61%def	273 22%	663 53%df	441 35%cd
NET: 4-7	235 19%	432 35%a	449 36%a	611 49%abce	521 42%abc	662 53%abcde
NET: 0-3	21 2%	45 4%a	38 3%a	359 29%abcef	59 5%ac	139 11%abce
Mean	8.67bcdef	7.78def	7.79def	5.13	7.44df	6.50d
Standard deviation	1.79	2.11	2.07	2.94	2.13	2.43
Standard error	0.05	0.06	0.06	0.08	0.06	0.07

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

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Absolutes/col percents

Table 291

Q5. Responsibility - The company who run the site or app itself
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.
Base: All respondents
The company who run the site or app itself

	Gender		Social Grade							Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (C)		
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597		
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615		
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502		
Full responsibility	(10) 608	272	333	162	166	132	146	328	277	43	565	47	90	83	106	108	62%Tjk	90	41	239	131	63%Tjk	535	69	17	43	7	245	27	24	304
		49%akm	45%	53%Ta	48%	45%	51%	53%	47%	52%	49%ak	49%km	33%	43%	41%	48%k	62%Tjk	66%Tjk	57%k	63%Tjk	50%	45%	51%	49%	30%	50%	45%	49%	49%	49%	
9	(9) 190	92	96	63	57	29	40	120	68	7	183	22	31	31	36	32	14	17	63	31	169	19	4	13	2	84	7	7	80		
		15%eC	15%	19%ah	16%	11%	15%	17%ae	13%	8%	16%	13%	8%	15%	16%	18%j	10%	24%ip	16%p	15%p	16%	13%	11%	15%	9%	17%	12%	15%	13%		
8	(8) 190	103	87	53	64	42	30	117	71	12	177	24	42	28	38	20	18	8	46	26	166	22	4	9	8	77	10	4	98		
		15%f	17%	14%	16%	17%f	13%	17%f	13%	14%	15%	17%	20%r	14%	17%	12%	13%	11%	12%	12%	15%	14%	11%	10%	35%	16%	17%	9%	16%		
7	(7) 114	60	54	31	34	19	29	64	49	11	104	24	18	27	20	5	5	3	14	9	91	22	4	14	5	40	7	6	57		
		9%oprs	10%	9%	9%	8%	11%	9%	9%	12%oprs	17%Tjlop	9%ors	17%Tjlop	9%ors	13%Tjoprs	9%ors	3%	4%	5%	4%	9%	8%	15%Tt	11%	16%Tt	20%	8%	12%	13%	9%	
6	(6) 48	23	25	11	16	14	7	26	21	3	45	9	14	12	6	*	2	1	3	3	42	5	-	4	-	13	4	2	29		
		4%or	4%	3%	4%	5%	3%	4%	4%	4%or	4%or	7%ors	7%Tjoprs	6%ors	3%	*	2%	1%	1%	1%	4%	3%	-	5%	-	3%	7%	4%	5%		
5	(5) 65	41	24	10	19	15	18	29	33	7	58	10	11	14	9	5	5	2	12	7	54	11	4	3	*	23	3	2	35		
		5%bc	7%Tb	4%	3%	5%	6%	7%	4%	6%	8%r	5%	7%	4%	3%	4%	3%	3%	3%	3%	5%	7%w	11%	3%	1%	5%	6%	4%	6%		
4	(4) 7	3	2	2	2	1	4	3	2	5	2	2	2	2	-	-	-	-	-	-	5	2	1	*	1	4	*	1	2		
		1%	1%	1%	1%	1%	1%	1%	1%	2%urs	*	1%	1%	1%	-	-	-	-	-	-	1%	1%	3%	*	3%	1%	*	2%	*		
3	(3) 5	1	5	1	3	1	3	2	1	5	1	2	-	1	-	1	*	*	1	*	4	1	1	-	-	2	-	-	2		
		*	1%	*	1%	*	1%	*	1%	1%	1%	1%	-	1%	-	*	*	*	*	*	1%	1%	2%	-	-	1%	-	-	-		
2	(2) 6	5	1	2	4	-	1	5	1	-	6	-	2	3	1	-	-	-	-	-	5	1	-	1	-	-	-	1	4		
		1%	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%r	1%	1%	-	-	-	-	-	1%	1%	-	1%	-	-	-	3%Tz	1%		
1	(1) 4	1	2	1	1	1	2	2	2	-	4	2	-	1	1	-	1	-	1	1	3	1	-	-	1	1	-	-	3		
		*	*	*	*	*	1%	*	*	-	1%	-	-	1%	1%	-	1%	-	1%	1%	1%	1%	-	-	3%	1%	-	-	1%		
no responsibility	(0) 6	4	2	1	1	4	-	3	4	1	5	-	-	1	1	1	1	-	3	1	5	-	-	-	-	2	-	1	2		
		1%	*	*	*	1%	-	*	1%	1%	*	-	-	1%	1%	1%	1%	-	1%	1%	1%	-	-	-	-	2%	-	2%	*		
NET: 8-10	987	466	516	279	287	201	215	565	416	63	925	93	163	142	179	159	122	66	347	188	870	110	24	66	17	406	44	36	482		
		79%kmu	77%	82%	83%	79%	78%	81%	78%	72%	80%km	66%	77%	70%	82%ikm	92%Tjk	89%Tjklm	91%Tjklm	91%Tjklm	90%Tjklm	81%Tu	72%	73%	66	75%	73%	83%T	74%	73%	78%	
NET: 4-7	235	128	105	53	70	50	57	124	107	23	212	46	46	55	36	11	12	6	29	18	192	40	8	21	5	81	15	11	122		
		19%oprs	21%	17%	16%	19%	20%	21%	20%	25%oprs	18%oprs	32%Tjln	21%oprs	27%Tjno	16%ors	6%	9%	9%	8%	9%	18%	26%Tt	25%	24%	24%	16%	26%	22%	20%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 291

Q5. Responsibility - The company who run the site or app itself

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The company who run the site or app itself

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	21	11	10	4	8	5	3	13	8	2	19	2	4	4	4	2	2	-	5	2	17	2	1	1	1	5	-	2	11
	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	-	1%	1%	2%	1%	2%	1%	3%	1%	-	5%	2%
Mean	8.67akm	8.52	8.82Ta	8.80	8.57	8.60	8.76	8.68	8.68	8.39	8.69km	8.15	8.48	8.32	8.74km	9.22Tij	9.12Tij	9.21Tij	9.18Tij	9.15Tij	8.71	8.47	8.46	8.72	8.14	8.79	8.54	8.42	8.64
Standard deviation	1.79	1.87	1.70	1.63	1.83	1.97	1.74	1.74	1.85	2.09	1.77	1.86	1.78	1.96	1.71	1.47	1.70	1.19	1.51	1.54	1.76	1.83	2.04	1.62	1.90	1.66	1.67	2.32	1.81
Standard error	0.05	0.07	0.07	0.09	0.09	0.12	0.11	0.06	0.08	0.21	0.05	0.17	0.11	0.13	0.12	0.12	0.15	0.16	0.08	0.12	0.05	0.13	0.32	0.15	0.34	0.08	0.19	0.32	0.07

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 292

Q5. Responsibility - The company who run the site or app itself
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The company who run the site or app itself

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Full responsibility (10)	608	190	99	97	406	149	309	127	22	432	176	45	77	77	46	125	11	291	187	43	46	497	110
	49% ^h	52%	52%	49%	48%	55% ^{Tgh}	50%	43%	37%	52% ^{Tjkl}	43%	37%	41%	43%	42%	41%	50%	47%	45%	46%	50%	44%	44%
9	180	54	25	30	127	47	89	45	10	137	53	19	25	19	14	42	4	88	67	20	9	146	44
	15%	15%	13%	15%	15%	17%	14%	15%	16%	16%	13%	16%	14%	11%	13%	14%	13%	17%	21% ^l	17%	9%	15%	18%
8	190	60	36	38	122	37	103	41	8	125	65	20	29	28	19	49	3	87	69	13	15	147	42
	15%	16%	19%	19%	15%	14%	17%	14%	13%	15%	16%	17%	16%	17%	17%	12%	15%	17%	14%	15%	15%	15%	17%
7	114	24	10	16	87	15	51	41	8	57	57	19	29	29	10	42	5	54	32	10	13	95	19
	9% ^{aei}	7%	5%	8%	10% ^b	5%	8%	14% ^{Tef}	13% ^e	7%	14% ^{Ti}	16% ^{TI}	16% ^{TI}	16% ^{TI}	10%	14% ^T	18%	10%	13%	10%	13%	10%	8%
6	48	12	8	6	35	5	25	13	5	27	21	6	13	7	6	17	1	20	13	7	5	38	10
	4%	3%	4%	3%	4%	2%	4%	5%	8% ^e	3%	5%	5%	7% ^{TI}	4%	5%	6%	5%	3%	3%	7%	5%	4%	4%
5	65	17	9	9	43	11	29	20	4	37	28	8	9	14	10	18	3	35	20	2	8	48	17
	5%	5%	5%	4%	5%	4%	5%	7%	7%	4%	7%	7%	5%	8%	9%	6%	11%	6%	5%	2%	8%	5%	7%
4	7	2	1	2	3	1	2	2	1	5	2	1	*	2	2	1	-	3	2	-	2	6	1
	1%	*	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	1%	2%	*	-	1%	1%	-	2% ^T	1%	*
3	5	*	*	*	5	1	1	2	1	4	2	1	*	1	-	1	-	3	2	-	1	3	2
	*	*	*	*	1%	*	1%	2% ^f	2% ^g	1%	*	1%	*	1%	-	-	-	*	*	-	1%	*	1%
2	6	2	1	*	4	2	3	1	*	3	3	1	2	1	*	3	-	2	3	1	-	5	1
	*	2	1%	*	4	1%	*	*	*	1%	*	1%	1%	*	1%	*	-	*	1%	1%	-	1%	*
1	4	2	1	1	1	1	3	*	*	4	*	*	*	*	*	*	-	2	*	*	*	3	1
	*	1%	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	-	1%	*	*	*	*	*
no responsibility (0)	6	2	*	1	3	1	4	*	1	5	1	*	*	1	-	-	-	2	1	-	1	6	1
	1%	*	1%	1%	*	1%	*	*	2% ^g	1%	*	*	*	1%	-	-	-	*	*	*	1%	1%	*
NET: 8-10	987	304	160	164	655	233	501	213	40	693	294	84	131	123	78	216	18	466	323	76	70	791	196
	79% ^{ghjk}	83% ^T	83%	82%	78%	86% ^{Tgh}	81% ^{gh}	73%	66%	83% ^{Tjkl}	72%	70%	71%	70%	73%	73%	66%	80% ^l	81% ^l	80%	70%	80%	79%
NET: 4-7	235	55	29	33	168	33	107	77	18	126	109	35	52	52	28	77	9	112	67	18	28	188	47
	19% ^{aei}	15%	15%	17%	20%	12%	17%	26% ^{Tef}	30% ^{Tef}	15%	27% ^{Ti}	29% ^{TI}	28% ^{TI}	29% ^{TI}	26% ^l	26% ^T	34%	19%	17%	19%	28% ^{Tqr}	19%	19%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 292

Q5. Responsibility - The company who run the site or app itself
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The company who run the site or app itself

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 0-3	21	6	3	3	13	5	11	3	2	15	6	1	2	2	1	4	-	7	8	1	2	16	5
	2%	2%	2%	1%	2%	2%	2%	1%	4%	2%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	2%	2%	2%
Mean	8.67hjkmo	8.78	8.74	8.71	8.67	8.91Tgh	8.71h	8.50	8.08	8.79Tjklmn	8.44	8.33	8.44	8.40	8.34	8.47	8.35	8.72t	8.67	8.78	8.33	8.70	8.57
Standard deviation	1.79	1.78	1.77	1.75	1.74	1.71	1.79	1.74	2.17	1.77	1.81	1.75	1.72	1.80	1.99	1.72	1.76	1.71	1.76	1.49	2.05	1.79	1.80
Standard error	0.05	0.09	0.13	0.12	0.06	0.11	0.07	0.10	0.27	0.06	0.08	0.15	0.12	0.13	0.18	0.09	0.37	0.07	0.09	0.14	0.20	0.06	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 293

Q5. Responsibility - The company who run the site or app itself

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The company who run the site or app itself

	Total (T)	GO Region										Internet usage		Devices used to access internet			Working status											
		Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Full responsibility	(10)	698 49%insw	45 43%	30 51%	15 40%	518 50%hi	31 61%hi	69 51%	51 50%	42 40%	34 38%	58 53%i	86 58%Tadh i	49 46%	359 46%	241 53%	11 35%	28 48%	558 50%	192 43%	99 49%	26 52%	18 45%	33 33%	148 64%Tstv w	44 52%	13 45%	
9	(9)	190 15%	13 13%	6 10%	8 23%	163 16%	8 16%	24 18%	14 14%	11 11%	14 16%	14 13%	19 11%	28 16%	30 28%Tabd p%h	125 16%	65 14%	5 14%	8 14%	177 16%	63 14%	40 20%	5 9%	10 18%	11 21%	38 16%	12 14%	4 12%
8	(8)	190 15%	18 17%	9 14%	7 19%	157 15%	7 13%	25 18%	14 14%	16 15%	11 13%	20 18%	24 14%	30 17%	10 10%	123 16%	65 14%	3 10%	6 10%	177 16%	73 16%	29 14%	8 16%	11 19%	9 16%	28 12%	13 16%	5 18%
7	(7)	114 9%dx	17 17%Tdef g/km	11 18%Tdef km	3 8%	83 8%	1 3%	10 7%	7 7%	18 17%Tdefg j/km	8 9%	5 5%	13 8%	15 6%	6 9%	46 10%	4 14%	6 10%	99 9%	57 13%Tx	15 8%	2 5%	4 6%	8 16%kx	8 3%	6 8%	2 8%	
6	(6)	48 4%	5 4%	* 1%	1 3%	42 4%	- -	3 2%	3 3%	6 5%	6 6%	4 3%	4 2%	12 7%	6 5%T	37 2%	10 -	- 3%	43 4%	23 5%kx	8 4%	2 3%	2 3%	3 6%	3 1%	4 5%	- -	
5	(5)	65 5%urx	5 5%	2 4%	1 5%	56 5%	3 5%	2 2%	9 9%fl	10 10%fl	10 12%Tdkl	7 6%	4 4%	5 4%	39 5%	23 20%	6 11%r	6 4%	47 5%	24 5%	7 4%	4 13%Ttx	7 6%	4 8%	5 2%	3 3%	4 14%	
4	(4)	7 1%	- -	- -	- -	7 1%	- -	- 2%T	1 1%	2 2%	* 2%	2 2%	- 1%	1 1%	7 1%T	- 3%	1 -	- 2%	5 -	3 1%	2 -	- 1%	- -	- 1%	- -	- -	- -	
3	(3)	5 1%	- -	- -	- -	5 1%	- -	2 2%T	1 1%	- -	1 2%	- -	- *	- -	4 2%	2 -	1 -	- 4%	4 2%	2 -	* 1%	1 -	- -	- -	- -	1 2%	1 2%	
2	(2)	6 1%	- -	- -	- -	6 1%	1 2%	- -	- -	- 2%T	2 1%	1 1%	- -	- -	4 1%	1 -	- -	1 2%	5 -	6 1%T	- -	- -	- -	- -	- -	- -	- -	
1	(1)	4 1%	- -	- -	- -	4 1%	- -	- 2%	- -	2 2%	1 1%	- -	1 1%	- -	4 1%	- 2%	1 -	- 3%	3 1%	1 1%	1 -	- -	2 3%Ts	- -	1 -	- -	- -	
no responsibility	(0)	6 1%	1 1%	1 2%	1 4%Tdl	3 *	- -	- -	- -	1 1%	1 2%	- -	- -	- -	2 1%	4 -	- 2%	1 *	5 2%	2 1%	2 -	- -	- -	- -	1 1%	- -	- -	
NET: 8-10		987 79%hia	75 73%	45 76%	30 83%	837 80%hi	46 90%ahi	118 87%Tahi	78 78%	69 66%	59 66%	82 83%hi	142 83%hi	89 83%hi	606 79%	372 81%	19 59%	42 72%	913 81%T	328 74%	169 83%a	39 77%	48 82%	37 70%	214 82%Tstu wv	68 82%	22 76%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 293

Q5. Responsibility - The company who run the site or app itself
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
The company who run the site or app itself

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 4-7	235	28	13	5	189	4	16	20	35	24	17	24	30	18	152	79	12	14	194	107	33	11	9	16	16	13	6
	19%fx	27%ek	23%	14%	18%f	8%	12%	20%	33%Tcde	27%Tdef	15%	14%	17%	17%	20%	17%	37%	24%	17%	24%Tx	16%kx	22%kx	16%	30%tx	7%	16%kx	22%
NET: 0-3	21	1	1	1	18	1	2	3	1	6	1	3	*	*	13	7	1	3	17	10	2	1	2	-	2	1	1
	2%	1%	2%	4%j	2%	2%	3%	1%	6%Tadlm	1%	2%	*	*	*	2%	2%	4%	4%	2%	2%	1%	1%	3%	-	1%	2%	2%
Mean	8.67hin	8.52	8.66	8.54	8.69hi	9.08hi	8.93hi	8.54	8.18	7.93	8.76hi	8.87hi	8.86hi	8.86hi	8.61	8.80	7.75	8.30	8.74T	8.44	8.77s	8.56	8.58	8.33	9.24Tst	8.83	8.41
	s																										
Standard deviation	1.79	1.67	1.87	2.09	1.79	1.62	1.46	2.03	2.01	2.42	1.74	1.80	1.41	1.48	1.80	1.74	2.36	2.35	1.72	1.88	1.73	1.90	1.95	1.63	1.42	1.61	1.94
Standard error	0.05	0.17	0.25	0.34	0.06	0.22	0.13	0.21	0.18	0.24	0.16	0.13	0.11	0.15	0.06	0.10	0.42	0.33	0.05	0.09	0.12	0.27	0.26	0.25	0.10	0.19	0.35

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 294

Q5. Responsibility - The company who run the site or app itself
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
The company who run the site or app itself

		Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
		Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base		1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base		1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base		1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Full responsibility	(10)	608	131	153	141	73	52	546	299	187	477	144	63	55	7	25	122	476	215	393	
		49%ghj	56%Tbde	46%	49%	43%	43%	49%ghij	44%imn	44%jlmn	47%gkln	40%kmn	39%mn	37%mn	18%	19%	40%kmn	42%	51%Tp	43%	53%Tr
9	(9)	190	37	50	47	23	21	172	101	60	161	52	22	25	3	5	9	46	144	73	117
		15%	16%	15%	16%	13%	17%	15%	15%	14%	16%	15%	14%	17%sm	8%	13%	14%sm	16%	15%	15%	16%
8	(8)	190	27	65	36	33	20	171	117	70	166	63	27	30	8	8	10	47	142	76	114
		15%	12%	19%Tac	13%	19%	17%	15%	17%	17%	16%	17%	17%	20%TI	21%	21%	16%	16%	15%	15%	15%
7	(7)	114	10	29	35	21	17	89	79	47	102	42	17	15	10	4	7	32	80	63	52
		9%as	4%	9%	12%a	12%a	14%a	9%	12%TI	11%	10%TI	12%lf	11%	10%	26%Tfgh	11%	11%	11%	9%	13%Ts	7%
6	(6)	48	6	13	11	9	3	43	33	23	44	25	11	8	3	2	5	15	32	32	16
		4%a	2%	4%	4%	5%	3%	4%	5%	4%	7%Tgi	7%	6%	9%TI	6%	9%Tgi	5%	3%	6%Ts	2%	
5	(5)	65	15	22	9	10	4	61	41	30	51	26	13	11	2	5	5	20	42	29	36
		5%	7%	7%	3%	6%	4%	5%	8%	7%TI	5%	7%ij	8%	8%	5%	13%Tfio	8%	7%	5%	6%	5%
4	(4)	7	1	1	1	2	1	6	6	4	7	4	3	3	3	1	1	4	3	3	4
		1%q	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%TI	2%TI	9%Tfghi	2%	2%	1%q	*	1%	1%
3	(3)	5	1	1	1	1	1	5	4	*	3	3	1	1	1	2	1	4	1	4	1
		*	*	*	*	*	1%	1%h	1%h	*	1%h	1%	1%	1%	3%Thio	6%Tfghi	1%	*	*	*	1%
2	(2)	6	*	2	2	-	1	6	2	1	4	1	2	1	1	1	-	2	4	3	3
		*	*	1%	1%	-	1%	1%	*	*	*	*	1%g	*	1%	2%Tghij	-	*	*	1%	*
1	(1)	4	2	1	1	-	-	4	1	1	1	-	2	-	-	1	-	3	1	4	-
		1%q	1%	*	*	-	-	1	1	1	1	-	1%	-	-	4%Tfghi	-	1%Tq	-	1%as	-
no responsibility	(0)	6	2	-	2	-	1	5	*	*	3	*	*	-	-	2	-	5	2	4	1
		g	1%	-	1%	-	1%	g	*	*	g	*	*	-	-	5%Tfghi	-	1%	*	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 294

Q5. Responsibility - The company who run the site or app itself
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
The company who run the site or app itself

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	987 79%ghjk mnoqr	194 84%	267 80%	224 78%	128 75%	93 77%	889 80%ghjk mno	517 76%ijkmn	317 75%mn	803 79%ghjk mno	260 72%mn	112 69%mn	111 74%lmn	18 47%	20 53%	44 70%mn	215 73%	762 82%Tp	363 73%	624 84%Tr
NET: 4-7	235 19%qs	32 14%	64 19%	57 20%	42 25%a	25 21%	209 19%	158 23%Tfi	103 24%Tfi	204 20%T	97 27%Tfgi	44 27%Tfi	37 25%Tf	18 49%Tfgh jklo	12 31%Tfi	18 29%Tfi	72 25%Tq	157 17%	127 25%Ts	108 15%
NET: 0-3	21 2%hi	5 2%	3 1%	6 2%	-	3 2%	20 2%hi	8 1%	2 *	12 1%	4 1%	5 3%ghiji o	2 4%hjlo	1 16%Tfghi jko	-	7 2%	14 2%	10 2%	11 1%	
Mean	8.67gh klmnoqr	8.82	8.63	8.70	8.54	8.54	8.67gh klmno	8.54jkm n	8.53jkm lno	8.65gjk lmno	8.37mn	8.15mn	8.34mn	7.26	6.81	8.33mn	8.35	8.78Tp	8.42	8.84Tr
Standard deviation	1.79	1.91	1.68	1.79	1.61	1.84	1.80	1.73	1.73	1.72	1.78	2.10	1.77	2.01	2.88	1.80	1.99	1.71	1.90	1.70
Standard error	0.05	0.13	0.09	0.11	0.12	0.16	0.05	0.06	0.08	0.05	0.08	0.13	0.11	0.19	0.26	0.13	0.10	0.06	0.08	0.07

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 295

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.
Base: All respondents
Adults (18+) who use the sites or apps

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Full responsibility	(10) 361	178	183	104	110	66	77	214	143	26	335	19	44	49	60	70	63	30	163	93	319	40	10	23	4	167	17	14	159
	29%kkC	29%	29%	31%	30%	26%	28%	31%	27%	30%kk	29%kl	14%	21%	24%kk	27%kl	41%TjHl	46%Tijk	42%klm	43%Tijk	44%Tijk	30%	26%	31%	27%	27%	18%	34%TC	28%	29%
9	(9) 161	79	82	47	36	39	39	82	78	9	151	12	30	28	34	24	15	8	48	23	136	23	3	17	3	67	13	5	71
	13%kd	13%	13%	14%	10%	15%	14%	12%	15%	11%	13%	9%	14%	14%	14%	14%	11%	11%	12%	11%	13%	15%	8%	19%	13%	14%	22%TC	11%	12%
8	(8) 244	108	133	71	62	61	48	133	110	14	230	30	44	32	52	33	22	17	72	39	212	28	4	20	4	104	15	10	109
	20%	18%	21%	21%	17%	24%kd	18%	19%	21%	16%	20%	21%	17%	16%	24%	19%	16%	23%	19%	19%	20%	19%	14%	23%	19%	21%	25%	20%	18%
7	(7) 175	88	87	41	67	32	32	109	64	11	164	29	34	28	34	17	17	4	38	21	157	15	2	8	5	65	2	4	99
	14%rA	15%	14%	12%	18%Tcdg	12%	12%	16%cd	12%	13%	14%r	21%oqrs	16%	14%	15%	10%	12%	6%	10%	10%	14%	10%	7%	15%	9%	23%	13%	4%	8%
6	(6) 113	47	65	22	36	30	25	58	55	9	104	18	18	29	15	14	7	4	24	10	94	18	5	8	3	36	3	5	65
	9%sa	8%	10%	7%	10%	12%	9%	8%	10%	10%	9%sa	13%prs	8%	14%Tjpr	7%	8%	5%	5%	6%	5%	9%	12%	15%	9%	13%	7%	5%	9%	11%
5	(5) 112	62	50	23	39	19	28	62	47	8	103	14	23	26	15	9	10	7	26	17	99	13	4	7	-	32	5	6	66
	9%z	10%	8%	7%	11%	7%	10%	9%	9%	10%	9%	10%	11%	13%Tjnr	7%	5%	7%	10%	7%	8%	9%	8%	13%	8%	-	7%	8%	13%	11%z
4	(4) 32	22	11	15	6	5	6	21	11	3	29	6	13	5	1	3	-	1	4	1	27	6	1	1	3	9	3	2	17
	3%nr	4%	2%	4%T	2%	2%	2%	3%	2%	4%unps	3%nr	4%nrps	6%Tjnr	3%	*	2%	-	2%	1%	1%	2%	4%w	3%	1%	12%	2%	5%	5%	3%
3	(3) 17	11	5	3	4	2	9	6	10	2	15	3	4	3	2	2	1	-	3	1	12	5	3	2	-	3	2	*	12
	1%	2%	1%	1%	1%	1%	3%Tcg	1%	2%e	2%	1%	2%	2%	1%	1%	1%	-	1%	-	3	1	3%Ti	10%Tuw	2%	-	1%	3%	*	2%
2	(2) 12	3	7	7	-	1	4	7	5	1	11	5	3	*	1	-	2	-	2	2	9	3	-	3	-	3	-	1	7
	1%	*	1%	2%dg	-	*	2%cd	1%	1%	1%	1%	4%Tjmo	1%	*	*	-	2%	-	1%	1%	1%	2%	-	3%	-	1%	-	2%	1%
1	(1) 4	3	1	1	1	1	1	2	2	1	3	-	-	1	1	-	-	1	1	1	4	-	-	-	-	2	-	1	1
	*	1%	*	*	*	*	*	*	*	1%	*	-	-	*	1%	-	-	2%	*	1%	*	-	-	-	-	*	-	3%TzC	*
no responsibility	(0) 13	5	8	3	4	1	4	7	5	3	9	5	-	1	3	-	-	-	-	-	12	1	-	-	1	3	-	-	10
	1%j	1%	1%	1%	1%	*	2%	1%	1%	4%Tjmo	1%	4%Tjor	-	*	2%r	-	-	-	-	-	1%	*	-	-	3%	1%	-	-	2%
NET: 8-10	766	365	398	222	207	166	165	429	331	49	716	61	118	109	146	127	100	55	282	155	667	91	17	60	11	338	45	29	339
	62%dkmC	60%	63%	66%sdg	57%	65%	60%	61%cd	62%	57%	62%klm	43%	56%	54%	67%klm	74%Tijk	73%Tijk	76%Tijk	74%Tijk	74%Tijk	62%	60%	52%	68%su	50%	69%TC	75%TC	60%	55%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 295

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Adults (18+) who use the sites or apps

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 4-7	432	218	213	101	148	86	92	250	178	32	400	67	88	86	65	43	33	16	93	49	376	52	12	23	11	142	13	17	246
	35%copr	36%	34%	30%	41%Tegh	33%	34%	36%ic	33%	36%rs	35%oprs	47%Tjno	41%Tjno	44%Tjno	30%	25%	24%	22%	24%	24%	35%	34%w	37%	27%	47%	29%	22%	35%	40%TzA
NET: 0-3	45	22	21	13	9	5	18	23	23	6	39	13	7	5	8	2	3	1	6	4	37	8	3	4	1	11	2	2	29
	4%r	4%	3%	4%	3%	2%	7%Tdegh	3%	4%e	7%rs	3%r	9%Tjmo	3%	2%	4%	1%	2%	2%	2%	2%	3%	6%	10%Tt	5%	3%	2%	3%	5%	5%z
Mean	7.78kC	7.75	7.85	7.88	7.76	7.89	7.61	7.82	7.75	7.43	7.81kI	6.82	7.50k	7.57k	7.94kI	8.40Tij	8.46Tij	8.32kI	8.41Tij	8.41Tij	7.80	7.62	7.30	7.90	7.30	8.12TC	8.07	7.54	7.53
Standard deviation	2.11	2.14	2.08	2.17	2.06	1.87	2.32	2.11	2.12	2.58	2.07	2.38	2.02	2.02	2.03	1.78	1.86	1.88	1.83	1.90	2.11	2.19	2.43	2.05	2.28	1.94	1.95	2.37	2.21
Standard error	0.06	0.08	0.09	0.11	0.11	0.12	0.15	0.08	0.09	0.26	0.06	0.22	0.13	0.13	0.14	0.14	0.17	0.27	0.10	0.14	0.07	0.16	0.38	0.19	0.41	0.09	0.22	0.32	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 296

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Adults (18+) who use the sites or apps

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
Full responsibility	(10)	361	96	40	56	257	96	179	71	15	255	106	31	46	39	79	3	180	112	16	27	289	72	
		29%bms	26%b	21%	28%	31%b	35%Tg	28%	24%	29%	31%ms	26%	26%	25%	28%	27%	11%	31%as	28%as	17%	27%	29%	29%	
9	(9)	161	53	26	32	106	32	81	44	4	108	53	18	27	23	11	41	3	77	52	12	11	129	32
		13%	14%	13%	16%	13%	12%	13%	15%	7%	13%	13%	15%	13%	10%	14%	9%	13%	13%	13%	11%	13%	13%	
8	(8)	244	77	41	46	160	60	116	53	15	155	89	30	40	41	16	71	5	105	87	27	18	193	51
		20%	21%	21%	23%	19%	22%	19%	18%	25%	22%ms	25%	21%	23%	15%	24%	18%	22%	18%	22%	29%Tq	18%	19%	20%
7	(7)	175	45	25	19	120	34	85	45	11	119	56	18	30	24	15	39	6	93	47	16	11	132	43
		14%	12%	13%	10%	14%	13%	14%	15%	17%	14%	14%	15%	16%	14%	13%	21%	16%	12%	17%	17%	11%	13%	17%
6	(6)	113	28	19	12	83	16	63	28	6	75	38	9	21	21	11	26	3	48	38	10	14	95	18
		9%e	8%	10%	6%	10%	6%	10%	10%	11%	9%	9%	7%	12%	12%	10%	9%	10%	8%	10%	11%	13%	10%	7%
5	(5)	112	37	20	18	67	23	54	28	8	74	38	10	12	17	15	24	5	45	35	8	10	91	21
		9%	10%	10%	9%	8%	8%	9%	9%	13%	9%	9%	8%	7%	10%	14%l	8%	20%	8%	9%	9%	9%	9%	8%
4	(4)	32	11	7	7	19	3	17	11	1	18	15	5	3	4	4	11	-	19	10	1	3	30	2
		3%	3%	4%	3%	2%	1%	3%	4%	2%	2%	4%l	4%	2%	4%	4%	-	3%	2%	1%	3%	3%	3%	1%
3	(3)	17	7	6	3	9	3	8	5	-	10	7	+	4	1	2	3	2	10	1	3	16	1	
		1%r	2%	3%	2%	1%	1%	2%	-	1%	2%	*	2%	1%	2%	1%	6%	2%	1%	1%	3%	2%	*	
2	(2)	12	7	7	5	4	1	4	7	-	9	4	2	2	3	2	2	1	3	7	2	1	8	4
		1%d	2%Td	3%Td	2%Td	*	*	1%	2%T	-	1%	1%	1%	1%	2%	2%	1%	5%	*	2%	2%	1%	1%	2%
1	(1)	4	1	-	1	3	1	2	-	-	3	1	-	-	1	1	1	-	2	1	-	1	2	2
		*	*	*	*	1%	*	*	*	-	*	*	-	-	1%	1%	*	*	*	*	-	1%	*	1%
no responsibility	(0)	13	5	2	2	7	3	9	1	-	9	3	-	-	2	1	-	-	3	5	-	3	10	2
		1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	-	-	1%	1%	-	-	1%	1%	-	3%Tq	1%	1%
NET: 8-10		766	225	106	133	524	187	376	168	35	518	247	77	112	103	56	190	10	362	252	56	610	155	
		62%ms	62%ab	55%	67%ab	63%	69%Tfg	61%	57%	62%	61%	64%	61%	58%	64%	38%	62%	38%	62%	63%	59%	55%	61%	63%
NET: 4-7		432	121	71	56	289	75	219	112	26	286	146	41	66	67	45	100	14	205	131	36	37	348	84
		35%ce	33%c	37%c	28%	35%	28%	35%e	38%e	43%e	34%	36%	34%	36%	38%	34%	52%	35%	33%	38%	37%	35%	34%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 296

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

Adults (18+) who use the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	855	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 0-3	45	19	15	11	24	8	24	13	-	30	15	2	6	7	6	6	3	18	14	3	8	36	9
	4% ^d	5%	8% ^{Td}	5%	3%	3%	4%	4%	-	4%	4%	2%	4%	4%	6%	2%	11%	3%	4%	3%	7% ^{Tq}	4%	4%
Mean	7.78 ^{nt}	7.64 ^b	7.31	7.78 ^b	7.89 ^{Tb}	8.09 ^{Tg}	7.75	7.59	7.72	7.83 ⁿ	7.68	7.86	7.80	7.53	7.38	7.86	6.72	7.88 ^t	7.78	7.59	7.36	7.76	7.87
Standard deviation	2.11	2.23	2.31	2.22	2.04	2.04	2.17	2.12	1.76	2.12	2.10	1.87	1.90	2.14	2.36	1.90	2.16	2.03	2.13	1.81	2.50	2.13	2.07
Standard error	0.06	0.12	0.17	0.15	0.07	0.13	0.09	0.12	0.22	0.08	0.10	0.16	0.13	0.15	0.21	0.10	0.45	0.09	0.11	0.17	0.24	0.07	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 297

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Adults (18+) who use the sites or apps

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Full responsibility	(10) 361	33	20	7	300	15	35	30	31	22	33	57	47	28	216	140	12	25	322	125	55	9	11	5	101	22	7
	29%w	32%	34%	19%	29%	30%	26%	30%	29%	25%	30%	34%	27%	26%	28%	31%	36%	43%Tr	29%	28%w	27%w	18%	20%	8%	43%Tstu	26%w	25%
9	(9) 161	19	9	2	131	11	29	8	10	8	9	16	29	11	102	57	1	6	149	53	31	2	15	4	28	17	1
	13%	18%	15%	5%	13%	21%kj	21%Tcdgh	8%	10%	9%	8%	10%	17%	10%	13%	13%	2%	10%	13%	12%	15%	5%	26%Taux	7%	12%	21%ku	3%
8	(8) 244	17	11	12	203	7	23	24	27	17	21	30	30	25	145	98	2	9	228	78	43	10	11	12	51	18	7
	20%	17%	18%	14%	19%	14%	17%	24%	25%	19%	19%	18%	17%	23%	19%	21%	8%	16%	20%	18%	21%	19%	19%	22%	22%	18	24%
7	(7) 175	11	8	10	146	4	22	11	13	14	22	20	24	16	114	60	9	3	157	81	31	8	4	11	19	8	2
	14%x	11%	14%	27%Tade	14%	8%	16%	11%	12%	15%	20%	12%	14%	15%	15%	13%	29%	5%	14%	18%Tvx	15%	7%	21%kx	8%	9%	8	8%
6	(6) 113	8	5	3	98	4	8	11	8	15	6	16	16	13	72	40	1	7	101	41	21	5	5	13	10	6	3
	9%ix	7%	8%	7%	9%	8%	6%	11%	8%	17%Tdfj	6%	9%	9%	12%	9%	9%	4%	12%	9%	9%	10%ix	10%	9%	24%Tsty	4%	8%	11%
5	(5) 112	8	5	1	98	7	11	11	7	10	12	18	12	10	71	37	5	5	96	38	10	11	5	8	17	7	5
	9%lt	8%	8%	3%	9%	14%	8%	11%	6%	11%	11%	10%	7%	9%	9%	8%	16%	8%	9%	9%	5%	23%Tatx	9%	15%t	8%	9%	18%
4	(4) 32	3	1	*	28	2	3	2	9	1	1	5	3	4	20	13	2	2	29	14	4	2	3	-	1	3	2
	3%ix	2%	2%	1%	3%	3%	2%	2%	8%Tdfj	1%	1%	3%	2%	3%	3%	3%	5%	3%	3%	3%	2%	4%ix	5%ix	-	1%	3%	8%
3	(3) 17	2	-	-	15	-	4	1	-	-	4	2	4	-	13	3	-	2	15	7	3	2	-	1	1	1	-
	1%	2%	-	-	1%	-	3%	1%	-	-	3%	1%	2%	-	2%	1%	-	3%	1%	1%	2%	4%	-	2%	-	2%	-
2	(2) 12	-	-	*	12	1	-	-	1	1	1	4	4	-	7	4	-	12	4	3	2	-	-	2	-	-	-
	1%	-	-	1%	1%	2%	-	-	1%	1%	3%	2%	2%	-	1%	1%	-	1%	1%	1%	2%	3%	-	-	1%	-	-
1	(1) 4	1	-	-	3	-	1	-	-	1	-	-	-	-	1	3	-	-	4	1	-	-	-	1	-	1	1
	-	1%	-	-	*	-	*	-	-	2%	1%	-	-	-	*	1%	-	-	*	-	-	-	-	-	1%	-	2%
no responsibility	(0) 13	2	-	1	9	-	1	2	-	1	1	4	-	-	10	3	-	-	13	3	1	-	3	-	-	1	1
	1%	2%	-	4%	1%	-	1%	2%	-	1%	1%	2%	-	-	1%	1%	-	-	1%	1%	1%	-	6%Tstx	-	-	1%	3%
NET: 8-10	766	69	40	21	635	33	87	63	68	47	63	104	106	64	462	295	15	40	698	256	130	21	38	20	180	57	15
	62%suw	67%	68%	58%	61%	65%	64%	62%	64%	53%	57%	61%	61%	60%	60%	65%	45%	69%	62%	58%w	64%uw	42%	65%uw	38%	77%Tatu	68%uw	52%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 297

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Adults (18+) who use the sites or apps

	GO Region													Internet usage		Devices used to access internet			Working status									
	Total (t)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
NET: 4-7	432	29	19	14	370	17	43	35	37	40	42	58	56	43	276	150	18	16	383	174	66	26	17	32	48	24	13	
	35% _{xx}	29%	32%	38%	35%	33%	32%	35%	35%	44% _{aa}	38%	34%	32%	40%	36%	33%	55%	28%	34%	39% _{Tx}	32% _{xx}	51% _{Tvxx}	30%	60% _{Tstv}	21%	29%	44%	
NET: 0-3	45	4	-	1	39	1	5	3	1	3	6	8	12	-	32	13	-	2	43	15	8	3	3	1	4	2	1	
	4%	4%	-	4%	4%	2%	4%	3%	1%	3%	6% _m	5%	7% _{Tdm}	-	4%	3%	-	3%	4%	3%	4%	7%	8%	2%	2%	3%	5%	
Mean	7.78 _{uw}	7.96	8.20	7.59	7.75	7.90	7.91	7.75	7.80	7.49	7.66	7.78	7.66	7.82	7.72	7.90	7.67	8.18	7.78	7.72 _{uw}	7.88 _{uw}	6.84	7.49	6.99	8.46 _{Tst}	7.92 _{uw}	7.05	
Standard deviation	2.11	2.23	1.76	2.03	2.12	2.09	2.02	2.11	2.01	2.12	2.20	2.22	2.34	1.78	2.15	2.04	2.05	2.06	2.12	2.08	2.00	2.19	2.55	1.59	1.83	2.02	2.51	
Standard error	0.06	0.23	0.23	0.33	0.07	0.28	0.18	0.22	0.18	0.21	0.21	0.17	0.18	0.18	0.07	0.12	0.37	0.29	0.06	0.09	0.14	0.31	0.34	0.24	0.13	0.24	0.46	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 298

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Adults (18+) who use the sites or apps

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (k)	Snapchat (l)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)		
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	62	293	933	500	743		
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
Full responsibility	(10)	361	78	95	86	46	33	320	170	114	285	83	41	34	6	12	15	74	283	130	231
		29%gjm	33%	28%	30%	27%	27%	29%gjm	25%	27%jm	28%gjm	23%	25%	23%	16%	31%o	23%o	25%	30%	26%	31%
9	(9)	161	23	52	33	20	19	147	85	53	135	46	15	22	7	6	10	39	122	77	84
		13%	10%	16%	11%	12%	16%	13%	13%	12%	13%	9%	15%k	19%k	15%k	16%k	13%	13%	15%T	15%	11%
8	(8)	244	43	60	62	39	22	224	133	86	205	68	32	7	7	7	54	188	106	138	199
		20%o	18%	18%	22%	23%	19%	20%o	19%o	20%o	20%o	19%o	20%o	16%	18%o	18%o	11%	18%	20%	21%	19%
7	(7)	175	29	42	38	27	21	152	107	53	140	52	22	22	7	4	12	43	128	77	98
		14%	13%	13%	13%	16%	18%	14%	16%hli	13%	14%	14%	14%	15%	11%	19%hn	15%	14%	15%	15%	13%
6	(6)	113	17	27	26	17	10	100	71	40	95	38	19	16	4	3	6	33	78	41	72
		9%	7%	8%	9%	10%	9%	9%	10%	10%	9%	11%	12%	11%	10%	8%	10%	11%	8%	8%	10%
5	(5)	112	27	40	21	13	4	98	71	44	94	41	15	19	4	3	8	27	80	44	68
		9%e	11%e	12%Te	7%	7%	4%	9%	10%l	10%	9%	11%	10%	13%	10%	7%	12%n	9%	9%	9%	9%
4	(4)	32	4	6	13	4	5	31	20	15	26	11	7	9	2	*	4	7	24	11	22
		3%	2%	2%	4%	2%	4%	3%	3%	2%	3%	3%	5%	6%Tgij	7%	1%	6%Tgij	3%	3%	2%	3%
3	(3)	17	6	3	5	1	1	16	10	5	15	8	5	1	*	1	1	5	12	6	11
		1%	3%	1%	2%	*	1%	1%	1%	1%	2%h	3%h	1%	1%	3%	2%	2%	1%	1%	1%	1%
2	(2)	12	3	3	2	2	1	12	9	7	12	8	3	2	1	-	4	8	*	12	2%Tr
		1%r	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	1%	*	*	*
1	(1)	4	-	2	1	-	-	4	1	-	3	-	-	-	-	-	1	-	4	2	2
		*	-	1%	-	-	-	*	*	-	-	-	-	-	-	-	1%ghj	-	*	*	*
no responsibility	(0)	13	3	4	*	1	4	13	6	6	8	5	2	-	2	-	6	7	7	6	6
		1%	1%	1%	*	1%	3%c	1%	1%	1%	1%	1%	1%	-	5%Tighi	-	2%	1%	1%	1%	1%
NET: 8-10		766	143	207	180	105	75	692	388	253	625	198	88	80	24	31	167	593	313	452	61%
		62%gjklo	62%	62%	63%	62%	62%	62%gjklo	57%	60%jo	61%gklo	55%	55%	53%	53%	65%klo	50%	57%	64%T	63%	61%
NET: 4-7		432	76	115	97	61	41	382	270	152	355	141	64	66	17	10	29	111	310	173	259
		35%	33%	35%	34%	36%	34%	34%	39%Tlin	36%	35%	39%Tlin	40%ln	44%Thn	45%	27%	47%Tfhi	38%	33%	35%	35%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 298

Q5. Responsibility - Adults (18+) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

Adults (18+) who use the sites or apps

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	296	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 0-3	45 4%	12 5%	12 3%	9 3%	4 2%	5 4%	45 4%T	26 4%	17 4%	39 4%	21 6%Tgll	9 6%l	3 2%	1 2%	3 8%Tgll	2 3%	15 5%	30 3%	14 3%	31 4%
Mean	7.78gjk p	7.77	7.77	7.83	7.83	7.78	7.76gjk	7.59	7.63j	7.42	7.41	7.49	7.45	7.68	7.45	7.56	7.87Tp	7.82	7.76	
Standard deviation	2.11	2.26	2.16	2.05	1.95	2.24	2.15	2.10	2.21	2.10	2.24	2.28	2.07	1.96	2.63	2.13	2.24	2.07	2.02	2.17
Standard error	0.06	0.15	0.12	0.12	0.15	0.19	0.06	0.08	0.10	0.07	0.11	0.14	0.13	0.19	0.24	0.16	0.12	0.07	0.08	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 299

Q5. Responsibility - Parents of children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Parents of children (under 18) who use the sites or apps

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Full responsibility	(10) 359	165	194	99	98	78	83	196	161	17	342	23	35	42	79	74	60	28	163	89	315	42	28*	28	4	164	18	15	161	
	29%ikm	27%	31%	29%	27%	30%	30%	28%	30%	19%	30%ikm	16%	17%	21%	36%Tijk	43%Tijk	44%Tijk	39%ikm	43%Tijk	42%Tijk	29%	28%	27%	32%	19%	33%TC	29%	30%	26%	
9	(9) 160	71	88	37	49	35	37	86	72	7	152	11	27	23	22	33	20	17	70	38	142	17	4	10	3	75	6	9	68	
	13%	12%	14%	11%	13%	14%	13%	12%	14%	8%	13%	8%	12%	11%	10%	13%	15%	18%Tijk	18%Tijk	13%	11%	14%	11%	13%	15%	11%	11%	18%	11%	
8	(8) 237	117	118	71	64	54	47	135	102	13	223	21	44	49	48	15	33	13	61	47	208	25	7	17	1	80	11	6	128	
	19%so	19%	19%	21%	17%	21%	17%	19%	19%	15%	19%so	15%	21%so	24%cor	22%so	8%	33	19%	16%	22%cor	19%	17%	19%	23%	19%	4%	16%	18%	12%	21%
7	(7) 183	101	83	55	58	28	42	112	70	15	168	29	32	37	31	23	12	4	39	16	154	26	8	14	3	73	12	9	87	
	15%rs	17%	13%	16%	16%	11%	15%	16%	13%	17%qs	15%rs	21%pqrs	15%sa	16%pqrs	14%	13%	9%	5%	10%	8%	14%	17%	24%	16%	14%	15%	15%	20%	19%	14%
6	(6) 110	58	52	32	31	22	24	63	46	12	98	24	26	20	13	9	2	4	15	6	95	15	-	8	5	39	6	3	59	
	9%prs	10%	8%	10%	8%	9%	9%	9%	9%	14%noprs	8%prs	17%Tjnos	12%noprs	10%prs	6%	5%	1%	5%	4%	3%	9%	10%	-	9%	24%	8%	10%	6%	10%	
5	(5) 126	64	62	27	42	26	26	69	52	15	111	23	29	22	12	14	6	5	25	11	112	13	1	8	1	39	5	5	70	
	10%nprs	11%	10%	8%	12%	10%	9%	10%	10%	17%Tjnops	10%nprs	13%noprs	11%	5%	8%	5%	7%	7%	5%	10%	9%	9%	3%	9%	5%	8%	9%	10%	11%	
4	(4) 30	11	17	8	13	4	6	20	10	3	27	4	13	3	4	2	1	-	3	1	25	5	1	2	1	11	1	-	17	
	2%r	2%	3%	2%	3%	1%	2%	3%	2%	4%rs	2%r	3%	6%Tjmnops	1%	2%	1%	-	2%	1%	2%	3%	5%	4%	2%	4%	2%	2%	1%	3%	
3	(3) 18	7	8	4	4	4	6	9	9	2	16	5	4	2	2	3	-	-	3	-	14	4	2	*	2	5	-	*	12	
	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%sa	1%	4%sa	2%	1%	1%	2%	-	-	1%	-	1%	3%w	5%	*	9%	1%	-	1%	2%	
2	(2) 4	1	3	1	1	2	*	2	2	-	4	*	2	1	1	-	-	-	-	3	2	-	1	1	2	*	-	1		
	*	1%	1%	*	1%	1%	*	*	*	-	*	1%	1%	1%	-	-	-	-	-	1%	1%	-	1%	4%	4%	*	1%	-	*	
1	(1) 4	2	1	2	-	1	1	2	2	1	2	-	*	2	-	-	-	-	-	-	3	1	-	1	-	1	-	1	1	
	1%	1%	1%	2%	-	1%	1%	1%	1%	2%Tjr	-	-	-	1%	-	-	-	-	-	-	1%	1%	-	1%	-	1%	-	2%	-	
no responsibility	(0) 12	8	4	1	6	3	2	7	5	1	11	1	2	2	4	1	-	-	1	1	10	1	-	-	1	2	-	-	9	
	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	1%	1%	1%	1%	-	-	3%	1%	-	-	1%	
NET: 8-10	756	353	400	207	211	167	168	417	335	38	718	54	106	114	122	114	59	294	173	665	85	21	55	8	318	35	30	357		
	61%ikd	58%	63%	61%	58%	65%	61%	60%	63%	43%	62%Tkd	38%	50%	56%ik	69%Tijk	70%Tijk	83%Tijk	82%Tijk	77%Tijk	83%Tijk	62%	56%	63%	62%	36%	65%TC	58%	61%	58%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 299
Q5. Responsibility - Parents of children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.
Base: All respondents
Parents of children (under 18) who use the sites or apps

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 4-7	449	233	214	121	143	80	98	265	178	45	404	81	99	81	61	48	22	13	82	34	385	60	10	31	11	163	25	18	233
	36% _{jnop}	39%	34%	36%	39%	31%	36%	38%	33%	52% _{Tjno}	35% _{npqr}	57% _{Tjmn}	47% _{Tjno}	40% _{nopq}	28% _{ps}	28% _{prs}	16%	18%	22% _{ps}	16%	36%	39%	32%	36%	48%	33%	41%	37%	38%
NET: 0-3	38	19	17	8	11	10	9	19	19	4	34	7	8	7	8	3	1	-	5	1	30	7	2	2	4	10	*	1	24
	3% _{rs}	3%	3%	2%	3%	4%	3%	3%	4%	5% _{rs}	3% _r	5% _{rs}	4%	3%	4%	2%	1%	-	1%	1%	3%	5%	5%	2%	16%	2%	1%	3%	4%
Mean	7.79 _{kl}	7.71	7.90	7.86	7.66	7.86	7.84	7.76	7.85	7.03	7.85 _{Tik}	6.98	7.20	7.56 _{ik}	8.07 _{kl}	8.43 _{Tj}	8.67 _{Tij}	8.65 _{Tij}	8.56 _{Tij}	8.66 _{Tij}	7.82	7.63	7.92	7.93	6.65	8.06 _{TC}	7.89	7.96	7.60
Standard deviation	2.07	2.09	2.04	1.96	2.14	2.13	2.06	2.06	2.09	2.25	2.05	2.02	2.09	2.00	2.14	1.86	1.67	1.53	1.73	1.62	2.05	2.16	1.95	1.97	2.68	1.95	1.82	2.03	2.16
Standard error	0.06	0.08	0.09	0.10	0.11	0.14	0.13	0.08	0.09	0.22	0.06	0.18	0.13	0.13	0.15	0.15	0.15	0.21	0.10	0.12	0.06	0.15	0.30	0.18	0.48	0.09	0.21	0.28	0.09

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 300

Q5. Responsibility - Parents of children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

Parents of children (under 18) who use the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
Full responsibility	(10)	359	93	40	51	261	98	173	72	16	261	98	30	51	34	22	78	4	190	110	17	16	284	75
		29%ajms	25%	21%	25%	36%Tfg	20%	25%	27%	31%Tjmn	24%am	25%	28%am	19%	21%	26%	16%	32%Tst	28%at	18%	16%	29%	30%	
9	(9)	160	58	23	42	101	40	77	38	4	116	44	10	18	22	15	35	1	79	56	10	9	122	38
		13%	16%b	12%	21%Tabd	12%	15%	12%	13%	7%	14%	11%	8%	10%	12%	14%	12%	5%	14%	14%	10%	9%	12%	15%
8	(8)	237	72	34	37	157	42	133	55	7	145	91	27	43	39	17	73	5	105	80	20	18	182	55
		19%	20%	18%	18%	19%	15%	21%	19%	12%	17%	22%an	22%	23%	22%	16%	25%T	20%	18%	20%	21%	18%	18%	22%
7	(7)	183	48	31	25	125	39	85	44	15	119	64	19	28	36	18	42	7	89	51	19	15	152	31
		15%	13%	18%	13%	15%	15%	14%	15%	25%Tf	14%	16%	15%	15%	20%Tj	17%	14%	15%	13%	20%	15%	15%	13%	13%
6	(6)	110	32	23	11	75	22	46	31	11	64	45	14	22	18	11	30	4	41	34	19	14	91	19
		9%	9%c	12%c	6%	9%	8%	7%	11%	18%Tel	8%	11%	12%	10%	10%	10%	13%	7%	8%	20%Tqr	14%q	9%	8%	8%
5	(5)	126	37	22	18	79	19	64	37	6	80	46	13	18	19	16	28	4	52	42	8	19	104	22
		10%	10%	11%	9%	7%	10%	13%a	11%	10%	11%	11%	10%	11%	15%	10%	15%	9%	11%	8%	19%Tgrs	10%	9%	9%
4	(4)	30	11	10	7	18	6	15	8	1	19	11	3	4	7	4	6	2	14	10	2	4	26	4
		2%	3%	5%Tad	3%	2%	2%	3%	2%	2%	3%	2%	2%	4%	4%	2%	6%	2%	2%	2%	4%	3%	1%	1%
3	(3)	18	6	6	4	12	1	13	5	-	16	2	-	-	2	-	-	6	7	1	4	17	1	
		1%o	2%	3%	2%	1%	-	2%	2%	-	2%	1%	-	-	2%	-	-	1%	2%	1%	4%	2%	-	
2	(2)	4	1	-	1	2	1	2	2	-	2	2	2	1	-	2	-	2	2	1	-	3	1	
		-	-	-	1%	-	-	1%	-	-	1%	2%T	2%	1%	-	1%	-	-	-	1%	-	-	-	
1	(1)	4	2	-	2	1	1	1	-	2	1	-	-	1	1	-	-	-	2	-	1	2	2	
		-	1%	-	1%	-	1%	-	-	-	-	-	-	1%	1%	-	-	-	-	-	1%	-	1%	
no responsibility	(0)	12	6	3	2	5	2	10	-	-	9	3	2	-	-	2	-	6	5	-	1	11	1	
		1%	2%	2%	1%	1%	2%	2%g	-	-	1%	1%	-	-	1%	-	-	1%	-	-	-	1%	-	
NET: 8-10		756	223	97	130	519	180	383	166	27	523	233	67	112	95	54	196	11	374	245	46	43	586	168
		61%bhm	61%b	51%	65%b	62%b	66%gh	62%h	56%	4%	63%mn	57%	56%	61%	53%	50%	63%	41%	64%at	62%at	49%	43%	59%	68%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 300

Q5. Responsibility - Parents of children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

Parents of children (under 18) who use the sites or apps

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	855	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	449	128	86	61	296	86	209	120	33	282	167	49	72	80	49	106	16	196	137	46	51	373	76
	36% _i	35%	45% _a	30%	35%	32%	34%	41% _e	55% _f	34%	41% _j	41%	39%	45% _k	46% _n	36%	59%	33%	34%	49% _r	51% _t	38%	31%
NET: 0-3	38	15	9	9	21	5	26	8	-	30	9	4	*	3	4	4	-	15	15	2	6	33	5
	3% _i	4%	5%	5%	2%	2%	4%	3%	-	4% _j	2% _k	3%	*	2%	4% _n	1%	-	3%	4%	2%	6%	3%	2%
Mean	7.79 _{bnt}	7.67 _b	7.31	7.80 _b	7.90 _{tb}	8.14 _{Tfg}	7.73	7.63	7.59	7.87 _n	7.62	7.56	7.87 _{mn}	7.53	7.33	7.84	7.18	7.97 _{st}	7.74 _t	7.48	6.90	7.73	8.03
Standard deviation	2.07	2.18	2.18	2.17	2.00	1.98	2.17	1.98	1.81	2.12	1.98	2.09	1.77	1.87	2.18	1.87	1.79	2.04	2.14	1.76	2.21	2.11	1.92
Standard error	0.06	0.11	0.16	0.15	0.07	0.12	0.09	0.11	0.22	0.08	0.09	0.17	0.12	0.13	0.20	0.10	0.37	0.09	0.11	0.17	0.21	0.07	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 301

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Base: All respondents

Parents of children (under 18) who use the sites or apps

	GO Region											Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House parent/Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Full responsibility (10)	359	39	14	8	299	10	35	27	35	22	38	53	52	27	199	155	9	16	327	113	67	12	15	3	98	24	9	
	29%nw	37%	24%	22%	29%	20%	26%	26%	33%	24%	34%	32%	30%	25%	26%	34%Tn	29%	28%	29%	25%w	33%w	24%w	26%w	5%	42%Tsuw	29%w	30%	
9	(9)	160	12	11	132	7	27	18	5	10	15	12	22	16	96	63	4	14	141	48	23	5	11	6	43	12	4	
		13%hk	12%	18%hk	13%	14%	20%Tdhk	18%hk	5%	11%	14%h	7%	13%	15%h	12%	14%	13%	24%Tr	13%	11%	12%	11%	19%	10%	19%Ts	14%	12%	
8	(8)	237	15	17	12	193	12	26	24	20	18	24	28	21	152	81	3	6	217	84	46	7	10	7	46	19	4	
		19%	15%	28%k	34%Tadj	18%	19%	24%	19%	23%	16%	14%	16%	20%	20%	18%	10%	10%	19%	19%	23%	14%	17%	13%	20%	23%	14%	
7	(7)	183	11	8	5	159	10	19	11	14	13	32	29	18	117	65	3	8	171	74	29	6	10	8	18	16	6	
		15%kx	11%	14%	14%	15%	19%	14%	11%	14%	12%	19%	17%	16%	15%	14%	8%	14%	15%	17%kx	14%	12%	17%	16%	8%	20%kx	21%	
6	(6)	110	13	1	*	95	3	11	3	12	6	10	20	17	12	76	34	3	102	45	17	7	5	11	10	2	2	
		9%ky	13%bg	2%	1%	9%g	6%	8%	3%	11%g	6%	9%	12%bg	10%	12%g	10%T	7%	9%	9%	10%ky	8%	14%ky	8%	20%Txy	4%	2%	7%	
5	(5)	126	11	5	5	104	8	12	11	11	14	12	12	16	8	83	39	4	9	106	50	9	10	14	14	5	4	
		10%rt	11%	9%	14%	10%	15%	9%	11%	10%	16%k	11%	7%	9%	8%	11%	8%	14%	16%	9%	11%t	4%	21%Txy	6%	27%Tstxy	6%	15%	
4	(4)	30	*	2	-	28	-	3	4	7	*	1	7	5	-	22	8	4	*	26	18	4	1	*	1	3	-	
		2%kx	*	3%	-	3%	-	2%	4%	7%Tadj	*	1%	4%	3%	-	3%	2%	14%	*	2%	4%Tx	2%	-	2%	*	3%	-	
3	(3)	18	-	-	-	18	-	1	3	*	2	2	6	2	3	12	6	-	18	6	5	1	-	3	-	1	-	
		1%	-	-	-	2%	-	1%	3%	*	2%	1%	3%	1%	2%	1%	-	-	2%	1%	2%kx	2%	-	6%Tx	-	2%	-	
2	(2)	4	-	1	-	3	-	1	-	1	-	1	1	-	4	-	-	-	4	2	-	-	-	-	-	-	-	
		*	-	2%	-	*	-	1%	-	1%	-	*	1%	-	*	-	-	-	*	*	1%	-	-	-	-	-	-	
1	(1)	4	-	-	-	4	-	1	-	1	1	1	*	-	4	-	1	-	2	1	*	1	-	-	-	-	-	
		r	-	-	-	*	1%	*	-	1%	1%	*	-	-	*	-	3%	-	2	1	*	2%	-	-	-	-	-	
no responsibility (0)	(0)	12	2	-	1	9	-	-	-	1	1	1	3	2	6	7	-	1	11	4	1	-	3	1	1	1	-	
		1%	2%	-	4%f	1%	-	-	-	1%	1%	1%	2%	2%	1%	1%	-	2%	1%	1%	1%	-	5%Tstx	3%	1%	1%	-	
NET: 8-10		756	66	42	25	623	30	88	68	59	52	71	89	102	64	447	299	17	36	685	246	137	24	36	188	55	17	
		61%knsw	63%	71%k	68%	60%	59%	65%	68%k	56%	58%	64%	53%	58%	60%	58%	65%n	52%	62%	61%	55%w	67%suw	49%	62%w	29%	81%Tstuvy	66%w	57%

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 301

Q5. Responsibility - Parents of children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Parents of children (under 18) who use the sites or apps

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 4-7	449 36%tx	36 35%	17 28%	10 28%	386 37%	21 40%	45 34%	29 29%	45 42%	33 37%	36 33%	72 43%	67 38%	38 36%	298 39%To	145 32%	15 45%	21 35%	405 36%	187 42%Ttx	59 29%tx	24 47%tx	20 33%xx	33 62%Tstvx	43 19%	26 31%xx	12 43%
NET: 0-3	39 3%x	2 2%	1 2%	1 4%	34 3%	* 1%	3 2%	3 3%	2 2%	5 5%	3 3%	8 5%	6 3%	4 4%	25 3%	13 3%	1 3%	1 2%	35 3%	13 3%	8 4%x	2 4%	3 5%x	4 8%x	1 1%	2 3%	-
Mean	7.79nsw	8.03	7.99	7.72	7.76	7.73	7.95	7.89	7.63	7.50	7.95	7.61	7.75	7.77	7.65	8.02Tn	7.30	7.88	7.81	7.58w	8.04suw	7.33w	7.74w	6.35	8.62Tstuwvy	8.00w	7.92
Standard deviation	2.07	2.08	1.82	2.17	2.09	1.77	1.88	1.97	2.20	2.22	2.11	2.19	2.16	2.06	2.07	2.06	2.47	2.18	2.05	2.08	1.98	2.17	2.38	2.05	1.66	1.96	1.82
Standard error	0.06	0.21	0.24	0.36	0.06	0.24	0.16	0.20	0.20	0.22	0.20	0.16	0.17	0.21	0.07	0.12	0.44	0.30	0.06	0.09	0.14	0.31	0.31	0.12	0.23	0.33	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 302

Q5. Responsibility - Parents of children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

Parents of children (under 18) who use the sites or apps

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	62	293	933	500	743		
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
Full responsibility	(10) 359	86	96	76	41	28	316	161	104	280	74	38	28	7	12	13	63	289	135	224	
		29%ghjlop	37%Tcde	29%	27%	24%	23%	28%ghjlop	24%	25%j	27%gjl	20%	24%	19%	19%	32%jklo	20%	22%	31%Tp	27%	30%
9	(9) 160	28	53	31	24	14	142	77	49	136	42	17	14	5	2	8	32	127	55	105	
		13%	12%	16%	11%	14%	13%	11%	12%	13%g	12%	10%	9%	12%	6%	13%n	11%	14%	11%	14%	
8	(8) 237	34	62	66	31	26	216	128	82	193	74	23	34	7	9	13	58	178	102	135	
		19%	15%	23%a	18%	21%	19%	19%	19%k	19%	20%k	14%	22%k	18%	25%k	21%k	20%	19%	23%	18%	
7	(7) 183	27	55	45	25	26	164	108	59	149	50	30	28	5	4	6	47	134	61	102	
		15%	12%	17%	14%	22%Ta	15%	16%	14%	15%	14%	18%n	19%hn	12%	11%	13%	16%	14%	16%	14%	
6	(6) 110	19	32	17	17	6	101	74	50	95	43	22	17	5	1	7	34	74	48	61	
		9%b	8%	5%	11%b	10%	5%	9%	11%Tln	12%Tfin	9%	12%Tfin	14%Tfin	11%n	13%	4%	11%n	12%	8%	10%	
5	(5) 126	25	36	26	21	13	113	84	50	109	48	18	13	5	4	8	37	85	57	69	
		10%	11%	11%	9%	12%	11%	10%	12%Tl	12%	11%	13%Tl	11%	9%	14%	11%	12%	13%	9%	11%	
4	(4) 30	4	7	9	4	4	29	24	11	29	17	6	7	2	1	3	11	20	7	23	
		2%	2%	2%	3%	2%	3%	4%Tl	3%	3%	5%Thi	4%	5%T	5%	3%	5%Th	4%	2%	1%	3%	
3	(3) 18	6	3	1	4	3	18	16	10	14	7	4	3	2	1	1	5	13	6	12	
		1%	3%	1%	3%	3%	2%	2%Tl	2%	1%	2%	3%	2%	4%	3%	2%	2%	1%	1%	2%	
2	(2) 4	-	1	-	1	-	4	3	3	4	2	-	2	1	-	-	2	3	2	3	
		-	-	-	1%	-	-	-	1%	-	1%	-	1%	2%	1%	1%	1%	-	-	-	
1	(1) 4	2	1	-	-	-	4	2	1	2	1	-	1	-	1	1	2	2	1	3	
		1%	1%	-	-	-	-	-	-	-	-	-	1%j	-	2%Tgik	1%	1%	-	-	-	
no responsibility	(0) 12	1	4	-	2	1	11	6	2	7	2	3	2	-	1	-	3	10	6	7	
		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%hj	1%	-	2%	-	1%	1%	1%	1%	
NET: 9-10	756	148	211	173	96	67	675	366	235	608	189	78	76	19	24	34	153	594	292	464	
		61%ghjklp	64%	63%	61%	57%	56%	60%ghjkl	54%	56%k	60%ghjkl	52%	48%	51%	50%	64%jklo	54%	52%	64%Tp	58%	62%
NET: 4-7	449	75	115	111	67	49	407	291	170	383	159	76	66	17	11	26	129	312	194	255	
		36%q	32%	34%	39%	39%	41%	36%	43%Tlin	40%Tln	38%T	44%Tlin	47%Tln	44%Tln	44%	29%	44%Tq	33%	39%	34%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 302

Q5. Responsibility - Parents of children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Parents of children (under 18) who use the sites or apps

	Household income: per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 0-3	38 3% ^c	9 4% ^c	8 3%	2 1%	7 4% ^c	5 4% ^c	37 3%	26 4% ⁱ	17 4%	28 3%	12 3%	8 5% ⁱ	8 5% ⁱ	2 6%	3 7% ^l	2 3%	11 4%	27 3%	15 3%	24 3%
Mean	7.79 ^{ghj} kimop	7.96	7.89	7.83	7.57	7.59	7.76 ^{ghj} kimop	7.47	7.54 ^j	7.75 ^{ghj} kimop	7.36	7.34	7.27	7.18	7.59	7.39	7.39	7.91 ^{tp}	7.70	7.85
Standard deviation	2.07	2.16	2.03	1.81	2.13	2.04	2.09	2.11	2.08	2.04	2.07	2.22	2.15	2.18	2.50	2.08	2.11	2.05	2.04	2.09
Standard error	0.06	0.14	0.11	0.11	0.16	0.17	0.06	0.08	0.09	0.06	0.10	0.14	0.13	0.21	0.23	0.16	0.11	0.07	0.09	0.08

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 303

Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Children (under 18) who use the sites or apps

	Gender		Social Grade						Age										Ethnicity				Religion							
	Total (T)	Male (e)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (z)	Christian (aa)	Muslim (ab)	Other religion (ac)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Full responsibility (10)	135	62	73	42	33	25	34	75	59	13	123	11	17	18	24	17	21	14	52	35	115	18	9	1	67	8	2	57		
	11%	10%	12%	12%	9%	10%	12%	11%	11%	15%	11%	8%	8%	9%	11%	10%	15%	19%kl	14%j	17%Tjk	12%	26%Tuw	10%	4%	14%TC	13%	5%	9%		
9	(9)	41	21	19	17	10	7	26	14	6	35	2	8	8	4	5	3	14	8	32	8	*	8	*	18	2	6	15		
		3%	4%	3%	5%	3%	2%	4%	3%	6%kn	3%	1%	4%	4%	2%	3%	4%	4%	4%	4%	3%	*	9%Ti	2%	4%	4%	12%TZC	2%		
8	(8)	97	50	47	28	23	27	19	51	46	9	88	15	13	14	21	9	7	25	16	75	22	4	15	3	39	9	4	44	
		8%t	8%	7%	8%	6%	10%	7%	7%	9%	11%	8%	10%	6%	7%	10%	5%	6%	10%	7%	8%	7%	14%Ti	12%	17%Ti	14%	8%	16%TC	8%	7%
7	(7)	131	67	64	37	37	30	27	74	57	12	119	15	21	23	21	13	20	40	27	110	19	3	12	5	55	10	5	56	
		11%	11%	10%	11%	10%	12%	10%	11%	11%	13%	10%	10%	10%	11%	9%	8%	14%	10%	11%	13%	10%	13%	8%	13%	21%	11%	16%	11%	9%
6	(6)	137	71	65	36	46	28	26	82	54	10	127	13	28	28	21	19	17	3	38	20	120	15	2	11	2	62	5	6	61
		11%	12%	10%	11%	13%	11%	9%	12%	10%	11%	11%	9%	13%	14%	9%	11%	12%sa	4%	10%	9%	11%	10%	5%	12%	8%	13%	8%	13%	10%
5	(5)	253	117	134	51	78	61	61	130	122	26	228	24	45	37	42	38	25	18	80	43	224	29	6	18	3	89	14	6	141
		20%c	19%	21%	15%	21%	24%bc	22%	18%bc	23%c	29%Tjkm	20%	17%	21%	18%	22%	18%	25%	21%	20%	21%	20%	19%	18%	20%	12%	18%	22%	12%	23%
4	(4)	89	39	51	19	26	24	21	44	45	2	87	17	13	10	23	10	5	24	14	81	9	1	5	2	32	5	3	47	
		7%	6%	8%	6%	7%	9%	8%	8%	9%	3%	8%	12%im	6%	5%	11%im	6%	7%	6%	7%	7%	6%	4%	6%	10%	6%	10%	6%	5%	8%
3	(3)	92	48	44	29	35	13	15	63	28	3	90	14	17	20	16	14	7	1	23	9	80	9	2	3	39	*	2	49	
		7%h	8%	7%	9%	9%h	5%	6%	9%Th	5%	3%	8%	10%	8%	10%is	7%	8%	5%	2%	6%	4%	6%w	7%	2%	14%	8%	1%	4%	8%	
2	(2)	89	39	46	25	26	13	24	50	37	2	86	14	17	10	19	15	3	7	25	10	77	12	5	7	-	26	3	55	
		7%pz	7%	7%	7%	5%	9%	7%	7%p	10%sp	8%p	5%	7%n	4%	5%	9%p	2%	10%p	7%p	5%p	7%p	5%w	8%	14%	8%	-	5%	5%	7%	9%Tz
1	(1)	57	24	33	21	14	9	11	35	20	3	54	4	11	15	4	9	12	-	20	12	50	7	1	2	2	20	1	7	27
		5%n	4%	5%	6%	4%	4%	5%	4%	4%	5%n	3%	5%	7%n	2%	5%	8%Tjncq	-	5%	6%	5%	5%w	4%	2%	9%	4%	2%	4%	8%	10%
no responsibility	(0)	120	66	54	33	38	20	30	71	50	2	119	14	23	19	24	23	10	7	39	16	115	4	1	2	1	46	3	4	64
		10%uw	11%	9%	10%	10%	8%	11%	10%	9%	2%	10%ti	10%ti	11%ti	13%ti	10%ti	13%ti	7%	9%	10%ti	8%	11%Tuw	2%	2%	6%	9%	5%	8%	10%	
NET: 8-10		273	134	139	87	66	59	60	153	118	28	246	27	38	39	50	32	35	24	91	59	222	48	13	31	5	123	20	12	115
		22%atC	22%	22%	26%dg	18%	23%	22%	22%td	22%	32%Tjk	21%	19%	18%	20%	23%	19%	26%	33%jmo	24%o	28%Tj	21%	32%Ti	39%Ti	35%Ti	20%	25%C	33%C	25%	19%
NET: 4-7		611	293	314	143	187	143	135	330	278	49	562	68	106	98	107	79	71	32	183	103	535	72	11	45	12	238	33	20	305
		49%c	48%	50%	43%	51%cg	56%Tcg	49%	47%c	52%c	56%	49%	48%	50%	49%	49%	46%	52%	45%	48%	49%	50%	48%	34%	51%	51%	48%	55%	41%	50%
NET: 0-3		359	178	178	107	112	55	81	219	135	10	348	46	68	64	62	61	31	15	108	47	323	31	9	12	7	131	7	17	195
		29%ehis	29%	28%	32%e	31%e	21%	29%	31%eh	25%	12%	30%Tis	33%ti	32%is	32%is	29%ki	35%iprs	23%ki	22%	28%is	22%ki	30%uw	20%w	27%	13%	29%	27%A	12%	34%A	32%A
		uWA																												

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 303
Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.
Base: All respondents
Children (under 18) who use the sites or apps

	Gender		Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Mean	5.13(C)	5.11	5.15	5.22	4.94	5.38	5.06	5.07	5.21	6.26Tjk Imor	5.04	4.82	4.86	5.00	5.08	4.71	5.60lo	5.79o	5.23o	5.66Tjk Imor	5.02	5.90Tt	6.07t	6.23Tt	5.13	5.40TC	6.13TC	4.95	4.85
Standard deviation	2.94	2.96	2.93	3.11	2.85	2.74	3.01	2.88	2.89	2.52	2.95	2.82	2.89	2.81	2.94	3.03	3.00	3.12	3.07	3.04	2.95	2.71	3.16	2.47	2.74	2.99	2.65	3.15	2.88
Standard error	0.08	0.12	0.12	0.16	0.15	0.17	0.19	0.11	0.13	0.25	0.09	0.26	0.19	0.19	0.20	0.24	0.27	0.42	0.17	0.23	0.09	0.19	0.49	0.23	0.49	0.14	0.30	0.43	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 304

Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Children (under 18) who use the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education			Urban/ Rural						
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
Full responsibility	(10)	135	32	11	19	100	27	64	40	5	85	51	20	19	16	14	38	2	73	32	6	12	119	17
9	(9)	41	10	4	5	30	7	23	9	3	28	13	2	9	8	3	7	-	20	12	3	8	35	5
8	(8)	97	17	7	7	79	18	46	23	10	55	43	12	14	19	11	31	2	51	24	7	11	80	18
7	(7)	131	29	11	18	94	21	69	34	7	82	49	22	23	20	16	35	3	62	41	7	12	100	31
6	(6)	137	54	23	29	80	26	69	31	12	89	48	15	24	17	9	37	1	60	46	14	12	106	31
5	(5)	253	77	48	45	162	47	127	70	10	157	97	26	40	48	30	64	8	117	78	18	24	205	49
4	(4)	89	25	14	10	63	28	41	16	3	68	21	5	11	11	5	17	2	43	33	7	3	66	23
3	(3)	92	32	19	14	59	23	45	20	5	68	24	4	12	15	7	18	3	37	37	10	7	72	20
2	(2)	89	25	14	18	59	27	37	20	5	67	22	5	9	7	6	16	3	44	28	8	7	63	25
1	(1)	57	19	14	11	37	15	32	9	1	43	14	4	9	8	1	11	-	23	24	4	3	47	10
no responsibility	(0)	120	44	27	22	73	32	64	22	2	93	27	5	16	9	6	23	3	54	44	11	3	102	19
NET: 8-10		273	59	22	31	209	51	133	72	17	167	106	34	41	43	28	76	4	144	68	16	28	234	40
NET: 4-7		611	186	96	103	399	122	306	151	32	396	215	69	98	96	60	152	14	281	197	46	51	477	134

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 304

Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Children (under 18) who use the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 0-3	359	120	74	66	228	97	178	71	12	272	87	17	46	38	19	68	9	159	132	32	21	284	75
	29% ^{jk}	33%	38% ^{Tad}	33%	27%	36% ^{Tgh}	29%	24%	20%	33% ^{Tkm}	21%	15%	25% ^k	22%	18%	23%	33%	27%	33% ^{Tt}	34% st	21%	29%	30%
Mean	5.13 ^{abe}	4.74 ^b	4.24	4.75 ^b	5.31 ^{Tab}	4.65	5.11	5.48 ^{Te}	5.77 ^e	4.89	5.61 ^{Ti}	6.13 ^{Tij}	5.33	5.49 ⁱ	5.83 ^{Ti}	5.54 ^T	4.66	5.29 ^r	4.76	4.67	5.81 ^{Trs}	5.18	4.90
Standard deviation	2.94	2.89	2.78	2.91	2.96	3.00	2.96	2.87	2.51	2.98	2.79	2.64	2.86	2.65	2.63	2.86	2.66	2.98	2.89	2.80	2.68	3.00	2.68
Standard error	0.08	0.15	0.20	0.20	0.10	0.19	0.12	0.16	0.31	0.11	0.13	0.22	0.19	0.19	0.24	0.15	0.55	0.13	0.14	0.26	0.26	0.09	0.18

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 305

Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

Children (under 18) who use the sites or apps

	Total (T)	GO Region										Internet usage		Devices used to access internet			Working status											
		Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**		
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Full responsibility	(10)	135	14	5	3	113	7	13	12	18	8	11	17	11	74	59	4	8	121	43	23	3	7	1	34	7	3	
		11% ⁿ	14%	8%	10%	11%	13%	10%	12%	17%	9%	10%	10%	10%	10%	13%	12%	15%	11%	10%	11%	7%	13%	3%	15% ^w	9%	10%	
9	(9)	41	6	3	1	31	1	3	2	1	4	7	6	4	25	15	*	1	39	12	8	1	1	-	11	2	-	
		3%	6% ^h	5%	2%	3%	1%	2%	2%	1%	4%	4%	3%	4%	3%	3%	1%	2%	3%	3%	4%	3%	2%	-	5%	3%	-	
8	(8)	97	8	11	3	76	1	10	9	14	4	7	15	10	5	70	27	4	5	89	38	13	2	3	20	5	3	
		8%	8%	18% ^{Tdef}	8%	7%	3%	7%	9%	13% ^{dm}	5%	7%	9%	6%	4%	9% ^T	6%	14%	8%	8%	9%	6%	5%	6%	6%	9%	6%	11%
7	(7)	131	11	9	3	109	4	12	9	12	11	12	16	15	75	55	5	8	114	44	20	1	12	6	25	10	2	
		11%	10%	15%	8%	10%	8%	9%	9%	11%	12%	11%	10%	8%	16%	10%	12%	17%	14%	10%	10%	2%	12	6	25	10	2	
6	(6)	137	10	9	6	112	5	13	17	11	12	13	9	20	13	80	57	3	6	122	53	22	5	2	6	23	14	3
		11% ^{kv}	10%	16% ^k	16% ^k	11% ^k	10%	10%	16% ^k	10%	14% ^k	12%	5%	12% ^k	10%	13%	12%	9%	11%	11%	12% ^v	11%	11%	3%	12%	10%	17% ^w	11%
5	(5)	253	21	8	4	221	13	31	24	22	31	40	26	155	92	9	7	226	96	36	8	10	8	43	17	9		
		20%	20%	13%	10%	21% ^g	26%	23%	13%	20%	26% ^g	20%	18%	23%	25%	20%	27%	13%	20%	22%	18%	17%	18%	14%	18%	21%	32%	
4	(4)	89	9	5	-	76	4	10	9	4	11	9	14	6	54	34	2	6	78	37	19	2	2	2	14	5	-	
		7%	8%	8%	-	7%	9%	7%	8%	5%	10%	8%	5%	7%	7%	7%	6%	10%	7%	8%	10%	14%	3%	5%	6%	6%	1%	
3	(3)	92	8	1	7	76	3	9	6	7	8	9	19	8	6	64	27	-	3	88	37	12	7	3	10	13	5	4
		7%	8%	2%	20% ^{Tbdifg}	7%	7%	7%	6%	7%	9%	8%	11% ^b	5%	6%	8% ^T	6%	-	6%	8%	8%	6%	5%	19% ^{Tstx}	5%	6%	6%	12%
2	(2)	89	6	2	2	78	4	8	11	3	6	11	13	17	5	57	31	2	6	81	26	23	6	9	12	3	1	
		7%	6%	3%	5%	8%	7%	6%	11% ^h	3%	7%	10%	8%	10% ^h	5%	7%	7%	5%	10%	7%	6%	11%	10%	16% ^{Tax}	5%	3%	5%	
1	(1)	57	5	3	3	47	2	9	3	2	2	4	16	3	6	41	17	1	2	55	13	10	4	1	16	3	1	
		5%	5%	4%	8%	5%	4%	7% ^l	3%	2%	2%	3%	10% ^{Tdhl}	2%	5%	4%	2%	4%	5%	3%	5%	9%	7%	3%	7% ^{sa}	4%	3%	
no responsibility	(0)	120	5	5	5	105	6	17	11	8	7	7	18	23	8	76	43	2	5	113	46	19	5	8	7	22	10	3
		10%	5%	9%	14%	10%	12%	12%	11%	8%	8%	6%	11%	13%	8%	10%	9%	6%	8%	10%	10%	9%	10%	14%	13%	9%	13%	9%
NET: 8-10	273	28	18	7	220	9	26	23	32	16	22	39	33	20	169	101	9	14	249	93	43	7	12	4	65	15	6	
		22% ^w	27%	30%	20%	21%	19%	23%	31% ^{Tdl}	18%	20%	23%	19%	18%	22%	22%	27%	24%	22%	21%	21%	14%	20%	8%	28% ^{Tw}	18%	21%	
NET: 4-7	611	50	31	12	518	27	66	47	53	51	58	64	90	62	364	238	19	28	539	230	97	22	25	22	104	47	14	
		49% ^{knr}	48%	51%	50% ^k	53%	49%	47%	50%	57% ^{uck}	52% ^k	38%	52% ^k	58% ^{ck}	47%	52%	60%	48%	48%	52%	48%	43%	43%	41%	45%	56%	50%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 305

Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Children (under 18) who use the sites or apps

	GO Region											Internet usage				Devices used to access internet		Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 0-3	359 29%h	25 24%	11 18%	17 46%Tabd 11m	306 29%h	15 30%	43 32%h	31 31%	21 20%	23 25%	30 27%	66 39%Tabd him	52 30%	26 24%	238 31%T	118 26%	4 13%	16 28%	337 30%T	122 27%	64 31%	21 42%Ts	21 37%	27 50%Tstx y	63 27%	22 26%	8 29%
Mean	5.13nuw	5.58	5.74	4.58	5.07	4.88	4.79	5.08	5.81Tcd kl	5.22	5.18	4.77	4.88	5.31	5.02	5.31	5.88	5.34	5.08	5.10uw	4.99	4.17	4.87	3.98	5.42uw	5.07	5.10
Standard deviation	2.94	2.89	2.82	3.16	2.94	3.00	2.99	3.02	2.88	2.69	2.76	3.13	2.96	2.80	2.93	2.95	2.66	3.05	2.97	2.85	2.99	2.76	3.27	2.58	3.13	2.89	2.79
Standard error	0.08	0.29	0.37	0.52	0.09	0.41	0.26	0.31	0.27	0.27	0.26	0.23	0.23	0.29	0.10	0.17	0.48	0.42	0.09	0.13	0.21	0.39	0.43	0.39	0.23	0.34	0.51

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 306

Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Children (under 18) who use the sites or apps

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
Full responsibility	(10) 135	29	33	30	20	10	114	64	50	109	34	16	11	3	2	4	31	102	58	78
	11% ^d	12%	10%	11%	11%	9%	10%	9%	12% ^{glo}	11%	10%	10%	7%	8%	6%	7%	11%	11%	12%	10%
9	(9) 41	6	10	10	5	6	40	21	16	32	12	7	9	3	2	4	10	29	15	25
	3%	2%	3%	4%	3%	5%	4%	3%	4%	3%	4%	4%	6% ^{Tij}	8% ^{gi}	4%	6%	4%	3%	3%	3%
8	(8) 97	13	34	27	9	11	89	70	43	86	34	18	12	2	3	5	30	67	51	47
	8% ^s	6%	10%	9%	5%	9%	8%	10% ^{Tii}	10% ^{Ti}	8%	9%	11%	8%	5%	7%	9%	10%	7%	10% ^{Ts}	6%
7	(7) 131	14	42	31	19	15	109	73	38	108	32	21	26	10	6	7	24	106	62	69
	11% ^{af}	6%	12% ^a	11%	11%	12%	10%	11%	9%	11%	9%	13%	17% ^{Ttgh}	26% ^{Ttgh}	15%	12%	8%	11%	12%	9%
6	(6) 137	22	40	34	17	13	120	74	45	109	38	15	14	7	3	7	42	92	67	70
	11% ^a	10%	12%	12%	10%	11%	11%	11%	11%	11%	9%	9%	18% ^{klo}	9%	11%	14%	10%	13% ^{Ts}	9%	
5	(5) 253	55	72	42	45	20	226	142	83	207	83	34	33	8	4	12	49	199	88	165
	20% ^{cn}	24% ^c	22% ^c	15%	26% ^c	17%	20% ⁿ	21% ⁿ	20% ⁿ	23% ⁿ	21% ⁿ	22% ⁿ	20%	10%	20% ⁿ	17%	21%	18%	22%	
4	(4) 89	13	22	26	14	7	81	28	75	29	5	8	1	5	2	20	67	38	51	
	7% ^{gk}	6%	7%	9%	6%	6%	7% ^{gk}	6%	7% ^{gk}	8% ^{gkmo}	3%	5%	2%	14% ^{Ttghi}	3%	7%	7%	8%	7%	
3	(3) 92	21	15	25	13	9	90	53	38	85	32	14	9	2	3	6	20	72	31	61
	7% ^{ab}	9%	4%	9% ^b	8%	8%	8% ^T	8%	9%	8% ^T	9%	8%	6%	6%	7%	9%	7%	8%	6%	8%
2	(2) 89	21	22	19	9	8	82	50	32	71	29	10	8	1	3	7	24	65	31	58
	7%	9%	7%	7%	5%	6%	7%	8%	7%	8%	6%	6%	6%	3%	8%	11% ^{klm}	8%	7%	6%	8%
1	(1) 57	12	15	14	4	9	56	29	19	47	11	8	10	1	3	3	17	40	18	40
	5%	5%	4%	5%	2%	7% ^d	5% ^j	4%	4%	5%	3%	5%	7% ^{sj}	2%	7% ^j	5% ^m	6%	4%	4%	5%
no responsibility	(0) 120	26	30	27	17	13	110	66	30	90	25	13	9	1	4	4	26	93	41	79
	10% ^{hij}	11%	9%	9%	10%	11%	10% ^{hij}	10% ^{hij}	7%	9%	7%	8%	6%	3%	12% ^{lo}	7% ^m	9%	10%	8%	11%
NET: 8-10	273	47	76	68	34	27	243	155	109	227	81	42	33	8	7	13	71	198	124	149
	22%	20%	23%	24%	20%	22%	22%	22%	23%	22% ^{Tii}	22%	22%	26%	22%	21%	17%	21%	24%	21%	25%
NET: 4-7	611	105	176	134	94	55	537	330	194	499	183	75	80	25	18	29	135	464	256	355
	49% ^d	45%	53%	47%	55%	45%	48%	48%	46%	49%	51% ^h	46%	54% ^{hkk}	58% ^{Ttgh}	48%	47%	46%	50%	51%	48%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 306

Q5. Responsibility - Children (under 18) who use the sites or apps
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
Children (under 18) who use the sites or apps

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 0-3	359 29%mr	79 34%b	81 24%	85 30%	43 25%	39 32%	338 30%Tm	198 29%g	119 28%h	293 29%im	96 27%jm	45 28%km	36 24%lm	5 13%	13 34%ln	20 32%om	87 30%	271 29%	121 24%	238 32%Tr
Mean	5.13fs	4.83	5.30	5.17	5.19	5.00	5.05	5.13	5.33fn	5.16fi	5.22	5.37n	5.41n	6.16Tfg hijklo	4.66	5.11	5.16	5.10	5.45Ts	4.91
Standard deviation	2.94	3.03	2.96	2.96	2.84	3.04	2.94	2.90	2.91	2.90	2.76	2.91	2.75	2.31	2.99	2.83	2.97	2.94	2.87	2.97
Standard error	0.08	0.20	0.16	0.17	0.22	0.26	0.09	0.11	0.13	0.09	0.13	0.18	0.17	0.22	0.27	0.21	0.16	0.10	0.12	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 307

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.
Base: All respondents

A third party or external body such as a regulator

	Total (T)	Gender				Social Grade						Age										Ethnicity				Religion				
		Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Full responsibility (10)	269	116	153	80	73	49	66	152	115	24	245	18	29	32	46	52	46	20	119	67	235	33	11	20	2	114	8	15	129	
	22%aklm	19%	24%a	24%	20%	19%	24%	22%	22%	28%klm	21%kl	13%	14%	16%	21%	30%Tjklm	34%Tjklm	28%kl	31%Tjklm	32%Tjklm	22%	22%	11	32%	23%	11%	14%	31%A	15	21%
9	(9)	137	51	85	43	43	25	26	86	51	9	128	6	18	17	23	31	16	18	65	34	125	10	2	6	3	67	2	3	57
	11%ak	8%	13%Ta	13%	12%	10%	9%	12%	12%	10%	10%	11%k	4%	9%	8%	10%	18%Tjklm	12%kl	25%Tjklm	17%Tjklm	16%Tjklm	7%	5%	7%	12%	14%TAC	4%	7%	9%	
8	(8)	257	126	131	60	79	56	59	139	116	14	243	32	43	45	55	23	31	14	68	46	224	32	5	23	3	102	19	7	124
	21%o	21%	21%	18%	22%	22%	22%	20%	22%	22%	16%	21%o	22%	20%	22%	25%o	13%	23%o	14	18%o	22%	21%	15%	27%	14%	21%	32%TC	15%	20%	
7	(7)	244	122	119	72	67	40	64	139	104	18	226	37	44	37	45	30	20	13	63	33	208	34	5	18	8	89	19	3	128
	20%B	20%	19%	21%	18%	16%	23%	20%	20%	20%	20%	26%prs	21%	21%	18%	21%	17%	14%	16%	16%	19%	22%	21%	21%	21%	33%	18%B	32%TzB	6%	21%B
6	(6)	102	45	54	28	29	31	14	57	45	6	96	17	25	20	13	13	7	2	21	9	87	13	-	10	3	36	3	7	53
	9%rs	7%	9%	8%	8%	12%Th	5%	8%	8%j	7%	8%rs	12%rs	12%rs	10%rs	8%	7%	5%	2%	6%	4%	8%	9%	-	12%v	14%	7%	7%	4%	14%	9%
5	(5)	150	91	59	40	41	34	31	82	65	10	139	21	32	38	21	13	11	3	27	14	135	12	5	3	2	59	4	4	79
	12%brw	15%B	9%	12%	11%	13%	11%	12%	12%	12%	12%	15%oqrs	19%Tjno	10%	8%	8%	4%	7%	7%	12%w	8%w	15%w	3%	8%	12%	7%	12%	9%	13%	
4	(4)	25	15	10	6	11	6	2	17	8	1	24	5	4	4	2	3	1	6	4	18	7	3	3	-	11	1	1	11	
	2%t	3%	2%	2%	3%	2%	1%	2%	2%	2%	2%	4%	2%	2%	2%	1%	2%	2%	2%	2%	2%	4%t	10%Tt	4%	-	1%	2%	1%	2%	2%
3	(3)	29	19	9	3	12	7	7	15	14	1	28	3	10	3	6	3	6	-	6	-	23	6	1	1	2	8	*	5	15
	2%	3%	1%	1%	3%	3%	2%	2%	2%c	3%	1%	2%rs	2%	5%Tjprs	2%	3%rs	3%rs	3%rs	-	2%	-	4%w	4%	1%	7%	2%	1%	11%TZAC	2%	
2	(2)	8	8	-	1	2	3	1	4	2	6	-	1	3	1	1	-	-	1	-	7	1	-	1	-	3	-	1	3	
	1%	1%B	-	-	1%	1%	-	1%	1%	2%	1%	-	1%	1%	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-	3%	
1	(1)	3	2	1	1	-	2	2	2	1	2	-	-	1	1	-	-	1	-	1	1	3	-	-	-	-	-	-	3	
	2%z	2%	-	-	-	-	2%	2%	2%	1%	2%	-	-	1%	2%	-	-	1%	-	1%	1%	2%	-	-	-	-	-	-	1%	
no responsibility (0)	19	10	10	2	7	4	5	9	9	1	18	3	4	3	4	2	2	-	4	2	15	4	1	3	-	3	3	1	11	
	2%z	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	-	-	1%	1%	1%	2%	3%	3%	-	1%	5%Tz	2%	2%	
NET: 8-10	663	293	369	182	194	131	151	377	282	47	616	56	91	95	123	105	93	53	252	146	584	75	17	49	9	283	30	26	310	
	53%akl	48%	58%Ta	54%	53%	51%	55%	54%	53%	54%kl	53%kl	39%	43%	47%	56%klm	61%klm	68%Tjklm	53	74%Tjklm	66%Tjklm	70%Tjklm	54%	49%	52%	37%	58%TC	50%	53%	50%	
NET: 4-7	521	273	242	146	148	111	111	294	222	35	485	80	106	98	83	58	41	19	118	60	448	66	13	34	13	195	26	15	273	
	42%bopqrs	45%B	38%	44%	41%	43%	40%	42%	42%	41%rs	42%opqrs	57%Tjnpqrs	50%Tjnpqrs	49%Tjnpqrs	38%	34%	30%	26%	31%	29%	41%	44%	41%	39%	55%	40%	44%	31%	44%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 307

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

A third party or external body such as a regulator

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	59	39	20	8	23	14	14	30	28	5	54	6	15	9	12	9	3	-	12	3	48	10	2	4	2	14	4	8	32
	5%bcasz	6%Tb	3%	2%	6%cg	6%	5%	4%c	5%c	6%sa	5%sa	4%	7%rs	5%	6%sa	5%	2%	-	3%sa	1%	4%	7%	5%	7%	14	6%	16%TzC	5%	
Mean	7.44aki	7.17	7.71Ta	7.65e	7.33	7.25	7.55	7.48	7.41	7.52i	7.44kim	6.94	6.95	7.11	7.49kl	7.87Tjk	8.06Tjk	8.41Tij	8.04Tij	8.18Tij	7.48	7.26	7.23	7.50	7.11	7.66TC	7.21	7.11	7.33
Standard deviation	2.13	2.22	2.02	1.95	2.22	2.18	2.13	2.10	2.15	2.31	2.12	1.98	2.13	2.09	2.15	2.17	2.03	1.47	2.01	1.86	2.10	2.26	2.66	2.18	1.83	1.96	2.20	2.76	2.17
Standard error	0.06	0.09	0.08	0.10	0.11	0.14	0.13	0.08	0.10	0.23	0.06	0.18	0.14	0.14	0.15	0.18	0.18	0.20	0.11	0.14	0.07	0.16	0.42	0.20	0.33	0.09	0.25	0.38	0.09

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 308

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
A third party or external body such as a regulator

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
Full responsibility	(10)	269	78	37	41	186	67	137	59	7	189	80	23	35	32	22	56	1	138	72	15	22	218	50
9	(9)	137	43	19	30	89	33	66	32	6	95	41	14	11	21	14	31	2	69	47	7	9	109	29
		11% _d	12%	10%	15%	11%	12%	11%	11%	9%	11% _d	10% _d	12% _d	6%	12% _d	13% _d	11%	6%	12%	12%	7%	9%	11%	11%
8	(8)	257	79	44	44	173	53	131	56	18	163	95	28	43	41	20	73	8	117	82	26	16	206	52
		21%	22%	23%	22%	21%	19%	21%	19%	30%	19%	23%	23%	23%	19%	25%	28%	20%	21%	28% _t	16%	21%	21%	21%
7	(7)	244	65	35	34	168	52	119	62	11	163	81	25	39	33	20	59	5	109	81	19	27	199	45
		20%	18%	18%	17%	20%	19%	19%	21%	18%	20%	20%	21%	21%	18%	19%	19%	19%	20%	20%	20%	27%	20%	18%
6	(6)	102	32	22	16	69	20	47	29	7	72	30	9	15	15	7	22	3	46	39	6	8	81	21
		8%	9%	11%	8%	8%	7%	8%	10%	11%	9%	7%	7%	8%	8%	6%	7%	9%	8%	10%	6%	8%	8%	8%
5	(5)	150	44	25	21	97	25	71	48	6	93	57	18	30	27	13	41	6	68	52	11	11	115	35
		12%	12%	13%	11%	12%	9%	11%	16% _{Te}	9%	11%	14%	15%	16%	15%	12%	14%	21%	13%	13%	11%	11%	12%	14%
4	(4)	25	8	2	5	15	3	20	3	*	19	6	2	2	3	3	5	*	13	5	4	3	19	6
		2%	2%	1%	3%	2%	1%	3% _T	1%	*	2%	2%	2%	1%	2%	3%	2%	1%	2%	1%	4%	3%	2%	2%
3	(3)	29	7	1	7	20	10	13	3	3	22	7	*	6	4	4	5	1	15	7	3	1	24	5
		2% _b	2% _b	*	3% _b	2%	4%	2%	1%	5%	3%	2%	*	9%	2%	3%	2%	3%	3%	2%	3%	1%	2%	2%
2	(2)	8	1	1	1	6	2	4	2	*	3	5	3	*	2	3	*	1	2	2	2	2	7	1
		1% _q	*	*	*	1%	1%	1%	1%	*	1%	*	1%	*	1%	1%	*	*	1%	3% _{Tq}	2% _q	1%	*	*
1	(1)	3	2	1	1	2	1	2	*	*	2	*	1	1	*	1	*	*	2	1	1	2	2	2
		*	*	*	*	1%	*	*	*	*	*	*	*	1%	*	*	*	*	1%	*	1% _q	*	1%	1%
no responsibility	(0)	19	6	5	*	12	6	10	*	4	15	4	*	1	3	1	2	7	8	1	1	15	4	
		2% _g	2%	3% _c	*	2% _g	2% _g	*	6% _{Tg}	2%	1%	*	*	1%	3% _d	*	6%	1%	2%	1%	1%	1%	2%	2%
NET: 8-10		663	201	100	115	447	152	334	146	30	447	216	65	89	94	56	160	11	324	200	48	47	533	130
		53%	55%	52%	57%	53%	56%	54%	50%	54%	53%	54%	48%	53%	53%	53%	39%	55%	50%	51%	46%	54%	52%	52%
NET: 4-7		521	149	84	77	350	99	256	142	24	346	174	54	86	77	43	126	14	237	177	40	49	414	107
		42%	41%	44%	38%	42%	38%	41%	48% _{Te}	38%	41%	43%	45%	47%	44%	40%	43%	50%	41%	45%	42%	45%	42%	43%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 308

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

A third party or external body such as a regulator

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 0-3	59	15	8	8	40	20	29	5	6	41	18	1	9	6	8	10	3	23	19	6	5	48	12
	5%gk	4%	4%	4%	5%	7%g	5%g	2%	11%Tg	5%	4%k	1%	5%	4%	8%k	3%	11%	4%	5%	7%	5%	5%	5%
Mean	7.44	7.48	7.34	7.58	7.47	7.51	7.44	7.48	6.91	7.47	7.39	7.57	7.26	7.40	7.29	7.46	6.37	7.57	7.32	7.18	7.34	7.47	7.35
Standard deviation	2.13	2.12	2.18	1.98	2.11	2.30	2.15	1.83	2.43	2.16	2.06	1.77	2.00	1.98	2.36	1.94	2.38	2.07	2.12	2.13	2.18	2.12	2.19
Standard error	0.06	0.11	0.16	0.14	0.07	0.14	0.09	0.10	0.30	0.08	0.10	0.15	0.14	0.14	0.21	0.10	0.50	0.09	0.11	0.20	0.21	0.07	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 309

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
A third party or external body such as a regulator

	GO Region										Internet usage				Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Full responsibility	(10)	269	28	9	223	8	33	21	22	13	30	41	36	19	146	117	7	17	243	78	48	12	243	11	*	76	17	4
		22%ns	27%l	15%	26%	15%	24%	21%	21%	14%	27%l	24%	21%	17%	19%	26%ns	22%	29%	22%	18%w	23%w	24%w	18%w	*	33%Tsw	20%w	12%	
9	(9)	137	7	6	2	122	9	17	18	10	11	9	16	22	11	93	42	2	9	124	36	27	4	8	5	36	7	5
		11%sa	6%	10%	7%	12%	18%sa	12%	17%sa	10%	12%	8%	9%	13%	10%	12%	9%	6%	15%	11%	8%	13%	7%	14%	9%	16%Ts	8%	17%
8	(8)	257	18	14	8	217	11	27	21	26	15	28	34	27	28	163	94	7	6	238	100	39	7	18	13	42	21	3
		21%	18%	23%	22%	21%	22%	20%	21%	25%	16%	25%	20%	16%	26%	21%	23%	10%	21%	22%	22%	19%	15%	30%	24%	18%	26%	11%
7	(7)	244	22	13	7	202	8	29	10	19	16	40	43	25	158	86	5	11	220	87	45	4	8	16	37	20	9	
		20%g	21%g	21%	19%g	15%	21%g	9%	18%	13%	23%g	24%g	23%g	19%	21%	19%	14%	19%	20%	19%	22%u	9%	14%	30%aux	16%	24%u	31%	
6	(6)	102	9	6	3	84	4	10	7	8	12	7	15	14	8	59	42	5	-	93	40	17	7	4	8	15	4	
		8%	9%	11%	7%	8%	8%	7%	7%	7%	13%	6%	9%	8%	7%	8%	9%	15%	-	8%	9%	8%	15%	7%	16%	6%	9%	
5	(5)	150	14	5	4	126	8	15	12	11	15	14	15	22	15	93	51	4	6	134	69	14	12	6	7	17	8	
		12%tx	14%	8%	11%	12%	12%	11%	12%	11%	17%	12%	9%	13%	14%	12%	11%	12%	10%	13%	15%Tx	7%	24%Tbx	10%	14%	7%	9%	
4	(4)	25	2	1	1	21	1	2	6	2	5	1	3	-	21	4	1	2	24	12	1	1	*	3	5	1	1	
		2%	2%	2%	3%	3%	1%	5%	5%Tdkm	2%	2%	5%km	1%	2%	-	3%T	1%	2%	3%	2%	3%	1%	2%	*	6%t	2%	1%	
3	(3)	29	1	4	-	24	*	1	2	4	3	3	2	6	1	16	13	1	6	22	11	9	-	1	-	3	1	
		2%r	1%	7%Tadk	-	2%	1%	2%	4%	4%	3%	1%	4%	1%	2%	3%	3%	10%Tr	2%	2%	5%T	-	1%	-	1%	3%	5%	
2	(2)	8	-	1	-	7	-	1	1	-	1	-	4	-	6	1	1	-	6	4	1	-	-	-	-	1	-	
		1%	-	1%	-	1%	-	1%	-	2%	-	-	2%Td	-	1%	-	2%	-	1%	1%	*	-	-	-	-	-	1%	-
1	(1)	3	-	-	-	3	1	1	-	-	1	-	-	-	2	1	-	-	3	1	-	1	-	-	1	-	-	
		*	-	-	-	*	2%	1%	-	-	2%T	-	-	-	*	*	-	-	*	*	-	1%	-	-	*	-	-	
no responsibility	(0)	19	2	1	2	14	2	1	4	3	1	1	1	1	14	5	-	3	17	8	3	2	3	-	1	2	-	
		2%	2%	2%	6%l	1%	3%	1%	4%	3%	1%	1%	*	1%	2%	1%	-	4%	2%	2%	1%	3%	5%ux	-	1%	2%	-	
NET: 8-10		863	53	29	20	562	28	77	60	59	38	81	85	57	402	254	17	31	605	215	113	23	36	18	154	45	12	
		53%sw	51%	48%	55%	54%l	56%	56%	60%l	55%	42%	60%l	54%	49%	54%	52%	55%	51%	54%	48%	56%sw	46%	62%sw	34%	66%Tstv	54%	40%	
NET: 4-7		521	47	25	14	434	20	55	34	40	45	70	82	47	331	183	14	18	471	207	77	25	19	35	73	33	16	
		42%x	46%	42%	40%	42%	38%	41%	34%	38%	50%g	37%	42%	47%	44%	43%	40%	43%	42%	47%Txv	38%	49%lx	32%	66%Tstv	32%	39%	55%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 309

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents
A third party or external body such as a regulator

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 0-3	59	3	6	2	48	3	4	7	7	4	8	7	2	2	38	20	2	8	48	24	13	2	3	-	5	5	1
	5%r	3%	10%fm	6%	5%	6%	3%	7%	7%	8%	4%	4%	2%	2%	5%	4%	5%	14%Tr	4%	5%	6%	4%	6%	-	2%	7%	5%
Mean	7.44ins	7.52	7.06	7.37	7.46i	7.25	7.69h	7.33	7.38	6.93	7.59l	7.62i	7.47	7.51	7.35	7.59	7.33	7.28	7.47	7.16	7.61sw	7.04	7.46	6.83	8.08Tst	7.43	7.10
Standard deviation	2.13	2.14	2.24	2.51	2.11	2.36	1.98	2.50	2.25	2.20	2.12	2.03	1.96	1.84	2.15	2.08	2.08	2.79	2.10	2.14	2.11	2.48	2.34	1.39	1.93	2.14	2.00
Standard error	0.06	0.22	0.30	0.41	0.07	0.32	0.17	0.26	0.21	0.22	0.20	0.15	0.15	0.19	0.07	0.12	0.37	0.39	0.06	0.10	0.14	0.35	0.31	0.21	0.14	0.25	0.37

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 310

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

A third party or external body such as a regulator

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	62	293	933	500	743		
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596	
Full responsibility	(10)	269	65	63	61	34	22	233	134	88	213	67	31	27	4	2	6	53	214	103	166
		22%mo	28%Tb	19%	21%	20%	18%	21%no	20%no	21%no	19%no	19%no	18%no	11%	4%	9%n	18%	23%	21%	22%	
9	(9)	137	31	34	34	16	116	67	34	112	28	17	12	4	2	12	19	117	51	86	
		11%fljp	13%	10%	12%	7%	13%	10%hj	10%	8%	11%hj	8%	10%	8%	10%	6%	19%Tlghi	7%	13%Tp	10%	12%
8	(8)	257	31	89	68	29	20	232	138	90	214	74	25	26	6	7	13	69	187	99	158
		21%a	13%	27%Tade	24%a	17%	17%	21%	20%	21%k	21%	20%	15%	17%	16%	18%	20%	23%	20%	23%	21%
7	(7)	244	41	64	57	31	33	222	141	84	205	85	45	38	12	4	15	57	185	113	131
		20%n	18%	19%	20%	18%	28%T	20%n	21%n	20%n	20%n	24%Tlhn	28%Tlgh	24%n	31%Tlgh	11%	24%n	19%	20%	23%T	18%
6	(6)	102	12	28	16	31	8	93	66	35	85	32	6	14	3	5	7	25	76	32	70
		8%k	5%	8%	6%	18%Tabce	6%	8%k	10%k	8%k	8%k	9%k	3%	10%k	7%	14%Thk	11%k	9%	8%	6%	9%
5	(5)	150	31	38	29	24	14	142	95	57	124	49	24	22	5	5	5	40	102	65	85
		12%	14%	11%	10%	14%	12%	13%T	14%T	13%	12%	14%	15%o	15%o	13%	13%	9%	13%	11%	13%	11%
4	(4)	25	3	5	9	3	2	25	17	13	21	11	5	6	3	3	1	6	19	13	13
		2%	1%	1%	3%	2%	2%	2%	2%	3%	2%	3%	3%	4%	7%Tgio	8%Tlghi	2%	2%	2%	3%	2%
3	(3)	29	9	5	9	2	3	25	14	9	22	6	3	2	1	2	3	11	18	10	19
		2%	4%	2%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	6%Tlghi	5%Tlghi	4%	2%	2%	3%
2	(2)	8	1	4	1	2	-	8	2	2	6	1	2	3	1	-	5	3	4	4	
		1%q	-	1%	-	1%	-	1%g	-	-	1%	-	1%g	2%Tghij	1%	3%Tlghi	2%Tq	-	1%	1%	
1	(1)	3	1	1	-	1	3	1	1	3	1	-	-	-	1	-	1	2	2	1	
		-	-	-	-	1%	-	-	-	-	-	-	-	-	1%Tgk	-	-	-	-	-	
no responsibility	(0)	19	7	4	2	2	1	18	9	9	14	5	4	1	-	5	1	9	11	9	11
		2%	3%	1%	1%	1%	2%	2%	1%	2%l	1%	1%	2%	-	-	15%Tlghi	2%	3%Tq	1%	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 310

Q5. Responsibility - A third party or external body such as a regulator
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

A third party or external body such as a regulator

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	663	127	186	162	75	58	582	339	212	539	168	73	65	14	10	30	141	517	253	410
	53% ^d	55%	56% ^d	57% ^d	44%	48%	52% ^g	50% ⁿ	50% ^{mn}	53% ^g	47% ⁿ	45% ⁿ	44% ⁿ	37%	28%	48% ^{mn}	48%	55% ^{TP}	51%	55%
NET: 4-7	521	97	135	111	89	59	482	318	189	435	179	79	78	22	17	29	127	382	223	298
	42%	38%	40%	39%	52% ^{Tabc}	48%	43% ^T	47% ^{Tfi}	45%	43%	49% ^{Thi}	49% ^T	52% ^{Thio}	59% ^{Thio}	46%	45%	43%	41%	44%	40%
NET: 0-3	59	18	13	13	6	6	54	26	21	45	14	9	6	1	10	4	26	34	24	35
	5% ^q	8%	4%	4%	3%	5%	5% ^g	4%	5%	4%	4%	6%	4%	4%	26% ^{Tfghi}	7%	9% ^{Tq}	4%	5%	5%
Mean	7.44 ^{fn}	7.47	7.47	7.54	7.21	7.37	7.38 ⁿ	7.34 ⁿ	7.28 ⁿ	7.44 ⁿ	7.25 ⁿ	7.21 ⁿ	7.20 ⁿ	6.99	5.24	7.20 ⁿ	7.03	7.59 ^{TP}	7.36	7.50
Standard deviation	2.13	2.46	1.99	2.04	2.06	2.04	2.14	2.05	2.20	2.09	2.06	2.24	2.02	1.90	2.97	2.02	2.35	2.04	2.16	2.11
Standard error	0.06	0.16	0.11	0.12	0.16	0.17	0.06	0.07	0.10	0.06	0.10	0.14	0.12	0.18	0.27	0.15	0.12	0.07	0.09	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 311

Q5. Responsibility - The police
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.
Base: All respondents
The police

	Gender			Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
Full responsibility	(10) 163	72	90	49	36	38	37	85	76	14	148	18	21	24	19	25	23	18	66	41	140	22	8	10	3	74	8	5	75	
	13%cdn	12%	14%	14%	10%	15%	14%	12%	14%	16%	13%	13%	10%	12%	9%	15%	17%un	24%Tjlm	17%Tjn	19%Tjn	13%	14%	25%Tt	12%	14%	15%	13%	10%	12%	
9	(9) 78	32	44	19	16	17	27	34	43	4	73	6	9	6	23	14	5	11	30	16	67	10	*	8	2	36	7	2	30	
	6%gm	5%	7%	6%	4%	6%	10%Tdg	5%	8%Tdg	5%	6%gm	4%	4%	3%	10%Tjimp	8%mp	4%	15%Tjkm	8%mp	8%p	6%	1%	9%	7%	2%	7%	12%C	2%	5%	
8	(8) 201	93	106	49	69	34	48	118	82	18	183	19	36	33	35	25	21	14	60	35	176	24	4	17	2	89	10	9	86	
	16%	15%	17%	15%	19%	13%	17%	17%	15%	21%	16%	13%	17%	16%	16%	14%	15%	19%	16%	17%	16%	24	16%	13%	20%	7%	18%	16%	19%	14%
7	(7) 250	112	138	76	81	41	51	158	92	12	237	40	40	38	39	38	31	11	80	42	203	42	9	24	7	97	16	11	122	
	20%ht	18%	22%	23%	22%	16%	19%	22%Teh	17%	14%	21%	28%Ti	19%	19%	18%	22%	22%	16%	21%	20%	19%	19%	27%Tt	27%	27%	31%	20%	22%	20%	
6	(6) 150	74	73	44	43	35	29	87	63	11	139	22	32	23	28	17	13	3	33	16	132	16	2	9	4	60	6	3	78	
	12%kr	12%	12%	12%	12%	13%	10%	12%	12%	12%	12%kr	16%ks	15%ks	12%	13%	10%	9%	5%	9%	8%	12%	11%	7%	10%	16%	12%	11%	7%	13%	
5	(5) 219	121	97	55	73	47	41	128	88	16	203	21	47	42	37	23	25	8	56	33	202	14	3	9	2	78	7	5	123	
	18%su	20%T	15%	16%	20%	18%	15%	18%	17%	18%	15%	22%kr	21%	17%	14%	18%	11%	15%	16%	19%Tuw	9%	9%	10%	7%	10%	12%	10%	20%T		
4	(4) 44	24	20	12	16	5	12	28	16	1	43	7	7	4	10	8	4	3	15	7	39	5	1	3	1	13	2	3	26	
	4%	4%	3%	4%	4%	2%	4%	4%	3%	1%	4%	5%	3%	2%	5%	4%	3%	5%	4%	3%	4%	4%	4%	3%	4%	5%	3%	3%	7%	4%
3	(3) 49	26	23	11	12	18	8	23	26	3	45	4	6	10	7	9	7	2	18	9	42	6	2	2	1	15	*	5	25	
	4%	4%	4%	3%	3%	7%Tg	3%	3%	5%	4%	4%	3%	3%	5%	3%	5%	5%	3%	5%	4%	4%	4%	4%	7%	3%	3%	*	10%TZA	4%	
2	(2) 35	21	14	5	7	11	10	12	21	3	32	*	8	8	7	4	4	-	9	4	32	3	-	2	-	9	1	1	21	
	3%g	3%	2%	2%	2%	4%g	4%	2%	4%g	3%	3%	*	4%	4%	3%	2%	3%	-	2%	2%	3%	2%	-	2%	-	2%	2%	2%	3%	
1	(1) 12	5	7	5	3	3	1	8	4	3	9	-	3	-	3	2	2	-	3	2	12	*	-	-	-	4	-	-	8	
	1%j	1%	1%	2%	1%	1%	*	1%	1%	4%Tjmr	1%	-	1%	-	1%	1%	-	-	1%	1%	1%	*	-	-	-	1%	-	-	1%	
no responsibility	(0) 43	24	19	12	10	8	12	21	20	1	42	3	4	14	10	7	3	1	12	4	34	9	3	3	3	3	17	3	4	20
	3%	4%	3%	3%	3%	4%	3%	4%	4%	1%	4%	2%	2%	7%Tjs	4%	4%	2%	2%	3%	2%	3%	6%	6%	9%	4%	11%	3%	5%	8%	3%
NET: 8-10	441	197	241	116	121	89	112	237	201	37	404	43	66	62	77	64	48	42	156	91	303	56	13	36	6	199	24	17	191	
	35%aC	33%	38%	34%	33%	35%	41%	34%	38%	42%	35%	31%	31%	31%	35%	37%	36%	59%Tjkmnp	41%Tjkm	44%Tjkm	35%	37%	39%	41%	27%	40%TC	41%	34%	31%	
NET: 4-7	662	332	328	187	213	127	132	400	259	40	623	91	125	108	115	86	72	26	184	98	576	77	15	44	13	248	31	22	349	
	53%hqr	55%	52%	56%	58%Teth	50%	48%	57%Th	49%	45%	54%qr	64%Tjpo	59%qrs	53%q	53%	50%	52%ss	36%	48%	47%	53%	51%	45%	50%	27%	50%	51%	22	46%	57%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 311

Q5. Responsibility - The police
Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.
Base: All respondents
The police

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	139	77	63	33	31	40	31	65	71	11	129	7	21	31	27	22	16	4	42	20	120	18	5	8	3	45	5	10	74
	11%kg	13%	10%	10%	9%	16%Tdg	11%	9%	13%dg	12%	11%kl	5%	10%	16%Tjk	12%	13%	12%	5%	11%	9%	11%	12%	16%	9%	14%	9%	8%	20%cz	12%
Mean	6.50amC	6.30	6.69Ta	6.58	6.47	6.36	6.62	6.52	6.50	6.64	6.49m	6.72	6.35	6.12	6.33	6.56	6.61	7.57Tij kinnop s	6.77Tjm	6.94Tjl mnp	6.48	6.64	6.67	6.83	6.26	6.76TC	6.86	6.06	6.31
Standard deviation	2.43	2.46	2.38	2.41	2.20	2.57	2.52	2.30	2.55	2.50	2.42	2.07	2.23	2.61	2.48	2.56	2.43	2.24	2.48	2.40	2.41	2.55	2.94	2.33	2.87	2.38	2.44	2.75	2.42
Standard error	0.07	0.10	0.10	0.13	0.11	0.16	0.16	0.08	0.11	0.25	0.07	0.19	0.14	0.17	0.17	0.21	0.22	0.30	0.14	0.18	0.07	0.18	0.46	0.22	0.52	0.11	0.27	0.37	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 312

Q5. Responsibility - The police

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The police

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
Full responsibility	(10)	163	37	21	120	28	85	42	8	106	57	22	26	18	14	42	1	77	42	10	14	139	24	
		13%	10%	11%	10%	10%	14%	14%	14%	13%	14%	19% _m	14%	10%	13%	14%	5%	13%	11%	11%	14%	14%	10%	
9	(9)	78	22	10	14	54	22	30	20	5	54	24	4	10	10	18	2	46	18	6	4	53	20	
		6%	6%	5%	7%	6%	8%	9%	7%	8%	6%	3%	5%	5%	9%	6%	6%	8%	5%	6%	4%	6%	8%	
8	(8)	201	69	33	43	127	46	93	52	10	128	73	26	28	32	19	53	2	90	72	6	20	172	29
		16% _s	19%	17%	21%	15%	17%	15%	18%	16%	15%	18%	21%	15%	18%	17%	18%	7%	15% _s	18% _s	6%	20% _s	17%	12%
7	(7)	250	71	32	36	168	45	128	63	14	173	76	24	38	42	16	57	7	109	87	24	24	194	56
		20%	19%	17%	18%	20%	16%	21%	21%	23%	21%	19%	20%	21%	24% _{jn}	15%	26%	19%	22%	25%	24%	20%	22%	
6	(6)	150	40	20	24	106	30	82	32	6	103	47	15	17	14	17	33	4	64	56	17	10	119	31
		12%	11%	10%	12%	13%	11%	13%	11%	10%	12%	12%	9%	8%	15% _m	11%	13%	11%	14%	18%	10%	10%	12%	
5	(5)	219	65	42	37	148	42	104	61	12	137	81	19	42	37	16	57	9	111	67	14	16	167	52
		18%	18%	22%	18%	18%	17%	21%	19%	16%	20%	16%	23%	21%	15%	19%	31%	19%	17%	15%	16%	17%	21%	
4	(4)	44	13	9	7	27	12	28	3	-	34	10	5	5	5	1	9	-	30	7	4	2	37	7
		4% _{gr}	4%	5%	4%	3%	4% _g	5% _g	1%	1%	4%	2%	4%	3%	3%	1%	3%	-	5% _{Tr}	2%	4%	2%	4%	3%
3	(3)	49	16	7	6	30	19	23	6	11	35	14	1	7	7	6	9	1	21	15	9	3	41	8
		4% _g	4%	3%	3%	4%	7% _{Tg}	4%	2%	2%	4%	3% _k	-	4%	4%	6% _k	3%	5%	4%	4%	10% _{Tqr}	3%	4%	3%
2	(2)	35	11	7	5	21	12	17	6	-	25	10	1	5	4	7	-	19	9	2	3	26	9	
		3%	3%	3%	3%	3%	4%	3%	2%	-	3%	2%	1%	3%	3%	4%	2%	-	3%	2%	2%	3%	3%	4%
1	(1)	12	4	3	2	8	4	4	4	-	7	5	1	2	4	2	2	-	5	4	-	3	11	2
		1%	1%	2%	1%	2%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	-	1%	1%	-	3% _{Tq}	1%	1%	1%
no responsibility	(0)	43	17	8	5	26	11	23	6	4	32	12	2	4	5	4	9	2	13	20	2	1	32	11
		3% _q	5%	4%	3%	3%	4%	4%	2%	6%	4%	3%	2%	2%	3%	4%	3%	6%	2%	5% _q	2%	1%	3%	4%
NET: 8-10		441	128	63	77	301	96	208	114	23	288	153	52	65	59	43	114	5	213	132	23	38	388	73
		35% _{av}	33%	39%	36%	34%	36%	34%	38%	34%	38%	44%	35%	34%	40%	38%	18%	36% _s	33%	24%	38% _s	37% _{Tv}	29%	
NET: 4-7		662	189	103	104	450	129	342	158	33	448	214	63	102	98	49	156	19	314	217	59	51	517	146
		53%	52%	54%	52%	54%	48%	55%	54%	54%	53%	53%	55%	55%	46%	53%	71%	54%	55%	63%	51%	52%	58%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 312

Q5. Responsibility - The police

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The police

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	955	248
NET: 0-3	139	48	25	19	86	46	68	21	5	99	41	5	19	20	16	27	3	57	49	13	11	110	29
	11%gk	13%c	13%	9%	10%	17%Tfg	11%	7%	8%	12%k	10%k	4%	10%k	11%k	15%k	9%	11%	10%	12%	13%	11%	11%	12%
Mean	6.50	6.32	6.19	6.57	6.58	6.21	6.46	6.79Te	6.73	6.45	6.59	7.04Tij	6.54	6.42	6.52	6.65	5.95	6.56	6.37	6.30	6.64	6.55	6.28
Standard deviation	2.43	2.49	2.51	2.30	2.40	2.59	2.43	2.24	2.43	2.45	2.37	2.16	2.36	2.34	2.56	2.35	2.26	2.36	2.45	2.24	2.36	2.42	2.42
Standard error	0.07	0.13	0.18	0.16	0.08	0.16	0.10	0.13	0.30	0.09	0.11	0.18	0.16	0.16	0.23	0.13	0.47	0.10	0.12	0.21	0.22	0.08	0.16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 313

Q5. Responsibility - The police

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The police

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Full responsibility	(10) 163	16	6	5	136	5	21	14	18	7	15	23	19	13	93	65	2	12	148	56	22	8	6	-	43	10	4	
	13%w	15%	10%	14%	13%	9%	16%	14%	17%	8%	13%	14%	11%	12%	14%	12%	6%	21%	13%	13%w	11%w	15%w	10%w	-	18%Tw	12%w	14%	
9	(9) 78	4	5	2	66	5	10	2	12	5	9	4	14	6	45	33	3	2	74	16	18	2	9	3	17	7	1	
	6%ks	4%	9%	5%	6%k	10%kg	7%	2%	11%kg	6%	8%	3%	8%k	6%	6%	7%	8%	3%	7%	4%	9%ks	4%	16%Ts	6%	7%	8%	3%	
8	(8) 201	10	15	7	168	11	25	17	13	17	12	31	27	16	135	65	7	13	178	67	38	6	10	8	37	16	2	
	16%	10%	25%aj	20%	16%	22%	19%	16%	12%	19%	11%	18%	15%	15%	14%	17%T	14%	21%	22%	16%	15%	19%	12%	17%	15%	16%	19%	6%
7	(7) 250	29	10	6	205	9	29	21	17	16	17	36	32	29	146	101	7	8	225	88	38	5	7	26	49	18	8	
	20%	28%j	16%	15%	20%	18%	21%	21%	16%	18%	16%	21%	18%	27%	19%	22%	13%	20%	20%	20%	19%	10%	12%	48%Tstu	21%	21%	26%	
6	(6) 150	13	8	5	124	4	17	11	17	8	13	19	19	16	102	48	3	1	139	66	26	5	5	6	21	8	2	
	12%q	12%	14%	12%	12%	9%	13%	11%	16%	9%	11%	11%	11%	15%	13%T	10%	11%	2%	12%q	15%T	13%	11%	8%	10%	9%	10%	9%	
5	(5) 219	22	10	7	179	7	22	15	14	22	24	27	35	12	142	75	9	11	192	86	33	14	10	8	36	12	4	
	18%	21%	17%	21%	17%	14%	16%	15%	13%	25%dhm	22%	16%	20%	11%	18%	16%	29%	20%	17%	19%	16%	29%xt	17%	14%	16%	14%	14%	
4	(4) 44	1	1	*	41	-	2	6	8	5	3	3	7	7	23	19	*	3	40	17	5	6	2	3	8	1	1	
	4%	1%	2%	1%	4%	-	2%	6%	8%Tafk	6%	3%	2%	4%	6%	3%	4%	1%	4%	4%	4%	3%	12%Tatby	3%	6%	3%	1%	3%	
3	(3) 49	3	1	-	46	5	1	3	3	7	11	11	4	27	22	1	3	44	17	8	1	3	-	9	3	3		
	4%	2%	1%	-	4%l	9%uh	1%	3%	1%	4%	7%l	6%l	8%l	4%	5%	2%	6%	4%	4%	4%	2%	5%	-	4%	4%	11%		
2	(2) 35	3	2	-	30	-	1	8	1	1	6	4	6	3	21	12	-	4	30	12	9	1	1	-	5	3		
	3%	3%	4%	-	3%	1%	1%	8%Tdh	1%	1%	5%	2%	3%	3%	3%	3%	-	7%	3%	3%	4%	1%	1%	-	2%	4%		
1	(1) 12	1	-	-	11	1	4	-	2	1	-	2	2	-	10	3	-	1	11	2	2	-	-	-	3	1		
	1%	1%	-	-	1%	2%	3%	-	2%	1%	-	1%	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	-	1%	2%		
no responsibility	(0) 43	2	1	4	36	4	3	4	3	4	5	8	3	2	28	16	-	1	43	18	5	3	6	-	5	4		
	3%	2%	2%	11%Tadff	3%	7%	2%	4%	3%	5%	5%	5%	2%	1%	4%	3%	-	1%	4%	4%	2%	5%	10%Ttwx	-	2%	5%		
NET: 8-10	441	30	26	14	371	21	57	33	42	29	36	59	60	35	272	163	11	27	401	139	78	15	25	11	96	33		
	35%a	29%	43%	40%	36%	41%	42%	32%	40%	32%	32%	35%	34%	33%	35%	36%	36%	46%	36%	31%	38%w	30%	43%w	21%	42%sw	39%		
NET: 4-7	662	65	30	18	550	21	71	53	56	52	57	85	92	64	413	243	20	23	596	257	102	31	23	42	113	39		
	53%	63%e	50%	49%	53%	40%	52%	53%	53%	58%	52%	50%	53%	59%e	54%	53%	62%	39%	53%	58%Tv	50%	61%v	40%	79%Tstv	49%	46%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 313

Q5. Responsibility - The police

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The police

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
NET: 0-3	139	8	4	4	123	9	8	15	8	9	18	25	22	13%	8	86	52	1	9	128	49	24	4	10	*	22	12	7
	11%w	8%	7%	11%	12% ^{fd}	19% ^{fd}	6%	15% ^{fd}	7%	10%	16% ^{fd}	15% ^{fd}	13%	8%	11%	11%	2%	15%	11%	11%w	12%w	8%	17%w	1%	10%	15%w	25%	
Mean	6.50	6.64	6.79	6.41	6.47	6.34	6.93Tdg	6.23	6.77	6.21	6.20	6.37	6.40	6.68	6.46	6.56	6.78	6.62	6.50	6.36	6.56	6.10	6.29	6.66	6.86Ts	6.50	5.83	
Standard deviation	2.43	2.23	2.13	2.81	2.45	2.75	2.26	2.59	2.49	2.35	2.61	2.56	2.36	2.13	2.41	2.44	1.67	2.66	2.45	2.39	2.35	2.54	2.92	1.31	2.42	2.62	2.85	
Standard error	0.07	0.22	0.28	0.46	0.08	0.37	0.20	0.27	0.23	0.24	0.25	0.19	0.18	0.22	0.08	0.14	0.30	0.37	0.07	0.11	0.16	0.36	0.39	0.20	0.17	0.31	0.52	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 314

Q5. Responsibility - The police

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The police

	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures						
	Total (T)	Up to	£15,600	£26,000	£36,400	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)		
		£15,599 (a)	£25,999 (b)	£36,399 (c)	£51,999 (d)															£52,000+ (e)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596	
Full responsibility	(10)	163	35	45	29	22	13	140	87	56	130	45	26	21	5	2	34	126	74	88	
		13% _n	15%	13%	10%	13%	11%	12% _n	13% _n	13% _n	13% _n	12% _n	16% _{no}	14% _{no}	13%	4%	8% _n	12%	13%	15%	12%
9	(9)	78	19	23	12	5	72	42	24	70	24	10	9	3	3	4	17	60	39	39	
		6%	8%	7%	4%	6%	4%	6%	6%	7%	7%	6%	6%	7%	7%	6%	6%	6%	8%	5%	
8	(8)	201	34	50	53	33	12	178	107	74	173	64	23	28	13	6	12	46	155	90	111
		16%	15%	15%	19% _e	20% _e	10%	16%	16%	18%	17%	18%	14%	19%	34% _T ghjkl	17%	19%	16%	17%	18%	15%
7	(7)	250	49	62	64	33	27	218	141	77	203	71	33	28	8	3	10	63	194	101	148
		20% _n	21%	18%	22%	19%	22%	19% _n	21% _n	18% _n	20% _n	20% _n	20% _n	18% _n	21%	9%	17% _n	21%	20%	20%	20%
6	(6)	150	24	47	28	25	17	134	88	57	124	48	13	17	1	5	6	35	115	56	94
		12% _m	10%	14%	10%	14%	14%	12% _m	13% _{km}	14% _{km}	12% _m	13% _{km}	8%	12% _m	4%	14% _k	10% _m	12%	12%	11%	13%
5	(5)	219	34	67	47	30	26	199	132	71	179	73	33	26	4	8	15	52	161	80	138
		18%	15%	20%	16%	18%	22%	18%	19%	17%	18%	20% _h	21% _m	17%	11%	21%	24% _{him}	18%	17%	16%	19%
4	(4)	44	6	6	20	5	2	44	22	13	36	6	7	1	1	3	6	37	13	31	
		4% _{bj}	2%	2%	7% _{Tabe}	3%	2%	4% _{TJ}	3% _j	3% _j	4% _j	2%	4% _j	5% _j	3%	2%	5% _j	2%	4%	3%	4%
3	(3)	49	10	11	15	3	8	46	23	18	43	10	3	5	2	1	3	11	38	12	37
		4% _r	4%	3%	5%	2%	6%	4%	3%	4% _k	4%	3%	2%	3%	4%	3%	5% _k	4%	4%	2%	5% _r
2	(2)	35	10	10	4	5	2	35	19	14	24	12	5	4	1	4	3	11	23	12	22
		3%	4%	3%	1%	3%	2%	3% _i	3%	3%	2%	3%	3%	3%	4%	10% _T ghijkl	5%	4%	2%	2%	3%
1	(1)	12	-	5	3	2	2	11	7	5	8	3	2	2	-	*	*	5	8	2	10
		1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	*	*	2%	1%	*	1%
no responsibility	(0)	43	13	8	11	3	7	42	16	13	27	6	8	3	*	5	1	15	28	19	24
		3% _{gj}	6%	2%	4%	2%	6%	4% _{gj}	2%	3% _j	3%	2%	5% _{gj}	2%	1%	13% _T ghijkl	2%	5%	3%	4%	3%
NET: 0-10		441	87	118	95	65	31	390	236	154	373	132	59	57	20	10	28	97	340	203	238
		35% _{es}	38% _e	35%	33%	38% _e	25%	35%	35%	37%	37% _f	37%	36%	38% _n	53% _T ghijkl	28%	34%	33%	36%	41% _{Ts}	32% _t

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 314

Q5. Responsibility - The police

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents

The police

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitful (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 4-7	682 53% ^m	111 48%	182 54%	159 56%	93 54%	71 59%	595 53% ^m	382 56% ^T	218 52% ^m	542 53% ^m	198 55% ^m	86 53% ^m	78 52% ^m	14 38%	17 45%	34 55% ^{mm}	155 53%	496 53%	251 50%	412 55%
NET: 0-3	139 11% ^g	33 14%	34 10%	33 11%	13 8%	19 16% ^d	134 12% ^T	65 10%	50 12% ^g	104 10%	30 8%	17 11%	14 10%	3 9%	10 27% ^T	7 14%	41 14%	97 10%	46 9%	93 13%
Mean	6.50 ^h	6.50	6.56	6.34	6.70 ^e	6.04	6.43 ^h	6.56 ⁿ	6.51 ⁿ	6.58 ^T	6.66 ^{no}	6.52 ⁿ	6.61 ⁿ	7.13 ^T	5.24	6.28 ⁿ	6.30	6.56	6.75 ^T	6.33
Standard deviation	2.43	2.66	2.35	2.38	2.22	2.55	2.46	2.30	2.42	2.34	2.21	2.57	2.35	2.11	2.97	2.26	2.57	2.38	2.41	2.42
Standard error	0.07	0.18	0.13	0.14	0.17	0.22	0.07	0.08	0.11	0.07	0.10	0.16	0.14	0.20	0.27	0.17	0.13	0.08	0.10	0.09

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 315

Q6. Awareness of safety measures
Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?
Base: All respondents

	Gender			Social Grade						Age										Ethnicity					Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)		
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597		
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615		
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502		
Very aware	(4)	69 6%oprs	36 6%	31 5%	23 7%	16 4%	13 5%	16 6%	39 6%	30 6%	62 5%oprs	21 15%Tjmn opqrs	15 7%oprs	11 6%r	8 3%	3 2%	2 1%	7 2%	7 2%	3 2%	58 5%	10 7%	3 9%	6 6%	2 7%	22 4%	5 8%	2 3%	40 7%		
Quite aware	(3)	431 35%oprs	219 36%	213 34%	121 36%	117 32%	93 34%	238 34%	186 35%	40 46%Tjop qrs	382 34%oprs	56 40%opqr s	93 44%Tjop qrs	86 42%Tjop s	82 37%opqr s	36 21%	24 17%	16 22%	75 20%	39 19%	364 34%	64 42%	12 36%	41 47%Tt	8 34%	157 32%	30 50%Tzc	21 42%	217 35%		
Not very aware	(2)	609 49%kl	287 47%	317 50%	153 45%	197 54%Tcg	125 49%	350 50%c	258 48%	36 41%	573 50%kl	54 38%	88 41%	92 45%	103 47%	111 64%Tjkl lmn	85 62%Tjkl lmn	40 56%	236 62%Tjkl lmn	126 60%Tjkl lmn	541 50%	63 41%	15 44%	35 39%	10 44%	254 52%	24 39%	20 42%	294 48%		
Not at all aware	(1)	134 11%sm	64 11%	70 11%	40 12%	35 10%	25 10%	34 12%	75 11%	58 11%	5 12%lm	129 7%	10 7%	16 9%	13 6%	26 12%	23 13%lm	26 19%Tjkl lm	14 20%Tjkl m	63 17%Tjkl lm	40 19%Tjkl lm	116 10%	15 11%	3 7%	6 15%	4 9%	59 12%A	2 3%	6 13%	64 10%	
NET: Very/ Quite aware		500 40%jopq rsz	255 42%	244 39%	144 43%	133 36%	107 42%	109 40%	277 39%	216 41%	47 53%Tjop qrs	454 39%opqr s	78 55%Tjno pqrs	108 51%Tjop qrs	97 48%Tjop s	89 41%opqr s	39 22%	25 19%	25 24%	17 19%	82 21%	43 20%	422 39%	74 49%Tt	15 45%	47 53%Tt	9 41%	179 36%	35 58%Tzc	22 46%	257 42%
NET: Not at all/ Not very aware		743 60%klm uwa	351 58%	388 61%	193 57%	232 64%	150 58%	166 60%	425 61%	316 59%	41 47%	702 61%Tkl m	64 45%	104 49%	105 52%	129 59%k	134 78%Tjkl lmn	111 81%Tjkl lmn	55 75%Tjkl lmn	300 79%Tjkl lmn	166 80%Tjkl lmn	657 61%low	78 51%	18 55%	41 47%	14 59%	313 64%TA	25 42%	26 54%	358 58%A	
Mean	2.35jop qrsz	2.38	2.32	2.38	2.31	2.37	2.33	2.34	2.35	2.55Tjn oprs	2.33opq oprs	2.63Tjn oprs	2.50Tjn oprs	2.47Tjn oprs	2.32opq oprs	2.11	2.01	2.06	2.06	2.03	2.34	2.45	2.44	2.53Tt	2.32	2.29	2.63Tzc	2.36	2.38		
Standard deviation	0.74	0.75	0.74	0.78	0.70	0.73	0.77	0.74	0.75	0.73	0.74	0.82	0.74	0.70	0.73	0.64	0.65	0.72	0.66	0.67	0.74	0.76	0.81	0.73	0.83	0.73	0.67	0.75	0.76		
Standard error	0.02	0.03	0.03	0.04	0.04	0.05	0.05	0.03	0.03	0.07	0.02	0.07	0.05	0.05	0.05	0.05	0.06	0.10	0.04	0.05	0.02	0.05	0.13	0.07	0.15	0.03	0.08	0.10	0.03		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 316

Q6. Awareness of safety measures

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?

Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Very aware	(4) 69	19	11	13	48	11	27	30	1	34	35	23	16	11	3	30	-	35	17	5	5	62	7
	8% _{ai}	5%	6%	6%	7%	4%	4%	10%	2%	4%	9%	20%	9%	6%	10%	10%	6%	4%	5%	5%	6%	6%	3%
Quite aware	(3) 431	121	70	56	296	75	199	125	33	252	180	55	88	74	44	131	10	198	131	37	44	355	76
	35% _{ei}	33% _c	36%	28%	35%	28%	32%	42%	54%	30%	44%	46%	47%	42%	41%	44%	35%	34%	33%	39%	44%	36%	31%
Not very aware	(2) 609	192	93	110	397	145	323	118	23	447	162	32	70	77	47	113	13	277	209	43	44	468	141
	49% _{gkjl}	52%	48%	55%	47%	54% _{gh}	52% _{Tgh}	40%	37%	54% _{Tjkl}	40% _k	27%	38% _k	44% _k	44% _k	38%	49%	47%	53%	46%	43%	47%	57% _{Tu}
Not at all aware	(1) 134	33	18	21	96	40	69	20	4	103	31	9	11	15	14	22	4	75	40	10	7	110	24
	11% _{gjl}	9%	9%	11%	11%	15% _{Tg}	11%	7%	7%	12% _{Tj}	8%	7%	9%	9%	13% _{jl}	7%	16%	10%	10%	10%	7%	11%	10%
NET: Very/ Quite aware	500	140	81	69	344	86	226	155	34	285	215	79	104	85	47	161	10	233	148	41	50	417	83
	40% _{efv}	38%	42%	35%	41%	32%	37%	53%	56%	34%	53% _{Tin}	66% _{Tijm}	56% _{Tin}	48% _{Ti}	44%	54% _T	35%	40%	37%	44%	50% _{Tr}	42% _{Tv}	33%
NET: Not at all/ Not very aware	743	225	111	131	493	185	392	139	27	549	194	41	81	92	60	135	18	351	250	53	51	578	165
	60% _{ghjk}	62%	58%	65%	59%	68% _{Tgh}	63% _{Tgh}	47%	44%	66% _{Tjkl}	47% _k	34%	44%	52% _k	56% _{kl}	46%	65%	60%	63% _{st}	56%	50%	58%	67% _{Tu}
Mean	2.35 _{efi}	2.34	2.39	2.30	2.35	2.21	2.30	2.56 _{Tef}	2.50 _e	2.26	2.53 _{Tin}	2.78 _{Tijn}	2.59 _{Tin}	2.45 _{Ti}	2.34	2.57 _T	2.19	2.33	2.31	2.39	2.48 _r	2.37	2.27
Standard deviation	0.74	0.72	0.74	0.74	0.74	0.74	0.72	0.77	0.66	0.72	0.85	0.73	0.74	0.74	0.77	0.70	0.77	0.70	0.77	0.71	0.74	0.71	0.67
Standard error	0.02	0.04	0.05	0.05	0.03	0.05	0.03	0.04	0.08	0.03	0.04	0.05	0.05	0.05	0.04	0.15	0.03	0.04	0.04	0.07	0.07	0.02	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 317

Q6. Awareness of safety measures

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?

Base: All respondents

	GO Region														Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Very aware	(4)	69 6% x	7 7%	2 4%	2 5%	58 6%	4 7%	6 4%	6 6%	15 15% Tdjklm	6 7%	5 3%	9 5%	1 1%	49 6%	20 4%	-	2 4%	66 6%	32 7% x	11 6%	3 6%	3 6%	2 3%	4 2%	4 5%	2 7%	
Quite aware	(3)	431 35% lox	36 35%	19 31%	13 35%	364 35% l	16 31%	43 32%	33 33%	46 44% lm	40 45% Tdim	42 38%	68 40% l	46 27%	299 28%	129 39% To	10 31%	15 25%	391 35%	179 40% Tx	70 34% x	13 27%	17 29%	23 43% x	41 18%	34 40% x	15 51%	
Not very aware	(2)	609 49% hns	57 55% hk	29 48%	17 48%	506 48% h	25 48%	75 55% hk	49 49% h	35 33%	39 43%	54 49% h	70 41%	96 55% hk	246 60% Tdhik	18 46%	18 54% n	29 50%	550 49%	196 44%	104 51%	28 56%	28 48%	27 50%	143 62% Tsty	38 46% x	10 33%	
Not at all aware	(1)	134 11% an	3 3%	10 16% ai	5 13% a	117 11% a	7 14% a	12 9%	12 12% a	10 9%	5 5%	9 8%	27 16% Tai	23 13% a	12 11% a	71 9%	63 14% n	4 12%	118 10%	38 8%	19 9%	6 12%	10 17% w	2 3%	44 19% Tatwy	7 8%	3 10%	
NET: Very/ Quite aware	500	43	21	14	422	19	49	40	62	46	48	73	55	31	348	149	10	17	457	212	81	16	20	25	45	38	17	
NET: Not at all/ Not very aware	743	60% hns	60 58% h	39 65% h	22 62% h	622 60% hi	32 62% h	87 64% hi	61 61% h	44 42%	43 48%	63 57% h	97 57% h	119 68% Tdhik	76 71% Tdhik	423 55%	308 67% Tn	22 69%	41 39%	668 59%	234 52%	123 60%	34 68%	38 65%	29 54%	187 81% Tstwy	45 54% x	12 43%
Mean	2.35	2.45	2.23	2.32	2.35	2.30	2.31	2.34	2.64 Tbd efgklm	2.53 Tbd fklm	2.40	2.30	2.24	2.19	2.42	2.23	2.20	2.13	2.36	2.46 Tx	2.36 x	2.26 x	2.24 x	2.46 x	2.02	2.43 x	2.55	
Standard deviation	0.74	0.67	0.77	0.77	0.75	0.80	0.69	0.77	0.84	0.70	0.72	0.77	0.74	0.64	0.75	0.74	0.64	0.78	0.75	0.75	0.73	0.75	0.80	0.62	0.66	0.72	0.77	
Standard error	0.02	0.07	0.10	0.13	0.02	0.11	0.06	0.08	0.08	0.07	0.07	0.06	0.06	0.07	0.02	0.04	0.11	0.11	0.02	0.03	0.05	0.11	0.11	0.09	0.05	0.08	0.14	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/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 318

Q6. Awareness of safety measures

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?

Base: All respondents

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitea (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
Very aware	(4)	69 6%qs	18 5%	17 4%	11 8%	7 6%	61 5%	46 7%Ti	39 9%Tgij	62 6%	33 9%Tgij	21 13%Tgij	17 12%Tgij	7 7%	7 7%	10 16%Tgij	28 10%Tq	39 4%	69 14%Ts	-	
Quite aware	(3)	431 35%qs	71 31%	123 37%	106 37%	63 34%	41 34%	405 36%T	281 41%Tr	173 41%Th	364 36%	167 46%Tgh	84 52%Tgh	69 46%Tij	23 62%Tgh	19 50%Tij	30 48%Tij	138 47%Tq	287 31%	431 86%Ts	-
Not very aware	(2)	609 49%ghjk lmnop	114 49%	162 49%	134 47%	83 49%	59 49%	539 48%ghjk lmno	296 43%jkim no	182 43%jkim no	495 49%ghjk lmno	137 38%kmn	43 27%im	53 35%kmn	5 13%	9 25%	20 33%im	110 37%	493 53%Tp	-	609 82%Tr
Not at all aware	(1)	134 11%lghij pp	29 12%	32 10%	35 12%	11 6%	14 11%	113 10%hjo	60 9%hjo	28 7%	98 10%hjo	23 6%	13 8%o	10 7%o	2 6%	2 4%	2 3%	17 6%	115 12%Tp	-	134 18%Tr
NET: Very/ Quite aware	500 40%qs	88 38%	140 42%	118 41%	76 45%	48 40%	466 42%T	327 48%Tr	212 50%Ti	426 42%T	201 56%Tgh i	105 65%Tgh ij	86 58%Tgh i	30 81%Tgh ijkl	26 70%Tgh ijl	40 65%Tgh ij	166 57%Tq	326 35%	500 100%Ts	-	
NET: Not at all/ Not very aware	743 60%lghij kmnop r	143 62%	194 58%	168 59%	94 55%	73 60%	653 58%ghjk lmno	356 52%jkim no	210 50%jkim no	593 58%ghjk lmno	159 44%kmno	56 35%im	63 42%mn	7 19%	11 30%	22 35%im	127 43%	608 65%Tp	-	743 100%Tr	
Mean	2.35qs	2.33	2.38	2.33	2.46	2.34	2.37T	2.46Ti	2.53Tg i	2.38T	2.59Tg ij	2.70Tg ij	2.63Tg ij	2.93Tg hijl	2.86Tg hijl	2.78Tg hijl	2.61Tq	2.27	3.14Ts	1.82	
Standard deviation	0.74	0.79	0.73	0.74	0.73	0.76	0.74	0.75	0.75	0.74	0.75	0.80	0.78	0.76	0.79	0.75	0.74	0.73	0.34	0.38	
Standard error	0.02	0.05	0.04	0.04	0.06	0.07	0.02	0.03	0.03	0.02	0.04	0.05	0.05	0.07	0.07	0.06	0.04	0.02	0.01	0.01	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



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Absolutes/col percents

Table 319
Q6b. Awareness of measures - Summary table
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All (Adult) respondents who have used ... in the past 3 months
Summary table

	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Vimeo (g)	Fruittab (h)	Triller (i)	Recast (j)	Vuepay (k)	Blichute (l)	OnlyFans (m)	Xpanded.com (n)	TV Girls Plaza (o)	UK Babe Channels Video (p)	Fanzworld (q)	PocketStars (r)	Admire.Me (s)	NET: Any VSP (t)	NET: Any Selected VSP (u)	Q6 Aware of safety measures (v)
Unweighted base	1141	760	522	1043	449	255	263	111	124	124	131	119	179	109	93	118	99	115	109	1243	1243	1243
Weighted base	1119	683	422	1019	360	161	149	38	45	42	46	37	62	23	18	26	20	25	22	1243	1243	1243
Effective base	928	594	383	842	323	163	166	54	69	61	73	74	122	89	81	96	77	91	91	1016	1016	1016
Very aware (4)	68 6%	44 6%	29 7%	72 7%	27 7%	25 16%abcdeg tuv	10 7%	7 19%abcdegmp tuv	8 17%abcdegmp tuv	6 13%abcv	6 12%abv	5 13%abodv	5 9%	4 15%abcdegv	2 14%abcdegv	2 8%	5 23%abcdegjk lmpstuv	4 14%abcdegv	3 12%abv	116 9%abdv	115 9%abdv	69 6%
Quite aware (3)	336 30%	221 32%	124 29%	333 33%	125 35%ac	54 34%	48 32%	13 35%	15 33%	17 39%	21 46%abcdfglm tuv	13 35%	19 31%	9 37%	8 47%abcdefgh imtuv	10 37%	8 41%ac	11 43%abcdgmtu	9 40%acm	398 32%	398 32%	431 35%actu
Not very aware (2)	520 47%defhijkln opqrstu	298 44%efhknopqr r	187 44%efhknopqr r	440 43%hknopqr r	137 38%no	58 36%no	61 41%hnoqr	9 25%	15 33%	14 33%	14 29%	14 37%hn	27 44%hknopqr	6 24%	4 24%	8 33%	6 28%	7 30%	8 36%no	530 43%hknopqr	531 43%hknopqr	609 49%abdefghijklno pqrstu
Not at all aware (1)	195 17%qtuv	120 18%qv	82 19%qv	175 17%qv	72 20%qtuv	24 15%	30 20%qsv	8 21%qsv	7 17%q	6 14%	6 12%	5 14%	10 17%qv	6 24%klgrstuv	3 15%	6 21%kqsv	2 8%	3 13%	3 12%	199 16%qv	199 16%qv	134 11%
NET: Very/ Quite aware	404 36%	265 39%	153 36%	405 40%a	152 42%ac	79 49%abcdgtuv	58 39%	20 54%abcdgmv	23 50%acg	22 53%abcdgmv	27 58%abcddegmp tuv	18 48%ac	25 40%	12 52%abcdgmtu v	11 60%abcdefgm ptuv	12 46%	13 64%abcdefg lmpstuv	14 57%abcddegmt uv	12 52%abcddegmt uv	514 41%ac	513 41%ac	500 40%a
NET: Not at all/ Not very aware	715 64%defhijkln oqrstuv	418 61%hknopqr s	269 64%efhijkln oqrstuv	614 60%hijknoqr s	209 58%knoqr s	82 51%oq	91 61%hijknoqr s	17 46%	22 50%q	20 47%	19 42%	19 52%q	38 60%hknopqr s	11 48%q	7 40%	14 54%koq	7 36%	11 43%	11 48%q	729 59%knoqr s	730 59%knoqr s	743 60%hijknoqr s
Mean	2.25	2.28	2.23	2.30a	2.30	2.50abcddegm tuv	2.25	2.52abcg	2.51abcdeg	2.52abcdegm	2.59abcddegm ptuv	2.48abcg	2.32	2.43acg	2.58abcddegm ptuv	2.33	2.79abcdefg hijklmnpqrstuv	2.59abcddegm ptuv	2.52abcddegm v	2.35abcd	2.34abcd	2.35abcd
Standard deviation	0.81	0.83	0.84	0.83	0.87	0.93	0.86	1.03	0.97	0.91	0.87	0.90	0.86	1.03	0.93	0.92	0.90	0.90	0.87	0.86	0.86	0.74
Standard error	0.02	0.03	0.04	0.03	0.04	0.06	0.05	0.10	0.09	0.08	0.08	0.08	0.06	0.10	0.10	0.08	0.09	0.08	0.08	0.02	0.02	0.02

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.



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Table 320

Q6b. Awareness of measures - YouTube
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
YouTube

	Gender		Social Grade								Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1141	628	508	334	347	224	227	681	451	97	1044	114	231	221	193	136	109	40	285	149	943	167	39	110	30	444	78	53	544	
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551	
Effective base	928	501	427	268	285	185	185	552	369	90	842	90	178	172	159	121	99	33	250	130	787	132	31	74	22	363	52	40	455	
Very aware	(4)	68 6%oprstz	42 7%	25 5%	24 8%	16 5%	13 6%	13 5%	40 6%	26 5%	7 8%oprs	61 6%oprs	17 13%Tjnoprs	15 7%oprs	14 8%oprs	3 5%prs	2 2%	3 3%	5 2%	2 1%sp	51 5%	17 12%Tt	5 16%Tt	9 11%	3 14%	17 4%	7 12%z	5 10%	37 7%	
Quite aware	(3)	396 30%oprs	178 31%	158 29%	94 30%	85 26%	75 33%	78 32%	179 28%	153 33%	35 41%Tjnopqrs	301 29%oprs	54 41%Tjnopqrs	80 40%Tjnopqrs	61 32%oprs	52 27%prs	27 18%	18 17%	9 17%	54 16%	27 29%	279 29%	52 36%	7 23%	34 40%Tt	10 48%	126 29%	24 39%	15 31%	162 29%
Not very aware	(2)	520 47%kluw	261 46%	256 47%	130 42%	172 52%Tcg	111 49%	105 43%	302 47%c	216 46%	32 38%	488 47%kl	42 32%	75 37%	91 48%kl	95 49%kl	92 62%Tijklnm	68 58%Tijklnm	27 50%	186 55%Tijklnm	94 55%Tijklnm	462 48%Tuw	54 37%	15 50%	28 34%	5 25%	219 50%	24 40%	21 44%	245 45%
Not at all aware	(1)	195 17%lm	89 16%	104 19%	61 20%e	56 17%	29 13%	46 19%	118 18%	75 16%	11 13%	184 18%lm	19 15%	32 16%	22 12%	36 19%	29 19%	31 27%Tijklnm	16 30%Tim	75 23%Tijm	47 28%Tijklnm	172 18%	21 15%	3 11%	13 15%	3 13%	73 17%	5 9%	7 15%	107 19%
NET: Very/ Quite aware		404 36%djopqrst	219 39%	183 34%	118 38%	101 31%	88 39%	91 38%	219 34%	179 38%	42 49%Tjnopqrs	362 35%oprs	71 54%Tjmnoprs	95 47%Tjnopqrs	75 40%opqr	62 32%oprs	30 20%	18 16%	10 20%	59 18%	29 17%	330 34%	69 48%Tt	12 39%	43 51%Tt	13 62%	144 33%	31 51%TzC	20 40%	198 36%
NET: Not at all/ Not very aware		715 64%kluwA	350 61%	361 66%	191 62%	228 69%T	140 61%	151 66%	419 66%	291 62%	43 51%	672 65%Tkl	61 46%	106 53%	113 60%kl	131 68%kl	119 80%Tijklnm	99 84%Tijklnm	43 80%Tklm	261 82%Tijklnm	141 83%Tijklnm	634 66%Tuw	75 52%	19 61%	41 49%	8 38%	292 67%A	29 49%	29 60%	352 64%A
Mean		2.25bopqrst	2.30Tb	2.19	2.26	2.19	2.31	2.24	2.22	2.27	2.44Tjnoprs	2.23opqrs	2.52Tjnoprs	2.39Tjnoprs	2.36Tjnoprs	2.19prs	2.04	1.89	1.92	1.96	2.00	2.22	2.45Tt	2.43	2.46Tt	2.63	2.20	2.54TzC	2.35	2.23
Standard deviation		0.81	0.82	0.79	0.86	0.77	0.77	0.82	0.82	0.79	0.82	0.81	0.90	0.84	0.79	0.67	0.65	0.77	0.68	0.69	0.80	0.88	0.90	0.88	0.91	0.76	0.82	0.86	0.84	
Standard error		0.02	0.03	0.04	0.05	0.04	0.05	0.03	0.04	0.08	0.03	0.08	0.06	0.05	0.06	0.06	0.06	0.12	0.04	0.06	0.03	0.06	0.14	0.08	0.17	0.04	0.09	0.12	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 321

Q6b. Awareness of measures - YouTube
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 15-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1141	341	180	183	762	235	546	297	63	694	446	135	210	198	117	329	22	483	384	112	108	932	209
Weighted base	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219
Effective base	928	284	153	148	616	198	453	227	50	591	338	91	156	161	96	232	21	397	307	84	96	750	178
Very aware	(4) 68	21	14	13	45	11	26	29	2	35	33	17	20	13	4	25	1	27	20	8	7	63	5
	6%iv	6%	8%	7%	8%	5%	5%	11%Tef	3%	5%	9%Ti	16%Tijm	12%Tin	8%	4%	9%T	5%	5%	5%	9%	7%	7%Tv	2%
Quite aware	(3) 336	98	55	50	221	63	153	95	25	191	145	45	63	62	36	101	11	142	108	31	40	271	65
	30%ii	29%	30%	29%	29%	26%	28%	36%Tef	44%Tef	26%	38%Ti	41%Ti	36%ii	37%Ti	36%ii	37%T	39%	28%	29%	33%	40%Tqr	30%	30%
Not very aware	(2) 520	158	81	81	350	118	271	106	25	363	157	34	71	77	42	116	9	238	179	35	37	409	111
	47%gkj	48%	44%	46%	46%	48%	49%g	40%	44%	49%Tjk	41%k	31%	41%	45%k	41%	43%	35%	48%	49%	38%	37%	45%	51%
Not at all aware	(1) 195	55	33	32	136	51	104	34	5	148	46	13	21	18	19	30	6	93	61	18	16	157	38
	17%ujimo	16%	18%	18%	18%	21%g	19%	13%	9%	20%Tjim	12%	12%	12%	11%	19%jm	11%	21%	19%	17%	19%	16%	17%	17%
NET: Very/ Quite aware	404	119	68	63	266	74	179	124	27	226	178	62	83	75	41	126	12	169	128	40	46	334	70
	36%fil	36%	36%	35%	35%	30%	32%	47%Tef	47%ef	31%	47%Ti	57%Tijm	47%Ti	44%Ti	40%	46%T	44%	34%	35%	43%	47%Tqr	37%	32%
NET: Not at all/ Not very aware	715	213	113	113	496	169	375	141	31	512	203	47	92	95	61	145	15	331	240	53	52	566	149
	64%gkldmot	64%	62%	64%	65%	70%gh	68%Tgh	53%	53%	69%Tjklm	53%k	43%	53%	56%k	60%k	54%	56%	66%t	65%t	57%	53%	63%	68%
Mean	2.25efi	2.26	2.27	2.25	2.23	2.14	2.18	2.45Tef	2.41e	2.15	2.43Tin	2.61Tij	2.47Tin	2.41Ti	2.25	2.45T	2.27	2.21	2.24	2.32	2.38	2.27	2.17
Standard deviation	0.81	0.81	0.84	0.84	0.81	0.80	0.79	0.85	0.71	0.79	0.81	0.89	0.85	0.78	0.82	0.81	0.86	0.80	0.79	0.89	0.83	0.83	0.73
Standard error	0.02	0.04	0.06	0.06	0.03	0.05	0.03	0.05	0.09	0.03	0.04	0.08	0.06	0.06	0.08	0.04	0.18	0.04	0.04	0.08	0.08	0.03	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 322
Q6b. Awareness of measures - YouTube
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
YouTube

	GQ Region										Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	90	52	34	955	47	113	90	104	89	104	175	155	88	854	274	26	41	1041	450	199	49	51	42	163	63	27
Weighted base	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**
Effective base	928	72	46	30	781	38	98	75	78	73	88	133	128	73	722	246	21	32	855	340	158	42	47	36	145	57	21
Very aware (4)	68	5	4	3	56	2	6	9	9	4	4	9	7	4	56	12	2	3	62	9	3	3	5	2	2	3	13%
Quite aware (3)	336	26	14	11	284	12	29	25	38	33	33	50	38	27	234	98	6	4	312	140	49	13	21	18	29	21	10
Not very aware (2)	520	47%	56	24	429	19	59	40	34	30	47	71	81	49	307	206	14	28	478	166	100	27	18	22	111	37	7
Not at all aware (1)	195	17%	8	8	169	9	23	21	8	8	16	31	33	20	114	78	3	8	177	59	31	7	11	8	51	11	5
NET: Very/ Quite aware	404	31	18	14	340	15	35	34	47	38	37	59	44	31	290	110	8	6	373	176	57	16	24	22	31	22	13
NET: Not at all/ Not very aware	715	64%	63	35	598	29	82	60	42	38	62	102	114	69	421	284	17	36	655	225	131	34	29	30	163	49	12
Mean	2.25	2.31	2.23	2.29	2.24	2.18	2.15	2.25	2.55	2.44	2.25	2.23	2.12	2.16	2.33	2.11	2.32	2.02	2.25	2.38	2.19x	2.23x	2.30x	2.36x	1.91	2.17x	2.45
Standard deviation	0.81	0.70	0.85	0.93	0.81	0.84	0.80	0.91	0.80	0.76	0.77	0.83	0.78	0.79	0.84	0.75	0.80	0.74	0.81	0.84	0.76	0.76	0.88	0.85	0.67	0.72	0.97
Standard error	0.02	0.07	0.12	0.16	0.03	0.12	0.07	0.10	0.08	0.08	0.08	0.06	0.06	0.08	0.03	0.05	0.16	0.12	0.03	0.04	0.05	0.11	0.12	0.13	0.05	0.09	0.19

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 323

Q6b. Awareness of measures - YouTube
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
YouTube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£25,999 to £36,399 (c)	£36,399 to £52,000+ (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)		
Unweighted base	1141	204	302	262	161	132	1141	719	512	949	431	250	259	110	117	176	354	774	541	600	
Weighted base	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	61	284	822	466	653		
Effective base	928	162	252	215	131	106	928	558	376	760	309	160	164	53	73	120	256	662	411	519	
Very aware	(4)	68 6%qs	15 7%	13 4%	11 4%	10 6%	12 10%bc	68 6%	54 8%Tfi	42 10%Tfi	82 7%Ti	40 12%Tfij	25 20%Tfghij	13 17%Tfghijko	10 26%Tfghijlo	11 17%Tfghij	38 14%Tq	30 4%	67 14%Ts	1 *	
Quite aware	(3)	336 30%qs	55 27%	93 32%	81 32%	57 36%e	28 24%	336 30%	224 35%Tfi	144 35%Ti	290 32%Ti	135 40%Tfghij	63 45%Tfghij	66 43%TT	14 37%	25 41%Tfi	106 37%Tq	225 27%	297 64%Ts	39 6%	
Not very aware	(2)	520 47%ghjk lmnopr	97 47%	146 50%	113 45%	72 46%	53 45%	520 47%ghjk lmno	259 41%jkimn	168 41%jkimn	411 45%ghjk lmno	115 34%lm	50 31%lm	39 27%lm	5 14%	11 33%lm	105 37%	411 50%Tp	90 19%	431 66%Tr	
Not at all aware	(1)	195 17%ghik lmnopr	39 19%	42 14%	49 19%	19 12%	25 22%	195 17%ghik lmno	96 15%ko	59 14%ko	141 16%ko	52 15%ko	14 9%	17 11%	2 7%	3 9%	5 8%	34 12%	156 19%Tp	13 3%	182 28%Tr
NET: Very/ Quite aware		404 36%qs	70 34%	106 36%	92 36%	66 42%	40 34%	404 36%	277 44%Tfi	186 45%Tfi	352 39%Ti	174 51%Tfghij	95 60%Tfghij	92 62%Tfghijko	29 80%Tfghij	23 63%Tfghij	145 58%Tq	255 31%	383 78%Ts	41 6%	
NET: Not at all/ Not very aware		715 64%ghij klmnopr	136 66%	188 64%	162 64%	92 58%	78 66%	715 64%ghij klmno	355 55%jkimn	226 55%jkimn	553 61%ghjk lmno	167 49%klmno	64 40%lm	56 38%lm	8 20%	14 37%	25 42%lm	139 49%	567 69%Tp	103 22%	612 94%Tr
Mean	2.25qs	2.22	2.26	2.21	2.36	2.22	2.25	2.37Tfi	2.41Tfi	2.30Ti	2.48Tfij	2.71Tfghij	2.68Tfghijko	3.09Tfghij	2.80Tfghij	2.68Tfghij	2.52Tq	2.16	2.90Ts	1.79	
Standard deviation	0.81	0.84	0.76	0.80	0.78	0.90	0.81	0.84	0.86	0.81	0.89	0.89	0.88	0.94	0.86	0.87	0.76	0.66	0.55		
Standard error	0.02	0.06	0.04	0.05	0.06	0.08	0.02	0.03	0.04	0.03	0.04	0.06	0.08	0.09	0.06	0.05	0.03	0.03	0.02		

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 324

Q6b. Awareness of measures - Instagram
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Instagram

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	760	374	382	231	241	146	138	472	284	80	680	103	190	161	128	61	28	9	98	37	585	166	29	101	28	271	70	39	362
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Effective base	594	278	319	178	189	115	110	367	225	75	523	81	142	119	100	55	24	8	86	31	473	114	22	66	20	213	44	29	295
Very aware	(4) 44	25	19	21	21	9	5	7	30	12	5	39	9	8	14	7	*	-	-	-	33	11	3	4	4	14	7	4	19
	6% ^{or}	9%	5%	11% ^{Tdegh}	4%	4%	5%	7% ^d	4%	8% ^{or}	6% ^{or}	8% ^{or}	5% ^r	11% ^{Tjor}	6% ^r	*	-	-	-	-	6%	9%	17%	5%	4	18%	6%	14% ^{TC}	6%
Quite aware	(3) 221	83	137	66	56	52	46	122	98	28	193	42	62	44	25	12	7	2	20	8	174	45	7	28	7	87	15	13	102
	32% ^{udnor}	29%	35%	34%	27%	37%	34%	30%	36% ^d	41% ^{inors}	31% ^{nr}	38% ^{unor}	40% ^{Tjnor}	34% ^{nr}	21%	20%	24%	12%	20%	20%	32%	37%	35%	38%	33%	37%	29%	41%	30%
Not very aware	(2) 298	137	157	79	105	60	53	184	113	28	270	38	58	56	64	35	15	4	55	20	249	43	6	28	6	94	21	10	161
	44% ^u	48%	40%	40%	50% ^{Tcg}	43%	40%	45% ^c	41%	41%	44%	34%	37%	44%	53% ^{Tjkl}	56% ^{kl}	56%	35%	54% ^{Tkl}	49%	45%	30%	27%	39%	27%	39%	42%	34%	46%
Not at all aware	(1) 120	42	78	31	39	22	27	70	50	7	112	22	27	14	23	15	5	7	27	12	96	24	4	13	4	44	7	3	64
	18% ^m	15%	20%	16%	19%	16%	20%	17%	18%	11%	18% ^m	20%	17%	11%	20%	24% ^m	20%	53%	26% ^{Tijm}	30% ^{im}	17%	19%	18%	22%	18%	15%	11%	18%	
NET: Very/ Quite aware	265	108	156	87	65	57	53	151	110	34	232	51	70	57	33	12	7	2	21	8	208	56	11	31	10	101	22	17	121
	39% ^{udnor}	38%	40%	44% ^d	31%	41%	40%	37% ^d	40% ^d	49% ^{inors}	38% ^{inors}	46% ^{unors}	45% ^{inor}	45% ^{inors}	27%	20%	24%	12%	20%	20%	38%	46%	52%	43%	51%	42%	43%	55%	35%
NET: Not at all/ Not very aware	418	179	235	110	144	82	80	254	163	36	382	60	84	70	87	49	21	11	81	32	345	67	10	42	10	138	29	14	224
	61%	62%	60%	56%	69% ^{Tcgh}	59%	60%	63% ^c	60%	51%	62% ^l	54%	55%	55%	73% ^{Tijk}	76%	88%	88%	80% ^{Tijk}	80% ^{Tijk}	62%	54%	57%	49%	48%	57%	57%	45%	65%
Mean	2.28 ^{ors}	2.31	2.25	2.39 ^{Tdg}	2.17	2.28	2.25	2.27 ^d	2.27	2.45 ^{Tno}	2.26 ^{ors}	2.35 ^{ors}	2.33 ^{ors}	2.45 ^{Tjnor}	2.14	1.97	2.04	1.59	1.94	1.90	2.26	2.35	2.50	2.29	2.47	2.30	2.43	2.57	2.22
Standard deviation	0.83	0.83	0.83	0.88	0.77	0.78	0.84	0.83	0.81	0.79	0.83	0.89	0.82	0.83	0.80	0.67	0.67	0.72	0.69	0.71	0.81	0.89	1.00	0.83	1.05	0.83	0.91	0.87	0.81
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.07	0.04	0.05	0.09	0.03	0.09	0.06	0.07	0.07	0.09	0.13	0.24	0.07	0.12	0.03	0.07	0.19	0.08	0.20	0.05	0.11	0.14	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 325

Q6b. Awareness of measures - Instagram
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Instagram

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 15-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	760	210	127	109	524	111	345	251	53	395	364	121	169	157	96	266	20	322	249	80	88	633	127	
Weighted base	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	76	560	123	
Effective base	594	165	104	82	411	92	274	187	41	329	266	79	120	126	77	177	19	255	189	56	80	487	107	
Very aware	(4) 44	8	5	6	31	4	20	19	2	19	25	14	11	11	5	20	-	22	11	4	5	40	4	
	5%	4%	4%	6%	7%	4%	6%	9%	4%	5%	3%	15%Tij	9%	9%	6%	10%T	-	7%	5%	7%	7%	7%	4%	
Quite aware	(3) 221	61	41	33	153	35	81	84	21	106	115	38	62	47	29	78	9	89	72	23	31	187	35	
	32%fi	33%	34%	35%	32%	34%	28%	39%Ti	44%fi	27%	39%Ti	41%ji	46%Tijm	37%ji	35%	39%T	37%	29%	33%	39%	40%	33%	28%	
Not very aware	(2) 298	84	53	40	204	46	158	75	19	184	114	25	41	54	34	77	10	139	94	23	31	243	55	
	44%gkl	45%	43%	42%	43%	44%	50%Tg	35%	39%	47%kl	39%kl	27%	32%	43%kl	41%	38%	40%	45%	43%	39%	39%	43%	45%	
Not at all aware	(1) 120	33	23	16	86	20	59	35	7	81	39	16	14	14	15	25	6	58	42	9	11	91	29	
	18%jimo	18%	19%	17%	18%	19%	18%	16%	14%	21%Tjim	13%	17%	11%	11%	19%	13%	24%	19%	19%	15%	14%	16%	24%	
NET: Very/ Quite aware	265	70	46	39	184	39	101	103	23	126	140	51	79	58	33	98	9	112	83	27	37	226	39	
	39%fil	37%	36%	41%	39%	37%	32%	48%Ti	47%	32%	48%Ti	56%Ti	57%Tijm	46%il	41%	49%T	37%	36%	38%	46%	47%	40%	32%	
NET: Not at all/ Not very aware	418	117	76	57	290	66	216	110	25	265	153	40	55	68	49	102	15	196	136	32	41	334	84	
	61%gklo	63%	62%	59%	61%	63%	68%Tg	52%	53%	68%Tkl	52%il	44%	43%	54%il	59%il	51%	63%	64%	62%	54%	53%	60%	68%	
Mean	2.28fv	2.24	2.23	2.29	2.27	2.22	2.20	2.41Ti	2.37	2.16	2.43Ti	2.54Ti	2.55Tij	2.44Ti	2.28	2.46T	2.13	2.25	2.24	2.39	2.40	2.31Tv	2.11	
Standard deviation	0.83	0.80	0.89	0.82	0.83	0.79	0.81	0.86	0.77	0.81	0.83	0.95	0.80	0.89	0.84	0.78	0.84	0.82	0.84	0.82	0.84	0.81	0.83	0.81
Standard error	0.03	0.05	0.07	0.08	0.04	0.08	0.04	0.05	0.11	0.04	0.04	0.09	0.06	0.06	0.09	0.05	0.17	0.05	0.05	0.09	0.09	0.03	0.07	

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 326
Q6b. Awareness of measures - Instagram
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Instagram

	GQ Region											Internet usage		Devices used to access internet		Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	760	51	28	20	661	30	74	54	81	71	68	127	104	52	619	134	22	702	348	134	26	28	35	40	45	24	
Weighted base	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	640	286	114	28**	27**	41**	45*	50*	22**	
Effective base	594	40	24	17	513	23	62	44	57	57	91	82	41	82	500	116	18	556	251	101	23	26	30	35	41	18	
Very aware	(4)	44 8%	4 8%	2 9%	2 12%	36 6%	2 7%	4 5%	3 5%	4 6%	5 9%	3 4%	9 8%	5 5%	2 6%	32 7%	12 12%	3 6%	39 9%T	25 3%	4 5%	1 -	-	-	2 5%	6 25%	
Quite aware	(3)	221 32%kl	10 22%	9 34%	4 20%	199 34%kl	7 31%	19 27%	18 33%	26 43%al	23 44%al	41 37%kl	18 20%	17 32%	171 34%T	49 27%	5 22%	203 32%	93 33%	34 30%	7 24%	10 37%	14 34%	10 23%	18 35%	7 32%	
Not very aware	(2)	298 44%	26 55%kl	13 49%	8 45%	251 42%	8 32%	34 47%	26 48%	28 43%	19 33%	28 45%	38 36%	46 50%	23 42%	214 43%	82 45%	11 52%	282 44%	120 42%	61 53%T	14 51%	14 43%	9 48%	13 36%	3 15%	
Not at all aware	(1)	120 18%hn	7 15%	2 8%	4 23%	107 18%h	7 29%	15 21%	8 14%	5 8%	9 15%	18 17%	24 26%Tdh	11 21%	79 16%	40 22%	3 13%	116 18%	47 16%	15 13%	6 20%	4 13%	9 20%	13 30%t	12 25%	6 28%	
NET: Very/ Quite aware		265 39%lx	14 30%	11 43%	6 32%	235 40%kl	9 38%	23 32%	32 49%kl	31 52%Tadfl	26 41%kl	50 47%kl	23 24%	20 36%	202 41%T	61 33%	7 35%	242 38%	119 42%lx	38 33%	8 29%	10 37%	14 34%	10 23%	20 40%	13 57%	
NET: Not at all/ Not very aware		418 61%in	33 70%kl	15 57%	12 68%	358 60%kl	15 62%	50 68%kl	34 62%	33 51%	28 48%	37 59%	56 53%	71 76%Tdhj	293 59%	122 67%	13 65%	398 62%	167 58%	76 67%	20 71%	17 63%	27 66%	35 77%Ts	30 60%	10 43%	
Mean	2.28lx	2.23	2.44	2.21	2.28l	2.16	2.16	2.29	2.48ll	2.46ll	2.31l	2.38l	2.03	2.19	2.31T	2.18	2.34	2.26	2.34x	2.23x	2.14	2.23	2.11	1.93	2.20	2.54	
Standard deviation	0.83	0.81	0.78	0.96	0.83	0.95	0.82	0.77	0.74	0.85	0.76	0.87	0.81	0.82	0.85	0.88	0.82	0.86	0.82	0.86	0.72	0.80	0.68	0.75	0.73	0.87	1.17
Standard error	0.03	0.11	0.15	0.21	0.03	0.17	0.10	0.11	0.08	0.10	0.09	0.08	0.08	0.11	0.03	0.07	0.19	0.03	0.05	0.06	0.16	0.13	0.13	0.12	0.13	0.24	

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



Ofcom VSP Tracker - Wave 2
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Table 327

Q6b. Awareness of measures - Instagram
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Instagram

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	760	113	197	179	121	99	719	760	455	699	408	226	239	109	103	165	303	450	415	345	
Weighted base	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356	
Effective base	594	86	159	139	96	76	558	594	329	541	292	140	148	54	63	111	212	378	305	292	
Very aware	(4)	44 6%qs	6 6%	10 7%	11 7%	7 9%	43 7%	44 6%	31 9%Tfg	43 7%	21 9%Tfji	21 16%Tfghij	19 15%Tfghijlo	8 24%Tfghijlo	5 19%Tfghij	9 17%Tfghij	24 11%Tq	20 4%	41 13%Ts	3 1%	
Quite aware	(3)	221 32%qs	27 27%	66 37%	47 29%	46 42%Tac	22 27%	208 33%	221 32%	129 36%Tfg	205 33%	124 39%Tfgi	48 36%	50 39%	16 46%Tfji	10 36%	20 37%	95 42%Tq	124 27%	190 58%Ts	32 9%
Not very aware	(2)	298 44%jlmnpr	48 47%	72 41%	70 43%	44 40%	38 48%	278 44%jlmn	298 44%jlmn	148 42%jlm	267 43%jlmn	112 36%	52 39%lm	43 33%	9 25%	9 31%	21 38%lmn	83 37%	213 47%Tp	88 27%	210 59%Tr
Not at all aware	(1)	120 18%fhkmqpr	20 20%	29 16%	34 21%	13 12%	103 16%hkmno	120 18%fhkmno	45 13%	103 17%hkmno	49 16%hkmno	13 10%	17 13%mo	2 6%	4 14%o	5 8%	25 11%	93 21%Tp	9 3%	111 31%Tr	
NET: Very/ Quite aware		265 39%qs	34 33%	76 43%	58 36%	54 48%Ta	29 36%	251 40%	265 39%	160 45%Tfg	248 40%Tg	154 49%Tfgi	70 52%Tfji	69 53%Tfghijlo	24 70%Tfghijlo	15 54%Tfgi	29 54%Tfghij	119 52%Tq	143 32%	231 70%Ts	35 10%
NET: Not at all/ Not very aware		418 61%chjklmnopqr	68 67%qd	101 57%	104 64%	57 52%	51 60%hijklmnopqr	381 56%hijklmnopqr	418 61%chjklmnopqr	193 55%klmnopqr	370 60%hijklmnopqr	161 51%lmnopqr	65 48%lmnopqr	60 47%klmnopqr	11 30%	13 46%	25 48%lmnopqr	108 48%	307 68%Tp	97 30%	321 90%Tr
Mean	2.28qs	2.20	2.32	2.22	2.44Ta	2.29	2.30Tg	2.28	2.41Tfg	2.31Tg	2.43Tfgi	2.58Tfghij	2.55Tfghijkl	2.88Tfghijkl	2.58Tfghij	2.63Tfghij	2.52Tq	2.16	2.80Ts	1.79	
Standard deviation	0.83	0.83	0.81	0.85	0.79	0.84	0.82	0.83	0.82	0.83	0.86	0.87	0.90	0.85	0.97	0.87	0.83	0.80	0.68	0.63	
Standard error	0.03	0.08	0.06	0.06	0.07	0.08	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.10	0.07	0.05	0.04	0.03	0.03		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Table 328

Q6b. Awareness of measures - TikTok

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

TikTok

	Gender		Social Grade						Age								Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	16-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority Ethnic background (r)	Mixed (v)	Asian (w)	Black (s)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	522	280	238	166	158	103	91	324	194	79	443	73	136	106	84	33	44	387	133	20	84	23	190	61	37	227
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	39*	336	85	12**	53	14**	150	41*	28**	197
Effective base	383	194	190	120	118	75	69	237	144	74	311	53	93	71	61	29	38	298	85	15	51	16	139	36	26	177
Very aware	(4) 29 7%	17 9%	10 4%	12 10%	5 4%	4 5%	4 5%	18 7%	8 5%	4 5%	25 7%	11 15%Tj	4 4%	4 5%	6 8%	1 3%	1 2%	24 7%	5 5%	*	3 1%	1 6%	12 8%	3 7%	2 8%	12 6%
Quite aware	(3) 124 29%	56 29%	68 30%	31 25%	35 28%	31 36%	25 30%	66 27%	56 33%	20 29%	104 29%	32 40%k	19 33%	16 28%	5 22%	7 18%	7 17%	97 29%	26 31%	3 28%	19 36%	4 27%	41 27%	15 35%	9 34%	59 30%
Not very aware	(2) 187 44%	91 47%	93 42%	50 41%	62 50%	42 47%	33 40%	112 46%	75 44%	31 45%	156 44%	25 34%	41 41%	35 50%	37 51%	14 45%	19 49%	151 45%	36 42%	5 42%	22 41%	5 34%	73 48%	20 49%	10 36%	82 42%
Not at all aware	(1) 82 19%a	29 15%	53 24%Ta	22 23%	11 18%	22 12%	11 25%	50 20%	32 18%a	15 21%	67 19%	8 11%	21 22%	11 16%	13 18%	11 35%	13 33%Tjk	64 19%	15 21%	4 29%	9 16%	4 30%	25 17%	3 8%	6 22%	44 22%
NET: Very/ Quite aware	153 36%r	73 38%	78 35%	43 35%	40 32%	35 40%	29 35%	84 34%	65 38%	24 34%	129 37%r	40 55%Tij	36 37%r	23 33%	22 31%	6 21%	7 19%	121 36%	31 37%	4 29%	22 42%	5 36%	52 35%	18 43%	12 42%	71 36%
NET: Not at all/ Not very aware	269 64%k	120 62%	146 65%	79 65%	84 68%	52 60%	54 66%	163 66%	107 62%	46 66%k	223 63%k	33 45%	62 63%k	46 67%k	50 69%k	24 79%	32 81%TjH	215 64%	54 63%	9 71%	30 58%	9 64%	98 65%	24 57%	16 58%	126 64%
Mean	2.23r	2.32	2.15	2.22	2.19	2.33	2.15	2.21	2.24	2.17	2.25r	2.59Tij 1mnr	2.19	2.22r	2.21	1.88	1.88	2.24	2.21	2.01	2.32	2.15	2.26	2.42	2.27	2.20
Standard deviation	0.84	0.84	0.83	0.82	0.77	0.75	0.86	0.85	0.81	0.83	0.84	0.88	0.82	0.78	0.84	0.80	0.76	0.84	0.84	0.82	0.82	1.00	0.83	0.75	0.91	0.85
Standard error	0.04	0.05	0.05	0.07	0.06	0.07	0.09	0.05	0.06	0.09	0.04	0.10	0.07	0.08	0.09	0.14	0.12	0.04	0.07	0.18	0.09	0.21	0.06	0.10	0.15	0.06

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 329
Q6b. Awareness of measures - TikTok
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	522	148	88	75	353	67	215	195	45	230	291	93	140	135	82	202	12	202	160	59	83	442	80
Weighted base	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
Effective base	383	107	67	50	263	52	160	136	34	181	203	56	95	107	64	122	10	151	108	38	75	319	64
Very aware	(4) 29	9	6	7	17	5	12	9	2	17	12	6	8	5	2	9	-	13	7	4	4	25	3
	7%	6%	8%	12%	6%	9%	7%	6%	5%	8%	6%	10%	6%	5%	3%	7%	-	7%	6%	11%	5%	7%	5%
Quite aware	(3) 124	29	19	14	86	11	41	55	17	49	74	27	34	36	20	50	5	56	32	11	23	103	21
	29%fi	24%	23%	26%	30%	20%	23%	36%Tef	43%ef	24%	35%Ti	44%Ti	35%j	35%j	31%	38%T	42%	42%	26%	29%	32%	29%	29%
Not very aware	(2) 187	57	36	27	127	28	83	62	15	100	87	16	42	48	24	52	4	69	59	16	32	155	32
	44%k	48%	45%	50%	44%	48%	48%	41%	38%	48%k	41%k	27%	43%k	47%k	37%	39%	34%	40%	48%	44%	44%	44%	44%
Not at all aware	(1) 82	24	20	7	55	13	39	25	5	43	40	11	14	14	19	22	3	35	26	6	14	66	16
	19%	20%c	24%	12%	19%	23%	22%	16%	13%	20%	19%lm	19%	14%	13%	28%lm	16%	24%	20%	21%	16%	19%	19%	22%
NET: Very/ Quite aware	153	38	25	21	104	17	53	64	19	66	86	33	42	41	23	59	5	69	39	15	27	128	25
	36%f	32%	31%	38%	36%	29%	30%	43%f	48%f	32%	41%	55%Tjm	43%	40%	35%	44%T	42%	40%	31%	40%	37%	37%	34%
NET: Not at all/ Not very aware	269	81	56	34	182	41	122	87	20	143	127	28	56	62	43	73	7	104	85	22	46	221	49
	64%ko	68%	69%	62%	64%	71%	70%Tgh	57%	52%	68%k	59%k	45%	57%	60%k	65%k	58%	58%	60%	60%	63%	63%	63%	66%
Mean	2.23	2.19	2.15	2.38a	2.23	2.15	2.15	2.32	2.40	2.19	2.28n	2.46Tim	2.37n	2.32n	2.10	2.35	2.18	2.27	2.16	2.35	2.22	2.25	2.16
Standard deviation	0.84	0.85	0.88	0.86	0.83	0.89	0.85	0.82	0.79	0.85	0.83	0.92	0.82	0.77	0.86	0.83	0.83	0.87	0.82	0.89	0.82	0.84	0.82
Standard error	0.04	0.07	0.09	0.10	0.04	0.11	0.05	0.06	0.12	0.05	0.05	0.10	0.07	0.07	0.09	0.06	0.04	0.06	0.06	0.12	0.09	0.04	0.09

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 330
Q6b. Awareness of measures - TikTok
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
TikTok

	GO Region														Internet usage		Devices used to access internet		Working status							
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	522	38	17	15	452	22	39	37	63	51	48	90	67	35	433	82	13	476	238	87	20	13	26	16	27	16
Weighted base	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	391	164	68	21**	11**	30**	16**	28**	14**
Effective base	383	26	14	12	331	16	31	28	44	39	39	60	50	27	329	67	10	356	157	59	17	11	21	14	24	11
Very aware	(4) 29	3	2	2	22	1	1	1	7	2	3	4	2	2	22	6	-	26	15	4	1	*	2	-	1	2
	7%	8%	15%	19%	6%	6%	2%	2%	16%Tdf	5%	6%	6%	2%	6%	7%	6%	-	7%	9%	5%	7%	3%	6%	-	2%	15%
Quite aware	(3) 124	6	2	2	115	2	13	8	15	16	13	27	13	8	95	26	3	112	44	20	3	6	14	1	6	10
	29%	18%	11%	14%	32%T	10%	40%	24%	34%	40%	30%	39%	26%	25%	30%	26%	27%	29%	27%	30%	14%	49%	47%	5%	23%	69%
Not very aware	(2) 187	18	7	6	157	8	16	14	17	16	15	27	28	15	139	47	7	174	71	32	11	2	11	12	17	1
	44%	56%	49%	46%	43%	44%	48%	40%	38%	41%	37%	40%	54%	46%	44%	45%	61%	45%	43%	47%	52%	20%	36%	74%	60%	9%
Not at all aware	(1) 82	6	4	3	70	7	4	12	5	6	11	10	8	7	58	24	1	78	34	12	6	3	3	3	4	1
	19%	18%	25%	21%	19%	40%	11%	35%	11%	14%	27%	14%	16%	22%	16%	23%	12%	20%	21%	18%	27%	11%	11%	21%	15%	6%
NET: Very/ Quite aware	153	8	4	4	136	3	14	9	22	18	15	31	15	10	117	32	3	138	59	24	4	6	16	1	7	12
	36%	26%	28%	33%	38%	16%	41%	25%	50%TI	45%	36%	45%	30%	31%	37%	32%	27%	35%	36%	35%	21%	53%	50%	5%	25%	84%
NET: Not at all/ Not very aware	269	24	11	8	226	16	20	26	22	22	27	37	36	22	197	70	9	253	105	44	16	5	14	15	21	2
	64%h	74%	74%	67%	62%	84%	59%	75%	50%	55%	64%	55%	70%h	69%	63%	68%	73%	65%	64%	65%	79%	47%	47%	95%	75%	16%
Mean	2.23	2.15	2.16	2.31	2.24	1.82	2.32	1.93	2.55Tdj	2.36	2.15	2.36	2.17	2.16	2.26	2.14	2.16	2.22	2.24	2.22	2.00	2.28	2.49	1.84	2.12	2.93
Standard deviation	0.84	0.83	1.00	1.05	0.83	0.96	0.69	0.82	0.91	0.79	0.90	0.80	0.74	0.85	0.84	0.84	0.83	0.84	0.89	0.81	0.85	0.95	0.78	0.50	0.69	0.73
Standard error	0.04	0.13	0.24	0.27	0.04	0.18	0.11	0.13	0.11	0.13	0.08	0.09	0.14	0.04	0.09	0.18	0.04	0.06	0.09	0.09	0.19	0.26	0.15	0.13	0.13	0.18

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 331

Q6b. Awareness of measures - TikTok
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	522	82	117	124	91	79	512	455	522	470	354	207	211	99	90	148	261	256	300	222
Weighted base	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210
Effective base	383	58	85	90	70	60	376	329	383	339	243	125	125	46	59	97	174	205	205	180
Very aware	(4) 29	5	3	7	6	4	28	27	29	29	23	17	14	8	5	7	18	10	28	1
	7%qs	8%	4%	7%	7%	8%	7%	8%	9%	9%Tfh	14%Tgh	13%Tgh	13%Tgh	26%Tgh	25%Tgh	14%Tghi	9%	5%	13%Ts	*
Quite aware	(3) 124	20	28	33	28	10	120	110	124	115	95	36	38	13	8	15	66	56	106	18
	29%eqs	30%	29%	32%e	37%e	17%	29%	31%Th	29%	31%	37%Tgh	31%	36%	43%Thk	39%o	33%	35%Tq	25%	50%Ts	9%
Not very aware	(2) 187	25	44	41	34	31	184	152	187	182	97	45	36	7	5	17	69	117	68	119
	44%ijmnp	37%	47%	39%	44%	54%	45%ijmn	43%ijmn	44%ijmn	44%ijmn	38%mn	39%mn	34%mn	22%	26%	38%n	36%	52%Tp	32%	57%Tr
Not at all aware	(1) 82	17	19	23	9	12	80	64	82	67	42	18	19	3	2	7	20	42	10	72
	19%ijnr	25%	20%	22%	12%	22%	19%ijn	16%n	19%ijn	18%n	16%	17%n	9%	9%	16%n	20%	19%	5%	34%Tr	
NET: Very/ Quite aware	153	25	31	40	33	14	148	137	153	143	118	53	52	20	13	22	84	66	133	19
	36%eqs	38%	33%	39%	44%e	25%	36%	39%Th	36%	39%Th	46%Tgh	46%Tgh	49%Tgh	49%Tgh	47%Tgh	44%Tq	29%	53%Ts	9%	
NET: Not at all/ Not very aware	269	42	64	64	43	43	264	216	269	228	139	64	54	9	7	25	108	159	78	191
	64%gijk	62%	67%	61%	56%	75%Td	64%gijk	61%ijmn	64%gijk	61%ijmn	54%mn	54%mn	51%mn	31%	35%	53%n	56%	71%Tp	37%	91%Tr
Mean	2.23qs	2.20	2.16	2.24	2.39e	2.11	2.23	2.28Th	2.23	2.28Th	2.38Tgh	2.44Tgh	2.45Tgh	2.85Tgh	2.81Tgh	2.45Tgh	2.33q	2.15	2.71Ts	1.75
Standard deviation	0.84	0.82	0.79	0.87	0.79	0.83	0.84	0.85	0.84	0.85	0.86	0.92	0.93	0.92	0.94	0.93	0.90	0.77	0.75	0.62
Standard error	0.04	0.10	0.07	0.08	0.08	0.09	0.04	0.04	0.04	0.04	0.05	0.06	0.06	0.09	0.10	0.08	0.06	0.05	0.04	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 332
Q6b. Awareness of measures - Facebook
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Facebook

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1043	547	491	303	308	217	207	611	424	73	970	109	219	202	180	122	95	43	260	138	888	167	34	103	23	411	75	44	494
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501
Effective base	842	427	415	238	251	178	170	488	348	69	777	85	167	155	147	110	87	36	229	120	721	115	27	67	17	335	48	33	410
Very aware (4)	72 7%bopr s12	47 10%Tb	25 5%	29 10%Tdh	16 5%	12 5%	13 6%	44 8%cd	25 6%	7 12%oprs	65 7%oprs	16 13%Tjnoprs	16 9%oprs	19 11%Tjnoprs	8 5%p	3 2%	-	3 5%	6 2%	3 2%	54 6%	18 15%Tt	6 22%	11 15%Tt	2 11%	17 4%	9 16%Tz	4 11%	40 8%z
Quite aware (3)	333 33%prs	151 31%	182 34%	84 30%	97 33%	79 36%	70 31%	180 32%	149 34%	25 40%oprs	308 32%prs	47 38%prs	69 38%oprs	62 36%prs	62 34%prs	34 26%	22 22%	11 19%	67 23%	33 21%	289 33%	43 35%	7 29%	27 36%	7 53%	134 33%	19 33%	12 31%	162 32%
Not very aware (2)	440 43%ku	210 43%	224 42%	112 40%	124 43%	104 48%	98 44%	236 41%	203 46%	23 37%	416 44%k	38 30%	75 40%	69 40%	81 45%k	72 55%Tijk lm	53 52%k	28 48%	153 52%Tijk lm	81 50%k	393 44%u	42 34%	9 34%	25 33%	4 28%	181 45%	21 37%	15 38%	213 43%
Not at all aware (1)	175 17%e	75 16%	98 19%	55 20%e	53 18%e	24 11%	42 19%e	108 19%e	66 15%e	9 12%	167 17%	25 20%	25 14%	21 12%	29 16%	23 18%	27 27%Tijl mn	16 18%	67 23%Tjlm	43 27%Tijl mn	152 17%	20 16%	4 15%	12 16%	1 8%	71 18%	7 13%	8 20%	85 17%
NET: Very/ Quite aware	405 40%opqrs	198 41%	206 39%	112 40%	112 39%	91 41%	83 37%	225 40%	174 39%	32 51%Tjop qrs	372 39%oprs	63 50%Tjop rs	85 46%jopq rs	81 47%Tjop qrs	70 39%prs	37 28%	22 22%	14 24%	73 25%	36 22%	343 39%	61 49%Tt	13 51%	38 64%	9 38%	151 38%	28 49%	16 42%	202 40%
NET: Not at all/ Not very aware	614 60%kmu	286 53%	323 61%	167 60%	176 61%	129 59%	140 63%	344 60%	268 61%	31 49%	584 61%klm	63 50%	100 54%	91 53%	110 61%	96 72%Tijk lmn	80 78%Tijk lm	44 76%Tijk lmn	220 75%Tijk lmn	124 78%Tijk lmn	545 61%u	63 51%	13 49%	38 50%	5 38%	252 58%	28 62%	22 58%	299 60%
Mean	2.30opqrs	2.35	2.25	2.31	2.26	2.36	2.24	2.28	2.30	2.51Tjop pqrs	2.28opqrs	2.43opqrs	2.41Tjop pqrs	2.46Tjop pqrs	2.28prs	2.12	1.95	2.01	2.04	1.97	2.28	2.48Tt	2.58	2.49t	2.67	2.24	2.53z	2.33	2.31
Standard deviation	0.83	0.86	0.81	0.90	0.82	0.75	0.83	0.86	0.79	0.86	0.83	0.95	0.83	0.85	0.79	0.71	0.70	0.82	0.73	0.74	0.81	0.94	1.01	0.94	0.81	0.79	0.92	0.93	0.85
Standard error	0.03	0.04	0.04	0.05	0.05	0.05	0.06	0.03	0.04	0.10	0.03	0.09	0.06	0.06	0.06	0.06	0.07	0.13	0.05	0.06	0.03	0.07	0.17	0.09	0.17	0.04	0.11	0.14	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 333

Q6b. Awareness of measures - Facebook

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 15-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1043	319	166	179	690	208	503	277	55	630	412	139	196	171	101	322	19	474	334	104	84	849	194
Weighted base	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207
Effective base	842	264	139	144	554	177	415	207	43	539	304	92	144	137	80	223	18	388	266	77	75	678	164
Very aware	(4) 72	19	12	11	50	8	31	30	3	35	37	22	17	16	4	31	*	31	21	7	6	64	8
		7% _{ji}	6%	7%	7%	4%	6%	12% _{Tef}	6%	5%	11% _{Tin}	19% _{Tijl}	11% _{li}	11% _{Ti}	5%	12% _T	1%	6%	7%	9%	6%	8%	4%
Quite aware	(3) 333	95	44	54	226	68	147	96	22	197	135	47	67	59	32	102	10	161	97	31	29	273	60
		33% _{fi}	31%	26%	32%	32%	29%	39% _{Tf}	43%	29%	39% _{Ti}	41% _{li}	41% _{Ti}	41% _{Ti}	37%	38% _T	42%	33%	31%	37%	38%	34%	29%
Not very aware	(2) 440	146	80	74	284	97	240	84	18	315	125	26	55	48	36	94	8	209	145	35	27	338	102
		43% _{gk}	47%	49%	44%	45% _g	48% _{Tg}	34%	36%	47% _{Tjk}	36% _{kk}	23%	34% _{kk}	33%	42% _{kk}	36%	33%	43%	46%	41%	36%	42%	49%
Not at all aware	(1) 175	47	30	30	121	41	87	39	8	124	51	19	22	21	14	38	6	89	55	12	14	139	37
		17%	15%	18%	18%	19%	17%	16%	15%	18%	15%	17%	14%	15%	16%	14%	24%	18%	17%	14%	18%	17%	18%
NET: Very/ Quite aware	405	115	55	65	276	76	178	126	25	222	173	69	84	75	36	132	10	192	118	38	35	337	68
		40% _{flv}	37%	33%	41%	36%	35%	51% _{Tef}	49%	35%	50% _{Ti}	60% _{Tijn}	52% _{Ti}	52% _{Ti}	42%	50% _T	43%	39%	37%	45%	46%	41% _{Tv}	33%
NET: Not at all/ Not very aware	614	193	110	105	405	139	327	122	26	439	176	46	77	69	49	132	13	297	200	46	41	476	139
		60% _{gkl}	63%	67%	62%	64% _g	65% _{Tg}	49%	51%	65% _{Tjk}	50% _{kk}	40%	48%	48%	58% _{kk}	50%	57%	61%	63%	55%	54%	59%	67% _{Tu}
Mean	2.30i	2.28	2.22	2.27	2.30	2.20	2.24	2.47 _{Tef}	2.39	2.21	2.46 _{Ti}	2.63 _{Tij}	2.49 _{Ti}	2.49 _{Ti}	2.31	2.48 _T	2.19	2.28	2.26	2.40	2.35	2.32	2.19
Standard deviation	0.83	0.80	0.82	0.83	0.84	0.79	0.81	0.80	0.82	0.80	0.87	0.98	0.86	0.88	0.80	0.86	0.83	0.83	0.82	0.84	0.87	0.85	0.77
Standard error	0.03	0.04	0.06	0.06	0.03	0.05	0.04	0.05	0.11	0.03	0.04	0.08	0.06	0.07	0.08	0.05	0.19	0.04	0.04	0.08	0.10	0.03	0.06

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 334

Q6b. Awareness of measures - Facebook

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Facebook

	GQ Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - not looking for work (u)	Student (w)	Retired (x)	House person/Other (y)	Furloughed (z)	
Unweighted base	1043	80	50	33	880	46	112	72	105	86	93	151	137	78	788	244	25	35	948	431	176	38	43	38	154	64	26
Weighted base	1019	84	51*	31**	852	41*	116	74	93	77	91	135	141	86	654	354	28**	36**	933	383	159	39*	44*	48*	184	74	25**
Effective base	842	64	43	28	707	37	97	60	78	69	80	111	111	65	660	220	21	27	770	322	140	32	40	32	137	57	20
Very aware (4)	72	7	3	3	59	3	6	6	13	8	2	9	8	6	50	21	2	64	99	10	6	3	1	3	4	3	12%
Quite aware (3)	333	24	19	8	282	10	29	28	37	37	37	47	32	24	235	93	5	5	306	138	50	15	15	16	40	22	11
	33%lo	28%	37%	27%	33%l	26%	25%	38%l	40%l	48%Tade	40%l	35%l	23%	28%	36%To	26%	19%	14%	33%	36%lx	31%	39%lx	35%	34%	22%	29%	45%
Not very aware (2)	440	45	25	11	358	19	59	24	27	25	42	51	73	40	263	172	17	20	401	147	75	20	19	19	97	34	6
	43%hins	53%ghik	49%h	36%	42%h	45%	51%ghil	33%	29%	32%	46%h	38%	52%Tdghik	47%h	40%	49%un	63%	55%	43%	38%	47%	51%	44%	39%	53%Ts	46%	23%
Not at all aware (1)	175	9	4	9	153	9	22	16	16	9	11	28	28	16	106	69	3	9	161	58	25	1	8	11	45	14	5
	17%u	11%	8%	28%	18%	21%	19%	21%	17%	12%	12%	21%	20%	18%	16%	19%	9%	25%	17%	15%u	16%u	3%	18%u	24%u	24%Tu	19%u	20%
NET: Very/ Quite aware	405	30	22	11	341	14	35	34	50	43	39	56	40	30	285	114	8	7	370	177	60	18	17	18	43	26	14
	40%llo	36%	43%	36%	40%l	33%	30%	46%l	54%Tade	56%Tade	43%l	42%l	28%	35%	44%To	32%	28%	20%	40%	46%Tx	38%lx	47%lx	38%	37%	23%	35%	57%
NET: Not at all/ Not very aware	614	54	29	20	511	27	81	40	43	34	52	78	101	56	369	241	20	29	562	296	99	21	27	30	142	48	11
	60%hins	64%hi	57%	64%	60%hi	67%hi	70%Tdghi	54%	46%	44%	57%	58%	72%Tdghijk	65%hi	56%	68%Tn	72%	89%	60%	54%	62%	53%	62%	63%	77%Tstu	65%	43%
Mean	2.30lo	2.33	2.42l	2.17	2.29l	2.20	2.16	2.33	2.51Tdf	2.52Tdf	2.34	2.28	2.14	2.24	2.35To	2.19	2.28	2.01	2.29	2.41Tx	2.28x	2.51x	2.22	2.16	2.00	2.22	2.49
Standard deviation	0.83	0.77	0.73	0.96	0.84	0.87	0.79	0.90	0.93	0.81	0.72	0.87	0.80	0.83	0.84	0.81	0.76	0.81	0.83	0.87	0.80	0.68	0.78	0.82	0.72	0.82	0.96
Standard error	0.03	0.09	0.10	0.17	0.03	0.13	0.07	0.11	0.09	0.09	0.07	0.07	0.07	0.09	0.03	0.05	0.15	0.14	0.03	0.04	0.06	0.11	0.12	0.13	0.06	0.10	0.19

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 335

Q6b. Awareness of measures - Facebook
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Facebook

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1043	176	294	245	148	107	949	699	470	1043	422	232	246	110	106	172	333	695	499	544	
Weighted base	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593	
Effective base	842	141	242	199	120	84	760	541	339	842	301	143	153	53	64	116	237	593	371	472	
Very aware	(4)	72 7%qs	14 8%	14 5%	13 5%	15 10%	11 13%Tbc	66 7%	52 8%	35 10%Tfi	72 7%	35 10%Tfi	27 19%Tghij	21 16%Tghijlo	10 27%Tghijlo	8 26%Tghijlo	9 15%Tghi	32 12%Tq	40 5%	68 16%Ts	4 1%
Quite aware	(3)	333 33%eqs	49 28%	102 35%e	84 35%	51 35%	20 22%	314 35%Ti	236 38%Tfi	147 40%Tfi	333	145	53	17	13	27	117	210	274	59	
Not very aware	(2)	440 43%ghjk lmnopr	79 45%	129 45%	92 38%	65 44%	39 44%	382 42%ghjklmnopr	228 37%jklmnopr	131 35%jmn	440 43%ghjklmnopr	100 30%mn	40 29%mn	6 30%mn	7 24%	17 30%mn	79 30%	356 46%Tp	69 16%	371 63%Tr	
Not at all aware	(1)	175 17%lnor	32 18%	44 15%	51 21%d	16 11%	18 21%	144 16%o	101 16%o	58 16%o	175 17%lno	56 17%no	18 13%	4 11%	2 8%	5 9%	35 13%	136 18%	15 4%	160 27%Tr	
NET: Very/ Quite aware		405 40%qs	63 36%	116 40%	97 40%	66 45%	31 35%	379 42%Ti	288 47%Tfi	183 49%Tfi	405	180	79	27	21	36	149	250	342	62	
NET: Not at all/ Not very aware		614 60%fghjklmnopr	111 64%	174 60%	142 60%	81 55%	57 65%	525 58%ghjklmnopr	330 53%jklmnopr	189 51%jklmnopr	614	156	58	10	10	23	114	492	84	531	
Mean		2.30qs	2.26	2.30	2.25	2.44Tc	2.27	2.33Ti	2.39Tfi	2.43Tfi	2.30	2.47Tfg	2.64Tfghj	2.60Tfghi	2.89Tfghijkl	2.87Tfghijkl	2.67Tfghi	2.55Tq	2.21	2.93Ts	1.84
Standard deviation		0.83	0.85	0.78	0.85	0.83	0.94	0.83	0.86	0.87	0.83	0.89	0.94	0.91	0.94	0.85	0.87	0.80	0.68	0.61	
Standard error		0.03	0.06	0.05	0.05	0.07	0.09	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.09	0.06	0.05	0.03	0.03	0.03	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 336
Q6b. Awareness of measures - Snapchat
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade							Age							Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority Ethnic background (r)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	449	233	212	150	138	81	76	288	157	71	378	85	122	95	52	17	24	320	126	22	83	160	59	29	193	
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	24**	278	81	14**	51	123	37*	18**	176	
Effective base	323	155	169	106	99	58	58	204	116	67	259	65	82	63	33	15	19	242	80	16	51	114	35	19	150	
Very aware	(4)	27	17	10	12	5	3	5	17	7	4	22	6	6	5	-	-	21	6	1	3	6	4	1	16	
		7%	11%Tb	5%	11%	5%	4%	7%	8%	5%	7%	7%	6%	10%	12%	-	-	7%	7%	9%	7%	4%	12%	4%	9%	
Quite aware	(3)	125	47	76	38	31	30	24	69	54	24	101	36	31	15	14	3	5	98	26	5	19	41	12	9	58
		35%	30%	38%	34%	29%	45%Td	34%	32%	40%	39%	34%	41%	36%	24%	36%	21%	19%	35%	33%	33%	38%	34%	51%	33%	
Not very aware	(2)	137	59	74	40	47	24	26	87	50	25	112	25	33	29	12	9	11	108	28	5	16	52	14	5	64
		38%	38%	37%	36%	44%	36%	36%	40%	36%	41%	37%	29%	39%	48%k	32%	5%	47%	39%	35%	37%	32%	42%	38%	25%	37%
Not at all aware	(1)	72	32	40	21	25	10	16	45	26	8	64	21	16	11	8	4	8	52	20	3	12	24	6	4	37
		20%	20%	20%	19%	23%	15%	22%	21%	19%	13%	21%	24%	19%	18%	20%	26%	33%	19%	25%	21%	24%	20%	16%	20%	21%
NET: Very/ Quite aware		152	64	86	50	36	33	29	86	62	29	123	41	37	21	19	3	5	119	32	6	23	47	17	10	74
		42%Td	41%	43%	45%	34%	49%	41%	39%	45%	46%	41%	47%	42%	35%	48%	21%	19%	43%	40%	43%	44%	38%	45%	55%	42%
NET: Not at all/ Not very aware		209	91	114	61	72	35	41	133	76	33	175	46	50	40	20	13	19	159	48	8	29	76	20	8	101
		58%	59%	57%	55%	66%T	51%	59%	61%	55%	54%	59%	53%	58%	65%	52%	79%	81%	57%	60%	57%	56%	62%	55%	45%	58%
Mean	2.30d	2.31	2.28	2.36	2.15	2.38	2.26	2.26	2.32	2.40	2.27	2.31	2.30	2.28	2.40	1.95	1.86	2.31	2.23	2.31	2.27	2.23	2.41	2.40	2.30	
Standard deviation	0.87	0.92	0.84	0.92	0.83	0.79	0.89	0.88	0.84	0.81	0.88	0.91	0.85	0.88	0.95	0.71	0.73	0.86	0.91	0.94	0.91	0.82	0.91	0.87	0.91	
Standard error	0.04	0.06	0.06	0.07	0.07	0.09	0.10	0.05	0.07	0.10	0.05	0.10	0.08	0.09	0.13	0.17	0.15	0.05	0.08	0.20	0.10	0.06	0.12	0.16	0.07	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 337

Q6b. Awareness of measures - Snapchat
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	449	118	71	59	312	46	179	181	43	179	269	87	129	120	77	184	16	166	139	53	78	381	68
Weighted base	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66
Effective base	323	83	53	37	229	35	130	126	32	139	186	52	86	93	61	108	14	121	92	32	71	272	52
Very aware	(4) 27	8	4	5	17	4	8	13	2	10	17	9	11	8	13	10	-	14	3	4	4	22	4
	7%	9%	7%	11%	7%	12%	5%	9%	6%	6%	9%	17%T	12%	8%	4%	11%	-	10%	3%	12%	6%	8%	7%
Quite aware	(3) 125	32	21	15	88	11	44	55	15	52	73	21	38	32	23	41	9	54	32	12	26	103	22
	35%	34%	33%	32%	35%	29%	29%	39%	45%	31%	38%	39%	40%	35%	38%	35%	52%	38%	23%	38%	37%	35%	33%
Not very aware	(2) 137	36	23	17	95	10	68	51	8	66	71	14	24	26	23	41	4	52	45	10	25	112	25
	38%l	38%	35%	37%	38%	26%	46%Teh	36%	23%	40%	37%l	26%	27%	40%l	38%	25%	25%	37%	41%	30%	36%	38%	37%
Not at all aware	(1) 72	19	16	9	51	13	28	21	9	39	33	10	19	16	13	21	4	22	29	7	14	57	15
	20%	20%	25%	20%	34%Tg	19%	15%	26%	23%	17%	18%	21%	17%	21%	18%	23%	15%	27%q	20%	21%	19%	19%	23%
NET: Very/ Quite aware	152	40	25	20	105	16	51	68	17	62	90	30	47	39	25	53	9	67	35	16	30	126	26
	42%fr	42%	40%	43%	42%	40%	35%	48%l	50%	37%	46%	56%Ti	52%Ti	43%	41%	46%	52%	48%r	32%	49%	43%	43%	39%
NET: Not at all/ Not very aware	209	55	38	26	148	23	97	72	17	105	103	24	43	52	36	62	9	74	74	16	40	169	40
	58%kl	58%	60%	57%	58%	60%	65%Tg	52%	50%	63%kl	54%	44%	48%	57%	59%	54%	48%	52%	68%Tq	51%	57%	57%	61%
Mean	2.30r	2.30	2.22	2.35	2.28	2.18	2.21	2.42Tf	2.30	2.19	2.38T	2.54Ti	2.43	2.34	2.24	2.40	2.29	2.42Tr	2.09	2.41	2.29	2.31	2.23
Standard deviation	0.87	0.89	0.90	0.93	0.87	1.04	0.81	0.86	0.93	0.86	0.87	0.99	0.95	0.87	0.82	0.91	0.84	0.87	0.83	0.96	0.87	0.87	0.89
Standard error	0.04	0.08	0.11	0.12	0.05	0.15	0.06	0.06	0.14	0.06	0.05	0.11	0.08	0.08	0.09	0.07	0.21	0.07	0.07	0.13	0.10	0.04	0.11

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 338

Q6b. Awareness of measures - Snapchat

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Snapchat

	GQ Region											Internet usage		Devices used to access internet		Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North West (e)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Student (w)	House person/ Other (v)
Unweighted base	449	31	18	15	385	47	31	53	46	36	71	59	26	374	66	14	407	220	67	12	29	22
Weighted base	360	25**	17**	13**	305	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	334	152	54*	12**	34**	22**
Effective base	323	22	15	12	275	38	24	35	35	28	44	43	20	276	52	11	299	142	45	10	24	19
Very aware	(4) 27	7%	2	2	20	2	5	4	2	3	2	1	17	8	-	22	15	3	1	2	1	1
			8%	12%	16%	3%	17%	10%	5%	8%	4%	4%	3%	8%	11%	4%	7%	10%	6%	10%	5%	3%
Quite aware	(3) 125	6	5	3	110	15	4	18	17	18	19	12	8	96	25	4	112	54	15	3	11	8
		35%	24%	30%	25%	36%	34%	15%	46%	54%	37%	28%	29%	35%	32%	43%	34%	36%	23%	23%	33%	40%
Not very aware	(2) 137	12	7	5	113	19	10	11	11	8	23	20	10	107	28	4	130	56	25	5	9	6
		38%	46%	43%	39%	37%	43%	34%	30%	24%	44%	44%	43%	39%	35%	39%	37%	46%	39%	26%	29%	29%
Not at all aware	(1) 72	5	3	3	61	9	10	3	7	4	7	10	6	54	17	1	69	27	10	3	12	6
		20%	22%	15%	20%	20%	35%	10%	20%	14%	15%	23%	26%	20%	22%	9%	21%	18%	19%	28%	37%	28%
NET: Very/ Quite aware	152	8	7	6	131	16	9	21	18	20	21	14	7	113	34	5	135	69	19	4	13	9
	42%r	32%	42%	41%	43%	37%	31%	60%Td	51%	62%	41%	33%	31%	41%	43%	46%	40%	45%	35%	33%	38%	43%
NET: Not at all/ Not very aware	209	17	10	8	174	27	20	14	18	12	30	16	161	45	5	200	83	35	8	21	12	
	58%h	68%	58%	59%	57%h	63%	69%	40%	49%	38%	59%	67%h	69%	59%	57%	54%	60%T	55%	65%	67%	62%	57%
Mean	2.30r	2.18	2.38	2.38	2.30	2.21	2.13	2.61Td	2.36	2.56	2.31	2.14	2.08	2.28	2.32	2.41	2.26	2.37	2.22	2.16	2.06	2.18
Standard deviation	0.87	0.88	0.91	1.01	0.86	0.80	1.09	0.81	0.86	0.83	0.78	0.83	0.82	0.85	0.94	0.75	0.86	0.89	0.83	0.99	0.86	0.90
Standard error	0.04	0.16	0.21	0.26	0.04	0.12	0.20	0.11	0.13	0.14	0.09	0.11	0.16	0.04	0.12	0.20	0.04	0.06	0.10	0.29	0.18	0.19

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 339

Q6b. Awareness of measures - Snapchat

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users

from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Snapchat

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitful (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	449	61	100	106	84	66	431	408	354	422	449	190	191	102	89	134	230	214	281	168	
Weighted base	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32*	19	39	163	193	201	159	
Effective base	323	40	73	77	63	48	309	292	243	301	323	111	110	49	59	86	152	168	191	134	
Very aware	(4)	27 7%qs	4 8%	3 3%	8 9%	4 8%	25 7%	22 8%	22 9%	27 7%	27 7%	16 16%Tfgh ij	13 15%Tfgh ij	8 26%Tfgh ijk	5 25%Tfgh ijkl	4 12%Tq	20 12%Tq	6 3%	27 13%Ts	-	
Quite aware	(3)	125 35%sa	13 29%	31 39%	32 36%	20 29%	118 35%	109 35%	91 36%	120 36%	125 35%	41 39%	31 34%	13 39%	7 37%	15 39%	58 36%	65 34%	112 56%Ts	13 8%	
Not very aware	(2)	137 38%kmnr	18 39%	32 41%	27 30%	33 47%co	15 39%kmn	132 38%kmn	121 38%kmn	101 39%kmn	128 38%kmn	137 38%kmn	32 31%	32 35%kmn	7 22%	5 26%	16 40%kn	58 35%	79 41%	53 26%	84 53%Tr
Not at all aware	(1)	72 20%hkor	11 24%	13 17%	22 25%	10 15%	9 20%	65 19%ho	60 19%o	43 17%o	65 19%o	72 20%hko	14 14%	14 16%o	4 13%	2 11%	4 10%	27 16%	44 23%	10 5%	62 39%Tr
NET: Very/ Quite aware		152 42%qs	17 37%	34 43%	40 45%	26 38%	22 47%	143 42%	134 42%	113 44%	144 43%	152 42%	57 55%Tfgh ij	44 65%Tfgh ijl	21 62%Tfgh ijlo	12 37%	19 50%	78 48%Tq	71 37%	138 69%Ts	13 8%
NET: Not at all/ Not very aware		209 58%kmnr	29 63%	46 57%	49 55%	63 43%	25 53%	198 58%kmn	181 58%kmn	144 56%kmn	192 57%kmn	209 58%kmn	47 45%	46 51%kmn	11 35%	7 38%	19 50%kn	84 52%	122 63%Tp	62 31%	146 92%Tr
Mean		2.30qs	2.20	2.29	2.29	2.32	2.35	2.30	2.31	2.36Tfj	2.31	2.30	2.57Tfgh hj	2.48Tfgh hijl	2.78Tfgh hijkl	2.76Tfgh hij	2.52Tfgh hij	2.44Tq	2.17	2.77Ts	1.69
Standard deviation		0.87	0.90	0.78	0.94	0.83	0.90	0.86	0.87	0.86	0.86	0.87	0.92	0.93	0.99	0.98	0.83	0.91	0.81	0.74	0.62
Standard error		0.04	0.12	0.08	0.09	0.09	0.11	0.04	0.04	0.05	0.04	0.04	0.07	0.07	0.10	0.10	0.07	0.06	0.06	0.04	0.05

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 340
Q6b. Awareness of measures - Twitch
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Twitch

	Gender		Social Grade					Age							Ethnicity		Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (o)	Minority Ethnic background (u)	Asian (w)	Christian (z)	Muslim (A)	None (C)	
Unweighted base	255	177	76	93	76	48	36	169	84	39	216	41	76	63	32	173	80	52	89	35	111	
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32*	16**	120	39*	24**	48	15**	86	
Effective base	163	111	51	61	46	30	25	106	55	37	126	25	47	38	18	117	45	28	56	16	81	
Very aware	(4)	25 16% _d	14 13%	11 21%	10 18%	7 16%	4 13%	3 13%	18 17%	7 13%	4 11%	21 17% _d	11 33%	3 7%	4 14%	3 20%	21 17%	4 11%	3 14%	5 10%	3 22%	16 19%
Quite aware	(3)	54 34%	38 35%	16 31%	19 33%	18 38%	9 34%	7 25%	37 35%	16 29%	8 21%	46 37%	9 28%	18 45% _d	5 40%	40 31%	14 33%	8 35%	19 39%	7 49%	26 30%	
Not very aware	(2)	58 36%	40 37%	17 33%	21 36%	13 28%	14 49%	11 40%	34 32%	24 45%	17 47%	41 33%	8 23%	16 40%	3 43%	44 37%	12 31%	8 36%	20 49%	2 16%	32 37%	
Not at all aware	(1)	24 15% _m	16 15%	8 15%	8 13%	9 19%	1 4%	6 23%	15 13%	7 18%	8 21% _m	16 13% _m	5 15%	4 9%	1 32%	5 12%	15 23%	9 16%	4 11%	5 12%	2 14%	12 14%
NET: Very/ Quite aware		79 49% _d	52 48%	27 52%	29 51%	25 54%	13 47%	10 38%	55 52%	23 42%	12 32%	67 54% _{TI}	20 62%	17 51%	8 54%	61 51%	18 46%	11 48%	24 49%	10 71%	42 49%	
NET: Not at all/ Not very aware		82 51% _j	56 52%	25 48%	29 49%	22 46%	15 53%	25 62%	32 48%	32 58%	25 68% _{TJ}	12 46%	20 38%	15 49%	8 49%	59 49%	21 54%	12 52%	25 51%	4 29%	44 51%	
Mean		2.50	2.46	2.59	2.55	2.52	2.55	2.28	2.53	2.42	2.22	2.59 _{TJ}	2.80	2.49	2.64 _I	2.38	2.56	2.35	2.46	2.48	2.81	2.54
Standard deviation		0.93	0.90	0.99	0.94	0.98	0.78	0.97	0.95	0.88	0.91	0.92	1.08	0.76	0.77	1.16	0.92	0.96	0.94	0.83	0.95	0.96
Standard error		0.06	0.07	0.11	0.10	0.11	0.16	0.07	0.10	0.15	0.06	0.17	0.09	0.10	0.21	0.07	0.11	0.13	0.09	0.16	0.09	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 341
Q6b. Awareness of measures - Twitch
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Unweighted base	255	66	39	34	175	18	104	112	21	90	164	59	79	72	44	120	82	83	39	41	223	32
Weighted base	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31*	49	51	47*	17**	40*	136	26**
Effective base	163	40	26	18	117	12	67	70	15	62	103	34	48	51	31	65	50	48	21	37	140	24
Very aware	(4) 25	4	3	2	20	*	9	15	1	8	17	8	8	9	4	14	9	6	4	4	22	3
	16%	10%	10%	13%	18%	1%	13%	22%	9%	12%	19%	31%Tij	20%	19%	12%	28%T	17%	13%	23%	10%	17%	11%
Quite aware	(3) 54	17	10	7	33	4	27	21	2	27	27	7	15	11	7	15	15	20	8	8	42	12
	34%	41%	35%	41%	29%	38%	39%	31%	14%	40%	29%	27%	36%	25%	24%	30%	29%	42%t	47%	21%	31%	45%
Not very aware	(2) 58	14	11	6	42	4	27	23	5	24	34	9	14	17	11	15	21	13	4	18	53	6
	36%	35%	37%	31%	37%	33%	39%	33%	42%	35%	37%	33%	34%	38%	37%	31%	42%	28%	26%	46%	39%	22%
Not at all aware	(1) 24	5	5	3	18	3	6	10	4	9	14	3	4	8	8	5	6	8	1	9	18	6
	15%	13%	18%	14%	16%	28%	9%	14%	35%	14%	15%	10%	10%	17%	27%Tj	10%	12%	16%	3%	22%	13%	22%
NET: Very/ Quite aware	79	21	13	10	53	4	36	36	3	35	44	16	23	20	11	29	23	26	12	12	65	14
	49%t	51%	45%	54%	47%	39%	52%	53%	22%	51%	48%	58%	55%	44%	36%	58%	48%	55%t	70%	31%	48%	56%
NET: Not at all/ Not very aware	82	20	16	8	69	7	33	32	10	34	48	11	18	25	20	27	21	5	27	71	11	
	51%	49%	55%	46%	53%	61%	48%	47%	77%	49%	52%	42%	44%	56%	64%	42%	54%	45%	30%	69%Tr	52%	44%
Mean	2.50t	2.48	2.37	2.53	2.48	2.12	2.55	2.61	1.98	2.49	2.51n	2.79Tjn	2.67n	2.46	2.22	2.76T	2.52	2.52	2.90	2.19	2.51	2.45
Standard deviation	0.93	0.86	0.91	0.92	0.97	0.87	0.84	0.99	0.97	0.97	1.00	0.91	1.00	1.00	0.98	0.92	0.92	0.91	0.91	0.92	0.97	0.87
Standard error	0.06	0.11	0.15	0.16	0.07	0.21	0.08	0.09	0.21	0.09	0.06	0.13	0.10	0.12	0.15	0.09	0.10	0.13	0.14	0.06	0.06	0.17

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 342
Q6b. Awareness of measures - Twitch
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Twitch

	Total (T)	GQ Region						Internet usage		Devices used to access internet (r)	Working status			
		Scotland (a)	NET: England (d)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	More than 2 hours (n)		1-2 hours (o)	Working full time (s)	Working part-time (t)	Student (w)
Unweighted base	255	20	217	33	20	24	52	38	228	21	232	130	38	14
Weighted base	161	12**	136	18**	11**	19**	31*	26**	141	16**	152	63	19**	15**
Effective base	163	13	136	20	11	18	31	25	146	15	153	76	21	10
Very aware	(4)	25	4	19	3	1	3	3	5	20	4	24	11	4
		16%	30%	14%	15%	13%	14%	11%	20%	14%	27%	16%	18%	20%
Quite aware	(3)	54	4	46	8	5	5	12	7	45	6	48	29	4
		34%r	34%	34%	44%	48%	28%	38%	28%	32%	40%	32%	46%T	22%
Not very aware	(2)	58	3	50	4	4	7	11	10	53	5	57	16	8
		36% ^s	21%	37%	22%	36%	38%	34%	38%	37%	28%	37%	25%	41%
Not at all aware	(1)	24	2	22	3	*	4	5	4	23	1	24	7	3
		15%	15%	16%	19%	3%	22%	17%	14%	16%	5%	16%	11%	17%
NET: Very/Quite aware	79	8	65	10	7	8	15	13	65	11	72	40	8	7
	49% ⁿ	64%	48%	59%	61%	40%	48%	48%	46%	68%	47%	64%T	42%	44%
NET: Not at all/Not very aware	82	4	72	7	4	11	16	14	76	5	80	22	11	9
	51% ^s	36%	52%	41%	39%	60%	52%	52%	54%T	34%	37%	38%	58%	56%
Mean	2.50 ⁿ	2.80	2.46	2.55	2.71	2.33	2.42	2.55	2.44	2.88	2.47	2.70T	2.46	2.34
Standard deviation	0.93	1.08	0.92	0.99	0.76	0.99	0.91	0.99	0.93	0.90	0.94	0.89	1.02	1.00
Standard error	0.06	0.24	0.06	0.17	0.17	0.20	0.13	0.16	0.06	0.20	0.06	0.08	0.17	0.27

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 343

Q6b. Awareness of measures - Twitch

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Twitch

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures (last 3 months)			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	255	35	55	65	46	42	250	226	207	232	190	255	163	99	85	115	154	98	186	69	
Weighted base	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56	
Effective base	163	23	35	43	32	26	160	140	125	143	111	163	88	46	60	72	91	70	113	51	
Very aware	(4)	25 18% s	4 18%	3 11%	6 14%	4 12%	4 16%	25 16%	20 15%	18 16%	23 17%	20 19%	14 19%	8 27% Tigh ik	5 29% Tigh ijk	6 22% gh	16 18%	9 12%	25 23% Ts	1 1%	
Quite aware	(3)	54 34% gs	8 31%	14 44%	16 37%	8 27%	7 32%	53 33% eg	40 30%	38 33%	46 33% g	36 35%	54 34% g	28 37% g	11 37%	6 35%	13 44% Tigh ijk	33 38%	20 27%	45 43% Ts	9 15%
Not very aware	(2)	58 36% jopr	10 40%	11 34%	14 31%	14 46%	7 32%	58 36% jo	53 39% Tijk lmo	42 36% jo	46 34%	31 30%	58 36% jo	24 32% o	8 25%	6 33%	8 26%	25 28%	34 47% Tp	32 30%	27 48% Tr
Not at all aware	(1)	24 15% unor	3 11%	4 11%	8 17%	5 16%	4 19%	24 15% no	21 16% no	18 15% no	22 16% no	17 16% no	24 15% no	9 13% no	3 11%	1 3%	2 8%	13 15%	10 14%	3 3%	20 36% Tr
NET: Very/ Quite aware	79	12 49% ggs	17 48%	23 55%	12 39%	11 49%	78 49% g	60 45%	57 49%	69 51% g	56 49% gh	79 49% g	42 56% gh	20 64% Tigh ik	11 64% Tigh ijk	20 56% Tigh ijk	49 57% Tq	28 39%	70 67% Ts	9 17%	
NET: Not at all/ Not very aware	82	13 51% mnop r	14 52%	14 45%	22 49%	19 51%	12 51% mno	81 51% kmmo	74 55% Tij kmmo	60 51% jmn o	68 49% mno	48 46% no	82 51% mno	33 44% no	11 36%	6 34%	10 43%	38 61% Tp	44 33%	35 83% Tr	47
Mean	2.50gs	2.55	2.54	2.48	2.34	2.45	2.50g	2.44	2.49	2.52g	2.57g	2.50g	2.62g	2.80Tf hik	2.90Tf hijl	2.80Tf hijk	2.60	2.37	2.87Ts	1.82	
Standard deviation	0.93	0.93	0.84	0.85	0.89	1.00	0.93	0.93	0.94	0.96	0.98	0.93	0.93	0.98	0.88	0.88	0.88	0.88	0.81	0.73	
Standard error	0.06	0.16	0.11	0.12	0.13	0.15	0.06	0.06	0.07	0.06	0.07	0.06	0.07	0.10	0.10	0.08	0.08	0.09	0.06	0.09	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 344
Q6b. Awareness of measures - Vimeo
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Gender		Social Grade						Age								Ethnicity			Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Minority Ethnic background (q)	Asian (r)	Christian (s)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	263	177	84	109	80	47	26	189	73	37	226	33	67	63	40	23	177	85	54	107	37	21	94
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	19**	111	38*	23**	61	17**	12**	57
Effective base	166	110	55	73	49	29	14	122	44	34	132	17	38	35	24	19	117	50	30	69	19	12	63
Very aware	(4) 10	8	2	6	2	1	*	8	2	2	8	3	1	3	1	-	7	4	2	3	2	1	4
	7%	8%	5%	10%	4%	5%	7%	5%	7%	7%	14%	5%	10%	5%	-	6%	10%	7%	5%	12%	6%	8%	
Quite aware	(3) 48	33	15	17	16	10	3	33	14	9	39	8	11	10	6	4	36	12	8	23	7	1	16
	32%	34%	29%	27%	33%	42%	31%	29%	39%	27%	34%	42%	37%	36%	30%	20%	32%	32%	34%	38%	43%	12%	28%
Not very aware	(2) 61	37	23	26	20	10	6	46	15	13	48	5	13	14	8	10	48	12	7	25	5	6	23
	41%	38%	46%	40%	41%	39%	56%	40%	44%	38%	42%	28%	43%	47%	39%	51%	43%	32%	33%	40%	32%	51%	41%
Not at all aware	(1) 30	20	10	15	11	3	1	26	4	10	21	3	5	2	5	5	20	10	6	11	2	4	13
	20% _m	21%	20%	24%	22%	14%	8%	23%	12%	29% _m	18% _m	18%	15%	7%	26%	18%	26%	27%	18%	12%	31%	23%	
NET: Very/ Quite aware	58	41	17	24	18	12	4	42	15	11	47	11	12	13	7	4	42	16	9	26	9	2	21
	39%	42%	34%	36%	37%	47%	35%	37%	44%	33%	40%	56%	42%	46%	35%	20%	38%	41%	41%	42%	56%	18%	36%
NET: Not at all/ Not very aware	91	57	34	41	31	13	7	72	20	22	69	8	17	16	13	15	68	22	14	35	7	9	36
	61%	58%	66%	64%	63%	53%	65%	63%	56%	67%	60%	44%	58%	54%	65%	80%	62%	59%	59%	58%	44%	82%	64%
Mean	2.25	2.29	2.19	2.22	2.20	2.38	2.32	2.21	2.37	2.12	2.29	2.51	2.31	2.48	2.15	1.92	2.26	2.24	2.21	2.29	2.56	1.93	2.21
Standard deviation	0.86	0.89	0.81	0.93	0.83	0.90	0.73	0.88	0.77	0.92	0.84	0.97	0.80	0.78	0.89	0.71	0.83	0.96	0.94	0.82	0.89	0.85	0.89
Standard error	0.05	0.07	0.09	0.09	0.09	0.12	0.14	0.06	0.09	0.15	0.06	0.17	0.10	0.10	0.14	0.15	0.06	0.10	0.13	0.08	0.15	0.19	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 345
Q6b. Awareness of measures - Vimeo
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?						Responsibility for children in household	Highest education			Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)		Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Unweighted base	263	77	43	44	174	36	102	103	22	99	163	58	75	65	47	123	82	96	41	40	226	37
Weighted base	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	39*	31*	49	39*	53	22**	34*	122	27**
Effective base	166	49	28	26	114	26	64	62	15	68	98	31	44	44	34	64	50	56	24	36	140	27
Very aware	(4) 10	3	1	3	7	*	3	6	1	10	10	7	5	4	1	7	3	3	2	2	10	*
	7% _{si}	7%	5%	12%	7%	1%	5%	11%	6%	1%	11% _{Ti}	32% _{Tij} mn	16% _{Tl}	10% _{li}	5%	15% _T	9%	5%	7%	7%	8%	1%
Quite aware	(3) 48	15	10	7	29	8	17	22	1	20	28	9	15	11	6	19	18	13	8	9	37	11
	32% _n	34%	36%	31%	30%	33%	28%	41%	9%	31%	33% _n	40% _n	45% _{Tjmn}	28%	18%	38%	45% _{Tr}	25%	36%	27%	30%	41%
Not very aware	(2) 61	21	13	12	39	11	27	16	7	30	31	5	10	16	14	17	11	27	9	13	50	11
	41% _{gkq}	48%	48%	51%	40%	49%	46% _g	28%	62%	46% _k	37% _k	21%	31%	40% _k	44%	35%	28%	51% _q	43%	39%	41%	40%
Not at all aware	(1) 30	5	3	1	23	4	12	11	3	15	15	2	3	8	10	6	7	10	3	10	25	5
	20% _{aklo}	11%	11%	5%	23%	17%	21%	20%	23%	22%	18% _{kl}	7%	8%	21% _l	33% _{Tjk}	12%	19%	19%	14%	28%	20%	19%
NET: Very/ Quite aware	58	18	11	10	36	8	20	29	2	21	37	17	20	15	7	26	21	16	9	11	47	11
	39% _n	41%	41%	43%	36%	33%	34%	52% _{Tl}	14%	31%	45% _n	72% _{Tjmn}	61% _{Tjmn}	39%	22%	53% _T	54% _{Tr}	30%	43%	33%	38%	41%
NET: Not at all/ Not very aware	91	25	16	13	62	15	40	27	10	45	46	7	13	24	24	23	18	37	12	23	75	16
	61% _{gkloq}	59%	59%	57%	64%	67%	66% _g	48%	86%	55% _{kl}	55% _{kl}	28%	39%	61% _{kl}	47%	46%	70% _{lq}	57%	67%	67%	62%	59%
Mean	2.25 _n	2.38	2.35	2.51	2.20	2.17	2.18	2.43	1.97	2.10	2.38 _{Tin}	2.97 _{Tij} mn	2.69 _{Tij} mn	2.28 _n	1.93	2.55 _T	2.44	2.15	2.36	2.12	2.26	2.23
Standard deviation	0.86	0.78	0.76	0.79	0.88	0.72	0.83	0.94	0.78	0.75	0.92	0.92	0.85	0.92	0.84	0.89	0.90	0.79	0.83	0.91	0.88	0.77
Standard error	0.05	0.09	0.12	0.12	0.07	0.12	0.08	0.09	0.17	0.08	0.07	0.12	0.10	0.11	0.12	0.08	0.10	0.08	0.13	0.14	0.06	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 346
Q6b. Awareness of measures - Vimeo
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Total (T)	GO Region									Internet usage		Devices used to access internet		Working status	
		Scotland (a)	NET: England (d)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	
Unweighted base	263	23	225	18	17	36	31	53	35	17	217	41	235	140	46	
Weighted base	149	14**	125	10**	12**	17**	17**	30*	17**	14**	107	38*	137	61	24**	
Effective base	166	14	141	13	11	22	20	32	23	12	141	31	153	84	27	
Very aware	(4) 7% _n	2 12%	8 6%	* 4%	* 3%	2 11%	* 2%	2 8%	1 6%	- 5%	5 12%	4 7%	10 7%	6 9%	1 4%	
Quite aware	(3) 32% _r	4 28%	42 33%	4 36%	6 48%	7 39%	8 49%	8 27%	6 37%	2 16%	35 33%	10 26%	40 29%	23 38%	8 33%	
Not very aware	(2) 41% _s	61 56%	47 38%	5 51%	4 31%	7 43%	3 20%	9 30%	6 32%	9 66%	47 44%	14 36%	59 43%	17 29%	12 49%	
Not at all aware	(1) 20%	30 20%	1 5%	28 23%	1 9%	2 18%	1 7%	5 29%	10 35% _T	4 25%	2 18%	20 26%	28 20%	15 24%	3 15%	
NET: Very/ Quite aware	58 39%	6 40%	49 40%	4 39%	6 51%	9 50%	9 51%	11 35%	7 43%	2 16%	41 38%	15 37%	50 47% _T	29 36%	9 36%	
NET: Not at all/ Not very aware	91 61% _s	9 60%	76 60%	6 61%	6 49%	9 50%	8 49%	19 65%	10 57%	11 84%	67 62%	24 62%	86 63%	32 53%	15 64%	
Mean	2.25	2.47	2.23	2.34	2.37	2.53	2.24	2.09	2.24	1.98	2.25	2.24	2.24	2.32	2.26	
Standard deviation	0.86	0.79	0.87	0.73	0.84	0.81	0.92	0.98	0.92	0.80	0.81	0.98	0.86	0.95	0.76	
Standard error	0.05	0.16	0.06	0.17	0.20	0.13	0.17	0.13	0.16	0.15	0.06	0.15	0.06	0.08	0.11	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 347
Q6b. Awareness of measures - Vimeo
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Vimeo

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	263	39	52	59	48	48	259	239	211	246	191	163	263	105	86	118	143	119	178	85	
Weighted base	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63	
Effective base	166	25	33	35	32	33	164	148	125	153	110	88	166	51	55	84	83	84	105	63	
Very aware	(4)	10 7% _s	* 2%	1 2%	2 5%	4 15%	1 7%	10 8%	10 7%	8 7%	8 7%	9 7%	10 7%	5 14% _{Tfll}	3 14% _{Tfgh}	4 13% _{Tfghi}	6 9%	4 5%	10 12% _{Ts}	-	
Quite aware	(3)	48 32% _s	7 38%	11 42%	14 40%	8 27%	6 32%	47 31%	40 33%	35 33%	45 36% _g	33 37%	28 32%	48 52% _{Tfgh}	17 50% _{Tfgh}	10 41% _{Tfgh}	24 35%	24 29%	43 50% _{Ts}	4 7%	
Not very aware	(2)	61 41% _{hkmn} opr	9 45%	11 41%	12 35%	12 40%	10 35%	61 41% _{hkmn} o	51 40% _{hkmn} o	38 35% _n	53 40% _{kmno}	32 36% _n	23 30%	61 41% _{hkmn} o	9 28%	5 25%	8 30% _n	19 28%	42 52% _{Tr}	27 31%	34 54% _{Tr}
Not at all aware	(1)	30 20% _{kmnr}	3 15%	4 14%	7 20%	6 19%	10 38% _{Tb}	30 20% _{kmn}	28 22% _{kmn}	25 24% _{Tijl} mno	26 19% _{kmn}	18 20% _{mn}	15 20% _{mn}	30 20% _{kmn}	2 7%	2 11%	4 16% _n	19 28% _{Tq}	11 14%	6 7%	25 39% _{Tr}
NET: Very/ Quite aware		58 39% _s	8 40%	12 45%	15 45%	13 41%	7 27%	57 39%	50 39%	43 41%	54 41% _f	40 45% _{Tfgl}	37 50% _{Tfgh}	58 39%	22 66% _{Tfgh}	12 65% _{Tfgh}	15 44% _{ij}	30 44%	28 34%	54 62% _{Ts}	4 7%
NET: Not at all/ Not very aware		91 61% _{hkmn} or	12 60%	15 55%	19 55%	18 59%	20 73%	91 61% _{hkmn} o	79 61% _{hkmn} o	63 59% _{kmno}	79 59% _{kmno}	50 55% _{mno}	38 50% _{mn}	91 61% _{hkmn} o	11 34%	7 35%	13 46% _n	38 56%	54 66%	33 38%	58 93% _{Tr}
Mean	2.25 _{es}	2.27	2.32	2.30	2.37	1.94	2.25	2.25	2.24	2.29	2.34 _{gh}	2.42 _{Tfg} hil	2.25	2.73 _{Tfg} hijkl	2.68 _{Tfg} hijkl	2.51 _{Tfg} hijl	2.25	2.25	2.67 _{Ts}	1.68	
Standard deviation	0.86	0.76	0.76	0.86	0.97	0.91	0.86	0.88	0.91	0.87	0.89	0.95	0.86	0.79	0.87	0.92	0.97	0.76	0.77	0.60	
Standard error	0.05	0.12	0.11	0.11	0.14	0.13	0.05	0.06	0.06	0.06	0.06	0.07	0.05	0.08	0.09	0.09	0.08	0.07	0.06	0.07	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 348
Q6b. Awareness of measures - Fruitlab
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Fruitlab

	Gender		Social Grade			Age			Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	White (h)	Minority Ethnic background (i)	Christian (j)	None (k)
Unweighted base	111	73	37	39	39	78	13	98	61	48	45	30
Weighted base	38	23*	14**	14**	15**	29*	13**	25*	24**	13**	15**	11**
Effective base	54	36	18	22	17	38	12	47	30	25	22	15
Very aware	(4)	7	4	3	3	4	6	2	5	4	3	2
		19%	18%	20%	19%	25%	22%	15%	20%	17%	22%	7%
Quite aware	(3)	13	7	6	6	3	9	5	8	8	5	3
		35%	30%	43%	42%	21%	31%	41%	32%	36%	36%	30%
Not very aware	(2)	9	7	2	3	4	7	3	7	3	3	4
		25%	30%	17%	22%	27%	25%	25%	28%	21%	18%	35%
Not at all aware	(1)	8	5	3	2	4	6	3	5	4	3	2
		21%	22%	19%	16%	27%	22%	20%	21%	19%	24%	16%
NET: Very/ Quite aware	20	11	9	8	7	15	13	19	13	8	9	5
	54%	48%	64%	61%	46%	53%	57%	53%	53%	58%	58%	47%
NET: Not at all/ Not very aware	17	12	5	5	8	14	5	12	11	6	6	6
	46%	52%	36%	39%	54%	47%	43%	47%	47%	42%	42%	53%
Mean	2.52	2.44	2.65	2.64	2.44	2.53	2.52	2.52	2.52	2.60	2.42	2.45
Standard deviation	1.03	1.04	1.05	1.00	1.18	1.08	1.02	1.06	1.01	1.09	0.97	1.02
Standard error	0.10	0.12	0.17	0.16	0.19	0.12	0.28	0.11	0.13	0.16	0.14	0.19

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 349

Q6b. Awareness of measures - Fruitlab

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months
 Fruitlab

	Total (T)	Impacting/limiting condition			Number of people in household				Do any children aged 17 or under live in your household?			Responsibility for children in household	Highest education	Urban/Rural
		Any (a)	No Impacting/limiting condition (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Yes (o)	University degree or equivalent (r)			
Unweighted base	111	29	73	45	53	87	37	45	34	73	42	15	102	
Weighted base	38	11**	24*	15**	19**	29*	13**	14**	16*	11**	13**	35*		
Effective base	54	13	36	22	25	42	19	20	18	38	20	13	50	
Very aware	(4)	7	2	5	2	4	5	3	4	2	3	2	7	
		19%	16%	22%	16%	18%	26%	31%	16%	20%	17%	15%	20%	
Quite aware	(3)	13	5	7	5	8	12	5	6	5	3	5	12	
		35%	50%	29%	32%	43%	40%	36%	40%	40%	28%	39%	34%	
Not very aware	(2)	9	2	7	5	3	7	3	3	4	3	3	8	
		25%	19%	29%	32%	17%	25%	26%	19%	31%	27%	27%	24%	
Not at all aware	(1)	8	2	5	3	3	5	1	2	2	2	3	8	
		21%	15%	20%	18%	17%	11%	11%	15%	14%	23%	19%	22%	
NET: Very/ Quite aware	20	7	12	7	12	17	8	10	8	10	5	7	19	
		54%	68%	51%	48%	65%	59%	62%	70%	59%	45%	54%	54%	
NET: Not at all/ Not very aware	17	4	12	8	7	12	5	4	6	7	6	6	16	
		46%	34%	49%	52%	35%	41%	38%	30%	41%	55%	46%	46%	
Mean	2.52	2.66	2.53	2.45	2.70	2.60	2.77	2.90	2.57	2.65	2.38	2.49	2.52	
Standard deviation	1.03	0.96	1.06	1.01	1.03	0.98	1.00	1.00	0.96	0.98	1.07	1.00	1.07	
Standard error	0.10	0.18	0.12	0.15	0.14	0.11	0.16	0.15	0.17	0.11	0.17	0.26	0.11	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 350

Q6b. Awareness of measures - Fruitlab

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

**Base: All respondents who have used ... in the past 3 months
 Fruitlab**

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status Working full time (s)
Unweighted base	111	97	98	91	64
Weighted base	38	32*	33*	30*	15*
Effective base	54	48	45	44	33
Very aware	(4) 7 19%	5 16%	6 20%	6 19%	2 15%
Quite aware	(3) 13 35%	11 34%	10 31%	10 32%	6 40%
Not very aware	(2) 9 25%	8 26%	9 27%	8 28%	4 27%
Not at all aware	(1) 8 21%	8 25%	7 22%	7 22%	3 18%
NET: Very/ Quite aware	20 54%	16 50%	17 51%	15 50%	8 56%
NET: Not at all/ Not very aware	17 46%	16 50%	16 49%	15 50%	7 44%
Mean	2.52d	2.41	2.49	2.47	2.54
Standard deviation	1.03	1.04	1.06	1.05	0.99
Standard error	0.10	0.11	0.11	0.11	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 351
Q6b. Awareness of measures - Fruitlab
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Fruitlab

	Total (T)	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures (r)	
		£51,999 (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)		No exposure (q)
Unweighted base	111	24	110	109	99	110	102	99	105	111	73	81	76	34	89
Weighted base	38	12**	37	35	30*	37	32*	31*	33	38	12	14	26*	11**	30*
Effective base	54	14	53	54	46	53	49	46	51	54	69	69	36	18	42
Very aware	(4)	7	1	7	6	6	7	6	5	6	7	2	7	*	7
		19%g	12%	19%g	16%	19%	19%g	18%	18%	17%	19%g	15%	14%	26%	3%
Quite aware	(3)	13	4	13	13	11	13	12	11	13	13	6	9	4	13
		35%	37%	36%	38%Tm	36%	36%	39%	37%	40%Tfm	35%	53%o	42%	36%	32%
Not very aware	(2)	9	3	9	9	8	9	8	9	9	3	5	5	4	7
		25%	28%	24%	27%Tfm	27%	26%	25%	30%f	27%	25%	33%n	21%	36%	22%
Not at all aware	(1)	8	3	8	7	5	7	6	5	8	1	2	4	3	4
		21%gkr	24%	21%gkl	19%l	16%	19%kl	19%	15%	16%	21%gkl	7%	11%k	17%	30%
NET: Very/ Quite aware	20	6	20	19	17	20	18	17	19	20	8	8	16	4	20
		54%	49%	55%	54%	56%	55%	57%	55%	57%	54%	68%o	56%	62%	34%
NET: Not at all/ Not very aware	17	6	17	16	13	17	14	14	14	17	4	6	10	7	11
		46%r	51%	45%	46%	44%	45%	43%	43%	46%	32%	44%n	38%	66%	35%
Mean	2.52	2.37	2.53	2.51	2.57	2.54	2.56	2.57	2.58g	2.52	2.76o	2.59	2.71	2.07	2.75T
Standard deviation	1.03	1.02	1.04	0.99	1.01	1.02	1.00	0.97	0.97	1.03	0.83	0.89	1.06	0.88	0.97
Standard error	0.10	0.21	0.10	0.09	0.10	0.10	0.10	0.09	0.10	0.10	0.10	0.12	0.15	0.10	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 352

Q6b. Awareness of measures - Triller

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months
Triller

	Gender		Social Grade			Age			Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	25-34 (h)	White (i)	Minority Ethnic background (j)	Christian (k)	None (l)
Unweighted base	124	83	40	54	36	90	13	111	39	69	55	48	33
Weighted base	45	28*	17**	23*	11**	34	13**	32	10**	28*	17*	19**	13**
Effective base	69	44	24	33	17	50	12	64	25	40	30	26	19
Very aware	(4)	8	5	3	3	1	4	3	5	2	5	3	4
		17%	17%	18%	14%	7%	12%	22%	15%	24%	17%	17%	22%
Quite aware	(3)	15	9	6	9	4	12	4	11	2	9	6	7
		33%	33%	35%	38%	35%	37%	33%	33%	21%	31%	38%	37%
Not very aware	(2)	15	9	6	8	5	13	3	12	4	10	5	7
		33%	33%	33%	35%	43%	38%	22%	38%T	41%	34%	31%	27%
Not at all aware	(1)	7	5	3	3	2	5	3	5	1	5	3	2
		17%	18%	15%	13%	15%	14%	23%	14%	14%	18%	14%	18%
NET: Very/ Quite aware	23	14	9	12	5	16	7	16	5	14	9	11	4
		50%	49%	53%	52%	42%	49%	55%	48%	45%	47%	55%	31%
NET: Not at all/ Not very aware	22	14	8	11	6	17	6	17	6	15	7	8	9
		50%	51%	47%	48%	58%	51%	45%	52%	55%	53%	45%	69%
Mean	2.51	2.48	2.55	2.53	2.34	2.47	2.55	2.49	2.55	2.46	2.58	2.68	2.26
Standard deviation	0.97	0.99	0.97	0.92	0.85	0.89	1.11	0.93	1.05	0.99	0.95	1.00	0.93
Standard error	0.09	0.11	0.15	0.12	0.14	0.09	0.31	0.09	0.17	0.12	0.13	0.14	0.16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 353

Q6b. Awareness of measures - Triller

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months
Triller

	Impacting/limiting condition				Number of people in household		Do any children aged 17 or under live in your household?				Responsibility for children in household	Highest education			Urban/Rural		
	Total (T)	Any (a)	Physical condition (c)	No impacting/limiting condition (d)	2-3 (f)	4-5 (g)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Yes (o)	Secondary school or equiv (q)		University degree or equiv (r)	Still in full time education (t)
Unweighted base	124	36	25	80	44	60	30	93	42	49	37	78	41	41	14	112	
Weighted base	45	13**	11**	30*	18**	20*	15**	30*	14**	14**	16**	17	14**	10**	13**	40	
Effective base	69	18	13	46	25	31	21	48	23	25	21	50	23	25	13	61	
Very aware	(4)	8	3	3	4	2	3	2	6	4	3	3	3	3	1	3	7
	17%	22%	25%	14%	12%	17%	11%	20%	31%	21%	16%	19%	20%	5%	22%	18%	
Quite aware	(3)	15	4	3	11	3	11	3	12	3	6	7	4	5	4	13	
	33%	31%	28%	35%	19%	52%T	24%	38%	25%	43%	45%	41%T	25%	47%	33%	33%	
Not very aware	(2)	15	5	4	10	8	5	6	9	4	5	6	5	5	3	13	
	33%	36%	36%	33%	45%	24%	42%	29%	31%	33%	28%	33%	33%	46%	23%	33%	
Not at all aware	(1)	7	1	1	6	4	1	3	4	2	*	2	1	3	3	7	
	17%go	11%	11%	18%	23%	7%	23%	14%	13%	3%	11%	7%	21%	2%	22%	17%	
NET: Very/ Quite aware	23	7	6	15	6	14	5	18	8	9	10	10	6	5	7	20	
	50%	53%	53%	49%	32%	69%T	35%	58%	65%	61%	69%T	46%	52%	55%	50%	50%	
NET: Not at all/ Not very aware	22	6	5	15	12	6	9	13	6	5	6	7	8	5	6	20	
	50%go	47%	47%	51%	68%	31%	65%	42%	44%	35%	39%	40%	54%	48%	45%	50%	
Mean	2.51	2.64	2.66	2.44	2.21	2.80T	2.23	2.64	2.73	2.83	2.65	2.71T	2.45	2.55	2.54	2.52	
Standard deviation	0.97	0.98	1.02	0.96	0.97	0.82	0.96	0.96	1.08	0.82	0.91	0.88	1.08	0.86	1.11	0.98	
Standard error	0.09	0.16	0.20	0.11	0.15	0.11	0.18	0.10	0.17	0.12	0.15	0.10	0.17	0.10	0.30	0.09	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 354

Q6b. Awareness of measures - Triller

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months
Triller

	Total (T)	GO Region		Interne Usage More than 2 hours (n)	Devices used to access internet + Multipl e devices (r)	Working status Working full time (s)
		England (d)	London (k)			
Unweighted base	124	111	32	106	103	78
Weighted base	45	40	13**	37	38	22*
Effective base	69	60	19	56	56	45
Very aware	(4) 8 17% ⁿ	6 16%	1 8%	5 13%	5 14%	3 15%
Quite aware	(3) 15 33%	13 33%	5 37%	13 37%	12 31%	7 29%
Not very aware	(2) 15 33%	13 33%	4 32%	13 35%	14 37%	9 43% ^T
Not at all aware	(1) 7 17%	7 19%	3 23%	6 16%	7 17%	3 13%
NET: Very/ Quite aware	23 50%	20 49%	6 45%	18 49%	18 46%	10 45%
NET: Not at all/ Not very aware	22 50%	21 51%	7 55%	19 51%	21 54%	12 55%
Mean	2.51	2.46	2.30	2.47	2.43	2.47
Standard deviation	0.97	0.98	0.95	0.92	0.95	0.92
Standard error	0.09	0.09	0.17	0.09	0.09	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 355

Q6b. Awareness of measures - Triller
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months
Triller

	Household income per year		Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (r)	£51,999 (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Frujita (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
	£36,400																
Unweighted base	124	26	121	119	109	123	114	102	108	91	74	78	83	40	100	24	
Weighted base	45	13**	44	43	37	45	38	33	35	26*	13	14	29*	16**	33	12**	
Effective base	69	15	67	65	58	68	62	51	57	46	67	62	44	24	52	16	
Very aware	(4)	8 17%	1 11%	8 17%	7 17%	6 17%	8 20%	7 21%	7 19%	7 22%	3 27%Tfio	2 16%	5 18%	2 14%	8 23%T	-	
Quite aware	(3)	15 33%	5 37%	15 34%	15 35%	12 33%	15 34%	13 34%	12 37%	14 40%Thij	11 43%Thij	6 44%Tfi	9 43%Tfij	5 32%	13 41%T	2 13%	
Not very aware	(2)	15 33%mm	5 38%	15 33%mn	14 33%km	14 39%Tfij	15 33%mn	13 35%km	10 30%	10 29%	6 24%	3 22%	5 38%Tfij	10 35%	5 30%	10 29%	5 44%
Not at all aware	(1)	7 17%hijn or	2 15%	7 15%jno	7 15%jo	4 12%	7 17%hjmno	4 11%	4 12%	4 12%	3 11%	1 7%o	1 3%	4 15%	3 20%	2 7%	5 43%
NET: Very/ Quite aware	23 50%	6 48%	23 52%	22 52%	18 50%	23 51%	20 53%	19 58%Thij	21 58%Tfij	17 59%Tfij	9 71%Tfio	8 59%Tfij	15 50%	8 50%	21 64%T	2 13%	
NET: Not at all/ Not very aware	22 50%klmn or	7 52%	21 48%lmno	20 48%lmo	18 50%klm	22 49%klmno	18 47%km	14 42%	14 41%	9 35%	4 29%	6 41%n	15 50%	8 50%	12 36%	10 87%	
Mean	2.51	2.44	2.54	2.54	2.55	2.51	2.62Ti	2.66Tfij	2.66Tfij	2.77Tfij	2.90Tfi	2.71Tfij	2.54	2.44	2.80T	1.70	
Standard deviation	0.97	0.91	0.96	0.96	0.92	0.97	0.94	0.95	0.93	0.93	0.92	0.79	0.97	1.00	0.89	0.72	
Standard error	0.09	0.18	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.10	0.11	0.09	0.11	0.16	0.09	0.15	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 356

Q6b. Awareness of measures - Recast

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months
Recast

	Gender		Social Grade		Age			Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	ABC1 (d)	13-17 (e)	18+ (f)	White (g)	Minority or Ethnic background (h)	Christian (i)	None (j)
Unweighted base	124	83	41	53	87	15	109	72	51	53	32
Weighted base	42	27*	16**	22**	31*	15**	28	28*	14**	18**	11**
Effective base	61	38	23	27	42	14	54	36	27	28	17
Very aware	(4)	6 13%	3 13%	2 15%	3 13%	4 13%	2 13%	4 14%	2 12%	1 17%	2 15%
Quite aware	(3)	17 39%a	8 29%	9 58%	7 33%	11 34%	5 36%	11 41%	6 38%	9 51%	5 42%
Not very aware	(2)	14 33%	10 36%	4 27%	7 33%	11 34%	4 29%	10 35%	11 38%	3 21%	7 38%
Not at all aware	(1)	6 14%	6 23%T	-	5 22%	6 19%	3 23%	3 10%	4 12%	3 19%	1 7%
NET: Very/ Quite aware	22 53%a	11 41%	11 73%	10 46%	15 47%	7 49%	15 55%	14 50%	8 60%	10 55%	6 57%
NET: Not at all/ Not very aware	20 47%	16 59%T	4 27%	12 54%	17 53%	7 51%	12 45%	14 50%	5 40%	8 45%	5 43%
Mean	2.52a	2.31	2.88	2.37	2.41	2.39	2.59	2.49	2.58	2.52	2.60
Standard deviation	0.91	0.98	0.66	0.98	0.96	1.01	0.86	0.87	1.02	0.71	0.92
Standard error	0.08	0.11	0.10	0.13	0.10	0.26	0.08	0.10	0.14	0.10	0.16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 357

Q6b. Awareness of measures - Recast

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Recast

	Impacting/limiting condition		Number of people in household		Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/Rural		
	Total (T)	Any (a)	No impact/limiting condition		No children aged 17 or under (i)	NET: Yes (j)					Secondary school or equiv (q)	University degree or equiv (r)	Still in full time education (t)	Urban (u)		
			2-3 (f)	4-5 (g)		Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Yes (o)							
Unweighted base	124	33	83	46	58	29	95	44	47	37	79	37	43	18	116	
Weighted base	42	10**	28*	15**	20**	11**	32*	14**	15**	17**	17*	11**	11**	15**	40	
Effective base	61	15	45	23	25	14	47	23	23	21	47	14	26	15	57	
Very aware	(4)	6	2	3	1	3	1	5	2	3	4	3	1	1	2	6
	13%	17%	11%	8%	13%	7%	15%	16%	21%	23%	16%	12%	7%	12%	14%	
Quite aware	(3)	17	6	10	6	10	2	15	6	9	7	9	5	5	15	
	39%	57%	35%	40%	48%	18%	47%T	43%	61%	44%	57%T	45%	43%	35%	38%	
Not very aware	(2)	14	2	11	6	4	6	8	4	3	4	2	5	5	13	
	33%jo	23%	40%T	41%	18%	52%	26%	31%	17%	27%	24%	21%	50%	31%	32%	
Not at all aware	(1)	6	*	4	2	4	2	4	1	*	1	2	-	3	6	
	14%o	4%	13%	12%	21%	22%	12%	9%	1%	7%	3%	22%	-	21%	15%	
NET: Very/Quite aware	22	7	13	7	12	3	20	8	12	11	12	6	5	7	21	
	53%	74%	47%	47%	69%	28%	52%T	60%	82%	66%	73%T	57%	50%	48%	52%	
NET: Not at all/Not very aware	20	3	15	8	8	8	12	6	3	6	5	5	5	8	19	
	47%jo	26%	53%	53%	40%	74%	38%	40%	18%	34%	27%	43%	50%	52%	48%	
Mean	2.52	2.87	2.45	2.44	2.52	2.11	2.66T	2.67	3.02	2.82	2.86T	2.48	2.56	2.99	2.51	
Standard deviation	0.91	0.76	0.87	0.82	0.99	0.87	0.89	0.88	0.67	0.89	0.73	1.02	0.85	0.99	0.83	
Standard error	0.08	0.13	0.10	0.12	0.13	0.16	0.09	0.13	0.10	0.14	0.08	0.17	0.10	0.23	0.09	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 358

Q6b. Awareness of measures - Recast

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months
Recast

	GO Region			Interne Usage More than 2 hours (n)	Devices used to access internet + Multipl e devices (n)	Working status Working full time (s)
	Total (T)	NET: England (g)	London (k)			
Unweighted base	124	112	29	106	106	75
Weighted base	42	38	12**	32	37	16*
Effective base	61	55	13	54	51	45
Very aware	(4) 13%	6 14%	5 14%	2 13%	4 14%	2 12%
Quite aware	(3) 39% ^{dr}	17 35%	13 21%	2 39%	13 33%	9 52% ^T
Not very aware	(2) 33%	14 34%	13 38%	5 35%	11 36%	5 32%
Not at all aware	(1) 14% ^s	6 16%	6 26%	3 13%	4 17%	1 4%
NET: Very/ Quite aware	22 53% ^r	19 50%	4 35%	17 52%	17 47%	11 64% ^T
NET: Not at all/ Not very aware	20 47% ^s	19 50%	8 65%	15 48%	20 53% ^T	8 36%
Mean	2.52	2.48	2.23	2.52	2.44	2.73 ^T
Standard deviation	0.91	0.94	1.04	0.89	0.94	0.74
Standard error	0.08	0.09	0.19	0.09	0.09	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 359

Q6b. Awareness of measures - Recast

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Recast

	Total (T)	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures (r)	
		£51,999 (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitle (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)		No exposure (q)
Unweighted base	124	26	122	121	114	123	113	105	108	89	72	86	90	32	101
Weighted base	42	13**	42	41	35	42	35	34*	34	25*	12	15	31*	10**	32*
Effective base	61	15	60	59	55	60	54	48	52	43	68	79	42	18	48
Very aware	(4)	6	2	6	5	6	5	5	5	4	3	3	4	1	5
		13%	13%	14%	13%	14%	14%	16%	14%	17%	23%	19%	14%	8%	16%
Quite aware	(3)	17	4	17	17	13	17	14	15	11	6	7	13	3	16
		39%	35%	40%	40%	37%	40%	44%h	42%	46%h	51%o	44%	42%	31%	49%T
Not very aware	(2)	14	6	14	13	11	13	8	10	8	2	5	8	6	9
		33%k	44%	33%k	32%k	32%k	32%k	22%	29%k	31%k	20%	31%n	24%	61%	27%
Not at all aware	(1)	6	1	6	6	6	5	6	5	2	1	1	6	-	3
		14%mr	8%	14%km	14%km	17%jm	15%km	18%km	14%km	6%	5%	5%	19%	-	8%
NET: Very/ Quite aware	22	6	22	22	18	22	19	21	19	16	9	9	18	4	21
	53%	48%	53%	53%	51%	54%	54%	60%Tgh	56%	53%Tgh	74%o	64%	58%	39%	65%T
NET: Not at all/ Not very aware	20	7	20	19	17	19	16	14	15	9	3	5	14	6	11
	47%kmr	52%	47%km	47%km	49%km	46%km	46%km	40%	44%	37%	26%	36%n	44%	61%	35%
Mean	2.52	2.52	2.53	2.51	2.47	2.53	2.54	2.58	2.56	2.73Tlg	2.92o	2.78	2.51	2.47	2.72T
Standard deviation	0.91	0.85	0.91	0.90	0.95	0.91	0.91	0.97	0.91	0.83	0.83	0.85	0.97	0.67	0.83
Standard error	0.08	0.17	0.08	0.08	0.09	0.08	0.09	0.09	0.09	0.09	0.10	0.09	0.10	0.12	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 360
Q6b. Awareness of measures - Vuepay
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Vuepay

	Gender		Social Grade				Age			Ethnicity			Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	C2DE (f)	13-17 (g)	18+ (h)	White (i)	Minority Ethnic background (j)	Asian (k)	Christian (l)	None (m)
Unweighted base	131	88	42	52	41	93	37	18	113	72	58	39	50	39
Weighted base	46	30*	16**	20**	14**	34	11**	17**	29	26*	19*	11**	19**	14**
Effective base	73	48	25	30	21	51	23	17	69	41	31	21	27	24
Very aware	(4)	6 12%	4 15%	1 9%	4 17%	1 9%	5 14%	1 9%	2 11%	4 13%	2 15%	2 14%	2 9%	1 9%
Quite aware	(3)	21 46%g	12 41%	9 56%	6 29%	7 50%	13 38%	7 66%	8 46%	13 46%	14 54%	6 33%	5 46%	10 54%
Not very aware	(2)	14 29%	8 26%	6 56%	8 40%	3 21%	11 33%	2 22%	5 31%	8 29%	6 39%	7 39%	3 27%	5 27%
Not at all aware	(1)	6 12%	6 19%T	-	3 13%	3 20%	5 16%	1 3%	2 12%	4 12%	2 8%	3 18%	2 14%	2 10%
NET: Very/ Quite aware	27 58%u	16 55%	11 65%	9 47%	8 59%	18 52%	8 75%	10 57%	17 59%	18 68%u	8 43%	7 59%	12 63%	8 60%
NET: Not at all/ Not very aware	19 42%	13 45%	6 35%	11 53%	6 41%	17 48%	3 25%	7 43%	12 41%	8 32%	11 57%Tt	5 41%	7 37%	5 40%
Mean	2.59	2.51	2.73	2.51	2.48	2.50	2.82	2.57	2.59	2.74	2.35	2.59	2.62	2.54
Standard deviation	0.87	0.98	0.63	0.95	0.94	0.93	0.65	0.87	0.88	0.82	0.91	0.93	0.81	0.88
Standard error	0.08	0.10	0.10	0.13	0.15	0.10	0.11	0.20	0.08	0.10	0.12	0.15	0.11	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 361

Q6b. Awareness of measures - Vuepay
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Vuepay

	Total (T)	Impacting/limiting condition		Number of people in household		Do any children aged 17 or under live in your household?				Responsibility for children in household	Highest education			Urban/Rural
		Any (a)	No Impacting/limiting condition (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Still in full time education (t)	Urban (u)
Unweighted base	131	34	89	42	67	107	44	55	44	87	44	44	19	120
Weighted base	46	12**	32	12**	25*	39	14**	20*	21**	21	13**	11**	17**	43
Effective base	73	16	52	23	37	59	24	31	27	55	26	27	17	67
Very aware	(4)	6	2	3	1	4	5	3	3	3	2	1	2	6
	12%	21%	10%	5%	15%	13%	19%	18%	15%	13%	14%	8%	11%	13%
Quite aware	(3)	21	5	16	7	12	17	5	9	10	7	4	8	19
	46%	42%	49%	56%	49%	45%	37%	43%	44%	46%	51%	39%	46%	45%
Not very aware	(2)	14	3	10	3	7	13	5	7	7	3	4	5	13
	29%	24%	31%	28%	29%	33%	34%	34%	36%	35%	24%	38%	31%	30%
Not at all aware	(1)	6	2	3	1	2	3	1	1	1	1	2	2	5
	12% ^o	13%	10%	11%	7%	9%	9%	5%	5%	6%	11%	15%	12%	12%
NET: Very/ Quite aware	27	7	19	7	16	22	8	12	13	13	8	5	10	25
	59%	60%	59%	61%	64%	58%	57%	61%	59%	59%	65%	47%	57%	58%
NET: Not at all/ Not very aware	19	4	13	5	9	16	6	8	9	9	5	6	7	18
	42%	37%	41%	36%	42%	43%	39%	41%	41%	35%	53%	53%	43%	42%
Mean	2.59	2.70	2.58	2.54	2.71	2.63	2.67	2.74	2.70	2.66	2.68	2.40	2.56	2.59
Standard deviation	0.87	0.99	0.82	0.79	0.82	0.83	0.82	0.82	0.80	0.88	0.88	0.88	0.87	0.87
Standard error	0.08	0.17	0.09	0.12	0.10	0.08	0.14	0.11	0.12	0.09	0.13	0.13	0.20	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 362

Q6b. Awareness of measures - Vuepay

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents who have used ... in the past 3 months

Vuepay

	Total (T)	GO Region		Interne Usage More than 2 hours (n)	Devices used to access internet + Multipl e devices (n)	Working status Working full time (s)
		England (d)	London (k)			
Unweighted base	131	118	26	116	113	79
Weighted base	46	42	11**	40	41	19
Effective base	73	65	14	63	64	50
Very aware	(4)	6 12%	5 12%	1 13%	5 13%	3 14%
Quite aware	(3)	21 46%	19 45%	3 32%	20 49%	8 40%
Not very aware	(2)	14 29%	12 29%	4 34%	11 27%	6 32%
Not at all aware	(1)	6 12%	6 14%	2 21%	5 11%	3 14%
NET: Very/ Quite aware		27 58%	24 56%	5 45%	25 62%	10 53%
NET: Not at all/ Not very aware		19 42%	18 42%	6 55%	15 38%	9 47%
Mean	2.59	2.57	2.37	2.63	2.61	2.53
Standard deviation	0.87	0.89	1.00	0.86	0.86	0.92
Standard error	0.08	0.08	0.20	0.08	0.08	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 363

Q6b. Awareness of measures - Vuepay
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
Vuepay

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	£15,600		£36,400		YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
	Total (T)	£25,999 (b)	£51,999 (d)	£75,999 (c)														
Unweighted base	131	31	27	128	125	119	127	119	112	118	93	76	87	94	36	109	22	
Weighted base	46	10**	14**	46	44	39	44	40	37	39	27*	13	15	32	14**	36	10**	
Effective base	73	19	16	71	68	64	70	64	58	64	46	66	73	51	22	60	13	
Very aware	(4)	6	1	2	6	5	6	5	5	6	5	4	3	3	5	1	6	-
		12%	13%	14%	12%	12%	14%	12%	13%	15%	13%	16%	21%Tgijo	17%f	15%	7%	16%	-
Quite aware	(3)	21	5	5	21	20	18	21	19	17	19	12	6	7	13	8	20	1
		46%	51%	38%	46%	47%	47%	48%	48%	45%	49%	47%	50%To	45%	41%	57%	55%T	13%
Not very aware	(2)	14	2	5	14	12	11	13	12	11	10	8	4	4	11	3	8	5
		29%kr	17%	38%	30%o	28%	29%	30%	30%	30%	26%	29%	27%	27%	32%	23%	29%	54%
Not at all aware	(1)	6	2	1	5	5	4	5	4	4	5	2	2	4	2	2	2	3
		12%inr	19%	10%	12%ino	13%jn	10%	10%n	10%n	10%	12%	8%	3%	11%n	12%	13%	7%	33%
NET: Very/ Quite aware		27	6	7	27	26	24	27	24	22	24	17	9	10	18	9	26	1
		58%	64%	53%	58%	59%	61%	60%	61%	60%	62%	63%	71%Tgijo	63%f	55%	65%	71%T	13%
NET: Not at all/ Not very aware		19	4	7	19	18	15	18	16	15	15	10	4	6	14	5	11	9
		42%nr	36%	47%	42%no	41%k	39%	40%k	39%k	40%	38%	37%	29%	37%k	45%	35%	29%	87%
Mean		2.59	2.58	2.57	2.58	2.59	2.66	2.62	2.64	2.65	2.64	2.70	2.89Tgijo	2.69f	2.58	2.59	2.80T	1.80
Standard deviation		0.87	0.99	0.89	0.86	0.87	0.85	0.84	0.84	0.86	0.87	0.85	0.78	0.91	0.80	0.83	0.79	0.68
Standard error		0.08	0.18	0.17	0.08	0.08	0.08	0.07	0.08	0.08	0.08	0.09	0.09	0.10	0.09	0.14	0.08	0.15

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 364

Q6b. Awareness of measures - Bitchute

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... In the past 3 months
Bitchute

	Gender		Social Grade				Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	C1 (d)	C2 (e)	ABC1 (g)	C2DE (h)	18+ (i)	White (r)	Minority Ethnic background (s)	Christian (z)	None (C)
Unweighted base	119	76	42	40	28	75	44	119	70	48	45	41
Weighted base	37	23*	15**	13**	10**	21*	16**	37	26*	11*	13**	16**
Effective base	74	46	28	25	18	47	28	74	46	30	29	28
Very aware	(4)	5	4	1	1	2	2	3	5	3	2	2
		13%	16%	9%	7%	18%	8%	20%	13%	13%	15%	12%
Quite aware	(3)	13	7	6	4	4	7	6	13	9	4	6
		35%	33%	39%	31%	42%	34%	37%	35%	35%	29%	39%
Not very aware	(2)	14	8	5	5	4	8	6	14	9	5	6
		37%	37%	37%	37%	34%	39%	35%	37%	34%	43%	39%
Not at all aware	(1)	5	3	2	3	1	4	1	5	4	1	2
		14%	14%	15%	25%	6%	19%	8%	14%	17%	7%	10%
NET: Very/ Quite aware	18	11	7	5	6	9	9	18	12	6	5	8
		48%	49%	48%	38%	60%	42%	57%	48%	49%	38%	51%
NET: Not at all/ Not very aware	19	12	8	8	4	12	7	19	13	6	8	8
		52%	51%	52%	62%	40%	58%	43%	52%	51%	62%	49%
Mean	2.48g	2.51	2.42	2.21	2.73	2.32	2.68	2.48	2.44	2.57	2.18	2.53
Standard deviation	0.90	0.94	0.87	0.94	0.87	0.89	0.91	0.90	0.94	0.87	0.98	0.86
Standard error	0.08	0.11	0.13	0.15	0.16	0.10	0.14	0.08	0.11	0.13	0.15	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Table 365

Q6b. Awareness of measures - Bitchute

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
Bitchute

	Impacting condition	Number of people in household	Do any children aged 17 or under live in your household?		Responsibility for children in household	Highest education	Urban/Rural	
	No	No	Yes	NET: Yes	Yes	University degree or equiv	Urban	
	Impacting condition	2-3 (f)	17 or under (i)	(j)	(o)	(q)	(r)	(u)
	Total (T)	(f)	(i)	(j)	(o)	(q)	(r)	(u)
Unweighted base	119	76	44	47	71	69	47	102
Weighted base	37	26*	15**	23*	15*	14*	16*	29
Effective base	74	48	28	36	47	45	31	64
Very aware	(4)	5	3	1	2	3	1	5
	13%	13%	9%	11%	17%	16%	8%	16%
Quite aware	(3)	13	9	4	8	6	5	10
	35%	35%	26%	34%	38%	38%	36%	34%
Not very aware	(2)	14	9	5	8	6	6	12
	37%	37%	36%	35%	40%	41%	37%	41%
Not at all aware	(1)	5	4	5	1	2	3	3
	14%ou	15%	29%	20%j	4%	5%	12%	10%
NET: Very/ Quite aware	18	13	5	10	8	8	7	15
	46%	49%	35%	44%	56%	54%	51%	49%
NET: Not at all/ Not very aware	19	13	10	13	7	7	9	15
	52%	51%	65%	56%	44%	46%	49%	51%
Mean	2.48	2.48	2.15	2.34	2.68T	2.66T	2.56	2.34
Standard deviation	0.90	0.92	0.96	0.94	0.94	0.93	0.94	0.88
Standard error	0.08	0.11	0.15	0.14	0.10	0.10	0.14	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 366
Q6b. Awareness of measures - Bitchute
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
Bitchute

	Total (T)	GO Region		Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status	
		NET: England (d)				Working full time (s)	Working part- time (t)
Unweighted base	119	107	102	97	67	30	
Weighted base	37	33	29	30	16*	11**	
Effective base	74	67	65	59	42	19	
Very aware	(4) 5 13%	5 14%	3 12%	3 11%	3 21%T	1 7%	
Quite aware	(3) 13 35%	11 33%	10 36%	11 36%	6 39%	4 39%	
Not very aware	(2) 14 37% _s	13 38%	12 40%	11 36%	4 25%	5 49%	
Not at all aware	(1) 5 14%	5 14%	4 12%	5 17%	2 15%	1 5%	
NET: Very/ Quite aware	18 48%	16 48%	14 47%	14 46%	10 61%T	5 46%	
NET: Not at all/ Not very aware	19 52% _s	17 52%	15 53%	16 54%	6 39%	6 54%	
Mean	2.48	2.48	2.47	2.39	2.67T	2.48	
Standard deviation	0.90	0.92	0.87	0.91	1.00	0.75	
Standard error	0.08	0.09	0.09	0.09	0.12	0.14	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 367

Q6b. Awareness of measures - Bitchute

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
 Bitchute

	Household income per year	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Total (T)	Up to \$15,500 (a)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not very aware (s)
Unweighted base		119	25	117	103	90	106	89	85	86	73	119	75	69	49	93	26
Weighted base		37	11**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
Effective base		74	18	73	63	59	64	59	60	55	69	74	69	47	35	58	18
Very aware	(4)	5	1	5	3	3	4	3	3	3	2	5	2	3	2	5	-
		13%	13%	13%	12%	14%	12%	16%gjl	17%gjj	14%	20%Tfn	13%	19%Tfn	19%	9%	19%T	-
Quite aware	(3)	13	5	13	8	8	11	8	6	7	5	13	5	6	7	12	1
		35%g	48%	35%g	28%	41%Tfgn	36%g	39%gk	36%g	39%g	43%Tfn	35%g	43%Tfn	40%	31%	45%T	12%
Not very aware	(2)	14	3	14	12	7	11	7	7	7	4	14	4	5	9	8	6
		37%r	32%	37%	42%hij	34%	37%	42%ij	38%	35%	37%	37%	35%	30%	43%	30%	55%
Not at all aware	(1)	5	1	5	5	2	4	2	1	2	*	5	*	2	4	2	4
		14%jkimr	8%	14%jkimr	19%Tthijkn	11%j	14%jkd	8%k	6%	9%	3%	14%klimo	3%	11%	17%	6%	33%
NET: Very/ Quite aware		18	6	18	11	11	15	11	9	10	8	18	8	9	9	17	1
		48%g	61%	48%g	40%	55%Tfgn	49%g	55%Tfgkn	52%g	53%g	63%Tfn	48%g	62%Tfn	59%T	40%	64%T	12%
NET: Not at all/ Not very aware		19	4	19	17	9	16	9	8	9	5	19	5	6	13	9	10
		52%hjmo	39%	52%hjmo	60%Tthijkn	45%	51%hj	45%	48%j	47%	37%	52%hjmo	38%	41%	60%	36%	88%
Mean		2.48g	2.66	2.47g	2.33	2.58g	2.47g	2.62Tfgin	2.63Tfgin	2.59g	2.80Tfn	2.48g	2.79Tfn	2.68T	2.33	2.77T	1.79
Standard deviation		0.90	0.84	0.91	0.93	0.88	0.90	0.87	0.86	0.86	0.82	0.90	0.81	0.93	0.88	0.84	0.87
Standard error		0.08	0.17	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.10	0.08	0.09	0.11	0.13	0.09	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 368

Q6b. Awareness of measures - OnlyFans

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
OnlyFans

	Gender		Social Grade					Age			Ethnicity		Religion		
	Total (T)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	16+ (i)	25-34 (j)	35-44 (m)	White	Minority Ethnic background	Christian (k)	None (l)
Unweighted base	179	139	59	56	32	32	115	64	179	61	52	124	54	66	76
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*	19*	50	13*	23*	33
Effective base	122	98	39	37	22	24	76	46	122	41	39	90	34	43	58
Very aware	(4)	5	3	2	2	1	4	2	5	2	2	3	2	1	2
		9%a	6%	10%	9%	6%	8%	10%	7%	9%	8%	11%	6%	18%	7%
Quite aware	(3)	19	16	5	6	3	5	11	8	19	7	16	3	7	9
		31%	30%	25%	33%	29%	40%	29%	35%	31%	35%	33%	32%	27%	28%
Not very aware	(2)	27	24	10	7	6	4	17	10	27	8	22	5	12	14
		44%	45%	47%	38%	55%	38%	43%	45%	44%	37%	45%	38%	51%	43%
Not at all aware	(1)	10	10	4	4	1	2	8	3	10	4	2	8	2	7
		17%	19%	18%	20%	10%	15%	19%	13%	17%	20%	11%	16%	13%	22%
NET: Very/ Quite aware		25	19	8	8	4	6	15	10	25	9	19	6	8	12
		40%	36%	35%	42%	34%	49%	38%	42%	40%	43%	44%	38%	45%	35%
NET: Not at all/ Not very aware		38	34	14	11	7	6	24	13	38	12	31	7	14	21
		60%	64%	65%	58%	66%	51%	62%	58%	60%	57%	62%	55%	64%	65%
Mean		2.32a	2.23	2.28	2.31	2.30	2.41	2.29	2.36	2.32	2.31	2.45	2.29	2.45	2.20
Standard deviation		0.86	0.83	0.90	0.92	0.77	0.88	0.89	0.86	0.90	0.85	0.82	1.03	0.79	0.87
Standard error		0.06	0.07	0.12	0.12	0.14	0.16	0.08	0.10	0.06	0.11	0.12	0.07	0.10	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 369

Q6b. Awareness of measures - OnlyFans

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
 OnlyFans

	Total (T)	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?			Responsibility for children in household	Highest education		Urban/Rural
		Any (a)	No Impacting/limiting condition (d)	1	2-3	4-5	No children aged 17 or under	NET: Yes	Aged 5-10	Aged 11-15		Yes (e)	Secondary school or equiv	
Unweighted base	179	50	119	29	79	62	82	96	47	35	95	65	78	157
Weighted base	62	15*	44	14*	29	17*	38	24	12*	10*	24	24*	27	53
Effective base	122	35	81	24	55	38	66	59	29	22	58	45	53	106
Very aware	(4) 5	1	4	*	3	2	2	4	3	1	4	2	2	5
	9%	9%	9%	1%	10%	12%	4%	16%	25%	11%	17%T	10%	6%	9%
Quite aware	(3) 19	5	14	4	8	8	10	10	4	4	9	7	9	18
	31%	31%	32%	26%	27%	47%	25%	40%	34%	42%	39%	29%	35%	33%
Not very aware	(2) 27	6	19	7	13	6	18	9	4	3	9	10	10	22
	44%	41%	42%	47%	46%	33%	48%	36%	36%	32%	36%	43%	38%	42%
Not at all aware	(1) 10	3	8	4	5	1	8	2	1	2	4	4	6	8
	17%o	19%	17%	26%	18%	8%	22%	8%	6%	15%	8%	18%	21%	15%
NET: Very/ Quite aware	25	6	18	4	10	10	11	14	7	6	13	10	11	22
	40%	40%	41%	27%	36%	59%	29%	56%	53%	56%T	40%	41%	42%	42%
NET: Not at all/ Not very aware	38	9	26	10	18	7	27	11	5	5	11	15	16	31
	60%o	60%	59%	73%	64%	41%	71%	44%	42%	47%	60%	59%	58%	58%
Mean	2.32	2.30	2.33	2.02	2.28	2.64	2.11	2.64	2.77	2.49	2.64T	2.32	2.25	2.36
Standard deviation	0.86	0.91	0.87	0.78	0.88	0.82	0.80	0.87	0.82	0.83	0.87	0.90	0.88	0.86
Standard error	0.06	0.13	0.08	0.14	0.10	0.10	0.09	0.09	0.13	0.16	0.09	0.11	0.10	0.07

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 370
Q6b. Awareness of measures - OnlyFans
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
OnlyFans

	Total (T)	GO Region		Interne Lusaga More than 2 hours (n)	Devices used to access interna t Multipl e devices (n)	Working status	
		NET: England (d)	London (k)			Working full time (s)	Working part- time (n)
Unweighted base	179	154	34	161	162	121	34
Weighted base	62	52	10**	54	58	42	11**
Effective base	122	103	23	112	113	82	22
Very aware	(4) 9%	5 9%	2 18%	5 10%	5 9%	4 10%	1 12%
Quite aware	(3) 31%	19 29%	15 30%	3 33%	18 31%	12 28%	3 24%
Not very aware	(2) 44%	27 46%	24 36%	4 43%	23 43%	19 45%	5 44%
Not at all aware	(1) 17% ⁿ	10 16%	9 16%	2 14%	7 16%	7 17%	2 20%
NET: Very/ Quite aware	25 40%	20 38%	5 48%	23 43% ^T	23 40%	16 38%	4 36%
NET: Not at all/ Not very aware	38 60% ⁿ	32 62%	5 52%	31 57%	35 60%	26 62%	7 64%
Mean	2.32	2.30	2.50	2.38 ^T	2.31	2.31	2.28
Standard deviation	0.86	0.85	1.02	0.85	0.87	0.87	0.96
Standard error	0.06	0.07	0.17	0.07	0.07	0.08	0.16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 371

Q6b. Awareness of measures - OnlyFans
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
OnlyFans

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	£15,600 or less (b)	£26,000 to £36,999 (c)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Blotchut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	179	42	43	31	176	165	148	172	134	115	118	81	75	179	106	73	130	49	
Weighted base	62	15**	17**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*	
Effective base	122	29	29	22	120	111	97	116	86	72	84	69	69	122	68	55	87	37	
Very aware	(4)	5 9%	2 14%	1 7%	1 11%	5 9%	5 10%	4 8%	5 8%	4 12%	3 11%	3 11%	3 19%Tij klo	2 20%Tijhi klo	5 10%	3 7%	2 14%	5 Ts	-
Quite aware	(3)	19 31%a	4 29%	6 36%	3 30%	18 30%	17 30%	15 33%	19 32%	13 35%	13 45%Tijh ijo	11 39%Tijh ijo	6 42%Tijh ijo	6 47%Tijh ijo	19 31%	9 28%	11 33%	18 45%Ts	1 6%
Not very aware	(2)	27 44%jkim nr	7 46%	6 36%	5 48%	27 44%jkim n	23 42%klmn	19 40%klmn	26 45%ijkl mn	14 37%kn	8 27%	10 35%kn	5 34%kn	4 29%	27 44%jkim n	12 38%	15 49%	14 35%	13 59%Tr
Not at all aware	(1)	10 17%kmnr	2 10%	4 21%	1 11%	10 17%kmn	10 18%klmn	9 18%klmn	9 15%klmn	6 16%klmn	6 19%klmn	4 14%klmn	1 6%	1 4%	10 17%kmn	7 23%T	3 10%	3 7%	8 35%Tr
NET: Very/ Quite aware	25	6 40%a	7 43%	4 41%	24 39%	22 40%	19 41%	23 40%	18 46%Tij o	16 54%Tijh ijo	14 51%Tijh ijo	9 61%Tijh ijklo	8 67%Tijh ijkmo	25 40%	12 39%	13 41%	23 58%Ts	1 6%	
NET: Not at all/ Not very aware	38	8 60%jkim nr	10 57%	6 57%	6 59%	37 61%jkim n	33 60%klmn	27 59%klmn	35 60%ijkl mn	21 54%klmn	14 46%klmn	14 49%klmn	6 39%klmn	4 33%	38 61%jkim n	19 61%	19 59%	17 42%	21 94%Tr
Mean	2.32s	2.47	2.29	2.41	2.31	2.32	2.31	2.33	2.41h	2.46Tij hio	2.48Tij hio	2.74Tij hijklo	2.83Tij hijkmo	2.32	2.26	2.38	2.65Ts	1.71	
Standard deviation	0.86	0.90	0.90	0.87	0.86	0.89	0.87	0.84	0.91	0.93	0.89	0.86	0.83	0.86	0.94	0.78	0.80	0.56	0.58
Standard error	0.06	0.14	0.14	0.16	0.06	0.07	0.07	0.06	0.08	0.09	0.08	0.10	0.10	0.06	0.09	0.09	0.07	0.08	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 372

Q6b. Awareness of measures - Xpanded.com

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

**Base: All Adult respondents who have used ... in the past 3 months
 Xpanded.com**

	Total (f)	Gender Male (g)	Social Grade ABC1 (g)	Age 18+ (g)	Ethnicity White (g)
Unweighted base	109	74	71	109	60
Weighted base	23	15	14	23	14*
Effective base	89	63	61	89	48
Very aware	(4) 15%	2 13%	2 17%	4 15%	2 13%
Quite aware	(3) 37%	6 39%	5 36%	9 37%	4 28%
Not very aware	(2) 24%	4 25%	3 24%	6 24%	4 27%
Not at all aware	(1) 24%	3 23%	3 23%	6 24%	4 32%
NET: Very/ Quite aware	12 52%	8 51%	7 52%	12 52%	6 42%
NET: Not at all/ Not very aware	11 48%	7 49%	7 48%	11 48%	8 58%
Mean	2.43	2.40	2.46	2.43	2.23
Standard deviation	1.03	1.01	1.06	1.03	1.08
Standard error	0.10	0.12	0.13	0.10	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 373

Q6b. Awareness of measures - Xpanded.com

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... In the past 3 months
 Xpanded.com

	Total (T)	Impacting/ limiting condition (d)	Do any children aged 17 or under live in your household?		Urban/ Rural (u)
			NET: Yes	Yes (o)	
Unweighted base	109	71	80	78	101
Weighted base	23	16	16	16	21
Effective base	89	57	65	63	83
Very aware	(4) 4 15%	2 13%	2 15%	2 15%	3 18%
Quite aware	(3) 9 37%	6 35%	7 44%	7 44%T	8 37%
Not very aware	(2) 6 24%	4 23%	4 24%	4 25%	5 24%
Not at all aware	(1) 6 24%o	5 29%	3 17%	3 16%	5 24%
NET: Very/ Quite aware	12 52%	8 48%	10 59%	9 59%T	11 53%
NET: Not at all/ Not very aware	11 48%o	8 52%	7 41%	6 41%	10 47%
Mean	2.43	2.32	2.57	2.58T	2.45
Standard deviation	1.03	1.06	0.97	0.97	1.04
Standard error	0.10	0.13	0.11	0.11	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 374
 Q6b. Awareness of measures - Xpanded.com
 Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
 Base: All Adult respondents who have used ... in the past 3 months
 Xpanded.com

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status Working full time (s)
Unweighted base	109	99	94	89	73
Weighted base	23	21	18	19	15
Effective base	89	80	83	73	60
Very aware	(4) 4 15% ⁿ	4 16%	2 13%	3 16%	2 14%
Quite aware	(3) 9 37%	7 35%	7 41% ^T	6 34%	6 42%
Not very aware	(2) 6 24%	5 23%	5 27% ^T	5 24%	4 25%
Not at all aware	(1) 6 24% ⁿ	6 26%	3 19%	5 26%	3 19%
NET: Very/ Quite aware	12 52%	11 51%	10 54%	9 50%	8 56%
NET: Not at all/ Not very aware	11 48%	10 49%	8 46%	9 50%	7 44%
Mean	2.43	2.41	2.48	2.40	2.51
Standard deviation	1.03	1.07	0.97	1.06	0.99
Standard error	0.10	0.11	0.10	0.11	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 375
Q6b. Awareness of measures - Xpanded.com
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
Xpanded.com

	Total (T)	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)	Awareness of safety measure
		YouTube (h)	Instagram (g)	TikTok (b)	Facebook (i)	Snapchat (f)	Twitch (s)	Vimeo (l)	Fruiteab (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	Very/Quite aware (r)
Unweighted base	109	104	98	97	104	96	86	92	74	71	81	72	86
Weighted base	23	22	20	19	22	19	16	18	14	12	14	14	18
Effective base	89	85	82	83	86	81	74	80	64	65	76	62	72
Very aware	(4) 15%	4 15%	3 15%	4 18%Tfgh mo	4 16%	3 17%	3 20%Tfgh lmo	3 16%	2 14%	2 19%kn	2 15%	2 18%	4 20%T
Quite aware	(3) 37%	9 38%	8 41%Th	7 37%	8 39%T	9 41%Th	7 41%	7 41%Th	7 49%Tfgh ijkl	7 58%Tfgh ijkimo	7 48%Tfgh ijkl	6 43%	8 45%T
Not very aware	(2) 24%nr	6 26%nr	5 28%Tfjn	5 26%nr	6 26%Tn	5 25%nr	4 24%nr	5 27%nr	3 24%nr	2 16%	3 24%nr	3 23%	3 19%
Not at all aware	(1) 24%lgh jkmmnopr	4 20%gkjmno	3 16%no	4 19%gkjmno	4 18%gkmmno	3 17%mmno	2 14%nr	3 16%no	2 12%nr	1 8%	2 13%nr	2 16%	3 15%
NET: Very/ Quite aware	12 52%	12 54%	11 56%T	11 55%T	12 55%T	11 58%Th	10 62%Tfgh li	10 57%T	9 63%Tfgh ijl	9 76%Tfgh ijkimo	9 63%Tfgh ijl	8 61%T	11 66%T
NET: Not at all/ Not very aware	11 48%ghj klmnop	10 46%jkmo	9 44%kmmno	8 45%jkmo	10 45%kmmno	9 42%no	6 38%nr	8 43%kmmno	5 37%nr	3 24%	5 37%nr	5 39%	6 34%
Mean	2.43	2.50T	2.55Tf	2.55T	2.53T	2.58Tf	2.67Tfgh hijl	2.57T	2.65Tf	2.87Tfgh hijkimo	2.65Tfgh hijl	2.62T	2.70T
Standard deviation	1.03	1.01	0.96	1.02	0.99	0.99	0.99	0.97	0.90	0.84	0.92	1.00	0.99
Standard error	0.10	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.10	0.10	0.10	0.12	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 376

Q6b. Awareness of measures - TV Girls Plaza

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
TV Girls Plaza

	Total (f)	Gender Male (g)	Social Grade ABC1 (g)	Age 18+ (g)
Unweighted base	93	64	63	93
Weighted base	18	12	12	18
Effective base	81	54	54	81
Very aware	(4) 14%	2 15%	2 14%	2 14%
Quite aware	(3) 47%	8 47%	5 45%	8 47%
Not very aware	(2) 24%	4 24%	3 25%	4 24%
Not at all aware	(1) 15%	3 17%	2 16% ^c	3 15%
NET: Very/ Quite aware	11 60%	7 59%	7 59%	11 60%
NET: Not at all/ Not very aware	7 40%	5 41%	5 41%	7 40%
Mean	2.58	2.57	2.57	2.58
Standard deviation	0.93	0.98	0.95	0.93
Standard error	0.10	0.12	0.12	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 377

Q6b. Awareness of measures - TV Girls Plaza

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
 TV Girls Plaza

	Total (T)	Impacting/ limiting condition No	Do any children aged 17 or under live in your household?		Urban/ Rural
			NET: Yes	Yes (o)	
Unweighted base	93	62	73	71	86
Weighted base	18	12	13	12	16
Effective base	81	52	66	64	77
Very aware	(4) 2 14%	2 13%	2 14%	2 13%	2 15%
Quite aware	(3) 9 47%	6 52%	7 51%	6 51%	8 49%
Not very aware	(2) 4 24%	2 19%	4 27%	4 29%	4 23%
Not at all aware	(1) 3 15%	2 15%	1 7%	1 8%	2 13%
NET: Very/ Quite aware	11 60%	8 65%	8 65%	8 64%	10 64%
NET: Not at all/ Not very aware	7 40%	4 35%	5 35%	5 36%	6 36%
Mean	2.58	2.63	2.72	2.69T	2.65T
Standard deviation	0.93	0.93	0.83	0.82	0.92
Standard error	0.10	0.12	0.10	0.10	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 378
Q6b. Awareness of measures - TV Girls Plaza
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
TV Girls Plaza

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working _status_ Working full time (s)
Unweighted base	93	82	82	78	62
Weighted base	18	15	15	15	11
Effective base	81	71	73	68	55
Very aware	(4) 2 14%	2 15%	2 12%	2 16%	1 10%
Quite aware	(3) 8 47%	7 48%	8 52%T	6 43%	6 54%
Not very aware	(2) 4 24%	3 21%	3 23%	4 25%	3 23%
Not at all aware	(1) 3 15%	2 16%	2 13%	2 17%	1 12%
NET: Very/ Quite aware	11 60%	10 63%	9 64%T	9 59%	7 65%
NET: Not at all/ Not very aware	7 40% ⁿ	6 37%	5 38%	6 41%	4 35%
Mean	2.58	2.62	2.63	2.58	2.63
Standard deviation	0.93	0.95	0.90	0.98	0.86
Standard error	0.10	0.10	0.10	0.11	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 379

Q6b. Awareness of measures - TV Girls Plaza

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
 TV Girls Plaza

	Total (T)	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)	Awareness of safety measures
		YouTube (r)	Instagram (g)	TikTok (n)	Facebook (i)	Snapchat (l)	Twitch (e)	Vimeo (j)	Fruita b (m)	Bitchute (o)	OnlyFans (p)		
Unweighted base	93	90	90	87	92	85	85	88	75	74	79	67	78
Weighted base	18	17	17	16	17	15	15	16	13	12	13	12	14
Effective base	81	78	78	75	80	76	76	79	69	69	73	61	70
Very aware	(4) 14%	2 14%	2 14%	2 14%	2 14%	2 15%	2 14%	2 14%	2 14%	2 17%Tfgh ijk	2 19%Tfgh ijk	2 18%Tfgh ijk	2 17%
Quite aware	(3) 47%	8 47%	8 47%	8 46%	8 49%	8 49%gi	8 49%gi	8 49%Tgi	6 49%	6 50%g	6 46%	6 50%	8 54%T
Not very aware	(2) 24%hpr	4 24%h	4 25%h	3 21%	4 25%h	4 25%h	4 25%h	4 25%h	3 24%	3 24%	4 29%Tfgh lin	2 19%	3 20%
Not at all aware	(1) 15%klm nor	3 15%klm no	3 15%klm no	3 17%klm no	3 18%klm no	2 11%ho	2 12%mmo	2 11%mmo	1 8%	1 6%	1 7%	2 16%	1 10%
NET: Very/ Quite aware	11 60%	10 61%	10 60%	10 82%	10 60%	10 65%Tfgi	10 63%Tgi	10 63%Tfgi	9 66%Tfgi	9 70%Tfgh jklo	9 64%Tgi	8 66%	10 70%T
NET: Not at all/ Not very aware	7 40%klm nor	7 39%klm no	7 40%klm no	6 38%no	7 40%klm no	5 35%no	6 37%no	6 37%no	4 34%	4 30%	5 36%no	4 34%	4 30%
Mean	2.58	2.60	2.59	2.59	2.58	2.69Tfgh hi	2.65Tgi	2.66Tfgh hikl	2.75Tfgh hikl	2.83Tfgh hijklm	2.75Tfgh hikl	2.66	2.77T
Standard deviation	0.93	0.93	0.94	0.95	0.94	0.88	0.89	0.88	0.87	0.84	0.86	0.96	0.87
Standard error	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.09	0.10	0.10	0.10	0.12	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 380
Q6b. Awareness of measures - UK Babe Channels Video
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
UK Babe Channels Video

	Gender		Social	Age	Ethnicity	
	Total (T)	Male (a)	ABC1 (a)	18+ (i)	White	Minority Ethnic background
Unweighted base	118	85	80	118	60	56
Weighted base	26	18	17	26	13*	12*
Effective base	96	72	66	96	50	46
Very aware	(4)	2	2	1	2	1
		8%	9%	8%	8%	6%
Quite aware	(3)	10	7	6	10	4
		37%	38%	37%	37%	31%
Not very aware	(2)	8	6	6	8	5
		33%	34%	36%	33%	35%
Not at all aware	(1)	6	3	3	6	3
		21%	19%	19%	21%	27%
NET: Very/ Quite aware		12	8	8	12	5
		46%	47%	45%	46%	38%
NET: Not at all/ Not very aware		14	9	9	14	8
		54%	53%	55%	54%	62%
Mean	2.33	2.38	2.35	2.33	2.17	2.56
Standard deviation	0.92	0.92	0.90	0.92	0.93	0.88
Standard error	0.08	0.10	0.10	0.08	0.12	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 381

Q6b. Awareness of measures - UK Babe Channels Video
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... In the past 3 months
UK Babe Channels Video

	Total (T)	Impacting/ limiting condition (d)	Number of people in household	Do any children aged 17 or under live in your household?		Responsibility for children in household	Highest education	Urban/ Rural
				NET: Yes	Yes (o)			
Unweighted base	118	80	56	82	80	45	107	
Weighted base	26	19	11*	17	16	10*	23	
Effective base	96	64	47	69	67	36	86	
Very aware	(4)	2 8%	2 8%	1 6%	2 11%	2 9%	1 9%	2 9%
Quite aware	(3)	10 37%	7 39%	6 51%	7 41%	6 40%	3 27%	9 37%
Not very aware	(2)	8 33%	6 32%	3 26%	5 32%	5 31%	3 33%	8 33%
Not at all aware	(1)	6 21%	4 21%	2 17%	3 16%	3 17%	3 31%	5 21%
NET: Very/ Quite aware	12 46%	9 47%	6 57%	9 52%	8 52%	4 36%	11 46%	
NET: Not at all/ Not very aware	14 54%	10 53%	5 43%	8 48%	8 48%	7 64%	13 54%	
Mean	2.33	2.35	2.47	2.46	2.46T	2.14	2.34	
Standard deviation	0.92	0.93	0.88	0.92	0.93	1.01	0.92	
Standard error	0.08	0.10	0.12	0.10	0.10	0.15	0.09	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 382

Q6b. Awareness of measures - UK Babe Channels Video

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

**Base: All Adult respondents who have used ... in the past 3 months
 UK Babe Channels Video**

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status Working full time (s)
Unweighted base	118	106	104	98	80
Weighted base	26	23	21	21	17
Effective base	96	86	88	81	66
Very aware	(4) 2 8%	2 9%	2 9%	2 10%	1 8%
Quite aware	(3) 10 37%	9 38%	8 39%	7 34%	7 40%
Not very aware	(2) 8 33%	7 31%	6 27%	8 35%	5 32%
Not at all aware	(1) 6 21%	5 22%	5 25%	4 21%	3 20%
NET: Very/ Quite aware	12 46%	11 47%	10 48%	9 44%	8 48%
NET: Not at all/ Not very aware	14 54%	12 53%	11 52%	12 56%	9 52%
Mean	2.33	2.33	2.32	2.34	2.37
Standard deviation	0.92	0.94	0.97	0.94	0.92
Standard error	0.08	0.09	0.10	0.09	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 383
Q6b. Awareness of measures - UK Babe Channels Video
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
UK Babe Channels Video

	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)	Awareness of safety measures
	Total (T)	YouTube (U)	Instagram (I)	TikTok (T)	Facebook (F)	Snapchat (S)	Twitch (T)	Vimeo (V)	Fruitlet (F)	Bitchute (B)	OnlyFans (O)	Any exposure (E)	Very/Quite aware (A)
Unweighted base	118	114	111	103	112	98	94	97	76	74	90	82	95
Weighted base	26	25	24	22	24	20	18	19	14	12	16	17	20
Effective base	96	92	89	84	93	79	81	83	64	70	84	70	77
Very aware	(4) 8%	2 9%	2 9%	2 10%	2 9%	2 11%	2 11%T	2 12%Tfg	2 14%Tfghik	2 16%Tfghi	2 12%Tfghi	2 11%	2 11%
Quite aware	(3) 37%	9 38%	9 39%	9 40%	9 40%T	9 44%Tfgh	8 45%Tfghi	8 44%Tfghi	6 43%	6 53%Tfghijkl	7 46%Tfghij	6 37%	9 43%T
Not very aware	(2) 33%nr	8 33%nr	8 33%nr	8 35%no	8 33%nr	7 33%nr	6 32%nr	7 35%no	5 33%nr	3 24%	5 31%nr	5 33%	5 25%
Not at all aware	(1) 6 21%ghijklmno	5 20%hijklmno	4 19%hijklmno	3 15%ijmno	4 19%hijklmno	2 12%ln	2 12%nr	2 9%	1 9%	1 7%	2 11%nr	3 19%	4 21%
NET: Very/ Quite aware	12 46%	12 47%	12 48%	11 50%T	12 49%T	11 55%Tfghi	10 56%Tfghi	10 56%Tfghi	8 58%Tfghi	9 69%Tfghijklmo	9 59%Tfghi	8 48%	11 54%T
NET: Not at all/ Not very aware	14 54%hijklmnr	13 53%ijklmno	12 52%ijklmno	11 50%ijklmno	12 51%ijklmno	9 45%nr	8 44%nr	8 44%nr	6 42%nr	4 31%	7 41%nr	9 52%	9 46%
Mean	2.33	2.35	2.38T	2.46Tfg	2.39Tfhi	2.54Tfghi	2.55Tfghi	2.58Tfghi	2.63Tfghik	2.79Tfghijklmo	2.60Tfghi	2.40	2.43T
Standard deviation	0.92	0.92	0.91	0.88	0.91	0.86	0.86	0.84	0.87	0.83	0.86	0.95	0.96
Standard error	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.10	0.10	0.09	0.10	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 384

Q6b. Awareness of measures - Fanzworld

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

**Base: All Adult respondents who have used ... in the past 3 months
 Fanzworld**

	Total (f)	Gender Male (g)	Social Grade ABC1 (g)	Age 18+ (g)	Ethnicity White (g)
Unweighted base	99	69	69	99	51
Weighted base	20	15	14	20	11*
Effective base	77	51	52	77	37
Very aware	(4) 23%z	5 26%	4 25%	5 23%	3 24%
Quite aware	(3) 41%	8 38%	6 40%	8 41%	5 44%
Not very aware	(2) 26%	6 25%	4 26%	6 28%	3 28%
Not at all aware	(1) 8%	2 10%	1 9%	2 8%	* 4%
NET: Very/ Quite aware	13 64%	9 65%	9 65%	13 64%	8 68%
NET: Not at all/ Not very aware	7 36%	5 35%	5 35%	7 36%	4 32%
Mean	2.79	2.81	2.81	2.79	2.88
Standard deviation	0.90	0.97	0.95	0.90	0.86
Standard error	0.09	0.12	0.11	0.09	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 385

Q6b. Awareness of measures - Fanzworld

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... In the past 3 months
Fanzworld

	Total (T)	Impacting/ limiting condition No Impacting/ limiting condition	Number of people in household	Do any children aged 17 or under live in your household?		Urban/ Rural
				NET: Yes	Yes (o)	
Unweighted base	99	65	50	76	74	92
Weighted base	20	14*	11*	15	15	19
Effective base	77	49	36	57	55	72
Very aware	(4) 5 23%	4 31%T	3 28%	4 27%	4 28%	4 24%
Quite aware	(3) 9 41%	5 38%	4 38%	7 44%	7 44%	8 43%
Not very aware	(2) 6 28%ou	3 25%	3 29%	3 22%	3 21%	5 25%
Not at all aware	(1) 2 8%	1 6%	1 5%	1 7%	1 7%	1 8%
NET: Very/ Quite aware	13 64%	9 68%	7 66%	11 71%	11 72%T	13 67%T
NET: Not at all/ Not very aware	7 36%ou	4 32%	4 34%	4 29%	4 28%	6 33%
Mean	2.79	2.93	2.89	2.91	2.92T	2.83
Standard deviation	0.90	0.93	0.93	0.90	0.91	0.90
Standard error	0.09	0.12	0.13	0.10	0.11	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 386

Q6b. Awareness of measures - Fanzworld

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

**Base: All Adult respondents who have used ... in the past 3 months
 Fanzworld**

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (n)	Devices used to access internet Multipl e devices (n)	Working status full time (s)
Unweighted base	99	89	85	82	69
Weighted base	20	18	16	17	15
Effective base	77	72	75	64	52
Very aware	(4) 5 23% ^{dn}	4 19%	2 16%	5 28% ^T	3 23%
Quite aware	(3) 8 41%	8 42%	7 45% ^T	7 39%	7 45%
Not very aware	(2) 6 28%	5 29%	5 34% ^T	4 26%	3 22%
Not at all aware	(1) 2 8% ⁿ	2 9%	1 6%	1 6%	1 10%
NET: Very/ Quite aware	13 64% ⁿ	11 62%	9 61%	11 67%	10 69%
NET: Not at all/ Not very aware	7 36%	7 38%	6 39% ^T	5 33%	5 31%
Mean	2.79 ^{dn}	2.73	2.71	2.89 ^T	2.82
Standard deviation	0.90	0.90	0.82	0.92	0.93
Standard error	0.09	0.10	0.09	0.10	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 387

Q6b. Awareness of measures - Fanzworld
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
Fanzworld

	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)	Awareness of safety measures
	Total (T)	YouTube (t)	Instagram (i)	TikTok (t)	Facebook (f)	Snapchat (s)	Twitch (t)	Vimeo (v)	Fruitleb (f)	Bitchute (b)	OnlyFans (o)		
Unweighted base	99	96	94	91	97	89	86	89	76	76	79	69	82
Weighted base	20	20	19	18	20	18	17	18	14	13	13	14	17
Effective base	77	75	72	70	75	68	66	68	65	70	74	52	63
Very aware	(4) 23% 24%mo	5 24%mo	5 24%mo	4 24%mo	5 23%o	5 26%Tmn	5 27%Timmo	5 26%mo	3 20%	3 23%	3 19%	4 27%	5 27%T
Quite aware	(3) 41% 42%	8 42%	8 40%	8 42%	8 41%	8 43%	7 42%	8 44%	6 45%gk	6 47%Tfgh	6 46%Tfgh	5 36%	8 47%T
Not very aware	(2) 28% 26%	6 26%	5 29% 26%	6 26%	6 28% 26%	4 23%	4 26%	4 24%	4 27% 25%	3 25%	4 31% 28%	4 28%	4 22%
Not at all aware	(1) 8% 6%	2 8%knor	2 8%kno	1 7%ko	1 8%ko	2 8%gkno	1 7%k	1 4%	1 6%o	1 8%kdo	1 6%k	1 4%	1 9%
NET: Very/ Quite aware	13 64%	13 66%	12 64%	12 66%	13 64%	12 70%Tgim	12 69%Tgim	13 70%Tgim	9 65%	9 69%Tgi	9 64%	9 63%	13 75%T
NET: Not at all/ Not very aware	7 36% 34%	7 36% 34%	7 36% 34%	6 34%	7 36% 34%	5 30%	5 31%	6 30%	5 35% 31%	4 31%	5 36% 37%	5 37%	4 25%
Mean	2.79	2.81	2.82o	2.82	2.79	2.89Tim	2.92Tfghimmo	2.89Tim	2.78	2.86Tm	2.79	2.81	2.98T
Standard deviation	0.90	0.91	0.90	0.91	0.91	0.90	0.87	0.88	0.89	0.87	0.82	0.97	0.83
Standard error	0.09	0.09	0.09	0.09	0.09	0.10	0.09	0.09	0.10	0.10	0.09	0.12	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 388

Q6b. Awareness of measures - PocketStars

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months
PocketStars

	Total (d)	Gender Male (e)	Social Grade ABC1 (g)	Age 18+ (f)	Ethnicity White
Unweighted base	115	80	76	115	64
Weighted base	25	18	16	25	15
Effective base	91	64	62	91	51
Very aware	(4) 14%	4 13%	2 13%	4 14%	2 13%
Quite aware	(3) 43%	11 43%	8 44%	7 43%	7 47%
Not very aware	(2) 30%	7 31%	5 34%	7 30%	4 29%
Not at all aware	(1) 13%g	3 13%	2 8%	3 13%	2 11%
NET: Very/ Quite aware	14 57%	10 56%	9 58%	14 57%	9 61%
NET: Not at all/ Not very aware	11 43%	8 44%	7 42%	11 43%	6 39%
Mean	2.59	2.56	2.64	2.59	2.63
Standard deviation	0.90	0.90	0.85	0.90	0.87
Standard error	0.08	0.10	0.10	0.08	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 389

Q6b. Awareness of measures - PocketStars

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... In the past 3 months
PocketStars

	Total (T)	Impacting/ limiting condition (d)	Number of people in household 2-3	Do any children aged 17 or under live in your household?		Highest education (p)	Urban/ Rural (u)
				NET: Yes	Yes (o)		
Unweighted base	115	75	46	84	82	46	108
Weighted base	25	17	11*	17	16	12*	24
Effective base	91	59	36	67	65	35	86
Very aware	(4)	4	3	1	3	2	4
		14%	17%	10%	16%	17%	14%
Quite aware	(3)	11	9	4	8	6	10
		43%	49%	36%	46%	53%	43%
Not very aware	(2)	7	4	4	5	5	7
		30%	23%	36%	30%	29%	18%
Not at all aware	(1)	3	2	2	1	1	3
		13%	10%	18%	8%	8%	15%
NET: Very/ Quite aware	14	11	5	11	10	8	14
	57%	67%	T	45%	62%	63%	58%
NET: Not at all/ Not very aware	11	5	6	6	6	4	10
	43%	d	33%	55%	38%	37%	33%
Mean	2.59	2.75T	2.37	2.71	2.72T	2.65	2.60
Standard deviation	0.90	0.89	0.93	0.85	0.86	0.94	0.92
Standard error	0.08	0.10	0.14	0.09	0.10	0.14	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 390

Q6b. Awareness of measures - PocketStars

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

**Base: All Adult respondents who have used ... in the past 3 months
 PocketStars**

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status Working full time (s)
Unweighted base	115	103	99	97	77
Weighted base	25	23	20	21	16
Effective base	91	80	81	79	63
Very aware	(4) 4 14% ⁿ	3 14%	2 9%	4 17% ^T	2 13%
Quite aware	(3) 11 43%	10 45%	9 44%	9 42%	8 53% ^T
Not very aware	(2) 7 30% ^s	7 29%	7 36% ^T	6 31%	3 21%
Not at all aware	(1) 3 13% ^r	3 12%	2 11%	2 10%	2 13% ^T
NET: Very/ Quite aware	14 57% ⁿ	14 60%	10 53%	12 59%	10 66% ^T
NET: Not at all/ Not very aware	11 43% ^s	9 40%	9 47% ^T	8 41%	5 34%
Mean	2.59 ⁿ	2.62	2.51	2.66 ^T	2.66
Standard deviation	0.90	0.89	0.83	0.90	0.89
Standard error	0.08	0.09	0.08	0.09	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 391

Q6b. Awareness of measures - PocketStars
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All Adult respondents who have used ... in the past 3 months
PocketStars

	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)	Awareness of safety measures
	Total (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruitlet (n)	Bitchute (n)	OnlyFans (n)		
Unweighted base	115	112	111	106	113	104	95	95	84	78	88	76	96
Weighted base	25	24	24	22	24	22	19	19	16	13	15	15	21
Effective base	91	89	87	87	90	82	81	78	67	72	82	65	75
Very aware	(4) 14%	4 15%	4 15%	3 15%	4 15%T	4 16%	3 16%	3 14%	2 14%	3 20%Tigh iim	3 17%TIm	2 15%	4 17%
Quite aware	(3) 43%	11 44%	10 43%	10 45%	11 45%T	11 49%Tfg	9 48%Tfg	10 52%Tigh ikmo	8 47%	6 48%	7 48%Tfg	6 40%	10 49%T
Not very aware	(2) 30%fr	7 28%	7 30%jl	7 30%kl	7 30%lj	6 27%	5 29%	5 26%	5 29%	4 31%l	4 29%	5 33%	5 23%
Not at all aware	(1) 13%hijk lno	3 13%hijk lno	3 12%hijkl no	2 9%kno	3 11%klno	2 9%lno	1 7%ln	1 8%ln	2 10%kno	*	1 6%ln	2 12%	2 12%
NET: Very/ Quite aware	14 57%	14 59%	14 58%	13 61%T	14 59%T	14 65%Tigh i	12 64%Tfg	13 66%Tigh im	10 61%	6 68%Tigh im	10 65%Tigh i	8 56%	14 66%T
NET: Not at all/ Not very aware	11 43%hijk lno	10 41%klno	10 42%klno	9 39%jlno	10 41%klno	8 35%	7 36%	6 34%	6 39%ln	4 32%	5 35%	7 44%	7 34%
Mean	2.59	2.60	2.61	2.67Tfg	2.63Tf i	2.72Tfg hi	2.73Tfg hi	2.72Tfg i	2.65	2.86Tfg hjkmo	2.76Tfg him	2.59	2.71T
Standard deviation	0.90	0.91	0.90	0.87	0.88	0.85	0.83	0.82	0.86	0.76	0.83	0.92	0.90
Standard error	0.08	0.09	0.09	0.08	0.08	0.08	0.08	0.08	0.09	0.09	0.09	0.10	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 392

Q6b. Awareness of measures - Admire.Me

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... in the past 3 months Admire.Me

	Total (f)	Gender Male (g)	Social Grade ABC1 (g)	Age 18+ (g)	Ethnicity White (g)
Unweighted base	109	73	74	109	58
Weighted base	22	15	14	22	12*
Effective base	91	60	64	91	47
Very aware	(4) 12%	3 10%	2 12%	3 12%	1 10%
Quite aware	(3) 40%	9 39%	6 40%	9 40%	5 37%
Not very aware	(2) 36%	8 39%	6 33%	8 36%	5 38%
Not at all aware	(1) 12%	3 12%	2 15%	3 12%	2 14%
NET: Very/ Quite aware	12 52%	7 49%	7 52%	12 52%	6 48%
NET: Not at all/ Not very aware	11 48%	8 51%	7 48%	11 48%	7 52%
Mean	2.52	2.47	2.49	2.52	2.43
Standard deviation	0.87	0.86	0.92	0.87	0.90
Standard error	0.08	0.10	0.11	0.08	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 393

Q6b. Awareness of measures - Admire.Me

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... In the past 3 months Admire.Me

	Total (T)	Impacting/ limiting condition No Impacting/ limiting condition	Number of people in household	Do any children aged 17 or under live in your household?		Urban/ Rural
				NET: Yes	Response ability for children in household	
Unweighted base	109	72	52	81	79	100
Weighted base	22	15	10*	16	15	21
Effective base	91	61	45	69	67	83
Very aware	(4) 3 12%	2 11%	1 12%	2 10%	2 12%	2 12%
Quite aware	(3) 9 40%	7 47%	4 42%	7 42%	6 41%	8 40%
Not very aware	(2) 8 36%	6 37%	4 37%	5 33%	5 34%	7 35%
Not at all aware	(1) 3 12% ^d	1 5%	1 9%	2 13%	2 13%	3 13%
NET: Very/ Quite aware	12 52%	9 58%	6 54%	9 55%	8 53%	11 52%
NET: Not at all/ Not very aware	11 48%	6 42%	5 46%	7 45%	7 47%	10 48%
Mean	2.52	2.65 ^T	2.58	2.55	2.52	2.51
Standard deviation	0.87	0.77	0.86	0.90	0.89	0.89
Standard error	0.08	0.09	0.12	0.10	0.10	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 394

Q6b. Awareness of measures - Admire.Me

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

**Base: All Adult respondents who have used ... in the past 3 months
 Admire.Me**

	Total (T)	GO Region NET: England (d)	Interne Usage More than 2 hours (m)	Devices used to access internet Multipl e devices (r)	Working status Working full time (s)
Unweighted base	109	96	94	90	74
Weighted base	22	19	17	18	14
Effective base	91	81	83	76	64
Very aware	(4) 3 12%	2 13%	2 13%	2 12%	1 8%
Quite aware	(3) 9 40%	8 41%	7 39%	7 39%	6 42%
Not very aware	(2) 8 36%	7 35%	7 39%T	7 38%	5 36%
Not at all aware	(1) 3 12% ⁿ	2 11%	1 8%	2 10%	2 14%
NET: Very/ Quite aware	12 52%	10 54%	9 53%	9 52%	7 50%
NET: Not at all/ Not very aware	11 48%	9 46%	8 47%	9 48%	7 50%
Mean	2.52	2.55	2.58T	2.54	2.45
Standard deviation	0.87	0.88	0.85	0.85	0.86
Standard error	0.08	0.09	0.09	0.09	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 395

Q6b. Awareness of measures - Admire.Me

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All Adult respondents who have used ... In the past 3 months Admire.Me

	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)	Awareness of safety measure = Any exposure Very/ Quite aware
	Total (n)	YouTube (n)	Instagram (n)	TikTok (n)	Facebook (n)	Snapchat (n)	Twitch (n)	Vimeo (n)	Fruitleb (n)	Bitchute (n)	OnlyFans (n)		
Unweighted base	109	105	102	101	107	97	94	96	81	76	90	76	87
Weighted base	22	21	20	20	22	19	18	19	15	13	16	14	17
Effective base	91	89	89	85	89	81	82	84	70	70	83	67	76
Very aware	(4)	3 12% i	2 11% i	2 12% i	2 11% i	2 11% i	2 10% i	2 13% ijlm	1 9% i	2 14% ijlm	2 11% i	2 12% i	3 16% T
Quite aware	(3)	9 40% T	8 42% T	8 42% Ti	9 43% T	9 41% Ti	8 45% Ti	8 43% Ti	7 44% Ti	6 44% Tgi	8 48% Tigh	6 41% i	8 47% T
Not very aware	(2)	8 36% n	8 37% n	7 37% ijn	7 35% n	8 35% n	6 33% n	7 36% n	7 36% n	5 35% n	4 31% n	5 35% n	6 38% n
Not at all aware	(1)	3 12% gkno	2 9% o	2 9% o	2 11% gkno	3 12% gkno	2 11% gkno	1 8% n	2 10% kno	2 12% kno	1 7% n	1 10% n	1 5% n
NET: Very/ Quite aware	12 52%	11 54%	11 54% Ti	11 54%	11 52%	11 55%	10 56% Ti	10 53%	8 53%	8 62% Tigh	9 59% Tigh	8 59%	11 62% T
NET: Not at all/ Not very aware	11 48% gkno	10 46% no	9 46% no	9 46% no	10 48% gkno	9 45% n	8 44% n	9 47% no	7 47% no	5 38% n	7 41% n	7 47% n	6 38% n
Mean	2.52	2.56Ti	2.57Ti	2.54	2.51	2.55	2.61Thi	2.51	2.50	2.70Tig	2.68Tigh	2.55	2.73T
Standard deviation	0.87	0.83	0.83	0.85	0.87	0.85	0.83	0.82	0.85	0.83	0.79	0.85	0.80
Standard error	0.08	0.08	0.08	0.08	0.08	0.09	0.09	0.08	0.09	0.10	0.08	0.10	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 396
Q6b. Awareness of measures - NET: Any VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Very aware	(4)	116	73	42	41	27	20	25	67	13	103	27	25	28	15	4	1	3	8	4	89	27	6	14	6	34	14	8	59
		9%bopr	12%b	7%	12%	7%	8%	9%	10%b	15%Tnop	9%oprs	19%Tjno	12%oprs	14%Tjnop	7%oprs	2%	1%	4%	2%	2%p	8%	18%Tt	20%Tt	14%Tt	16%Tt	26%	7%	23%TzC	16%z
Quite aware	(3)	398	187	211	101	117	91	86	218	38	360	57	88	70	69	39	25	12	76	37	338	55	9	33	10	158	19	15	196
		32%jopq	31%	33%	30%	32%	36%	31%	31%	44%Tjno	31%opqrs	40%jopqrs	41%Tjno	35%opqrs	31%oprs	23%	18%	16%	20%	18%	31%	37%	27%	38%	42%	32%	31%	30%	32%
Not very aware	(2)	530	257	269	131	164	113	119	295	28	502	40	72	83	97	94	74	41	210	115	480	47	13	27	4	219	23	19	258
		43%iklu	42%	43%	39%	44%	43%	42%	44%	32%	43%kl	28%	34%	41%k	45%kl	55%Tjk	54%Tjk	57%Tkl	55%Tjk	55%Tjk	44%Tuw	31%	39%	30%	19%	45%	38%	39%	42%
Not at all aware	(1)	199	89	110	64	57	32	45	121	8	191	18	27	21	37	35	36	16	88	53	173	23	5	13	3	82	5	7	102
		16%lm	15%	17%	19%	16%	13%	16%	17%	9%	17%lm	13%	13%	10%	17%	20%lm	27%Tjkl	23%lm	23%Tjkl	25%Tjkl	16%	15%	14%	15%	13%	17%	8%	15%	17%
NET: Very/ Quite aware		514	260	253	142	144	111	112	285	52	463	84	113	98	84	43	26	15	84	41	426	82	15	48	16	191	33	23	255
		41%jopq	43%	40%	42%	39%	43%	41%	41%	59%Tjno	40%opqrs	60%Tjno	53%Tjno	49%Tjop	38%opqrs	25%	19%	20%	22%	19%	40%	54%Tt	47%	54%Tt	69%	39%	54%z	46%	41%
NET: Not at all/ Not very aware		729	346	378	195	221	146	164	416	36	603	57	100	104	135	130	111	57	298	168	653	70	17	40	7	300	28	26	360
		59%klm	57%	60%	58%	61%	57%	59%	58%	41%	60%Tkl	40%	47%	51%	62%kl	75%Tjk	81%Tjk	80%Tjkl	78%Tjkl	81%Tjkl	60%Tuw	46%	53%	46%	31%	61%A	46%	54%	59%
Mean		2.35jop	2.40Tb	2.29	2.35	2.31	2.38	2.33	2.33	2.65Tjn	2.32opq	2.66Tjn	2.52Tjn	2.52Tjn	2.28opr	2.07	1.93	2.02	2.01	1.96	2.32	2.57Tt	2.52	2.55Tt	2.82	2.29	2.70TzC	2.47	2.34
Standard deviation		0.86	0.88	0.83	0.92	0.82	0.80	0.86	0.87	0.83	0.85	0.85	0.86	0.86	0.83	0.72	0.68	0.75	0.71	0.71	0.84	0.95	0.98	0.94	0.99	0.82	0.92	0.94	0.87
Standard error		0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.03	0.08	0.03	0.08	0.06	0.06	0.06	0.06	0.06	0.10	0.04	0.05	0.03	0.07	0.15	0.09	0.18	0.04	0.10	0.13	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 397
Q6b. Awareness of measures - NET: Any VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 15-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Very aware	(4) 116	36	19	23	75	15	52	46	4	56	60	31	30	23	9	47	2	50	33	12	12	103	13
		9%eiv	10%	11%	9%	5%	8%	16%Tef	6%	7%	15%Tin	28%Tij	16%TI	13%id	9%	16%T	6%	9%	8%	13%	12%	10%TV	5%
Quite aware	(3) 398	118	65	58	262	81	177	110	30	237	161	46	73	71	111	12	186	119	31	45	319	79	
		32%fi	34%	29%	31%	30%	29%	38%TI	49%Tef	28%	39%TI	38%	39%TI	40%TI	39%id	38%T	44%	32%	30%	33%	45%Tqr	32%	32%
Not very aware	(2) 530	161	81	88	355	119	288	100	23	389	141	27	63	68	40	104	9	244	183	37	34	412	118
		43%gkio	44%	44%	42%	44%g	47%Tg	34%	37%	47%Tjk	35%k	22%	34%k	38%k	38%k	35%	33%	42%	46%t	39%	34%	41%	48%
Not at all aware	(1) 199	50	27	31	145	56	101	37	5	153	46	16	19	15	34	4	104	63	14	10	161	38	
		16%jmo	14%	14%	17%	21%Tgh	16%	13%	8%	18%Tjm	11%	13%	11%	9%	15%	11%	16%	18%	16%	15%	10%	16%	15%
NET: Very/ Quite aware	514	154	84	81	337	96	229	156	33	293	221	77	103	94	51	159	14	237	151	43	57	422	92
		41%sefi	42%	44%	40%	35%	37%	53%Tef	55%Tef	35%	54%TI	64%Tijm	55%TI	53%TI	47%id	53%T	51%	41%	38%	46%	56%Tqr	42%	37%
NET: Not at all/ Not very aware	729	211	108	119	499	175	389	137	28	542	187	43	82	83	57	138	13	348	246	51	44	573	156
		59%ghjklmot	58%	56%	60%	65%Tgh	63%Tgh	47%	45%	65%Tjklm	46%k	38%	45%	47%k	53%k	47%	49%	59%t	62%t	54%	44%	58%	63%
Mean	2.35efi	2.38	2.40	2.37	2.32	2.20	2.29	2.56Tef	2.52e	2.23	2.58Tin	2.77Tijn	2.61Tin	2.57TI	2.40	2.58T	2.41	2.31	2.30	2.43	2.58Tqr	2.37	2.27
Standard deviation	0.86	0.84	0.85	0.88	0.86	0.83	0.84	0.90	0.73	0.82	0.88	0.99	0.88	0.83	0.85	0.89	0.85	0.86	0.83	0.90	0.82	0.87	0.78
Standard error	0.02	0.04	0.06	0.06	0.03	0.05	0.03	0.05	0.09	0.03	0.04	0.08	0.06	0.06	0.05	0.18	0.04	0.04	0.04	0.08	0.08	0.03	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 398
Q6b. Awareness of measures - NET: Any VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GO Region											Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Very aware	(4)	116	11	6	4	95	6	8	14	16	10	4	16	13	7	88	28	4	100	59	17	3	4	5	3	4	8	
		9%jox	11%	11%	11%	9%j	12%	6%	14%j	15%j	11%j	3%	9%	8%	7%	11%To	6%	13%	9%	13%Tx	8%x	6%	7%kx	9%kx	1%	3	4	
Quite aware	(3)	398	26	19	11	342	16	31	29	46	41	42	62	43	32	282	110	5	7	372	156	62	19	23	25	41	24	9
		32%loqx	25%	31%	32%	33%ll	31%	23%	29%	44%Tadfgl	45%Tadfglm	38%ll	37%ll	25%	30%	37%To	24%	16%	12%	33%Tq	35%kx	31%kx	37%kx	39%kx	47%Tx	18%	29%	33%
Not very aware	(2)	530	56	25	10	439	20	73	39	33	29	53	58	83	52	290	233	19	36	476	169	97	22	20	18	130	40	6
		43%hkn	54%Tcdg	42%	28%	42%hk	39%	54%Tcdghk	38%	31%	32%	48%hnik	34%	47%hnik	49%hnik	38%	51%Tn	59%	63%Tr	42%	38%	48%sa	43%	34%	35%	56%Tsw	48%	19%
Not at all aware	(1)	199	10	9	11	169	9	24	19	10	10	12	33	35	111	86	4	11	177	61	28	7	11	5	57	15	6	
		16%n	10%	16%	30%Tadhij	16%	18%	18%	19%	10%	11%	11%	20%sh	20%ah	14%	14%	19%	12%	20%	16%	14%	14%	19%	9%	25%Tstw	18%	21%	
NET: Very/ Quite aware		514	37	25	15	436	22	39	43	62	51	45	78	57	39	370	138	9	10	472	215	79	21	27	30	45	28	17
		41%floq	36%	42%	42%	42%ll	43%	29%	43%lf	59%Tadfglm	57%Tadfglm	41%	46%ll	33%	37%	48%To	30%	29%	18%	42%q	48%Ttay	39%kx	43%kx	46%kx	56%kay	34%kx	60%	
NET: Not at all/ Not very aware		729	66	35	21	608	29	97	57	44	39	65	91	118	68	401	319	23	48	653	230	125	29	31	24	188	55	12
		59%hins	64%hi	58%	58%	58%hi	57%	71%Tdgghk	57%kh	41%	43%	59%hi	54%	67%Tdhik	63%hi	52%	70%Tn	71%	82%Tr	58%	52%	61%sa	57%	54%	44%	81%Tstuvwy	66%sw	40%
Mean		2.35flo	2.38	2.37	2.23	2.35ll	2.37	2.17	2.38	2.64Tadfglmj	2.56Tadfglmj	2.33	2.36	2.20	2.29	2.45To	2.17	2.31	2.04	2.35q	2.48Txy	2.33x	2.34x	2.55xy	1.96	2.21x	2.66	
Standard deviation		0.86	0.81	0.88	1.00	0.86	0.82	0.79	0.95	0.86	0.84	0.72	0.90	0.85	0.80	0.87	0.80	0.86	0.75	0.85	0.89	0.81	0.79	0.87	0.79	0.69	0.80	1.11
Standard error		0.02	0.08	0.12	0.17	0.03	0.13	0.07	0.10	0.08	0.08	0.07	0.07	0.07	0.03	0.05	0.15	0.10	0.03	0.04	0.06	0.11	0.12	0.12	0.05	0.09	0.20	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 399

Q6b. Awareness of measures - NET: Any VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Very aware (4)	116	21	28	22	22	15	107	90	68	107	63	50	44	21	20	59	57	108	8	1
Quite aware (3)	398	65	109	100	62	31	377	267	168	349	157	62	58	11	14	23	127	265	322	76
Not very aware (2)	530	103	151	113	71	52	469	235	142	419	98	38	36	4	7	16	80	445	62	468
Not at all aware (1)	199	42	46	51	16	23	165	91	44	145	11	12	1	2	3	27	167	8	191	
NET: Very/ Quite aware	514	86	137	122	84	46	485	357	236	455	221	113	101	32	29	43	186	321	430	85
NET: Not at all/ Not very aware	729	145	197	164	86	75	634	326	186	564	139	49	48	5	9	19	107	612	71	659
Mean	2.35qs	2.28	2.36	2.33	2.53Tab	2.32	2.38T	2.52Tf	2.61Tfg	2.41T	2.67Tg	2.94Tg	2.89Tg	3.38Tg	3.12Tg	2.96Tg	2.74Tq	2.23	3.06Ts	1.87
Standard deviation	0.86	0.87	0.82	0.86	0.83	0.82	0.85	0.88	0.88	0.86	0.80	0.80	0.82	0.84	0.88	0.80	0.89	0.81	0.64	0.82
Standard error	0.02	0.06	0.04	0.05	0.06	0.06	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.08	0.07	0.05	0.03	0.03	0.02

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 400
Q6b. Awareness of measures - NET: Any Selected VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any Selected VSP

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Very aware	(4) 115	9%bopr 12%Tb	41	40	27	20	25	66	45	13	102	27	24	28	15	4	1	3	8	4	88	26	6	14	6	33	14	8	58
Quite aware	(3) 398	32%opqr 31%	211	102	117	90	86	219	177	37	361	57	88	70	69	39	25	12	76	37	338	55	9	33	10	157	19	15	197
Not very aware	(2) 531	43%iklu 43%	269	131	164	114	119	296	233	29	502	40	73	83	97	94	74	41	210	115	480	47	13	27	4	220	23	19	258
Not at all aware	(1) 199	16%lm	110	64	57	32	45	121	77	8	191	18	27	21	37	35	36	16	88	53	173	23	5	13	3	82	5	7	102
NET: Very/ Quite aware	513	259	253	142	143	110	112	285	222	51	462	84	112	98	84	43	26	15	84	41	426	82	15	47	16	190	32	22	255
NET: Not at all/ Not very aware	730	347	378	195	221	146	164	416	310	37	693	57	100	104	135	130	111	57	298	168	653	70	17	40	7	301	28	26	360
Mean	2.34jop qrst	2.40Tb	2.29	2.35	2.31	2.38	2.33	2.33	2.36	2.64Tjn opqrs	2.32opq opqrs	2.66Tjn opqrs	2.51Tjn opqrs	2.52Tjn opqrs	2.28opr s	2.07	1.93	2.02	2.01	1.96	2.32	2.56Tt	2.52	2.55Tt	2.82	2.29	2.70TzC	2.47	2.34
Standard deviation	0.86	0.88	0.83	0.92	0.82	0.80	0.86	0.87	0.83	0.85	0.85	0.93	0.86	0.86	0.83	0.72	0.68	0.75	0.71	0.71	0.84	0.95	0.98	0.94	0.99	0.82	0.92	0.94	0.87
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.03	0.04	0.09	0.03	0.08	0.06	0.06	0.06	0.06	0.06	0.10	0.04	0.05	0.03	0.07	0.15	0.09	0.18	0.04	0.10	0.13	0.04

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 401
Q6b. Awareness of measures - NET: Any Selected VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any Selected VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
Very aware	(4) 115	9%eiv	35	19	23	74	14	52	45	55	60	31	29	23	9	47	2	50	32	12	12	102	13	
			10%	11%	9%	5%	8%	15%Tef	6%	15%Tin	26%Tjll	16%Ti	13%il	9%	16%T	6%	9%	8%	12%	12%	10%Tv	5%		
Quite aware	(3) 398	32%fi	118	65	58	262	81	177	111	29	237	161	46	72	71	41	112	12	186	119	31	44	319	
			34%	29%	31%	30%	29%	38%Ti	47%Tef	28%	39%Ti	38%il	39%Ti	40%Ti	39%il	38%T	44%	32%	30%	33%	44%Tqr	32%	32%	
Not very aware	(2) 531	43%gkll	161	81	88	356	119	288	100	24	389	142	27	64	68	40	104	9	244	183	37	35	413	
			44%	44%	43%	44%g	47%Tg	34%	39%	47%Tjkl	35%k	22%	34%k	39%k	38%k	35%	33%	42%	46%	39%	35%	41%	48%	
Not at all aware	(1) 199	16%lmo	50	27	31	145	56	101	37	5	153	46	16	19	15	34	4	104	63	14	10	161		
			14%	14%	15%	17%	21%Tgh	16%	13%	8%	18%Tlm	11%	13%	11%	9%	15%	11%	16%	16%	15%	10%	16%	15%	
NET: Very/ Quite aware	513	41%efi	154	84	81	336	95	229	156	32	293	220	77	102	94	51	158	14	237	151	43	56	421	
			42%	44%	41%	40%	35%	37%	53%Tef	53%ef	35%	54%Ti	64%Tjmn	55%Ti	53%Ti	47%il	53%T	51%	40%	38%	45%	55%Tqr	42%	37%
NET: Not at all/ Not very aware	730	59%gkllmot	211	108	119	501	175	389	137	28	542	188	43	83	84	57	138	13	348	246	52	45	574	
			58%	56%	60%	65%Tgh	63%Tgh	47%	47%	54%Tjkl	48%k	36%	45%	47%k	53%k	47%	49%	60%t	62%t	55%	45%	58%	63%	
Mean	2.34ei	2.38	2.39	2.37	2.32	2.20	2.29	2.56Tef	2.51e	2.23	2.57Tin	2.77Tij	2.60Ti	2.57Ti	2.40	2.58T	2.41	2.31	2.30	2.42	2.58Tqr	2.36	2.27	
Standard deviation	0.86	0.84	0.85	0.88	0.86	0.83	0.84	0.90	0.73	0.82	0.87	0.99	0.88	0.83	0.85	0.89	0.85	0.86	0.83	0.90	0.82	0.87	0.78	
Standard error	0.02	0.04	0.06	0.06	0.03	0.05	0.03	0.05	0.09	0.03	0.04	0.08	0.06	0.06	0.05	0.18	0.04	0.04	0.08	0.08	0.03	0.03	0.05	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 402
Q6b. Awareness of measures - NET: Any Selected VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any Selected VSP

	GO Region										Internet usage				Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Very aware	(4)	115	11	6	4	94	6	8	14	16	10	4	16	13	7	87	28	4	99	58	17	3	4	5	3	4	8	
Quite aware	(3)	398	26	19	11	342	16	31	29	46	41	42	62	43	32	282	110	5	7	372	157	62	19	23	25	41	24	9
Not very aware	(2)	531	56	25	10	440	20	73	39	34	29	53	58	83	52	291	233	19	36	477	169	97	22	20	18	130	40	6
Not at all aware	(1)	199	10	9	11	169	9	24	19	10	10	12	33	35	16	111	86	4	11	177	61	28	7	11	5	57	15	6
NET: Very/ Quite aware		513	37	25	15	435	22	39	43	61	45	78	57	39	369	138	9	10	471	215	79	21	27	30	45	28	17	
NET: Not at all/ Not very aware		730	66	35	21	609	29	97	57	45	39	65	91	118	68	402	319	23	48	654	231	125	29	31	24	188	55	12
Mean	2.34	2.37	2.37	2.23	2.34	2.37	2.17	2.38	2.56	2.33	2.36	2.20	2.29	2.45	2.17	2.31	2.04	2.35	2.48	2.33	2.34	2.34	2.55	1.96	2.21	2.66		
Standard deviation	0.86	0.81	0.88	1.00	0.85	0.82	0.79	0.95	0.85	0.84	0.72	0.80	0.85	0.80	0.87	0.80	0.88	0.75	0.85	0.89	0.81	0.79	0.87	0.79	0.69	0.80	1.11	
Standard error	0.02	0.08	0.12	0.17	0.03	0.13	0.07	0.10	0.08	0.08	0.07	0.07	0.07	0.08	0.05	0.15	0.10	0.03	0.04	0.06	0.11	0.12	0.12	0.05	0.09	0.20		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 403

Q6b. Awareness of measures - NET: Any Selected VSP
Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?
Base: All respondents who have used ... in the past 3 months
NET: Any Selected VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruite (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Very aware (4)	115	21	28	22	21	15	106	89	67	106	63	50	43	20	14	19	58	57	107	8
	9%qs	9%	8%	8%	12%	13%	9%	13%Tfi	16%Tfij	10%T	17%Tfij	31%Tfghij	29%Tfghij	55%Tfghijkl	38%Tfghij	31%Tfghij	20%Tq	6%	21%Ts	1%
Quite aware (3)	398	65	110	100	63	31	377	266	168	348	157	62	57	11	14	23	127	265	322	76
	32%qs	28%	33%	35%	37%	26%	34%T	39%Tfi	40%Tfi	34%T	44%Tfijm	38%	38%	30%	38%	37%	43%Tq	28%	64%Ts	10%
Not very aware (2)	531	103	151	114	71	52	470	236	143	420	99	39	37	4	7	16	81	445	63	468
	43%ghij	45%	45%	40%	41%	43%	42%ghijklmno	35%ijklmno	34%ijklmno	41%ghijklmno	28%lm	24%lm	25%lm	11%	20%	28%lm	28%	48%Tp	13%	63%Tr
Not at all aware (1)	199	42	46	51	16	23	165	91	45	145	41	11	12	2	2	3	28	167	9	191
	16%dfghijklmno	18%dp	14%	18%dp	9%	19%dp	15%hijklmno	13%hijklmno	11%o	14%hijklmno	11%kno	7%	8%	4%	5%	8%	9%	18%Tp	2%	26%Tr
NET: Very/ Quite aware	513	86	137	121	84	46	483	356	235	454	219	111	100	32	28	42	185	321	428	85
	41%qs	37%	41%	42%	49%Ta	38%	43%T	52%Tfi	56%Tfi	45%T	61%Tfghij	69%Tfghij	67%Tfghij	85%Tfghij	75%Tfghij	68%Tfghij	63%Tq	34%	86%Ts	11%
NET: Not at all/ Not very aware	730	145	197	165	86	75	635	328	187	565	141	50	49	6	9	20	109	612	72	659
	59%dfghijklmno	63%dp	59%	58%	51%	62%	57%ghijklmno	48%ijklmno	44%ijklmno	55%ghijklmno	31%lm	33%lm	33%lm	15%	25%	32%lm	37%	66%Tp	14%	89%Tr
Mean	2.34qs	2.28	2.36	2.32	2.52Tac	2.32	2.38T	2.52Tfi	2.61Tfij	2.41T	2.67Tfij	2.93Tfghij	2.88Tfghijkl	3.35Tfghijkl	3.08Tfghijkl	2.94Tfghij	2.73Tq	2.23	3.05Ts	1.87
Standard deviation	0.86	0.87	0.82	0.85	0.83	0.82	0.85	0.88	0.88	0.86	0.90	0.91	0.92	0.85	0.88	0.90	0.88	0.81	0.84	0.82
Standard error	0.02	0.06	0.04	0.05	0.06	0.06	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.08	0.07	0.05	0.03	0.03	0.02

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 404

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	570	326	242	172	159	116	116	331	232	52	518	74	141	129	98	37	26	13	76	39	451	114	22	74	206	54	30	272
Weighted base	500	255	244	144	133	107	109	277	216	47*	454	78	108	97	89	39*	25**	17**	82	43*	422	74	15**	47*	179	35*	22**	257
Effective base	432	235	198	123	123	92	89	246	180	49	385	53	101	95	77	32	23	11	65	33	357	71	15	43	158	32	21	216
NET: Rules / action taken against harmful content	206	98	108	61	57	40	44	119	84	14	192	28	39	36	51	16	14	9	38	23	182	25	6	15	74	15	5	112
	41%	39%	44%	43%	43%	37%	40%	43%	39%	30%	42%	36%	36%	37%	57%Tijk lm	40%	54%	52%	47%	53%si	43%	33%	40%	32%	41%	45%	22%	44%
Inappropriate content/ there are rules/ action taken against inappropriate content	70	32	38	26	23	4	17	49	21	5	65	7	10	13	22	3	6	4	13	11	63	7	1	5	30	1	1	38
	14%keh	13%	16%	18%eh	18%eh	4%	16%eh	18%Teh	10%e	11%	14%	6%	10%	13%	24%Tjkl	7%	25%	25%	17%k	25%kl	15%	9%	8%	10%	17%	4%	2%	15%
Violent content/ there are rules/ action taken against violent content	46	20	25	9	17	7	11	26	19	4	41	5	8	11	12	3	1	1	5	2	39	7	3	3	17	4	1	23
	9%	8%	10%	6%	12%	7%	10%	9%	9%	10%	9%	6%	7%	11%	14%	8%	6%	4%	7%	5%	9%	9%	20%	7%	10%	13%	5%	9%
Removal of content/ videos/ posts	45	20	25	13	15	13	5	28	17	5	40	4	7	6	14	2	5	2	9	7	39	6	1	4	19	3	2	20
	9%	8%	10%	9%	11%	12%	4%	10%	8%	11%	9%	5%	6%	6%	16%Tjlm	5%	21%	10%	11%	17%	9%	8%	4%	9%	11%	9%	10%	8%
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	33	20	14	12	6	3	12	18	15	4	30	10	6	3	5	2	1	2	5	3	28	5	*	4	7	3	1	22
	7%	8%	6%	9%	4%	3%	11%e	7%	7%e	8%	7%	13%lm	6%	4%	6%	5%	4%	9%	6%	6%	7%	7%	7%	10%	4%	10%	4%	9%
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	23	12	11	5	8	5	4	14	9	1	22	-	5	5	5	6	2	-	8	2	22	1	*	1	10	2	-	11
	5%	5%	5%	4%	6%	5%	4%	5%	4%	2%	5%	-	4%	5%	6%	16%Tijk	6%	-	9%k	4%	5%	2%	1%	2%	5%	5%	-	4%
Offensive content/ there are rules/ action taken against offensive content	21	12	9	6	4	6	5	10	11	1	20	-	1	4	7	5	1	2	8	3	20	1	-	1	7	1	2	12
	4%	5%	4%	4%	3%	6%	5%	4%	5%	2%	4%l	-	1%	4%	8%kl	14%Tjkl	4%	11%	10%Tjkl	6%	5%	2%	-	3%	4%	3%	7%	5%
Sexual content/ there are rules/ action taken against sexual content	19	6	13	5	2	4	7	7	11	1	18	2	2	4	7	1	-	2	3	2	18	2	-	1	9	1	1	9
	4%	2%	5%	4%	1%	3%	7% ^d	3%	5%	2%	4%	3%	2%	4%	8% ^T	3%	-	9%	3%	4%	4%	2%	-	1%	5%	2%	5%	3%

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 404

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	500	255	244	144	133	107	109	277	216	47*	454	78	108	97	89	39*	109	25**	17**	82	43*	422	74	15**	47*	179	35*	22**	257
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	12 2%	8 3%	4 2%	1 1%	2 1%	1 1%	7 7%Tcdg	2 1%	8 4%	-	12 3%	3 4%	2 2%	4 4%	3 3%	-	-	-	-	-	11 3%	1 1%	-	-	3 1%	-	-	2 7%	8 3%
Bullying/ there are rules/ action taken against bullying	12 2%	3 1%	8 3%	1 1%	2 1%	2 2%	5 4%	3 1%	7 3%	1 3%	10 2%	2 2%	4 4%	4 4%	* *	-	-	1 1%	-	* *	10 2%	2 2%	1 6%	1 2%	3 2%	2 6%	1 5%	5 2%	
Censored videos/ images/ content	10 2%	6 2%	4 2%	2 1%	2 1%	4 4%	1 1%	4 1%	5 2%	-	10 2%	1 2%	5 4%	* *	2 2%	1 2%	1 4%	-	2 2%	1 2%	9 2%	1 1%	1 7%	-	2 1%	-	-	7 3%	
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	9 2%	3 1%	5 2%	3 2%	4 3%	-	2 1%	7 3%	2 1%	-	9 2%	-	* *	-	4 5% m	4 11% Tijk	-	-	4 5% Tlm	-	9 2%	-	-	-	5 3%	* 1%	-	3 1%	
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	7 1%	4 2%	2 1%	2 1%	3 2%	2 1%	1 1%	5 2%	2 1%	2 2%	6 1%	-	2 2%	2 2%	-	1 4%	1 4%	-	2 3%	1 2%	7 2%	-	-	-	2 1%	-	-	4 2%	
Harmful content/ there are rules/ action taken against harmful content	6 1%	1 *	5 2%	1 1%	-	5 5% Tdfg	-	1 *	5 2%	-	6 1%	-	2 2%	-	2 2%	1 3%	1 3%	-	2 2%	1 2%	4 1%	2 2%	-	2 4%	1 1%	2 5% Tz	-	3 1%	
Copyright / there are rules / actions taken against content that infringes copyright law	5 1%	4 2%	1 *	4 3% h	1 1%	-	-	5 2%	-	-	5 1%	3 4%	1 1%	1 1%	-	1 1%	-	-	1 1%	-	5 1%	-	-	-	2 1%	2 6% TC	-	1 1%	
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	5 1%	2 1%	3 1%	1 1%	1 1%	1 1%	2 2%	2 1%	3 1%	-	5 1%	-	1 1%	1 1%	2 2%	-	-	1 7%	1 1%	1 3%	3 1%	2 2%	-	1 2%	2 1%	1 2%	-	2 1%	

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 404
Q7. Awareness of safety measures (open ended)
Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?
Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	500	255	244	144	133	107	109	277	216	47*	454	78	108	97	89	39*	25**	17**	82	43*	422	74	15**	47*	179	35*	22**	257	
There is legislation in place / the online safety bill	3 1%	2 1%	2 1%	2 1%	1 1%	1 1%	-	2 1%	1 *	-	3 1%	2 2%	-	1 1%	-	-	1 3%	-	1 1%	1 2%	3 1%	-	-	-	1 *	-	-	-	2 1%
Adult/ mature content/ there are rules/ action taken against adult content	2 *	2 1%	1 *	2 1%	1 1%	-	-	2 1%	-	1 2%	2 *	-	-	1 1%	-	1 2%	-	-	1 1%	-	2 1%	-	-	-	2 1%	-	-	-	1 *
Child abuse/ there are rules/ action taken against child abuse	2 *	-	2 1%	1 1%	-	1 1%	-	1 *	1 1%	-	2 *	-	-	-	-	2 5%Tjmn	-	-	2 3%Tj	-	2 1%	-	-	-	2 1%	-	-	-	-
Illegal content/ there are rules/ action taken against illegal content	1 *	1 1%	-	-	1 1%	-	-	1 *	1 *	-	1 *	-	1 *	1 1%	-	-	-	-	-	-	1 *	-	-	-	1 1%	-	-	-	-
NET: Button / mechanism to report harmful content and accounts	130 26%hwz	71 28%	58 24%	45 31%	37 28%	22 21%	23 21%	82 29%	45 21%	11 24%	118 26%	18 23%	33 30%	28 29%	22 25%	10 27%	5 18%	2 14%	17 21%	7 16%	115 27%w	13 18%w	5 36%	5 10%	36 20%	6 17%	6 27%	82 32%Tz	
Reporting buttons/ function/ system	59 12%fw	25 10%	33 14%	21 14%f	20 15%f	12 11%	6 6%	41 15%Th	18 8%	8 16%	51 11%	7 9%	16 14%	11 11%	11 12%	3 7%	2 6%	2 14%	7 8%	4 9%	53 13%w	6 8%w	2 15%	1 2%	20 11%	2 6%	1 5%	36 14%	
Able to report content	31 6%	19 7%	12 5%	9 6%	11 8%	7 6%	4 4%	20 7%	11 5%	2 4%	29 6%	2 2%	8 7%	8 8%	7 7%	3 8%	2 9%	-	5 7%	2 5%	27 6%	4 5%	13% 4%	2 4%	9 5%	1 3%	5 22%	16 6%	
Able to report pictures/ videos	20 4%b	16 6%b	4 2%	3 2%	6 4%	2 2%	8 6% 8% c	8 3%	11 5%	-	20 4%	-	7 6%	7 7% k	4 5%	3 7% k	-	-	3 4%	-	17 4%	4 5%	1 9%	2 4%	5 3%	1 4%	1 3%	14 5%	
Able to report posts	18 4%	10 4%	8 3%	9 6%	3 2%	1 1%	5 5%	12 4%	6 3%	1 3%	17 4%	7 9% Tj	1 1%	4 2%	2 2%	2 5%	1 3%	-	3 2%	1 4%	17 4%	-	-	-	5 3%	1 4%	-	12 5%	
Able to report users/ accounts	12 2%	9 3%	3 1%	4 3%	1 2%	2 2%	2 2%	6 2%	4 2%	1 3%	10 2%	3 3%	3 2%	2 2%	2 3%	1 2%	-	-	1 3%	-	11 3%	1 1%	-	1 1%	2 1%	1 5%	1 5%	9 3%	
NET: Tools / people that check for potentially harmful content	108 21%beh	67 26% Tb	41 17%	39 27% eth	38 29% Tefh	14 13%	17 15%	77 28% Tefh	31 14%	11 24%	96 21%	12 16%	16 15%	23 24%	17 19%	12 30%	12 47%	4 23%	27 34% Tjkl	16 37% Tjkl	96 23%	12 16%	2 11%	9 20%	35 27%	9 5%	1 27%	61 24%	
Monitoring/ checking / reviewing (non-specific/ other)	44 9%eh	28 11%	16 7%	20 14% Tefh	15 12% eh	4 4%	5 5%	35 13% Tefh	9 4%	3 7%	41 9%	6 8%	6 6%	9 10%	9 10%	6 16%	2 9%	2 14%	11 13%	5 11%	41 10%	3 4%	1 7%	2 5%	15 9%	4 12%	1 1%	23 9%	

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 404

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Gender			Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	500	255	244	144	133	107	109	277	216	47*	454	78	108	97	89	39*	25**	17**	82	43*	422	74	15**	47*	179	35*	22**	257
Human moderators that check content	32	20	12	10	14	4	4	24	8	3	29	4	6	6	3	2	6	2	10	8	31	1	-	1	11	-	-	21
Filters are put in place	19	15	5	7	7	1	4	14	6	4	16	2	4	5	5	-	-	-	-	14	5	-	4	4	4	4	1	11
Key words are monitored/muted	17	9	9	5	5	4	3	10	7	1	16	2	2	4	2	4	3	-	7	3	15	2	1	2	4	1	-	12
NET: Site settings/terms of use	73	42	31	22	21	16	15	42	31	7	66	12	10	18	9	7	6	3	17	10	62	12	3	7	27	4	2	39
Community guidelines/standards/ not being able to post anything that does not meet community guidelines/standards/terms and conditions/terms of service	44	28	16	12	13	9	10	26	18	3	40	7	8	11	4	3	5	3	11	9	40	4	*	3	13	2	*	27
Privacy settings	12	4	8	3	2	5	2	6	7	1	11	1	*	2	4	4	-	-	4	-	10	2	1	1	8	2	-	2
Safety settings are in place	11	5	6	5	2	4	*	6	5	-	11	4	1	3	2	-	1	-	1	1	6	5	1	3	6	-	1	4
Restrictions/limits on usage/access	7	3	5	2	1	3	3	4	3	4	-	-	*	4	-	-	-	-	-	6	1	-	-	1	*	-	6	
Access to in app/website help and support	3	3	-	1	2	-	-	3	-	-	1	2	-	-	-	-	-	-	-	-	3	-	-	-	-	*	-	2
NET: System to block or ban harmful content and accounts	71	31	41	19	18	18	17	37	34	8	64	11	11	18	18	3	2	-	5	2	62	9	1	5	21	4	2	45
Banning users from use/accounts can be banned	33	14	19	5	10	11	8	14	19	3	30	1	8	8	11	2	6	-	3	2	31	3	1	*	6	1	1	25
Blocking function/system	17	6	11	8	1	4	4	9	8	4	14	6	3	*	3	1	1	-	2	1	16	2	-	2	6	2	1	9

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 404
Q7. Awareness of safety measures (open ended)
Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?
Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	500	255	244	144	133	107	109	277	216	47*	454	78	108	97	89	39*	25**	17**	82	43*	422	74	15**	47*	179	35*	22**	257	
Able to block users/accounts	12 2%	8 3%	4 2%	2 2%	6 4%	1 1%	3 3%	8 3%	4 2%	2 3%	11 2%	1 1%	1 1%	6 6%Tjr	3 3%	-	-	-	-	-	12 3%	-	-	-	4 2%	-	-	-	8 3%
Able to block content	8 2%	4 1%	5 2%	1 1%	3 3%	2 2%	2 2%	4 2%	4 2%	-	8 2%	1 2%	-	6 6%Tjr	1 1%	-	-	-	-	-	7 2%	1 1%	-	1 2%	3 2%	1 2%	-	-	5 2%
Able to block pictures/videos	6 1%at	1 *	8 2%a	3 2%	-	1 1%	2 2%	3 1%	3 1%	1 2%	5 1%	4 5%Tj	1 1%	-	-	3 3%	-	-	-	-	3 1%	3 5%Tt	-	2 5%Tt	2 1%	-	-	-	4 2%
Able to block posts	3 1%at	* *	3 1%	1 1%	-	-	3 2%	1 *	3 1%	-	3 1%	2 3%	2 1%	1 *	-	-	-	-	-	-	* *	3 4%Tt	-	2 5%Tt	1 1%	-	-	-	3 1%
NET: Age restrictions	65 13%C	36 14%	29 12%	19 13%	13 10%	18 17%	15 14%	32 12%	33 15%	5 11%	60 13%	5 7%	25 23%Tjkn	13 13%	9 10%	3 9%	2 10%	2 14%	2 10%	8 11%	5 12%	11 14%	5 5%	14% 17%TC	7 17%TC	30 17%TC	3 10%	5 22%	24 9%
Age verification/restrictions/ 18+	65 13%C	36 14%	29 12%	19 13%	13 10%	18 17%	15 14%	32 12%	33 15%	5 11%	60 13%	5 7%	25 23%Tjkn	13 13%	9 10%	3 9%	2 10%	2 14%	2 10%	8 11%	5 12%	11 14%	5 5%	14% 17%TC	7 17%TC	30 17%TC	3 10%	5 22%	24 9%
NET: Warnings / tips on staying safe	51 10%	21 8%	30 12%	11 8%	15 11%	9 9%	15 14%	26 9%	24 11%	2 5%	48 11%	10 13%	7 7%	14 14%	8 9%	6 15%	2 7%	2 12%	10 12%	4 9%	45 11%	4 6%	2 13%	2 3%	21 12%	2 5%	1 2%	26 10%	
Warnings of content the user is about to see/ the option to view content or not	35 7%	19 7%	16 7%	10 7%	11 7%	6 5%	8 7%	22 8%	14 6%	2 4%	34 7%	8 11%	5 5%	10 11%	6 6%	-	2 7%	2 12%	4 5%	4 9%	31 7%	3 4%	2 13%	2 2%	13 8%	1 4%	1 2%	18 7%	
Warnings are given (non-specific/ other)	10 2%a	1 *	9 4%Ta	* *	3 2%	2 2%	5 5%c	3 1%	7 3%	-	10 2%	1 2%	2 2%	3 3%	2 2%	2 5%	-	-	2 2%	-	9 2%	1 1%	-	* 1%	3 2%	-	-	-	7 3%
Security tips are provided	6 1%C	2 1%	3 1%	1 1%	1 1%	1 2%	2 1%	2 1%	3 2%	1 1%	5 1%	* *	-	-	1 2%	3 6%Tjkm	-	-	3 4%Tj	-	5 1%	* *	-	-	5 3%TC	* 1%	-	-	* *
Warnings about sharing personal information	3 1%	-	3 1%	-	-	1 1%	2 2%g	-	3 1%	-	3 1%	-	-	-	-	3 7%Tjmm	-	-	3 3%Tj	-	3 1%	-	-	-	2 1%	-	-	-	1 *
NET: Parental controls / child safety mechanisms	27 5%	11 4%	16 7%	9 6%	7 5%	6 5%	5 5%	16 6%	11 5%	4 9%km	23 5%	7 8%	9 8%sm	2 2%	2 2%	2 5%	2 6%	-	3 4%	2 4%	24 6%	2 3%	-	1 3%	15 8%	1 4%	* 1%	11 4%	
Parental controls/ locks/ methods to restrict children	19 4%C	6 2%	13 6%	9 6%	4 3%	2 2%	4 4%	13 5%	6 3%	4 9%mm	15 3%	3 5%	6 5%	2 2%	1 1%	2 5%	2 6%	-	3 4%	2 4%	17 4%	2 3%	-	1 3%	13 7%TC	1 4%	* 1%	4 2%	
Child safety protocols	8 2%	4 2%	3 1%	-	3 2%	4 3%c	1 1%	3 1%	5 2%	-	8 2%	3 4%	2 2%	* *	1 1%	1 2%	-	-	1 1%	-	8 2%	-	-	-	2 1%	-	-	-	5 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 404

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Gender			Social Grade						Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	500	255	244	144	133	107	109	277	216	47*	454	78	108	97	89	39*	25**	17**	82	43*	422	74	15**	47*	179	35*	22**	257
Child friendly versions of websites/ apps	1	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
Artificial intelligence/ algorithms that check content	26	17	9	10	8	3	4	18	7	*	25	6	8	2	2	2	-	4	2	23	3	1	1	4	1	-	20	
NET: Account verification processes	19	14	5	7	5	6	1	12	7	2	17	2	4	5	1	-	-	1	-	17	2	1	1	9	1	2	7	
Sign in for users before they can view content/ users must have an account to view content	6	5	2	3	*	3	1	3	3	1	5	-	2	2	2	-	-	-	-	6	*	-	*	3	*	1	2	
Identification/ users have to provide ID before use	5	4	1	1	2	3	*	3	3	-	5	1	2	1	1	-	-	-	-	5	*	-	*	1	*	-	4	
Passwords/ pin numbers required	4	2	2	*	2	1	-	3	1	-	4	*	*	1	1	1	-	1	-	4	*	*	-	3	-	-	1	
Verification methods are used	3	3	*	3	*	*	-	3	*	1	3	1	-	1	*	1	-	1	-	3	1	*	*	3	*	*	*	
Two factor authentication	*	*	-	*	*	-	-	*	-	-	*	-	*	*	-	-	-	-	-	-	-	1	1	*	*	1	-	
NET: Other/ None DK	95	41	53	24	25	16	25	49	41	12	83	21	15	18	16	5	4	5	13	8	76	17	2	12	35	7	8	44
Other answers	30	11	18	10	7	2	6	17	9	4	26	9	2	7	5	1	2	-	4	2	25	5	1	5	13	4	13	
Nothing	12	6	5	2	3	3	3	5	6	2	10	1	3	2	3	1	-	1	-	7	4	-	4	3	2	*	5	
Don't know/ No comment/ Invalid answer	54	23	29	12	15	11	16	26	27	7	47	10	10	9	9	3	1	5	9	6	44	8	2	3	19	1	7	26

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 405

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	570	164	89	88	387	97	246	188	39	296	273	98	137	110	61	215	252	174	62	56	484	86
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Effective base	432	126	71	64	293	78	190	135	29	242	190	62	98	85	45	138	187	133	42	49	363	69
NET: Rules / action taken against harmful content	206 41%g	56 40%	31 38%	28 40%	145 42%	38 42%	107 47%Tg	47 31%	16 48%	129 45%j	78 36%	29 37%	34 33%	30 35%	17 35%	59 37%	94 41%	62 42%	18 44%	17 34%	172 41%	35 42%
Inappropriate content/ there are rules/ action taken against inappropriate content	70 14%ju	16 11%	12 14%	6 8%	54 16%	12 14%	41 18%T	17 11%	*	49 17%Tj	22 10%	6 7%	13 12%	10 12%	3 6%	16 10%	28 12%	28 19%	6 13%	8 17%	52 12%	19 22%Tu
Violent content/ there are rules/ action taken against violent content	46 9%v	12 8%	7 8%	4 6%	32 9%	5 6%	27 12%	13 8%	3 9%	25 9%	20 9%	4 5%	12 12%	8 10%	3 6%	16 10%	17 7%	16 11%	6 14%	4 9%	44 11%Tv	2 2%
Removal of content/ videos/ posts	45 9%go	14 10%	9 11%	6 8%	30 9%	11 12%g	22 10%	6 4%	6 18%	32 11%	13 6%	3 4%	5 5%	5 6%	4 8%	8 5%	22 9%	12 8%	3 7%	5 10%	39 9%	6 7%
Bad language/ abusive/offensive language/ there are rules/ action taken against bad language/ abusive/offensive language	33 7%	7 5%	3 4%	5 7%	26 8%	3 3%	20 9%	8 5%	3 9%	15 5%	18 8%	12 15%Tijlm	5 5%	4 5%	3 7%	15 9%	15 6%	8 6%	2 4%	6 12%	32 8%	2 2%
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	23 5%	7 5%	2 2%	4 6%	16 5%	3 4%	10 5%	8 5%	1 3%	17 6%	6 3%	3 4%	5 5%	3 4%	*	6 4%	9 4%	11 7%	1 3%	1 2%	22 5%	1 1%
Offensive content/ there are rules/ action taken against offensive content	21 4%gj	9 6%	3 4%	3 4%	12 4%	6 7%g	12 5%g	2 1%	1 3%	17 6%j	4 2%	2 3%	2 2%	1 1%	2 4%	3 2%	10 4%	6 4%	1 3%	1 2%	20 5%	1 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 405

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondarily school or equiv (p)	University degree or equiv (q)	Higher university degree (r)	Still in full time education (s)	Urban (u)
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Sexual content/ there are rules/ action taken against sexual content	19	7	4	4	10	2	11	6	1	12	7	2	6	4	-	6	7	6	3	1	15	4
	4%	5%	6%	5%	3%	2%	5%	4%	3%	4%	3%	3%	6%	5%	-	4%	3%	4%	6%	2%	4%	5%
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	12	6	3	3	6	1	7	4	-	3	9	4	4	1	1	6	7	4	1	-	9	3
	2%	4%	4%	4%	2%	1%	3%	3%	-	1%	4%	5%	4%	1%	2%	4%	3%	3%	2%	-	2%	3%
Bullying/ there are rules/ action taken against bullying	12	5	3	5	6	*	5	6	-	4	8	4	4	2	*	6	6	4	-	1	10	2
	2%	4%	4%	7%Td	2%	*	2%	4%	-	1%	4%	5%	4%	3%	1%	4%	2%	2%	-	3%	2%	2%
Censored videos/ images/ content	10	1	*	1	9	2	6	1	1	9	1	*	-	1	-	*	4	4	2	-	8	2
	2%	1%	*	2%	3%	2%	3%	1%	4%	3%	1%	*	-	1%	-	*	2%	3%	6%	-	2%	2%
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	9	5	2	1	4	1	6	2	-	7	2	*	2	-	2	4	4	1	-	-	9	-
	2%	3%	2%	2%	1%	2%	3%	1%	-	2%	1%	*	2%	-	1%	2%	3%	3%	-	-	2%	-
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	7	1	1	-	6	1	4	-	1	4	3	-	2	1	-	3	2	3	2	1	4	2
	1%	1%	1%	-	2%	2%	2%	-	3%	1%	1%	-	2%	1%	-	2%	1%	2%	5%q	2%	1%	3%
Harmful content/ there are rules/ action taken against harmful content	6	1	-	1	5	-	4	-	2	3	3	2	-	1	-	3	3	-	3	-	4	2
	1%	1%	-	1%	1%	-	2%	-	5%	1%	1%	2%	-	1%	-	2%	1%	-	6%Tr	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 405

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (p)	University degree or equiv (q)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Copyright / there are rules / actions taken against content that infringes copyright law	5	1	1	1	1	1	3	2	-	4	1	-	1	-	-	1	2	1	2	-	3	2
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	5	-	-	-	5	-	2	3	-	3	2	2	1	-	-	2	3	-	1	-	5	-
There is legislation in place / the online safety bill	3	1	1	-	2	1	1	2	-	2	2	-	-	-	2	-	2	2	-	-	2	1
Adult/ mature content/ there are rules/ action taken against adult content	2	-	-	-	2	-	-	2	1	1	-	1	1	1	1	2	-	-	-	-	2	-
Child abuse/ there are rules/ action taken against child abuse	2	-	-	-	2	-	1	-	1	2	-	-	-	-	-	1	1	-	-	-	2	-
Illegal content/ there are rules/ action taken against illegal content	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
NET: Button / mechanism to report harmful content and accounts	130	43	32	18	83	22	60	39	9	68	61	23	27	29	12	48	57	45	12	11	107	23
Reporting buttons/ function/ system	59	18	16	4	39	8	29	16	5	32	27	6	12	14	9	20	21	21	9	7	48	10

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 405

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 15-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Able to report content	31	11	7	2	20	8	15	7	*	20	11	5	7	5	2	9	12	15	3	2	24	7
Able to report pictures/videos	20	7	5	5	12	3	8	8	1	10	10	2	5	7	2	8	9	8	1	-	17	4
Able to report posts	18	6	4	6	12	3	10	3	2	6	12	11	2	1	*	11	11	4	1	1	17	1
Able to report users/accounts	12	3	1	2	7	1	4	6	-	7	5	2	1	3	1	4	7	2	1	1	9	3
NET: Tools / people that check for potentially harmful content	108	30	14	15	74	19	53	32	4	65	43	8	20	18	11	30	46	33	14	11	83	25
Monitoring/ checking / reviewing (non-specific/ other)	44	11	4	7	32	11	18	14	1	33	11	*	6	8	3	7	18	16	5	3	31	14
Human moderators that check content	32	11	7	6	21	6	17	9	1	24	8	2	3	5	2	6	11	10	7	3	23	9
Filters are put in place	19	3	1	1	15	1	10	7	2	18	5	8	4	4	4	12	9	4	2	4	19	1
Key words are monitored/muted	17	8	4	3	9	3	10	5	-	9	8	2	4	3	7	10	3	3	1	15	3	4
NET: Site settings / terms of use	73	19	9	10	52	9	31	28	5	41	33	11	21	12	5	23	27	30	7	9	54	20

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 405

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	Yes				Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
											NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)									Aged 11-15 (m)
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Community guidelines/standards/ not being able to post anything that does not meet community guidelines/standards/ terms and conditions/ terms of service	44	13	7	6	31	8	22	11	2	28	16	6	9	4	4	10	14	19	4	5	29	15
	9%u	9%	8%	9%	9%	9%	10%	7%	7%	10%	8%	7%	8%	4%	8%	6%	6%	13%Tq	11%	10%	7%	18%Tu
Privacy settings	12	5	3	2	6	-	5	6	1	7	5	2	4	2	*	4	6	5	1	1	9	3
	2%	4%	3%	3%	2%	-	2%	4%	4%	3%	2%	2%	4%	2%	*	3%	3%	3%	1%	2%	2%	3%
Safety settings are in place	11	2	-	2	9	1	5	5	-	7	4	*	3	2	1	4	5	4	2	-	11	-
	2%	1%	-	3%	3%	1%	2%	3%	-	3%	2%	*	2%	2%	2%	2%	2%	3%	4%	-	3%	-
Restrictions/ limits on usage/ access	7	*	*	-	6	*	1	5	1	*	7	1	4	4	1	4	2	2	-	3	5	2
	1%l	*	*	-	2%	*	1%	3%	3%	*	3%TI	1%	4%TI	5%TI	2%	2%	1%	1%	-	6%Tq	1%	2%
Access to in app/ website help and support	3	*	-	*	2	-	*	2	-	-	3	3	2	-	-	3	2	*	-	-	3	-
	1%	*	-	*	1%	-	*	2%	-	-	1%	3%TI	2%TI	-	-	2%	1%	*	-	-	1%	-
NET: System to block or ban harmful content and accounts	71	18	11	8	53	11	29	29	2	41	30	5	20	15	5	24	31	21	7	10	57	15
	14%k	13%	14%	12%	16%	12%	13%	19%	6%	14%	14%k	6%	20%jk	17%k	11%	15%	17%	14%	17%	21%	14%	18%
Banning users from user accounts can be banned	33	9	5	5	25	5	20	8	1	20	13	3	9	5	3	12	16	10	3	3	28	6
	7%	6%	7%	7%	7%	5%	9%	5%	3%	7%	6%	4%	9%	6%	7%	7%	7%	7%	6%	6%	7%	7%
Blocking function/ system	17	7	5	4	10	3	2	11	1	10	7	-	5	4	3	4	5	6	3	3	14	3
	3%l	5%	6%	6%	3%	3%	1%	7%TI	3%	4%	3%	-	5%	4%	6%k	2%	2%	2%	4%	7%	5%	3%
Able to block users/ accounts	12	4	4	1	8	4	4	4	-	6	6	1	4	4	-	5	5	3	2	2	9	3
	2%	3%	5%	2%	2%	4%	2%	3%	-	2%	3%	1%	4%	4%	-	3%	2%	2%	6%	3%	2%	4%
Able to block content	8	*	*	-	8	-	3	6	-	3	5	-	4	2	-	5	6	1	-	1	5	3
	2%	*	*	-	2%	-	1%	4%T	-	1%	2%	-	4%	2%	-	3%	2%	1%	-	2%	1%	4%

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

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Table 405
Q7. Awareness of safety measures (open ended)
Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?
Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Able to block pictures/videos	6	1	-	1	5	1	1	5	-	5	1	1	1	-	-	1	2	-	-	3	6	-
Able to block posts	3	*	*	*	3	-	1	2	-	3	1	-	-	1	-	1	-	1	-	2	3	-
NET: Age restrictions	65	20	10	11	42	10	29	23	3	33	32	16	16	10	6	26	33	20	4	7	55	10
Age verification/restrictions/ 18+	65	20	10	11	42	10	29	23	3	33	32	16	16	10	6	26	33	20	4	7	55	10
NET: Warnings / tips on staying safe	51	17	10	7	33	6	24	16	5	32	19	4	10	8	3	14	23	17	2	2	45	6
Warnings of content the user is about to see/ the option to view content or not	35	11	6	6	24	4	17	11	3	25	11	2	4	7	2	6	14	14	2	1	31	4
Warnings are given (non-specific/ other)	10	3	2	-	8	2	3	3	2	5	6	2	4	2	-	6	6	2	-	-	9	1
Security tips are provided	6	4	3	2	2	-	3	1	1	3	3	*	1	*	1	2	3	1	-	1	6	-
Warnings about sharing personal information	3	2	-	2	1	-	2	1	-	2	1	-	1	-	-	1	3	-	-	-	3	-
NET: Parental controls / child safety mechanisms	27	10	4	7	14	*	17	9	*	18	9	3	5	4	2	5	10	10	1	4	22	5
Parental controls/ locks/ methods to restrict children	19	6	1	6	11	*	13	6	*	12	8	3	5	4	1	4	7	7	*	4	17	2
Child safety protocols	8	4	2	2	3	-	5	3	-	6	2	*	*	-	1	2	5	3	-	-	6	2

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	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	Aged 17 or under				Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
											NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)									Aged 11-15 (m)
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Child friendly versions of websites/ apps	1	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1
Artificial intelligence/ algorithms that check content	26	7	6	1	19	2	17	5	2	13	13	3	9	4	*	9	7	10	8	-	17	8
NET: Account verification processes	19	5	3	2	13	1	12	5	1	8	11	3	6	3	1	10	5	10	1	1	14	5
Sign in for users before they can view content/ users must have an account to view content	6	2	1	1	4	1	5	*	1	3	3	-	3	1	-	2	1	4	1	-	3	3
Identification/ users have to provide ID before use	5	1	*	1	4	-	4	1	*	1	4	2	1	1	1	4	2	3	-	-	5	1
Passwords/ pin numbers required	4	2	1	*	2	-	1	2	*	2	*	*	2	*	-	2	1	3	*	*	4	-
Verification methods are used	3	1	-	-	3	1	1	1	*	2	1	*	1	*	1	1	1	1	*	1	3	1
Two factor authentication	*	-	-	-	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-
NET: Other/ None DK	95	25	12	16	66	18	41	32	4	55	40	17	20	16	7	28	49	22	9	11	80	15
Other answers	30	8	5	6	20	5	8	16	-	14	16	9	7	5	-	12	11	14	1	4	25	4
Nothing	12	3	2	1	8	1	6	4	1	5	6	1	3	3	4	5	6	*	3	2	11	1

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Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?
Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	500	140	81	69	344	86	226	155	34**	285	215	79	104	85	47*	161	233	148	41*	50*	417	83
Don't know/ No comment/ Invalid answer	54	14	6	9	37	12	26	11	4	35	18	7	10	8	3	11	32	8	5	6	44	10
	11%r	10%	7%	13%	11%	14%	12%	7%	11%	12%	8%	9%	10%	10%	7%	7%	14%r	5%	11%	12%	10%	12%

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Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	570	49	21	16	484	25	52	41	70	58	51	92	63	32	457	108	14	18	513	270	94	17	22	24	39	33	19
Weighted base	500	43*	21**	14**	422	19**	49*	40*	62	46*	48*	73	55*	31**	348	149	10**	17**	457	212	81	16**	20**	25**	45*	38**	17**
Effective base	432	36	19	13	364	17	42	31	50	46	43	66	45	24	360	93	12	15	391	186	70	14	19	19	35	30	14
NET: Rules / action taken against harmful content	206	18	7	7	174	9	21	19	25	18	21	30	28	8	138	67	4	10	188	87	24	10	13	9	25	20	5
	41%t	43%	35%	45%	41%	46%	42%	46%	40%	40%	44%	42%	46%	18%	40%	45%	36%	41%	41%	41%	30%	60%	62%	38%	55%t	51%	32%
Inappropriate content/ there are rules/ action taken against inappropriate content	70	9	2	4	55	4	7	8	6	5	10	6	9	-	48	21	1	-	69	30	7	1	5	6	13	4	-
	14%	20%	9%	31%	13%	21%	15%	21%	9%	11%	20%	8%	17%	-	14%	14%	9%	-	15%	14%	9%	3%	25%	23%	29%Tst	11%	-
Violent content/ there are rules/ action taken against violent content	46	6	-	1	39	1	7	4	3	9	4	7	5	1	30	16	2	3	41	19	2	7	2	2	2	7	1
	9%t	13%	-	5%	9%	7%	14%	4%	5%	20%Tdg	9%	10%	9%	3%	9%	11%	19%	18%	9%	9%	3%	40%	11%	6%	2	3	8%
Removal of content/ videos/ posts	45	3	4	1	37	2	5	4	4	3	7	6	6	-	28	17	-	2	42	18	2	2	3	-	9	5	-
	9%t	8%	18%	10%	9%	12%	10%	11%	6%	6%	14%	8%	11%	-	8%	12%	-	15%	9%	9%	3%	9%	16%	-	20%Tst	14%	-
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	33	2	1	-	30	-	3	5	8	4	2	2	3	3	18	16	-	2	30	19	4	-	2	3	3	1	1
	7%t	5%	4%	-	7%	2%	6%	12%k	13%k	9%	5%	2%	6%	9%	9%	10%	-	12%	7%	9%	5%	-	4%	9%	6%	3%	4%
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	23	2	-	-	21	1	3	3	2	3	2	5	1	2	16	7	2	1	19	10	3	2	1	-	4	2	-
	5%	5%	-	-	5%	5%	6%	6%	3%	7%	3%	7%	1%	5%	5%	4%	16%	3%	4%	5%	3%	10%	7%	1%	8%	6%	-
Offensive content/ there are rules/ action taken against offensive content	21	-	4	-	17	-	2	3	3	2	2	2	3	1	15	6	-	1	20	4	6	1	2	-	4	3	-
	4%t	-	17%	-	4%	-	5%	8%	4%	4%	4%	3%	5%	3%	4%	4%	1%	5%	4%	2%	7%t	6%	11%	1%	9%t	8%	-
Sexual content/ there are rules/ action taken against sexual content	19	2	1	-	17	1	2	3	1	2	2	2	3	1	13	7	1	1	17	7	1	3	-	-	2	4	1
	4%	4%	4%	-	4%	6%	4%	7%	2%	4%	3%	3%	5%	3%	4%	4%	10%	7%	4%	3%	1%	20%	-	-	4%	12%	4%

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Table 406

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Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	500	43*	21**	14**	422	19**	49*	40*	62	46*	48*	73	55*	31**	348	149	10**	17**	457	212	81	16**	20**	25**	45*	38**	17**
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	12	3	-	-	9	-	1	-	-	1	4	-	1	3	9	3	*	-	12	6	3	-	2	*	-	1	-
Bullying/ there are rules/ action taken against bullying	12	1	-	-	10	1	1	-	1	4	-	1	-	2	8	3	-	2	9	3	3	-	1	-	-	3	-
Censored videos/ images/ content	10	3	-	-	7	-	1	1	-	1	-	3	-	-	8	3	1	1	7	8	1	*	-	-	1	-	
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	9	2	-	-	7	-	-	-	1	*	2	2	2	1	4	5	-	-	9	4	1	2	1	*	1	-	
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	7	-	-	-	7	-	1	2	-	1	1	1	1	-	7	-	-	1	5	2	2	1	-	-	1	1	
Harmful content/ there are rules/ action taken against harmful content	6	1	-	-	5	-	2	-	1	-	1	1	2	-	4	2	-	6	-	3	-	-	-	-	1	-	
Copyright / there are rules / actions taken against content that infringes copyright law	5	-	-	-	5	-	1	-	-	1	-	3	1	-	3	2	-	-	5	1	-	-	-	1	-	3	
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	5	-	-	-	5	-	1	1	1	-	1	1	2	-	4	1	-	-	4	2	-	-	-	-	1	2	

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Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	GO Region														Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	500	43*	21**	14**	422	19**	49*	40*	62	46*	48*	73	55*	31**	348	149	10**	17**	457	212	81	16**	20**	25**	45*	38**	17**
There is legislation in place / the online safety bill	3	-	-	-	3	-	-	-	1	-	1	-	2	-	3	-	-	-	3	-	2	-	-	2	-	-	-
Adult/ mature content/ there are rules/ action taken against adult content	2	1	-	-	2	-	-	-	-	-	1	1	-	-	2	-	-	-	2	1	-	-	-	-	1	-	-
Child abuse/ there are rules/ action taken against child abuse	2	-	-	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-	2	1	1	-	-	-	-	-	-
Illegal content/ there are rules/ action taken against illegal content	1	-	-	1	*	-	-	-	-	-	-	-	-	-	*	-	-	-	1	1	-	-	-	-	-	-	-
NET: Button / mechanism to report harmful content and accounts	130	9	4	5	112	8	14	12	20	14	10	15	15	3	97	31	2	2	125	59	22	6	9	5	11	10	1
Reporting buttons/ function/ system	12%	7%	17%	18%	12%	21%	15%	14%	7%	22%Tdhjk	7%	8%	15%	3%	13%	9%	19%	6%	12%	12%	13%	-	5%	20%	7%	4	9%
Able to report content	31	1	-	2	27	1	4	3	5	3	4	4	4	-	25	4	-	-	29	16	4	1	2	-	4	2	-
Able to report pictures/videos	20	4	-	-	16	2	2	3	2	-	4	2	1	1	15	5	-	1	20	10	5	-	3	-	2	1	-
Able to report posts	18	2	-	-	16	2	2	-	7	-	-	3	1	1	11	7	-	-	18	9	1	-	3	-	2	2	-
Able to report users/ accounts	12	-	-	-	12	-	-	-	3	1	1	4	2	2	11	1	-	-	12	4	3	-	2	-	1	-	-
NET: Tools / people that check for potentially harmful content	108	11	1	2	94	6	14	8	10	3	12	14	11	9	74	33	-	1	103	44	16	1	6	8	18	1	4
Monitoring/ checking / reviewing (non-specific/ other)	44	5	1	1	38	2	5	5	3	4	6	7	3	3	29	16	-	-	42	19	6	1	1	5	7	-	3
	9%	11%	4%	7%	9%	8%	9%	13%	4%	9%	13%	10%	8%	10%	8%	11%	-	-	9%	9%	7%	4%	4%	20%	15%	-	17%

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 406

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	500	43*	21**	14**	422	19**	49*	40*	62	46*	48*	73	55*	31**	348	149	10**	17**	457	212	81	16**	20**	25**	45*	38**	17**
Human moderators that check content	32	5	-	1	27	4	5	2	4	2	2	2	4	3	22	10	-	31	13	2	-	3	2	8	-	1	5*
Filters are put in place	19	2	-	1	17	-	-	*	2	2	4	4	2	2	15	5	-	19	10	3	-	1	1	-	1	-	-
Key words are monitored/ muted	17	-	-	-	17	2	5	1	2	1	-	*	2	3	14	3	-	16	3	6	-	2	1	3	-	1	8*
NET: Site settings / terms of use	73	5	4	2	62	-	4	7	8	10	6	9	10	7	55	17	1	4	64	24	12	4	5	5	11	4	2
Community guidelines/ standards/ terms and conditions/ terms of service	44	3	1	2	37	-	3	2	4	5	5	2	10	5	34	9	1	4	38	14	8	3	4	2	10	2	-
Privacy settings	12	1	1	-	10	-	*	3	1	1	-	3	-	2	9	3	-	12	4	3	-	-	-	1	2	1	8*
Safety settings are in place	11	2	1	-	9	-	*	5	-	2	1	*	9	2	9	2	-	2	8	3	1	-	2	2	1	2	1
Restrictions/ limits on usage/ access	7	-	1	-	6	-	2	-	1	1	2	-	-	4	3	-	-	5	*	3	1	-	-	-	-	-	*
Access to in app / website help and support	3	-	-	-	3	-	-	-	2	-	-	*	-	-	1	2	-	-	3	3	-	-	-	-	-	-	-
NET: System to block or ban harmful content and accounts	71	4	4	2	62	1	9	8	5	12	4	9	8	6	56	14	1	2	65	22	16	7	7	7	4	6	2
Banning users from use/ accounts can be banned	33	1	2	-	31	*	7	2	1	7	1	4	5	4	27	7	1	2	30	8	8	1	6	2	2	5	-
Blocking function/ system	17	2	1	*	14	-	2	1	2	2	2	5	1	1	15	2	-	17	5	5	-	-	1	1	-	1	4*

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Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	500	43*	21**	14**	422	19**	49*	40*	62	46*	48*	73	55*	31**	348	149	10**	17**	457	212	81	16**	20**	25**	45*	38**	17**
Able to block users/ accounts	12	2	-	1	9	-	3	1	1	1	-	2	1	9	2	-	-	10	4	2	*	2	-	-	1	2	
	2%	4%	-	9%	2%	-	5%	3%	1%	2%	-	3%	4%	3%	1%	-	-	2%	2%	3%	1%	9%	-	-	3%	9%	
Able to block content	8	-	1	1	6	-	-	3	1	-	*	1	-	5	2	-	-	6	5	2	-	-	1	-	-	-	
	2%	-	5%	9%	1%	-	-	8%Td	1%	-	1%	1%	2%	1%	1%	-	-	1%	2%	3%	-	-	5%	-	-	-	
Able to block pictures/ videos	6	-	-	-	6	1	1	2	-	1	-	-	-	3	3	-	-	6	2	-	-	-	2	1	-	-	
	1%	-	-	-	2%	5%	2%	6%T	-	1%	3%	-	-	1%	2%	-	-	1%	1%	-	-	-	9%	2%	-	-	
Able to block posts	3	-	-	-	3	-	-	2	-	-	-	-	-	1	2	-	-	3	1	-	*	-	-	2	-	-	
	1%k	-	-	-	1%	-	-	6%Td	-	-	-	-	-	2%	2%	-	-	1%	1%	-	-	-	9%	-	-	-	
NET: Age restrictions	65	6	3	2	54	3	2	4	7	5	4	16	9	5	52	13	1	61	28	10	2	6	5	3	4	2	
	13%k	14%	12%	13%	13%k	13%	3%	10%	12%	11%	9%	22%Tdf	16%	17%	15%T	9%	10%	13%	13%	12%	12%	29%	19%	7%	11%	10%	
Age verification/ restrictions/ 18+	65	6	3	2	54	3	2	4	7	5	4	16	9	5	52	13	1	61	28	10	2	6	5	3	4	2	
	13%k	14%	12%	13%	13%k	13%	3%	10%	12%	11%	9%	22%Tdf	16%	17%	15%T	9%	10%	13%	13%	12%	29%	19%	7%	11%	10%		
NET: Warnings / tips on staying safe	51	3	-	3	45	2	3	4	5	6	10	8	6	1	39	11	1	3	47	20	6	3	3	5	4	6	
	10%	6%	-	23%	11%	8%	6%	10%	9%	14%	21%Tdf	11%	10%	4%	11%	8%	9%	15%	10%	9%	7%	21%	14%	21%	9%	17%	
Warnings of content the user is about to see/ the option to view content or not	35	3	-	3	29	2	3	1	4	4	7	6	3	1	30	5	1	33	16	4	2	3	4	4	1	-	
	7%	6%	-	23%	7%	8%	6%	2%	6%	9%	14%	8%	6%	2%	9%T	4%	9%	5%	8%	5%	10%	14%	16%	9%	3%	-	
Warnings are given (non-specific/ other)	10	-	-	-	10	-	-	-	1	2	3	2	2	-	7	3	-	2	9	2	2	2	-	1	-	3	
	2%	-	-	-	2%	-	-	-	2%	5%	7%T	3%	3%	-	2%	2%	-	10%	2%	1%	2%	11%	-	5%	-	9%	
Security tips are provided	6	-	-	-	6	-	-	3	-	-	1	1	-	3	2	-	-	6	3	*	-	-	-	-	2	-	
	1%	-	-	-	1%	-	-	8%Td	-	-	-	2%	1%	1%	1%	-	-	1%	1%	-	-	-	-	-	5%	-	
Warnings about sharing personal information	3	-	-	-	3	-	-	2	-	-	-	-	-	1	3	-	-	3	-	-	-	-	-	-	2	1	
	1%	-	-	-	1%	-	-	5%Td	-	-	-	-	-	2%	2%k	-	-	1%	-	-	-	-	-	-	5%	4%	
NET: Parental controls / child safety mechanisms	27	2	1	3	21	2	3	3	1	1	*	*	4	6	17	10	1	25	10	6	1	-	1	2	3	-	
	5%k	4%	5%	23%	5%	9%	6%	8%	2%	2%	*	1%	8%k	6	21%	5%	7%	5%	5%	5%	7%	7%	-	4%	6%	7%	
Parental controls/ locks/ methods to restrict children	19	2	1	3	13	2	3	1	-	1	*	*	2	4	12	8	1	18	6	3	1	-	-	2	3	-	
	4%	4%	5%	23%	3%	9%	6%	3%	-	2%	*	*	3%	14%	3%	5%	10%	4%	3%	4%	7%	-	-	6%	7%	-	
Child safety protocols	8	-	-	-	8	-	-	2	1	-	-	*	3	2	5	2	1	6	4	4	-	-	-	-	-	-	
	2%	-	-	-	2%	-	-	5%	2%	-	-	*	5%	6%	2%	2%	13%	1%	2%	4%	-	-	-	-	-	-	

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Table 406

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	500	43*	21**	14**	422	19**	49*	40*	62	46*	48*	73	55*	31**	348	149	10**	17**	457	212	81	16**	20**	25**	45*	38**	17**
Child friendly versions of websites/ apps	1	-	-	-	1	-	-	-	-	-	-	-	2%	-	1	-	-	1	-	-	-	-	4%	1	-	-	-
Artificial intelligence/ algorithms that check content	26	1	-	-	25	2	2	2	3	4	6	4	1	1	24	1	-	1	24	12	5	1	2	2	2	2	1%
NET: Account verification processes	19	2	1	-	16	1	2	3	1	1	3	3	2	1	16	3	*	-	18	10	3	-	2	-	1	-	2
Sign in for users before they can view content/ users must have an account to view content	6	-	-	-	6	1	1	2	-	-	1	1	2	-	4	2	-	-	6	2	1	-	2	-	-	-	1
Identification/ users have to provide ID before use	5	1	-	-	5	-	1	-	1	1	1	*	*	-	5	-	-	-	5	4	1	-	-	-	-	-	1
Passwords/ pin numbers required	4	1	-	-	3	-	*	2	-	-	-	*	*	1	3	1	-	-	3	3	*	-	-	-	-	-	1
Verification methods are used	3	*	1	-	2	-	-	-	-	-	1	1	*	-	3	-	*	-	3	1	1	-	-	-	1	-	-
Two factor authentication	*	-	-	-	*	-	-	-	-	-	*	*	-	-	*	-	-	*	*	*	*	-	-	-	-	-	-
NET: Other/ None DK	95	12	6	1	76	4	9	4	17	10	9	10	8	6	67	27	4	5	85	38	18	4	3	3	8	5	5
Other answers	30	3	2	1	24	2	2	2	7	3	2	1	1	3	24	6	*	1	28	13	3	3	2	1	2	1	1
Nothing	12	-	-	-	11	*	2	1	2	1	-	3	2	1	9	2	1	1	10	6	*	-	-	-	-	2	1
Don't know/ No comment/ Invalid answer	54	8	4	1	41	2	5	1	8	6	6	6	4	2	34	20	3	3	47	18	15	1	1	2	5	1	3

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Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	Total (T)	Up to	£15,600	£26,000	£36,400	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bilibili (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)		Very/Quite aware (r)
		£15,599 (a)	£25,999 (b)	£36,399 (c)	£51,999 (d)														
Unweighted base	570	94	156	139	82	67	541	415	300	499	281	186	178	89	93	130	234	327	570
Weighted base	500	88	140	118	76	48*	466	327	212	426	201	105	86	30*	26	40	166	326	500
Effective base	432	73	123	103	62	48	411	305	205	371	191	113	105	42	58	87	161	266	432
NET: Rules / action taken against harmful content	206	39	58	48	25	23	192	127	74	165	75	37	32	5	9	13	62	141	206
	41%hm	44%	42%	41%	33%	47%	41%hm	39%h	35%k	43%Tlghjkm	37%u	35%u	37%u	15%	32%	33%u	37%	43%	41%
Inappropriate content/ there are rules/ action taken against inappropriate content	70	12	17	14	8	13	62	38	25	62	26	11	11	-	1	5	14	56	70
	14%fgmnp	14%	12%	12%	11%	27%Tbcd	13%mn	12%mn	12%mn	15%gmn	13%mn	10%mn	13%mn	-	4%	13%mn	8%	17%Tp	14%
Violent content/ there are rules/ action taken against violent content	46	10	15	8	1	7	44	33	23	42	17	13	9	1	2	3	13	32	46
	9%d	12%d	11%d	7%	2%	15%d	9%	10%	11%	10%	8%	13%	9%	5%	9%	9%u	8%	10%	9%
Removal of content/ videos/ posts	45	5	15	13	7	3	42	26	18	42	17	3	2	-	2	1	11	33	45
	9%kimo	6%	11%	11%	9%	6%	9%kimo	8%kl	8%ko	10%gkimo	9%klo	3%	2%	-	6%lm	3%	7%	10%	9%
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	33	7	3	12	6	2	33	21	12	30	7	7	8	2	2	2	8	26	33
	7%lj	8%b	2%	10%b	8%	3%	7%j	7%j	6%j	7%j	3%	7%j	9%j	6%	7%	5%	5%	8%	7%
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	23	5	7	5	2	1	22	13	7	21	3	3	2	*	1	1	5	18	23
	5%j	5%	5%	4%	2%	2%	5%j	4%j	3%j	5%j	1%	3%	2%	1%	5%j	4%	3%	6%	5%
Offensive content/ there are rules/ action taken against offensive content	21	3	11	5	-	1	21	9	6	19	7	2	2	*	*	2	8	13	21
	4%g	4%	8%Td	4%	-	3%	4%g	3%	3%	4%g	3%	2%	2%	1%	1%	5%mn	5%	4%	4%
Sexual content/ there are rules/ action taken against sexual content	19	7	7	2	1	2	18	14	7	18	5	5	2	1	1	*	8	10	19
	4%	8%	5%	2%	1%	5%	4%	4%o	4%	4%	3%	5%o	2%	3%	3%	1%	5%	3%	4%

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Table 407

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures - Very/ Quite aware (r)
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTub e (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitta b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)		
Weighted base	500	88	140	118	76	48*	466	327	212	426	201	105	86	30*	26	40	166	326	500	
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	12	5	3	2	-	1	12	6	4	12	7	3	3	*	*	1	3	9	12	
Bullying/ there are rules/ action taken against bullying	12	5	4	1	1	-	10	10	5	12	6	1	1	1	-	*	5	6	12	
Censored videos/ images/ content	10	1	1	4	2	1	10	7	2	9	4	1	3	-	1	1	4	6	10	
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	9	1	3	2	-	2	9	4	1	9	2	*	1	-	-	1	1	8	9	
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	7	1	3	2	1	-	7	3	1	6	1	1	1	-	1	-	2	5	7	
Harmful content/ there are rules/ action taken against harmful content	6	-	4	-	1	-	5	3	2	6	2	-	-	-	-	-	-	6	6	
Copyright / there are rules/ actions taken against content that infringes copyright law	5	-	1	4	-	-	5	3	3	4	3	2	3	-	1	1	4	1	5	
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	5	2	2	-	-	1	4	4	2	4	1	1	-	-	-	1	1	4	5	

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

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Table 407

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures -s- Very/ Quite aware (r)
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £35,999 (c)	£36,000 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruilla D (m)	Bitcut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)		
Weighted base	500	88	140	118	76	48*	466	327	212	426	201	105	86	30*	26	40	166	326	500	
There is legislation in place / the online safety bill	3 1%	1 1%	-	-	1 1%	2 3%Tb	3 1%	2 1%	-	2 1%	-	2 2%	1 1%	-	-	-	2 1%	1 *	3 1%	
Adult/ mature content/ there are rules/ action taken against adult content	2 *	-	-	-	1 1%	2 3%Tb	2 *	2 *	2 1%	2 *	1 *	1 1%	2 2%j	-	-	-	1 1%	1 *	2 *	
Child abuse/ there are rules/ action taken against child abuse	2 *	-	-	1 1%	1 1%	-	2 *	1 *	1 1%	1 *	1 1%	-	-	-	-	-	1 1%	1 *	2 *	
Illegal content/ there are rules/ action taken against illegal content	1 *	-	-	-	1 2%	-	1 *	1 *	1 1%g	1 1%	1 1%	1 *	1 *	1 *	1 1%	-	1 1%	1 *	1 *	
NET: Button / mechanism to report harmful content and accounts	130 26% <i>n</i>	17 20%	48 34% <i>Ta</i>	29 25%	18 23%	13 27%	124 27% <i>in</i>	85 26% <i>n</i>	48 23% <i>n</i>	104 24% <i>n</i>	45 22% <i>n</i>	26 25% <i>n</i>	19 22% <i>n</i>	5 16%	2 9%	11 26% <i>mn</i>	48 29%	82 25%	130 26%	
Reporting buttons/ function/ system	59 12% <i>a</i>	4 5%	24 17% <i>Ta</i>	14 12%	6 8%	7 14%	54 12%	41 13%	26 12%	47 11%	27 13% <i>n</i>	13 12% <i>n</i>	10 11% <i>n</i>	2 6%	1 5%	4 10% <i>n</i>	24 15%	34 11%	59 12%	
Able to report content	31 6% <i>j</i>	5 6%	10 7%	4 3%	6 8%	5 10%	30 6% <i>j</i>	20 6% <i>j</i>	13 6% <i>j</i>	27 6% <i>j</i>	7 3%	3 5%	4 2%	1 -	3 6% <i>m</i>	11 7%	20 6%	31 6%		
Able to report pictures/ videos	20 4% <i>cghi</i>	5 6%	10 7% <i>Tc</i>	1 1%	1 2%	1 3%	20 4% <i>ghi</i>	9 3%	3 2%	13 3%	6 3%	6 5% <i>h</i>	3 3%	1 2%	1 3%	2 6% <i>hm</i>	6 4%	14 4%	20 4%	
Able to report posts	18 4% <i>hj</i>	1 1%	5 4%	7 6%	4 5%	1 2%	18 4% <i>hj</i>	13 4% <i>hj</i>	3 1%	17 4% <i>hj</i>	2 1%	2 3%	3 3%	1 5%	1 1%	1 4% <i>hj</i>	3 2%	15 5%	18 4%	
Able to report users/ accounts	12 2%	3 3%	4 3%	3 3%	1 1%	1 2%	12 2%	8 3%	6 3%	9 2%	5 2%	5 5% <i>Tl</i>	2 2%	1 3%	-	3 7% <i>Tghi</i>	6 3%	6 2%	12 2%	
NET: Tools / people that check for potentially harmful content	108 21% <i>hjp</i>	15 17%	24 17%	30 25%	21 28%	13 28%	101 22% <i>hj</i>	69 21% <i>hj</i>	33 15%	90 21% <i>hj</i>	32 16%	17 16%	23 27% <i>hjk</i>	5 15%	4 15%	6 16%	27 16%	79 24%	108 21%	

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



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Table 407

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures Very/ Quite aware (r)
		Up to £15,599 (a)	£15,600 £25,999 (b)	£26,000 £36,399 (c)	£36,400 £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)		
Weighted base	500	88	140	118	76	48*	466	327	212	426	201	105	86	30*	26	40	166	326	500	
Monitoring/ checking / reviewing (non-specific/ other)	44	6	12	12	8	5	43	28	13	38	15	6	7	1	1	6	16	29	44	
Human moderators that check content	32	5	6	7	8	6	32	19	8	23	5	5	8	1	1	-	5	27	32	
Filters are put in place	19	1	3	7	4	4	19	13	10	17	9	5	8	2	*	*	6	14	19	
Key words are monitored/ muted	17	4	4	6	2	1	13	10	3	16	3	*	1	*	1	*	3	13	17	
NET: Site settings / terms of use	73	13	16	15	17	7	67	45	32	62	37	16	16	7	5	6	22	51	73	
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	44	11	12	8	6	4	42	23	13	37	19	8	7	2	3	4	11	33	44	
Privacy settings	12	2	3	3	3	1	11	8	8	10	8	3	5	3	2	1	5	7	12	
Safety settings are in place	11	*	2	4	2	1	9	10	6	11	6	3	3	*	1	2	3	8	11	
Restrictions/ limits on usage/ access	7	-	1	2	2	1	5	6	6	4	5	2	2	2	*	1	3	5	7	
Access to in app / website help and support	3	-	-	3	-	1	1	1	1	3	1	1	1	*	*	1	2	3	3	
NET: System to block or ban harmful content and accounts	71	7	20	20	7	10	64	46	32	61	30	17	6	2	3	6	25	47	71	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 407

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)													Exposure to harmful content (last 3 months)		Awareness of safety measures - Very/ Quite aware (r)
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £35,999 (c)	£36,000 to £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)				
Weighted base	500	88	140	118	76	48*	466	327	212	426	201	105	86	30*	26	40	166	326	500			
Banning users from use/ accounts can be banned	33	6	15	6	2	3	29	19	15	28	12	7	2	2	2	6%lm	8	26	33			
Blocking function/ system	17	1	4	5	1	4	16	13	5	14	10	4	1	-	1	2%	8	10	17			
Able to block users/ accounts	12	2	2	3	2	2	12	8	9	11	6	4	2	*	1	7%Tgijlmn	3	7	12			
Able to block content	8	-	*	4	2	*	6	5	4	6	5	2	*	*	-	-	4	4	8			
Able to block pictures/ videos	6	-	-	2	1	1	6	4	3	6	2	2	2	1	-	1	2	4	6			
Able to block posts	3	-	-	1	-	-	3	1	-	3	-	*	-	-	-	-	-	3	3			
NET: Age restrictions	65	9	16	21	13	5	63	47	30	57	24	17	19	3	4	7	23	42	65			
Age verification/ restrictions/ 18+	13%	10%	12%	18%	17%	11%	13%	14%	14%	13%	12%	17%	22%Tijhijm	11%	14%	17%lm	14%	13%	13%			
NET: Warnings / tips on staying safe	51	10	16	12	5	7	48	32	26	45	26	12	7	2	3	3	23	28	51			
Warnings of content the user is about to see/ the option to view content or not	10%	12%	11%	10%	7%	15%	10%	10%	12%	11%	13%g	11%	8%	7%	10%	8%	14%	9%	10%			
Warnings are given (non-specific/ other)	35	6	7	11	4	7	35	21	17	33	20	9	4	*	1	3	18	17	35			
Security tips are provided	7%	7%	5%	10%	5%	14%b	8%	7%	8%mn	8%	10%gimn	9%mn	5%	*	3%	6%mn	11%Tq	5%	7%			
Warnings about sharing personal information	10	2	7	1	-	*	7	7	5	9	3	*	*	2	*	3	7	10				
	2%f	2%	5%T	1%	-	*	2%	2%	2%	2%	1%	*	*	1%	6%Tghijkl	*	2%	2%	2%			
	6	2	1	-	2	*	6	4	3	4	3	2	2	2	1	2	3	6				
	1%	2%	1%	-	2%	*	1%	1%	2%	1%	2%	2%	3%l	6%Tgio	1%	1%	1%	1%				
	3	2	-	1	-	-	3	1	1	1	-	-	-	-	-	-	3	3				
	1%	2%	-	1%	-	-	1%l	*	*	*	-	-	-	-	-	-	1%	1%				

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Table 407

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures
		Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)		
Weighted base	500	88	140	118	76	48*	466	327	212	426	201	105	86	30*	26	40	166	326	500	
NET: Parental controls / child safety mechanisms	27	4	7	6	6	4	26	17	9	19	14	4	4	3	1	2	7	20	27	
Parental controls/ locks/ methods to restrict children	19	2	5	4	4	4	19	15	8	14	10	2	3	3	*	2	6	13	19	
Child safety protocols	8	2	1	2	2	-	7	3	2	5	5	2	*	*	1	-	*	7	8	
Child friendly versions of websites/ apps	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	1	
Artificial intelligence/ algorithms that check content	26	2	5	8	2	7	25	14	9	20	7	5	4	1	3	1	10	15	26	
NET: Account verification processes	19	2	6	3	4	5	19	15	13	17	10	6	8	4	2	4	8	11	19	
Sign in for users before they can view content/ users must have an account to view content	6	1	1	-	2	2	6	4	3	5	2	2	4	*	-	1	3	4	6	
Identification/ users have to provide ID before use	5	*	2	2	1	-	5	3	4	5	2	2	1	1	1	1	4	2	5	
Passwords/ pin numbers required	4	-	2	1	*	1	4	4	4	3	3	2	2	2	*	*	1	2	4	
Verification methods are used	3	-	*	1	*	2	3	3	2	3	1	2	1	1	1	1	1	3	3	
Two factor authentication	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Other/ None DK	95	22	26	22	10	6	85	65	51	83	45	24	19	10	6	7	35	55	95	

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Table 407

Q7. Awareness of safety measures (open ended)

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Twitter (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	
Weighted base	500	88	140	118	76	48*	466	327	212	426	201	105	86	30*	26	40	166	326	500
Other answers	30	8	4	9	4	4	24	20	16	26	14	8	5	3	1	1	13	17	30
	6%†	9%	3%	8%	5%	8%	5%	6%	7%	8%	7%	8%	6%	11%‡	5%	3%	8%	5%	6%
Nothing	12	1	5	2	2	1	10	8	6	11	6	5	4	2	1	2	4	6	12
	2%	1%	3%	1%	2%	2%	2%	3%	3%	3%	3%	5%†	5%	7%‡	5%	5%‡	2%	2%	2%
Don't know/ No comment/ Invalid answer	54	14	17	11	4	1	51	37	29	46	25	11	9	5	4	4	18	32	54
	11%	15%‡	12%	9%	5%	3%	11%	11%	14%	11%	12%	11%	11%	15%‡	14%	9%	11%	10%	11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. † small base; ‡ very small base (under 30) ineligible for sig testing

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Table 408

Q8. Reasons for lack of safety measures awareness

Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?

Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	Gender			Social Grade						Age										Ethnicity			Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	673	337	333	186	217	132	136	403	268	48	625	47	102	102	117	116	100	41	257	141	586	80	19	40	16	282	25	24	325	
Weighted base	743	351	388	193	232	150	166	425	316	41*	702	64*	104	105	129	134	111	55*	300	166	657	78	18**	41*	14**	313	25**	26**	358	
Effective base	586	296	290	163	189	115	119	352	234	44	545	43	87	87	102	104	93	34	228	124	514	67	17	34	12	244	20	20	287	
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	441	196	243	120	133	79	107	253	186	18	423	28	50	55	80	86	77	69%Tjk	48	210	125	399	39	11	22	4	186	13	12	223
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	294	155	138	82	94	59	58	176	116	14	281	24	29	38	60	54	55	49%TI	21	129	76	267	24	6	12	4	128	3	8	147
They're not easy to access/ I wouldn't know where to look to find them	203	87	112	62	63	35	43	125	78	16	187	14	27	31	36	39	27	12	78	39	178	24	7	13	4	80	7	10	98	
They're not relevant to me because I don't upload content	197	99	94	51	69	30	47	119	77	8	189	18	25	26	41	33	30%	18	92	51	180	15	4	6	4	81	3	9	98	
They're too long to bother reading	94	59	31	22	34	20	17	56	37	15	79	13	12	12	18	16	7	1	24	8	74	15	4	9	2	35	9	3	41	
They're not relevant to me because I don't use the sites/ apps that often	84	37	47	21	31	9	22	53	31	5	79	4	5	7	19	22	20%Tjk	15	55	37	76	8	3	4	1	46	1	5	29	
They're too complicated to understand	67	33	30	16	24	13	13	41	26	10	57	6	6	10	15	7	12	1	20	13	52	14	4	9	1	36	7	-	20	
Other (please specify)	9	4	5	2	-	6	1	2	7	-	9	-	1	3	-	1	3	1	5	4	9	-	-	-	-	4	-	-	5	
NET: Not accessible	281	132	144	77	89	53	62	165	115	25	256	23	40	42	52	50	35	12	98	48	240	37	10	19	7	116	15	12	126	
NET: Not required/ relevant	602	283	314	157	189	115	137	347	252	26	576	48	71	81	104	119	98	55	271	152	543	53	14	28	8	249	14	19	305	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 408

Q8. Reasons for lack of safety measures awareness
Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?
Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	Gender		Social Grade						Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	743	351	388	193	232	150	166	425	316	41*	702	64*	104	105	129	134	111	55*	300	166	657	78	18**	41*	14**	313	25**	26**	358	
Don't know	42	24	17	8	18	7	8	26	15	3	38	10	11	7	7	2	2	-	3	2	33	7	2	4	-	13	2	2	21	
		6%ors	7%	4%	4%	8%	5%	5%	6%	5%	8%ors	5%ors	16%T]no ppq	11%T]ppq rs	7%ors	5%r	1%	2%	-	1%	1%	5%	9%	9%	10%	-	4%	6%	9%	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
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Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	673	208	102	118	441	162	353	131	27	477	196	46	81	95	62	134	14	299	234	51	54	528	145	
Weighted base	743	225	111	131	493	185	392	139	27**	549	194	41*	81	92	60	135	18**	351	250	53*	51*	578	165	
Effective base	586	184	90	105	382	142	311	111	23	422	165	34	65	83	55	110	13	268	197	44	49	459	127	
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	441	130	56	78	302	132	235	62	12	347	94	17	43	48	31	65	12	218	144	37	20	345	95	
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	294	40%gjk	93	43	39%	60	45%	193	39%	72	171	44%Tg	42	30%	9	33%	233	42%Tjkm	62	32%	8	19%	25	31%
They're not easy to access/ I wouldn't know where to look to find them	203	74	37	41	121	39	111	46	7	140	63	13	27	31	23	44	2	84	82	12	19	158	45	
They're not relevant to me because I don't upload content	197	55	27	31	136	60	110	22	5	160	37	11	8	13	11	28	1	88	67	18	14	145	51	
They're too long to bother reading	94	37	19	24	52	18	41	25	9	61	33	6	9	13	18	14	4	37	29	4	19	75	19	
They're not relevant to me because I don't use the sites/ apps that often	84	20	7	14	60	32	45	6	1	74	10	1	4	5	6	5	-	43	27	4	4	62	22	
They're too complicated to understand	67	30	11	22	33	10	34	19	3	44	22	3	10	9	6	13	-	27	23	2	12	53	14	
Other (please specify)	9	5	3	4	4	4	3	2	-	6	3	2	-	1	-	3	-	6	2	2	-	7	2	
NET: Not accessible	281	107	54	60	162	54	148	65	14	193	88	20	39	39	32	57	5	124	102	15	31	221	60	
	38%dei	48%Td	48%Td	46%Td	33%	29%	38%	47%Te	50%	35%	45%Ti	48%	47%	43%	53%Ti	42%	31%	35%	41%	28%	61%Tqrs	38%	36%	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 409

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Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?

Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	743	225	111	131	493	185	325	139	27**	549	194	41*	81	92	60	135	18**	351	250	53*	51*	578	165
NET: Not required/ relevant	802	175	82	106	412	167	325	91	19	464	138	26	58	68	42	99	13	294	198	44	94	470	132
	81%g k not	78%	74%	81%	84%Tb	90%Tg	83%g	66%	69%	84%T k mn	71%	64%	71%	73%	69%	73%	74%	84%t	79%	84%	86%	81%	80%
Don't know	42	8	6	2	27	5	20	14	3	26	15	3	7	7	6	10	3	17	16	3	4	31	11
	6%c	3%c	6%	1%	5%	2%	5%	10%Tef	10%	5%	8%	8%	8%	7%	9%	7%	14%	5%	6%	5%	9%	5%	7%

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Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	673	49	36	21	567	29	78	54	48	42	62	89	104	61	459	205	17	34	609	216	118	32	35	19	154	40	11
Weighted base	743	60*	39*	22**	622	32**	87	61*	44*	43*	63	97	76	423	308	22**	41**	668	234	123	34**	38*	29**	187	45*	12**	
Effective base	586	44	31	19	493	26	71	48	39	36	54	74	92	54	419	191	15	28	534	185	100	29	33	18	137	35	9
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	441	38	23	13	366	18	49	40	25	24	37	72	48	245	180	13	29	394	131	70	17	21	9	138	28	9	
	59%	64%	60%	60%	59%	55%	57%	66%	57%	55%	58%	55%	61%	63%	58%	62%	59%	70%	59%	58%	57%	50%	54%	31%	74%Tstv	63%	75%
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	294	30	10	11	244	13	33	29	22	12	34	37	42	20	178	113	6	14	267	92	50	9	19	11	75	20	4
	40% _m	49% _m	27%	50%	39% _m	42%	38%	47% _m	51% _{bm}	28%	53% _{Tbdlm}	39%	36%	26%	42% _T	37%	25%	34%	40%	40%	41%	27%	49%	38%	40%	44%	33%
They're not easy to access/ I wouldn't know where to look to find them	203	16	11	3	173	10	24	17	8	9	18	26	36	26	130	71	4	14	179	59	28%	9	11	7	56	8	3
	27%	26%	30%	14%	28%	30%	27%	27%	18%	21%	28%	27%	30%	34%	31% _{To}	23%	17%	34%	27%	25%	28%	26%	28%	25%	30%	19%	24%
They're not relevant to me because I don't upload content	197	12	6	8	171	9	24	13	13	11	18	29	26	28	110	85	4	7	179	68	29	11	7	7	53	10	4
	26%	19%	16%	36%	27%	29%	28%	21%	28%	24%	29%	30%	22%	37%	26%	27%	20%	17%	27%	29%	24%	33%	18%	24%	28%	22%	34%
They're too long to bother reading	94	6	8	2	78	4	5	4	4	6	15	15	7	7	65	29	3	1	87	28	13	8	7	5	12	5	1
	13% _x	9%	22% _f	8%	13%	12%	6%	8%	9%	13%	23% _{Tdflg}	15%	14%	10%	15% _{To}	9%	16%	3%	13%	12%	10%	24%	18% _x	18%	7%	10%	9%
They're not relevant to me because I don't use the sites/ apps that often	84	6	4	2	72	-	11	5	4	6	11	11	11	13	42	42	4	9	70	18	8	5	2	1	39	4	2
	11% _{rs}	9%	11%	8%	12%	-	12%	9%	9%	13%	17%	12%	9%	18%	10%	14%	17%	21%	11%	8%	6%	15%	5%	5%	21% _{Tstv}	9%	16%
They're too complicated to understand	67	4	7	3	52	4	5	3	1	3	8	15	10	4	43	23	-	2	62	16	10	2	7	1	14	3	2
	9%	7%	17% _h	15%	13%	13%	6%	4%	3%	6%	13%	15% _{gd}	8%	5%	10%	7%	-	4%	9%	7%	8%	7%	18% _{sa}	8%	7%	17%	
Other (please specify)	9	-	-	-	9	1	-	1	1	-	1	5	-	-	5	5	-	-	8	1	-	1	-	-	4	3	-
	1%	-	-	-	1%	3%	-	2%	2%	-	1%	4% _{Td}	-	-	1%	1%	-	-	1%	-	-	3%	-	-	2%	6% _{Tst}	-
NET: Not accessible	281	20	19	6	236	15	28	21	10	13	30	39	54	28	180	99	7	14	252	78	47	17	16	11	67	15	4
	38% _{ho}	34%	48% _h	26%	38% _h	47%	32%	34%	22%	30%	47% _h	40%	45% _h	36%	43% _{To}	32%	33%	34%	38%	33%	38%	50%	43%	40%	36%	34%	33%
NET: Not required/ relevant	602	57	26	19	499	23	72	49	39	36	51	80	89	60	335	259	18	34	542	184	98	25	30	19	170	38	10
	81%	94% _{Tbdlm}	68%	88%	80%	71%	83%	81%	87%	83%	81%	83%	75%	79%	79%	84%	81%	82%	81%	79%	80%	75%	79%	67%	91% _{Tet}	84%	84%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 410

Q8. Reasons for lack of safety measures awareness
Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?
Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	743	60*	39*	22**	622	32**	87	61*	44*	43*	63	97	119	76	423	308	22**	41**	668	234	123	34**	38*	29**	187	45*	12**
Don't know	42	1	2	-	38	2	7	4	4	3	1	4	8	5	21	17	1	2	35	20	4	1	5	7	1	2	-
	6% ^x	2%	6%	-	6%	6%	9%	7%	9%	7%	2%	4%	6%	6%	5%	5%	5%	4%	5%	9% ^{Tx}	3%	2%	12% ^{tx}	24%	1	3%	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
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Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 411

Q8. Reasons for lack of safety measures awareness

Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?

Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	Household income: per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£25,999 to £36,400 (c)	£36,400 to £52,000 (d)	+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Bitchute (m)	OnlyFans (n)		Any exposure (o)	No exposure (p)
Unweighted base	673	130	179	150	88	69	600	345	222	544	168	85	26	49	130	535	673	
Weighted base	743	143	194	168	94	73	653	356	210	593	159	56	63	11**	22*	127	608	743
Effective base	586	107	157	135	77	62	519	292	180	472	134	51	63	18	37	104	474	586
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	441	105	110	89	50	42	378	185	87	345	70	21	24	6	8	33	407	441
	59%ghjklop	73%Tocde	57%	53%	53%	58%	58%ghjkl	52%hjk	41%	58%ghjkl	44%	36%	38%	57%	37%	26%	67%Tp	59%
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	294	53	83	83	26	29	268	137	82	232	56	22	15	5	8	42	249	294
	40%cdl	37%	43%ud	49%Td	28%	39%	41%Tl	39%kl	39%kl	35%kl	35%kl	39%kl	24%	44%	37%	33%	41%	40%
They're not easy to access/ I wouldn't know where to look to find them	203	35	57	44	24	19	185	109	73	167	43	18	22	2	8	47	153	203
	27%q	24%	29%	26%	26%	27%	28%	31%	35%Tij	28%	27%	32%	36%	19%	36%	37%Tq	25%	27%
They're not relevant to me because I don't upload content	197	42	49	48	20	18	167	88	45	161	31	14	15	4	7	24	171	197
	26%p	29%	25%	28%	22%	25%	26%	25%	22%	27%hj	19%	25%	23%	40%	32%	19%	28%p	26%
They're too long to bother reading	94	20	17	18	17	13	87	50	44	77	26	17	19	2	7	33	60	94
	13%q	14%	9%	11%	18%b	18%	13%	14%	21%Tigi	13%	17%	23%Tij	30%Tij	17%	33%Tij	26%Tq	10%	13%
They're not relevant to me because I don't use the sites/ apps that often	84	22	16	21	6	9	68	29	17	58	6	2	7	*	*	5	79	84
	11%gij	15%	8%	12%	7%	13%	10%jo	8%j	8%j	10%j	4%	4%	11%jo	2%	1%	4%	13%Tp	11%
They're too complicated to understand	67	15	19	11	8	6	61	35	28	62	22	11	10	1	3	24	42	67
	9%q	10%	10%	7%	8%	9%	9%	10%	13%Ti	10%T	14%Ti	20%Tij	16%T	13%	13%	19%Tq	7%	9%
Other (please specify)	9	2	2	5	1	-	7	4	3	7	-	-	1	-	-	3	6	9
	1%	1%	1%	3%	1%	-	1%	1%	1%	1%	-	-	1%	-	-	2%	1%	1%
NET: Not accessible	281	52	76	61	36	28	254	150	106	231	65	29	33	4	12	72	205	281
	38%q	36%	39%	36%	39%	38%	39%	42%T	50%Tigi	39%	40%	51%T	52%Tij	38%	55%Tij	56%Tq	34%	38%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 411

Q8. Reasons for lack of safety measures awareness

Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?

Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures Not at all/ Not very aware (s)	
	Total (t)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Bitchute (m)	OnlyFans (n)	Any exposure (p)	No exposure (q)			
Weighted base	743	143	194	168	94	73	653	956	210	593	159	56	63	11**	22*	127	608	743	
NET: Not required/ relevant	802	126	158	137	70	57	524	267	144	471	105	36	42	9	17	81	517	602	81%
Don't know	42	4	5	13	9	4	38	26	12	37	23	8	4	-	1	9	30	42	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 412

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All respondents

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Facebook	345	149	193	93	99	79	69	192	149	33	312	50	80	69	58	25	20	10	54	30	302	41	12	22	7	124	15	12	187
	rs	28%aoqq	25%	31%a	28%	27%	31%	27%	28%	27%opqr	38%opqr	38%opqr	34%Tjop	27%oprs	27%oprs	14%	14%	14%	14%	14%	28%	27%	36%	25%	28%	25%	25%	25%	30%
YouTube	276	151	122	79	84	56	53	163	109	34	242	50	68	48	35	21	17	3	42	21	221	51	11	31	8	82	21	19	145
	rs	22%bjno	25%Tb	19%	23%	22%	19%	23%	20%	39%Tjmn	21%opqr	36%Tjmn	32%Tjno	24%opqr	16%q	12%	13%	5%	11%	10%	21%	34%Tt	32%	36%Tt	34%	17%	34%Tz	40%TzC	24%z
Instagram	186	72	110	57	58	33	33	116	66	25	160	51	50	33	19	6	1	-	8	1	145	40	7	24	6	58	17	13	95
	rs	15%ajno	12%	17%Ta	17%	16%	12%	16%	12%	29%Tjmn	14%nopq	36%Tjmn	23%Tjno	16%nopqr	9%oprs	4%	1%	-	2%a	1%	13%	26%Tt	20%	28%Tt	24%	12%	28%TzC	26%Tz	15%
TikTok	99	39	56	32	27	20	17	59	37	22	77	30	25	9	3	*	-	4	*	80	19	3	9	4	27	8	8	55	
	rs	8%inopq	6%	9%	10%	7%	8%	8%	7%	25%Tjmn	7%oprs	21%Tjmn	12%Tjmn	5%oprs	4%oprs	2%	*	-	1%a	*	7%	12%	10%	9%	16%	6%	13%z	16%Tz	9%
Snapchat	73	28	45	25	22	18	6	47	24	17	55	23	16	8	6	2	*	-	3	*	56	15	5	9	1	19	10	4	39
	rs	6%ijnop	5%	7%	7%j	6%j	7%jh	2%	7%j	5%j	20%Tjmn	5%oprs	16%Tjmn	7%oprs	4%oprs	3%a	1%	*	-	1%	*	5%	10%Tt	16%Tt	10%	4%	17%TzC	9%	6%
Twitch	32	26	6	10	12	4	5	22	10	5	28	5	12	8	2	-	-	-	-	29	4	1	2	1	8	4	2	19	
	rs	3%brs	4%Tb	1%	3%	2%	2%	3%	2%	5%noprs	2%rs	4%oprs	6%Tjop	4%oprs	1%	-	-	-	-	3%	2%	2%	3%	2%	2%	2%	6%z	4%	3%
Vimeo	14	12	2	7	5	1	*	12	1	5	9	1	2	1	2	*	2	-	2	2	12	2	*	2	*	8	3	-	3
	rs	1%bhjC	2%Tb	*	2%jh	1%	*	2%h	*	6%Tjkm	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	2%	5%TC	-	1%
OnlyFans	11	9	2	2	3	2	4	5	6	-	11	1	3	4	3	*	-	-	1	*	9	2	1	1	*	4	1	1	5
	rs	1%b	2%Tb	*	1%	1%	1%	1%	1%	-	1%	1%	1%	2%r	1%	*	-	-	*	*	1%	1%	2%	1%	1%	1%	1%	1%	1%
Fruitylab	6	3	3	2	3	*	*	5	1	2	4	2	1	*	1	-	-	-	-	-	5	1	*	1	*	2	2	*	2
	rs	1%	*	1%	1%	*	*	1%	*	2%Tjrs	1%	1%	*	*	*	-	-	-	-	-	1%	1%	1%	1%	1%	*	3%TzC	*	*
Bitchute	4	1	2	*	1	2	1	3	*	-	4	*	*	1	1	-	1	-	1	3	1	1	1	1	*	1	1	1	1
	rs	*	*	*	*	1%	*	1%	*	*	*	*	1%	1%	1%	-	1%	-	*	*	1%	1%	1%	1%	1%	*	2%TzC	2%TzC	*
NET: Any VSP	498	233	260	138	150	97	107	288	204	53	445	84	115	93	79	36	26	11	73	37	417	76	14	42	15	173	29	24	258
	rs	40%jopq	38%	41%	41%	38%	39%	41%	38%	61%Tjmn	38%opqr	59%Tjmn	54%Tjno	46%jopq	36%opqr	21%	19%	16%	19%	18%	39%	50%Tt	43%	48%	64%	48%	35%	49%	49%
None of these	745	373	371	198	215	160	168	413	328	34	711	58	97	108	139	137	111	61	308	171	663	76	19	45	8	319	31	25	357
	rs	60%klu	62%	59%	59%	62%	61%	59%	62%	39%	62%Tjlm	41%	46%	54%kl	64%kl	79%Tjkm	81%Tjkm	84%Tjkm	81%Tjkm	82%Tjkm	61%Tu	50%	57%	52%	36%	65%TC	51%	51%	58%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 413

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?

Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Facebook	345	106	65	56	232	75	149	107	14	199	146	54	75	68	29	104	11	152	105	34	33	278	67
	29%fi	29%	34%a	28%	28%	28%	24%	37%Tef	24%	24%	36%Tin	45%Tjn	40%Tin	39%Tin	27%	35%T	41%	26%	27%	36%	33%	20%	27%
YouTube	276	78	47	42	184	50	115	89	22	159	117	37	59	54	28	72	11	100	98	25	38	223	54
	22%fiq	21%	24%	21%	22%	19%	19%	30%Tef	19%	29%Ti	31%Ti	32%Ti	30%Ti	26%	24%	40%	17%	25%iq	28%iq	38%Tqr	22%	22%	22%
Instagram	186	51	36	24	128	27	75	70	13	96	89	31	47	41	23	57	8	67	62	19	32	161	25
	15%efiq	14%	19%ac	12%	15%	10%	12%	24%Tef	12%	22%ef	22%Ti	26%Ti	25%Ti	23%Ti	22%iq	19%T	30%	11%	16%	20%iq	32%Tqr	16%Tv	10%
TikTok	99	36	27	19	59	14	31	42	13	46	53	15	24	32	17	25	8	36	26	9	25	83	16
	8%fiq	10%	14%Tad	10%	7%	5%	14%Tef	21%Tef	5%	13%Ti	13%Ti	13%Ti	18%Tij	16%Ti	8%	29%	6%	7%	10%	24%Tqr	8%	6%	6%
Snapchat	73	13	9	6	57	5	25	35	8	27	46	14	26	21	11	23	7	35	14	5	16	59	13
	6%aefir	4%	5%	3%	7%	2%	4%	12%Tef	3%	11%Ti	12%Ti	14%Ti	12%Ti	10%iq	8%	25%	6%	4%	5%	16%Tqr	6%	5%	5%
Twitch	32	9	8	4	21	4	15	12	1	17	15	8	6	7	2	9	2	11	15	2	4	26	7
	3%	2%	4%a	2%	2%	1%	2%	4%	2%	4%	7%Ti	3%	4%	2%	3%	9%	2%	2%	4%	2%	4%	3%	3%
Vimeo	14	5	3	3	9	2	6	6	*	5	9	4	5	3	1	4	-	2	5	1	5	13	1
	1%iq	1%	2%	2%	1%	1%	1%	2%	1%	2%Ti	3%iq	3%iq	2%	1%	1%	-	-	*	1%	2%	5%Tqr	1%	1%
OnlyFans	11	4	3	4	6	2	7	2	1	6	5	1	3	2	1	5	-	3	5	1	*	9	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-	1%	1%	2%	*	1%	1%
Fruitlab	6	2	2	1	4	*	2	3	*	2	4	2	3	3	1	2	-	*	1	2	2	6	-
	*q	*	1%	1%	*	*	1%	1%	*	1%	2%iq	2%Ti	1%iq	1%	1%	-	-	*	*	2%Tqr	2%Tq	1%	-
Bitchute	4	1	1	*	3	1	1	1	1	3	1	1	1	*	1	-	-	1	1	1	-	4	-
	*	*	*	*	1%	*	*	2%Ti	*	*	1%	*	*	*	*	-	-	*	*	1%	-	*	-
NET: Any VSP	498	153	95	78	323	95	218	155	30	292	206	67	98	96	49	139	17	207	159	44	62	405	93
	40%fiq	42%	50%Tacd	39%	39%	35%	35%	53%Tef	50%id	35%	51%Ti	58%Ti	53%Ti	54%Ti	46%iq	47%T	62%	35%	40%	46%	61%Tqr	41%	37%
None of these	745	213	96	122	513	176	400	198	31	543	292	53	87	81	58	157	10	377	238	50	39	590	155
	60%bqjk	58%b	50%	61%b	65%g	65%Tgh	47%	50%	65%Tjkl	49%	44%	47%	46%	54%	53%	38%	65%Ti	60%at	54%at	39%	59%	63%	63%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 414

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?

Base: All respondents

	GO Region											Internet usage		Devices used to access internet				Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - not looking for work (u)	Unemployed - looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Facebook	345	30	19	14	282	12	33	27	30	38	26	44	42	30	256	86	4	7	323	134	66	17	11	15	34	25	10
	28% ^{soq}	29%	32%	39%	27%	24%	24%	27%	29%	42% ^{Tdef}	23%	26%	24%	28%	33% ^{To}	19%	13%	12%	29% ^{Tq}	30% ^x	32% ^x	34% ^x	19%	28%	15%	30% ^x	36%
YouTube	276	25	13	9	230	13	25	18	24	29	27	42	33	19	199	73	3	10	257	104	42	10	13	24	17	9	
	22% ^{sox}	24%	21%	26%	22%	26%	18%	18%	23%	32% ^{Tdfg}	24%	25%	19%	17%	26% ^{To}	16%	9%	18%	23%	23% ^x	21% ^x	20%	22% ^x	43% ^{Tstu}	10%	20% ^x	30%
Instagram	196	11	9	2	163	3	19	6	19	18	18	25	25	14	158	27	2	1	178	78	30	5	6	19	2	15	
	15% ^{soq}	11%	14%	6%	16% ^g	6%	14%	6%	18% ^g	20% ^g	16% ^g	42% ^{Tacd}	14%	13%	21% ^{To}	6%	7%	1%	16% ^{Tq}	17% ^x	15% ^x	9% ^x	10% ^x	35% ^{Tstuv}	1%	18% ^x	21%
TikTok	99	5	1	2	90	6	7	7	11	10	9	20	10	9	84	15	*	*	98	36	14	5	4	12	4	2	
	8% ^{sox}	5%	2%	6%	9%	11%	5%	7%	11%	12%	8%	12% ^l	6%	9%	11% ^{To}	3%	1%	1%	9% ^T	8% ^x	7% ^x	10% ^x	6% ^x	23% ^{Tstvx}	-	5% ^x	8%
Snapchat	73	3	6	2	62	3	10	3	6	8	7	12	9	5	57	16	1	-	70	28	9	-	2	8	-	5	
	6% ^{sox}	3%	9%	4%	6%	6%	7%	3%	6%	9%	7%	7%	5%	5%	7% ^{To}	3%	4%	-	6%	6% ^x	5% ^x	-	3% ^x	15% ^{Tstuv}	-	6% ^x	11%
Twitch	32	3	1	1	27	*	2	1	4	2	4	7	5	3	25	7	2	*	31	15	4	2	*	-	1	2	
	3% ^x	3%	2%	2%	3%	*	1%	1%	4%	2%	3%	4%	3%	3%	3% ^T	1%	1%	3%	3% ^x	2%	4% ^x	5% ^x	1%	-	1%	7%	
Vimeo	14	1	1	-	12	-	1	2	2	1	-	4	1	1	11	2	-	-	12	4	2	-	-	*	2	-	
	1%	1%	2%	-	1%	-	1%	2%	2%	1%	-	2%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	*	1%	-	
OnlyFans	11	4	-	-	7	-	1	1	1	1	-	3	1	-	10	1	-	-	11	6	2	1	1	*	-	1	
	1%	4% ^{Td}	-	-	1%	-	1%	1%	1%	1%	-	2%	*	-	1% ^T	*	-	-	1%	1%	1%	2%	1%	*	-	4%	
Fruitlab	6	2	-	-	4	-	*	*	1	*	-	2	1	-	5	*	-	-	6	2	1	-	-	2	-	-	
	*	2%	-	-	*	-	*	*	1%	*	-	1%	1%	-	1%	*	-	-	1%	*	*	-	-	3% ^{Tax}	-	-	
Bitchute	4	*	1	-	3	-	-	-	1	1	-	*	*	-	3	1	-	1	3	2	2	-	1	-	-	*	
	*	*	2%	-	*	-	-	-	1%	1%	-	*	*	-	*	*	-	1%	*	*	*	-	1%	-	-	1%	
NET: Any VSP	498	43	22	17	416	22	41	39	48	44	72	58	43	369	125	8	16	459	188	89	25	19	35	43	30	15	
	40% ^{sox}	41%	38%	47%	40% ^f	43%	39%	39%	45% ^f	55% ^{Tdfg}	39%	42%	33%	48% ^{To}	27%	26%	27%	41%	42% ^x	44% ^x	50% ^x	32% ^x	66% ^{Tstvy}	18%	37% ^x	52%	
None of these	745	61	37	19	628	29	84	62	58	40	67	98	116	64	402	333	24	43	666	257	114	25	39	18	190	14	
	60% ^{nw}	59%	62%	53%	60% ^l	57%	70% ^{Tdhi}	61% ^l	55%	45%	61% ^l	58%	67% ^l	60%	52%	73% ^{Tn}	74%	73%	58% ^{so}	56% ^w	56% ^w	50%	68% ^w	34%	82% ^{Tstu}	53	48%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 415

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitleab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
Facebook	345	62	101	67	62	30	327	236	160	345	154	60	53	21	29	135	207	235	111	155
	28%qs	27%	30%	23%	36%Tce	25%	29%T	35%Ti	38%Ti	34%Ti	43%Tfghil	37%Ti	35%T	56%Tfghijkl	38%T	46%Tfghikn	46%Tq	22%	47%Ts	15%
YouTube	276	52	67	64	42	32	276	178	138	229	121	71	65	20	16	23	107	167	207	69
	22%qs	22%	20%	22%	25%	26%	25%Ti	26%Ti	33%Tfghi	22%	34%Tfghi	44%Tfghij	43%Tfghij	52%Tfghij	42%Tfghi	36%Tfghi	37%Tq	18%	41%Ts	9%
Instagram	186	31	46	37	30	24	177	186	125	172	121	50	42	17	9	22	98	87	134	51
	15%qs	13%	14%	13%	18%	20%	16%T	27%Ti	30%Ti	17%T	34%Tfghi	31%Tfi	28%Tfi	45%Tfghiklo	24%T	35%Tfghin	33%Tq	9%	27%Ts	7%
TikTok	99	16	20	19	23	14	97	92	99	92	75	31	29	13	6	9	59	40	72	27
	8%qs	7%	6%	7%	14%Tabc	11%	9%T	13%Tfi	23%Tfghio	9%T	21%Tfghio	19%Tfghi	19%Tfghi	35%Tfghijkl	15%Tfi	14%Tfi	20%Tq	4%	14%Ts	4%
Snapchat	73	8	17	12	12	12	69	65	49	68	73	22	19	11	6	7	40	32	61	11
	6%qs	3%	5%	4%	7%	10%ac	6%	10%Ti	12%Ti	7%T	20%Tfghiklo	13%Tfi	13%Tfi	28%Tfghiklo	15%Tfi	12%Tfi	14%Tq	3%	12%Ts	2%
Twitch	32	7	5	9	6	3	32	23	20	27	18	32	15	5	4	5	15	18	29	3
	3%qs	3%	2%	3%	4%	3%	3%	3%	5%Tfi	3%	5%Tfghi	23%Tfghij	10%Tfghij	14%Tfghij	10%Tfghi	8%Tfghi	5%Tq	2%	6%Ts	*
Vimeo	14	2	5	3	2	3	14	13	9	13	9	10	14	7	3	3	6	8	13	1
	1%qs	1%	1%	1%	2%	2%	1%	2%T	2%T	1%	3%Tfi	6%Tfghij	9%Tfghij	18%Tfghijkl	8%Tfghij	6%Tfghij	2%	1%	3%Ts	*
OnlyFans	11	2	4	1	1	3	11	10	7	10	6	5	6	4	4	11	5	6	9	2
	1%qs	1%	1%	*	1%	3%Tc	1%	1%T	2%	1%	2%	3%Tfi	4%Tfghij	10%Tfghijkl	11%Tfghijkl	17%Tfghijklmn	2%	1%	2%Ts	*
Fruitleab	6	*	*	1	2	1	6	6	6	6	6	6	6	2	2	2	5	1	6	*
	qs	*	*	*	1%	1%	1%	1%	1%Tfi	1%	2%Tfi	4%Tfghij	4%Tfghij	16%Tfghijkl	5%Tfghij	4%Tfghij	2%Tq	*	1%Ts	*
Bitchute	4	2	1	*	*	*	4	2	2	3	2	2	2	2	4	2	1	3	4	*
	qs	1%	*	*	*	*	*	*	*	*	*	1%	1%gl	5%Tfghijkl	11%Tfghijkl	3%Tfghij	*	*	1%Ts	*

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 415

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitle (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: Any VSP	498	96	133	106	76	51	474	337	244	440	220	107	97	33	26	39	185	308	334	164
	40%qs	41%	40%	37%	45%	42%	42%T	49%Tli	58%Tlgi	43%T	61%Tlgi	66%Tlghi	65%Tlghijlo	89%Tlghijlo	68%Tlgi	63%Tlgi	63%Tq	33%	67%Ts	22%
None of these	745	136	202	180	94	70	645	346	178	580	140	55	52	4	12	23	108	626	166	579
	60%fghi	59%	60%	63%	55%	58%	58%ghjklmno	51%hijklmno	42%klm	57%ghjklmno	39%lm	34%lm	35%lm	11%	32%	37%lm	37%	67%Tp	33%	78%Tr

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 416

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All Used in the last 3 months

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Base: Used YouTube in the last 3 months	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551
YouTube	276	151	122	79	84	56	53	163	109	34	242	50	68	48	35	21	17	3	42	21	221	51	11	31	8	82	21	19	145
	25%ajop	27%	22%	26%	24%	22%	26%	23%	23%	41%Tjnn	23%oppq	38%Tjmn	34%Tjno	25%oppq	18%	14%	15%	6%	13%	12%	23%	36%Tt	35%	25%Tt	37%Tt	37%	34%z	40%Tz	26%z
Base: Used Instagram in the last 3 months	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Instagram	186	72	110	57	58	33	33	116	66	25	160	51	50	33	19	6	1	-	8	1	145	40	7	24	6	58	17	13	95
	27%snors	25%	28%	29%	28%	24%	25%	29%	24%	36%snors	26%snors	46%Tjmnors	32%snors	26%snors	16%	10%	5%	-	7%	3%	26%	32%	32%	33%	28%	24%	34%	41%	28%
Base: Used TikTok in the last 3 months	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	6**	3**	39*	9**	336	85	12**	53	14**	150	41*	28**	197
TikTok	99	39	56	32	27	20	17	59	37	22	77	30	25	9	9	3	-	-	4	-	80	18	3	8	4	27	8	8	55
	23%mmr	20%	25%	26%	21%	23%	20%	24%	21%	32%mmr	22%mmr	41%Tjnnr	26%nr	13%	12%	11%	3%	-	9%	2%	24%	21%	24%	16%	26%	16%	26%	29%	28%Tz
Base: Used Facebook in the last 3 months	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501
Facebook	345	149	193	93	99	79	69	192	149	33	312	50	80	69	58	25	20	10	54	30	302	41	12	22	7	124	15	12	187
	34%ajop	31%	36%	33%	34%	36%	31%	34%	34%	52%Tjno	33%oppq	40%oppq	43%Tjno	40%oppq	32%oprs	19%	19%	18%	19%	19%	34%	33%	46%	29%	48%	31%	27%	32%	37%T
Base: Used Snapchat in the last 3 months	350	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	4**	4**	24**	7**	278	81	14**	51	7**	123	37*	18**	176
Snapchat	73	28	45	25	22	18	6	47	24	17	55	23	16	8	6	2	-	-	3	-	56	15	5	9	1	19	10	4	39
	20%f	18%	22%	23%f	20%	26%fh	9%	21%f	17%f	28%fm	19%	27%fm	18%	12%	15%	8%	-	-	11%	4%	20%	19%	35%	17%	12%	15%	27%	25%	22%
Base: Used Twitch in the last 3 months	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32*	16**	3**	***	**	3**	***	120	39*	6**	24**	5**	48	15**	9**	86
Twitch	32	26	6	10	12	4	5	22	10	5	28	5	12	8	2	-	-	-	-	-	29	4	1	2	1	8	4	2	19
	20%u	24%	11%	17%	26%	15%	21%	21%	18%	12%	22%	16%	30%T	25%	13%	-	-	-	-	-	24%u	9%	15%	9%	11%	16%	26%	20%	22%
Base: Used Bitchute in the last 3 months	37	23*	15**	8**	13**	10**	6**	21*	16**	-**	37	4**	10**	8**	10**	2**	4**	**	6**	4**	26*	11*	2**	7**	2**	13**	6**	2**	16**

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 416

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All Used in the last 3 months

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Base: Used Bitchute in the last 3 months	37	23*	15**	8**	13**	10**	6**	21*	16**	-**	37	4**	10**	8**	10**	2**	4**	-**	6**	4**	26*	11*	2**	7**	2**	13**	6**	2**	16**
Bitchute	4	2	2	*	1	2	1	1	3	-	4	*	*	1	1	-	1	-	1	1	3	1	-	1	*	1	1	1	1
	11%	9%	13%	3%	8%	20%	10%	6%	16%	-	11%	12%	3%	16%	13%	-	19%	-	12%	19%	11%	10%	-	12%	15%	6%	24%	45%	5%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 416

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All Used in the last 3 months

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Base: Used OnlyFans in the last 3 months	62	53	9**	21*	18*	10**	12**	40	23*	-**	62	6**	20*	19*	8**	8**	11**	***	10**	2**	50	13*	3**	7**	2**	23*	4**	2**	33
OnlyFans	11	9	2	2	3	2	4	5	6	-	11	1	3	4	3	*	*	-	1	*	9	2	1	1	*	4	1	1	5
	17% ^c	17%	17%	8%	19%	21%	29%	13%	25% ^c	-	17%	20%	14%	20%	33%	5%	14%	-	6%	10%	18%	15%	19%	18%	5%	18%	19%	32%	16%
Base: Used Vimeo in the last 3 months	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	9**	9**	11*	19**	10**	111	38*	7**	23**	5**	61	17**	12**	57
Vimeo	14	12	2	7	5	1	*	12	1	5	9	1	2	1	2	*	2	-	2	2	12	2	*	2	*	8	3	-	3
	9%	12%	4%	10%	10%	5%	2%	10%	4%	16%	8%	6%	7%	5%	11%	5%	18%	-	11%	16%	11%	5%	3%	7%	4%	13%	16%	-	6%
Base: Used Fruitlab in the last 3 months	38	23*	14**	14**	15**	6**	2**	29*	7**	13**	25*	5**	7**	7**	4**	**	1**	**	1**	1**	24**	13**	3**	7**	3**	15**	6**	2**	11**
Fruitlab	6	3	3	2	3	*	*	5	1	2	4	2	1	*	1	-	-	-	-	-	5	1	*	1	*	2	2	*	2
	16%	15%	18%	17%	19%	8%	9%	18%	8%	15%	16%	39%	13%	5%	17%	-	-	-	-	-	20%	10%	6%	12%	8%	12%	30%	6%	19%

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 417

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All Used in the last 3 months

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Base: Used YouTube in the last 3 months	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219
YouTube	276	78	47	42	184	50	115	89	22	159	117	37	59	54	28	72	11	100	88	25	38	223	54
	25%iq	23%	26%	24%	24%	21%	21%	34%Tef	22%	31%Ti	34%Ti	33%Ti	32%Ti	27%	27%	41%	20%	27%q	27%	39%Tqr	25%	39%Tqr	25%
Base: Used Instagram in the last 3 months	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	78	560	123
Instagram	186	51	36	24	128	27	75	70	13	96	89	31	47	41	23	57	8	67	62	19	32	161	25
	27%q	27%	29%	25%	27%	26%	24%	33%Ti	28%	25%	31%	34%	37%Ti	33%	28%	29%	34%	22%	28%	32%	41%Tqr	29%	20%
Base: Used TikTok in the last 3 months	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
TikTok	99	36	27	19	59	14	31	42	13	46	53	15	24	32	17	25	8	36	26	9	25	83	16
	23%l	31%Td	33%Td	35%Td	21%	24%	17%	28%l	33%l	22%	25%	25%	24%	31%T	26%	19%	63%	21%	21%	25%	34%Tq	24%	21%
Base: Used Facebook in the last 3 months	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207
Facebook	345	106	65	56	232	75	149	107	14	199	146	54	75	68	29	104	11	152	105	34	33	278	67
	34%fi	34%	40%	33%	34%	35%	29%	43%Ti	28%	30%	42%Ti	47%Ti	47%Ti	47%Tin	34%	39%T	48%	31%	33%	40%	44%q	34%	32%
Base: Used Snapchat in the last 3 months	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66
Snapchat	73	13	9	6	57	5	25	35	8	27	46	14	26	21	11	23	7	35	14	5	16	59	13
	20%r	14%	14%	14%	23%	14%	17%	25%	23%	16%	24%	26%	29%Ti	23%	18%	20%	39%	25%r	13%	14%	23%	20%	20%
Base: Used Twitch in the last 3 months	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31*	49	7**	51	47*	17**	40*	136	26**
Twitch	32	9	8	4	21	4	15	12	1	17	15	8	6	7	2	9	2	11	15	2	4	26	7
	20%n	22%	29%	22%	18%	32%	22%	17%	12%	25%n	16%	30%ln	15%	15%	7%	18%	35%	21%	31%Ti	12%	9%	19%	26%
Base: Used Bitchute in the last 3 months	37	9**	4**	3**	26*	9**	15**	10**	3**	23*	15*	6**	6**	5**	3**	14*	1**	16*	16*	3**	***	29	8**

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 417

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All Used in the last 3 months

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education			Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Base: Used Bitchute in the last 3 months	37	9**	4**	3**	26*	9**	15**	10**	3**	23*	15*	6**	6**	5**	3**	14*	1**	16*	16*	3**	***	29	8**
Bitchute	4	1	1	*	3	1	1	1	1	3	1	1	1	*	*	1	-	1	1	1	-	4	-
	11%	11%	20%	4%	12%	17%	4%	6%	43%	12%	8%	11%	10%	7%	6%	9%	-	5%	7%	19%	-	13%	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

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Base: All Used in the last 3 months

Total (T)	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Respons for child in household	Ability driven in Highest education				Urban/Rural				
	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)		Aged 16-17 (n)	Yes (o)	Secondary school or No equiv (p)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Base: Used OnlyFans in the last 3 months	62	15*	6**	9**	44	14**	29	17*	2**	38	24	7*	12**	10**	5**	24	***	24*	27	9**	1**	53	9**
OnlyFans	11	4	3	4	6	2	7	2	1	6	5	1	3	2	1	5	-	3	5	1	*	9	2
Base: Used Vimeo in the last 3 months	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	31*	31*	49	2**	39*	53	22**	34*	122	27**
Vimeo	14	5	3	3	9	2	6	6	*	5	9	4	5	3	1	4	-	2	5	1	5	13	1
Base: Used Fruitlab in the last 3 months	38	11**	6**	7**	24*	1**	15**	19**	2**	9**	29*	13**	14**	14**	7**	16*	***	8**	11**	5**	13**	35*	3**
Fruitlab	6	2	2	1	4	*	2	3	*	2	4	2	3	3	1	2	-	*	1	2	2	6	-
	18%	15%	24%	22%	17%	25%	15%	16%	17%	24%	13%	15%	22%	18%	8%	12%	-	5%	9%	46%	15%	17%	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 418

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Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All Used in the last 3 months

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Base: Used YouTube in the last 3 months	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**	
YouTube	276	25	13	9	230	13	25	18	24	29	27	42	33	19	199	73	3	10	257	104	42	10	13	23	44%Tstu	24	17	9
	25%ox	26%	24%	28%	24%	31%	21%	19%	27%	38%Tdfg	27%	26%	21%	19%	28%To	18%	11%	24%	25%	26%x	23%xy	20%	24%xy	44%Tstu	12%	24%xy	34%	
Base: Used Instagram in the last 3 months	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	8**	640	286	114	28**	27**	41**	45*	50*	22**	
Instagram	186	11	9	2	163	3	19	6	19	18	18	42	25	14	158	27	2	1	178	78	30	5	6	19	2	15	6	
	27%gox	24%	34%	13%	28%g	14%	27%g	10%	29%g	31%g	28%g	39%Tdg	26%g	27%	32%To	15%	11%	7%	28%	27%xy	27%xy	17%	22%	45%	5%	30%xy	27%	
Base: Used TikTok in the last 3 months	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	6**	391	164	68	21**	11**	30**	16**	28**	14**	
TikTok	99	5	1	2	90	6	7	7	11	10	9	20	10	10	84	15	*	*	98	36	14	5	4	12	-	4	2	
	23%o	16%	10%	16%	25%	31%	20%	26%	26%	21%	30%	20%	30%	27%To	14%	2%	7%	25%T	22%	21%	25%	31%	42%	-	15%	-	16%	
Base: Used Facebook in the last 3 months	1019	84	51*	31**	852	41*	116	74	93	77	91	135	141	86	654	354	28**	36**	933	383	159	39*	44*	48*	184	74	25**	
Facebook	345	30	19	14	282	12	33	27	30	38	26	44	42	30	256	86	4	7	323	134	66	17	11	15	34	25	10	
	34%ox	36%	37%	45%	33%	30%	28%	36%	33%	49%Tdfghj	28%	33%	30%	35%	39%To	24%	16%	18%	35%	35%xy	42%Tx	44%xy	25%	31%	18%	34%xy	41%	
Base: Used Snapchat in the last 3 months	360	25**	17**	13**	305	10**	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	2**	334	152	54*	12**	8**	34**	9**	22**	9**	
Snapchat	73	3	6	2	62	3	10	3	6	8	7	12	9	5	57	16	1	-	70	28	9	-	2	8	-	5	3	
	20%	12%	33%	12%	20%	30%	22%	9%	17%	22%	22%	24%	20%	21%	21%	13%	-	21%	18%	17%	-	21%	24%	-	24%	-	37%	
Base: Used Twitch in the last 3 months	161	12**	7**	6**	136	4**	9**	9**	18**	11**	19**	31*	26**	10**	141	16**	1**	5**	152	63	19**	6**	8**	15**	-	8**	5**	
Twitch	32	3	1	1	27	-	2	1	4	2	4	7	5	3	25	7	1	*	31	15	4	2	3	-	-	1	2	
	20%	23%	20%	12%	20%	3%	21%	11%	22%	16%	19%	23%	20%	31%	18%	41%	9%	21%	24%	22%	31%	32%	3%	-	14%	-	38%	
Base: Used Bitchute in the last 3 months	37	2**	2**	1**	33	**	3**	5**	3**	8**	3**	7**	4**	2**	29	8**	2**	2**	30	16*	11**	3**	2**	**	2**	2**	2**	

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
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ONLINE Fieldwork: 18th March - 4th April 2022

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Base: All Used in the last 3 months

	GO Region											Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Base: Used Bitchute in the last 3 months	37	2**	2**	1**	33	***	3**	5**	3**	8**	3**	7**	4**	2**	29	8**	2**	2**	30	16*	11**	3**	2**	***	2**	2**	2**	2**
Bitchute	4	-	1	-	3	-	-	*	1	1	-	*	-	3	1	-	1	3	2	2	-	1	-	-	-	-	-	9%
	11%	6%	5%	-	8%	-	-	3%	33%	14%	-	7%	3%	-	9%	14%	-	28%	11%	10%	15%	-	27%	-	-	-	-	9%

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	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Base: Used OnlyFans in the last 3 months	62	7**	1**	2**	52	3**	5**	5**	7**	4**	7**	10**	9**	3**	54	8**	1**	1**	58	42	11**	2**	1**	1**	1**	***	3**
OnlyFans	11	4	-	-	7	-	1	1	1	1	3	1	-	10	1	-	-	11	6	2	1	-	-	-	-	-	1
	17% ^d	55%	-	-	14%	-	23%	12%	6%	23%	2%	30%	9%	-	18%	12%	-	18%	14%	19%	38%	43%	14%	49%	-	-	30%
Base: Used Vimeo in the last 3 months	149	14**	6**	4**	125	4**	10**	12**	17**	17**	4**	30*	17**	14**	107	38*	1**	1**	137	61	24**	6**	4**	8**	6**	2**	5**
Vimeo	14	1	1	-	12	*	1	2	2	1	-	4	1	1	11	2	-	-	12	4	2	-	-	*	2	-	1
	9%	4%	18%	-	10%	3%	12%	15%	9%	5%	-	14%	8%	9%	11%	6%	-	-	9%	7%	7%	-	-	3%	27%	-	20%
Base: Used Fruitlab in the last 3 months	38	4**	2**	***	32*	1**	2**	4**	4**	1**	2**	10**	5**	3**	33*	4**	1**	2**	30*	15*	4**	**	***	2**	1**	***	1**
Fruitlab	6	2	-	-	4	-	*	*	1	*	-	2	1	-	5	*	-	-	6	2	1	-	-	2	-	-	-
	16%	42%	-	-	13%	-	8%	4%	15%	21%	-	21%	21%	-	17%	6%	-	-	20%	11%	13%	-	-	69%	-	-	-

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Base: All Used in the last 3 months

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Base: Used YouTube in the last 3 months	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
YouTube	276	52	67	64	42	32	276	178	138	229	121	71	65	20	16	23	107	167	207	69
	25%qs	25%	23%	25%	26%	27%	25%	28%Ti	33%Tigi	25%	36%Tigi	45%Tighij	44%Tighij	53%Tighij	42%Tigi	37%Tigi	38%Tq	20%	45%Ts	11%
Base: Used Instagram in the last 3 months	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
Instagram	186	31	46	37	30	24	177	186	125	172	121	50	42	17	9	22	98	87	134	51
	27%qs	30%	26%	23%	27%	31%	28%	27%	35%Tigi	28%	38%Tigi	37%Tigi	33%	48%Tighilo	31%	40%Tigin	43%Tq	19%	41%Ts	14%
Base: Used TikTok in the last 3 months	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210
TikTok	99	16	20	19	23	14	97	92	99	92	75	31	29	13	6	9	59	40	72	27
	23%qs	24%	21%	18%	23%	24%	24%	26%Thoo	23%	25%	29%Thio	27%ho	27%ho	44%Tighijkl	29%io	18%	30%Tq	18%	34%Ts	13%
Base: Used Facebook in the last 3 months	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
Facebook	345	62	101	67	62	30	327	236	160	345	154	60	53	21	14	29	135	207	235	111
	34%ccqs	36%	35%	28%	42%Tc	34%	36%Ti	38%Ti	43%Tigi	34%	46%Tigi	44%Tifi	40%	57%Tighiklo	47%Ti	49%Tigil	51%Tq	28%	55%Ts	19%
Base: Used Snapchat in the last 3 months	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32**	19	39	163	193	201	159
Snapchat	73	8	17	12	12	12	69	65	49	68	73	22	19	11	6	7	40	32	61	11
	20%sa	17%	21%	13%	17%	25%	20%	21%	19%	20%	20%	21%	22%	33%Tighijkl	28%hko	19%	25%	17%	30%Ts	7%
Base: Used Twitch in the last 3 months	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56
Twitch	32	7	5	9	6	3	32	23	20	27	18	32	15	5	4	5	15	18	29	3
	20%gs	27%	17%	20%	21%	14%	20%g	17%	17%	20%	18%	20%g	19%	17%	21%	17%	17%	24%	27%Ts	6%

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Base: All Used in the last 3 months

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Base: Used Bitchute in the last 3 months	37	11**	10**	9**	4**	3**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
Bitchute	4	2	1	*	*	-	4	2	2	3	2	2	2	2	4	2	1	3	4	-
	11%g	21%	9%	5%	9%	-	11%g	6%	9%g	9%g	10%gj	9%g	14%Tm	11%g	14%Tn	8%	12%	14%	2%	

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 419

Q9. Recall of safety measures come across in last 3 months
Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?
Base: All Used in the last 3 months

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitletab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Base: Used OnlyFans in the last 3 months	62	8**	15**	17**	9**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*
OnlyFans	11	2	4	1	1	3	11	10	7	10	6	5	6	4	4	11	5	6	9	2
	17%	24%	24%	6%	9%	32%	17%	18%h	14%	16%	16%	16%	21%hjk	28%Tfgh	32%Tfgh	17%	17%	22%T	8%	
Base: Used Vimeo in the last 3 months	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63
Vimeo	14	2	5	3	2	3	14	13	9	13	9	10	14	7	3	3	6	8	13	1
	9% 10%	10%	18%	7%	8%	9%	10%	10%	9%	10%	10%	13%	9%	20%Tfgh	15%h	13%h	10%	9%	15%Ts	2%
Base: Used Fruitletab in the last 3 months	38	3**	6**	7**	12**	4**	37	35	30*	37	32*	31*	33	38	12	14	26*	11**	30*	7**
Fruitletab	6	*	*	1	2	1	6	6	6	6	6	6	6	6	2	2	5	1	6	*
	16%	9%	4%	9%	15%	26%	16%	17%Tm	19%	16%	18%	19%	18%	16%	17%	16%	20%	6%	18%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 420

Q10. Safety measures - Summary table

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Summary table

	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Bitchute (g)	OnlyFans (h)	Vimeo (i)	Fruiteab (j)	NET: Any VSP (k)
Unweighted base	1141	760	522	1043	449	255	119	179	263	111	1243
Weighted base	1119	683	422	1019	360	161	37	62	149	38	1243
Effective base	928	594	383	842	323	163	74	122	166	54	1016
Clear terms and conditions of use	338 30%bce	180 26%c	88 21%	291 29%c	89 25%	52 32%c	8 22%	16 25%	38 26%	7 20%	476 38%abcdeghij
Clear labelling of what is advertising	219 20%ceghj	142 21%ceghj	69 16%hj	192 19%eghj	48 13%	23 14%j	3 8%	6 9%	26 18%hj	2 5%	372 30%abcdeghij
Having clear rules for users on how to post advertising content	241 22%cehj	154 23%ceghj	67 16%	211 21%cehj	44 12%	28 17%j	5 12%	7 11%	22 15%	2 6%	400 32%abcdeghij
Flagging and reporting mechanisms/ buttons	424 38%ceghj	253 37%ceghj	130 31%ej	456 45%abcdeghij	80 22%	59 36%eghj	8 20%	16 25%	33 22%	6 16%	661 53%abcdeghij
Minimum age requirement and checking systems	297 27%cegj	160 23%j	91 21%j	283 28%bcfegj	77 21%j	34 21%j	5 15%	19 31%cefegj	32 22%j	3 9%	505 41%abcdeghij
A notice that flags content that might be inappropriate or harmful before you view it	330 29%cehj	182 28%cehj	90 21%ehj	343 34%abcdeghij	44 12%	37 23%ehj	7 20%j	8 13%	30 20%e	4 10%	564 45%abcdeghij
Parental controls	470 42%bcdeghij	156 23%j	91 21%j	319 31%bcdeghij	69 19%	36 22%j	7 18%	10 16%	31 21%j	4 10%	621 50%abcdeghij
A complaints system	368 33%bcegj	199 29%cej	100 24%j	371 36%abcdeghij	77 22%j	49 30%ej	8 22%j	16 25%j	39 26%j	3 9%	565 45%abcdeghij
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	160 14%	96 14%	61 15%	179 18%ab	52 14%	31 19%	6 16%	8 12%	24 16%	6 17%	293 24%abcdehi
Prompts to remind you that tools to help you safely navigate the site/app are available	139 12%	69 10%	47 11%	138 14%be	33 9%	21 13%	4 10%	8 13%	14 9%	5 12%	247 20%abcdeghij
A way to directly report harmful content to a regulator or the police	182 16%c	105 15%	52 12%	209 20%abcdegh	47 13%	22 13%	4 11%	7 12%	23 15%	6 15%	337 27%abcdeghij
A tool to hide content you have seen but do not wish to see again	242 22%cefj	161 24%cefj	71 17%gj	356 35%abcdeghij	46 13%	23 14%	3 8%	10 16%	15 10%	5 13%	521 42%abcdeghij
The ability to speak to customer services by chat or phone	115 10%	64 9%	42 10%	115 11%	31 9%	22 14%ki	3 7%	5 9%	11 7%	5 13%	216 17%abcdeghij

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 420

Q10. Safety measures - Summary table

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Summary table

	YouTube (a)	Instagram (b)	TikTok (c)	Facebook (d)	Snapchat (e)	Twitch (f)	Bitchute (g)	OnlyFans (h)	Vimeo (i)	Fruilab (j)	NET: Any VSP (k)
Weighted base	1119	683	422	1019	360	161	37	62	149	38	1243
NET: Any measure	918 82%ceg	560 82%ceg	321 76%	873 86%abcceghi	261 73%	137 85%ceg	27 71%	49 79%g	117 79%	30 79%g	1093 88%abcdeghi
None of these	201 18%dk	123 18%dk	101 24%abdk	146 14%k	99 27%abdk	25 15%	11 29%abdthjk	13 21%dk	32 21%dk	8 21%	150 12%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 421
Q10. Safety measures - YouTube
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
YouTube

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1141	628	508	334	347	224	227	681	451	97	1044	114	231	221	193	136	109	40	285	149	943	187	39	110	30	444	78	53	544
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551
Effective base	928	501	427	268	285	185	185	552	369	90	842	90	178	172	159	121	99	33	250	130	787	132	31	74	22	363	52	40	455
Parental controls	470	242	227	127	149	78	114	276	192	34	436	48	84	91	85	54	52	23	128	74	401	66	8	40	12	179	26	19	236
Flagging and reporting mechanisms/ buttons	424	224	197	113	155	68	83	269	151	31	393	63	82	83	76	44	31	13	89	45	356	62	15	34	8	146	24	20	226
A complaints system	368	199	164	96	121	63	88	217	151	26	342	48	54	59	57	54	47	23	124	70	320	43	12	24	5	141	17	14	187
Clear terms and conditions of use	338	170	167	93	111	61	70	204	132	24	314	44	58	53	61	51	30	17	98	47	294	44	8	27	4	130	16	17	164
A notice that flags content that might be inappropriate or harmful before you view it	330	173	155	102	102	52	71	204	123	22	308	35	55	52	70	44	43	9	95	51	273	52	10	35	4	131	27	12	149
Minimum age requirement and checking systems	297	162	134	78	92	61	64	170	125	24	273	44	54	45	54	29	36	12	77	48	248	45	9	24	7	108	23	9	146
A tool to hide content you have seen but do not wish to see again	242	126	114	67	73	46	54	140	99	15	227	38	45	44	30	17	12	59	29	200	40	8	20	7	85	14	9	126	
Having clear rules for users on how to post advertising content	241	118	119	68	79	42	52	147	94	20	221	31	40	44	43	28	24	11	63	35	210	30	4	19	4	86	15	12	124
Clear labelling of what is advertising	219	119	99	70	64	49	36	134	84	16	203	32	50	40	29	21	18	13	52	31	191	26	2	18	2	67	9	11	127
A way to directly report harmful content to a regulator or the police	182	91	87	55	55	27	44	110	70	17	164	19	30	30	18	28	10	56	38	154	28	4	15	6	79	10	5	87	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	160	88	71	49	43	29	37	92	66	18	142	25	21	29	28	14	16	8	38	24	123	35	5	22	5	46	17	9	85

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



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Table 421
Q10. Safety measures - YouTube
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
YouTube

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201	188	193	149	117	53*	319	170	964	144	30*	84	21**	436	60	48*	551
Prompts to remind you that tools to help you safely navigate the site/app are available	139 12%	67 12%	72 13%	41 13%	44 13%	24 10%	31 13%	84 13%	55 12%	14 17%	125 12%	17 13%	21 10%	26 14%	23 12%	17 12%	10 8%	11 21%	38 12%	21 12% ^p	115 12%	24 17%	3 9%	16 19%	3 15%	50 12%	9 15%	11 22%	69 12%
The ability to speak to customer services by chat or phone	115 10% ^{ot}	54 10%	58 11%	24 8%	36 11%	20 9%	32 13%	60 9%	53 11%	8 10%	106 10% ^o	19 15% ^o	16 8%	21 11%	13 7%	8 5%	15 13% ^o	14 27% ^{Tijlmmoz}	37 11% ^o	29 17% ^{Tjhnop}	90 9%	23 16% ^{Tt}	3 11%	15 18% ^{Tt}	2 9%	44 10%	7 11%	7 14%	57 10%
NET: Any measure	918 82% ^{ehprs}	471 83%	442 81%	258 83%	289 88% ^{Tefh}	173 76%	190 78%	548 86% ^{Tefh}	363 77%	73 87% ^{spqrs}	845 82% ^{prs}	125 94% ^{Tjlmnopqrs}	172 85% ^{spqrs}	160 85% ^{spqrs}	153 79% ^{sa}	119 80% ^r	80 68%	37 70%	236 74%	117 69%	781 81%	128 88% ^{Tt}	27 90%	74 87%	20 94%	351 81%	54 90%	40 83%	449 82%
None of these	201 18% ^{dgku}	98 17%	102 19%	51 17%	40 12%	55 24% ^{Tdg}	52 22% ^{dg}	91 14%	107 23% ^{Tdg}	11 13%	189 18% ^k	8 6%	30 15% ^k	28 15% ^k	41 21% ^k	30 20% ^k	37 32% ^{Tijkln}	16 30% ^{iklm}	83 26% ^{Tijklnmo}	53 31% ^{Tijklnm}	183 19% ^u	17 12%	3 10%	11 13%	1 6%	85 19%	6 10%	8 17%	101 18%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 422
Q10. Safety measures - YouTube
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1141	341	180	183	762	235	546	297	63	694	446	135	210	198	117	329	22	483	384	112	108	932	209
Weighted base	1119	331	162	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219
Effective base	928	284	153	148	616	198	453	227	50	591	338	91	156	161	96	232	21	397	307	84	96	750	178
Parental controls	470	136	79	72	317	98	239	114	18	302	168	40	79	75	41	122	12	202	166	39	42	374	95
	42%	41%	43%	41%	42%	40%	43%	43%	32%	41%	44%	37%	45%	44%	45%	46%	40%	45%	42%	42%	43%	42%	44%
Flagging and reporting mechanisms/buttons	424	138	76	80	268	85	217	99	22	282	142	39	62	66	39	101	11	168	156	36	40	349	75
	38% ^{dq}	41%	42%	46% ^{Td}	36%	35%	39%	38%	38%	37%	38%	36%	36%	39%	38%	37%	40%	42% ^{Tq}	41%	40%	39%	34%	34%
A complaints system	368	126	65	77	229	89	180	85	14	261	107	22	48	44	34	70	11	164	118	37	33	298	70
	33% ^{djkm}	38% ^{Td}	36%	44% ^{Tad}	30%	37%	33%	32%	24%	35% ^{Tjkm}	28%	20%	27%	26%	34% ^{ka}	26%	40%	33%	32%	39%	33%	33%	32%
Clear terms and conditions of use	338	95	56	54	234	84	166	70	17	242	96	20	51	42	30	63	10	139	116	39	30	271	67
	30% ^{ko}	29%	31%	31%	31%	35%	30%	26%	29%	33% ^{Tjk}	25%	18%	29% ^{ka}	25%	29%	23%	38%	28%	32%	42% ^{Tq}	31%	30%	30%
A notice that flags content that might be inappropriate or harmful before you view it	330	96	50	51	221	77	150	85	18	229	101	30	44	39	31	74	6	145	107	32	27	253	76
	29% ^{um}	29%	27%	29%	29%	32%	27%	32%	31%	31% ^{um}	26%	27%	25%	23%	30%	27%	22%	29%	29%	34%	27%	28%	35%
Minimum age requirement and checking systems	297	94	56	47	189	62	141	77	17	199	97	25	40	40	30	68	7	133	85	31	35	247	49
	27%	28%	31%	27%	25%	25%	25%	29%	30%	27%	26%	23%	23%	24%	29%	25%	26%	26%	29%	33%	35% ^{Tr}	29%	23%
A tool to hide content you have seen but do not wish to see again	242	80	44	44	153	49	124	60	9	168	75	20	34	31	17	52	8	99	79	29	19	186	56
	22%	24%	24%	25%	20%	20%	22%	23%	16%	23%	20%	19%	20%	18%	16%	19%	30%	20%	21%	31% ^{Tq}	19%	21%	26%
Having clear rules for users on how to post advertising content	241	67	35	44	168	45	122	67	8	153	89	21	45	46	19	60	9	94	78	27	23	197	44
	22%	20%	19%	25% ^{aa}	22%	19%	22%	25%	13%	21%	23%	19%	26%	27%	19%	22%	32%	19%	21%	29% ^{aq}	23%	22%	20%
Clear labelling of what is advertising	219	63	39	33	151	44	106	51	17	143	75	22	35	25	53	7	87	72	29	21	169	49	
	20%	19%	21%	18%	20%	18%	19%	19%	29%	19%	20%	20%	22%	24%	19%	25%	17%	20%	31% ^{Tqr}	21%	19%	22%	22%
A way to directly report harmful content to a regulator or the police	182	65	38	41	111	36	92	46	7	119	63	11	23	33	23	39	6	91	47	22	17	148	34
	16% ^r	20%	21%	23% ^{Td}	15%	15%	17%	17%	12%	16%	16%	10%	13%	19% ^{kl}	23% ^{kl}	14%	23%	18%	13%	24% ^{Tr}	17%	16%	16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 422
Q10. Safety measures - YouTube
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
YouTube

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1119	331	182	176	752	243	554	265	58	737	381	109	175	170	102	271	27**	500	368	93	99	900	219
Tools and information to help you navigate the site/app safely such as in a "safety centre"	160	44	27	22	111	28	70	51	11	97	63	14	26	26	23	40	5	71	38	22	22	121	39
	14%r	13%	15%	12%	15%	11%	13%	19%Tef	19%	13%	17%	13%	15%	15%	22%Ti	15%	20%	14%	10%	23%Tqr	23%Tqr	13%	18%
Prompts to remind you that tools to help you safely navigate the site/app are available	139	46	29	27	89	27	70	35	7	86	52	15	26	21	18	32	7	66	38	15	18	109	30
	12%	14%	16%	15%	12%	11%	13%	13%	12%	12%	14%	14%	15%	12%	18%	12%	27%	13%	10%	16%	18%r	12%	13%
The ability to speak to customer services by chat or phone	115	32	18	20	80	25	56	28	6	82	33	12	13	14	8	23	2	50	28	17	14	92	23
	10%	10%	10%	12%	11%	10%	10%	11%	11%	11%	9%	11%	8%	8%	9%	7%	10%	10%	8%	18%Tqr	14%	10%	10%
NET: Any measure	918	274	151	146	613	195	443	231	48	594	324	98	147	145	87	229	24	402	296	85	89	751	167
	82%w	83%	83%	83%	82%	80%	80%	87%TI	84%	81%	85%	90%TI	84%	85%	84%	87%	87%	80%	81%	91%Tqr	90%Tqr	84%Tv	76%
None of these	201	58	31	30	139	47	111	34	9	143	58	11	28	26	15	43	3	98	72	8	10	148	52
	18%gkat	17%	17%	17%	18%	20%	20%g	13%	16%	19%k	15%	10%	16%	15%	15%	16%	13%	20%st	19%st	9%	10%	16%	24%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 423
Q10. Safety measures - YouTube
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
YouTube

	GO Region											Internet usage					Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1141	90	52	34	965	47	113	104	89	104	175	155	88	854	274	26	41	1041	450	199	49	51	42	163	63	27	
Weighted base	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**
Effective base	928	72	46	30	781	38	98	75	78	73	88	133	128	73	722	246	21	32	855	340	158	42	47	36	145	57	21
Parental controls	470	41	18	21	390	21	42	39	32	27	44	60	72	53	305	162	7	21	436	169	83	24	27	21	71	28	12
	42%	44%	35%	62%	42%	49%	36%	41%	36%	35%	44%	37%	45%	53%Tdhik	43%	28%	50%	42%	42%	44%	49%	51%	41%	37%	39%	48%	
Flagging and reporting mechanisms/ buttons	424	36	17	20	352	16	40	32	32	28	39	65	64	35	283	135	2	14	405	163	66	17	30	27	54	27	10
	38% ^x	38%	32%	59%	37%	37%	34%	34%	36%	37%	40%	40%	40%	35%	40% ^T	10%	34%	39% ^T	41% ^x	35%	34%	34%	56% ^{Tstux}	52% ^x	28%	37%	40%
A complaints system	368	43	18	11	295	15	32	28	25	18	35	52	58	32	231	132	4	20	338	120	56	19	24	22	74	17	10
	33% ^d	46% ^{Tdghi}	34%	34%	31%	34%	27%	30%	28%	24%	35%	32%	37%	32%	32%	34%	17%	48%	33%	30%	30%	37%	44% ^y	42%	38%	25%	39%
Clear terms and conditions of use	338	31	15	10	281	13	24	36	28	25	30	46	39	39	214	118	2	17	311	119	65	17	18	17	54	17	7
	30% ^f	33%	28%	31%	30% ^f	29%	21%	38% ^{fl}	32%	34%	30%	29%	25%	39% ^{fl}	30%	30%	9%	41%	30%	30%	34%	33%	33%	33%	28%	24%	26%
A notice that flags content that might be inappropriate or harmful before you view it	330	25	15	11	278	15	27	31	24	21	37	50	49	25	218	107	5	8	312	113	60	12	20	16	53	23	10
	29%	27%	29%	33%	30%	35%	29%	33%	27%	28%	37% ^{fl}	31%	31%	25%	31%	27%	20%	20%	30%	28%	32%	23%	37%	30%	28%	32%	41%
Minimum age requirement and checking systems	297	23	12	6	256	11	21	25	28	20	32	46	42	31	198	96	4	12	271	97	43	15	25	45	18	10	
	27% ^{fl}	24%	22%	18%	27% ^{fl}	25%	18%	27%	32% ^{fl}	26%	32% ^{fl}	28%	28%	31% ^{fl}	28%	24%	18%	27%	26%	24%	23%	29%	38%	49% ^{Tstxy}	23%	25%	41%
A tool to hide content you have seen but do not wish to see again	242	19	11	12	200	12	21	25	17	12	28	32	36	17	158	81	11	10	219	89	39	11	20	13	37	14	5
	22%	21%	21%	36%	21%	28%	18%	26%	19%	15%	28%	20%	23%	17%	22%	21%	42%	22%	21%	22%	21%	22%	38% ^{Tstxy}	25%	19%	20%	
Having clear rules for users on how to post advertising content	241	20	10	10	201	10	19	25	16	20	17	35	38	20	162	76	4	6	223	86	43	11	15	12	37	9	7
	22%	21%	19%	30%	21%	23%	17%	26%	18%	27%	17%	22%	24%	20%	23%	19%	18%	15%	22%	22%	23%	29% ^y	22%	19%	19%	13%	29%
Clear labelling of what is advertising	219	21	10	6	181	13	16	19	24	11	21	36	27	14	148	70	1	6	208	84	33	10	10	16	30	13	6
	20%	22%	20%	19%	30% ^{fl}	19%	13%	20%	27% ^{fl}	15%	21%	23%	17%	14%	21%	18%	4%	13%	20%	21%	17%	21%	20%	30% ^x	15%	19%	24%
A way to directly report harmful content to a regulator or the police	182	15	8	5	153	11	18	15	16	10	17	19	26	21	109	72	2	5	168	55	26	10	16	8	36	9	5
	16%	16%	16%	17%	16%	25% ^k	16%	15%	18%	14%	17%	12%	17%	21%	15%	18%	10%	11%	16%	14%	14%	20%	31% ^{Tsty}	15%	18%	12%	21%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 423

Q10. Safety measures - YouTube

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

YouTube

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Fullhead (z)
Weighted base	1119	94	53*	33**	939	43*	117	95	89	76	99	161	158	100	711	394	25**	43*	1028	401	188	50*	53*	52*	194	71	25**
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	160	19	7	6	128	3	8	13	18	11	12	25	23	16	114	45	1	4	155	51	23	7	9	8	26	11	6
Prompts to remind you that tools to help you safely navigate the site/app are available	139	9	6	7	118	5	11	13	14	12	14	19	22	14	93	44	1	7	132	46	25	3	9	9	21	9	4
The ability to speak to customer services by chat or phone	115	16	6	3	90	*	9	11	9	6	8	18	15	12	60	54	3	10	100	36	13	4	5	11	26	8	3
NET: Any measure	918	78	41	32	767	34	88	76	76	66	83	135	125	85	602	308	18	36	848	345	155	42	42	46	134	58	22
None of these	201	17	12	1	171	9	29	19	13	10	17	26	33	16	109	87	7	7	180	55	33	8	11	6	60	13	3

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 424
Q10. Safety measures - YouTube
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
YouTube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,999 + (d)	£52,999 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not very aware (s)
Unweighted base	1141	204	302	262	161	132	1141	719	512	949	431	250	259	110	117	176	354	774	541	600
Weighted base	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
Effective base	928	162	252	215	131	106	928	558	376	760	309	160	164	53	73	120	256	662	411	519
Parental controls	470	89	111	112	67	54	470	252	165	362	128	67	54	7	13	22	106	361	205	264
	42%ijm	43%	38%	44%	43%	46%	42%ijm	40%k	40%l	40%m	37%n	42%o	37%p	18%	35%	35%q	37%	44%	44%	41%
Flagging and reporting mechanisms/ buttons	424	85	107	92	54	63	424	248	148	329	119	71	61	5	13	26	112	312	196	228
	38%ims	41%	36%	36%	34%	53%Tbcd	38%im	36%j	36%k	35%l	45%Thijm	41%l	41%m	13%	36%	42%n	39%	38%	42%Ts	35%
A complaints system	368	75	88	83	47	45	368	200	123	284	96	65	56	11	9	21	91	276	161	207
	33%ij	36%	30%	33%	30%	38%	33%ij	32%	30%	31%	28%	41%Tfgh	38%hjn	29%	26%	34%o	32%	34%	35%	32%
Clear terms and conditions of use	338	71	86	76	37	38	338	195	113	277	94	59	51	10	11	18	76	259	172	166
	30%sa	34%d	29%	30%	24%	33%	30%	31%h	27%	31%	28%	37%Thj	34%hj	27%	29%	30%	27%	32%	37%Ts	25%
A notice that flags content that might be inappropriate or harmful before you view it	330	73	80	75	39	39	330	192	117	258	96	56	50	7	15	17	86	243	162	167
	29%sa	35%d	27%	29%	25%	33%	29%	30%	28%	29%	28%	35%khjm	34%k	20%	40%Thij	27%k	30%	30%	35%Ts	26%
Minimum age requirement and checking systems	297	52	75	74	34	34	297	167	113	227	91	50	45	7	12	18	79	216	155	142
	27%is	25%	25%	29%	22%	29%	27%i	26%	27%	25%	27%	31%im	31%j	20%	33%	29%k	28%	26%	33%Ts	22%
A tool to hide content you have seen but do not wish to see again	242	53	59	56	29	27	242	141	87	195	71	42	35	6	8	13	65	176	122	120
	22%sa	25%	20%	22%	18%	23%	22%	21%	22%	21%	26%k	24%	15%	23%	21%l	23%	21%	26%Ts	18%	
Having clear rules for users on how to post advertising content	241	51	53	58	30	25	241	146	96	198	75	36	43	7	7	13	64	176	127	115
	22%sa	25%	18%	23%	19%	21%	22%	23%	23%	22%	22%	29%Tfgh	29%kno	20%	20%	21%	23%	21%	27%Ts	18%
Clear labelling of what is advertising	219	37	51	48	34	31	219	133	91	168	65	38	36	2	7	13	51	167	118	101
	20%ms	18%	17%	19%	22%	26%	20%im	21%im	22%im	19%im	19%im	24%im	24%im	4%	18%	21%im	18%	20%	25%Ts	15%
A way to directly report harmful content to a regulator or the police	182	39	42	41	22	21	182	103	71	149	58	33	35	8	5	14	40	140	87	94
	16%	19%	14%	16%	14%	18%	16%	16%	17%	16%	17%	21%	24%Tfgh	20%	14%	23%Tfgh	14%	17%	19%	14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
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Table 424

Q10. Safety measures - YouTube

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

YouTube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1119	207	294	253	158	118	1119	632	412	904	341	159	148	37	37	61	284	822	466	653
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	160 14% _s	28 14%	38 13%	41 16%	24 15%	20 17%	160 14%	107 17% _{Tf}	75 18% _{Th}	143 16% _{Ti}	66 19% _{Tj}	40 25% _{Tk}	34 23% _{Tl}	8 21%	8 21%	13 20% _{To}	49 17%	111 13%	98 21% _{Tr}	62 9%
Prompts to remind you that tools to help you safely navigate the site/app are available	139 12% _s	27 13%	30 10%	27 11%	23 15%	18 15%	139 12%	89 14%	63 15% _{Tf}	119 13%	53 15%	32 20% _{Tk}	32 21% _{Tl}	7 20%	6 17%	11 18%	38 13%	101 12%	88 19% _{Tr}	50 8%
The ability to speak to customer services by chat or phone	115 10% _s	31 15% _{Tb}	24 8%	22 9%	18 11%	8 7%	115 10%	67 11%	47 11%	91 10%	39 11%	26 16% _{Tk}	26 17% _{Tl}	7 19% _{Tm}	3 8%	9 15% _{On}	25 9%	88 11%	60 13% _{Tr}	54 8%
NET: Any measure	918 82% _s	168 81%	235 80%	213 84%	133 84%	100 85%	918 82%	537 58% _{Tf}	348 85% _{Th}	740 82%	285 84%	148 93% _{Tk}	133 90% _{Tl}	34 93% _{Tm}	33 88%	56 91% _{On}	251 88% _{Op}	662 80%	416 89% _{Tr}	502 77%
None of these	201 18% _{gklmopr}	38 19%	58 20%	41 16%	25 16%	17 15%	201 18% _{gklmopr}	95 15% _{klo}	64 15% _{klo}	164 18% _{gklmopr}	56 16% _{kmo}	12 7%	15 10%	3 7%	4 12%	5 9%	33 12%	160 20% _p	50 11%	151 23% _{Tr}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 425
Q10. Safety measures - Instagram
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Instagram

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	760	374	382	231	241	146	138	472	284	80	680	103	190	161	128	61	28	9	98	37	585	166	29	101	28	271	70	39	362
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Effective base	594	278	319	178	189	115	110	367	225	75	523	81	142	119	100	55	24	8	86	31	473	114	22	66	20	213	44	29	295
Flagging and reporting mechanisms/ buttons	253	105	147	74	87	45	48	161	92	22	231	51	57	39	56	20	5	4	28	9	206	45	8	25	6	81	15	10	142
	37%	37%	37%	38%	42%	32%	36%	40%	34%	31%	38%rs	45%ms	37%	31%	47%Tijmrs	32%	18%	28%	28%	21%	37%	37%	38%	35%	31%	24%	28%	34%	41%T
A complaints system	199	89	107	53	66	28	51	119	79	19	180	39	33	37	36	19	12	4	35	16	162	34	5	21	6	72	14	6	102
	29%el	31%	27%	27%	32%e	23%	38%Teh	29%	29%e	27%	29%j	35%j	22%	29%	30%	31%	44%	30%	34%j	40%j	29%	28%	23%	28%	31%	30%	27%	19%	29%
A notice that flags content that might be inappropriate or harmful before you view it	192	70	120	55	57	40	36	112	76	20	172	39	44	32	33	14	10	-	24	10	147	44	7	25	8	63	17	10	98
	28%a	24%	31%	28%	28%	29%	27%	28%	28%	28%	28%	35%	29%	25%	28%	23%	35%	-	23%	24%	27%	36%T	32%	35%	39%	26%	33%	33%	28%
Clear terms and conditions of use	180	69	111	48	60	34	38	108	72	21	159	33	28	34	34	16	11	3	30	14	149	31	3	19	3	70	12	7	87
	26%l	24%	28%	25%	28%	25%	28%	27%	26%	31%j	26%j	29%	18%	27%	28%	26%	39%	24%	29%	34%	27%	25%	15%	26%	16%	29%	23%	24%	25%
A tool to hide content you have seen but do not wish to see again	161	68	92	50	56	26	28	106	54	12	150	33	44	32	23	10	6	3	19	9	134	27	4	17	5	46	10	5	96
	24%z	24%	24%	25%	27%	19%	21%	26%	20%	17%	24%	29%	29%	25%	19%	15%	23%	22%	18%	23%	24%	22%	18%	23%	22%	19%	20%	17%	28%Tz
Minimum age requirement and checking systems	160	60	100	46	48	34	31	94	65	21	140	27	25	30	37	10	7	3	21	10	128	31	6	17	3	58	11	8	77
	23%l	21%	26%	23%	23%	24%	23%	23%	24%	30%j	23%j	24%	17%	23%	31%j	17%	25%	26%	23%	25%	23%	25%	30%	23%	14%	24%	21%	25%	22%
Parental controls	156	64	92	48	50	22	34	98	56	16	140	26	21	37	33	10	9	4	23	13	127	28	3	14	7	59	10	8	76
	23%el	22%	24%	24%	24%	16%	25%	24%	21%	23%	23%j	23%	14%	30%j	28%j	16%	32%	30%	22%	31%j	23%	23%	15%	20%	35%	25%	20%	25%	22%
Having clear rules for users on how to post advertising content	154	59	95	47	50	27	31	97	57	16	138	22	33	29	35	11	5	4	20	9	124	30	5	18	5	56	14	12	68
	23%	21%	24%	24%	24%	19%	23%	24%	21%	22%	23%	20%	22%	23%	29%	18%	19%	30%	20%	23%	22%	24%	22%	24%	27%	23%	28%	40%	20%
Clear labelling of what is advertising	142	51	91	41	47	29	25	88	54	14	128	27	29	33	33	8	3	-	11	3	111	29	5	13	7	42	8	10	77
	21%kr	18%	23%	21%	22%	21%	19%	22%	20%	20%	21%rs	24%rs	19%	26%rs	23%r	13%	11%	-	10%	7%	20%	24%	5	18%	36%	16%	16%	33%	22%
A way to directly report harmful content to a regulator or the police	105	45	59	31	38	14	21	69	35	14	91	16	16	25	12	15	6	-	22	6	82	22	3	13	4	40	8	6	45
	15%	16%	15%	16%	18%	10%	16%	17%	13%	20%	15%	15%	11%	19%j	10%	24%jln	24%	-	21%ln	16%	15%	18%	13%	18%	18%	17%	16%	20%	13%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	96	46	50	27	27	19	20	54	39	14	82	15	21	20	14	6	6	-	12	6	75	21	1	12	5	30	8	4	52
	14%	16%	13%	14%	13%	14%	15%	13%	14%	21%	13%	14%	13%	16%	11%	10%	23%	-	12%	16%	14%	17%	7%	16%	26%	12%	16%	12%	15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 425

Q10. Safety measures - Instagram

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Instagram

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154	127	120	62	27**	13**	102	40*	553	123	21**	73	20**	239	51*	30**	345
Prompts to remind you that tools to help you safely navigate the site/app are available	69	29	38	25	20	11	12	45	23	11	58	10	11	15	13	6	3	-	9	3	56	12	1	8	2	23	5	6	35
	10%	10%	10%	13%	9%	8%	9%	11%	9%	16%kl	9%	9%	7%	12%	11%	9%	11%	-	9%	8%	10%	10%	4%	10%	8%	9%	11%	18%	10%
The ability to speak to customer services by chat or phone	64	25	35	23	16	14	12	39	25	8	56	15	8	17	10	3	3	-	5	3	47	16	4	8	1	17	3	5	37
	9%	9%	9%	12%	7%	10%	9%	10%	9%	12%	9%	13%kl	5%	13%kl	9%	4%	10%	-	5%	7%	9%	13%	20%	11%	6%	7%	5%	18%	11%
NET: Any measure	560	236	319	161	181	109	105	341	214	60	500	106	128	107	92	42	18	8	68	26	450	103	18	61	17	190	44	23	289
	82%ors	82%	82%	82%	87%Th	78%	79%	84%	78%	86%ors	82%ors	95%Tijl mnors	83%ors	84%ors	77%	68%	67%	60%	68%	66%	81%	84%	87%	84%	86%	79%	86%	74%	84%
None of these	123	51	72	36	28	30	29	64	59	10	113	5	26	20	27	20	9	5	34	14	103	19	3	12	3	49	7	8	57
	18%dk	18%	18%	18%	13%	22%	21%	16%	22%dk	14%k	18%k	5%	17%k	16%k	23%k	32%Tijk lm	33%	40%	34%Tijk lm	35%Tijk lm	19%	16%	13%	16%	14%	21%	14%	26%	16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 426
Q10. Safety measures - Instagram
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	760	210	127	109	524	111	345	251	53	395	364	121	169	157	96	266	20	322	249	80	88	633	127
Weighted base	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	78	560	123
Effective base	594	165	104	82	411	92	274	187	41	329	266	79	120	126	77	177	19	255	189	56	80	487	107
Flagging and reporting mechanisms/ buttons	253 37%g/kl o	74 40%	52 43%	36 38%	174 37%	46 44%g	129 41%g	66 31%	12 26%	164 42%Tj	89 31%	22 23%	36 28%	44 35%	29 36%	57 28%	12 49%	114 37%	80 38%	29 49%	27 35%	206 37%	47 39%
A complaints system	199 29%dhj o	69 37%Td	45 36%h	40 42%Td	125 26%	42 40%Th	89 28%h	62 29%h	6 12%	127 33%Tj	71 24%	20 22%	26 20%	29 23%	26 31%	43 21%	11 44%	87 28%	64 29%	21 36%	24 31%	161 29%	38 31%
A notice that flags content that might be inappropriate or harmful before you view it	192 28%	51 27%	32 26%	26 28%	136 29%	32 31%	88 28%	57 27%	14 29%	112 29%	80 27%	24 26%	30 23%	31 24%	31 38%Tjm	50 25%	11 46%	79 26%	64 29%	23 40%Tq	25 32%	158 28%	33 27%
Clear terms and conditions of use	180 26%	49 26%	31 25%	26 28%	128 27%	29 28%	87 27%	51 24%	13 27%	110 28%	70 24%	17 19%	37 28%k	36 29%	23 28%	44 22%	6 23%	79 26%	49 23%	21 35%	27 34%r	145 26%	34 28%
A tool to hide content you have seen but do not wish to see again	161 24%h	56 30%Td	35 21%	29 31%h	99 21%	35 34%Th	70 22%	49 23%	7 15%	97 25%	65 22%	23 25%	26 20%	24 19%	21 25%	47 24%	6 24%	76 25%	47 22%	21 36%Trt	15 19%	131 23%	30 25%
Minimum age requirement and checking systems	160 23%	48 26%	35 28%	23 24%	107 22%	25 23%	76 24%	49 23%	11 22%	91 23%	69 24%	17 18%	24 19%	38 30%Tj	26 21%	42 23%	6 23%	66 22%	53 24%	14 25%	23 30%	134 24%	26 21%
Parental controls	156 23%hkl	53 28%Td	34 28%	29 31%h	98 21%	29 28%h	78 25%h	46 21%h	4 8%	97 25%kl	59 20%k	11 12%	20 16%	35 28%kl	19 23%	40 15%	4 23%	69 22%	48 30%	18 23%	18 23%	126 22%	31 25%
Having clear rules for users on how to post advertising content	154 23%	37 20%	23 18%	21 22%	110 23%	28 26%	66 21%	50 23%	11 22%	89 23%	65 22%	20 22%	32 25%	35 28%	18 22%	45 23%	5 21%	61 20%	51 23%	21 36%Tqr	18 24%	131 23%	23 18%
Clear labelling of what is advertising	142 21%q	32 17%	21 18%	17 22%	106 22%	23 22%	68 21%	42 20%	8 17%	82 21%	60 20%	18 19%	30 23%	31 24%	21 25%	39 20%	7 30%	48 16%	54 24%q	21 36%Tq	16 21%	123 22%	19 15%
A way to directly report harmful content to a regulator or the police	105 15%k	28 15%	20 17%	15 15%	73 15%	18 17%	53 14%	30 8%	4 16%	62 15%k	43 7%	7 11%	14 16%k	20 22%kl	18 12%	24 21%	5 13%	40 16%	34 22%	13 21%	17 21%	89 16%	16 13%

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 426
Q10. Safety measures - Instagram
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Instagram

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	683	187	123	95	474	105	318	213	48*	391	292	92	129	126	82	200	24**	308	220	58	78	560	123
Tools and information to help you navigate the site/app safely such as in a "safety centre"	96	32	18	21	59	13	42	33	8	49	47	17	24	22	14	31	3	42	21	14	15	80	16
	14%r	17%	14%	22%Td	13%	13%	15%	17%	13%	16%	18%	18%	18%	17%	15%	10%	14%	10%	24%Tqr	20%r	14%	13%	
Prompts to remind you that tools to help you safely navigate the site/app are available	69	20	17	12	47	13	32	18	6	40	29	10	15	13	11	15	4	27	17	12	12	58	10
	10%	11%	14%	12%	10%	12%	10%	8%	12%	10%	10%	10%	11%	10%	13%	7%	15%	9%	8%	20%Tqr	16%r	10%	9%
The ability to speak to customer services by chat or phone	64	18	13	11	46	9	29	24	1	37	27	8	13	13	7	17	2	28	11	13	11	52	12
	9%r	9%	10%	12%	10%	9%	9%	11%	3%	10%	9%	8%	10%	10%	8%	8%	8%	9%	11%	5%	21%Tqr	14%r	10%
NET: Any measure	560	155	100	81	390	80	263	178	39	317	243	76	107	110	72	162	23	248	176	55	69	460	100
	82%	83%	81%	85%	82%	76%	83%	84%	83%	81%	83%	83%	83%	87%	87%	81%	96%	81%	80%	94%Tqr	88%	82%	82%
None of these	123	33	23	14	84	25	54	35	8	74	49	16	22	16	10	38	1	60	43	3	9	101	22
	18%a	17%	19%	15%	18%	24%	17%	16%	17%	19%	17%	17%	17%	13%	13%	19%	4%	19%a	20%a	6%	12%	18%	18%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 427

Q10. Safety measures - Instagram

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Instagram

	GO Region													Internet usage				Devices used to access internet		Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	760	51	28	20	661	30	74	54	81	71	68	127	104	52	619	134	22	702	348	134	26	28	35	40	45	24	
Weighted base	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	640	286	114	28**	27**	41**	45*	50*	22**	
Effective base	594	40	24	17	513	23	62	44	57	57	57	91	82	41	500	116	18	556	251	101	23	26	30	35	41	18	
Flagging and reporting mechanisms/ buttons	253	28	8	9	208	5	21	20	23	22	28	38	36	14	193	58	4	244	103	47	10	13	21	12	19	6	
	37%d	59%T	33%T	50%T	35%	22%	29%	37%	35%	38%	45%	36%	39%	26%	39%T	32%	22%	38%T	36%	41%	37%	48%	52%	26%	38%	25%	
A complaints system	199	18	4	7	170	4	23	18	18	15	19	25	31	17	143	53	2	190	78	34	9	10	15	15	13	6	
	29%	38%	16%	39%	29%	18%	32%	32%	28%	25%	31%	23%	33%	31%	29%	12%	30%	27%	30%	32%	38%	37%	32%	25%	27%		
A notice that flags content that might be inappropriate or harmful before you view it	192	9	4	4	175	6	24	16	15	15	15	39	28	17	139	52	4	185	87	33	5	10	14	8	10	7	
	28%	18%	15%	22%	30%T	26%	33%	29%	24%	26%	24%	37%a	29%	31%	28%	29%	19%	29%	30%	29%	17%	36%	33%	19%	19%	31%	
Clear terms and conditions of use	180	14	5	5	156	6	15	16	21	18	22	26	14	19	140	39	3	174	74	30	5	8	13	9	13	7	
	29%l	30%l	21%	26%	29%l	25%	20%	30%l	31%l	30%l	35%l	24%	14%	34%l	28%T	21%	15%	27%	29%	29%	17%	29%	31%	20%	25%	34%	
A tool to hide content you have seen but do not wish to see again	161	12	6	7	136	6	15	14	14	11	18	25	25	8	117	44	4	155	71	31	8	6	12	6	10	7	
	24%	25%	24%	40%	23%	26%	21%	27%	21%	19%	29%	23%	26%	15%	24%	24%	21%	25%	25%	27%	24%	28%	13%	19%	19%	31%	
Minimum age requirement and checking systems	160	12	2	2	145	5	13	13	19	17	16	26	16	20	111	50	8	150	67	22	7	9	10	9	11	4	
	23%	25%	8%	8%	24%	21%	17%	24%	29%	29%	25%	24%	17%	37%T	22%	27%	41%	23%	23%	19%	26%	33%	24%	21%	22%	20%	
Parental controls	156	11	8	4	134	4	15	14	13	12	16	25	16	18	110	46	3	148	72	29	7	10	4	8	5	5	
	23%y	22%	31%	22%	23%	18%	20%	26%	20%	21%	25%	17%	34%l	22%	25%	13%	23%	25%y	25%y	25%	38%	9%	18%	9%	23%		
Having clear rules for users on how to post advertising content	154	9	2	2	141	4	16	19	17	16	11	25	19	13	106	48	8	144	62	27	4	7	7	10	14	8	
	23%	19%	9%	9%	24%	18%	22%	35%T	27%	28%	17%	23%	29%	24%	21%	26%	31%	22%	24%	13%	26%	17%	22%	14%	29%	35%	
Clear labelling of what is advertising	142	9	7	3	123	8	10	14	11	9	10	31	21	8	109	33	2	135	68	22	9	6	11	3	5	4	
	21%x	19%	26%	17%	21%	33%	13%	26%	17%	16%	17%	29%T	23%	15%	22%	18%	11%	21%	24%x	20%	34%	23%	27%	6%	10%	17%	
A way to directly report harmful content to a regulator or the police	105	7	2	3	93	6	9	12	8	13	8	16	7	14	76	29	3	99	46	18	3	4	6	8	3	3	
	15%l	14%	9%	16%	16%l	24%	12%	23%l	13%	21%l	13%	15%	7%	27%T	15%	16%	15%	16%	16%	16%	10%	14%	16%	18%	6%	13%	
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	96	10	4	2	80	3	7	10	8	11	3	17	10	11	72	24	4	88	42	15	4	2	1	5	8	4	
	14%l	22%l	15%	11%	13%	13%	9%	18%l	13%	18%l	5%	16%	10%	20%l	15%	13%	19%	14%	15%	14%	14%	9%	11%	16%	16%	20%	

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 427

Q10. Safety measures - Instagram

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Instagram

	GO Region													Internet usage		Devices used to access internet		Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	683	47*	26**	18**	592	24**	73	54*	65	59	63	107	94	54*	495	182	21**	640	286	114	28**	27**	41**	45*	50*	22**
Prompts to remind you that tools to help you safely navigate the site/app are available	69	7	2	1	59	1	5	4	9	8	8	11	6	6	54	14	2	63	30	11	1	4	3	2	5	2
The ability to speak to customer services by chat or phone	64	6	3	1	54	*	7	6	5	2	4	17	8	4	41	23	2	60	29	11	3	2	6	1	3	1
NET: Any measure	560	39	19	18	484	18	56	44	53	46	55	91	75	47	418	139	12	529	242	93	23	20	36	30	39	17
None of these	123	9	6	-	108	5	17	11	13	13	8	16	19	7	78	43	9	111	44	21	5	7	5	15	11	5

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 428

Q10. Safety measures - Instagram

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Instagram

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not very aware (s)
Unweighted base	760	113	197	179	121	99	719	760	455	699	408	226	239	109	103	165	303	450	415	345
Weighted base	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
Effective base	594	86	159	139	96	76	558	594	329	541	292	140	148	54	63	111	212	378	305	292
Flagging and reporting mechanisms/ buttons	253	38	61	54	41	35	235	253	130	229	110	48	36	6	9	21	85	168	119	134
	37%lm	37%	35%	33%	37%	44%	37%lm	37%lm	37%lm	35%lm	38%lm	28%lm	18%	31%	38%lmn	37%	37%	36%	38%	38%
A complaints system	199	35	49	42	32	28	183	199	96	173	89	43	37	6	5	19	67	131	93	106
	29%mn	34%	28%	26%	29%	35%	29%mn	29%mn	27%	28%	28%mn	32%mn	28%mn	17%	18%	35%hlmn	30%	29%	28%	30%
A notice that flags content that might be inappropriate or harmful before you view it	192	31	48	43	27	24	177	192	108	170	94	39	32	8	6	15	78	114	103	89
	28%q	31%	27%	27%	24%	31%	28%	28%	31%n	28%	30%	29%kn	25%	22%	20%	28%mn	34%Tq	25%	31%	25%
Clear terms and conditions of use	180	28	44	41	25	27	166	180	84	161	83	36	33	8	4	14	48	130	102	78
	26%mps	27%	25%	25%	23%	34%	26%kn	26%kn	24%	26%kn	27%kn	22%kn	26%kn	16%	16%	26%kn	21%	29%p	31%Ts	22%
A tool to hide content you have seen but do not wish to see again	161	22	39	40	25	19	149	161	85	153	79	29	23	4	3	12	60	102	88	73
	24%mn	22%	22%	25%	23%	23%	24%lmn	24%mn	24%lmn	25%Tglm	25%lmn	22%mn	18%	12%	12%	22%mn	26%	23%	27%	21%
Minimum age requirement and checking systems	160	19	36	39	25	27	150	160	87	142	71	32	35	6	6	13	48	110	83	77
	23%	19%	20%	24%	22%	34%Tab	24%	23%	25%	23%	23%	24%	27%lm	16%	22%	23%lm	21%	24%	25%	22%
Parental controls	156	22	35	38	23	22	141	156	82	139	73	33	32	4	5	14	45	111	74	82
	23%	22%	20%	24%	21%	28%	22%	23%	23%lm	23%lm	25%lm	25%lm	25%lm	19%	19%	25%mn	20%	25%	23%	23%
Having clear rules for users on how to post advertising content	154	21	39	41	19	18	145	154	80	136	64	26	34	6	5	11	46	106	86	68
	23%	20%	22%	25%	17%	23%	23%	23%	22%	20%	19%	26%kno	18%	17%	19%	21%	24%	26%Ts	19%	19%
Clear labelling of what is advertising	142	17	33	34	17	25	130	142	77	121	58	31	30	7	3	11	43	99	63	79
	21%in	16%	19%	21%	15%	32%Tabd	21%kn	21%kn	22%jn	20%	18%	23%kn	23%kn	19%	11%	21%kn	19%	22%	19%	22%
A way to directly report harmful content to a regulator or the police	105	18	20	30	12	12	98	105	61	94	51	24	23	6	4	14	36	69	52	53
	15%	17%	11%	19%	11%	16%	15%	17%	15%	16%	18%	18%	17%	13%	13%	25%Tlgh	16%	15%	16%	15%
																ijkimn				
Tools and information to help you navigate the site/app safely such as in a "safety centre"	96	13	26	26	14	11	92	96	58	89	52	24	22	5	4	12	34	63	59	37
	14%ts	13%	15%	16%	13%	14%	15%	14%	16%	14%	16%	18%	17%	15%	13%	22%Tfjmmn	15%	14%	18%Ts	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
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Table 428
Q10. Safety measures - Instagram
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Instagram

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	683	102	177	162	110	79	632	683	353	618	315	134	129	35	28	55	227	450	327	356
Prompts to remind you that tools to help you safely navigate the site/app are available	69	8	15	18	9	12	66	69	44	62	33	19	19	4	2	8	23	46	41	27
	10% _s	7% _s	9% _s	11% _s	8% _s	15% _s	10% _s	10% _s	12% _s Tg	10% _s	10% _s	14% _s	14% _s Tgi	10% _s	8% _s	15% _s n	10% _s	10% _s	13% _s Ts	8% _s
The ability to speak to customer services by chat or phone	64	10	16	17	10	5	56	64	36	57	34	19	15	5	2	5	24	40	32	32
	9% _s	10% _s	9% _s	11% _s	9% _s	6% _s	9% _s	9% _s	10% _s	9% _s	11% _s	14% _s Tgjn	11% _s	15% _s o	6% _s	9% _s	10% _s	9% _s	10% _s	9% _s
NET: Any measure	560	82	139	126	95	73	521	560	297	501	263	121	109	30	23	49	200	356	292	268
	82% _{qs}	81% _s	79% _s	78% _s	86% _s	93% _s Tabc	82% _s ai	82% _s	84% _s ai	81% _s	84% _s	90% _s Tighjln	84% _s	86% _s	80% _s	90% _s Tglin	88% _s Tq	79% _s	89% _s Ts	75% _s
None of these	123	20	37	36	16	6	111	123	56	117	52	14	20	5	6	6	27	94	35	88
	18% _s ekop	19% _s e	21% _s e	22% _s e	14% _s	7% _s	18% _s ko	18% _s ko	16% _s k	19% _s hko	16% _s k	10% _s	16% _s ko	14% _s	20% _s ko	10% _s	12% _s	21% _s TP	11% _s	25% _s Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 429

Q10. Safety measures - TikTok

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

TikTok

	Gender		Social Grade						Age								Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	522	280	238	166	158	103	91	324	194	79	443	73	136	106	84	33	44	387	133	20	84	23	190	61	37	227	
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	39*	336	85	12**	53	14**	150	41*	28**	197	
Effective base	383	194	190	120	118	75	69	237	144	74	311	53	93	71	61	29	38	298	85	15	51	16	139	36	26	177	
Flagging and reporting mechanisms/ buttons	130	51	76	36	41	30	20	78	49	21	109	33	32	19	15	9	10	111	19	3	11	3	44	8	9	69	
A complaints system	100	51	49	36	29	14	17	65	32	14	86	26	18	11	20	8	10	79	22	2	13	4	32	7	6	53	
Parental controls	91	44	46	26	31	13	21	57	34	14	77	12	16	21	18	6	10	75	16	1	8	5	33	8	4	46	
Minimum age requirement and checking systems	91	35	56	27	26	20	17	52	37	24	67	10	16	18	17	5	6	70	20	2	13	3	31	8	5	45	
A notice that flags content that might be inappropriate or harmful before you view it	90	37	49	26	24	17	20	50	37	11	79	20	25	13	14	6	7	69	21	3	14	1	23	15	6	45	
Clear terms and conditions of use	88	36	51	25	26	17	20	51	37	18	70	14	17	11	15	11	13	33%jm	70	18	2	10	2	33	5	9	42
A tool to hide content you have seen but do not wish to see again	71	35	37	23	24	15	9	47	24	10	62	17	18	12	11	4	4	60	11	3	5	1	22	6	4	39	
Clear labelling of what is advertising	69	28	40	21	21	16	10	42	25	7	62	16	18	9	13	5	6	57	12	2	8	3	25	5	3	35	
Having clear rules for users on how to post advertising content	67	28	39	19	17	13	14	37	27	12	55	10	14	11	12	8	9	55	12	1	9	*	21	5	8	31	
Tools and information to help you navigate the site/app safely such as a "safety centre"	61	27	30	21	11	15	13	32	28	10	51	16	9	10	11	5	5	47	14	1	10	1	15	7	7	32	
A way to directly report harmful content to a regulator or the police	52	22	27	21	11	7	11	32	18	13	39	14	4	9	7	4	5	41	11	3	6	1	16	7	2	26	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
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Table 429

Q10. Safety measures - TikTok

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

TikTok

	Gender		Social Grade						Age									Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority ethnic background (r)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98	69	73	31**	39*	336	85	12**	53	14**	150	41**	28**	197
Prompts to remind you that tools to help you safely navigate the site/app are available	47	19	26	15	9	12	8	25	21	7	40	12	11	7	7	3	3	38	9	1	6	*	12	4	6	26
	11%	10%	12%	13%	8%	14%	10%	10%	12%	10%	11%	16%	11%	10%	10%	9%	7%	11%	10%	8%	11%	3%	8%	9%	20%	13%
The ability to speak to customer services by chat or phone	42	21	20	13	14	7	8	27	15	12	31	8	8	7	4	3	3	35	8	2	6	1	15	5	2	20
	10%	11%	9%	11%	11%	8%	9%	11%	9%	17%Tjn	9%	11%	8%	11%	5%	8%	8%	10%	9%	13%	10%	5%	10%	13%	6%	10%
NET: Any measure	321	142	174	95	97	65	59	193	124	57	264	65	77	52	45	20	25	258	63	9	39	10	108	30	20	160
	76% _n	73%	78%	76%	79%	74%	71%	78%	73%	81% _n	75% _n	89%Tjnr	78% _n	76%	62%	67%	63%	77%	74%	76%	74%	10	71%	72%	71%	81% _{Tz}
None of these	101	52	49	27	26	23	24	54	47	13	88	8	21	17	28	10	14	78	22	3	14	4	43	12	8	36
	24% _{kC}	27%	22%	22%	21%	26%	29%	22%	27%	19%	25% _k	11%	22%	24%	38%Tijk	33%	37% _{uk}	23%	26%	24%	26%	29%	28% _C	28%	29%	19%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 430
Q10. Safety measures - TikTok
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
TikTok

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	522	148	88	75	353	67	215	195	45	230	291	93	140	135	82	202	12	202	160	59	83	442	80
Weighted base	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
Effective base	383	107	67	50	263	52	160	136	34	181	203	56	95	107	64	122	10	151	108	38	75	319	64
Flagging and reporting mechanisms/ buttons	130	42	33	19	85	17	59	45	9	73	58	11	22	36	18	31	7	49	44	12	23	109	21
A complaints system	100	36	26	14	61	15	48	30	6	59	41	9	16	13	17	21	6	43	28	10	17	88	13
Parental controls	91	26	21	9	60	13	39	34	4	47	44	9	24	25	11	27	3	42	27	8	14	77	14
Minimum age requirement and checking systems	91	26	20	10	60	11	32	35	13	34	56	8	25	38	22	28	6	38	20	5	24	74	17
A notice that flags content that might be inappropriate or harmful before you view it	90	27	22	14	58	11	29	37	12	41	48	12	20	24	14	29	9	37	29	9	13	79	11
Clear terms and conditions of use	88	24	18	10	62	16	35	26	12	50	38	8	17	26	14	19	3	34	27	6	20	80	9
A tool to hide content you have seen but do not wish to see again	71	25	21	9	45	11	31	24	6	40	31	8	14	15	12	17	4	32	20	8	11	64	7
Clear labelling of what is advertising	69	22	15	10	45	13	24	24	9	43	26	4	12	18	11	15	4	27	24	9	8	59	11
Having clear rules for users on how to post advertising content	67	19	11	9	44	7	31	22	7	34	33	11	15	15	9	21	1	26	20	7	13	51	16
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	61	23	17	15	35	9	17	27	8	29	32	6	12	21	13	19	4	25	18	7	12	51	10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 430

Q10. Safety measures - TikTok

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

TikTok

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondly school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	422	119	81	55*	286	57	176	151	38*	209	213	61	98	104	65	132	13**	173	123	37*	73	349	73
A way to directly report harmful content to a regulator or the police	52	15	13	10	35	7	19	23	3	29	23	4	10	19	8	8	2	16	16	6	13	45	6
Prompts to remind you that tools to help you safely navigate the site/app are available	47	14	10	9	32	10	12	18	7	20	27	11	15	13	10	16	4	18	10	7	9	41	6
The ability to speak to customer services by chat or phone	42	15	13	9	25	10	9	21	3	21	21	6	10	13	5	10	*	17	7	5	12	35	7
NET: Any measure	321	88	63	41	221	36	129	125	31	157	164	48	74	88	51	96	12	128	93	29	61	273	48
None of these	101	31	18	14	65	21	46	26	7	52	49	13	24	16	14	36	*	45	30	8	12	75	26

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 431

Q10. Safety measures - TikTok

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

TikTok

	GO Region													Internet usage				Devices used to access internet		Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	522	38	17	15	452	22	39	37	63	51	48	90	67	35	433	82	13	476	238	87	20	13	26	16	27	16	
Weighted base	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	391	164	68	21**	11**	30**	16**	28**	14**	
Effective base	383	26	14	12	331	16	31	28	44	39	39	60	50	27	329	67	10	356	157	59	17	11	21	14	24	11	
Flagging and reporting mechanisms/ buttons	130	18	1	6	106	5	10	6	8	14	11	22	17	12	99	31	3	127	52	17	8	4	13	3	8	4	
	24%	34%	19%	28%	23%	18%	35%	27%	15%	16%	27%	20%	24%	26%	26%T	20%	18%	25%	25%	18%	35%	37%	32%	19%	19%	19%	
A complaints system	100	11	3	3	83	3	12	9	7	6	11	14	12	8	80	20	2	97	42	12	7	4	10	3	5	3	
Parental controls	91	9	3	2	76	5	9	7	9	10	8	15	9	5	69	22	2	84	40	15	1	3	4	3	6	5	
	21%	27%	22%	18%	21%	25%	26%	21%	20%	25%	19%	22%	18%	16%	22%	21%	16%	24%	24%	23%	6%	27%	12%	21%	21%	32%	
Minimum age requirement and checking systems	91	7	4	2	77	5	8	5	10	11	3	15	11	8	69	21	5	84	31	13	2	3	5	1	9	3	
	21%	22%	30%	16%	21%	25%	23%	15%	22%	29%	8%	23%	22%	26%	22%	21%	42%	21%	19%	19%	10%	30%	16%	4%	31%	21%	
A notice that flags content that might be inappropriate or harmful before you view it	90	5	1	3	81	6	9	10	9	11	5	12	9	9	62	28	3	85	32	17	4	2	8	3	9	5	
	21%	14%	7%	25%	22%	34%	26%	28%	22%	29%	12%	18%	18%	29%	20%	27%	24%	22%	19%	25%	18%	17%	27%	17%	32%	35%	
Clear terms and conditions of use	88	6	1	4	77	4	8	6	14	10	5	11	8	11	68	20	3	84	33	16	1	4	6	4	5	2	
	21%	18%	10%	32%	21%	20%	24%	18%	33%TJ	25%	12%	16%	15%	35%	22%	24%	22%	33%T	20%	23%	7%	31%	18%	23%	18%	16%	
A tool to hide content you have seen but do not wish to see again	71	8	1	2	61	2	10	5	4	8	6	14	4	7	58	13	2	69	29	8	4	4	7	-	6	3	
	17%	24%	7%	18%	17%	11%	29%kl	14%	9%	22%	15%	21%	8%	21%	18%	13%	16%	18%	18%	12%	19%	37%	23%	-	20%	24%	
Clear labelling of what is advertising	69	3	2	4	60	4	7	3	4	5	9	12	10	7	59	9	-	69	34	8	4	3	6	2	3	2	
	16%o	10%	16%	32%	17%	22%	20%	8%	9%	14%	21%	17%	19%	22%	19%To	9%	-	18%T	20%	12%	17%	27%	21%	13%	11%	15%	
Having clear rules for users on how to post advertising content	67	2	1	1	63	2	7	8	2	7	9	6	9	13	57	9	2	62	21	10	5	2	4	4	6	4	
	16%h	7%	4%	8%	17%Thk	13%	22%h	22%	5%	17%	21%h	8%	18%	40%	18%T	9%	17%	16%	13%	14%	22%	17%	14%	27%	20%	31%	
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	61	2	2	2	56	2	4	6	5	8	1	15	8	7	47	14	1	60	27	9	2	2	3	1	3	5	
	15%	6%	13%	13%	15%j	11%	13%	16%	12%	19%j	2%	23%j	16%j	21%	15%	14%	8%	15%	17%	13%	8%	14%	9%	6%	11%	35%	
A way to directly report harmful content to a regulator or the police	52	3	1	1	47	5	8	6	4	4	3	7	5	5	39	12	1	50	21	6	4	1	3	1	3	1	
	12%	8%	4%	11%	13%	28%	23%	18%	9%	10%	8%	10%	9%	15%	13%	12%	11%	13%	21%	8%	20%	8%	9%	3%	12%	5%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 431

Q10. Safety measures - TikTok

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

TikTok

	GO Region													Internet usage		Devices used to access internet		Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	422	33**	14**	12**	363	19**	34*	34**	44*	39*	42*	68	51*	32**	314	103	12**	391	164	68	21**	11**	30**	16**	28**	14**
Prompts to remind you that tools to help you safely navigate the site/app are available	47 11%j	2 6%	1 4%	1 4%	44 12%j	2 11%	4 11%	3 9%	5 11%	7 19%j	*	7 11%	5 10%	9 29%	10 12%	10 9%	11 11%	23 14%	6 9%	-	2 19%	3 9%	-	2 6%	4 30%	
The ability to speak to customer services by chat or phone	42 10%	4 11%	1 4%	2 13%	37 10%	1 7%	6 18%	4 11%	4 10%	4 9%	2 5%	9 13%	4 7%	3 10%	30 10%	12 12%	-	39 10%	13 8%	8 12%	1 6%	1 9%	1 4%	1 3%	4 12%	2 12%
NET: Any measure	321 76%	29 89%	8 59%	12 94%	272 75%	13 71%	25 75%	23 67%	35 80%	30 77%	29 71%	54 80%	39 75%	23 71%	248 79%T	71 69%	10 83%	300 77%	129 78%	50 73%	13 64%	7 59%	23 77%	9 60%	22 78%	12 80%
None of these	101 24%k	4 11%	6 41%	1 6%	91 25%	5 29%	8 25%	11 33%	9 20%	9 23%	12 29%	14 20%	13 25%	9 29%	66 21%	32 31%	2 17%	91 23%	36 22%	18 27%	7 36%	5 41%	7 23%	6 40%	6 22%	3 20%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 432

Q10. Safety measures - TikTok

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,999 + (d)	£52,999 + (e)	YouTub e (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snappha t (j)	Twitc h (k)	Vimeo (l)	Fruiita b (m)	Blitcut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	522	82	117	124	91	79	512	455	522	470	354	207	211	99	90	148	261	256	300	222
Weighted base	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210
Effective base	383	58	85	90	70	60	376	329	383	339	243	125	125	46	59	97	174	205	205	180
Flagging and reporting mechanisms/ buttons	130	22	21	31	25	23	128	120	130	114	85	30	23	5	5	15	65	66	63	68
	31%lm	33%	22%	30%	33%	40%b	31%lm	34%Thi klmn	31%lm	31%lm	33%klm	26%	21%	18%	23%	31%ln	34%	29%	30%	32%
A complaints system	100	14	23	30	12	19	99	87	100	84	50	30	23	3	4	12	45	56	47	53
	24%jm	21%	24%	29%d	16%	33%d	24%jm	25%jm	24%jm	23%km	20%	26%lm	22%lm	10%	20%	26%ln	23%	25%	22%	25%
Parental controls	91	13	19	25	12	17	88	78	91	79	56	25	26	5	4	11	44	46	50	40
	21%	19%	20%	24%	15%	23%	21%	22%	21%	21%	22%	22%	24%	18%	21%	23%	23%	21%	24%	19%
Minimum age requirement and checking systems	91	16	17	21	19	13	91	82	91	83	58	22	21	6	3	8	41	47	54	37
	21%	24%	18%	20%	24%	22%	22%	23%Th	21%	22%	23%	19%	19%	15%	15%	21%	21%	21%	25%	18%
A notice that flags content that might be inappropriate or harmful before you view it	90	13	18	26	19	9	88	85	90	81	56	22	19	4	4	9	46	44	49	41
	21%	20%	18%	25%	25%	16%	21%	24%Thi	21%	22%	22%	19%	18%	14%	18%	20%	24%	20%	23%	19%
Clear terms and conditions of use	88	15	16	24	15	16	86	79	88	79	58	23	23	7	4	11	37	51	58	30
	21%a	22%	17%	23%	20%	28%	21%	22%	21%	21%	23%	20%	21%	23%	22%	24%	19%	23%	28%Ts	14%
A tool to hide content you have seen but do not wish to see again	71	12	11	23	15	8	70	68	71	63	47	21	18	4	3	8	35	37	39	32
	17%	17%	12%	22%	19%	15%	17%	19%Thi	17%	17%	18%	18%	17%	14%	14%	17%	18%	16%	19%	15%
Clear labelling of what is advertising	69	12	11	17	14	12	69	62	69	60	43	16	16	2	3	7	35	34	43	26
	16%	17%	12%	16%	18%	22%	17%	17%	16%	16%	14%	14%	15%	8%	12%	14%	18%	15%	20%Ts	13%
Having clear rules for users on how to post advertising content	67	17	17	15	7	10	64	64	67	60	38	15	18	2	3	7	30	37	42	25
	16%a	25%Td	17%	15%	9%	17%	16%	18%Thi	16%	16%	15%	13%	17%lm	6%	13%	15%	16%	16%	20%Ts	12%
Tools and information to help you navigate the settings/ safety such as in a "safety centre"	61	11	11	18	11	10	61	59	61	56	46	22	19	2	2	10	33	28	40	22
	15%a	18%	11%	17%	15%	17%	15%	17%Th	15%	15%	18%Th	19%lm	18%lm	8%	12%	22%Thi n	17%	12%	19%Ts	10%
A way to directly report harmful content to a regulator or the police	52	11	6	13	10	9	51	48	52	46	36	17	19	6	2	8	25	27	31	20
	12%	17%	7%	12%	14%	15%	12%	13%	12%	12%	14%	14%	18%Thi n	19%	9%	17%ln	13%	12%	15%	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Prepared by Yonder

.YONDER

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 432

Q10. Safety measures - TikTok

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	422	67	95	104	76	57	412	353	422	372	257	117	106	30*	20	47	192	225	212	210
Prompts to remind you that tools to help you safely navigate the site/app are available	47	7	10	13	5	10	47	46	47	44	32	17	15	3	3	8	21	26	34	13
	11% _s	10%	10%	13%	6%	18% _d	11%	13% _T h	11%	12%	13%	15%	15%	12%	14%	16%	11%	11%	16% _T s	6%
The ability to speak to customer services by chat or phone	42	5	7	13	11	6	40	42	42	35	31	18	18	7	3	6	17	25	32	10
	10% _s	7%	7%	13%	15%	10%	10%	12% _T h	10%	9%	12% _i	15% _T h	17% _T h	24% _T h	13%	14%	9%	11%	15% _T s	5%
NET: Any measure	321	50	72	74	64	46	311	280	321	281	203	94	84	26	15	39	156	162	180	141
	76% _s	74%	76%	71%	84%	80%	76%	79% _T h	76%	76%	79% _i	80%	79%	88% _T h	75%	85% _T h	81% _T q	72%	85% _T s	67%
None of these	101	17	23	30	12	11	101	73	101	91	54	23	22	4	5	7	36	63	32	69
	24% _g mop	26%	24%	29%	16%	20%	24% _g mo	21%	24% _g mo	24% _g mo	21%	20%	21% _o	12%	25% _o	15%	19%	28% _p	15%	33% _T r

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 433
Q10. Safety measures - Facebook
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Facebook

	Gender			Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1043	547	491	303	308	217	207	611	424	73	970	109	219	202	180	122	95	43	260	138	868	167	34	103	23	411	75	44	494	
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501	
Effective base	842	427	415	238	251	178	170	488	348	69	777	85	167	155	147	110	87	36	229	120	721	115	27	67	17	335	48	33	410	
Flagging and reporting mechanisms/ buttons	456	209	242	122	148	98	87	269	185	25	431	59	86	75	92	63	34	22	119	56	398	55	11	34	5	179	25	19	229	
45%ps	43%	46%	44%	51%T	h	45%	39%	47%	42%	39%	45%ps	47%	46%ps	44%	51%prs	48%pr	33%	38%	41%	35%	45%	45%	42%	45%	36%	44%	44%	49%	46%	
A complaints system	371	174	195	106	110	69	84	216	153	23	349	44	55	52	64	62	40	32	134	72	333	37	5	25	4	154	18	12	184	
36%ai	36%	37%	38%	38%	32%	38%	38%	35%	36%	36%ai	35%	30%	30%	36%	47%T	j	39%	55%T	k	46%T	j	38%	30%	18%	33%	27%	31%	32%	37%	
A tool to hide content you have seen but do not wish to see again	356	143	208	96	109	78	72	205	149	14	342	42	61	64	80	43	34	18	96	52	312	40	11	24	3	144	13	12	178	
35%ai	29%	39%T	34%	38%	35%	32%	36%	34%	21%	36%ai	33%	33%	37%ai	44%T	j	33%	33%	32%	33%	35%	33%	41%	32%	24%	3	36%	23%	31%	35%	
A notice that flags content that might be inappropriate or harmful before you view it	343	147	192	91	110	66	73	201	139	22	321	37	61	64	40	35	17	92	52	300	43	10	25	4	131	17	15	177		
34%a	30%	36%	33%	38%	30%	33%	35%	31%	34%	34%	30%	33%	37%	37%	31%	34%	30%	32%	32%	34%	35%	39%	33%	3	33%	30%	38%	35%		
Parental controls	319	148	171	89	87	65	76	176	142	19	300	32	47	54	66	38	36	27	100	62	282	37	8	18	7	140	15	6	155	
31%B	31%	32%	32%	30%	30%	34%	31%	32%	30%	31%	29%	27%	32%	36%ai	29%	35%	46%ai	34%	30%	39%ai	32%	30%	30%	24%	49%	35%B	27%	15%	31%	
Clear terms and conditions of use	291	132	158	82	87	52	70	169	121	19	271	35	47	48	56	37	30	18	85	48	254	34	6	20	3	117	14	11	142	
29%	27%	30%	29%	30%	23%	31%	30%	27%	31%	30%	28%	28%	29%	31%	28%	29%	31%	29%	30%	30%	27%	27%	27%	27%	24%	29%	24%	30%	28%	
Minimum age requirement and checking systems	283	117	166	76	90	52	63	166	115	23	260	38	46	48	52	28	26	22	78	48	250	33	6	18	4	120	11	9	139	
28%a	24%	31%T	27%	31%	24%	28%	29%	26%	36%o	30%	27%	30%	25%	28%	29%	21%	25%	38%o	26%	30%	28%	27%	23%	24%	28%	30%	20%	24%	28%	
Having clear rules for users on how to post advertising content	211	92	118	59	61	45	46	120	91	15	196	16	36	42	45	23	19	14	56	33	182	28	5	19	2	84	16	6	101	
21%	19%	22%	21%	21%	21%	21%	21%	21%	24%	21%	13%	20%	24%k	25%k	17%	19%	24%	19%	21%	20%	23%	19%	25%	17%	21%	29%	14%	20%		
A way to directly report harmful content to a regulator or the police	209	88	118	60	55	42	49	115	91	19	30%ai	190	20	26	32	39	27	28	17	73	45	186	23	4	13	4	99	10	5	92
20%ai	18%	22%	21%	19%	19%	22%	20%	21%	30%ai	20%ai	16%	14%	19%	22%	21%	21%	27%ai	30%ai	25%ai	28%T	21%	16%	15%	18%	30%	25%TC	18%	14%	16%	
Clear labelling of what is advertising	192	84	106	52	56	47	35	108	83	11	181	23	27	44	34	22	18	13	53	31	165	25	6	15	3	80	10	7	91	
19%	17%	20%	19%	19%	22%	16%	19%	19%	18%	19%	18%	14%	25%T	19%	17%	18%	23%	18%	19%	19%	20%	22%	20%	20%	23%	20%	18%	18%		
Tools and information to help you navigate the site/app safely such as in a "safety centre"	179	88	88	44	58	38	40	102	78	16	163	26	27	36	30	17	13	14	44	27	157	22	3	14	4	67	7	4	100	
18%	18%	17%	16%	20%	17%	18%	18%	18%	28%lopr	17%	21%	15%	21%	17%	13%	12%	25%	15%	17%p	18%	18%	10%	18%	26%	17%	12%	10%	20%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 433

Q10. Safety measures - Facebook

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Facebook

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185	172	180	132	102	58*	293	160	888	124	26**	76	14**	403	56*	38*	501	
Prompts to remind you that tools to help you safely navigate the site/app are available	138	71	64	37	36	26	39	73	64	12	127	14	18	31	24	13	12	14	25%Tjof	40	26	110	27	3	16	54	12	3	67	
	14%t	15%	12%	13%	12%	12%	17%	13%	15%	18%	13%	11%	10%	18%l	13%	10%	12%	18%	14%	16%p	12%	22%Tt	13%	22%t	37%	13%	22%	9%	13%	
The ability to speak to customer services by chat or phone	115	56	59	25	34	25	30	60	55	8	107	20	19	20	17	6	11	14	25%Tjmnop	31	25	110	19	3	11	1	47	7	2	57
	11%o	12%	11%	9%	12%	11%	14%	10%	12%	13%o	11%o	16%o	10%	12%o	9%	5%	10%	14	25%Tjmnop	11%o	16%opr	11%	15%	10%	15%	9%	12%	13%	6%	11%
NET: Any measure	873	407	460	241	261	190	185	502	365	53	820	118	163	144	155	111	81	48	241	130	759	108	23	65	13	350	49	28	427	
	86%h	84%	87%	86%	90%Tefh	82%	83%	88%Teh	83%	84%	86%	93%Tjmo	88%	84%	86%	84%	80%	84%	82%	81%	85%	87%	90%	86%	93%	87%B	88%	74%	85%	
None of these	146	77	69	38	28	39	38	66	77	10	136	9	22	28	26	22	21	9	52	30	129	16	3	11	1	53	7	10	74	
	14%dgk	16%	13%	14%	10%	18%dg	17%d	12%	17%Tdg	16%	14%k	7%	12%	16%k	14%	16%k	20%k	16%	18%k	19%k	15%	13%	10%	14%	7%	13%	12%	26%z	15%	

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 434
Q10. Safety measures - Facebook
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1043	319	166	179	690	208	503	277	55	630	412	139	196	171	101	322	19	474	334	104	84	849	194
Weighted base	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207
Effective base	842	264	139	144	554	177	415	207	43	539	304	92	144	137	80	223	18	388	266	77	75	678	164
Flagging and reporting mechanisms/ buttons	456 45%k	145 47%	79 48%	83 49%	303 44%	113 53%Tgh	223 44%	103 41%	18 35%	311 48%k	145 42%k	37 32%	73 45%k	64 44%	38 44%	108 41%	15 64%	210 43%	156 49%	43 51%	32 42%	353 43%	103 50%
A complaints system	371 36%k	132 43%Td	65 38%	83 49%Tabd	232 34%	91 42%	178 35%	88 36%	14 28%	259 38%k	112 32%k	25 21%	52 33%k	48 33%k	31 38%k	82 31%	10 42%	180 37%	110 35%	41 49%Tqr	26 34%	289 36%	83 40%
A tool to hide content you have seen but do not wish to see again	356 35%t	116 38%	68 41%	58 34%	235 35%	86 40%	166 33%	91 37%	12 24%	243 36%	112 32%	33 29%	58 36%	42 29%	37 32%	86 33%	15 64%	180 37%t	111 35%t	34 40%t	15 20%	274 34%	82 40%
A notice that flags content that might be inappropriate or harmful before you view it	343 34%	108 35%	62 38%	62 36%	227 33%	83 39%	157 31%	84 34%	19 37%	221 33%	122 35%	33 28%	53 33%	50 35%	37 43%k	90 34%	12 53%	170 35%	103 32%	31 37%	22 29%	273 34%	70 34%
Parental controls	319 31%ko	108 35%	59 36%	61 36%	207 30%	74 34%	168 33%	66 27%	12 23%	232 35%Tjd	87 25%	23 20%	36 22%	41 29%	24 28%	67 25%	3 12%	154 31%	100 31%	29 34%	20 26%	250 31%	69 33%
Clear terms and conditions of use	291 29%k	87 28%	48 29%	45 27%	198 29%	72 34%	145 29%	63 25%	10 21%	199 30%k	91 26%	23 20%	49 30%k	39 27%	24 28%	64 24%	10 43%	126 28%	90 28%	37 44%Tqr	26 34%	232 29%	59 28%
Minimum age requirement and checking systems	283 28%t	94 31%	55 33%	51 30%	184 27%	64 30%	125 25%	79 32%	15 30%	180 27%	103 29%	25 22%	44 27%	54 38%Tijk	27 32%	75 28%	7 30%	132 27%	82 26%	26 31%	29 38%r	207 28%	56 27%
Having clear rules for users on how to post advertising content	211 21%	63 20%	31 19%	38 22%	146 21%	49 23%	98 19%	55 22%	10 20%	129 19%	83 24%k	19 17%	47 29%Tijk	43 30%Tijk	14 17%	64 24%	5 23%	92 19%	68 21%	21 25%	16 21%	167 21%	45 22%
A way to directly report harmful content to a regulator or the police	209 20%k	77 25%T	40 24%	49 29%Td	129 19%	44 21%	108 21%	48 19%	8 16%	141 21%k	68 19%k	13 11%	26 16%	37 26%jkl	23 27%kl	49 19%	2 8%	102 21%	55 17%	23 27%r	20 26%	161 20%	47 23%
Clear labelling of what is advertising	192 19%	50 16%	25 15%	27 16%	139 20%	48 22%	89 18%	40 16%	15 30%g	132 20%	60 17%	14 12%	31 19%	25 17%	19 22%	48 18%	3 13%	85 17%	64 20%	20 24%	12 16%	157 19%	35 17%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 434
Q10. Safety measures - Facebook
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Facebook

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1019	308	165	170	681	215	505	248	51*	670	349	115	161	144	85	264	23**	490	318	85	76	812	207
Tools and information to help you navigate the site/app safely such as in a "safety centre"	179	60	34	36	117	42	80	46	12	117	62	16	33	31	17	44	4	85	42	23	20	141	39
	18%r	19%	20%	21%	17%	19%	16%	18%	24%	17%	18%	14%	21%	22%	19%	17%	19%	17%	13%	28%Tqr	26%Tr	17%	19%
Prompts to remind you that tools to help you safely navigate the site/app are available	138	36	19	24	98	27	71	33	8	90	48	19	26	19	12	35	4	64	38	15	12	107	31
	14%	12%	11%	14%	14%	13%	14%	13%	15%	13%	14%	16%	16%	13%	14%	13%	18%	13%	12%	17%	16%	13%	15%
The ability to speak to customer services by chat or phone	115	29	17	18	82	26	61	24	4	82	33	9	11	15	9	23	4	61	19	15	12	92	23
	11%r	9%	10%	11%	12%	12%	12%	10%	9%	12%	9%	8%	7%	10%	11%	9%	18%	13%r	6%	18%r	16%r	11%	11%
NET: Any measure	873	264	139	143	587	182	427	222	42	569	304	99	141	127	74	231	22	423	263	81	67	698	175
	86%	86%	84%	84%	86%	85%	84%	89%	84%	85%	87%	86%	88%	88%	86%	88%	96%	86%	83%	95%Tqr	88%	86%	85%
None of these	146	45	26	27	94	33	78	27	8	102	44	16	20	17	12	33	1	67	55	4	9	115	31
	14% ^s	14%	16%	16%	14%	15%	16%	11%	16%	15%	13%	14%	12%	12%	14%	12%	4%	14% ^s	17% ^s	5%	12%	14%	15%

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 435
Q10. Safety measures - Facebook
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Facebook

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1043	80	50	33	880	46	112	72	105	86	93	151	137	78	788	244	25	35	948	431	176	38	43	38	154	64	26
Weighted base	1019	84	51*	31**	852	41*	116	74	93	77	91	135	141	86	654	354	28**	36**	933	383	159	39*	44*	48*	184	74	25**
Effective base	842	64	43	28	707	37	97	60	78	69	80	111	111	65	660	220	21	27	770	322	140	32	40	32	137	57	20
Flagging and reporting mechanisms/ buttons	456	38	24	18	376	20	41	33	32	39	48	62	65	96	298	153	9	11	432	167	80	16	25	24	73	34	12
A complaints system	371	39	19	11	303	14	43	22	30	23	35	50	51	34	237	132	3	20	348	113	61	17	14	19	87	25	12
A tool to hide content you have seen but do not wish to see again	356	30	17	14	294	16	34	33	27	25	38	38	55	28	235	119	11	9	335	127	70	14	18	12	63	28	9
A notice that flags content that might be inappropriate or harmful before you view it	343	30	19	11	284	16	28	27	28	35	34	46	50	21	237	104	10	9	320	124	61	19	18	10	59	22	9
Parental controls	319	27	18	10	265	14	30	16	20	21	31	41	45	37	207	108	4	15	298	119	49	16	7	69	13	10	
Clear terms and conditions of use	291	22	17	11	241	13	26	21	27	25	28	37	34	31	193	95	5	15	269	100	48	9	11	17	56	22	8
Minimum age requirement and checking systems	283	21	19	9	235	9	27	19	29	24	24	37	33	32	185	97	9	11	261	95	46	14	13	17	52	20	3
Having clear rules for users on how to post advertising content	211	20	11	3	177	6	14	20	23	19	19	20	30	25	137	75	6	9	196	74	35	10	10	5	38	19	4
A way to directly report harmful content to a regulator or the police	209	18	10	6	174	11	24	18	18	15	18	22	24	23	134	75	5	12	190	63	30	9	12	7	45	19	5
Clear labelling of what is advertising	192	16	11	6	159	14	15	9	18	16	17	25	30	15	124	66	4	10	173	79	25	7	8	9	32	16	4
Tools and information to help you navigate the site/app safely such as in a "safety centre"	179	22	10	6	141	4	15	13	20	13	16	24	21	15	125	53	2	11	167	72	24	8	8	6	30	9	5

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 435
Q10. Safety measures - Facebook
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Facebook

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Farloughed (z)
Weighted base	1019	84	51*	31**	852	41*	116	74	93	77	91	135	141	86	654	354	28**	36**	933	383	159	39*	44*	48*	184	74	25**
Prompts to remind you that tools to help you safely navigate the site/app are available	138	12	9	7	111	4	11	10	11	9	13	21	21	11	89	48	3	9	126	54	21	4	5	4	27	7	5
The ability to speak to customer services by chat or phone	115	14	8	1	91	3	14	8	14	6	11	17	12	7	65	50	1	10	105	40	10	4	4	11	25	9	3
NET: Any measure	873	74	45	31	723	35	92	62	78	67	83	117	118	72	573	294	21	32	806	332	144	32	35	42	152	57	25
None of these	146	10	6	-	130	6	24	12	15	10	8	18	23	14	81	60	7	5	127	51	15	7	9	6	32	17	-

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 436

Q10. Safety measures - Facebook

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Facebook

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)			Awareness of safety measures	
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Blichut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1043	176	294	245	148	107	949	699	470	1043	422	232	246	110	106	172	333	695	499	544
Weighted base	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
Effective base	842	141	242	199	120	84	760	541	339	842	301	143	153	53	64	116	237	593	371	472
Flagging and reporting mechanisms/ buttons	456	79	128	96	66	49	414	279	162	456	137	56	51	7	13	21	127	326	204	252
	45% ^m	46%	44%	40%	45%	55% ^{Tc}	46% ^{ijmo}	45% ^{ijmo}	44% ^m	41% ^m	41% ^m	41% ^m	38% ^m	18%	42%	37% ^m	48%	44%	48%	43%
A complaints system	371	63	104	86	54	35	322	209	130	371	104	52	47	8	8	22	105	262	160	212
	36% ^{gjm}	36%	36%	36%	37%	40%	36% ^{ijm}	34% ^m	35% ^{ijm}	31%	38% ^{ijmn}	36% ^m	21%	28%	38% ^{mn}	40%	35%	37%	36%	
A tool to hide content you have seen but do not wish to see again	356	64	100	77	49	34	314	225	119	356	113	37	35	8	5	19	88	264	154	201
	35% ^{kimm}	37%	35%	32%	33%	39%	35% ^{kimm}	36% ^{khkmm}	32% ⁿ	35% ^{kimm}	34% ^{lmm}	27% ⁿ	26% ⁿ	21%	16%	32% ^{mm}	34%	36%	36%	34%
A notice that flags content that might be inappropriate or harmful before you view it	343	67	100	81	42	28	311	218	125	343	123	47	37	7	10	19	105	233	161	182
	34% ^{mqs}	38%	34%	34%	28%	32%	34% ^m	35% ^{lm}	34% ^m	34% ^m	37% ^{lm}	35% ^m	28%	20%	32%	33% ^m	40% ^{Tq}	31%	38% ^{Ts}	31%
Parental controls	319	53	90	83	45	27	275	182	110	319	99	42	35	6	6	17	77	239	146	173
	31% ^m	31%	31%	35%	30%	31%	30% ^m	29% ^m	29% ^m	31% ^m	29% ^m	30% ^{mn}	26% ^m	15%	21%	29% ^{mn}	29%	32%	34%	29%
Clear terms and conditions of use	291	58	85	61	38	26	259	171	90	291	85	42	39	8	6	12	63	223	145	145
	29% ^{hos}	33%	29%	25%	26%	29%	29% ^{ho}	28% ^h	24%	29% ^{ho}	25%	31% ^{hno}	29% ^{no}	23%	20%	21%	24%	30%	34% ^{Ts}	25%
Minimum age requirement and checking systems	283	46	78	66	41	25	246	174	115	283	100	41	36	7	8	17	74	205	139	144
	28% ^s	28%	27%	28%	28%	28%	27%	28%	31% ^{fm}	28%	30% ^m	30% ^m	27%	18%	27%	30% ^m	28%	28%	33% ^{Ts}	24%
Having clear rules for users on how to post advertising content	211	43	59	47	26	17	188	130	74	211	63	32	30	6	5	12	50	159	112	100
	21% ^s	25%	20%	20%	18%	20%	21%	21%	20%	21%	19%	23%	23%	16%	17%	20%	19%	21%	26% ^{Ts}	17%
A way to directly report harmful content to a regulator or the police	209	41	57	51	24	15	183	112	78	209	69	28	31	6	5	13	53	153	98	111
	20% ^g	24%	20%	21%	16%	17%	20%	18%	21%	20% ^g	21%	20%	24% ^g	16%	17%	22% ^m	20%	21%	23%	19%
Clear labelling of what is advertising	192	38	42	43	31	21	168	124	70	192	62	22	24	6	5	13	51	139	97	94
	19% ^{bs}	22%	14%	18%	21%	24% ^b	19%	20%	19%	18%	18%	16%	18%	6	5	13	19%	19%	23% ^{Ts}	16%
Tools and information to help you navigate the site/app safely such as a "safety centre"	179	33	50	43	30	14	163	122	72	179	65	32	25	5	5	13	52	125	92	88
	18% ^s	19%	17%	18%	20%	16%	18%	20% ^{Ti}	19%	18%	19%	23% ^{Tim}	19%	13%	18%	22% ^m	20%	17%	22% ^{Ts}	15%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 436

Q10. Safety measures - Facebook

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Facebook

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not very aware (s)
Weighted base	1019	174	290	239	147	88	904	618	372	1019	336	137	133	37	30	58	263	742	426	593
Prompts to remind you that tools to help you safely navigate the site/app are available	138 14% _s	28 16%	32 11%	35 15%	18 12%	14 16%	126 14%	83 13%	54 15%	138 14%	41 12%	23 17%	26 20% _T i	6 16%	6 21% _j	13 22% _T i	39 15%	98 13%	88 21% _T	51 9%
The ability to speak to customer services by chat or phone	115 11% _s	20 11%	25 9%	28 12%	17 12%	8 9%	95 11%	69 11%	42 11%	115 11% _f	37 11%	22 16% _T i	25 19% _T i	8 22% _T i	4 13%	9 16%	24 9%	88 12%	67 16% _T	48 8%
NET: Any measure	873 86% _s	149 86%	247 85%	200 84%	131 89%	80 90%	778 86%	534 87%	325 87%	873 86%	290 86%	123 90% _l	112 84%	32 85%	27 89%	52 90%	239 91% _T q	626 84%	391 92% _T	482 81%
None of these	146 14% _{pr}	25 14%	43 15%	39 16%	16 11%	9 10%	126 14%	83 13%	47 13%	146 14%	47 14%	14 10%	21 16% _k	5 15%	3 11%	6 10%	24 9%	116 16% _p	35 8%	111 19% _T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

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Table 437

Q10. Safety measures - Snapchat

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Snapchat

	Gender		Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (r)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	449	233	212	150	138	81	76	288	157	71	378	85	122	95	52	17	24	320	126	22	83	160	59	29	193	
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	24**	278	81	14**	51	123	37*	18**	176	
Effective base	323	155	169	106	99	58	58	204	116	67	259	65	82	63	33	15	19	242	80	16	51	114	35	19	150	
Clear terms and conditions of use	89	33	56	23	33	16	15	56	31	22	67	28	15	11	8	4	7	71	17	4	8	28	8	3	50	
Flagging and reporting mechanisms/ buttons	80	34	44	27	27	10	16	54	27	15	66	27	19	10	8	2	2	63	17	4	9	21	9	3	47	
A complaints system	77	37	40	30	22	8	15	52	24	17	61	23	14	13	5	6	7	58	20	4	11	25	7	4	41	
Minimum age requirement and checking systems	77	28	49	24	20	19	11	45	31	16	61	17	17	14	9	4	4	58	19	2	9	23	9	4	41	
Parental controls	69	24	41	25	16	12	16	41	28	13	55	13	10	15	11	5	6	52	16	4	8	25	6	3	34	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	52	18	33	16	14	8	12	30	21	9	43	11	12	9	5	4	5	37	14	1	10	13	6	2	31	
Clear labelling of what is advertising	48	22	25	12	16	7	11	28	18	10	38	14	7	9	5	4	4	36	12	3	6	12	4	4	27	
A way to directly report harmful content to a regulator or the police	47	19	24	15	12	9	11	27	20	9	38	16	9	7	3	3	3	34	13	2	9	11	6	4	26	
A tool to hide content you have seen but do not wish to see again	46	23	22	14	19	5	6	33	11	7	38	11	11	11	3	2	4	37	9	2	2	13	1	1	29	
Having clear rules for users on how to post advertising content	44	16	28	13	16	6	9	29	15	12	32	6	11	5	8	2	2	35	10	3	6	13	7	2	22	
A notice that flags content that might be inappropriate or harmful before you view it	44	20	23	14	13	6	10	26	16	12	32	5	8	11	3	3	3	36	8	3	4	15	2	3	23	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 437
Q10. Safety measures - Snapchat
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Gender		Social Grade						Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	55+ (p)	White (q)	Minority Ethnic background (r)	Mixed (v)	Asian (w)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86	62	39*	16**	24**	278	81	14**	51	123	37*	18**	176	
Prompts to remind you that tools to help you safely navigate the site/app are available	33 9%	12 8%	19 9%	12 10%	9 9%	6 9%	6 8%	21 10%	12 8%	4 7%	28 10%	8 9%	6 7%	7 12%	5 12%	3 17%	3 12%	24 9%	8 10%	2 11%	4 8%	9 8%	3 9%	6 32%	14 8%	
The ability to speak to customer services by chat or phone	31 9% _{kl}	11 7%	20 10%	8 7%	10 10%	7 10%	5 8%	18 8%	12 9%	6 10%	25 9% _{kl}	10 12%	3 4%	6 9%	4 11%	2 10%	2 8%	20 7%	12 14% _{Tt}	2 12%	6 11%	12 9%	2 6%	3 18%	14 8%	
NET: Any measure	261 73%	108 70%	148 74%	85 76%	77 72%	44 65%	53 76%	162 74%	97 70%	51 82% _{Tn}	211 71%	71 81% _{fn}	60 70%	43 70%	25 63%	9 53%	11 47%	194 70%	67 83% _{Tt}	14 95%	39 77%	86 70%	31 84%	13 73%	128 73%	
None of these	99 27% _{lu}	47 30%	52 26%	26 24%	31 28%	24 35%	17 24%	57 26%	41 30%	11 18%	88 29% _{kl}	16 19%	26 30%	18 30%	14 37% _{kl}	8 47%	13 53%	84 30% _{lu}	14 17%	1 5%	12 23%	37 30%	6 16%	5 27%	48 27%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 438
Q10. Safety measures - Snapchat
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	449	118	71	59	312	46	179	181	43	179	269	87	129	120	77	184	16	166	139	53	78	381	68
Weighted base	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66
Effective base	323	83	53	37	229	35	130	126	32	139	186	52	86	93	61	108	14	121	92	32	71	272	52
Clear terms and conditions of use	89	27	17	14	61	8	34	41	6	39	50	13	25	29	14	23	5	31	27	5	24	76	12
25%	23%	27%	31%	24%	21%	23%	29%	16%	23%	26%	25%	28%	32%	23%	20%	31%	22%	25%	16%	35%T	26%	19%	
Flagging and reporting mechanisms/buttons	80	18	16	9	57	9	31	33	6	39	41	9	19	23	11	22	7	32	23	6	18	69	11
22%	19%	28%	20%	22%	23%	21%	24%	18%	23%	21%	17%	21%	25%	17%	19%	37%	23%	21%	17%	25%	23%	17%	
A complaints system	77	25	18	14	51	14	24	32	7	37	40	8	15	21	15	20	4	31	17	9	19	63	15
22%	26%	29%	32%	20%	37%Tf	16%	23%	20%	22%	21%	16%	17%	23%	25%	17%	23%	22%	16%	29%	28%	21%	22%	
Minimum age requirement and checking systems	77	25	17	13	50	8	25	37	7	30	47	12	20	29	15	27	4	31	17	8	18	63	14
21%	26%	27%	29%	20%	20%	17%	26%	21%	18%	24%	23%	22%	32%Tfj	25%	23%	23%	22%	16%	23%	25%	21%	22%	
Parental controls	69	24	19	11	43	13	18	31	6	32	37	7	18	20	12	23	-	29	19	5	15	60	8
19%fd	25%	30%Td	24%	17%	34%Tf	12%	23%fd	17%	19%	19%	13%	20%	22%	20%	20%	-	20%	18%	15%	22%	21%	12%	
Tools and information to help you navigate the snapchat safety such as in a "safety centre"	52	18	13	11	32	9	15	20	8	24	28	5	11	15	10	18	1	26	10	4	11	41	11
14%	19%	20%	24%	13%	23%fd	10%	14%	23%	14%	14%	10%	12%	16%	16%	15%	8%	18%r	9%	14%	16%	14%	17%	
Clear labelling of what is advertising	48	11	9	5	33	6	12	25	5	22	26	6	14	13	13	12	4	21	12	1	13	37	11
13%fd	12%	15%	11%	13%	14%	8%	18%fd	15%	13%	14%	12%	15%	14%	22%Tj	11%	22%	15%	11%	3%	19%fs	13%	17%	
A way to directly report harmful content to a regulator or the police	47	17	15	10	27	6	11	28	2	21	26	5	9	15	11	15	3	17	13	5	12	41	6
13%fd	18%	24%Td	22%fd	11%	18%	8%	20%Tf	6%	13%	13%	9%	10%	16%	19%	13%	15%	12%	12%	16%	17%	14%	10%	
A tool to hide content you have seen but do not wish to see again	46	18	13	8	27	7	18	18	3	25	21	9	10	9	4	13	-	17	12	5	12	40	6
13%	19%	20%	17%	11%	19%	12%	13%	8%	8%	15%	11%	16%	11%	10%	7%	12%	-	12%	11%	14%	17%	14%	8%
Having clear rules for users on how to post advertising content	44	11	8	5	32	4	16	21	4	15	30	7	18	17	7	17	3	19	10	4	12	38	7
12%	12%	13%	10%	13%	10%	11%	15%	11%	9%	15%	12%	20%Tf	18%fd	11%	14%	15%	13%	9%	11%	18%	13%	10%	

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

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Table 438

Q10. Safety measures - Snapchat

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Snapchat

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	360	95	64	45*	252	38*	148	140	34*	167	193	53	90	91	61	115	18**	141	109	33*	70	294	66
A notice that flags content that might be inappropriate or harmful before you view it	44	12	9	7	30	8	14	21	1	15	29	7	13	16	10	17	1	16	13	3	11	34	9
Prompts to remind you that tools to help you safely navigate the site/app are available	33	9	8	5	22	8	11	10	4	19	14	3	6	6	6	8	3	19	7	2	4	28	5
The ability to speak to customer services by chat or phone	31	11	6	8	20	6	9	14	2	17	15	2	7	10	5	7	1	13	4	5	9	29	2
NET: Any measure	261	72	49	35	182	24	100	110	27	114	147	43	71	75	46	83	14	101	73	26	59	220	41
None of these	99	23	15	10	70	15	48	29	7	53	46	11	18	17	15	32	4	40	36	7	11	74	25

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 439
 Q10. Safety measures - Snapchat
 Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
 Base: All respondents who have used ... in the past 3 months
 Snapchat

	GO Region											Internet usage				Devices used to access internet		Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North West (e)	Yorkshire and the Humber (f)	West Midlands (g)	East Midlands (h)	East of England (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - looking for work (u)	Student (w)	House person/ Other (v)
Unweighted base	449	31	18	15	385	47	31	53	46	36	71	59	26	374	66	14	407	220	67	12	29	22
Weighted base	360	25**	17**	13**	305	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	334	152	54*	12**	34**	22**
Effective base	323	22	15	12	275	38	24	35	35	28	44	43	20*	276	52	11	299	142	45	10	24	19
Clear terms and conditions of use	89	5	6	4	74	10	4	10	12	7	14	9	7	75	13	1	88	35	15	1	8	7
25%	19%	38%	29%	24%	22%	15%	28%	33%	22%	27%	21%	32%	27%T	17%	9%	28%T	23%	28%	10%	25%	32%	32%
Flagging and reporting mechanisms/buttons	80	8	4	6	62	9	3	4	9	6	11	15	3	55	24	1	79	36	13	2	7	3
22%	31%	23%	44%	23%	21%	11%	11%	26%	33%	22%	33%dh	14%	20%	31%	9%	24%T	23%	23%	19%	21%	14%	14%
A complaints system	77	6	2	4	66	11	3	7	9	7	10	10	6	64	13	*	77	33	13	3	9	2
22%	24%	11%	27%	22%	25%	12%	20%	26%	23%	20%	23%	27%	23%	16%	1%	23%T	21%	23%	22%	25%	37%	10%
Minimum age requirement and checking systems	77	4	2	5	66	7	4	7	10	6	15	10	6	60	16	2	74	32	9	2	7	7
21%	16%	9%	37%	22%	15%	12%	21%	28%	18%	30%	23%	26%	22%	20%	22%	22%	21%	18%	19%	21%	31%	31%
Parental controls	69	7	2	5	54	9	3	8	6	7	12	4	5	49	19	*	67	32	8	1	3	8
19%	30%	10%	37%	18%	21%	9%	21%	18%	22%	23%	10%	24%	18%	24%	4%	20%	21%	14%	10%	10%	37%	37%
Tools and information to help you navigate the settings safety such as in a "safety centre"	52	2	2	1	47	6	5	8	7	2	9	5	3	40	11	1	50	24	5	4	3	5
14%	7%	14%	8%	15%	14%	17%	22%	19%	7%	17%	12%	15%	15%	14%	12%	15%	16%	9%	32%	8%	23%	23%
Clear labelling of what is advertising	48	2	1	1	45	3	3	10	5	2	9	10	2	40	8	1	45	17	10	1	5	2
13%	8%	4%	5%	15%	8%	11%	28%Tdf	15%	5%	18%	10%	22%	10%	15%	11%	13%	11%	18%	10%	14%	9%	9%
A way to directly report harmful content to a regulator or the police	47	4	1	1	41	5	2	6	6	2	11	5	4	32	15	1	47	18	8	*	6	2
13%	16%	4%	10%	14%	12%	6%	17%	16%	5%	21%	12%	17%	12%	19%	6%	14%	12%	14%	2%	18%	10%	10%
A tool to hide content you have seen but do not wish to see again	46	5	1	4	37	4	3	3	5	3	10	4	3	37	9	1	44	22	4	1	6	3
13%	18%	4%	26%	12%	9%	10%	7%	14%	10%	20%	10%	15%	13%	11%	13%	13%	15%	8%	10%	17%	13%	13%
Having clear rules for users on how to post advertising content	44	1	1	*	42	8	4	1	9	5	2	10	3	33	12	1	43	17	5	*	3	2
12%hk	5%	4%	1%	14%Thk	19%hkh	12%	2%	24%Thk	15%	3%	23%Thk	13%	12%	15%	9%	13%	11%	9%	2%	8%	9%	9%
A notice that flags content that might be inappropriate or harmful before you view it	44	1	1	1	41	5	6	4	7	1	7	6	3	35	8	2	42	16	7	1	1	3
12%	5%	4%	6%	13%	11%	20%	10%	18%	4%	15%	14%	14%	13%	11%	15%	13%	11%	13%	8%	4%	15%	15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/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 439

Q10. Safety measures - Snapchat

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Snapchat

	GO Region													Internet usage		Devices used to access internet		Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North West (e)	Yorkshire and the Humber (f)	West Midlands (g)	East Midlands (h)	East of England (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Multiple devices (q)	Working full time (r)	Working part-time (s)	Unemployed - looking for work (u)	Student (w)	House person/ Other (v)
Weighted base	350	25**	17**	13**	305	44*	30**	35*	36*	32**	51*	44*	23**	274	79	10**	334	152	54*	12**	34**	22**
Prompts to remind you that tools to help you safely navigate the site/app are available	33	2	1	1	29	3	3	4	7	1	5	4	1	25	7	-	31	15	5	-	3	2
	9%	7%	6%	4%	10%	8%	11%	11%	19%T	3%	11%	9%	3%	9%	9%	-	9%	10%	9%	-	9%	9%
The ability to speak to customer services by chat or phone	31	2	3	1	26	5	1	2	3	2	7	5	1	24	7	1	28	14	3	-	7	1
	9%	6%	17%	5%	9%	12%	4%	4%	8%	6%	14%	12%	3%	9%	9%	14%	9%	9%	5%	-	20%	5%
NET: Any measure	261	17	12	13	219	30	15	28	28	23	41	35	13	208	50	6	248	111	37	6	25	17
	73%	68%	70%	100%	72%	69%	50%	80%	76%	71%	80%	80%	58%	76%T	64%	55%	74%T	73%	69%	47%	74%	80%
None of these	99	8	5	-	86	13	15	7	9	9	10	9	9	66	28	4	86	41	17	6	9	4
	27%nr	32%	30%	-	28%	31%	50%	20%	24%	29%	20%	20%	42%	24%	36%	45%	26%	27%	31%	53%	26%	20%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 440
Q10. Safety measures - Snapchat
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not very aware (s)
Unweighted base	449	61	100	106	84	66	431	408	354	422	449	190	191	102	89	134	230	214	281	168
Weighted base	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32*	19	39	163	193	201	159
Effective base	323	40	73	77	63	48	309	292	243	301	323	111	110	49	59	86	152	168	191	134
Clear terms and conditions of use	89	15	15	20	15	15	81	77	58	81	89	28	21	9	3	8	38	51	58	31
	25%	34%	19%	22%	22%	34%	24%	24%	22%	24%	25%	27% _n	24%	27%	17%	20%	23%	29%	29%	19%
Flagging and reporting mechanisms/ buttons	80	14	12	23	14	10	73	67	58	78	80	20	15	2	5	8	32	48	50	30
	22% _m	30%	16%	26%	20%	21%	21% _m	21% _m	23% _{lm}	23% _{lm}	22% _m	19% _m	16% _m	7%	28% _{klo}	20%	20%	25%	25%	19%
A complaints system	77	13	13	20	14	12	72	68	53	71	77	27	18	5	5	10	35	42	51	26
	22%	29%	16%	22%	21%	27%	21%	21%	21%	21%	22%	26% _m	20%	15%	24%	25%	22%	22%	26% _{Ts}	16%
Minimum age requirement and checking systems	77	8	14	16	17	13	74	67	63	72	77	21	19	4	4	8	34	42	49	28
	21%	18%	18%	18%	25%	27%	22%	21%	24% _{Tgijp}	21%	21%	20%	21%	13%	20%	22%	21%	22%	25%	17%
Parental controls	69	8	15	17	12	14	62	61	49	65	69	15	15	5	4	5	27	42	45	23
	19%	17%	18%	19%	17%	31% _T	18%	19%	19%	19%	19%	14%	17%	15%	18% _o	14%	16%	22%	22%	15%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	52	9	9	18	7	5	51	51	41	50	52	15	14	4	3	8	24	27	37	15
	14% _s	20%	11%	21%	10%	12%	15%	16% _{Tj}	16%	15%	14%	14%	16%	12%	15%	21% _{kn}	15%	14%	18% _{Ts}	9%
Clear labelling of what is advertising	48	9	5	16	8	8	44	43	37	44	48	20	15	5	2	7	25	23	30	18
	13% _b	20% _b	6%	18% _b	12%	17%	13%	14%	14%	13%	13%	19% _{Tfj}	17% _n	14%	9%	18% _n	16%	12%	15%	11%
A way to directly report harmful content to a regulator or the police	47	8	6	14	7	4	46	41	35	45	47	15	17	6	2	6	20	28	31	16
	13%	18%	8%	16%	10%	10%	13%	13%	14%	13%	13%	15%	18% _{gn}	19%	11%	16% _n	12%	14%	15%	10%
A tool to hide content you have seen but do not wish to see again	46	9	4	16	10	5	42	41	32	46	46	11	13	5	4	7	20	26	25	20
	13% _b	19% _b	6%	18% _b	15%	10%	12%	13%	12%	14%	13%	10%	14%	17%	18% _k	17% _k	12%	13%	13%	13%
Having clear rules for users on how to post advertising content	44	5	10	10	5	8	40	36	28	41	44	11	11	4	2	3	15	29	34	10
	12% _s	11%	13%	11%	7%	17%	12%	11%	11%	12%	12%	11%	12%	12%	12% _o	9%	10%	15%	17% _{Ts}	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 440

Q10. Safety measures - Snapchat

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	360	46*	80	89	69	46*	341	315	257	336	360	104	91	32*	19	39	163	193	201	159
A notice that flags content that might be inappropriate or harmful before you view it	44	10	9	11	6	5	42	38	31	42	44	15	13	6	4	7	19	25	27	17
Prompts to remind you that tools to help you safely navigate the site/app are available	33	5	5	11	3	3	32	32	28	33	33	10	10	3	4	9	19	14	22	10
The ability to speak to customer services by chat or phone	31	3	8	12	4	4	29	31	24	29	31	10	13	5	3	5	15	16	18	13
NET: Any measure	261	38	52	63	51	37	246	232	190	245	261	87	68	29	16	31	126	135	168	94
None of these	99	8	28	27	18	9	95	83	67	91	99	17	23	3	3	8	37	58	33	66
	27%kmr	17%	35%a	30%	26%	20%	28%km	26%km	26%km	27%km	27%km	16%	25%km	10%	18%	20%	23%	30%	16%	41%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 441
Q10. Safety measures - Twitch
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Twitch

	Gender		Social Grade						Age						Ethnicity		Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (o)	Minority Ethnic background (u)	Asian (w)	Christian (z)	Muslim (A)	None (C)
Unweighted base	255	177	76	93	76	48	36	169	84	39	216	41	76	63	32	173	80	52	89	35	111
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32*	16**	120	39*	24**	48	15**	86
Effective base	163	111	51	61	46	30	25	106	55	37	126	25	47	38	18	117	45	28	56	16	81
Flagging and reporting mechanisms/ buttons	59	36	22	18	18	12	11	35	23	8	51	14	17	14	5	48	10	6	11	*	43
36%iz	34%	34%	41%	31%	38%	44%	42%	34%	43%	22%	41%Ti	44%	41%	44%	32%	40%	25%	27%	23%	2%	49%Tz
Clear terms and conditions of use	52	34	17	16	14	9	13	30	22	11	40	14	11	11	3	39	12	8	9	4	37
32%z	32%	34%	34%	27%	30%	31%	49%	28%	40%	31%	32%	42%	27%	35%	19%	32%	31%	32%	19%	27%	42%Tz
A complaints system	49	35	14	17	14	9	9	31	18	10	39	8	11	12	6	38	11	8	14	2	31
30%	32%	28%	30%	30%	31%	33%	30%	32%	28%	31%	24%	28%	37%	35%	31%	29%	32%	29%	13%	36%	
A notice that flags content that might be inappropriate or harmful before you view it	37	25	12	13	10	7	7	22	14	6	30	7	11	8	3	28	8	6	8	3	25
23%	23%	22%	22%	29%	24%	28%	21%	26%	16%	24%	22%	27%	23%	20%	24%	21%	25%	17%	21%	28%	
Parental controls	36	24	12	14	10	6	6	24	12	10	26	6	5	11	3	27	9	4	12	4	20
22%	22%	23%	24%	22%	20%	23%	23%	22%	26%	21%	19%	19%	13%	34%jl	16%	22%	24%	18%	25%	2%	23%
Minimum age requirement and checking systems	34	25	8	12	12	6	5	23	10	9	24	7	7	8	3	25	7	3	9	1	23
21%	23%	16%	20%	25%	20%	17%	22%	19%	25%	20%	22%	17%	25%	16%	21%	19%	12%	19%	3%	27%	
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	31	21	11	9	13	7	1	22	8	9	23	4	7	8	2	25	6	5	7	1	22
19%	19%	21%	16%	27%	25%	5%	21%	15%	23%	18%	13%	18%	26%	13%	21%	16%	21%	14%	10%	26%T	
Having clear rules for users on how to post advertising content	28	21	6	10	11	5	2	21	6	6	22	6	5	8	3	19	8	4	7	1	17
17%	19%	11%	18%	23%	17%	6%	20%	12%	16%	17%	18%	13%	23%	18%	16%	22%	18%	14%	6%	20%	
Clear labelling of what is advertising	23	17	6	8	9	3	3	17	7	2	21	5	7	7	1	17	7	3	6	*	15
14%	16%	12%	13%	19%	12%	12%	16%	12%	6%	17%	16%	18%	21%	9%	14%	17%	12%	13%	2%	18%	
A tool to hide content you have seen but do not wish to see again	23	19	4	9	8	4	2	17	6	5	18	7	4	5	2	19	4	3	2	3	16
14%z	17%	8%	16%	17%	13%	8%	16%	11%	13%	15%	21%	11%	16%	12%	16%	10%	13%	5%	22%	19%z	
The ability to speak to customer services by chat or phone	22	15	7	12	5	3	2	17	5	5	17	7	3	4	2	15	7	4	5	3	14
14%	13%	14%	20%	11%	12%	7%	16%	9%	12%	14%	22%	9%	13%	10%	13%	17%	15%	10%	21%	16%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 441
Q10. Safety measures - Twitch
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Twitch

	Gender		Social Grade						Age						Ethnicity			Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (o)	Minority Ethnic background (u)	Asian (w)	Christian (z)	Muslim (A)	None (C)	
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*	32*	16**	120	39*	24**	48	15**	86	
A way to directly report harmful content to a regulator or the police	22 13% ^d	16 14%	6 12%	9 16%	3 5%	5 17%	5 19%	12 11%	10 18%	5 14%	16 13%	3 8%	6 15%	3 11%	3 20%	18 15%	4 9%	3 11%	7 15%	1 10%	13 15%	
Prompts to remind you that tools to help you safely navigate the site/app are available	21 13%	13 12%	8 15%	6 10%	11 23% Th	2 6%	3 10%	17 16%	4 8%	3 9%	18 14%	4 13%	5 12%	7 21%	2 12%	17 14%	4 11%	3 14%	4 8%	*	2%	17 19% ^T
NET: Any measure	137 85%	90 83%	46 88%	51 88%	39 84%	24 84%	22 81%	90 86%	45 83%	30 82%	106 85%	29 89%	36 87%	28 87%	11 67%	101 84%	34 86%	19 82%	40 83%	12 85%	75 87%	
None of these	25 15%	18 17%	6 12%	7 12%	7 16%	4 16%	5 19%	15 14%	10 17%	7 18%	18 15%	4 11%	5 13%	4 13%	5 33%	19 16%	6 14%	4 18%	8 17%	2 15%	12 13%	

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 442
Q10. Safety measures - Twitch
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	255	66	39	34	175	18	104	112	21	90	164	59	79	72	44	120	82	83	39	41	223	32	
Weighted base	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31*	49	51	47*	17**	40*	136	26**	
Effective base	163	40	26	18	117	12	67	70	15	62	103	34	48	51	31	65	50	48	21	37	140	24	
Flagging and reporting mechanisms/buttons	59 36%jk	13 33%	11 37%	5 26%	45 40%	7 59%	30 44%	21 30%	1 8%	33 48%TJkm	25 28%k	3 13%	13 32%k	13 29%	10 33%	15 30%	20 39%	19 41%	7 40%	9 23%	48 35%	11 43%	
Clear terms and conditions of use	52 32%o	11 27%	7 25%	7 38%	39 34%	4 35%	26 38%	19 28%	2 18%	26 37%	26 28%	6 21%	12 29%	13 30%	11 20%	10 39%	20 39%	13 27%	5 28%	14 35%	41 30%	11 41%	
A complaints system	49 30%mo	15 36%	10 35%	5 27%	34 30%	4 31%	24 35%	19 28%	2 17%	25 36%lm	24 26%lm	5 19%	8 21%	7 15%	11 36%lm	10 21%	16 31%	14 29%	6 35%	12 30%	39 29%	10 38%	
A notice that flags content that might be inappropriate or harmful before you view it	37 23%	9 22%	7 24%	4 22%	27 24%	3 29%	14 21%	17 25%	1 11%	14 21%	22 24%	5 20%	8 20%	13 29%	10 33%	14 29%	12 23%	13 28%	4 23%	6 15%	28 21%	8 31%	
Parental controls	36 22%	9 22%	6 19%	3 19%	25 19%	2 19%	14 20%	20 29%	* 3%	14 20%	22 24%	8 29%	8 20%	10 22%	7 21%	12 24%	10 20%	11 23%	3 19%	11 27%	30 22%	6 22%	
Minimum age requirement and checking systems	34 21%	9 21%	6 21%	2 9%	25 22%	3 27%	15 22%	15 21%	1 8%	16 23%	18 19%	4 14%	6 15%	9 19%	6 20%	7 15%	7 23%	7 23%	11 29%	1 8%	11 28%	29 22%	4 16%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	31 19%lu	9 23%	5 16%	4 23%	22 20%	3 27%	16 23%	11 16%	1 11%	13 20%	18 20%l	4 15%	3 8%	9 20%l	7 23%	9 18%	8 16%	10 21%	4 22%	8 20%	22 16%	9 36%	
Having clear rules for users on how to post advertising content	28 17%	6 14%	4 13%	1 6%	22 19%	3 23%	14 20%	11 16%	1 6%	14 20%	14 15%	6 20%	5 11%	5 10%	5 16%	9 18%	8 15%	10 20%	4 26%	5 13%	20 15%	7 28%	
Clear labelling of what is advertising	23 14%g	7 18%	7 23%	1 5%	16 14%	* 2%	17 24%Tg	6 8%	1 6%	13 20%	10 11%	4 15%	3 7%	4 8%	3 9%	6 12%	6 11%	10 22%	3 20%	3 8%	19 14%	4 16%	
A tool to hide content you have seen but do not wish to see again	23 14%l	7 18%	5 18%	1 6%	14 12%	1 13%	11 16%	10 15%	1 4%	12 17%	11 12%	2 9%	3 6%	4 10%	5 15%	5 10%	8 16%	6 13%	2 14%	4 10%	18 13%	5 19%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 442
Q10. Safety measures - Twitch
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Weighted base	161	41*	29**	18**	112	11**	69	69	13**	69	92	27*	41*	45	31**	49	51	47*	17**	40*	136	26**
The ability to speak to customer services by chat or phone	22	6	5	3	14	1	4	15	1	9	13	3	5	8	5	7	9	3	3	5	19	3
A way to directly report harmful content to a regulator or the police	22	7	4	4	15	*	13	9	-	9	12	*	5	7	8	5	6	6	4	6	19	3
Prompts to remind you that tools to help you safely navigate the site/app are available	21	3	3	*	19	4	9	9	-	10	11	5	3	5	2	8	6	7	4	3	15	6
NET: Any measure	137	37	27	16	96	9	58	62	8	57	80	23	36	39	27	44	44	39	16	34	118	19
None of these	25	3	3	2	17	3	11	7	5	12	12	4	5	6	4	6	7	8	1	6	17	7

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 443

Q10. Safety measures - Twitch

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Twitch

	Total (T)	GO Region						Internet usage			Devices used to access internet		Working status		Student (w)
		Scotland (a)	NET: England (d)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	More than 2 hours (n)	1-2 hours (o)	Multipl e devices (r)	Working full time (s)	Working part- time (t)		
Unweighted base	255	20	217	33	20	24	52	38	228	21	232	130	38	14	
Weighted base	161	12**	136	18**	11**	19**	31*	26**	141	16**	152	63	19**	15**	
Effective base	163	13	136	20	11	18	31	25	146	15	153	76	21	10	
Flagging and reporting mechanisms/ buttons	59 36%k	7 55%	45 33%k	5 27%	2 17%	9 50%	4 12%	15 56%	55 39%T	3 19%	58 38%	24 38%	8 43%	6 42%	
Clear terms and conditions of use	52 32%	2 19%	45 33%	9 49%	1 8%	7 37%	10 31%	8 31%	45 32%	6 36%	51 34%	18 29%	7 35%	5 33%	
A complaints system	49 30%	2 17%	42 31%	5 29%	* 1%	4 24%	8 27%	14 55%	44 31%	4 24%	49 31%	19 31%	7 35%	6 39%	
A notice that flags content that might be inappropriate or harmful before you view it	37 23%	* 2%	31 23%	6 32%	1 10%	1 7%	6 18%	7 28%	32 22%	5 22%	36 24%	19 30%T	9 45%	-	
Parental controls	36 22%	3 23%	31 23%	3 18%	1 13%	4 20%	10 32%	5 18%	28 20%	8 46%	35 23%	16 25%	4 22%	2 12%	
Minimum age requirement and checking systems	34 21%	3 23%	28 20%	3 18%	* 1%	2 10%	7 24%	5 20%	30 21%	4 24%	33 22%	10 16%	5 28%	4 27%	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	31 19%	2 17%	25 18%	2 20%	2 20%	1 6%	2 8%	10 37%	28 18%	6 34%	30 20%	15 24%	5 26%	-	
Having clear rules for users on how to post advertising content	28 17%	2 17%	23 17%	4 21%	1 9%	2 9%	4 13%	7 25%	24 17%	4 22%	26 17%	13 20%	6 30%	1 3%	
Clear labelling of what is advertising	23 14%	2 14%	19 14%	2 13%	1 9%	1 7%	5 16%	3 12%	22 15%	2 11%	23 15%	12 20%	5 27%	2 12%	
A tool to hide content you have seen but do not wish to see again	23 14%	2 15%	20 15%	1 7%	* 1%	1 4%	5 16%	5 19%	21 15%	2 12%	22 15%	7 12%	5 24%	2 10%	
The ability to speak to customer services by chat or phone	22 14%	2 15%	18 13%	4 23%	1 10%	1 4%	4 14%	3 11%	17 12%	5 28%	22 14%	6 10%	3 17%	3 22%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 443
Q10. Safety measures - Twitch
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
 Base: All respondents who have used ... in the past 3 months
 Twitch

	Total (T)	GO Region							Internet usage			Devices used to access internet		Working status	
		Scotland (a)	NET: England (d)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	More than 2 hours (n)	1-2 hours (o)	Multipl e devices (r)	Working full time (s)	Working part- time (t)	Student (w)	
Weighted base	161	12**	136	18**	11**	19**	31*	26**	141	16**	152	63	19**	15**	
A way to directly report harmful content to a regulator or the police	22 13%	1 10%	19 14%	2 14%	- 3%	2 9%	3 9%	4 14%	22 15%T	-	22 14%	8 13%	3 18%	- 3%	
Prompts to remind you that tools to help you safely navigate the site/app are available	21 13%	2 13%	19 14%	2 12%	1 11%	2 9%	3 8%	7 26%	18 13%	3 19%	21 14%	11 18%	4 22%	- -	
NET: Any measure	137 85%	10 84%	115 84%	17 94%	7 61%	16 85%	27 87%	22 83%	120 85%	16 95%	132 87%T	56 90%	16 85%	12 77%	
None of these	25 15%r	2 16%	22 16%	1 6%	4 39%	3 15%	4 13%	4 17%	21 15%	1 5%	20 13%	6 10%	3 15%	4 23%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 444

Q10. Safety measures - Twitch

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Twitch

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	255	35	55	65	46	42	250	226	207	232	190	255	163	99	85	115	154	98	186	69
Weighted base	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56
Effective base	163	23	35	43	32	26	160	140	125	143	111	163	88	46	60	72	91	70	113	51
Flagging and reporting mechanisms/ buttons	59	8	13	15	10	10	58	49	33	46	29	59	20	6	4	8	24	34	42	16
	36%hjm	34%	42%	34%	32%	43%	37%hjm	36%hjm	29%	34%hjm	28%	36%hjm	26%	21%	24%	26%	28%	47%Tp	40%	29%
Clear terms and conditions of use	52	7	10	15	9	8	51	42	29	43	32	52	20	8	3	6	20	32	37	15
	32%hnp	30%	33%	35%	29%	35%	32%hno	31%hno	25%h	32%hno	30%hno	32%hno	27%hno	26%	17%	20%	23%	44%Tp	35%	27%
A complaints system	49	7	10	10	13	8	48	39	29	38	23	49	18	4	2	6	23	26	34	15
	30%hjl	27%	31%	23%	42%	34%	30%hjm	29%jmno	25%mn	28%hjm	22%h	30%hjl	24%mn	14%	12%	21%	26%	36%	32%	27%
A notice that flags content that might be inappropriate or harmful before you view it	37	8	7	9	8	4	37	29	21	31	20	37	14	4	4	9	18	18	27	10
	23%hm	33%	23%	20%	26%	18%	23%hm	21%h	18%	23%hm	19%	23%hm	19%	12%	20%	30%Tgh	21%	25%	26%	17%
Parental controls	36	4	4	11	9	6	36	29	26	30	21	36	19	4	2	6	20	16	25	10
	22%h	15%	13%	26%	30%	25%	23%h	21%h	23%h	22%h	20%h	22%h	25%mn	13%	13%	20%	23%	22%	24%	18%
Minimum age requirement and checking systems	34	6	5	7	5	9	34	26	18	25	17	34	14	4	2	5	14	20	26	7
	21%hj	23%	15%	17%	17%	38%	21%hj	19%h	15%	19%	16%	21%hj	19%	13%	13%	18%	16%	27%	25%	13%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	31	4	7	8	6	4	31	25	17	27	14	31	13	6	2	5	18	14	23	8
	19%hj	18%	23%	17%	20%	18%	20%hj	18%hj	15%	20%hj	14%	19%hj	18%	19%	14%	17%	20%	19%	22%	15%
Having clear rules for users on how to post advertising content	26	4	4	8	5	4	26	22	18	25	15	26	13	4	3	6	13	15	21	7
	17%	16%	13%	19%	16%	18%	17%	16%	16%	18%	15%	17%	18%	14%	16%	20%	15%	20%	20%	12%
Clear labelling of what is advertising	23	4	2	9	4	3	23	17	12	20	14	23	9	3	2	5	11	12	18	5
	14%h	17%	5%	20%	13%	12%	15%h	13%	10%	15%h	14%h	14%h	12%	10%	15%	17%hl	13%	17%	18%	9%
A tool to hide content you have seen but do not wish to see again	23	5	3	5	4	6	23	17	13	19	10	23	10	4	2	2	14	9	20	3
	14%jos	21%	9%	11%	12%	27%	14%jo	13%	12%	14%jo	9%	14%jo	14%jo	14%	11%	7%	16%	13%	19%Ts	5%
The ability to speak to customer services by chat or phone	22	2	2	8	5	5	22	20	15	19	14	22	9	4	2	5	11	11	18	4
	14%	6%	7%	18%	17%	21%	14%	15%	13%	14%	13%	14%	11%	13%	9%	17%l	12%	15%	17%	8%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 444

Q10. Safety measures - Twitch

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Twitch

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteables (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	161	25**	32*	45*	31*	23**	159	134	117	137	104	161	75	31*	17	30	87	73	105	56
A way to directly report harmful content to a regulator or the police	22	4	3	4	5	6	21	15	11	17	9	22	10	3	1	3	10	12	13	9
	13%ghjn	15%	10%	8%	16%	28%	13%uhjn	11%	10%	12%un	9%	13%ghjn	13%un	9%	6%	11%	11%	17%	12%	16%
Prompts to remind you that tools to help you safely navigate the site/app are available	21	4	5	4	5	2	21	18	14	19	12	21	9	3	2	5	5	16	17	4
	13%p	16%	17%	8%	16%	8%	13%	13%	12%	14%	11%	13%	12%	11%	10%	16%l	6%	22%Tp	16%	8%
NET: Any measure	137	19	25	36	30	21	135	117	97	117	89	137	65	27	15	28	76	61	97	40
	85%sa	78%	80%	81%	97%Tbc	92%	85%	87%h	83%	85%	85%	85%	87%	90%	86%	93%Tghjki	87%	84%	92%Ts	71%
None of these	25	6	6	9	1	2	24	18	20	15	25	10	3	2	2	11	12	8	16	
	15%tdor	22%	20%td	19%td	3%	8%	15%o	13%o	17%go	15%o	15%o	13%o	10%	14%	7%	13%	16%	8%	29%Tr	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 445
Q10. Safety measures - Bitchute
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Bitchute

	Gender		Social Grade				Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	C1 (d)	C2 (e)	ABC1 (g)	C2DE (h)	18+ (i)	White (j)	Minority Ethnic background (k)	Christian (z)	None (C)
Unweighted base	119	76	42	40	28	75	44	119	70	48	45	41
Weighted base	37	23*	15**	13**	10**	21*	16**	37	26*	11*	13**	16**
Effective base	74	46	28	25	18	47	28	74	46	30	29	28
A complaints system	8	4	4	3	3	5	3	8	6	2	3	4
	22%	18%	29%	21%	26%	24%	19%	22%	23%	21%	21%	28%
Clear terms and conditions of use	8	4	4	3	2	4	4	8	5	3	2	5
	22%	18%	27%	27%	23%	20%	23%	22%	19%	27%	16%	29%
Flagging and reporting mechanisms/ buttons	8	6	2	1	4	3	5	8	5	2	3	3
	20%	25%	14%	10%	37%	14%	28%	20%	20%	21%	20%	21%
A notice that flags content that might be inappropriate or harmful before you view it	7	5	3	1	4	3	4	7	6	2	2	3
	20%	22%	17%	10%	42%	15%	26%	20%	22%	15%	15%	19%
Parental controls	7	4	3	4	2	5	2	7	4	3	1	3
	18%	16%	23%	31%	18%	22%	14%	18%	15%	27%	10%	19%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6	4	1	2	3	3	3	6	4	2	3	2
	16%	20%	9%	13%	25%	14%	18%	16%	15%	16%	20%	14%
Minimum age requirement and checking systems	5	3	3	3	1	4	1	5	3	3	1	3
	15%	13%	18%	24%	11%	19%	9%	15%	10%	24%	11%	17%
Having clear rules for users on how to post advertising content	5	3	1	1	2	2	3	5	3	1	2	2
	12%	14%	10%	10%	18%	8%	18%	12%	12%	13%	14%	12%
A way to directly report harmful content to a regulator or the police	4	2	2	1	2	2	2	4	3	1	1	2
	11%	11%	11%	8%	18%	10%	12%	11%	12%	10%	7%	14%
Prompts to remind you that tools to help you safely navigate the site/app are available	4	3	1	1	2	2	2	4	2	1	2	1
	10%	13%	5%	8%	19%	7%	13%	10%	9%	12%	12%	8%
A tool to hide content you have seen but do not wish to see again	3	3	-	1	2	1	2	3	3	-	1	1
	8%	12%	3%	6%	15%	6%	11%	8%	10%	3%	7%	7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 445

Q10. Safety measures - Bitchute

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Gender		Social Grade				Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	C1 (d)	C2 (e)	ABC1 (g)	C2DE (h)	18+ (i)	White (j)	Minority Ethnic background (k)	Christian (z)	None (C)
Weighted base	37	23*	15**	13**	10**	21*	16**	37	26*	11**	13**	16**
Clear labelling of what is advertising	3 8%	2 11%	1 4%	1 5%	2 16%	1 5%	2 11%	3 8%	2 7%	1 9%	1 11%	1 9%
The ability to speak to customer services by chat or phone	3 7%g	2 9%	+ 3%	- -	2 19%	1 3%	2 12%	3 7%	2 7%	1 6%	+ 2%	1 6%
NET: Any measure	27 71%	16 72%	10 69%	9 69%	8 76%	15 70%	12 72%	27 71%	17 67%	9 79%	10 74%	10 63%
None of these	11 29%	6 28%	5 31%	4 31%	2 24%	6 30%	5 28%	11 29%	9 33%	2 21%	3 26%	6 37%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 446

Q10. Safety measures - Bitchute

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Total (T)	Impacting limiting condition	Number of people in household	Do any children aged 17 or under live in your household?	Responsibility for children in household		Highest education	Urban/ Rural	
		No Impacting limiting condition (g)	2-3 (f)	No children aged 17 or under (i)	NET: Yes (j)	Yes (o)	Seconda ry school or equiv (q)	Univers ity degree or equiv (r)	Urban (u)
Unweighted base	119	76	44	47	71	69	47	49	102
Weighted base	37	26*	15**	23*	15*	14*	16*	16*	29
Effective base	74	48	28	36	47	45	31	31	64
A complaints system	8 22%	6 25%	4 25%	6 27%	2 16%	2 16%	5 29%	3 19%	7 22%
Clear terms and conditions of use	8 22%jo	6 22%	2 14%	7 30%j	1 9%	1 9%	3 21%	4 27%	7 23%
Flagging and reporting mechanisms/ buttons	8 20%	5 20%	3 20%	5 21%	3 19%	3 19%	3 20%	3 18%	7 25%T
A notice that flags content that might be inappropriate or harmful before you view it	7 20%r	5 19%	1 8%	5 22%	3 17%	3 18%	4 27%	1 8%	7 24%T
Parental controls	7 18%	6 22%	3 17%	4 19%	3 18%	2 17%	4 24%	3 16%	5 17%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6 16%	3 12%	2 14%	3 14%	3 17%	3 18%	3 17%	3 17%	6 19%
Minimum age requirement and checking systems	5 15%	4 16%	2 14%	4 16%	2 13%	2 12%	3 19%	2 12%	5 19%T
Having clear rules for users on how to post advertising content	5 12%	3 13%	1 7%	3 15%	1 9%	1 9%	4 22%	1 6%	4 14%
A way to directly report harmful content to a regulator or the police	4 11%	3 10%	1 6%	3 11%	2 10%	2 11%	3 20%r	1 3%	3 11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 446

Q10. Safety measures - Bitchute

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Impacting condition		Number of people in household		Do any children aged 17 or under live in your household?		Responsibility for children in household		Highest education		Urban/Rural	
	Total (T)	No Impacting condition (d)	2-3 (f)	15**	23*	15*	14*	16*	16*	16*	Urban (u)	Rural (r)
Weighted base	37	26*	15**	23*	15*	14*	16*	16*	16*	16*	29	
Prompts to remind you that tools to help you safely navigate the site/apps are available	4	2	1	2	2	1	2	1	2	1	3	
	10%	8%	10%	9%	11%	10%	10%	8%	10%	8%	11%	
A tool to hide content you have seen but do not wish to see again	3	2	*	2	1	1	2	1	2	1	3	
	8%	8%	1%	9%	7%	7%	14%	4%	10%	10%		
Clear labelling of what is advertising	3	1	1	2	1	1	2	*	3	3		
	8%	5%	7%	9%	6%	7%	14%	3%	10%	10%		
The ability to speak to customer services by chat or phone	3	2	-	2	1	1	2	-	2	2		
	7%	7%	1%	7%	7%	7%	11%	2%	8%	8%		
NET: Any measure	27	19	10	15	12	11	11	11	23	23		
	71%	73%	62%	66%	78%	79%	66%	67%	78%T	78%T		
None of these	11	7	6	8	3	3	5	5	6	6		
	29%u	27%	38%	34%	22%	21%	34%	33%	22%	22%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 447

Q10. Safety measures - Bitchute

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Total (T)	GO	Interne	Devices	Working status	
		Region	Usage	used to	Working	Working
		NET:	More	Multipl	full	part-
		England	than 2	e	time	time
		(d)	hours	le	(s)	(f)
		(n)	(n)	(r)		
Unweighted base	119	107	102	97	67	30
Weighted base	37	33	29	30	16*	11**
Effective base	74	67	65	59	42	19
A complaints system	8 22%	8 24%	7 26%	6 20%	4 27%	1 12%
Clear terms and conditions of use	8 22%	7 23%	7 24%	6 20%	3 17%	3 26%
Flagging and reporting mechanisms/ buttons	8 20% ^d	6 17%	6 21%	7 22%	3 17%	3 27%
A notice that flags content that might be inappropriate or harmful before you view it	7 20% ⁿ	6 18%	5 16%	7 21%	4 26%	3 24%
Parental controls	7 18%	7 21%	5 16%	6 18%	2 13%	2 21%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6 16%	6 18%	5 16%	5 17%	4 28% ^T	1 11%
Minimum age requirement and checking systems	5 15%	5 17%	4 13%	5 17%	2 15%	2 20%
Having clear rules for users on how to post advertising content	5 12%	4 14%	4 13%	4 13%	2 13%	1 12%
A way to directly report harmful content to a regulator or the police	4 11%	4 12%	3 11%	3 11%	2 14%	- 4%
Prompts to remind you that tools to help you safely navigate the site/app are available	4 10%	4 11%	2 8%	3 10%	3 17% ^T	1 5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 447
Q10. Safety measures - Bitchute
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Bitchute

	GO Region		Devices used to access internet		Working status	
	NET: England (d)	More than 2 hours (n)	Multiple devices (r)	Working full time (s)	Working part-time (t)	
Weighted base	37	33	29	30	16*	11**
A tool to hide content you have seen but do not wish to see again	3 8%	3 9%	2 8%	3 8%	2 14%	· 3%
Clear labelling of what is advertising	3 8%	3 9%	2 7%	3 10%	1 8%	1 8%
The ability to speak to customer services by chat or phone	3 7%	2 7%	1 5%	2 6%	1 8%	1 6%
NET: Any measure	27 71% ^d	22 67%	21 74%	22 74%	12 75%	10 86%
None of these	11 29%	11 33% ^T	8 26%	8 26%	4 25%	2 14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 448

Q10. Safety measures - Bitchute

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Bitchute

	Household income - per year	Regular users of VSPs (last 3 months)											Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Up to £15,599 (f)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	119	25	117	103	90	106	89	85	86	73	119	75	69	49	93	26
Weighted base	37	11**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
Effective base	74	18	73	63	59	64	59	60	55	69	74	69	47	35	58	18
A complaints system	8	1	8	5	4	8	4	3	4	2	8	2	4	5	7	2
	22%kmo	14%	22%mo	19%	18%	25%ghjk	19%kl	18%	20%	17%	22%kmo	18%	23%	22%	25%	14%
Clear terms and conditions of use	8	4	8	4	4	6	3	2	4	2	8	2	2	6	7	1
	22%gikm	35%	22%gikmo	15%	18%gj	19%gjk	14%	14%	19%gj	16%	22%gikmo	13%	13%	28%	28%T	6%
Flagging and reporting mechanisms/ buttons	8	2	8	6	5	6	4	4	4	2	8	3	3	5	5	3
	20%lm	22%	20%lm	22%	23%	21%	22%	24%j	21%	17%	20%lm	22%lm	19%	21%	19%	23%
A notice that flags content that might be inappropriate or harmful before you view it	7	2	7	5	5	7	4	4	5	3	7	3	2	5	6	1
	20%	21%	20%	18%	26%Tfgn	23%g	20%	22%gj	26%Tfgn	24%Tfn	20%	22%	14%	25%	25%	9%
Parental controls	7	1	7	4	3	6	3	2	4	2	7	2	3	4	5	2
	18%kg	14%	19%gk	14%	15%	20%ghjk	15%k	13%	21%gj	21%	18%gk	18%	17%	20%	20%	16%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	6	1	6	5	5	6	4	3	4	3	6	3	3	3	5	1
	16%	7%	16%	18%	23%Tfgn	20%Tfn	20%Tkn	18%	20%	23%Tfn	16%	22%Tfn	22%	12%	19%	9%
Minimum age requirement and checking systems	5	1	5	5	4	5	3	3	4	2	5	3	3	2	5	*
	15%	9%	15%	16%	21%Tfgn	16%	18%k	17%	22%Tfgj	20%Tfn	15%	23%Tfn	20%	11%	19%	4%
Having clear rules for users on how to post advertising content	5	1	5	3	2	3	2	2	3	1	5	1	1	4	5	*
	12%g	14%	13%g	9%	12%g	11%	10%	11%j	14%gj	11%	12%g	11%	7%	16%	17%T	1%
A way to directly report harmful content to a regulator or the police	4	1	4	2	3	4	3	2	3	2	4	2	2	2	3	1
	11%g	7%	11%g	7%	13%g	12%g	13%gk	12%g	13%g	15%Tfn	11%g	14%Tfn	14%	9%	13%	7%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 448
Q10. Safety measures - Bitchute
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Bitchute

	Total (T)	Household income per year Up to £15,599 (a)	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
			YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Frillab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	37	11**	37	28	20	30	19	17	19	12	37	12	15*	22*	26	11**
Prompts to remind you that tools to help you safely navigate the site/app are available	4	*	4	3	3	4	3	2	3	2	4	2	3	1	3	*
A tool to hide content you have seen but do not wish to see again	3	1	3	2	2	3	2	1	2	1	3	1	1	2	3	*
Clear labelling of what is advertising	3	1	3	2	2	3	2	1	2	1	3	1	1	2	2	1
The ability to speak to customer services by chat or phone	3	1	3	1	2	2	2	1	2	1	3	1	1	2	2	*
NET: Any measure	27	7	26	20	15	23	14	14	16	11	27	11	12	14	22	5
None of these	11	3	11	8	5	7	5	3	4	1	11	1	3	8	5	6
	29% oppr	29%	29% okmo	29% hijk	26%	23% kl	26% kl	18%	19%	12%	29% okmo	12%	20%	35%	18%	55%

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 449

Q10. Safety measures - OnlyFans

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Gender		Social Grade						Age				Ethnicity		Religion	
	Total (T)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	25-34 (j)	35-44 (m)	White	Minority Ethnic background	Christian (z)	None (C)	
Unweighted base	179	139	59	56	32	32	115	64	179	61	52	124	54	66	76	
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*	19*	50	13*	23*	33	
Effective base	122	98	39	37	22	24	76	46	122	41	39	90	34	43	58	
Minimum age requirement and checking systems	19	16	5	8	3	4	12	7	19	6	7	16	3	8	9	
	31%	31%	22%	43%	25%	32%	31%	29%	31%	30%	35%	32%	25%	34%	27%	
Clear terms and conditions of use	16	13	5	6	1	3	11	4	16	5	6	12	4	6	8	
	25%	24%	25%	32%	10%	28%	28%	20%	25%	24%	31%	24%	30%	26%	25%	
A complaints system	16	14	6	4	3	2	10	6	16	3	6	13	3	6	8	
	25%	27%	26%	24%	32%	19%	25%	25%	16%	29%	25%	23%	23%	27%	26%	
Flagging and reporting mechanisms/buttons	16	14	3	5	3	4	8	8	16	5	5	13	3	4	10	
	25% ^c	27%	13%	28%	28%	37%	20%	33% ^c	25%	23%	28%	28%	20%	16%	30%	
A tool to hide content you have seen but do not wish to see again	10	8	3	4	*	3	7	4	10	4	2	7	3	2	5	
	16%	16%	14%	20%	3%	27%	17%	16%	18%	18%	11%	14%	25%	11%	16%	
Parental controls	10	9	4	2	1	2	6	3	10	1	2	7	3	4	5	
	16%	17%	20%	12%	11%	17%	16%	14%	16%	7%	11%	13%	24%	18%	14%	
A notice that flags content that might be inappropriate or harmful before you view it	8	6	3	2	1	2	5	3	8	1	3	5	3	2	5	
	13%	12%	13%	11%	11%	16%	12%	14%	13%	4%	16%	9%	27%	10%	14%	
Prompts to remind you that tools to help you safely navigate the site/app are available	8	6	3	2	*	2	5	3	8	1	2	5	2	2	4	
	13%	11%	14%	12%	4%	18%	13%	12%	13%	7%	12%	11%	19%	9%	14%	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	8	6	3	3	2	1	6	2	8	1	2	6	2	2	5	
	12%	12%	15%	16%	2%	11%	15%	7%	12%	5%	10%	11%	15%	8%	14%	
A way to directly report harmful content to a regulator or the police	7	6	4	2	1	*	7	1	7	1	2	6	1	2	4	
	12% ^h	12%	20% ^h	12%	6%	1%	16% ^h	4%	12%	6%	11%	13%	8%	8%	13%	
Having clear rules for users on how to post advertising content	7	4	2	4	*	2	5	2	7	1	3	4	2	3	3	
	11% ^a	8%	7%	19%	2%	12%	13%	7%	11%	7%	13%	9%	19%	11%	9%	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 449
Q10. Safety measures - OnlyFans
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
 Base: All respondents who have used ... in the past 3 months
 OnlyFans

	Gender		Social Grade						Age			Ethnicity		Religion	
	Total (T)	Male (a)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	25-34 (j)	35-44 (m)	White	Minority Ethnic background	Christian (z)	None (C)
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*	19*	50	13*	23*	33
Clear labelling of what is advertising	6 9%	5 10%	1 5%	3 16%	1 10%	1 5%	4 10%	2 7%	6 9%	2 10%	1 4%	4 9%	1 10%	2 9%	3 9%
The ability to speak to customer services by chat or phone	5 9%	4 8%	1 3%	3 16% ^c	1 8%	1 7%	4 9% ^c	2 8%	5 9%	1 7%	1 5%	4 7%	2 14%	2 7%	3 8%
NET: Any measure	49 79%	42 79%	17 82%	15 79%	8 79%	9 76%	32 80%	17 77%	49 79%	15 72%	15 81%	38 78%	11 85%	19 86%	24 72%
None of these	13 21%	11 21%	4 18%	4 21%	2 21%	3 24%	8 20%	5 23%	13 21%	6 28%	4 19%	11 22%	2 15%	3 14%	9 28%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 450

Q10. Safety measures - OnlyFans

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?			Responsibility for children in household	Highest education		Urban/Rural			
	Total (T)	No impacting/limiting condition		1	2-3	4-5	No children aged 17 or under	NET: Yes	Aged 5-10		Aged 11-15	Yes (o)		Secondarily school or equiv	University degree or equiv	Urban (u)
		Any (a)	(d)													
Unweighted base	179	50	119	29	79	62	82	96	47	35	95	65	78	157		
Weighted base	62	15*	44	14*	29	17*	38	24	12*	10*	24	24*	27	53		
Effective base	122	35	81	24	55	38	66	59	29	22	58	45	53	106		
Minimum age requirement and checking systems	19	6	13	5	8	5	13	6	4	3	6	8	8	17		
	31%	37%	30%	37%	28%	29%	34%	26%	30%	31%	25%	33%	29%	32%		
Clear terms and conditions of use	16	5	11	4	7	5	9	7	4	3	6	5	8	13		
	25%	32%	24%	26%	25%	28%	23%	28%	33%	28%	19%	19%	30%	25%		
A complaints system	16	4	11	5	7	3	10	6	4	2	6	6	6	13		
	25%	28%	26%	38%	24%	18%	26%	24%	37%	21%	24%	26%	21%	24%		
Flagging and reporting mechanisms/ buttons	16	3	12	5	7	3	10	5	4	2	5	5	9	14		
	25%	21%	28%	33%	24%	21%	27%	22%	31%	23%	19%	19%	35%	26%		
A tool to hide content you have seen but do not wish to see again	10	2	8	3	4	3	6	4	2	2	4	4	4	8		
	16%	16%	18%	19%	13%	20%	15%	18%	17%	22%	17%	18%	15%	15%		
Parental controls	10	4	6	2	4	3	6	4	1	3	4	7	2	8		
	16%	24%	14%	13%	14%	18%	15%	17%	6%	26%	17%	27%	8%	14%		
A notice that flags content that might be inappropriate or harmful before you view it	8	3	5	1	3	3	4	4	2	2	4	2	5	6		
	13%	17%	12%	8%	12%	19%	11%	15%	13%	21%	15%	8%	17%	12%		
Prompts to remind you that tools to help you safely navigate the site/app are available	8	2	6	2	3	2	4	4	1	3	4	4	3	6		
	13%	11%	14%	16%	11%	14%	11%	16%	8%	25%	15%	15%	11%	11%		
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	8	3	5	2	4	2	4	4	1	2	4	5	3	6		
	12%	17%	12%	14%	12%	12%	10%	16%	11%	18%	16%	19%	10%	11%		

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 450
Q10. Safety measures - OnlyFans
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?			Responsibility for children in household	Highest education		Urban/Rural	
	Total (T)	Any (a)	No impacting/limiting condition (d)	1	2-3	4-5	No children aged 17 or under	NET: Yes	Aged 5-10		Aged 11-15	Yes (e)		Secondarily school or equiv
Weighted base	62	15*	44	14*	29	17*	38	24	12*	10*	24	24*	27	53
A way to directly report harmful content to a regulator or the police	7	1	6	2	3	2	4	3	1	2	3	3	3	7
	12%	7%	14%	15%	10%	13%	11%	13%	7%	23%	13%	12%	9%	14%
Having clear rules for users on how to post advertising content	7	2	5	1	4	2	4	3	2	2	3	3	3	6
	11%	12%	11%	7%	13%	11%	9%	13%	13%	17%	12%	11%	12%	11%
Clear labelling of what is advertising	6	2	4	1	3	1	4	2	1	1	2	3	2	5
	9%	13%	9%	9%	10%	8%	10%	8%	7%	5%	8%	13%	8%	10%
The ability to speak to customer services by chat or phone	5	-	5	1	2	1	3	2	1	1	2	2	2	4
	8%	1%	11%	8%	8%	9%	8%	9%	9%	11%	8%	9%	9%	8%
NET: Any measure	49	14	34	10	22	15	27	23	11	10	22	18	22	42
	79%	93%T	78%	70%	76%	90%	70%	94%	94%	93%	94%T	76%	80%	80%
None of these	13	1	10	4	7	2	11	2	1	1	2	6	5	11
	21%ao	7%	22%	30%	24%	10%	30%	6%	6%	7%	6%	24%	20%	20%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/o/p - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 451

Q10. Safety measures - OnlyFans

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	GO Region			Internet usage More than 2 hours (n)	Devices used to access internet Multiple devices (r)	Working status	
	Total (T)	NET: England (g)	London (k)			Working full-time (s)	Working part-time (t)
Unweighted base	179	154	34	161	162	121	34
Weighted base	62	52	10**	54	58	42	11**
Effective base	122	103	23	112	113	82	22
Minimum age requirement and checking systems	19 31%	16 31%	3 34%	16 30%	18 31%	12 29%	4 37%
Clear terms and conditions of use	16 25%	12 23%	2 21%	13 24%	15 26%	11 27%	2 22%
A complaints system	16 25% _n	12 23%	2 21%	11 21%	15 26%	11 27%	3 29%
Flagging and reporting mechanisms/ buttons	16 25% _{dn}	10 19%	2 23%	12 22%	15 26%	11 26%	2 15%
A tool to hide content you have seen but do not wish to see again	10 16% _n	10 18%	2 15%	7 14%	10 17%	6 13%	3 30%
Parental controls	10 16%	8 16%	2 21%	7 14%	9 16%	6 15%	2 18%
A notice that flags content that might be inappropriate or harmful before you view it	8 13% _n	7 13%	1 12%	5 10%	8 13%	5 12%	1 9%
Prompts to remind you that tools to help you safely navigate the site/app are available	8 13% _n	7 13%	1 11%	5 9%	8 13%	5 13%	1 6%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	8 12% _n	7 13%	1 10%	6 10%	8 13%	4 10%	2 22%
A way to directly report harmful content to a regulator or the police	7 12% _n	6 12%	1 6%	5 10%	7 13%	4 9%	3 28%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 451
Q10. Safety measures - OnlyFans
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
OnlyFans

	GO Region		Interne Usage More than 2 hours (n)	Devices used to access internet Multipl e devices (r)	Working status		
	NET: England (g)	London (k)			Working full time (s)	Working part- time (t)	
Weighted base	62	52	10**	54	58	42	11**
Having clear rules for users on how to post advertising content	7 11%	5 10%	1 13%	5 10%	7 12%	4 9%	2 15%
Clear labelling of what is advertising	6 9%	5 10%	1 12%	4 8%	6 9%	5 11%	1 5%
The ability to speak to customer services by chat or phone	5 9% ⁿ	5 10%	1 6%	4 7%	5 9%	3 7%	2 19%
NET: Any measure	49 79%	41 78%	9 88%	42 78%	47 80%	33 79%	9 84%
None of these	13 21%	12 22%	1 12%	12 22%	11 20%	9 21%	2 16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 452

Q10. Safety measures - OnlyFans

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

OnlyFans

	Household income- per year				Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
	£15,600 - £25,999 (T)	£26,000 - £36,999 (b)	£37,000 - £52,000 (c)	£53,000+ (e)	YouTub e (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snappcha t (j)	Twitche r (k)	Vime o (l)	Fruitta b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	179	42	43	31	176	165	148	172	134	115	118	81	75	179	106	73	130	49
Weighted base	62	15**	17**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*
Effective base	122	29	29	22	120	111	97	116	86	72	84	69	69	122	68	55	87	37
Minimum age requirement and checking systems	19	4	5	4	18	16	12	18	11	5	6	3	3	19	8	11	12	7
	31%hkim	27%	30%	37%	30%hkim	29%kkm	25%kkm	31%hkkmn	27%kkm	18%	20%	23%kkm	31%hkkm	28%	35%	29%	34%	
Clear terms and conditions of use	16	4	4	3	16	14	12	14	11	8	7	3	3	16	7	8	11	4
	25%	29%	23%	31%	26%	25%	25%	25%	28%mn	26%mn	27%km	21%	22%	25%	24%	26%	29%	19%
A complaints system	16	3	6	4	15	14	11	16	8	6	5	2	2	16	7	8	7	8
	25%lmnr	21%	34%	35%	25%lmn	25%jmn	24%lmn	27%jkln	20%mn	20%mn	17%km	13%	17%km	25%lmn	23%	27%	18%	38%Tr
Flagging and reporting mechanisms/ buttons	16	4	3	5	16	13	12	14	8	7	7	3	3	16	8	8	9	6
	25%mn	24%	19%	43%	25%jm	24%km	25%jm	24%km	20%	24%km	26%jm	18%	22%km	25%mn	25%	25%	23%	28%
A tool to hide content you have seen but do not wish to see again	10	1	3	1	10	10	8	10	8	5	6	3	2	10	5	5	5	5
	16%kr	8%	20%	7%	17%	18%	17%	17%	21%	15%	22%Thi	20%k	20%k	16%	17%	16%	12%	25%
Parental controls	10	2	4	1	10	9	7	9	5	5	4	2	2	10	7	3	6	4
	16%	14%	23%	12%	16%	17%	16%	16%	14%	17%	15%	16%	15%	16%	22%	10%	14%	18%
A notice that flags content that might be inappropriate or harmful before you view it	8	2	3	2	8	7	6	7	6	4	5	2	2	8	5	3	5	3
	13%	12%	16%	21%	13%	13%	13%	13%	14%	15%	19%Tigh	13%	15%	13%	15%	11%	12%	15%
Prompts to remind you that tools to help you safely navigate the site/app are available	8	1	3	1	8	8	6	8	6	5	5	2	2	8	3	5	5	3
	13%	10%	18%	7%	13%	14%	14%	13%	15%	17%	18%Tigh	17%	19%Tfo	13%	11%	14%	12%	14%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	8	2	3	1	7	7	5	8	4	4	3	2	1	8	5	3	4	3
	12%	11%	21%	6%	12%	14%l	11%	13%	11%	14%l	9%	12%l	12%	15%	9%	11%	14%	
A way to directly report harmful content to a regulator or the police	7	3	3	1	7	6	6	7	5	4	3	2	1	7	5	3	4	4
	12%	17%	16%	13%	12%	11%	12%	13%	13%	15%ln	10%	13%l	11%	12%	15%	8%	9%	16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 452
Q10. Safety measures - OnlyFans
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
 Base: All respondents who have used ... in the past 3 months
 OnlyFans

	Household income- per year			Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fuillab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Weighted base	62	15**	17**	11**	61	55	47	58	39	30	27	14	12	62	31	32	40	22*
Having clear rules for users on how to post advertising content	7	2	2	1	7	6	5	6	5	3	3	2	1	7	4	3	5	2
	11%	13%	12%	13%	11%	11%	10%	11%	12%	11%	12%	10%	12%	11%	12%	9%	12%	8%
Clear labelling of what is advertising	6	1	2	1	6	5	5	6	4	3	3	2	1	6	3	3	3	2
	9%	7%	12%	7%	9%	9%	10%	10%	11%	9%	9%	13%klm	10%	9%	10%	8%	8%	11%
The ability to speak to customer services by chat or phone	5	1	3	*	5	5	4	5	4	3	3	3	3	5	4	1	3	2
	9%	4%	15%	4%	9%	10%	9%	9%	11%	11%	12%	19%Tijh ijkl	22%Tijh jkl	9%	12%	5%	8%	10%
NET: Any measure	49	11	14	10	49	43	38	48	31	26	24	12	11	49	26	23	32	17
	79%	73%	81%	92%	79%	79%	82%	82%Tigo	79%	86%Tij o	89%Tijh jmo	85%kl	87%Tijh jo	79%	84%	74%	79%	79%
None of these	13	4	3	1	13	11	8	10	8	4	3	2	2	13	5	8	8	5
	21%ikln	27%	19%	8%	21%ikln	21%ikln	18%ln	18%ln	21%klmn	14%	11%	15%kl	13%	21%ikln	16%	26%	21%	21%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 453

Q10. Safety measures - Vimeo

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Gender		Social Grade						Age							Ethnicity Minority			Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Black and Asian (q)	Asian (r)	Christi an (s)	Muslim (A)	Other religio n (B)	None (C)
Unweighted base	263	177	84	109	80	47	26	189	73	37	226	33	67	63	40	23	177	85	54	107	37	21	94
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	19**	111	38*	23**	61	17**	12**	57
Effective base	166	110	55	73	49	29	14	122	44	34	132	17	38	35	24	19	117	50	30	69	19	12	63
A complaints system	39	27	12	15	14	7	4	28	11	10	29	2	5	5	7	10	31	9	3	22	3	*	14
	26%	28%	24%	23%	28%	27%	42%	25%	31%	30%	25%	9%	18%	17%	37%	56%	28%	23%	15%	36%T	17%	3%	25%
Clear terms and conditions of use	38	24	14	18	11	7	3	29	9	7	31	5	6	8	3	9	31	8	5	15	7	2	14
	26%	25%	27%	27%	23%	27%	26%	25%	27%	21%	27%	24%	19%	29%	18%	49%	28%	20%	21%	25%	39%	15%	25%
Flagging and reporting mechanisms/ buttons	33	21	11	13	11	6	3	24	9	4	28	3	8	7	5	6	27	5	2	10	4	1	17
	22%	22%	22%	20%	23%	23%	27%	21%	24%	13%	24%	14%	27%	23%	33%	25%	14%	8%	17%	23%	10%	30%T	
Minimum age requirement and checking systems	32	24	8	12	12	6	3	24	9	10	23	3	5	6	5	4	25	6	2	16	3	+	13
	22%	25%	16%	19%	24%	25%	26%	21%	26%	29%	20%	17%	16%	22%	24%	19%	23%	16%	8%	27%	16%	3%	23%
Parental controls	31	17	14	10	13	7	1	23	8	7	24	2	5	7	5	6	24	8	5	10	3	2	14
	21%	17%	28%	16%	27%	28%	11%	21%	23%	20%	21%	11%	17%	23%	26%	21%	20%	23%	16%	21%	21%	21%	25%
A notice that flags content that might be inappropriate or harmful before you view it	30	20	10	7	11	8	4	19	11	6	24	*	8	6	7	3	24	5	2	16	3	1	10
	20% ^c	20%	20%	11%	23%	31%	36%	16%	32%T ^{cg}	18%	21%	3%	26%	19%	36%	16%	22%	14%	7%	26%	15%	13%	18%
Clear labelling of what is advertising	26	21	5	11	8	3	3	20	7	4	22	6	5	5	2	4	22	3	2	13	2	1	9
	18% ^u	21%	10%	17%	17%	13%	34%	17%	19%	12%	19%	29%	17%	12%	19%	20% ^u	8%	9%	21%	14%	9%	16%	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	24	16	8	10	8	4	1	18	5	8	17	1	5	3	4	4	18	6	3	10	4	1	9
	16%	17%	15%	16%	16%	15%	11%	16%	14%	23%	14%	8%	15%	10%	20%	21%	16%	13%	16%	22%	16%	9%	17%
A way to directly report harmful content to a regulator or the police	23	14	9	8	7	5	3	15	8	4	19	3	4	3	6	18	5	3	11	3	1	8	
	15%	14%	16%	12%	15%	21%	26%	13%	22%	13%	16%	17%	9%	15%	30%	16%	14%	15%	18%	20%	5%	14%	
Having clear rules for users on how to post advertising content	22	17	5	9	6	5	1	15	7	3	19	3	2	5	4	5	14	7	3	10	3	1	8
	15%	17%	10%	14%	12%	22%	11%	13%	19%	8%	17%	17%	8%	16%	21%	26%	13%	19%	15%	16%	20%	7%	14%
A tool to hide content you have seen but do not wish to see again	15	8	6	8	4	2	*	12	3	3	11	1	2	3	3	11	3	1	5	1	1	8	
	10%	9%	12%	13%	8%	10%	3%	10%	8%	10%	10%	4%	6%	11%	15%	14%	10%	8%	6%	8%	3%	8%	14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 453

Q10. Safety measures - Vimeo

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Gender		Social Grade						Age							Ethnicity Minority			Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Ethnic backgro und (u)	Asian (w)	Christi an (z)	Muslim (A)	Other religio n (B)	None (C)
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*	29*	20**	19**	111	38*	23**	61	17**	12**	57
Prompts to remind you that tools to help you safely navigate the site/app are available	14	10	4	8	2	2	2	10	4	3	11	2	2	2	2	4	10	4	2	4	3	1	6
	9%	10%	8%	12%	4%	9%	19%	9%	12%	8%	10%	9%	6%	8%	9%	20%	9%	11%	10%	7%	18%	4%	11%
The ability to speak to customer services by chat or phone	11	9	2	4	4	3	*	8	3	3	8	1	2	1	2	8	3	2	4	1	*	6	
	7%	9%	4%	6%	8%	12%	3%	7%	9%	8%	7%	3%	8%	4%	9%	7%	8%	10%	7%	4%	1%	10%	
NET: Any measure	117	75	42	49	38	19	10	87	29	30	88	16	24	20	14	88	28	16	52	15	6	43	
	79%	77%	83%	77%	78%	78%	92%	77%	82%	89% ^m	76%	86%	81%	69%	69%	80%	74%	70%	85%	89%	53%	75%	
None of these	32	23	9	15	11	5	1	26	6	4	28	3	6	9	6	22	10	7	9	2	5	14	
	21%	23%	17%	23%	22%	22%	8%	23%	18%	11%	24%	14%	19%	31% ⁱ	31%	20%	26%	30%	15%	11%	47%	25%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 454
 Q10. Safety measures - Vimeo
 Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
 Base: All respondents who have used ... in the past 3 months
 Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Unweighted base	263	77	43	44	174	36	102	103	22	99	163	58	75	65	47	123	82	96	41	40	226	37
Weighted base	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	39*	31*	49	39*	53	22**	34*	122	27**
Effective base	166	49	28	26	114	26	64	62	15	68	98	31	44	44	34	64	50	56	24	36	140	27
A complaints system	39	16	10	9	24	7	16	16	1	18	21	4	6	8	11	12	12	5	10	31	9	
	26%	37%	36%	38%	24%	29%	27%	29%	5%	28%	25%	16%	19%	20%	35%	23%	30%	24%	29%	25%	33%	
Clear terms and conditions of use	38	7	5	4	28	6	15	14	3	18	20	3	9	11	7	12	13	14	4	7	25	13
	26%u	17%	19%	15%	29%	27%	25%	25%	27%	28%	24%	14%	26%	28%	21%	24%	32%	27%	18%	21%	20%	49%
Flagging and reporting mechanisms/ buttons	33	8	6	5	23	4	17	10	2	15	18	4	5	9	9	12	9	13	6	4	25	8
	22%	19%	21%	20%	24%	19%	28%	17%	19%	23%	21%	17%	16%	24%	28%	24%	23%	25%	26%	13%	20%	29%
Minimum age requirement and checking systems	32	8	7	2	23	3	13	13	3	12	21	5	4	10	10	10	8	10	5	10	26	7
	22%	19%	26%	10%	23%	12%	22%	24%	30%	18%	25%l	23%	12%	26%l	32%l	21%	20%	18%	24%	29%	21%	24%
Parental controls	31	8	6	4	23	3	12	14	3	12	19	4	6	10	9	13	8	14	3	7	25	6
	21%	19%	22%	15%	23%	11%	21%	25%	23%	18%	23%	16%	20%	26%	28%	26%	20%	26%	13%	20%	20%	24%
A notice that flags content that might be inappropriate or harmful before you view it	30	10	7	5	18	4	12	13	1	11	19	6	7	10	6	13	10	8	5	7	25	5
	20%	24%	25%	23%	18%	17%	20%	24%	6%	17%	23%	27%	22%	26%	18%	26%	25%	15%	28%	19%	20%	20%
Clear labelling of what is advertising	26	6	5	2	16	4	10	11	2	12	14	5	5	7	4	10	13	6	4	4	21	5
	18%	14%	19%	10%	16%	16%	16%	20%	19%	18%	17%	23%	15%	19%	13%	21%	32%Tt	11%	17%	12%	17%	19%
Tools and information to help you navigate the site/app safely such as a "safety centre"	24	8	5	4	15	3	10	12	*	7	17	6	5	11	5	9	7	7	2	8	17	7
	16%	18%	19%	18%	15%	12%	16%	21%	4%	11%	20%	26%	15%	27%Ti	16%	19%	19%	13%	9%	24%	14%	26%
A way to directly report harmful content to a regulator or the police	23	6	3	5	17	2	12	7	2	10	13	2	3	7	7	9	5	6	7	4	16	6
	15%	14%	10%	19%	17%	10%	21%	12%	16%	15%	15%	11%	10%	18%	23%	18%	13%	12%	33%	12%	13%	24%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 454

Q10. Safety measures - Vimeo

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household	Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)		Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)
Weighted base	149	43*	27**	23**	98	23**	60	55	11**	65	84	23*	33*	39*	31*	49	39*	53	22**	34*	122	27**
Having clear rules for users on how to post advertising content	22	4	2	2	18	2	11	6	2	10	12	3	4	6	6	8	8	8	3	3	16	6
A tool to hide content you have seen but do not wish to see again	15	4	3	2	10	1	8	5	1	4	10	2	4	6	5	7	3	4	4	3	11	4
Prompts to remind you that tools to help you safely navigate the site/app are available	14	3	3	*	11	3	5	5	1	5	9	1	3	5	6	5	4	5	2	3	10	4
The ability to speak to customer services by chat or phone	11	1	*	1	9	*	5	5	1	2	8	2	2	7	4	5	4	3	1	3	8	3
NET: Any measure	117	33	23	17	79	13	45	51	9	47	70	20	28	34	27	39	31	37	18	31	98	19
None of these	32	9	5	6	20	10	15	5	3	19	13	3	5	6	5	9	8	16	3	4	24	8
	21%gj	22%	17%	25%	20%	42%	25%g	9%	23%	28%	16%	15%	15%	14%	14%	19%	21%	30%t	16%	11%	20%	30%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 455

Q10. Safety measures - Vimeo

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Total (T)	GO Region									Internet usage		Devices used to access internet		Working status	
		Scotland (a)	NET: England (d)	North West (l)	Yorkshire and the Humber (g)	West Midlands (n)	East Midlands (o)	London (k)	South East (i)	South West (m)	More than 2 hours (r)	1-2 hours (q)	Multiple devices (j)	Working full time (s)	Working part-time (t)	
Unweighted base	263	23	225	18	17	36	31	53	35	17	217	41	235	140	46	
Weighted base	149	14**	125	10**	12**	17**	17**	30*	17**	14**	107	38*	137	61	24**	
Effective base	166	14	141	13	11	22	20	32	23	12	141	31	153	84	27	
A complaints system	39	5	32	6	2	4	3	7	3	5	27	12	38	12	7	
	26% _n	35%	26%	55%	17%	24%	16%	23%	19%	35%	25%	32%	28%	19%	28%	
Clear terms and conditions of use	38	4	33	5	4	6	1	7	4	4	25	13	37	15	6	
	26%	27%	27%	45%	37%	36%	7%	24%	22%	31%	24%	33%	27%	25%	27%	
Flagging and reporting mechanisms/ buttons	33	6	26	5	2	4	2	3	5	2	25	7	31	12	6	
	22%	41%	21%	47%	18%	26%	12%	11%	29%	15%	23%	19%	23%	20%	27%	
Minimum age requirement and checking systems	32	5	26	3	2	5	2	7	2	2	24	5	32	10	6	
	22%	32%	21%	33%	20%	30%	12%	22%	11%	18%	23%	21%	23%	17%	26%	
Parental controls	31	6	23	1	2	5	2	3	6	4	22	10	30	13	7	
	21%	45%	19%	13%	13%	27%	15%	9%	32%	33%	20%	25%	22%	21%	29%	
A notice that flags content that might be inappropriate or harmful before you view it	30	5	25	3	2	2	1	6	4	4	19	11	30	9	7	
	20% _n	31%	20%	30%	14%	9%	5%	20%	24%	30%	17%	28%	22%	15%	31%	
Clear labelling of what is advertising	26	4	20	2	*	3	3	6	2	3	15	11	26	9	5	
	18% _n	28%	16%	16%	4%	15%	15%	20%	13%	22%	14%	29%	19%	14%	19%	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	24	2	20	*	2	2	2	7	4	1	18	6	23	5	6	
	16% _n	11%	16%	3%	21%	14%	14%	22%	24%	4%	17%	16%	17%	7%	27%	
A way to directly report harmful content to a regulator or the police	23	6	16	1	1	3	1	1	2	6	14	9	23	7	4	
	15% _{cdkn}	40%	13%	14%	5%	16%	4%	4%	14%	42%	13%	23%	17%	12%	16%	
Having clear rules for users on how to post advertising content	22	5	17	-	1	2	4	4	3	2	14	7	20	8	5	
	15%	32%	14%	-	12%	10%	23%	13%	14%	11%	13%	19%	15%	12%	19%	
A tool to hide content you have seen but do not wish to see again	15	2	11	2	*	*	1	1	3	1	13	1	14	5	3	
	10%	16%	9%	19%	4%	2%	6%	4%	19%	10%	12% _T	4%	10%	9%	13%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 455

Q10. Safety measures - Vimeo

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Vimeo

	GO Region										Internet usage		Devices used to access internet		Working status	
	Total (T)	Scotland (a)	NET: England (d)	North West (l)	Yorkshire and the Humber (g)	West Midlands (n)	East Midlands (i)	London (k)	South East (j)	South West (m)	More than 2 hours (o)	1-2 hours (p)	Multiple devices (r)	Working full time (s)	Working part-time (t)	
Weighted base	149	14**	125	10**	12**	17**	17**	30*	17**	14**	107	38*	137	61	24**	
Prompts to remind you that tools to help you safely navigate the site/app are available	14 9%	2 11%	12 10%	-	3 23%	1 9%	1 4%	2 7%	2 11%	2 15%	11 10%	3 7%	14 10%	5 8%	4 15%	
The ability to speak to customer services by chat or phone	11 7%	2 15%	9 7%	2 17%	* 1%	1 8%	1 7%	2 7%	1 6%	-	6 6%	4 11%	11 8%	5 8%	2 10%	
NET: Any measure	117 79%	11 79%	98 78%	10 94%	9 78%	14 83%	9 55%	26 87%	14 79%	11 78%	87 81%	30 77%	108 79%	45 73%	19 78%	
None of these	32 21%	3 21%	27 22%	1 6%	3 22%	3 17%	8 45%	4 13%	4 21%	3 22%	20 19%	9 23%	28 21%	16 27%	5 22%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 456

Q10. Safety measures - Vimeo

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	263	39	52	59	48	48	259	239	211	246	191	163	263	105	86	118	143	119	178	85
Weighted base	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63
Effective base	166	25	33	35	32	33	164	148	125	153	110	88	166	51	55	84	83	84	105	63
A complaints system	39	2	10	9	5	9	39	33	22	32	18	15	39	6	3	5	12	28	24	15
	26%hjn	8%	39%	26%	17%	34%	27%hjn	26%hjn	21%	24%no	20%	20%	26%hjn	17%	14%	17%no	17%	34%Tp	28%	24%
Clear terms and conditions of use	38	4	7	9	7	8	38	32	22	31	18	16	38	6	3	5	10	28	29	9
	26%hjn	20%	26%	25%	23%	30%	26%hjn	25%hjn	20%	24%no	20%	21%no	26%hjn	19%	14%	19%no	15%	34%Tp	34%Ts	14%
Flagging and reporting mechanisms/ buttons	33	4	7	6	4	8	32	27	19	27	13	15	33	5	4	6	10	22	19	14
	22%hjp	19%	27%	16%	12%	28%	22%j	21%j	18%j	20%j	14%	19%j	22%hj	15%	23%j	23%j	15%	27%	22%	22%
Minimum age requirement and checking systems	32	2	8	6	8	6	32	28	23	24	17	15	32	5	3	4	12	20	21	11
	22%io	10%	29%	19%	25%	22%	22%io	22%io	21%o	18%	14%	21%no	22%io	14%	14%	14%	18%	25%	25%	18%
Parental controls	31	2	6	5	6	10	31	28	20	23	14	16	31	7	2	4	10	21	20	11
	21%ijo	9%	23%	14%	20%	36%Tc	21%ijo	21%ijo	19%	17%	16%	21%jno	21%ujo	20%	13%	14%	15%	26%	23%	18%
A notice that flags content that might be inappropriate or harmful before you view it	30	2	6	5	7	6	30	27	20	24	14	16	30	9	4	5	9	21	22	8
	20%jps	9%	23%	15%	23%	23%	20%j	21%j	18%	18%	15%	21%j	20%j	26%j	20%	18%	13%	26%p	26%Ts	12%
Clear labelling of what is advertising	26	1	6	8	5	3	26	24	17	23	14	15	26	4	3	4	9	17	19	7
	18%	6%	21%	23%	18%	11%	18%	19%	16%	17%	15%	19%no	18%	12%	13%	16%	13%	21%	22%T	11%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	24	3	6	4	9	3	24	21	16	21	13	14	24	6	4	3	11	13	17	7
	16%	14%	23%	11%	28%T	9%	16%	16%	15%	16%	14%	18%co	16%	19%	22%hjp	12%	17%	16%	20%	12%
A way to directly report harmful content to a regulator or the police	23	2	5	5	1	5	23	19	12	18	9	11	23	4	2	3	8	15	13	10
	15%hjo	9%	17%	15%	5%	18%	15%hjo	15%hj	11%	13%	10%	14%no	15%hjo	13%	9%	10%	12%	19%	16%	15%
Having clear rules for users on how to post advertising content	22	*	4	7	2	4	22	19	11	16	10	9	22	3	3	3	6	16	15	7
	15%hjp	2%	15%	21%	8%	15%	15%hj	14%hj	11%	12%	11%	12%	15%hj	9%	16%o	11%	8%	20%p	18%	11%

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 456

Q10. Safety measures - Vimeo

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Vimeo

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruite (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	149	20**	27*	34*	30*	27*	148	129	106	133	91	75	149	33	19	27	67	82	86	63
A tool to hide content you have seen but do not wish to see again	15	1	5	3	2	4	14	14	10	13	9	9	15	4	3	4	7	8	7	7
	10%	3%	19%	9%	6%	14%	10%	10%	9%	10%	10%	12%	10%	13%	17%Tgh	14%Tghi	10%	9%	8%	12%
Prompts to remind you that tools to help you safely navigate the site/app are available	14	1	4	1	2	3	14	12	10	13	8	7	14	3	2	3	6	8	7	7
	9%	7%	16%	4%	7%	10%	9%	9%	9%	10%	9%	10%	9%	10%	12%	10%	9%	10%	8%	10%
The ability to speak to customer services by chat or phone	11	*	4	2	2	2	11	10	7	9	6	5	11	3	2	4	5	6	5	6
	7%	2%	15%	7%	6%	6%	7%	8%	6%	7%	7%	7%	7%	8%	10%	14%Tgh	7%	7%	6%	9%
NET: Any measure	117	12	24	24	27	21	117	105	82	103	68	64	117	31	14	23	54	63	79	39
	79% _a	61%	88%	70%	89%	79%	79%	81%Tghi	77%	77%	75%	85%Tgh	79%	94%Tgh	74%	83%hjn	80%	77%	91%Ts	62%
None of these	32	8	3	10	3	6	32	24	24	30	23	11	32	2	5	5	13	19	8	24
	21% _{gkmr}	39%	12%	30%	11%	21%	21% _{gkm}	19% _{um}	23% _{gkmo}	23% _{gkm}	25% _{gkmo}	15% _{um}	21% _{gkm}	6%	26% _{ko}	17%	20%	23%	9%	38% _{Tr}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 457

Q10. Safety measures - Fruitlab

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Gender		Social Grade				Age			Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	White (h)	Minority Ethnic background (i)	Christian (z)	None (C)	
Unweighted base	111	73	37	39	39	78	13	98	61	48	45	30	
Weighted base	38	23*	14**	14**	15**	29*	13**	25*	24**	13**	15**	11**	
Effective base	54	36	18	22	17	38	12	47	30	25	22	15	
Clear terms and conditions of use	7	3	4	2	4	7	4	4	4	3	3	3	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	20%	13%	30%	15%	29%	23%	29%	15%	17%	26%	22%	23%	
Flagging and reporting mechanisms/ buttons	6	4	3	3	2	4	4	3	4	2	5	1	
A way to directly report harmful content to a regulator or the police	17%	15%	20%	20%	10%	15%	29%	11%	18%	16%	32%	9%	
The ability to speak to customer services by chat or phone	6	2	4	1	4	5	1	5	4	1	2	3	
A tool to hide content you have seen but do not wish to see again	16%a	8%	27%	8%	23%	16%	11%	18%	19%	11%	13%	28%	
Prompts to remind you that tools to help you safely navigate the site/app are available	6	4	2	4	1	6	4	2	3	2	3	4	
Parental controls	15%	17%	13%	31%	9%	19%	30%	8%	15%	17%	19%	3%	
A notice that flags content that might be inappropriate or harmful before you view it	5	3	2	1	2	3	1	4	3	1	1	2	
A complaints system	13%	11%	17%	6%	12%	9%	5%	18%T	13%	11%	9%	17%	
Minimum age requirement and checking systems	5	3	2	3	1	5	2	3	3	1	2	1	
	13%	13%	14%	25%	8%	16%	19%	10%	15%	11%	14%	6%	
	5	3	2	3	1	4	2	3	3	2	2	1	
	12%	12%	12%	21%	7%	14%	15%	11%	11%	15%	16%	13%	
	4	1	2	1	2	3	1	2	3	1	2	1	
	10%	6%	17%	7%	12%	10%	11%	9%	13%	5%	12%	12%	
	4	1	2	2	1	3	1	3	3	1	2	1	
	10%	5%	17%	14%	6%	10%	9%	10%	11%	8%	13%	6%	
	3	3	*	2	1	3	1	3	1	2	1	1	
	9%	13%	3%	13%	8%	10%	8%	10%	6%	16%	8%	7%	
	3	2	1	2	*	2	2	2	1	1	1	1	
	9%	11%	6%	17%	1%	9%	12%	7%	8%	10%	4%	12%	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 457

Q10. Safety measures - Fruitlab

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Gender		Social Grade			Age			Ethnicity		Religion	
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	ABC1 (e)	13-17 (f)	18+ (g)	White (h)	Minority Ethnic background (i)	Christian (z)	None (C)
Weighted base	38	23*	14**	14**	15**	29*	13**	25*	24**	13**	15**	11**
Having clear rules for users on how to post advertising content	2 6%	1 6%	1 6%	1 7%	1 4%	2 5%	-	2 9%T	1 3%	2 12%	1 6%	1 7%
Clear labelling of what is advertising	2 5%	1 3%	1 8%	* 2%	1 5%	1 4%	-	2 7%	1 3%	1 8%	1 3%	1 6%
NET: Any measure	30 79%	18 77%	12 83%	12 88%	11 70%	23 78%	12 94%	18 72%	19 81%	10 76%	13 86%	9 79%
None of these	8 21%	5 23%	2 17%	2 12%	5 30%	6 22%	1 6%	7 28%T	5 19%	3 24%	2 14%	2 21%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 458

Q10. Safety measures - Fruitlab

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Impacting/ limiting condition		Number of people in household		Do any children aged 17 or under live in your household?				Responsi- bility for childre n in househo ld	Highest education	Urban/ Rural		
	Total (T)	Any (a)	No impact ing/ limitin g conditi on (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5- 10 (l)	Aged 11-15 (m)	Yes (o)	Univer- sity degree or equiv (r)	Still in full time educati on (t)	Urban (u)
Unweighted base	111	29	73	45	53	87	37	45	34	73	42	15	102
Weighted base	38	11**	24*	15**	19**	29*	13**	14**	16*	11**	13**	35*	
Effective base	54	13	36	22	25	42	19	20	18	38	20	13	50
Clear terms and conditions of use	7	3	4	2	5	6	2	3	5	3	2	4	7
	20%	28%	17%	15%	27%	22%	16%	21%	35%	16%	14%	27%	20%
Tools and information to help you navigate the site/app safely such as a "safety centre"	6	3	3	2	4	5	3	2	2	2	1	4	6
	17%o	24%	14%	15%	20%	19%	23%	14%	16%	11%	12%	28%	18%
Flagging and reporting mechanisms/ buttons	6	2	4	3	3	4	1	2	2	2	1	1	6
	16%	21%	15%	17%	14%	12%	5%	12%	13%	14%	10%	10%	16%
A way to directly report harmful content to a regulator or the police	6	2	4	1	5	5	3	3	4	1	1	4	6
	15%o	18%	16%	5%	26%	19%	20%	22%	26%	9%	6%	28%	16%
The ability to speak to customer services by chat or phone	5	1	4	1	2	3	1	2	2	2	1	1	5
	13%	12%	16%	8%	12%	11%	11%	13%	15%	8%	5%	13%	
A tool to hide content you have seen but do not wish to see again	5	1	4	*	4	5	2	4	4	2	1	2	4
	13%	13%	14%	2%	21%	16%	17%	29%	26%	13%	6%	16%	11%
Prompts to remind you that tools to help you safely navigate the site/app are available	5	2	2	1	3	4	2	3	2	2	1	2	4
	12%	20%	10%	9%	16%	15%	17%	18%	11%	15%	13%	14%	12%
Parental controls	4	2	2	1	2	3	*	1	2	2	1	1	4
	10%	19%	7%	5%	12%	11%	4%	7%	13%	12%	12%	10%	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 458

Q10. Safety measures - Fruitlab

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Impacting/limiting condition		Number of people in household		Do any children aged 17 or under live in your household?				Responsibility for children in household	Highest education	Urban/Rural		
	Total (T)	Any (a)	No impacting/limiting condition (d)	2-3 (f)	4-5 (g)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Yes (o)	Universally degree or equiv (r)	Still in full time education (t)	Urban (u)
Weighted base	38	11**	24*	15**	19**	29*	13**	14**	14**	16*	11**	13**	35*
A notice that flags content that might be inappropriate or harmful before you view it	4	1	3	1	3	3	1	3	2	2	2	1	2
	10%u	7%	12%	5%	15%	11%	9%	18%	12%	12%	15%	8%	6%
A complaints system	3	*	3	1	2	3	2	2	2	2	1	1	3
	9%	4%	12%	8%	9%	10%	16%	15%	12%	13%	12%	7%	10%
Minimum age requirement and checking systems	3	*	3	1	2	3	1	2	2	1	1	2	3
	9%	5%	11%	9%	8%	10%	9%	12%	11%	8%	6%	12%	9%
Having clear rules for users on how to post advertising content	2	1	1	1	1	2	1	1	1	2	1	*	2
	6%	6%	6%	9%	4%	7%	5%	6%	5%	11%T	5%	2%	6%
Clear labelling of what is advertising	2	*	1	1	1	1	*	*	1	1	1	-	2
	5%	3%	6%	6%	5%	4%	2%	3%	6%	6%	5%	-	5%
NET: Any measure	30	9	20	12	15	23	11	11	13	11	6	12	27
	79%o	87%	81%	78%	81%	81%	82%	76%	91%	71%	58%	91%	78%
None of these	8	1	5	3	4	5	2	3	1	5	4	1	8
	21%	13%	19%	22%	19%	19%	18%	24%	9%	29%T	42%	9%	22%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 459
Q10. Safety measures - Fruitlab
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Fruitlab

	GO Region	NET: England (d)	Interne Usage More than 2 hours (n)	Devices used to access internet Multiple devices (r)	Working status Working full time (s)
Unweighted base	111	97	98	91	64
Weighted base	38	32*	33*	30*	15*
Effective base	54	48	45	44	33
Clear terms and conditions of use	7 20%	7 22%	6 17%	7 24%	2 16%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6 17%	5 15%	5 16%	5 16%	2 13%
Flagging and reporting mechanisms/ buttons	6 16% ^d	4 11%	5 15%	6 19%	1 8%
A way to directly report harmful content to a regulator or the police	6 15% ^a	5 17%	5 16%	6 19%	1 7%
The ability to speak to customer services by chat or phone	5 13%	5 15%	4 13%	4 13%	2 13%
A tool to hide content you have seen but do not wish to see again	5 13%	5 15%	4 14%	5 16%	2 13%
Prompts to remind you that tools to help you safely navigate the site/app are available	5 12%	5 15%	3 9%	5 15%	2 14%
Parental controls	4 10%	3 10%	3 10%	3 11%	2 11%
A notice that flags content that might be inappropriate or harmful before you view it	4 10%	3 11%	4 11%	3 11%	2 14%
A complaints system	3 9%	3 11%	3 11%	3 11%	2 11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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

Table 459
Q10. Safety measures - Fruitlab
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Fruitlab

	GO Region		Devices used to access internet		Working status - Working full time (s)
	NET: England (d)	More than 2 hours (n)	Multiple devices (r)	Working full time (s)	
Weighted base	38	32*	33*	30*	15*
Minimum age requirement and checking systems	3 9%	3 8%	3 8%	3 9%	1 4%
Having clear rules for users on how to post advertising content	2 6%	2 5%	2 5%	2 7%	1 8%
Clear labelling of what is advertising	2 5%	2 5%	2 5%	2 6%	1 7%
NET: Any measure	30 79%	24 76%	25 78%	25 83%	10 70%
None of these	8 21%	8 24%	7 22%	5 17%	4 30%

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 460

Q10. Safety measures - Fruitlab

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Fruitlab

	Total (T)	Household income per year £36,400	Regular users of VSPs (last 3 months)									Exposure to harmful content (last 3 months)		Awareness of safety measures	
			YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)		No exposure (q)
Unweighted base	111	24	110	109	99	110	102	99	105	111	73	81	76	34	89
Weighted base	38	12**	37	35	30*	37	32*	31*	33	38	12	14	26*	11**	30*
Effective base	54	14	53	54	46	53	49	46	51	54	69	69	36	18	42
Clear terms and conditions of use	7	4	7	7	7	7	7	7	7	7	3	3	5	2	7
	20%	34%	20%	21%Tm	23%	20%	23%	22%	22%	20%	22%o	18%	21%	18%	23%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	6	2	6	6	5	6	6	6	6	6	2	2	6	*	6
	17%	19%	17%	18%Tm	16%	17%	18%	18%	19%	17%	15%	14%	23%	4%	18%
Flagging and reporting mechanisms/ buttons	6	2	6	6	6	6	6	6	6	6	2	2	5	1	5
	16%	15%	16%	17%Tm	19%	16%	18%	19%	18%	16%	19%	17%	20%	7%	18%
A way to directly report harmful content to a regulator or the police	6	3	6	6	6	6	6	5	6	6	2	2	6	*	5
	15%	27%	16%	16%Tm	19%	16%	17%	15%	17%	15%	15%o	12%	22%	1%	15%
The ability to speak to customer services by chat or phone	5	1	5	5	3	4	4	4	4	5	2	3	3	2	4
	13%l	6%	12%	14%Tthjm	10%	12%	11%	14%	13%	13%l	19%	18%	12%	17%	13%
A tool to hide content you have seen but do not wish to see again	5	3	5	5	5	5	5	5	5	5	2	2	4	1	5
	13%	24%	13%	14%Tm	16%	13%	15%	15%	15%	13%	19%o	16%	16%	7%	15%
Prompts to remind you that tools to help you safely navigate the site/app are available	5	3	5	5	4	5	4	3	5	5	2	2	4	1	4
	12%	22%	12%	13%Tm	15%k	13%	14%	10%	14%k	12%	13%	13%	14%	8%	15%
Parental controls	4	2	4	4	4	4	4	4	4	4	1	1	3	1	3
	10%	15%	10%	11%	12%	10%	11%	12%	11%	10%	11%	10%	10%	9%	11%
A notice that flags content that might be inappropriate or harmful before you view it	4	2	4	4	3	4	3	3	3	4	2	2	3	1	3
	10%	13%	10%	10%	11%	10%	11%	11%	10%	10%	16%	15%	10%	10%	10%
A complaints system	3	1	3	3	3	3	3	3	3	3	2	2	2	1	3
	9%	9%	9%	10%	10%	9%	10%	11%	10%	9%	15%	15%	9%	10%	10%

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 460
Q10. Safety measures - Fruitlab
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
Fruitlab

	Household income per year £36,400	Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures	
		Total (T)	£51,999 (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)		Any exposure (p)
Weighted base	38	12**	37	35	30*	37	32*	31*	33	38	12	14	26*	11**	30*
Minimum age requirement and checking systems	3	1	3	3	3	3	3	3	3	3	1	1	3	1	3
Having clear rules for users on how to post advertising content	2	*	2	2	2	2	2	2	2	2	2	2	1	1	2
Clear labelling of what is advertising	2	1	2	2	2	2	2	2	2	2	2	2	*	*	2
NET: Any measure	30	11	29	30	25	29	27	26	29	30	11	12	22	8	26
None of these	79%	94%	79%	85%T	85%T	79%	86%T	86%T	87%T	79%	89%o	86%	85%	66%	85%T
	8	1	8	5	5	8	5	4	4	8	1	2	4	4	5
	21%ghjkl	6%	21%ghjk	15%	15%	21%ghjk	14%	14%	13%	21%ghjk	11%	14%n	15%	34%	15%

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 461
Q10. Safety measures - NET: Any VSP
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Flagging and reporting mechanisms/ buttons	661	313	341	174	224	129	128	398	257	49	612	91	119	118	129	83	45	27	154	71	565	90	21	50	14	250	37	30	333
Parental controls	621	306	312	173	185	112	149	358	261	51	583	69	106	117	113	68	61	36	165	97	529	89	17	50	17	248	37	22	301
A complaints system	565	269	291	154	173	105	130	327	235	45	521	77	85	81	96	82	61	39	182	100	489	70	15	42	9	230	31	22	271
A notice that flags content that might be inappropriate or harmful before you view it	564	260	300	155	176	108	120	332	228	44	520	75	107	96	101	65	56	20	142	77	468	90	18	52	14	213	39	24	275
A tool to hide content you have seen but do not wish to see again	521	225	290	141	157	118	101	299	219	34	487	73	100	92	101	60	39	22	121	61	445	72	19	38	9	208	27	16	257
Minimum age requirement and checking systems	505	247	257	141	158	99	104	300	203	46	459	71	96	78	90	50	47	27	124	74	427	72	14	41	10	197	32	20	241
Clear terms and conditions of use	476	222	251	133	147	88	104	280	192	40	435	65	86	75	83	61	42	24	126	66	405	67	14	37	8	193	26	21	221
Having clear rules for users on how to post advertising content	400	183	211	112	127	74	83	239	157	41	368	57	72	71	40	32	16	87	47	339	58	11	36	8	151	25	21	193	
Clear labelling of what is advertising	372	178	191	113	107	78	71	220	149	37	334	64	72	65	54	35	26	19	80	45	311	57	9	34	9	132	21	19	192
A way to directly report harmful content to a regulator or the police	337	151	181	97	92	64	81	189	145	38	299	45	55	48	53	37	39	22	98	61	282	53	8	31	11	154	25	11	140

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 461
Q10. Safety measures - NET: Any VSP
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Tools and information to help you navigate the site/app safely such as in a "safety centre"	293	147	141	79	85	58	67	164	125	36	257	45	53	55	47	23	18	16	57	34	237	55	6	35	8	97	24	15	151
	24%jopr	24%	22%	24%	23%	23%	24%	23%	24%	41%Tjmnopqrs	22%oprs	32%jopr	25%oprs	27%oprs	21%	13%	13%	23%	15%	17%	22%	36%Tv	18%	40%Tv	35%	20%	41%TzC	31%	25%
Prompts to remind you that tools to help you safely navigate the site/app are available	247	120	121	70	72	48	56	142	101	35	214	33	38	45	22	15	20	27%oprs	57	35	202	44	7	26	7	90	19	17	118
	20%jopr	20%	19%	21%	20%	18%	20%	20%	19%	37%Tjkmnoprs	19%p	23%op	18%	22%op	13%	11%	27%oprs	15%	17%p	19%	29%Tt	22%	29%Tt	32%	18%	32%TzC	34%TzC	19%	
The ability to speak to customer services by chat or phone	216	96	115	61	60	40	53	121	93	25	191	44	34	34	10	18	21	29%Tjnop	49	39	170	43	8	24	7	85	17	11	100
	17%jort	16%	18%	18%	16%	16%	19%	17%	18%	28%Tjmnop	17%or	31%Tjmnop	16%o	17%o	6%	13%o	29%Tjnop	13%o	19%opr	16%	28%Tt	23%	27%Tt	32%	17%	28%TC	22%	16%	
NET: Any measure	1093	524	563	292	337	217	239	629	456	78	1015	138	191	184	192	144	108	58	310	166	942	139	32	79	20	437	55	41	533
	88%prs	87%	89%	87%	92%Tefgh	85%	87%	90%Tc	86%	89%	88%prs	97%Tjmnopqrs	90%prs	91%oprs	88%ps	83%	79%	81%	81%	80%	87%	92%	97%	90%	87%	89%	92%	85%	87%
None of these	150	82	69	45	27	39	36	72	75	10	140	4	21	18	26	29	29	14	71	42	137	13	1	9	3	54	5	7	82
	12%dgk	13%	11%	13%dg	8%	15%d	13%d	10%d	14%d	11%k	12%k	3%	10%k	9%	12%k	17%kmn	21%Tjkmn	19%k	19%Tjkmn	20%Tjkmn	13%	8%	3%	10%	13%	11%	8%	15%	13%

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 462
Q10. Safety measures - NET: Any VSP
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Flagging and reporting mechanisms/ buttons	661	205	117	119	433	144	319	189	29	440	221	56	106	104	58	157	18	301	219	59	56	528	133
Parental controls	621	178	102	99	423	126	304	165	26	401	220	58	103	102	61	158	14	276	210	50	58	499	122
A complaints system	565	182	95	106	364	130	282	147	26	387	178	43	77	77	57	118	17	261	175	52	52	455	111
A notice that flags content that might be inappropriate or harmful before you view it	564	173	97	96	371	123	253	157	30	363	201	56	90	87	63	140	20	255	172	55	54	450	114
A tool to hide content you have seen but do not wish to see again	521	165	96	87	343	110	243	146	22	338	183	54	87	79	47	133	18	255	150	53	42	412	109
Minimum age requirement and checking systems	505	155	86	86	330	101	227	146	31	317	187	52	83	92	50	130	14	231	148	47	56	419	86
Clear terms and conditions of use	476	135	75	73	327	107	225	118	26	321	154	45	86	68	41	104	13	204	154	48	389	86	86
Having clear rules for users on how to post advertising content	400	109	58	68	276	75	183	121	21	236	164	47	81	80	38	110	15	166	123	40	45	326	74
Clear labelling of what is advertising	372	100	55	56	261	69	175	103	24	228	143	42	66	67	45	95	13	155	119	37	46	305	67
A way to directly report harmful content to a regulator or the police	337	109	60	67	216	69	162	93	13	218	119	26	47	62	42	74	9	157	94	35	41	272	65

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 462
Q10. Safety measures - NET: Any VSP
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	955	248
Tools and information to help you navigate the site/app safely such as in a "safety centre"	293	87	51	52	194	56	123	95	19	168	125	35	60	58	39	82	9	124	82	30	42	233	60
	24% ^f	24%	26%	26%	23%	21%	20%	33% ^g	31%	20%	31% ^h	29% ⁱ	32% ^j	33% ^k	36% ^l	28%	32%	21%	21%	32% ^m	42% ⁿ	23%	24%
Prompts to remind you that tools to help you safely navigate the site/app are available	247	71	39	47	171	46	116	74	10	146	101	36	53	43	28	64	7	106	64	29	35	194	53
	20% ^r	19%	20%	23%	20%	17%	19%	25% ^t	17%	17%	25% ^u	30% ^v	28% ^w	24% ^x	26% ^y	21%	27%	18%	16%	30% ^z	35% ^{aa}	20%	21%
The ability to speak to customer services by chat or phone	216	59	33	36	150	39	96	70	11	199	77	24	33	38	21	48	6	100	47	31	28	177	39
	17% ^z	16%	17%	18%	18%	14%	16%	24% ^{ab}	18%	17%	19%	20%	18%	22%	19%	21%	17% ^{ac}	21%	12%	33% ^{ad}	28% ^{ae}	18%	16%
NET: Any measure	1093	323	173	173	736	234	530	275	53	725	367	108	166	162	96	267	26	514	344	89	92	883	209
	88% ^f	89%	90%	87%	88%	86%	86%	94% ^g	88%	87%	90%	90%	91%	89%	90%	95%	88%	88%	87%	94%	92%	89%	84%
None of these	150	42	19	27	101	37	88	18	7	109	41	12	19	15	12	30	1	70	53	6	8	111	39
	12% ^g	11%	10%	13%	12%	14% ^h	14% ⁱ	6%	12%	13%	10%	10%	10%	9%	11%	10%	5%	12%	13%	6%	8%	11%	16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 463

Q10. Safety measures - NET: Any VSP

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

NET: Any VSP

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Flagging and reporting mechanisms/ buttons	661	65	28	24	543	31	61	50	53	50	66	89	95	48	431	222	12	23	616	245	116	28	36	35	90	45	16
	53% <i>x</i>	63% <i>m</i>	47%	67% <i>m</i>	52%	61%	45%	49%	50%	56%	60% <i>m</i>	53%	55%	45%	56% <i>To</i>	49%	38%	40%	55% <i>T</i>	55% <i>x</i>	57% <i>x</i>	55%	61% <i>x</i>	66% <i>x</i>	39%	54% <i>x</i>	55%
Parental controls	621	52	28	23	518	26	62	47	49	37	57	88	89	62	401	215	9	31	571	234	107	28	31	23	99	31	18
	50% <i>xy</i>	51%	46%	65% <i>l</i>	50%	52%	46%	46%	47%	42%	51%	52%	51%	58% <i>l</i>	52% <i>T</i>	47%	28%	54%	51%	53% <i>y</i>	55%	53%	43%	42%	38%	38%	61%
A complaints system	565	57	26	20	462	22	58	45	47	37	53	73	82	46	363	196	11	35	512	182	92	27	26	31	112	36	16
	45% <i>sa</i>	55%	44%	56%	44%	42%	42%	45%	45%	41%	48%	43%	47%	43%	47%	43%	34%	60%	46%	41%	45%	53%	44%	57%	48%	44%	54%
A notice that flags content that might be inappropriate or harmful before you view it	564	46	25	16	478	26	42	54	48	45	58	87	81	37	392	168	12	17	527	199	102	22	28	29	83	40	17
	45% <i>m</i>	44%	42%	43%	46% <i>m</i>	51% <i>f</i>	31%	53% <i>m</i>	46% <i>f</i>	50% <i>m</i>	52% <i>m</i>	52% <i>m</i>	47% <i>f</i>	34%	51% <i>To</i>	37%	39%	29%	47% <i>Tq</i>	45% <i>x</i>	50% <i>x</i>	44%	48%	54% <i>x</i>	36%	48%	59%
A tool to hide content you have seen but do not wish to see again	521	43	23	17	439	21	51	50	45	34	56	64	79	39	350	168	15	20	482	182	100	22	31	24	76	37	15
	42% <i>ox</i>	42%	38%	47%	42%	41%	37%	50%	43%	38%	50%	38%	45%	36%	45% <i>To</i>	37%	48%	34%	43% <i>T</i>	41%	49% <i>Tx</i>	45%	53% <i>x</i>	45%	33%	45%	51%
Minimum age requirement and checking systems	505	39	26	13	427	20	38	37	54	41	49	73	67	47	334	168	12	22	463	176	84	24	25	30	76	30	14
	41% <i>fx</i>	38%	43%	37%	41% <i>f</i>	40%	28%	37%	46% <i>f</i>	44% <i>f</i>	43% <i>f</i>	39%	44% <i>f</i>	39%	43% <i>T</i>	37%	36%	38%	41%	39%	41%	48%	43%	56% <i>x</i>	33%	36%	49%
Clear terms and conditions of use	476	41	25	18	392	24	36	41	47	37	43	59	56	48	312	159	5	27	436	173	83	20	21	23	75	28	12
	38% <i>f</i>	40%	42%	50% <i>f</i>	38% <i>f</i>	47% <i>f</i>	26%	41% <i>f</i>	45% <i>f</i>	41% <i>f</i>	39%	35%	32%	45% <i>f</i>	40% <i>T</i>	35%	17%	46%	39%	39%	41%	40%	35%	44%	32%	34%	43%
Having clear rules for users on how to post advertising content	400	29	16	12	343	16	32	37	42	37	33	51	56	39	274	123	8	14	370	144	67	18	17	53	26	15	52%
	32% <i>fox</i>	28%	26%	34%	33% <i>f</i>	32%	24%	37% <i>f</i>	40% <i>f</i>	41% <i>f</i>	29%	30%	32%	37%	36% <i>To</i>	27%	26%	25%	33%	32% <i>x</i>	33% <i>x</i>	35%	30%	30%	32%	23%	32%
Clear labelling of what is advertising	372	27	15	10	319	20	25	29	41	28	31	61	57	27	262	109	5	19	342	143	61	12	16	27	45	21	9
	30% <i>fox</i>	26%	26%	29%	31% <i>f</i>	39% <i>f</i>	19%	29%	39% <i>Tf</i>	31%	28%	36% <i>f</i>	33% <i>f</i>	25%	34% <i>To</i>	24%	16%	33%	30% <i>f</i>	32% <i>x</i>	30% <i>x</i>	24%	27%	50% <i>Tstu</i>	19%	26%	30%
A way to directly report harmful content to a regulator or the police	337	25	14	12	287	17	35	29	33	24	28	45	44	33	221	114	8	16	307	105	49	15	20	17	60	23	10
	27%	24%	23%	33%	28%	33%	25%	29%	31%	27%	25%	27%	25%	31%	29% <i>T</i>	25%	24%	27%	27%	24%	24%	30%	34%	31%	26%	28%	34%
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	293	28	15	10	240	8	22	23	39	23	22	42	39	21	208	84	5	13	272	108	45	12	12	11	38	19	12
	24% <i>fox</i>	28%	26%	27%	23%	17%	16%	23%	37% <i>Tdef</i>	25%	20%	25%	25%	20%	27% <i>To</i>	18%	15%	23%	24%	24% <i>x</i>	22%	23%	21%	21%	16%	22%	43%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 463
Q10. Safety measures - NET: Any VSP
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?
Base: All respondents who have used ... in the past 3 months
NET: Any VSP

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Fullhead (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Prompts to remind you that tools to help you safely navigate the site/app are available	247	19	11	9	208	9	21	17	25	23	22	36	39	16	168	77	4	16	225	89	41	5	11	11	36	14	9
	20%	18%	19%	25%	20%	17%	16%	24%	25%	20%	21%	23%	15%	22%T	17%	13%	28%	20%	20%	20%	10%	18%	20%	15%	17%	31%	
The ability to speak to customer services by chat or phone	216	23	11	4	179	5	20	18	26	15	17	36	29	12	133	82	5	18	188	73	28	9	6	18	36	12	9
	17%	22%	18%	11%	17%	10%	15%	18%	24% _m	16%	21%	17%	12%	17%	18%	17%	32% _{Tr}	17%	16%	14%	18%	10%	34% _{Tstvxy}	16%	14%	31%	
NET: Any measure	1093	93	50	35	915	45	109	94	95	81	105	144	148	94	698	386	25	50	997	406	187	44	50	49	185	68	27
	88% _{tox}	90%	84%	96% _f	88% _d	88%	80%	93% _f	90%	90%	94% _{Tbdfkl}	85%	85%	88%	91% _{To}	85%	79%	86%	89% _T	91% _{Txy}	92% _{xy}	87%	86%	91%	80%	81%	92%
None of these	150	10	10	1	129	6	27	7	11	9	6	25	26	13	73	71	8	128	39	16	6	8	5	47	16	2	
	12% _{jhrs}	10%	16% _j	4%	12% _j	12%	20% _{Tcdgj}	7%	10%	10%	6%	15% _j	15% _j	12%	9%	15% _{Tn}	21%	14%	11%	9%	8%	13%	14%	9%	20% _{Tat}	19% _{at}	8%

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 464

Q10. Safety measures - NET: Any VSP

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000+ (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Flagging and reporting mechanisms/ buttons	661	123	169	146	96	80	614	409	257	556	211	107	94	22	24	41	187	469	308	352
	53%qs	53%	51%	51%	56%	66%Tabc	55%T	60%Tf	61%Ti	55%T	59%Tj	66%Tl	63%Tl	58%	64%Tn	66%Tj	64%Tq	50%	62%Ts	47%
Parental controls	621	108	160	150	86	68	574	356	232	506	196	103	90	23	23	39	161	453	286	335
	50%sa	47%	48%	52%	51%	56%	51%T	52%	55%Ti	50%	54%j	64%Tlgh	60%Tlgi	60%	61%j	62%Tlgi	55%	49%	57%Ts	45%
A complaints system	565	110	148	132	77	57	510	330	222	473	178	104	89	22	19	34	162	398	258	307
	45%qs	48%	44%	46%	45%	47%	46%	48%Ti	53%Tgi	46%	50%	65%Tlgh	60%Tlgh	60%Ti	50%	54%Ti	55%Tq	43%	52%Ts	41%
A notice that flags content that might be inappropriate or harmful before you view it	564	106	145	134	76	59	526	365	232	481	207	104	90	25	23	38	171	387	274	290
	45%qs	46%	43%	47%	45%	48%	47%T	53%Ti	55%Ti	47%T	58%Tgi	64%Tlgh	60%Tlgi	66%Tgi	60%Ti	61%Ti	58%Tq	42%	55%Ts	39%
A tool to hide content you have seen but do not wish to see again	521	97	133	118	73	50	476	338	208	468	186	85	77	22	15	32	156	361	250	271
	42%qs	42%	40%	41%	43%	42%	43%	50%Ti	49%Ti	46%Ti	52%Tln	53%Tln	52%Tln	58%Ti	39%	52%Tln	53%Tq	39%	50%Ts	37%
Minimum age requirement and checking systems	505	86	131	117	77	55	466	312	218	424	182	92	86	22	22	41	137	363	266	239
	41%sa	37%	38%	41%	45%	45%	42%T	46%Ti	52%Tgi	42%	51%Tgi	57%Tgi	57%Tgi	58%Ti	58%Tgi	41	66%Tlgh	47%Tq	39%	53%Ts
Clear terms and conditions of use	476	100	124	106	58	53	435	289	182	406	164	92	79	22	18	31	127	344	253	223
	38%sa	43%	37%	37%	34%	44%	39%	42%Ti	43%Ti	40%T	46%Ti	57%Tlgh	53%Tlgh	48%	49%Ti	43%T	43%T	37%	51%Ts	30%
Having clear rules for users on how to post advertising content	400	77	94	109	51	38	373	271	182	347	152	77	79	20	16	28	125	271	222	177
	32%qs	33%	28%	38%Tb	30%	31%	33%T	40%Ti	43%Ti	34%T	42%Ti	46%Ti	53%Tlgh	52%Tlgi	42%	44%Ti	42%Tq	29%	44%Ts	24%
Clear labelling of what is advertising	372	67	74	92	62	49	342	255	176	313	145	82	74	21	14	28	113	257	196	176
	30%bqs	29%	22%	32%b	37%b	41%Tab	31%	37%Ti	42%Tgi	31%	40%Ti	51%Tlgh	50%Tlgh	57%Tlgh	37%	45%Tln	38%Tq	28%	39%Ts	24%
A way to directly report harmful content to a regulator or the police	337	70	76	80	50	30	308	209	156	292	131	72	70	24	13	28	97	237	174	163
	27%bqs	30%	23%	28%	30%	25%	28%	31%Ti	37%Tgi	29%T	36%Tgi	45%Tlgh	47%Tlgh	64%Tlgh	35%	45%Tlgi	33%Tq	25%	35%Ts	22%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 464

Q10. Safety measures - NET: Any VSP

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 + (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Tools and information to help you navigate the site/app safely such as in a 'safety centre'	293 24%qs	57 25%	75 23%	70 25%	48 28%	28 23%	275 25%T	215 31%Ti	146 35%Ti	267 26%Ti	127 35%Ti	77 48%Tijh	69 46%Tijh	21 57%Tijh	16 43%Tijh	29 46%Tijh	101 34%Tq	190 20%	176 35%Ts	118 16%
Prompts to remind you that tools to help you safely navigate the site/app are available	247 20%qs	49 21%	59 18%	56 19%	36 21%	28 23%	232 21%T	169 25%Ti	123 29%Tijh	222 22%T	105 29%Tijh	65 40%Tijh	61 41%Tijh	23 60%Tijh	15 39%Tijh	26 42%Tijh	85 29%Tq	160 17%	163 33%Ts	83 11%
The ability to speak to customer services by chat or phone	216 17%qs	45 19%	46 14%	49 17%	34 20%	18 15%	190 17%	145 21%Ti	105 25%Tijh	185 18%	97 27%Tijh	61 38%Tijh	60 40%Tijh	24 64%Tijh	9 25%	20 33%Tijh	71 24%Tq	141 15%	121 24%Ts	95 13%
NET: Any measure	1093 88%qs	203 87%	291 87%	252 88%	154 90%	111 92%	990 88%	684 91%Ti	392 93%Ti	984 98%	330 92%Ti	151 94%Ti	139 93%Ti	35 93%	35 93%	58 93%	274 93%Tq	809 87%	474 95%Ts	618 83%
None of these	150 12%ghjk lpr	29 13%	43 13%	34 12%	17 10%	10 8%	129 12%ghjk	59 9%	30 7%	115 11%ghjk	30 8%	10 6%	10 7%	3 7%	2 7%	4 7%	19 7%	124 13%p	26 5%	124 17%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 465

Q11. Use of reporting/flagging

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.

Have you ever used these buttons and/or mechanisms to flag content?

Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms

	Gender			Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	674	358	312	186	234	127	122	420	249	55	619	74	142	136	128	78	44	17	139	61	548	121	27	69	20	249	49	37	329	
Weighted base	661	313	341	174	224	129	128	398	257	49	612	91	119	118	129	83	45*	27**	154	71	565	90	21**	50*	14**	250	37*	30**	333	
Effective base	547	281	266	149	191	105	98	341	203	51	498	61	109	106	106	69	40	15	121	52	459	84	21	45	16	201	33	27	278	
NET: Yes	254	99	149	71	85	51	44	156	95	23	231	45	63	51	42	18	7	5	31	12	207	44	9	24	9	79	18	16	136	
sz	39%aopr	32%	44%Ta	41%	38%	40%	34%	39%	37%	48%oprs	38%oprs	50%jnopr	53%Tjno	43%oprs	32%rs	22%	17%	18%	20%	17%	37%	49%Tt	43%	48%	62%	32%	49%	54%	41%z	
Yes, and it was easy to find the reporting button/mechanism	187	69	115	50	71	36	29	121	66	15	172	27	52	36	31	14	7	5	25	11	158	26	5	12	6	57	10	10	106	
sz	28%aopr	22%	34%Ta	29%	32%	28%	23%	30%	26%	39%r	28%oprs	30%r	44%Tjmn	30%r	24%	17%	15%	18%	16%	16%	28%	29%	26%	12	25%	46%	23%	25%	33%	32%z
Yes, but it was difficult to find the reporting button/mechanism	67	31	34	21	15	15	15	35	30	8	59	18	10	15	10	4	1	-	5	1	49	17	4	12	2	23	9	6	30	
sz	10%drst	10%	10%	12%	7%	12%	11%	9%	11%	17%oprs	10%rs	20%Tjino	9%	13%rs	8%	5%	2%	-	3%	1%	9%	19%Tt	17%	23%Tt	16%	9%	23%TzC	21%	9%	
NET: No	380	202	178	96	130	73	79	226	152	25	355	36	48	67	82	62	37	22	121	59	337	41	12	21	5	161	15	12	186	
sz	58%bklu	64%Tb	52%	55%	58%	57%	62%	57%	59%	51%	58%kl	40%	40%	57%kl	64%kl	75%Tjkl	83%Tjkl	82%	78%Tjkl	83%Tjkl	60%Tuw	45%	57%	42%	36%	64%TA	41%	39%	56%	
No, I tried but I couldn't find the reporting button/mechanism	19	9	10	7	8	1	4	14	5	2	17	2	4	8	2	1	-	-	1	-	17	2	*	*	1	10	*	2	7	
sz	3%	3%	3%	4%	3%	1%	3%	4%	2%	3%	3%	3%	3%	6%Tjr	2%	1%	-	-	1%	-	3%	2%	2%	1%	7%	4%	1%	6%	2%	
No, I've never tried to/ felt the need to	361	193	168	89	123	72	75	212	147	23	338	34	44	60	80	61	37	22	120	59	320	39	12	21	4	151	15	10	179	
sz	55%bklu	62%Tb	49%	51%	55%	56%	59%	53%	57%	47%	55%kl	38%	37%	50%	62%kl	74%Tjkl	83%Tjkl	82%	78%Tjkl	83%Tjkl	57%Tu	44%	55%	41%	29%	61%TA	40%	33%	54%	
NET: Difficult to find/ couldn't find the reporting button/mechanism	86	40	44	27	22	16	18	50	34	10	76	20	14	23	13	5	1	-	6	1	66	19	4	12	3	32	9	8	37	
sz	13%prst	13%	13%	16%	10%	12%	14%	13%	13%	21%oprs	12%prst	22%Tjno	12%rs	19%Tjpp	10%rs	8%	2%	-	4%	1%	12%	21%Tt	19%	24%Tt	23%	13%	24%C	27%	11%	
Can't remember	26	12	14	7	8	4	5	15	9	1	25	8	8	-	5	3	-	-	3	-	21	5	-	5	*	9	4	2	11	
sz	4%cm	4%	4%	4%	4%	3%	4%	4%	4%	1%	4%um	10%Tjms	8%r	-	4%cm	3%	-	-	2%	-	4%	6%	-	10%Tt	2%	4%	11%C	7%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 466

Q11. Use of reporting/flagging

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.

Have you ever used these buttons and/or mechanisms to flag content?

Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	674	204	112	118	446	139	318	185	32	418	256	74	126	118	68	190	14	288	229	74	59	550	124
Weighted base	661	205	117	119	433	144	319	169	29**	440	221	56	106	104	58	157	18**	301	219	59	56	528	133
Effective base	547	169	94	95	360	117	265	140	24	353	195	52	94	94	54	136	13	236	185	54	52	443	104
NET: Yes	254	89	63	46	154	43	123	79	9	152	103	32	57	41	72	10	100	87	33	24	208	47	
	39%deiq	44%	54%Tacd	39%	36%	30%	39%	47%Te	32%	35%	46%Tim	57%Timn	54%Timm	40%	46%T	54%	33%	40%	56%Tqr	43%	39%	36%	
Yes, and it was easy to find the reporting button/mechanism	187	69	51	32	112	32	90	59	6	108	80	25	44	31	59	8	75	66	22	18	150	37	
	28%ki	34%c	44%Tacd	27%	26%	22%	28%	35%Te	22%	24%	36%Ti	45%Timn	41%Tim	30%	37%T	46%	25%	30%	36%	31%	28%	28%	
Yes, but it was difficult to find the reporting button/mechanism	67	20	12	14	42	11	33	20	3	44	23	7	13	10	13	1	25	21	12	7	58	10	
	10%	10%	10%	12%	10%	8%	10%	12%	11%	10%	10%	12%	12%	9%	7%	8%	8%	10%	19%Tqr	12%	11%	7%	
NET: No	380	105	45	68	266	98	181	86	15	270	110	19	47	61	78	7	189	123	25	30	299	81	
	58%bjklos	51%b	39%	57%b	61%Tab	68%Tfg	57%	51%	53%	61%Tjk	50%k	33%	44%	58%jkl	62%jkl	50%	40%	63%Ts	56%	42%	53%	57%	
No, I tried but I couldn't find the reporting button/mechanism	19	4	3	2	14	5	7	6	1	10	9	1	4	4	7	*	6	10	*	2	16	3	
	3%	2%	2%	1%	3%	4%	2%	4%	2%	2%	4%	2%	4%	4%	4%	2%	2%	4%	1%	3%	3%	3%	
No, I've never tried to/ felt the need to	361	101	43	66	252	93	174	80	15	260	101	17	43	56	72	7	183	113	25	28	283	78	
	55%bjklcp	49%b	37%	56%b	58%Tb	64%Tg	55%	47%	51%	59%Tjk	46%k	31%	41%	54%jkl	59%jkl	39%	61%Ts	52%	42%	50%	54%	59%	
NET: Difficult to find/couldn't find the reporting button/mechanism	85	25	15	16	56	16	40	26	4	54	32	8	17	14	6	20	2	31	31	12	9	73	
	13%	12%	13%	13%	13%	11%	13%	15%	13%	12%	14%	14%	16%	14%	11%	13%	9%	10%	14%	20%q	15%	14%	
Can't remember	26	11	8	5	13	3	15	4	4	18	8	5	2	2	3	1	11	9	1	2	21	5	
	4%	5%	7%	4%	3%	2%	5%	2%	15%	4%	4%	10%Tjm	2%	2%	5%	4%	6%	4%	4%	2%	3%	4%	

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 467

Q11. Use of reporting/flagging

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.

Have you ever used these buttons and/or mechanisms to flag content?

Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms

	GO Region													Internet usage				Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	674	62	27	26	559	30	63	47	61	53	68	100	92	45	517	150	12	20	629	272	125	27	35	27	74	42	17	
Weighted base	661	65	28**	24**	543	31**	61	50*	53*	50*	66	89	95	48*	431	222	12**	23**	616	245	116	28**	36*	35**	90	45*	16**	
Effective base	547	52	22	23	451	25	54	38	47	45	57	75	74	37	435	137	10	15	514	206	100	23	32	24	65	37	13	
NET: Yes	254	20	11	8	216	11	22	14	20	24	26	42	42	15	206	48	5	3	246	85	53	12	19	19	18	26	6	
	39%ox	30%	40%	32%	40%	37%	36%	29%	37%	47%	39%	47%	44%	32%	48%To	22%	40%	12%	35%ox	45%ox	42%	35%	54%	20%	59%Tsx	34%		
Yes, and it was easy to find the reporting button/ mechanism	187	14	7	7	160	10	15	11	15	18	21	24	33	12	153	34	4	2	181	55	46	10	6	15	16	22	2	
	28%osx	21%	24%	28%	29%	32%	24%	23%	29%	36%	32%	27%	35%	25%	35%To	15%	32%	9%	29%T	23%	39%Tsvx	37%	16%	43%	18%	48%Tsvx	14%	
Yes, but it was difficult to find the reporting button/ mechanism	67	6	5	1	56	1	7	3	4	6	5	18	9	3	53	14	1	1	65	30	7	1	7	4	2	5	3	
	10%ox	9%	16%	4%	10%	5%	11%	6%	8%	11%	7%	20%Tdgj	9%	6%	12%T	7%	8%	3%	11%	12%ox	6%	5%	19%ox	12%	2%	5	10%	21%
NET: No	380	40	14	17	309	18	39	34	28	24	39	44	51	33	209	165	7	21	344	151	63	10	20	15	72	16	8	
	58%ny	62%	50%	68%	57%	59%	64%	68%	52%	47%	59%	49%	54%	68%	48%	74%Tn	60%	88%	56%	62%y	54%	36%	42%	80%Tstvy	36%	49%		
No, I tried but I couldn't find the reporting button/ mechanism	19	1	-	1	17	2	-	5	-	1	3	3	3	-	12	7	-	1	16	12	4	-	1	-	-	1	-	
	3%	1%	-	4%	3%	5%	-	10%Tdf	1%	3%	4%	3%	3%	-	3%	3%	3%	5%	16	5%	4	3%	-	-	-	2%	1%	
No, I've never tried to feel the need to	361	39	14	16	292	17	39	29	27	22	36	41	48	32	197	157	7	19	328	139	59	10	19	15	72	15	8	
	55%ny	61%	50%	64%	54%	54%	64%k	58%	52%	44%	54%	46%	51%	68%kj	46%	71%Tn	57%	84%	53%	57%y	51%	36%	42%	80%Tstvy	34%	48%		
NET: Difficult to find/ couldn't find the reporting button/ mechanism	86	7	5	2	73	3	7	8	5	7	7	21	11	3	64	22	1	2	82	42	10	1	8	4	2	6	4	
	13%ox	11%	16%	8%	13%	10%	11%	15%	9%	14%	11%	23%Tdm	12%	7%	15%T	10%	12%	7%	13%	17%Tx	9%	5%	21%ox	12%	2	6	4	22%
Can't remember	26	5	3	-	19	1	-	2	6	3	2	4	2	-	17	9	-	-	26	9	1	6	4	1	-	2	3	
	4%	7%	10%	-	3%	4%	-	3%	10%Tdim	5%	3%	4%	2%	-	4%	4%	-	-	4%	4%	1%	21%	10%ox	3%	-	5%ox	16%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 468

Q11. Use of reporting/flagging

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.

Have you ever used these buttons and/or mechanisms to flag content?

Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruitables (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	674	120	171	149	99	93	637	461	317	583	262	165	166	66	72	114	229	441	352	322
Weighted base	661	123	169	146	96	80	614	409	257	556	211	107	94	22*	24*	41	187	469	308	352
Effective base	547	95	142	124	82	72	517	362	234	467	187	107	107	31	46	78	166	378	269	279
NET: Yes	254	40	80	50	37	27	242	203	134	235	110	56	49	17	13	19	114	138	151	103
	39%qs	32%	47%Tac	34%	38%	33%	40%	49%Tfi	52%Tfi	42%Ti	52%Tfi	52%Tfi	52%Tfi	76%Tighjki	54%Ti	47%	61%Tq	29%	49%Ts	29%
Yes, and it was easy to find the reporting button/ mechanism	187	26	62	36	26	22	177	145	91	176	79	35	28	10	9	14	74	110	108	79
	28%qs	21%	37%Tac	25%	27%	28%	29%	35%Tfi	35%Ti	32%Ti	38%Tfi	32%	30%	46%Tfio	37%	34%	40%Tq	23%	35%Ts	22%
Yes, but it was difficult to find the reporting button/ mechanism	67	13	18	13	11	4	66	58	43	59	30	21	21	7	4	5	40	28	43	24
	10%qs	11%	11%	9%	12%	5%	11%	14%Tfi	17%Tfi	11%	14%T	20%Tfi	23%Tgijo	31%Tighjo	18%	13%	21%Tq	6%	14%Ts	7%
NET: No	380	77	82	91	57	52	346	192	115	297	97	50	44	5	11	21	63	316	144	236
	58%bghijklmpr	62%b	49%	63%b	59%	65%b	56%ghijklm	47%um	45%um	53%ghjm	46%um	46%um	47%um	23%	45%	52%um	34%	67%Tp	47%	67%Tr
No, I tried but I couldn't find the reporting button/ mechanism	19	*	4	6	5	*	17	15	10	14	9	8	4	3	1	2	12	7	11	8
	3%q	*	3%	4%	6%a	*	3%	4%l	4%	2%	4%	7%Tgij	4%	13%Tgijjo	4%	5%	7%Tq	1%	4%	2%
No, I've never tried to/ felt the need to	361	76	78	85	52	52	329	177	104	283	88	42	40	2	10	19	50	309	133	228
	55%bghijklmpr	62%b	46%	58%b	54%	65%b	54%ghijklm	43%um	41%um	51%ghjkm	42%um	39%um	43%um	10%	41%	47%um	27%	66%Tp	43%	65%Tr
NET: Difficult to find/ couldn't find the reporting button/ mechanism	86	13	22	20	17	5	83	73	53	73	39	29	25	10	5	7	52	34	54	32
	13%eqs	11%	13%	13%	17%e	6%	13%	18%Tfi	21%Tfi	13%	18%Tfi	27%Tgijj	27%Tgijjo	44%Tighjki	22%	18%	28%Tq	7%	18%Ts	9%
Can't remember	26	7	7	5	2	1	25	15	8	24	4	2	1	*	*	*	11	16	13	13
	4%l	6%	4%	3%	2%	1%	4%l	4%l	3%l	4%l	2%	2%	1%	1%	1%	1%	6%	3%	4%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 469

Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

I think the existing rules and regulations are enough vs.

I think stricter rules and regulations are needed

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
0 I think the existing rules and regulations are enough	49	36	13	18	18	4	7	36	12	5	44	8	7	13	6	5	1	11	6	44	5	3	2	2	16	2	2	29	
1	41	33	8	10	13	9	7	23	16	2	39	6	4	10	11	5	2	1	8	3	35	6	1	4	1	14	3	2	20
2	56	31	25	12	15	19	10	27	29	7	50	8	10	10	11	5	4	2	11	6	49	7	1	6	1	18	2	3	30
3	47	32	15	16	9	12	8	25	20	1	46	7	13	9	9	5	3	-	8	3	37	7	2	3	-	14	5	*	23
4	58	34	25	15	22	11	11	37	22	4	54	7	14	10	7	4	9	4	17	13	51	6	2	2	2	27	1	1	27
5 don't agree with either statements	217	108	108	48	58	45	64	106	108	14	203	26	35	34	44	25	27	12	65	39	199	16	6	5	4	73	2	6	133
6	120	59	60	31	37	24	27	69	51	9	110	12	24	24	24	23	11	4	27	16	109	10	2	5	2	52	3	6	57
7	179	89	89	48	51	32	28	120	60	20	160	26	32	18	28	31	17	8	55	24	151	27	6	13	5	77	11	7	81
8	187	83	101	45	55	44	42	100	86	11	176	24	37	23	35	24	17	16	57	33	163	22	4	14	3	74	9	5	95
9	82	24	58	25	28	11	18	53	30	4	78	3	10	17	17	20	7	4	32	12	67	15	2	10	2	41	6	4	31
10 I think stricter rules and regulations are needed	206	77	129	49	58	45	52	107	97	11	195	14	28	35	29	36	35	19	90	54	174	30	4	23	3	86	16	13	89
NET: 0-3	193	132	60	56	56	45	33	112	78	14	179	29	34	42	36	20	14	4	39	18	165	26	6	15	2	61	11	7	102
NET: 4-7	575	288	282	163	168	111	129	331	241	47	527	71	104	85	102	72	64	28	164	92	510	58	16	25	13	229	17	20	286

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 469

Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

I think the existing rules and regulations are enough vs.

I think stricter rules and regulations are needed

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	A5 (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 8-10	476 38%aK	184 30%	289 46%Ta	118 35%	141 39%	100 39%	113 41%	259 37%	213 40%	27 31%	449 39%k	41 29%	74 35%	75 37%	81 37%	80 47%Tijk l	59 43%k	39 55%Tijk lmn	179 47%Tijk lmn	98 47%Tijk l	405 37%	67 44%	11 32%	47 54%Tuv	8 37%	201 41%	32 53%TC	22 45%	215 35%
Mean	6.34akC	5.76	6.90Ta	6.28	6.31	6.32	6.53	6.30	6.43	6.15	6.36k	5.76	6.21	6.05	6.22	6.92Tij klmn	6.74km	7.21Tij klmn	6.91Tij klmn	6.90Tij klmn	6.31	6.63	5.97	7.06Tt	6.66	6.59TC	7.06C	6.76	6.11
Standard deviation	2.75	2.88	2.51	2.76	2.81	2.72	2.64	2.78	2.68	2.69	2.75	2.73	2.58	3.03	2.68	2.67	2.73	2.49	2.66	2.66	2.73	2.85	2.95	2.89	2.34	2.65	2.92	2.95	2.74
Standard error	0.08	0.11	0.10	0.15	0.14	0.17	0.17	0.10	0.12	0.27	0.08	0.25	0.17	0.20	0.18	0.22	0.24	0.34	0.15	0.20	0.08	0.20	0.46	0.27	0.42	0.12	0.33	0.40	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 470

Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

**I think the existing rules and regulations are enough vs.
 I think stricter rules and regulations are needed**

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
0 I think the existing rules and regulations are enough	49	14	9	6	35	12	21	15	1	28	21	12	10%Tijmn	6	2	17	-	24	14	3	5	41	8
	4%	4%	5%	3%	4%	4%	3%	5%	1%	3%	5%	10%	5%	3%	2%	6%	-	4%	4%	3%	5%	4%	3%
1	41	14	6	9	24	12	24	5	-	27	14	2	7	6	4	11	1	15	17	3	2	31	10
	3%	4%	3%	4%	3%	4%	4%	2%	-	3%	3%	2%	4%	3%	4%	4%	5%	3%	4%	3%	2%	3%	4%
2	56	17	10	8	37	10	28	16	3	35	21	4	9	13	7	15	-	25	15	6	8	46	10
	5%	5%	5%	4%	4%	4%	4%	5%	4%	4%	5%	3%	5%	7%	7%	5%	1%	4%	4%	6%	8%	5%	4%
3	47	11	4	6	34	12	21	8	6	29	18	7	13	6	1	15	3	24	15	3	4	38	9
	4%	3%	2%	3%	4%	4%	3%	3%	9%Tij	3%	4%in	6%in	7%Tijn	4%	-	5%	9%	4%	4%	3%	4%	4%	4%
4	58	13	5	7	43	13	33	8	4	41	17	3	7	8	2	13	-	27	15	7	7	51	7
	5%	4%	3%	4%	5%	5%	5%	3%	7%	5%	4%	3%	4%	5%	2%	4%	-	5%	4%	8%	7%	5%	3%
5 don't agree with either statements	217	69	41	38	139	56	102	52	7	154	63	18	29	31	18	41	8	114	67	14	14	169	48
	17%	19%	21%	19%	17%	21%	17%	18%	11%	18%	15%	15%	16%	17%	17%	14%	28%	20%	17%	15%	14%	17%	19%
6	120	33	18	17	83	21	66	25	7	75	45	14	18	24	10	31	4	60	37	8	10	88	32
	10%	9%	9%	8%	10%	8%	11%	8%	12%	9%	11%	12%	10%	14%	9%	11%	15%	10%	9%	9%	10%	9%	13%
7	179	58	28	37	118	41	77	54	7	110	69	20	30	27	23	41	9	77	62	14	19	152	27
	14%	16%	15%	19%	14%	15%	12%	18%Tj	12%	13%	17%	16%	16%	15%	12%	14%	31%	13%	16%	14%	19%	15%	11%
8	187	52	28	26	129	27	105	48	7	133	54	16	28	22	13	43	-	91	59	12	17	151	36
	15%e	14%	15%	13%	15%	10%	17%e	16%e	11%	16%	13%	14%	15%	12%	12%	15%	-	16%	15%	13%	17%	15%	15%
9	82	22	12	16	58	18	39	21	5	55	27	7	14	11	11	23	-	33	31	8	6	67	15
	7%	6%	6%	8%	7%	7%	6%	7%	8%	7%	7%	6%	7%	6%	10%	8%	-	6%	8%	9%	6%	7%	6%
10 I think stricter rules and regulations are needed	206	63	31	30	136	50	101	41	14	148	58	16	20	23	16	46	3	95	65	17	10	161	45
	17%at	17%	16%	15%	16%	18%	16%	14%	23%	18%l	14%	14%	11%	13%	15%	15%	10%	16%	16%	18%	9%	16%	18%
NET: 0-3	193	55	29	28	130	46	94	44	9	118	75	25	38	31	14	58	4	87	61	14	19	156	37
	16%	15%	15%	14%	16%	17%	15%	15%	15%	14%	18%	21%	21%Tj	17%	13%	20%	15%	15%	15%	15%	18%	16%	15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 470

Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

**I think the existing rules and regulations are enough vs.
 I think stricter rules and regulations are needed**

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education			Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	575	172	92	100	382	131	279	139	26	380	194	56	84	90	54	127	21	279	181	43	50	461	114
	46%	47%	48%	50%	46%	48%	45%	47%	42%	46%	48%	46%	48%	51%	50%	43%	75%	48%	45%	46%	50%	46%	46%
NET: 8-10	476	138	71	72	324	94	245	110	26	336	139	39	62	56	40	112	3	219	155	37	32	378	97
	38%	38%	37%	36%	39%	35%	40%	38%	43%	40% ^{um}	34%	33%	34%	32%	37%	38%	10%	37%	39%	39%	32%	38%	39%
Mean	6.34	6.37	6.28	6.38	6.35	6.21	6.35	6.36	6.77	6.45	6.14	5.96	5.99	6.08	6.54	6.17	5.86	6.31	6.40	6.40	5.99	6.33	6.41
Standard deviation	2.75	2.75	2.78	2.66	2.75	2.85	2.74	2.71	2.62	2.72	2.81	2.97	2.79	2.69	2.62	2.91	2.12	2.70	2.75	2.79	2.66	2.75	2.73
Standard error	0.08	0.14	0.20	0.19	0.10	0.18	0.11	0.15	0.32	0.10	0.13	0.25	0.19	0.19	0.24	0.16	0.44	0.12	0.14	0.26	0.25	0.09	0.18

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 471

Q12. Own views on safety measures
Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents
I think the existing rules and regulations are enough vs.
I think stricter rules and regulations are needed

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
0 I think the existing rules and regulations are enough	49	9	1	2	38	1	4	6	9	2	3	5	4	4	29	20	*	4	46	20	9	2	5	-	7	2	-
	4%	8%Tdl	1%	6%	4%	2%	3%	6%	8%Tdl	3%	3%	8%	3%	2%	4%	4%	1%	8%	4%	5%	4%	4%	8%	-	3%	2%	-
1	41	11	-	1	28	2	4	3	4	2	6	6	*	1	21	18	*	3	33	20	7	4	1	-	3	2	2
	3%dir	11%Tbdgikm	-	4%l	3%l	4%l	3%	3%	4%l	2%	6%l	3%	*	1%	3%	4%	1%	5%	3%	5%lx	4%	7%lx	2%	-	1%	2%	6%
2	56	2	9	-	45	1	4	5	4	2	4	8	9	9	40	16	*	3	52	19	13	3	3	1	5	3	2
	5%	2%	15%Tacddefhijkl	-	4%	2%	3%	5%	3%	2%	3%	4%	5%	9%	5%	4%	*	5%	5%	4%	6%	7%	5%	3%	2%	3%	7%
3	47	1	2	2	42	-	2	2	4	4	4	10	11	7	37	9	2	1	43	24	7	2	3	4	3	2	1
	4%lx	1%	3%	6%	4%	1%	1%	2%	4%	4%	3%	6%	6%	6%	5%To	2%	5%	2%	4%	5%Tx	3%	4%	5%	7%	1%	2%	4%
4	58	5	1	2	51	1	8	2	5	8	4	8	11	3	33	23	3	5	47	22	4	1	8	11	4	3	
	5%r	5%	1%	5%	5%	2%	6%	2%	5%	9%g	4%	5%	7%	2%	4%	5%	10%	8%	4%	5%	2%	2%	15%Tstbx	5%	5%	5%	9%
5 don't agree with either statements	217	16	10	7	183	9	28	21	21	20	22	23	28	12	117	92	6	13	188	77	36	12	15	8	40	10	5
	17%nr	16%	17%	21%	18%	18%	21%	20%	22%	20%	14%	16%	11%	15%	20%	20%	22%	17%	17%	18%	24%	26%	15%	17%	13%	18%	
6	120	11	7	4	98	5	13	7	8	14	10	14	11	16	76	43	4	3	109	44	27	4	5	5	18	6	2
	10%	11%	11%	11%	9%	10%	9%	7%	8%	16%Tdl	9%	8%	6%	15%l	10%	9%	12%	5%	10%	10%	13%	9%	8%	10%	8%	7%	5%
7	179	11	7	6	156	13	21	11	17	10	19	23	29	11	123	57	3	6	167	71	23	6	5	8	35	8	3
	14%	11%	11%	15%	15%	26%Tadgim	16%	11%	16%	11%	18%	14%	17%	11%	16%T	12%	11%	11%	15%	16%	11%	12%	8%	15%	15%	10%	10%
8	187	17	11	4	155	6	17	24	13	9	14	22	29	20	110	75	7	7	173	65	29	7	5	12	40	12	5
	15%	17%	18%	11%	15%	12%	13%	24%Tdl	13%	10%	13%	13%	17%	19%	14%	16%	22%	12%	15%	15%	14%	14%	9%	23%	17%	15%	17%
9	82	7	1	1	73	1	13	10	7	6	8	13	12	4	56	25	1	4	76	22	13	1	9	3	20	9	1
	7%	7%	2%	3%	7%	2%	9%	10%	6%	7%	7%	8%	7%	4%	7%	5%	5%	6%	7%	5%	6%	2%	15%Tsu	5%	9%	11%	4%
10 I think stricter rules and regulations are needed	206	12	12	7	176	11	23	12	14	13	17	37	31	20	126	79	5	9	194	61	35	8	7	5	51	24	6
	17%sa	11%	20%	19%	17%	21%	17%	12%	13%	14%	15%	22%	18%	19%	16%	17%	14%	15%	17%	14%	17%	15%	11%	9%	22%Tsw	29%Tstvw	20%
NET: 0-3	193	23	11	6	153	4	13	15	20	10	17	28	24	21	128	63	2	12	173	84	36	11	12	5	18	9	5
	16%lx	22%l	19%	16%	15%	8%	10%	15%	19%l	11%	15%	17%	14%	20%l	17%	14%	7%	20%	19%Tx	19%lx	18%lx	22%lx	21%lx	9%	8%	10%	17%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 471

Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

**I think the existing rules and regulations are enough vs.
 I think stricter rules and regulations are needed**

	GO Region										Internet usage			Devices used to access internet			Working status											
	Total (t)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	90	445	204	50*	58	53*	232	83	29**
NET: 4-7	575	44	24	19	488	29	70	41	52	58%Tadg km	55	69	79	42	350	216	17	27	509	214	90	24	26	29	104	29	12	
	46%r	42%	41%	52%	47%	57%	52%	40%	49%		50%	41%	45%	39%	45%	47%	52%	46%	45%	48%	44%	47%	45%	55%	45%	35%	41%	
NET: 8-10	476	36	24	12	404	18	53	45	34	28	39	72	71	44	293	179	13	20	442	148	78	16	20	19	110	46	12	
	38%a	35%	40%	32%	39%	35%	39%	45%	32%	31%	35%	43%	41%	41%	38%	39%	40%	34%	39%T	33%	38%	31%	35%	36%	48%Ts	55%Tstuv	42%	
Mean	6.34as	5.69	6.38	6.17	6.41a	6.80a	6.58a	6.36	5.89	6.21	6.29	6.56a	6.57a	6.38	6.36	6.35	6.58	5.79	6.41T	6.04	6.28	5.80	5.87	6.35	6.99Tstuv	7.21Tstuv	6.34	
Standard deviation	2.75	3.13	2.75	2.82	2.70	2.45	2.57	2.77	2.93	2.48	2.71	2.85	2.58	2.79	2.75	2.76	2.28	3.06	2.75	2.77	2.83	2.90	2.98	2.14	2.53	2.72	2.83	
Standard error	0.08	0.32	0.36	0.46	0.08	0.33	0.23	0.28	0.27	0.25	0.26	0.21	0.20	0.29	0.09	0.16	0.41	0.42	0.08	0.13	0.19	0.41	0.39	0.33	0.18	0.32	0.52	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 472

Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

I think the existing rules and regulations are enough vs.

I think stricter rules and regulations are needed

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
0 I think the existing rules and regulations are enough	49	10	10	11	8	5	44	19	14	35	9	10	7	*	6	3	13	35	31	18
	4%gs	4%	3%	4%	4%	4%	4%g	3%	3%	3%	2%	6%ghijm	4%	1%	17%Tighi jklo	5%nm	4%	6%Ts	2%	
1	41	12	10	8	8	1	40	20	13	29	12	6	6	-	1	3	5	36	23	18
	3%	5%	3%	3%	5%	1%	4%j	3%	3%	3%	4%	4%	4%	-	3%	5%	2%	4%	3%	2%
2	56	11	15	15	7	4	54	31	26	43	18	12	8	3	4	5	12	44	30	27
	5%	5%	4%	5%	4%	4%	5%	5%	6%j	4%	5%	7%j	5%	9%	10%Tijj	7%	4%	5%	9%	4%
3	47	9	9	13	6	7	45	32	18	42	14	10	5	2	3	3	10	36	25	22
	4%	4%	3%	4%	3%	5%	4%	5%	4%	4%	4%	6%	3%	4%	8%TI	6%	3%	4%	5%	3%
4	58	5	17	15	10	6	53	29	17	48	18	11	11	6	1	4	12	45	29	30
	5%	2%	5%	5%	6%	5%	5%	4%	4%	5%	5%	7%	7%gh	16%Tighi jklo	4%	7%	4%	5%	6%	4%
5 don't agree with either statements	217	45	66	44	29	14	192	116	69	172	65	20	15	4	8	7	31	178	63	154
	17%kpr	19%	20%	15%	17%	12%	17%j	17%j	16%j	17%j	18%jko	12%	10%	11%	20%klo	11%	11%	19%Tp	13%	21%Tr
6	120	22	32	25	18	13	104	67	38	104	36	8	17	5	3	5	29	88	49	71
	10%k	9%	9%	9%	11%	11%	9%k	10%k	9%k	10%k	10%k	5%	12%k	13%k	8%	8%	10%	9%	10%	10%
7	179	22	47	52	24	23	161	107	66	141	56	34	26	6	3	10	44	134	76	104
	14%a	10%	14%	18%a	14%	19%a	14%	16%n	16%n	14%	16%n	21%Tigh in	17%n	16%	8%	16%n	15%	14%	15%	14%
8	187	30	57	39	18	22	172	102	65	164	58	24	21	4	3	11	55	130	70	117
	15%	13%	17%	14%	11%	18%	15%	15%	16%T	16%	15%	14%	14%	11%	9%	18%mn	19%T	14%	14%	16%
9	82	13	22	16	14	10	74	50	29	71	22	6	11	2	1	3	18	65	38	45
	7%	6%	7%	6%	8%	8%	7%k	7%	7%	7%	6%	4%	7%k	4%	3%	5%	6%	7%	8%	6%
10 I think stricter rules and regulations are needed	206	52	48	48	28	15	181	109	68	169	53	21	22	6	4	8	63	143	68	138
	17%r	22%Tbe	15%	17%	16%	12%	18%	16%	16%	17%	15%	13%	15%	15%	10%	12%	22%Tq	15%	14%	19%r
NET: 0-3	193	42	45	47	29	18	183	103	71	150	52	38	25	5	14	14	40	152	109	84
	16%sa	18%	13%	16%	17%	14%	16%Ti	15%	17%	15%	14%	23%Tigh ij	17%	14%	38%Tigh jklo	22%Tgij m	14%	16%	22%Ts	11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 472

Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

**I think the existing rules and regulations are enough vs.
 I think stricter rules and regulations are needed**

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 4-7	575	94	161	137	81	57	510	319	189	465	175	72	69	21	26	117	444	216	359	48%
NET: 8-10	476	96	128	103	60	47	427	261	162	404	133	51	55	11	8	22	136	337	176	300
Mean	6.34knq	6.37	6.36	6.31	6.19	6.46	6.30kn	6.42kno	6.34kn	6.43Tkno	6.35kn	5.84n	6.25n	6.15	4.63	5.94n	6.76Tq	6.23	5.97	6.59Tr
Standard deviation	2.75	2.97	2.62	2.75	2.86	2.58	2.77	2.66	2.74	2.70	2.60	2.94	2.82	2.56	3.21	2.88	2.75	2.75	2.95	2.57
Standard error	0.08	0.20	0.14	0.16	0.22	0.22	0.08	0.10	0.12	0.08	0.12	0.18	0.17	0.24	0.29	0.22	0.14	0.09	0.12	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 473

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	Gender			Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	19-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	241	96	145	69	67	52	53	135	105	19	222	19	32	33	40	41	35	23	26%Tjkm	26%Tjkm	27%Tjkm	20%	16%	19%	17%	13%	20%	15%	27%	18%
1	176	76	97	38	54	26	56	93	83	11	165	18	30	29	34	24	18	12	54	29	154	21	3	11	4	71	12	2	87	
2	176	91	84	42	58	40	34	100	75	4	172	16	41	28	31	26	26	5	56	30	158	17	5	11	1	69	7	7	89	
3	124	65	58	46	38	23	17	84	40	7	117	16	13	19	20	24	15	10	40	25	113	11	3	6	2	56	3	3	60	
4	78	37	40	23	20	14	20	43	34	6	71	18	8	12	16	7	2	7	17	10	65	12	2	5	3	29	3	2	37	
5 don't agree with either statements	161	86	74	30	50	34	42	80	76	13	148	24	32	38	29	10	12	2	24	14	145	14	2	8	1	57	8	7	85	
6	64	36	28	21	16	19	9	37	27	4	60	7	14	10	8	14	5	3	22	8	52	10	2	6	2	22	2	4	34	
7	61	33	28	22	21	11	6	43	18	11	50	8	15	11	8	1	4	3	8	6	46	16	4	10	1	23	7	3	28	
8	66	40	24	17	18	13	17	36	30	6	60	4	15	9	12	7	11	2	20	13	53	10	2	5	2	22	2	4	36	
9	37	17	21	11	4	3	12	15	20	3	34	2	7	3	10	12	1	1	13	1	31	6	3	3	1	20	1	1	17	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
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Table 473

Q12b. Own Vies on safety measures
Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	Gender			Social Grade								Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (h)	DE (i)	ABC1 (j)	C2DE (k)	13-17 (l)	18+ (m)	18-24 (n)	25-34 (o)	35-44 (p)	45-54 (q)	55-64 (r)	65-74 (s)	75-84 (t)	55+ (u)	65+ (v)	White (w)	Minority Ethnic background (x)	Mixed (y)	Asian (z)	Black (aa)	Christian (ab)	Muslim (ac)	Other religion (ad)	None (ae)		
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615		
10 it is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	60	28	32	17	19	15	9	36	24	4	57	9	6	11	10	7	10	4	21	14	49	11	1	8	2	21	6	4	30		
	5%	5%	5%	5%	5%	6%	3%	5%	4%	4%	5%	6%	3%	5%	5%	4%	7%	6%	5%	7%	5%	8%	4%	9%	11%	4%	10%	8%	5%		
NET: 0-3	716	327	384	195	216	142	160	411	302	41	676	69	116	108	125	115	93	50	257	142	639	73	17	43	10	298	32	24	349		
	58% ^{ai}	54%	61% ^{Ta}	58%	59%	55%	58%	59%	57%	46%	58% ^{ak}	49%	54%	54%	57%	67% ^{Tijk}	68% ^{Tijk}	69% ^{ak}	67% ^{Tijk}	68% ^{Tijk}	59% ^{Tu}	48%	51%	50%	43%	61%	53%	50%	57%		
NET: 4-7	363	193	170	96	107	78	77	203	155	34	329	58	69	71	61	32	24	14	70	38	307	51	10	28	8	132	20	17	183		
	29% ^{oprs}	32%	27%	29%	29%	30%	28%	29%	29%	39% ^{Tjop}	29% ^{oprs}	41% ^{Tjop}	33% ^{oprs}	35% ^{oprs}	28% ^{oprs}	19%	17%	20%	18%	18%	28%	34%	32%	32%	36%	27%	33%	34%	30%		
NET: 8-10	163	85	77	46	41	37	38	87	74	13	150	15	28	22	32	25	21	8	54	28	133	28	6	16	5	62	8	8	82		
	13%	14%	12%	14%	11%	14%	14%	12%	14%	15%	13%	10%	13%	14%	15%	15%	15%	11%	14%	14%	12%	18%	18%	18%	21%	13%	14%	16%	13%		
Mean	3.45 ^{brs}	3.69 ^{Tb}	3.22	3.54	3.37	3.61	3.25	3.45	3.42	3.92 ^{qrs}	3.41 ^{rs}	3.73	3.64 ^{rs}	3.56	3.46	3.16	3.12	2.74	3.07	2.99	3.35	4.12 ^{Tt}	4.03	4.13 ^{Tt}	4.30	3.33	3.78	3.78	3.50		
Standard deviation	2.98	2.93	3.00	3.03	2.90	3.06	2.94	2.96	3.00	3.17	2.96	2.79	2.90	2.86	3.00	3.05	3.11	3.03	3.06	3.08	2.93	3.22	3.24	3.30	3.27	2.96	3.22	3.27	2.96		
Standard error	0.08	0.11	0.13	0.16	0.15	0.19	0.19	0.11	0.13	0.32	0.09	0.25	0.19	0.19	0.20	0.25	0.28	0.41	0.17	0.23	0.09	0.23	0.51	0.31	0.59	0.13	0.36	0.44	0.12		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 474

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education			Urban/Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	241	84	43	40	153	66	115	52	8	169	72	19	28	33	21	50	4	116	74	19	18	194	47
	19%	23%	23%	20%	18%	24%T	19%	18%	12%	20%	18%	16%	15%	19%	20%	17%	15%	20%	19%	20%	18%	19%	19%
1	176	62	36	37	107	36	94	41	6	118	58	13	22	25	19	43	4	91	50	10	14	138	38
	14%	17%	19% ^d	19%	13%	13%	15%	14%	9%	14%	14%	11%	12%	14%	18%	15%	16%	16%	13%	10%	14%	14%	15%
2	176	47	28	28	126	50	80	38	8	181	45	14	21	20	9	37	4	99	49	15	8	138	38
	14%	13%	14%	13%	15%	18%	13%	13%	18%	11%	13%	11%	12%	11%	9%	15%	18%	17% ^{Ti}	12%	16%	8%	14%	15%
3	124	32	12	18	89	29	61	30	4	87	36	9	16	17	10	24	5	48	46	12	12	92	32
	10%	9%	6%	9%	11%	11%	10%	10%	6%	10%	9%	8%	9%	10%	9%	8%	19%	8%	12%	13%	12%	9%	13%
4	78	24	11	12	46	12	37	20	9	47	31	6	10	19	9	21	4	37	25	4	8	62	16
	6%	7%	6%	6%	6%	4%	6%	7%	14% ^{Tef}	6%	8%	5%	5%	11% ^{Tij}	8%	7%	16%	6%	6%	4%	7%	6%	6%
5 don't agree with either statements	161	43	24	22	107	27	79	40	14	100	61	20	34	23	14	44	4	72	56	9	15	124	36
	13%	12%	12%	11%	13%	10%	13%	14%	23% ^{Tef}	12%	15%	17%	18% ^{Ti}	13%	13%	15%	15%	12%	14%	9%	15%	13%	15%
6	64	14	4	8	48	8	42	11	3	50	14	7	8	5	3	10	*	26	26	6	4	51	13
	5%	4%	2%	4%	6%	3%	7% ^{Te}	4%	6%	3%	3%	6%	4%	3%	2%	3%	1%	4%	7%	7%	4%	5%	5%
7	61	17	10	10	41	7	34	18	2	31	30	14	13	12	6	18	-	22	19	7	12	54	7
	5%	5%	5%	5%	5%	3%	5%	6%	4%	4%	7% ^{Ti}	11% ^{Ti}	7%	6%	6%	6%	-	4%	5%	7%	12% ^{Tqr}	5%	3%
8	66	20	11	12	44	14	34	16	2	41	6	13	12	9	18	-	28	16	9	6	59	7	
	5%	5%	6%	6%	5%	5%	5%	6%	3%	5%	6%	5%	7%	6%	9%	6%	-	5%	4%	9%	6%	6%	3%
9	37	11	6	8	27	11	17	8	1	23	14	5	8	2	3	11	-	16	16	3	3	29	9
	3%	3%	3%	4%	3%	4%	3%	3%	2%	3%	3% ^m	4%	4% ^m	1%	3%	4%	-	3%	4%	3%	3%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 474

Q12b. Own Vies on safety measures
Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
10 It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	60	12	7	7	48	11	26	18	5	36	24	7	12	9	3	21	1	29	19	2	2	55	6
NET: 0-3	716	225	119	121	475	180	350	161	25	506	211	55	88	96	60	154	18	354	219	56	52	562	155
	58%hjklo	62%	62%	60%	57%	67%Tfgh	57%h	55%	41%	61%Tjkl	52%	46%	47%	54%	56%	52%	65%	61%	55%	59%	51%	56%	62%
NET: 4-7	363	98	49	53	242	55	191	89	28	228	135	47	65	59	32	93	9	158	126	25	38	291	72
	29%e	27%	26%	26%	29%	20%	31%e	30%e	27%	47%Telg	33%T	39%Ti	35%i	33%	30%	31%	32%	27%	32%	27%	38%q	29%	29%
NET: 8-10	163	42	23	26	119	36	77	43	8	101	62	18	32	23	15	50	1	72	52	13	11	142	21
	13%v	12%	12%	13%	14%	13%	12%	15%	13%	15%	15%	17%	13%	14%	17%	17%	3%	12%	13%	14%	11%	14%Tv	9%
Mean	3.45aei	3.12	3.09	3.27	3.58Ta	3.05	3.48	3.64e	4.04e	3.30	3.76Ti	4.11Ti	4.06Tim	3.51	3.42	3.81T	2.82	3.26	3.59	3.49	3.68	3.54	3.10
Standard deviation	2.98	2.91	2.96	2.98	3.02	2.97	2.94	3.05	2.84	2.92	3.07	3.07	3.09	2.94	2.98	3.13	2.18	2.94	2.97	2.94	2.87	3.04	2.67
Standard error	0.08	0.15	0.21	0.21	0.11	0.18	0.12	0.17	0.35	0.11	0.14	0.26	0.21	0.21	0.27	0.17	0.45	0.13	0.15	0.28	0.27	0.10	0.18

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 475

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	241	13	12	11	205	13	25	20	22	14	17	38	33	23	134	104	5	12	221	75	34	10	7	5	63	22	6
1	176	12	6	4	154	9	22	17	11	7	20	26	24	19	123	51	3	7	165	52	34	6	11	8	35	17	2
2	14%	12%	10%	11%	15%	17%	16%	17%	10%	8%	18%	16%	14%	18%	16%	11%	9%	12%	15%	12%	17%	12%	18%	15%	15%	20%	7%
3	176	14	6	5	151	10	16	16	8	10	13	21	36	21	106	67	5	9	160	62	35	10	11	10	32	8	5
4	14%	13%	10%	14%	14%	19%	12%	15%	7%	11%	12%	13%	21%	19%	14%	15%	14%	16%	14%	14%	17%	19%	19%	14%	10%	16%	
5 don't agree with either statements	124	13	12	6	94	4	11	12	6	5	14	16	16	11	66	57	1	2	114	55	12	3	3	8	27	6	2
6	10%	12%	19%	15%	9%	8%	8%	12%	5%	6%	12%	9%	9%	10%	9%	13%	3%	3%	10%	12%	6%	6%	5%	15%	12%	8%	8%
7	78	8	4	2	64	3	6	5	8	7	9	9	14	2	54	21	2	7	68	25	14	2	4	7	12	6	-
8	6%	7%	7%	5%	8%	6%	5%	6%	8%	8%	5%	8%	8%	2%	7%	5%	6%	12%	6%	6%	7%	4%	8%	14%	5%	3%	-
9	161	11	10	4	136	7	21	7	15	19	18	17	22	10	96	60	7	6	139	68	27	9	7	10	15	9	3
10	13%	10%	17%	12%	13%	13%	15%	7%	14%	21%	16%	10%	13%	9%	12%	13%	23%	11%	12%	15%	13%	18%	13%	19%	6%	10%	10%
11	64	8	-	2	54	1	6	7	9	6	4	7	5	9	42	22	2	4	57	32	8	3	2	2	10	1	2
12	5%	8%	-	4%	5%	3%	4%	7%	8%	7%	4%	4%	3%	8%	5%	5%	6%	7%	5%	7%	4%	6%	4%	4%	4%	1%	8%
13	61	5	2	1	53	2	9	4	6	6	6	13	6	1	44	17	1	3	56	25	10	-	3	2	7	1	2
14	5%	5%	3%	3%	5%	4%	7%	4%	5%	7%	6	8%	3%	1%	6%	4%	2%	6%	5%	6%	5%	-	5%	4%	3%	1%	8%
15	66	3	2	1	59	1	7	6	11	6	7	11	5	6	46	19	3	5	55	22	9	5	4	1	13	4	2
16	5%	3%	3%	3%	6%	2%	5%	6%	10%	7%	6%	3%	3%	6%	6%	4%	8%	8%	5%	5%	5%	10%	7%	2%	5%	5%	7%
17	37	7	1	1	29	1	3	6	3	1	4	4	3	2	21	14	4	-	31	12	8	2	3	-	5	2	3
18	3%	6%	2%	2%	3%	2%	5%	3%	6%	3%	1%	2%	1%	2%	3%	3%	13%	-	3%	3%	4%	4%	4%	-	2%	2%	12%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 475

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
10 It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	60	10	5	-	45	-	5	5	4	6	2	7	11	3	36	23	-	3	58	19	13	-	3	-	14	7	1
	5%	10%Tdej	9%	-	4%	-	4%	5%	4%	7%	2%	4%	6%	3%	5%	5%	-	5%	5%	4%	6%	-	5%	-	6%	8%	4%
NET: 0-3	716	51	35	25	604	36	74	64	47	35	64	101	109	74	430	280	14	30	661	243	116	29	32	30	157	54	15
	58%hin	50%	59%ki	70%hi	58%hi	70%ahi	55%id	64%hi	44%	39%	58%id	60%hi	62%hi	69%Tadfhi	56%	61%	42%	52%	59%T	55%	57%	58%	55%	57%	67%Tst	65%	52%
NET: 4-7	363	32	16	9	307	13	42	23	38	39	37	45	47	22	236	120	12	20	320	149	58	14	17	22	44	17	7
	29%ix	31%	27%	24%	29%	25%	31%	23%	36%im	43%Tdgk	33%	27%	27%	21%	31%	26%	37%	35%	28%	34%Txy	29%ix	29%	29%	41%xy	19%	20%	25%
NET: 8-10	163	20	8	2	133	2	19	14	21	15	10	23	18	11	104	57	7	8	144	53	30	7	9	1	31	13	7
	13%w	19%ej	13%	6%	13%	5%	14%	14%	20%dejl	17%	9%	13%	10%	10%	14%	13%	21%	13%	13%	12%	15%w	14%	16%w	1%	14%	15%w	23%
Mean	3.45ex	4.20Tcd	3.51	2.59	3.40e	2.54	3.58e	3.29	4.04cde	3.27	3.35	3.18	2.88	3.53	3.31	4.13	3.51	3.41	3.62x	3.53	3.30	3.64	3.17	2.99	2.99	2.99	4.18
Standard deviation	2.98	3.21	3.01	2.54	2.96	2.46	3.06	3.04	3.20	3.02	2.63	3.06	2.86	2.76	2.98	2.98	3.05	3.02	2.98	2.87	3.07	2.78	3.02	2.02	3.07	3.20	3.41
Standard error	0.08	0.32	0.40	0.42	0.09	0.33	0.27	0.31	0.29	0.30	0.25	0.23	0.22	0.29	0.10	0.17	0.55	0.42	0.09	0.13	0.21	0.40	0.31	0.22	0.37	0.62	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
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Table 476

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitleb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	241	51	60	51	34	18	206	123	72	182	58	24	26	4	2	8	46	195	80	161
1	176	42	45	37	25	15	161	95	65	150	55	24	15	2	1	8	44	132	63	113
2	176	33	45	50	23	13	169	89	50	142	32	18	16	2	5	8	27	146	55	121
3	124	14	33	27	24	20	110	66	30	102	32	13	14	2	4	4	24	99	47	77
4	78	16	21	21	7	8	64	43	28	68	28	9	8	2	2	4	17	58	35	42
5 don't agree with either statements	161	25	50	34	23	11	148	106	68	136	60	23	22	5	5	9	43	110	69	92
6	64	6	22	14	6	10	57	33	25	49	24	12	12	7	4	2	21	42	33	31
7	61	8	19	11	14	8	56	41	30	52	28	15	20	7	3	8	22	38	36	25
8	66	17	12	17	7	10	59	34	26	57	17	11	9	4	6	6	20	46	36	30
9	37	7	14	8	3	4	35	27	13	33	14	6	5	2	3	4	14	22	17	20

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 476

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos

	Household income- per year					Regular users of VSPs (last 3 months)							Exposure to harmful content (last 3 months)		Awareness of safety measures						
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruittable (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
10 It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	60 5%gh	12 5%	14 4%	17 6%	3 2%	4 3%	54 5%h	25 4%	13 3%	47 5%	11 3%	6 4%	3 2%	1 3%	4 3%	12%Tghi jko	1 2%	15 5%	45 5%	28 6%	32 4%
NET: 0-3	716 58%ghjk lmnopr	139 60%	183 55%	165 57%	106 62%	66 54%	646 58%ghjk lmno	373 55%jlmno	218 52%mn	577 57%hijkl mno	178 49%mn	79 49%mn	71 47%mn	10 27%	12 31%	28 46%mn	142 49%	572 61%Tp	246 49%	471 63%Tr	
NET: 4-7	363 29%qs	56 24%	112 33%a	80 28%	50 29%	37 30%	325 29%	223 33%Tli	151 36%Tli	305 39%Tgi	139 39%Tgi	59 36%Ti	62 41%Tgi	20 54%Tlgh ijkl	13 36%	23 37%	102 35%Tq	248 27%	173 35%Ts	190 26%	
NET: 8-10	163 13%a	36 16%	40 12%	42 15%	14 8%	18 15%	148 13%	87 13%	53 12%	137 13%	43 12%	23 15%	17 11%	7 19%l	13 34%Tlgh ijkl	11 18%hjl	49 17%	113 12%	81 16%Ts	82 11%	
Mean	3.45qs	3.27	3.56	3.52	3.19	3.81	3.47	3.56	3.63	3.51	3.74T	3.91Tf	3.93Tf	5.16Tfg hijko	5.54Tfg hijko	4.19Tfg hi	3.97Tq	3.26	3.94Ts	3.12	
Standard deviation	2.98	3.11	2.93	3.01	2.76	2.93	2.97	2.93	2.92	2.96	2.90	3.00	2.91	2.82	3.04	3.04	3.09	2.93	3.06	2.88	
Standard error	0.08	0.21	0.16	0.18	0.21	0.25	0.09	0.11	0.13	0.09	0.14	0.19	0.18	0.27	0.28	0.23	0.16	0.10	0.13	0.11	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 477

Q12b. Own Vies on safety measures
Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.

Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	Gender		Social Grade						Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	85+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	114	31	488	79	54	597		
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	68	39	28	16	26	11	15	42	26	4	64	10	17	15	7	6	4	4	14	8	61	7	2	4	-	14	2	3	49	
	5%z	7%	4%	5%	7%	4%	5%	6%	5%	5%	6%	7%	8%nr	7%	3%	3%	3%	6%	4%	4%	6%	5%	5%	5%	-	3%	4%	5%	8%Tz	
1	55	25	28	13	17	12	13	30	26	6	50	8	17	8	7	6	1	2	10	3	52	4	*	2	1	23	3	2	26	
	4%prs	4%	4%	4%	5%	5%	5%	4%	5%	6%ps	4%	5%	8%Tjprs	4%	3%	4%	1%	3%	3%	2%	5%	2%	*	3%	3%	5%	5%	4%	4%	
2	76	31	45	22	24	17	13	46	30	8	68	10	20	12	12	11	2	14	3	63	11	2	6	2	23	3	6	41		
	6%prs	5%	7%	7%	6%	7%	5%	7%	6%	9%prs	6%prs	7%ps	9%Tjprs	6%ps	6%ps	6%prs	1%	2%	4%ps	1%	6%	7%	2	6	7	23	3	6	41	
3	86	43	42	24	34	13	16	58	28	9	77	14	17	19	12	6	5	3	15	8	71	13	3	7	2	36	5	2	38	
	7%r	7%	7%	7%	9%Th	5%	6%	8%	5%	10%or	7%r	10%r	8%r	9%ors	5%	4%	4%	4%	4%	4%	7%	9%	8%	8%	9%	4%	7%	8%	4%	6%
4	75	32	43	17	30	15	10	46	26	3	72	7	17	25	7	8	6	2	16	8	63	10	2	3	4	23	5	1	45	
	6%	5%	7%	5%	8%l	6%	4%	7%	5%	3%	6%	5%	8%	12%Tjno	3%	5%	4%	3%	4%	4%	6%	5%	7%	4%	16%	5%	8%	1%	7%	
5 don't agree with either statements	255	141	112	59	71	56	64	130	120	19	236	29	33	36	53	34	43	8	85	51	231	23	9	9	2	108	9	8	126	
	21%bw	23%Tb	18%	18%	19%	22%	23%	19%	22%	21%	20%	21%	16%	18%	24%l	20%	31%Tjmo	12%	22%	24%lq	21%w	15%w	9	9	2	108	9	8	126	
6	122	58	64	38	33	24	27	71	51	9	113	26	23	19	17	7	5	5	29	12	106	15	3	11	2	46	4	5	64	
	10%	10%	10%	11%	9%	9%	10%	10%	10%	10%	10%	18%Tjmn	11%	10%	8%	10%	5%	8%	8%	8%	10%	10%	10%	12%	7%	2	46	4	5	64
7	128	71	57	42	27	25	32	70	57	11	116	12	16	19	28	24	14	3	41	17	109	17	4	9	4	43	4	8	71	
	10%d	12%	9%	13%dg	7%	10%	12%	10%d	11%	13%	10%	9%	8%	9%	13%	14%	10%	5%	11%	8%	10%	11%	12%	10%	17%	9%	7%	16%	12%	
8	145	56	89	40	39	35	30	80	64	8	137	7	24	22	30	20	16	19	55	35	127	18	4	10	3	76	7	6	52	
	12%akC	9%	14%Ta	12%	11%	14%	11%	11%	12%	10%	12%k	5%	11%	11%	14%k	12%	12%	26%Tjkl	14%k	17%Tkp	12%	12%	13%	11%	14%	15%TC	12%	13%	8%	
9	73	30	43	22	22	14	15	44	29	4	69	4	12	5	22	12	9	5	26	15	61	12	-	11	1	31	8	2	30	
	6%rn	5%	7%	6%	6%	5%	6%	6%	5%	4%	6%rn	3%	6%	3%	10%Tjkm	7%	7%	8%	7%	7%	6%	8%	-	12%Tuv	4%	6%	14%TzC	3%	5%	
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	160	79	81	44	42	35	39	86	74	8	153	14	16	22	23	29	32	17	78	49	136	22	4	15	3	69	9	7	73	
	13%l	13%	13%	13%	11%	13%	14%	12%	14%	9%	13%l	10%	8%	11%	11%	17%l	23%Tjkl	23%Tjkl	24%Tjkl	20%Tjkl	23%Tjkl	13%	15%	12%	17%	13%	14%	15%	12%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 477

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.

Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (M)	Female (F)	AB (A)	C1 (B)	C2 (C)	DE (D)	ABC1 (E)	C2DE (F)	13-17 (G)	18+ (H)	18-24 (I)	25-34 (J)	35-44 (K)	45-54 (L)	55-64 (M)	65-74 (N)	75-84 (O)	85+ (P)	95+ (Q)	White (R)	Minority Ethnic background (S)	Mixed (T)	Asian (U)	Black (V)	Christian (W)	Muslim (X)	Other religion (Y)	None (Z)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	285	139	143	74	101	53	57	175	110	26	259	42	71	55	39	29	11	11	52	22	246	34	6	20	5	96	13	12	153
	23%prsz	23%	23%	22%	28%Th	21%	21%	25%	21%	30%inopr s	22%prs s	30%inopr s	34%Tjnoprs	27%inopr s	18%p	17%p	8%	15%	14%p	11%	23%	19%	23%	21%	19%	22%	22%	25%	25%
NET: 4-7	580	302	275	156	161	120	134	317	254	41	538	75	89	98	105	83	69	20	171	88	509	66	19	32	11	220	22	21	306
	47%q	50%Tb	44%	46%	44%	47%	49%	45%	48%	47%q	47%q	53%q	42%	49%q	48%q	48%q	50%qs	27%	45%q	42%q	44%	47%	57%	37%	47%	45%	37%	44%	50%T
NET: 8-10	378	165	213	106	103	83	85	209	168	20	359	24	52	49	75	60	57	41	158	98	324	51	8	36	7	176	25	15	156
	30%akmC	27%	34%Ta	32%	28%	32%	31%	30%	32%	22%	31%klm	17%	25%	24%	34%klm	35%klm	42%Tijk	57%Tijk	42%Tijk	47%Tijk	30%	34%	25%	41%T	32%	36%TC	41%C	31%	25%
Mean	5.70dkl mC	5.62	5.80	5.67dg	5.37	5.81	5.84	5.61d	5.83d	5.25	5.73klm	5.04	4.96	5.22	6.06klm	6.20Tij	6.71Tij	6.85Tij	6.50Tij	6.76Tij	5.67	5.93	5.65	6.25	5.94	6.02TC	6.10	5.79	5.43
Standard deviation	2.86	2.86	2.86	2.82	2.94	2.84	2.86	2.89	2.84	2.80	2.87	2.77	2.97	2.85	2.67	2.78	2.57	2.97	2.75	2.71	2.86	2.87	2.57	3.00	2.73	2.75	3.03	2.99	2.91
Standard error	0.08	0.11	0.12	0.15	0.15	0.18	0.18	0.11	0.13	0.28	0.08	0.25	0.19	0.19	0.18	0.22	0.23	0.40	0.15	0.20	0.09	0.21	0.40	0.28	0.49	0.12	0.34	0.41	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 478

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.

Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	68 5%	19 5%	10 5%	8 4%	49 8%	11 4%	32 5%	23 9%	1 2%	35 4%	33 8%Ti	14 12%Ti	15 8%	15 9%j	4 4%	26 9%T	2 9%	35 6%	19 5%	2 2%	6 6%	53 5%	15 6%
1	55 4%	22 6%	17 9%Ta	13 7%	32 4%	11 4%	23 4%	19 6%	2 3%	29 3%	27 7%Ti	8 6%	14 8%Ti	15 8%Ti	5 5%	17 6%	4 15%	24 4%	20 5%	3 3%	6 6%	47 5%	9 3%
2	76 6%	25 7%	16 8%	12 6%	48 5%	13 5%	38 6%	18 6%	6 9%	48 6%	27 7%	9 7%	12 8%	14 8%	9 8%	17 6%	4 15%	30 5%	29 9%	9 10%	9 9%	59 6%	16 7%
3	86 7%	27 7%	16 8%	16 8%	55 7%	17 6%	37 6%	26 9%	6 9%	49 6%	37 9%	10 8%	19 10%	19 11%Ti	9 8%	26 10%	3 10%	38 6%	31 8%	6 6%	9 9%	64 6%	23 9%
4	75 6%	17 5%	12 6%	10 5%	53 6%	14 5%	36 6%	22 8%	4 6%	45 5%	30 7%	7 6%	18 10%Ti	16 9%	6 5%	26 9%T	1 5%	33 6%	29 7%	5 5%	4 4%	62 6%	13 5%
5 don't agree with either statements	255 21%k	73 20%	36 19%	35 18%	165 20%	63 23%	126 20%	51 18%	15 25%	192 23%Tj	63 15%	14 12%	28 15%	34 19%	15 14%	41 14%	3 11%	121 21%	88 22%	13 14%	23 23%	198 20%	57 23%
6	122 10%v	35 10%	19 10%	20 10%	85 10%	25 9%	56 9%	36 12%	5 8%	75 9%	47 12%	19 16%Ti	17 9%	16 9%	10 9%	34 12%	4 14%	53 9%	36 9%	13 14%	12 12%	107 11%Tv	15 6%
7	128 10%o	42 12%	16 8%	24 12%	84 10%	26 10%	74 12%g	21 7%	6 10%	94 11%	34 8%	8 7%	11 6%	12 7%	16 14%jm	20 7%	3 10%	66 11%	36 9%	9 10%	11 11%	102 10%	25 10%
8	145 12%	41 11%	17 9%	26 13%	103 12%	43 16%Tg	69 11%	27 9%	6 10%	102 12%	43 11%	13 13%	27 14%j	18 10%	9 9%	35 12%	- 1%	69 12%	43 13%	16 17%	10 9%	117 12%	28 11%
9	73 6%	21 6%	11 6%	11 6%	49 4%	12 4%	40 6%	18 6%	4 6%	51 6%	22 5%	4 4%	7 4%	7 4%	9 8%	17 6%	1 3%	32 5%	25 6%	5 5%	6 6%	58 6%	15 6%
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	160 13%mt	42 12%	23 12%	25 12%	113 13%	34 13%	88 14%	32 11%	6 11%	115 14%mt	45 11%mt	14 12%	18 9%	11 6%	16 15%mt	37 13%	2 6%	84 14%t	47 12%t	13 14%t	5 5%	127 13%	33 13%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 478

Q12b. Own Vies on safety measures
Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs. Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 0-3	285 23% _i	93 25% _i	59 31% _{ad}	49 25% _i	184 22% _i	54 20% _i	131 21% _i	86 29% _{tef}	14 23% _i	161 19% _i	124 30% _{ti}	40 33% _{ti}	59 32% _{ti}	63 36% _{tjn}	27 25% _t	86 29% _t	13 49% _t	127 22% _t	93 23% _t	20 21% _t	29 29% _t	222 22% _t	63 25% _t
NET: 4-7	580 47% _o	167 46% _o	83 43% _o	88 44% _o	387 46% _o	128 47% _o	291 44% _o	130 50% _o	30 49% _o	406 49% _o	174 43% _o	48 40% _o	74 44% _o	79 43% _o	47 41% _o	122 41% _o	11 40% _o	273 47% _o	189 48% _o	40 43% _o	51 51% _o	469 47% _o	110 44% _o
NET: 8-10	378 30% _{mt}	105 29% _{mt}	50 26% _{mt}	63 31% _{mt}	265 32% _{mt}	89 33% _{mt}	196 32% _{mt}	77 26% _{mt}	16 27% _{mt}	268 32% _{mt}	110 27% _{mt}	32 26% _{mt}	51 28% _{mt}	36 20% _{mt}	34 31% _{mt}	89 30% _{mt}	3 11% _{mt}	184 32% _{mt}	115 29% _{mt}	34 36% _{mt}	20 20% _{mt}	303 30% _{mt}	75 30% _{mt}
Mean	5.70 kgj	5.58 b	5.25	5.73	5.77 d	5.87 g	5.85 g	5.23	5.63	5.92 Tjk	5.25 m	5.08	5.07	4.69	5.83 lm	5.36	4.07	5.80 t	5.61	6.04 t	5.11	5.72	5.62
Standard deviation	2.86	2.89	2.98	2.87	2.87	2.75	2.86	2.98	2.65	2.76	3.01	3.16	2.99	2.84	2.94	3.08	2.94	2.89	2.82	2.75	2.67	2.85	2.91
Standard error	0.08	0.15	0.22	0.20	0.10	0.17	0.12	0.17	0.33	0.10	0.14	0.26	0.20	0.20	0.27	0.16	0.61	0.12	0.14	0.26	0.25	0.09	0.19

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 479

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.

Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	68	7	2	3	55	2	7	8	10	2	2	6	12	6	47	20	*	2	66	26	13	2	6	1	10	4	2
1	55	6	4	2	44	2	4	2	7	3	11	5	4	4	37	17	-	7	50	18	11	3	2	-	5	9	2
2	76	4	4	2	66	1	10	8	5	6	10	9	12	6	59	16	*	2	75	27	17	2	4	4	6	4	4
3	86	8	6	5	67	5	8	4	5	7	9	11	12	5	56	29	4	3	77	33	12	7	2	4	9	7	5
4	75	8	2	1	65	4	5	9	4	8	6	9	11	8	47	28	2	3	70	33	15	3	4	7	6	4	1
5 don't agree with either statements	255	21	19	4	211	9	32	18	26	24	21	33	31	17	153	96	7	8	224	94	38	13	10	14	51	9	7
6	122	10	1	4	107	6	22	10	11	13	10	13	12	11	68	53	3	4	113	47	18	5	6	11	16	10	*
7	128	14	6	4	103	5	13	11	12	5	13	11	22	10	83	44	1	6	117	59	17	5	5	2	21	7	1
8	145	8	8	3	126	4	8	12	8	10	13	28	27	16	81	64	7	9	121	43	30	4	6	1	40	10	3
9	73	10	-	2	61	3	5	6	8	*	7	17	6	9	49	24	2	6	69	23	12	3	5	1	20	4	-
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	160	10	9	5	137	10	21	12	9	9	8	27	26	15	91	66	5	9	141	43	21	4	9	6	48	16	5

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 479

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.

Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	GO Region											Internet usage			Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 0-3	285	25	15	13	232	11	29	22	28	18	33	31	40	21	199	81	5	13	269	104	53	14	14	9	30	24	12
	23%ox	24%	25%	36%k	22%	21%	21%	22%	26%	21%	29%k	18%	23%	19%	26%To	18%	15%	23%	24%T	23%x	26%x	27%kx	17%	13%	28%kx	28%kx	40%
NET: 4-7	580	51	28	13	487	23	72	48	53	51	50	67	76	46	352	221	13	21	524	232	87	26	25	35	94	30	9
	47%	50%	47%	37%	47%	46%	53%k	47%	50%	57%Tdk	45%	40%	44%	43%	46%	48%	41%	38%	47%	52%Tby	43%	51%	43%	66%Ttx	41%	36%	32%
NET: 8-10	378	27	16	10	325	17	35	31	25	20	28	71	58	40	155	14	24	332	110	63	11	20	9	108	30	8	
	30%snrs	26%	27%	27%	31%	33%	25%	31%	23%	22%	25%	42%Tadff	34%	38%hi	29%	34%	44%	41%	29%	25%	31%	34%	17%	47%Tstu	36%w	28%	
Mean	5.70nr	5.54	5.51	5.25	5.74	5.94	5.73	5.64	5.24	5.43	5.29	6.26Tdh	5.82	6.03	5.53	6.01Tn	6.45	6.06	5.63	5.49	5.48	5.29	5.69	5.44	6.68Tst	5.76	5.01
Standard deviation	2.86	2.88	2.79	3.20	2.86	2.97	2.80	2.93	2.96	2.50	2.79	2.82	2.93	2.91	2.75	2.43	3.11	2.89	2.75	2.95	2.65	3.14	2.38	2.75	3.22	3.16	
Standard error	0.08	0.29	0.37	0.53	0.09	0.40	0.25	0.30	0.27	0.25	0.26	0.21	0.23	0.30	0.10	0.16	0.44	0.43	0.09	0.12	0.20	0.38	0.42	0.36	0.20	0.38	0.58

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 480

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.

Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)			Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	68	21	10	16	10	5	60	32	17	54	17	18	10	1	3	4	18	50	45	23	
	5%bs	9%Tb	3%	6%	6%	4%	5%	5%	4%	5%	5%	11%Tghijm	6%	2%	9%h	7%lm	6%	5%	9%Ts	3%	
1	55	11	17	13	6	5	55	33	20	46	24	14	6	2	1	2	12	43	34	22	
	4%a	5%	5%	5%	4%	4%	5%T	5%	5%	4%	7%Tgi	9%Tghilo	4%	6%	4%	3%	4%	5%	7%Ts	3%	
2	76	13	16	21	11	13	71	51	35	61	25	16	7	2	4	7	22	53	42	34	
	6%a	6%	5%	7%	7%	11%Tb	6%	7%Ti	8%Ti	6%	7%	10%Til	5%	6%	11%l	7	11%Tilm	8%	6%	8%Ts	5%
3	86	12	21	16	20	11	84	57	39	81	35	15	13	5	2	5	22	64	38	48	
	7%	5%	6%	6%	11%Tac	9%	8%T	8%	9%T	8%T	10%T	9%	9%	14%To	6%	8%	8%	7%	8%	8%	6%
4	75	14	16	17	17	4	71	51	26	55	27	11	11	3	3	7	19	54	41	34	
	6%a	6%	5%	6%	10%	4%	6%l	7%Ti	6%	5%	7%	7%	7%	8%	9%	12%Tghikl	7%	6%	8%Ts	5%	
5 don't agree with either statements	255	48	74	54	29	24	216	120	77	208	70	25	28	7	7	13	49	199	73	182	
	21%lgr	21%	22%	19%	17%	20%	19%	18%	18%	20%g	19%	15%	19%	17%	19%	21%	17%	21%	15%	25%Tr	
6	122	14	39	34	15	11	109	66	39	101	40	10	14	4	4	2	33	88	66	56	
	10%aos	8%	12%a	12%a	9%	9%	10%o	10%o	9%o	10%o	11%ko	6%	10%o	10%o	10%o	4%	11%	9%	13%Ts	8%	
7	128	20	32	26	24	16	116	76	44	104	28	15	19	3	3	5	26	98	52	75	
	10%	9%	10%	9%	14%	13%	10%j	11%j	11%j	10%	8%	9%	12%j	8%	7%	8%	9%	11%	10%	10%	
8	142	29	40	37	16	16	131	71	49	114	35	13	18	6	4	8	32	112	39	106	
	12%r	13%	12%	13%	9%	13%	12%	10%	12%	11%	10%	8%	12%	15%	10%	12%	11%	12%	9%	14%Tr	
9	73	10	27	16	8	7	69	43	26	62	22	10	5	2	3	5	19	54	31	42	
	6%	4%	8%	6%	5%	5%	6%	6%	6%	6%	6%	6%	3%	5%	8%l	8%l	7%	6%	6%	4%	
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	160	39	44	36	14	10	137	84	49	133	37	16	17	3	3	4	41	118	41	119	
	13%lor	17%de	13%	13%	8%	8%	12%o	12%o	12%o	13%o	10%	10%	12%o	9%	7%	6%	14%	13%	8%	16%Tr	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 480

Q12b. Own Vies on safety measures

Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.

Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,599 (c)	£36,600 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fuella b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 0-3	285	57	63	66	47	34	270	173	112	242	102	62	37	10	11	18	74	210	158	127
	23% _s	25%	19%	23%	28% _b	28% _b	24% _T	25% _T	27% _T	24%	28% _{Tf}	38% _{Tfgh}	25%	28%	29%	29%	25%	22%	32% _{Ts}	17%
NET: 4-7	580	97	160	130	85	55	512	312	186	468	164	61	72	16	17	28	126	440	232	348
	47% _k	42%	48%	46%	50%	45%	46% _k	46% _k	44%	46% _k	46% _k	38%	48% _k	43%	45%	45%	43%	47%	46%	47%
NET: 8-10	378	78	111	90	38	33	337	199	124	309	94	39	41	11	10	16	93	283	110	268
	30% _{djr}	34% _d	33% _d	31%	22%	27%	30%	29%	29%	30% _j	26%	24%	27%	29%	25%	26%	32%	30%	22%	36% _{Tr}
Mean	5.70 _{ko}	5.65	5.98 _d	5.69	5.28	5.47	5.65 _{jko}	5.61 _{jko}	5.58 _{kj}	5.70 _{ko}	5.33 _k	4.79	5.53 _k	5.52 _k	5.11	5.13	5.67	5.71	5.03	6.15 _{Tr}
Standard deviation	2.86	3.14	2.73	2.89	2.74	2.75	2.87	2.87	2.85	2.87	2.85	3.17	2.85	2.73	2.95	2.83	2.97	2.85	2.95	2.71
Standard error	0.08	0.21	0.15	0.17	0.21	0.24	0.09	0.10	0.12	0.09	0.13	0.20	0.18	0.26	0.27	0.21	0.16	0.10	0.12	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Table 481

Q13. Need for safety measures - Summary table

Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Summary table

		Videos that may be inappropriate or upsetting to children (a)	Videos that contain sexual or pornographic content (b)	Videos which encourage unhealthy diets or eating disorders (c)	Videos which encourage people to harm themselves (d)	Videos containing misleading information e.g. fake news or conspiracy theories (e)	Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion) (f)	Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion) (g)
Unweighted base		1243	1243	1243	1243	1243	1243	1243
Weighted base		1243	1243	1243	1243	1243	1243	1243
Effective base		1016	1016	1016	1016	1016	1016	1016
should definitely have rules and safety measures in place	(10)	662 53%ce	642 52%ce	514 41%	811 65%abcdfg	494 40%	732 59%abce	746 60%abce
9	(9)	113 9%	108 9%	98 8%	103 8%	129 10%c	108 9%	123 10%
8	(8)	154 12%	134 11%	164 13%dfg	128 10%	171 14%bdfg	128 10%	126 10%
7	(7)	98 8% ^d	111 9% ^{dg}	168 14%abdfg	60 5%	160 13%abdfg	89 7% ^d	84 7% ^d
6	(6)	75 6% ^{dg}	80 6% ^{dfg}	93 8% ^{dfg}	49 4%	84 7% ^{dfg}	56 5%	53 4%
5	(5)	91 7% ^{dg}	104 8% ^{dfg}	119 10% ^{adfg}	69 6%	111 9% ^{dfg}	78 6%	67 5%
4	(4)	16 1%	15 1%	21 2% ^{df}	9 1%	19 2%	9 1%	12 1%
3	(3)	11 1% ^d	13 1% ^d	17 1% ^{dg}	2 *	18 1% ^{dg}	10 1% ^d	5 *
2	(2)	10 1% ^d	9 1%	16 1% ^d	3 *	13 1% ^d	9 1%	8 1%
1	(1)	2 *	10 1% ^d	9 1% ^d	-	4 *	3 *	4 *
should have no rules or safety measures in place	(0)	11 1%	15 1%	23 2% ^{adg}	10 1%	39 3% ^{abcdfg}	21 2% ^{adg}	15 1%
NET: 8-10		929 75%bce	885 71%ce	776 62%	1042 84%abcdfg	784 64%	969 78%abce	995 80%abcef
NET: 4-7		280 22% ^{dfg}	311 25% ^{adfg}	401 32% ^{abdfg}	187 15%	375 30% ^{abdfg}	232 19% ^d	216 17% ^d

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

Table 481

Q13. Need for safety measures - Summary table

Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Summary table

	Videos that may be inappropriate or upsetting to children (a)	Videos that contain sexual or pornographic content (b)	Videos which encourage unhealthy diets or eating disorders (c)	Videos which encourage people to harm themselves (d)	Videos containing misleading information e.g. fake news or conspiracy theories (e)	Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion) (f)	Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion) (g)
Weighted base	1243	1243	1243	1243	1243	1243	1243
NET: 0-3	34 3% ^d	47 4% ^{idg}	65 5% ^{abdfg}	14 1%	74 6% ^{abdfg}	43 3% ^d	32 3% ^d
Mean	8.51 ^{bce}	8.35 ^{ce}	7.92	8.98 ^{abcef}	7.90	8.65 ^{abce}	8.77 ^{abcef}
Standard deviation	2.08	2.24	2.38	1.78	2.46	2.14	2.01
Standard error	0.06	0.06	0.07	0.05	0.07	0.06	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 482
Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents
 Videos that may be inappropriate or upsetting to children

	Gender			Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
should definitely have rules and safety measures in place	(10) 662	264	396	172	189	138	159	361	297	38	624	54	90	92	121	125	95	48	268	142	589	69	20	39	9	292	31	22	309	
	53%aklmu	44%	63%Ta	51%	52%	54%	58%	51%	56%	43%	54%klm	38%	42%	45%	56%kl	73%Tijk	69%Tijk	67%klm	70%Tijk	68%Tijk	55%Tu	45%	60%	45%	40%	59%TC	51%	46%	50%	
9	(9) 113	57	55	38	32	24	18	71	41	9	104	16	17	17	23	15	9	7	31	16	89	22	*	18	2	47	7	5	49	
	9%st	9%	9%	11%	9%	9%	6%	10%	8%	11%	9%	11%	8%	8%	10%	9%	6%	10%	8%	8%	14%Tuv	*	21%Tuv	2	9%	10%	11%	10%	8%	
8	(8) 154	89	89	64	49	44	31	28	93	59	11	143	20	31	30	22	11	16	12	40	28	135	18	5	6	6	58	9	5	79
	12%bo	15%B	10%	15%	12%	12%	10%	13%	11%	12%	12%o	14%	15%o	15%o	10%	7%	12%	17%o	10%o	14%	12%	12%w	16%	12%	7%	26%	12%	15%	10%	13%
7	(7) 98	57	41	30	29	25	14	58	39	10	88	16	17	20	19	8	5	2	15	7	83	12	4	7	1	28	6	1	58	
	8%rsz	9%	6%	9%	8%	10%	5%	8%	7%	11%prs	8%rs	12%prs	8%	10%rs	9%rs	5%	4%	3%	4%	3%	8%	8%	11%	8%	6%	10%	3%	9%z	10%	3%
6	(6) 75	51	24	19	29	10	17	48	27	3	72	12	20	11	14	7	5	3	15	8	59	16	2	10	2	25	4	2	43	
	6%bt	8%B	4%	6%	8%	4%	6%	7%	5%	3%	6%r	9%	10%Tjs	5%	6%	4%	4%	4%	4%	4%	5%	10%Tt	7%	11%t	9%	5%	7%	5%	7%	
5	(5) 91	51	37	13	24	21	31	37	51	11	80	13	19	25	15	4	3	-	7	3	81	9	1	6	1	26	4	5	50	
	7%opqrsz	8%	6%	4%	6%	8%	11%Tcg	3%	10%Tcg	13%Tjppqrs	10%opqrs	9%opqrs	13%Tjppqrs	7%rs	2%	2%	-	2%	2%	2%	7%	6%	2%	7%	5%	5%	6%	10%	8%	
4	(4) 16	11	5	3	5	4	4	8	8	4	12	3	3	2	1	1	2	-	3	2	12	4	1	1	1	4	-	4	8	
	1%j	2%	1%	1%	1%	2%	1%	1%	2%	4%Tjnr	1%	2%	2%	1%	*	1%	1%	-	1%	1%	12	2%	3%	1%	3%	1%	-	8%TzAC	1%	
3	(3) 11	8	3	2	7	1	1	9	2	-	11	-	7	2	1	*	-	-	*	-	11	*	-	*	-	4	-	3	4	
	1%	1%	*	*	2%Th	*	*	1%	*	-	1%r	-	1%	2%	1%	-	-	-	-	-	1%	*	-	*	-	1%	-	6%TzC	1%	
2	(2) 10	6	4	3	4	1	2	7	3	1	9	1	4	2	1	-	2	-	2	2	8	2	-	-	1	4	-	1	5	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	-	1%	-	1%	1%	1%	1%	-	-	3%	1%	-	2%	1%	
1	(1) 2	2	1	1	-	1	*	1	1	-	2	-	1	-	1	-	1	-	1	1	2	-	-	-	-	1	-	-	2	
	*	*	*	*	-	*	*	*	*	-	*	-	*	-	*	-	*	-	*	*	10	1	-	-	-	-	-	-	-	
should have no rules or safety measures in place	(0) 11	9	2	6	3	1	2	9	2	1	9	5	3	2	*	-	-	-	-	-	10	1	-	*	*	3	-	*	8	
	1%b	2%B	*	2%	1%	*	1%	1%	*	1%r	1%	3%Tjnr	1%	1%	*	-	-	-	-	-	1%	*	-	*	1%	1%	-	1%	1%	
NET: 9-10	929	410	516	259	265	192	205	525	397	58	871	90	138	138	166	152	88%Tijk	120	67	339	187	813	108	25	64	17	397	46	32	438
	75%akimc	68%	82%Ta	77%	73%	75%	74%	75%	75%	66%	75%klm	63%	65%	68%	76%kl	88%Tijk	87%Tijk	87%Tijk	89%Tijk	90%Tijk	71%	71%	73%	73%	74%	81%TBC	77%	66%	66%	71%
NET: 4-7	280	170	107	65	86	60	66	151	126	27	252	46	60	58	49	20	15	4	40	20	235	41	8	23	5	83	14	12	159	
	22%boopqrsz	28%B	17%	19%	23%	24%	24%	22%	24%	31%Tjppqrs	22%opqrs	32%Tjppqrs	28%Tjppqrs	29%Tjppqrs	22%opqrs	12%	11%	6%	10%	9%	22%	27%	23%	27%	22%	17%	23%	25%	26%Tz	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 482

Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that may be inappropriate or upsetting to children

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	34	26	8	12	14	4	5	26	8	2	32	6	14	6	3	*	2	-	3	2	32	2	-	1	1	12	-	4	18
	3%bhor	4%Tb	1%	4%	4%	1%	2%	4%Tb	2%	2%	3%or	4%or	7%Tjnop	3%	2%	*	2%	-	1%	1%	3%	2%	-	1%	4%	2%	-	9%TzAC	3%
Mean	8.51aik ImBC	8.10	8.91Ta	8.53	8.42	8.59	8.55	8.47	8.57	8.08	8.54ki m	7.87	7.92	8.19	8.69kl m	9.30Tij klmn	9.11Tij klm	9.34Tij klmn	9.24Tij klmn	9.19Tij klmn	8.53	8.38	8.77	8.52	8.15	8.79TBC	8.71B	7.80	8.36
Standard deviation	2.08	2.27	1.78	2.11	2.14	1.93	2.09	2.12	2.01	2.27	2.06	2.43	2.40	2.16	1.85	1.37	1.70	1.08	1.45	1.51	2.09	1.98	1.72	1.85	2.16	1.91	1.62	2.68	2.16
Standard error	0.06	0.09	0.07	0.11	0.11	0.12	0.13	0.08	0.09	0.23	0.06	0.22	0.15	0.14	0.13	0.11	0.15	0.15	0.08	0.11	0.07	0.14	0.27	0.17	0.39	0.09	0.18	0.36	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 483

Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that may be inappropriate or upsetting to children

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
should definitely have rules and safety measures in place	(10) 662	215	108	114	431	151	353	134	24	468	194	44	86	86	55	146	12	346	193	43	37	525	137
9	(9) 113	31	16	21	80	24	51	32	6	75	38	9	16	18	11	26	3	40	42	12	13	83	30
8	(8) 154	45	23	29	106	35	68	38	14	101	53	20	24	24	15	38	4	60	58	18	13	129	25
7	(7) 98	20	11	7	75	21	46	27	5	59	39	18	16	14	7	28	1	47	28	6	13	78	19
6	(6) 75	19	9	11	54	13	41	18	4	51	25	5	16	9	7	18	4	40	20	7	5	62	14
5	(5) 91	27	18	15	52	18	40	28	7	52	39	14	20	17	6	25	3	34	36	3	13	74	17
4	(4) 16	2	1	1	14	3	7	4	2	10	6	3	1	3	4	3	*	3	8	1	4	15	1
3	(3) 11	4	4	*	7	6	4	*	-	8	3	1	-	2	-	3	-	3	5	3	-	9	2
2	(2) 10	1	-	1	8	1	5	4	-	7	3	1	1	2	1	2	-	5	2	2	1	8	2
1	(1) 2	1	*	1	2	1	1	1	-	1	1	*	-	1	1	-	-	1	1	-	-	2	-
should have no rules or safety measures in place	(0) 11	2	2	-	9	-	4	7	-	3	8	5	4	-	1	6	-	6	2	-	1	10	1
NET: 8-10	929	291	147	164	616	210	471	204	44	644	285	74	126	129	81	210	19	445	294	72	63	737	193
	75%gkl	80%Td	77%	82%Td	74%	78%	76%	70%	72%	77%Tjd	70%k	61%	68%	73%k	75%k	71%	70%	76%t	74%t	77%t	63%	74%	78%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 483

Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that may be inappropriate or upsetting to children

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	280	67	39	34	194	53	133	77	17	171	108	39	54	44	23	74	8	124	93	17	35	229	51
	22%ai	18%	20%	17%	23%	19%	21%	26%	28%	21%	27%Ti	33%Ti	29%Ti	25%	22%	25%	30%	21%	23%	18%	35%Tgrs	23%	20%
NET: 0-3	34	7	6	2	26	8	14	12	-	20	14	7	5	4	3	12	-	15	11	5	2	29	5
	3%	2%	3%	1%	3%	3%	2%	4%	-	2%	4%	6%Ti	3%	2%	3%	4%	-	3%	3%	5%	2%	3%	2%
Mean	8.51gjk	8.75Td	8.58	8.80T	8.45	8.65g	8.64g	8.18	8.22	8.65Tjk	8.24k	7.70	8.19k	8.38k	8.42k	8.28	8.32	8.67Tt	8.40	8.40	7.94	8.46	8.71
Standard deviation	2.08	1.91	2.07	1.77	2.12	1.94	2.00	2.34	1.88	1.96	2.27	2.57	2.25	2.06	2.23	2.30	1.89	2.03	2.08	2.07	2.19	2.12	1.86
Standard error	0.06	0.10	0.15	0.12	0.07	0.12	0.08	0.13	0.23	0.07	0.10	0.21	0.15	0.14	0.20	0.12	0.39	0.09	0.10	0.20	0.21	0.07	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 484

Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that may be inappropriate or upsetting to children

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
should definitely have rules and safety measures in place	(10)	662	59	32	19	552	33	76	57	48	37	55	85	97	63	379	277	16	35	609	200	124	26	17	160	58	12	
		53%insw	58%si	54%	52%	53%si	64%hi	56%si	57%	45%	42%	50%	50%	56%si	59%si	49%	61%Tn	50%	60%	54%	45%	61%Tsvw	52%	45%	32%	69%Tsuw	70%Tsw	41%
9	(9)	113	6	4	6	95	3	7	9	10	13	16	20	9	68	43	1	6	104	45	16	2	6	8	18	8	1	
		9%	6%	7%	18%f	9%	6%	5%	9%	8%	12%	11%	9%	11%	9%	9%	2%	11%	9%	10%	8%	5%	11%	15%	8%	10%	2%	
8	(8)	154	13	8	5	128	7	18	12	10	16	21	22	13	99	55	2	6	141	60	17	8	6	10	31	4		
		12%	13%	13%	10%	12%	15%	13%	12%	9%	11%	14%	12%	12%	13%	12%	6%	11%	13%	13%	8%	16%	11%	19%y	13%	5%	24%	
7	(7)	98	9	6	2	81	3	10	7	10	13	8	10	13	7	66	32	7	2	83	39	12	8	3	6	9	5	
		8%ix	9%	9%	4%	8%	6%	7%	7%	9%	15%Tdk	7%	6%	8%	6%	9%	7%	22%	4%	7%	9%ix	6%	15%tx	6%	11%	4%	6%	22%
6	(6)	75	6	4	1	65	*	7	4	9	5	8	14	11	6	67	8	3	2	65	30	12	4	4	8	10	2	
		6%ox	6%	7%	2%	6%	1%	5%	4%	8%	5%	8%	8%	6%	6%	9%To	2%	9%	3%	6%	7%	6%	7%	7%	15%Ty	4%	3%	8%
5	(5)	91	5	5	2	78	4	13	3	13	11	7	13	7	55	30	3	6	75	43	15	3	7	4	3	5	1	
		7%ix	5%	9%	5%	8%	7%	9%	3%	12%gl	13%gl	7%	7%	4%	7%	7%	10%	10%	7%	10%Tx	7%ix	5%	11%ix	8%ix	1%	6%ix	4%	
4	(4)	16	2	-	1	13	-	1	2	2	-	5	1	1	14	2	-	-	15	7	1	-	2	-	2	1	-	
		1%	2%	-	2%	1%	-	1%	2%	2%	-	3%	1%	1%	2%	-	-	-	1%	2%	-	-	3%	-	1%	1%	-	
3	(3)	11	-	-	-	11	-	1	1	1	2	2	2	1	8	3	-	-	11	7	3	2	2	-	-	-	-	
		1%	-	-	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	3%ix	-	-	-	-	
2	(2)	10	1	-	-	9	-	3	2	-	-	1	2	-	7	4	-	-	10	6	3	-	-	-	-	-	-	
		1%	1%	-	-	1%	-	2%	2%	-	-	1%	-	-	1%	1%	-	-	1%	1%	2%	-	-	-	-	-	-	
1	(1)	2	1	-	-	2	-	1	-	-	-	1	-	-	2	-	-	1	1	1	1	-	-	-	1	-	-	
		1%	1%	-	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	1%	1%	1%	1%	-	-	-	1%	-	-	
should have no rules or safety measures in place	(0)	11	*	-	1	9	-	2	5	-	1	1	1	-	6	5	-	-	11	8	-	-	2	-	-	-	-	
		1%	*	-	4%l	1%	-	2%	5%Tadif	-	1%	1%	1%	-	1%	-	-	1%	1%	2%T	-	-	3%tx	-	-	-	-	
NET: 8-10		929	79	45	30	776	43	101	78	67	58	83	122	138	85	546	374	19	47	854	304	158	37	39	36	208	70	
		75%hins	77%	75%	83%h	74%hi	85%hi	75%	78%h	63%	65%	75%	72%	79%hi	79%hi	71%	82%Tn	58%	82%	76%T	68%	77%ss	73%	67%	67%	90%Tsuw	84%ssw	67%
NET: 4-7		280	22	15	5	237	7	31	17	34	30	24	41	33	21	202	71	13	10	238	119	39	14	16	18	23	13	
		22%orx	22%	25%	14%	23%	14%	23%	17%	32%Tode	33%Tode	22%	24%	19%	20%	26%To	16%	17%	21%	27%Tx	19%ix	27%ix	27%ix	33%xy	10%	16%	33%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 484

Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that may be inappropriate or upsetting to children

	GO Region											Internet usage				Devices used to access internet							Working status				
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 0-3	34 3% _x	2 2%	-	1 4%	31 3%	* 1%	4 3%	6 5%	5 2%	2 2%	3 3%	6 4%	3 2%	1 1%	23 3%	11 3%	-	1 1%	33 3%	22 5% _{Tx}	7 3% _x	-	3 6% _{xy}	-	1 *	-	-
Mean	8.51 _{hns}	8.65 _h	8.66	8.62	8.48 _h	9.01 _{hi}	8.54 _h	8.51	7.86	8.17	8.50	8.32	8.77 _{hi}	8.79 _{hi}	8.34	8.82 _{Tn}	8.31	8.82	8.55	8.11	8.70 _{sv}	8.63	7.97	8.16	9.25 _{Tst} uw	9.15 _{Tsv} w	8.36
Standard deviation	2.08	1.99	1.74	2.28	2.10	1.62	2.04	2.34	2.67	2.00	2.00	2.21	1.79	1.78	2.13	1.94	1.89	1.89	2.07	2.34	2.04	1.64	2.52	1.70	1.95	1.57	1.57
Standard error	0.06	0.20	0.23	0.37	0.06	0.22	0.18	0.24	0.25	0.20	0.19	0.16	0.14	0.18	0.07	0.11	0.34	0.26	0.06	0.11	0.14	0.23	0.33	0.26	0.10	0.18	0.29

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 485

Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that may be inappropriate or upsetting to children

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	290	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
should definitely have rules and safety measures in place	(10)	662	142	178	149	78	59	595	335	198	524	145	53	55	6	12	17	134	521	226	436
		53%ghj	61%Tde	53%	52%	46%	49%	53%ghj	49%kjmno	47%kjmno	51%hklmno	40%kmo	33%km	37%mo	16%	32%	27%km	46%	56%Tp	45%	59%Tr
9	(9)	113	13	20	29	22	99	66	44	95	42	12	22	5	2	6	29	83	41	72	
		9%b	6%	6%	10%	13%ab	14%ab	9%	10%	10%	12%T	8%	15%Tigi	13%	6%	9%	10%	9%	8%	10%	
8	(8)	154	19	47	38	19	22	136	90	53	136	47	31	27	3	12	42	112	66	88	
		12%	8%	14%	13%	11%	18%a	12%	13%	13%	13%	13%	19%Tigh	18%Tigh	9%	19%Thn	14%	12%	13%	12%	
7	(7)	98	18	21	18	21	91	64	36	88	41	15	17	8	6	8	28	68	57	40	
		8%a	8%	6%	6%	12%Tbc	9%	8%	9%T	8%	11%Tih	9%	15%Tigh	21%Tigh	15%Tih	14%Tih	10%	7%	11%Ta	5%	
6	(6)	75	7	30	22	7	5	67	43	32	62	25	23	4	3	8	20	55	39	36	
		6%	3%	9%Ta	8%a	4%	4%	6%	6%	8%	7%	14%Tigh	8%	11%	9%	13%Tigh	7%	6%	8%	5%	
5	(5)	91	25	29	21	9	3	84	58	40	77	40	14	9	3	5	24	61	42	49	
		7%e	11%e	9%e	7%	5%	2%	8%	9%	9%	8%	11%Tijl	9%	8%	13%Tlo	9%	8%	7%	8%	7%	
4	(4)	16	2	3	4	4	2	16	11	10	14	7	5	4	3	1	8	8	8	8	
		1%q	1%	1%	1%	3%	2%	1%	2%	2%T	1%	2%	3%	3%	8%Tigh	8%Tigh	2%	3%Tq	1%	2%	
3	(3)	11	2	6	1	2	11	6	5	9	5	4	1	*	1	2	1	10	6	5	
		1%	1%	2%	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	4%Tigh	3%Tigh	1%	1%	1%	1%	
2	(2)	10	2	1	2	2	10	7	1	6	6	2	-	1	-	1	4	6	4	6	
		1%	1%	*	1%	1%	1%	1%h	*	1%	2%hi	1%	-	2%	-	2%hil	1%	1%	1%	1%	
1	(1)	2	1	-	-	1	1	2	*	1	*	*	*	*	2	*	*	2	1	1	
		1%	*	-	-	1%	1%	1%	*	*	*	*	*	1%	4%Tigh	*	*	*	*	*	
should have no rules or safety measures in place	(0)	11	2	-	2	5	2	7	4	3	7	2	3	1	*	*	1	3	8	9	
		1%fs	1%	-	1%	3%Tb	2%b	1%	1%	1%	1%	1%	2%gij	1%	*	*	2%gij	1%	1%	2%Ts	

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 485

Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that may be inappropriate or upsetting to children

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	929 75%ghjk mnop	174 75%	244 73%	216 76%	119 70%	98 81%	830 74%ghjko	491 72%ijkmo	295 70%jkmo	754 74%hjkmo	234 65%mmo	96 60%mn	105 70%kmno	18 48%	18 47%	34 55%	205 70%	715 77%Tp	333 67%	596 80%Tr
NET: 4-7	280 22%qs	52 22%	83 25%	65 23%	42 25%	20 17%	259 23%	175 26%Ti	118 28%Ti	241 24%T	113 31%Ti	56 35%Tighi	42 28%	18 49%Tighijkl	17 45%Tighij	23 37%Tighil	80 27%Tq	192 21%	146 29%Ts	133 18%
NET: 0-3	34 3%is	6 3%	7 2%	5 2%	10 6%Tbc	3 3%	30 3%	17 3%	9 2%	23 2%	13 4%h	9 5%Tghil	3 2%	1 3%	3 8%Tghij	5 8%Tghijm	8 3%	26 3%	21 4%Ts	14 2%
Mean	8.51dgh ijklmnop r	8.62	8.48	8.54	8.17	8.61	8.50gh kmno	8.39jkm no	8.30jkm mno	8.49hjk mno	8.04km no	7.64n	8.22km o	7.22	7.16	7.41	8.24	8.61Tp	8.12	8.77Tr
Standard deviation	2.08	2.13	1.97	1.98	2.45	2.02	2.06	2.06	2.09	2.02	2.18	2.35	1.93	2.07	2.63	2.41	2.16	2.03	2.29	1.88
Standard error	0.06	0.14	0.11	0.12	0.19	0.17	0.06	0.07	0.09	0.06	0.10	0.15	0.12	0.20	0.24	0.18	0.11	0.07	0.10	0.07

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 486

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
should definitely have rules and safety measures in place	(10) 642	236	403	169	170	140	159	339	300	44	599	62	83	81	112	116	98	48	262	145	569	69	18	43	8	278	31	24	300	
	52%adj	39%	64%Ta	50%	47%	55%	58%Tdg	48%	56%Tdg	50%	52%km	43%	39%	40%	51%km	67%Tijk	71%Tijk	66%Tjkl	69%Tjkl	70%Tjkl	53%	45%	54%	67%TC	51%	57%TC	51%	49%	49%	
9	(9) 108	55	52	24	43	19	22	67	40	7	101	8	20	18	28	10	5	12	28	18	90	16	4	7	5	45	7	3	49	
	9%	9%	8%	7%	12%T	7%	8%	9%c	8%	8%	9%p	6%	9%	9%	13%Tjppr	6%	4%	17%Tjkop	7%	9%p	8%	10%	11%	8%	20%	9%	7%	7%	8%	
8	(8) 134	72	61	30	48	29	26	78	55	12	123	16	30	22	20	19	9	7	35	16	113	20	4	12	1	53	4	1	72	
	11%	12%	10%	9%	13%	11%	10%	11%	10%	13%	11%	12%	14%	11%	9%	11%	7%	9%	9%	8%	13%	14%	11%	14%	6%	11%	7%	3%	12%	
7	(7) 111	73	38	37	32	23	18	69	41	7	104	14	29	29	19	6	1	13	7	94	16	3	8	5	35	8	3	62		
	9%bors	12%Tb	6%	11%	9%	9%	6%	10%	8%	8%r	10%rs	14%Tjppr	14%Tjppr	9%rs	3%	4%	2%	3%	3%	9%	11%	8%	9%	23%	7%	14%	3%	10%		
6	(6) 80	52	29	29	19	15	16	48	31	8	72	12	15	15	11	6	9	3	18	12	68	13	1	7	2	28	5	2	43	
	6%b	9%Tb	5%	5%	6%	6%	7%	6%	6%	9%	6%	9%	7%	7%	5%	3%	7%	4%	5%	6%	10%	6%	4%	8%	10%	6%	8%	5%	7%	
5	(5) 104	64	40	24	35	18	26	59	44	7	98	18	20	24	19	9	6	1	17	7	91	13	3	7	-	35	4	10	52	
	8%bors	11%Tb	6%	7%	10%	7%	9%	8%	8%	8%	8%rs	13%pprs	9%rs	12%pprs	9%rs	5%	4%	2%	4%	3%	8%	8%	8%	8%	-	7%	6%	20%TzAC	9%	
4	(4) 15	12	3	4	3	2	1	6	9	1	14	3	6	1	1	4	-	4	-	4	-	13	2	1	*	6	*	2	7	
	1%b	2%Tb	1%	1%	1%	3%Tdg	*	1%	2%f	1%	1%	2%	3%a	1%	2%	-	-	1%	-	1%	-	1%	2%	*	4%	1%	-	5%TC	1%	
3	(3) 11	11	2	4	6	2	1	10	3	1	13	2	4	4	2	-	2	-	2	2	13	*	-	*	-	2	-	-	11	
	1%b	2%Tb	*	1%	2%	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	-	*	1%	1%	-	-	-	-	*	-	-	2%T	
2	(2) 9	8	*	4	1	1	2	5	4	-	9	-	1	2	3	1	2	-	3	2	6	1	-	1	1	2	-	-	5	
	1%b	1%Tb	-	1%	-	-	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%	-	1%	1%	1%	1%	-	-	1%	3%	*	-	1%	
1	(1) 10	7	3	3	5	1	2	8	2	1	9	2	1	3	2	1	-	-	1	-	8	1	-	1	-	2	1	1	5	
	1%b	1%	-	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	-	-	1%	1%	-	1%	-	1%	-	2%	3%	1%
should have no rules or safety measures in place	(0) 15	15	-	9	3	1	3	12	3	1	14	5	5	4	1	-	-	-	-	-	14	2	-	1	*	5	1	1	9	
	1%b	3%Tb	-	3%Teh	1%	*	1%	2%	1%	1%r	1%	3%ors	2%r	2%r	-	-	-	-	-	-	1%	1%	-	1%	1%	1%	1%	2%	1%	
NET: 8-10	885	363	516	223	261	188	207	484	395	62	823	86	132	120	160	145	112	67	324	179	772	104	25	82	14	376	42	29	421	
	71%acklm	60%	82%Ta	66%	72%	73%	75%ic	69%	74%ic	71%	71%km	61%	62%	60%	73%km	84%Tijk	82%Tjkl	83%Tijk	85%Tijk	86%Tijk	72%	68%	77%	71%	60%	76%TBC	70%	59%	68%	
NET: 4-7	311	201	110	94	89	64	61	183	125	23	288	47	70	69	51	25	21	5	52	26	266	43	8	23	8	104	17	17	164	
	25%bopqrsz	33%Tb	18%	28%	24%	25%	22%	26%	23%	26%oprs	25%opqrs	33%opqrs	33%Tjnoprs	34%Tjnoprs	23%qrs	15%	15%	7%	14%	13%	25%	29%	23%	26%	96%	21%	28%	35%z	27%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 486

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	47	42	5	20	15	5	7	35	12	3	44	9	10	12	7	3	3	-	6	3	41	4	-	2	1	11	2	3	30
	4%bhrz	7%Td	1%	6%Teh	4%	2%	3%	5%Th	2%	3%	4%r	6%r	5%r	6%ors	3%	2%	2%	-	2%	2%	4%	3%	-	3%	4%	2%	3%	5%	5%z
Mean	8.35agk	7.72	8.95Ta	8.14	8.28	8.52	8.58cg	8.21	8.55Tog	8.33	8.35klm	7.76	7.89	7.82	8.47klm	8.95Tij	9.02Tij	9.35Tij	9.05Tij	9.14Tij	8.37	8.23	8.68	8.35	8.06	8.62TBC	8.45	7.72	8.20
Standard deviation	2.24	2.54	1.72	2.48	2.22	2.04	2.13	2.35	2.08	2.20	2.25	2.63	2.36	2.44	2.12	1.88	1.82	1.16	1.75	1.63	2.25	2.18	1.81	2.13	2.11	2.06	2.16	2.79	2.32
Standard error	0.06	0.10	0.07	0.13	0.11	0.13	0.13	0.09	0.09	0.22	0.07	0.24	0.15	0.16	0.14	0.15	0.16	0.16	0.10	0.12	0.07	0.16	0.28	0.20	0.38	0.09	0.24	0.38	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 487

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
should definitely have rules and safety measures in place	(10)	642	206	109	113	420	151	327	139	26	457	185	41	80	87	136	8	323	190	42	46	507	135	
		52%kdo	57%T	57%	50%	56%	53%	47%	42%	55%Tjd	45%k	34%	44%	49%k	48%k	46%	29%	55%Tr	48%	44%	46%	51%	54%	
9	(9)	108	27	10	19	75	25	51	26	6	72	36	9	15	14	9	27	2	43	40	10	9	81	27
		9%	7%	5%	10%	9%	9%	8%	9%	9%	9%	8%	8%	8%	9%	9%	9%	7%	10%	11%	9%	8%	11%	
8	(8)	134	45	26	24	86	30	69	29	7	90	45	19	19	17	13	29	4	59	45	13	13	120	14
		11%v	12%	14%	12%	10%	11%	10%	10%	12%	11%	11%	16%	10%	9%	12%	15%	10%	11%	14%	13%	12%	12%Tv	6%
7	(7)	111	24	11	10	81	15	49	39	8	60	52	17	27	24	8	41	3	52	35	11	9	90	22
		9%cel	8%	6%	5%	10%c	8%	8%	13%Tef	13%e	7%	13%TI	15%l	15%TI	13%TI	8%	14%T	11%	9%	9%	11%	9%	9%	9%
6	(6)	80	15	5	9	65	12	45	21	2	50	30	11	14	10	10	19	4	37	26	5	9	64	16
		6%ab	4%	3%	4%	8%Tab	5%	7%	9%	6%	7%	9%	8%	8%	9%	8%	14%	6%	7%	5%	9%	6%	7%	
5	(5)	104	30	19	17	67	18	53	25	10	62	42	12	23	21	10	31	4	45	37	7	10	78	25
		8%	8%	10%	8%	8%	9%	9%	17%Tef	7%	10%	10%	10%	12%j	12%	10%	16%	8%	9%	7%	10%	8%	10%	
4	(4)	15	6	3	3	9	4	5	5	1	10	5	3	1	2	2	3	1	7	3	3	1	14	1
		1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	5%	1%	1%	3%	1%	1%	
3	(3)	13	5	2	2	9	7	6	*	1	11	3	1	1	1	2	-	5	5	2	1	10	3	
		1%	1%	1%	1%	3%Tg	1%	*	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	2%	1%	1%	1%	
2	(2)	9	-	-	-	7	3	5	*	-	8	1	1	*	*	1	-	3	5	1	-	5	3	
		1%	-	-	-	1%	1%	1%	*	-	1%	*	*	*	-	*	-	1%	1%	1%	-	1%	1%	
1	(1)	10	3	3	1	6	6	2	1	-	8	2	1	-	1	1	1	1	6	1	1	1	9	
		1%q	1%	2%	*	1%	2%Tf	*	-	1%	*	1%	-	*	1%	-	-	*	1%q	1%	1%	1%	1%	
should have no rules or safety measures in place	(0)	15	4	2	2	11	1	7	8	-	7	9	5	5	1	1	7	-	8	5	1	1	15	
		1%	1%	1%	1%	1%	*	1%	3%T	-	1%	2%im	5%Tim	3%	1%	1%	2%	-	1%	1%	1%	1%	2%	
NET: 8-10		885	279	145	157	581	206	447	193	39	619	266	69	114	118	75	191	14	426	275	65	68	709	
		71%gklo	76%Td	76%	78%Td	69%	76%g	72%	66%	64%	74%Tjd	65%	57%	62%	66%	70%	65%	53%	73%	69%	68%	71%	71%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 487

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	311	75	39	39	222	47	152	91	21	182	129	43	65	57	30	94	13	142	101	25	30	246	65
	25%aei	21%	20%	19%	27%ka	17%	25%e	31%Te	35%e	22%	32%Ti	36%Ti	35%Ti	32%Ti	28%	32%T	47%	24%	26%	26%	29%	25%	26%
NET: 0-3	47	12	8	5	33	18	20	9	1	33	14	8	6	3	2	11	-	17	21	4	3	40	7
	4%	3%	4%	2%	4%	7%Tf	3%	3%	1%	4%	3%	6%mi	3%	2%	2%	4%	-	3%	5%	4%	3%	4%	3%
Mean	8.35jkl	8.54	8.45	8.61	8.30	8.42	8.42	8.18	8.13	8.46Tjk	8.12k	7.56	8.01	8.31k	8.27k	8.12	7.57	8.49	8.18	8.18	8.20	8.32	8.48
Standard deviation	2.24	2.17	2.30	2.08	2.26	2.39	2.16	2.31	2.03	2.21	2.29	2.58	2.31	2.08	2.21	2.33	2.05	2.16	2.37	2.25	2.20	2.28	2.10
Standard error	0.06	0.11	0.17	0.15	0.08	0.15	0.09	0.13	0.25	0.08	0.11	0.21	0.16	0.15	0.20	0.12	0.43	0.09	0.12	0.21	0.21	0.07	0.14

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 488

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
should definitely have rules and safety measures in place	(10) 642	53	32	20	537	28	66	59	40	29	53	89	104	70	268	268	13	35	587	190	111	25	26	20	159	57	10
9	(9) 108	9	3	5	90	4	18	4	12	12	14	17	11	5	64	44	2	7	98	37	20	5	5	3	22	8	1
8	(8) 134	12	6	1	115	11	19	9	7	13	15	11	22	7	85	49	2	4	124	53	18	5	8	11	20	5	4
7	(7) 111	7	12	5	88	1	6	6	11	14	11	16	15	7	81	27	9	3	98	56	12	5	5	2	8	5	10
6	(6) 80	5	3	1	72	1	16	7	11	5	8	9	10	10	54	26	-	5	69	28	16	2	3	7	11	2	2
5	(5) 104	9	4	3	89	4	7	6	17	10	13	15	9	7	71	29	4	2	90	49	17	4	5	10	7	5	1
4	(4) 15	2	-	-	13	-	-	-	1	3	1	7	1	-	12	3	1	1	14	9	2	3	-	-	-	-	-
3	(3) 13	-	-	-	13	-	2	4	1	2	2	1	2	1	12	2	-	1	12	5	3	-	1	-	2	1	1
2	(2) 9	2	-	-	6	-	-	1	-	-	3	2	-	-	5	3	1	-	7	3	2	-	2	-	2	-	-
1	(1) 10	1	-	-	9	-	2	-	2	1	2	2	-	-	8	1	1	-	9	5	1	-	2	-	-	-	1
should have no rules or safety measures in place	(0) 15	3	-	1	11	1	-	1	5	1	2	1	1	-	11	5	-	-	15	11	1	1	1	-	-	-	-
NET: 8-10	885	74	41	26	743	43	104	72	60	54	75	117	137	81	516	361	16	46	810	279	150	35	39	33	202	70	14
	71%hins	72%h	69%	73%	71%hi	84%hdhj	76%hi	72%h	56%	60%	67%	69%	79%Tdh	76%hi	67%	79%Tn	51%	79%	810	63%	73%is	70%	67%	62%	87%Tatu	84%Tsw	50%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 488

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 4-7	311 25% worny	23 22%	18 31% e	8 24%	262 25%	7 13%	28 21%	20 20%	40 38% Tadefign	32 36% Tdefgl	30 27%	46 27%	34 20%	24 23%	219 28% To	85 19%	14 44%	11 19%	271 24%	142 32% Tby	47 23% x	14 27% x	14 23% x	20 38% xy	26 11%	12 15%	13 46%
NET: 0-3	47 4%	6 6%	-	1 4%	40 4%	1 3%	4 3%	9 9% Tbdim	6 6%	4 4%	6 5%	6 4%	3 2%	1 1%	36 5% T	11 2%	1 5%	1 2%	44 4%	25 6% Tx	7 3%	1 3%	6 10% Twy	-	4 2%	1 1%	1 5%
Mean	8.35 hs	8.20	8.64 hi	8.56	8.34 hi	8.63 hi	8.52 hi	8.30	7.59	7.79	8.11	8.29 h	8.79 Tdhij	8.84 Tdhij	8.15	8.71 Tn	7.75	8.86	8.37	7.89	8.48 s	8.26	7.90	7.90	9.16 Tstuw	9.10 Tstuw	7.83
Standard deviation	2.24	2.58	1.67	2.31	2.23	2.11	1.96	2.53	2.68	2.23	2.35	2.36	1.83	1.82	2.34	2.02	2.36	1.78	2.25	2.48	2.15	2.39	2.68	2.00	1.59	1.63	2.06
Standard error	0.06	0.26	0.22	0.38	0.07	0.29	0.17	0.26	0.25	0.22	0.22	0.18	0.14	0.19	0.08	0.11	0.42	0.25	0.07	0.11	0.15	0.34	0.36	0.31	0.11	0.19	0.38

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 489

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	Total (T)	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,599 to £25,999 (b)	£25,999 to £36,399 (c)	£36,399 to £51,999 (d)	£51,999 to £52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
should definitely have rules and safety measures in place	(10)	642	141	166	136	80	61	569	323	198	509	151	57	53	8	11	15	138	497	218	424
		52%ghj	61%Tbcd	50%	48%	47%	50%	51%gklmno	47%ijklmno	47%ijklmno	50%gklmno	42%mnno	35%mo	35%mo	23%	30%o	23%	47%	53%	44%	57%Tr
9	(9)	108	18	33	25	18	5	89	55	30	92	28	11	10	3	4	5	20	87	38	70
		9%l	8%	10%	9%	11%	4%	8%	8%	7%	9%l	8%	7%	7%	7%	10%	7%	7%	9%	8%	9%
8	(8)	134	25	39	31	18	12	126	80	43	119	45	17	23	7	3	7	35	99	62	72
		11%	11%	12%	11%	10%	10%	11%	12%	10%	12%	12%	11%	15%Thn	18%ho	8%	12%	12%	11%	12%	10%
7	(7)	111	10	30	26	19	20	107	79	45	93	42	20	19	3	3	10	31	79	60	51
		9%as	4%	9%	9%	11%a	17%Tabc	10%T	12%Tf	11%	9%	12%	12%	13%	8%	9%	16%Tfhi	11%	8%	12%Ta	7%
6	(6)	80	12	22	21	11	9	71	49	31	68	28	18	15	7	4	5	24	56	45	35
		6%a	5%	7%	7%	7%	7%	6%	7%	7%	7%	8%	11%Tfgh	10%	18%Tfgh	10%	8%	8%	9%Ta	5%	
5	(5)	104	13	32	33	10	9	99	65	51	88	50	25	19	6	9	9	26	73	45	59
		8%	6%	10%	12%Ta	6%	8%	9%	9%	12%Tfgi	9%	14%Tfgi	15%Tfgi	13%T	17%Tfi	24%Tfgh	15%Tfgi	9%	8%	9%	8%
4	(4)	15	2	4	7	3	-	15	12	10	14	5	4	3	1	1	2	8	7	8	8
		1%q	1%	1%	2%	1%	-	1%	2%	2%T	1%	2%	3%	2%	3%	3%Tq	1%	2%	2%	1%	
3	(3)	13	3	4	4	2	1	13	7	6	11	3	2	3	-	1	3	2	11	7	6
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	4%Tfj	5%Tfghi	1%	1%	1%	1%
2	(2)	9	4	1	-	1	2	9	3	4	8	1	2	1	1	2	2	7	1	7	
		1%	2%c	*	-	*	1%	1%	*	1%j	1%	*	1%	1%	1%	4%Tfghi	2%gj	4%Tfghi	1%	1%	1%
1	(1)	10	3	3	1	2	1	10	4	-	8	4	2	2	1	-	*	3	6	4	6
		1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%h	1%h	2%h	-	1%h	1%	1%	1%	1%
should have no rules or safety measures in place	(0)	15	1	2	2	7	2	11	7	6	12	4	2	2	-	1	4	4	11	11	4
		1%fs	*	1%	1%	4%Tabc	2%	1%	1%	1%	1%	1%	3%fg	1%	-	2%	6%Tfghi	1%	1%	2%Ta	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 489

Q13. Need for safety measures - Videos that contain sexual or pornographic content
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitle (m)	Blitche (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	885 71% ghj kimopr e	184 79% Tbcd	237 71%	192 67%	116 68%	77 64%	784 70% ghjk lmno	457 67% jkm no	271 64% kmno	719 71% ghjk lmno	223 62% kmno	85 53% o	86 58% o	18 48%	18 48%	26 42%	193 66%	683 73% Tp	319 64%	566 76% Tr
NET: 4-7	311 25% aqs	37 16%	87 26% a	87 30% Ta	43 25% a	39 32% a	292 26% T	205 30% Tfi	136 32% Tfi	263 26%	125 35% Tfji	67 41% Tfgh i	56 37% Tfgi	17 46% Tfghi i	17 44% Tfghi i	26 42% Tfghi i	89 30% Tq	215 23%	158 32% Ts	153 21%
NET: 0-3	47 4%	11 5%	10 3%	7 2%	11 7% c	5 4%	42 4%	21 3%	15 4%	37 4%	12 3%	10 6% g	7 5%	2 6%	3 8% Tfghi ij	10 15% Tfghi jkmn	12 4%	35 4%	23 5%	24 3%
Mean	8.35 ghj kimopr	8.65 Tcd	8.35	8.21	8.08	8.20	8.31 hjk lmno	8.21 jkl mno	8.08 klm no	8.31 hjk lmno	7.95 kmn	7.46 o	7.67 mno	7.05 o	7.14 o	6.64	8.09	8.44 Tp	8.00	8.59 Tr
Standard deviation	2.24	2.20	2.13	2.18	2.60	2.29	2.24	2.19	2.30	2.23	2.28	2.53	2.34	2.36	2.62	2.90	2.35	2.20	2.37	2.12
Standard error	0.06	0.15	0.12	0.13	0.20	0.20	0.07	0.08	0.10	0.07	0.11	0.16	0.14	0.22	0.24	0.22	0.12	0.08	0.10	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 490

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
should definitely have rules and safety measures in place	(10) 514	190	324	136	143	100	133	278	234	33	481	38	57	72	99	105	72	37	215	109	460	50	15	29	6	224	19	19	247	
	41%aku	31%	51%Ta	40%	39%	39%	49%Tdg	40%	44%e	37%	42%kl	27%	27%	36%	45%kl	61%Tjklm	53%Tjklm	52%kl	56%Tjklm	43%Tu	33%	45%	34%	24%	46%T	32%	46%T	40%	40%	
9	(9) 98	45	51	26	29	28	15	55	43	4	94	15	19	13	27	8	7	5	20	12	86	11	3	8	1	34	4	4	57	
	13%	8%r	7%	8%	8%	11%	6%	8%	8%l	5%	8%r	11%	9%	6%	12%Tjprs	5%	7%	5%	6%	8%	8%	8%	9%	3%	7%	6%	7%	7%	9%	
8	(8) 164	87	77	46	42	44	28	89	72	11	153	17	27	34	23	26	19	9	53	28	142	20	4	8	6	66	6	4	85	
	13%	14%	12%	14%	12%	17%fh	10%	13%	14%l	13%	12%	13%	17%	11%	15%	14%	12%	12%	14%	13%	13%	13%	13%	9%	27%	13%	11%	8%	14%	
7	(7) 168	97	69	57	49	30	31	107	61	17	151	28	35	27	25	10	14	11	35	25	133	33	6	17	6	62	14	3	80	
	14%bort	16%Tb	11%	17%Th	14%	12%	11%	15%	12%	20%opr	13%or	17%or	14%o	11%	6%	10%	16%o	9%	12%	22%Tt	19%	19%	19%	26%	13%	24%TzBC	6%	8%	13%	
6	(6) 93	51	43	30	31	16	16	62	31	9	85	9	25	13	17	7	9	5	22	15	77	17	2	15	-	37	7	5	41	
	8%	8%	7%	9%	9%	6%	9%	9%	6%	10%	7%	6%	12%Tjpr	6%	8%	4%	7%	6%	6%	7%	7%	11%	5%	17%Tu	1%	4%	7%	12%	10%	7%
5	(5) 119	73	46	21	44	23	28	85	51	8	112	20	30	25	15	10	8	4	22	12	106	11	1	4	4	39	4	8	63	
	10%bcr	12%Tb	7%	6%	12%cg	9%	10%	9%c	10%	9%	10%r	14%Tjprs	10%	7%	6%	6%	6%	6%	6%	6%	10%	7%	3%	4%	16%	8%	6%	17%	10%	
4	(4) 21	13	8	3	5	3	10	8	13	2	19	1	9	5	2	2	-	1	3	1	17	4	-	4	-	7	3	-	11	
	2%	2%	1%	1%	1%	1%	4%Tcg	1%	2%	2%	2%	1%	4%Tjprs	3%	1%	1%	-	1%	1%	-	2%	3%	-	5%Tt	-	1%	5%	-	2%	
3	(3) 17	11	7	2	6	6	3	8	10	1	16	4	3	1	4	-	4	-	4	4	15	3	-	3	-	5	2	2	6	
	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	3%o	2%	1%	2%	-	3%or	-	1%	2%	1%	2%	-	3%	-	1%	4%	3%	1%	
2	(2) 16	12	3	5	2	3	6	7	9	-	16	1	4	5	2	2	-	4	2	13	1	1	-	1	-	5	-	1	8	
	1%b	2%Tb	1%	1%	1%	1%	2%	1%	2%	-	1%	1%	2%	2%	1%	1%	2%	-	1%	1%	1%	1%	1%	2%	-	3%	1%	-	3%	1%
1	(1) 9	6	3	3	4	-	2	7	2	1	8	3	-	2	2	1	1	-	1	1	9	-	-	-	-	4	-	1	3	
	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	2%	-	1%	1%	-	-	-	1%	1%	1%	-	-	-	-	1%	-	1%	3%	1%
should have no rules or safety measures in place	(0) 23	21	2	7	9	3	4	15	7	2	21	5	4	6	4	2	1	-	2	1	22	1	1	-	-	9	-	2	13	
	2%br	3%Tb	-	2%	2%	1%	1%	2%	1%	2%	2%r	3%	2%	3%	2%	1%	1%	-	1%	-	2%	1%	3%	-	1%	2%	-	3%	2%	
NET: 8-10	776	321	451	208	214	172	177	422	349	48	728	70	103	118	149	139	98	51	288	149	689	81	22	45	12	324	30	27	389	
	62%aku	53%	72%Ta	62%	59%	67%	64%	60%	66%	55%	63%kl	49%	48%	59%	68%kl	81%Tjklm	72%Tjklm	70%kl	76%Tjklm	71%Tjklm	64%Tu	53%	68%	51%	54%	66%A	49%	55%	63%A	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 490

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	Gender		Social Grade					Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33**	88	23**	492	60	49*	615
NET: 4-7	401	234	165	112	130	72	84	242	156	35	366	58	98	70	58	29	31	21	82	52	333	65	9	40	10	145	28	16	196
	32%bopr	39%Td	26%	33%	36%	28%	30%	34%	29%	40%unopr	32%coprs	41%jnopr	46%Tjmn	35%opr	27%o	17%	23%	30%	21%	25%	31%	43%Tv	27%	45%Tt	43%	29%	47%TzC	33%	
NET: 0-3	65	50	15	17	20	13	15	37	27	4	61	13	12	13	11	4	8	-	12	8	58	6	2	3	1	23	3	6	30
	5%br	8%Td	2%	5%	6%	5%	5%	5%	5%	5%	5%r	9%oqr	5%	7%	5%	2%	6%	-	3%	4%	5%	4%	5%	4%	4%	5%	4%	12%TzC	5%
Mean	7.92akl	7.36	8.45Ta	7.97	7.76	8.04	8.02	7.86	8.03	7.75	7.93klm	7.24	7.30	7.58	8.19klm	8.74Tij	8.37Tij	8.59klm	8.58Tij	8.45Tij	7.95	7.75	8.26	7.73	7.53	8.09B	7.64	7.30	7.92
Standard deviation	2.38	2.60	2.01	2.31	2.46	2.20	2.46	2.39	2.34	2.35	2.38	2.60	2.36	2.54	2.32	2.01	2.22	1.72	2.04	2.06	2.41	2.11	2.31	2.08	2.04	2.33	2.10	2.94	2.37
Standard error	0.07	0.10	0.08	0.12	0.13	0.14	0.15	0.09	0.10	0.24	0.07	0.24	0.15	0.17	0.16	0.16	0.20	0.23	0.11	0.15	0.07	0.15	0.36	0.19	0.37	0.11	0.24	0.40	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 491

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
should definitely have rules and safety measures in place	(10) 514	170	84	89	335	127	265	103	19	370	144	36	51	71	39	110	3	260	152	35	32	403	110
	41%g d t	46%T	44%	45%	40%	47%gh	43%g	35%	32%	44%T j	35%k	30%	28%	40%l	37%	10%	45%t	38%	37%	31%	41%	45%	
9	(9) 98	32	19	24	66	16	44	31	6	68	31	7	17	15	10	21	5	47	32	8	6	81	17
	8%	9%	10%	12%T	8%	6%	7%	11%	10%	8%	7%	6%	9%	8%	9%	7%	19%	8%	8%	9%	6%	8%	7%
8	(8) 164	47	26	23	113	30	86	38	10	106	59	24	29	22	14	45	3	76	51	19	14	126	38
	13%	13%	14%	12%	14%	11%	14%	13%	16%	13%	14%	20%T	16%	12%	13%	15%	10%	13%	13%	20%	13%	13%	15%
7	(7) 168	49	25	30	110	33	78	51	6	101	67	17	33	30	18	43	6	66	57	16	21	133	35
	14%	14%	13%	15%	13%	12%	13%	17%T	10%	12%	16%	14%	18%l	17%	16%	15%	23%	11%	14%	17%	21%Tq	13%	14%
6	(6) 93	23	10	11	68	22	43	22	7	56	37	13	21	11	11	25	3	44	28	8	9	80	13
	8%	6%	5%	5%	8%	8%	7%	12%	7%	7%	9%	11%	12%T	6%	10%	8%	11%	8%	7%	8%	9%	8%	5%
5	(5) 119	26	16	16	82	18	66	23	6	75	44	12	22	21	9	34	2	55	47	3	12	98	21
	10%sa	7%	8%	8%	10%	7%	11%	10%	10%	9%	11%	10%	12%	9%	12%	6%	9%sa	12%sa	12%sa	3%	12%sa	10%	8%
4	(4) 21	4	3	1	16	5	8	5	2	12	9	3	4	2	3	6	2	10	7	1	2	20	1
	2%	1%	2%	*	2%	2%	1%	2%	3%	1%	2%	3%	2%	1%	3%	2%	6%	2%	2%	1%	2%	2%	1%
3	(3) 17	1	-	1	14	5	8	2	2	14	3	1	-	1	1	1	1	6	6	3	1	17	-
	1%ao	*	-	*	2%a	2%	1%	1%	3%	2%	1%	*	-	1%	1%	*	5%	1%	2%	3%	1%	2%	-
2	(2) 16	3	1	1	11	3	8	4	1	10	6	1	2	3	-	3	3	9	6	-	-	13	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	-	1%	9%	2%	1%	-	-	-	1%	1%
1	(1) 9	4	4	1	4	3	3	1	1	7	2	-	1	1	-	1	-	*	3	2	2	8	1
	1%q	1%	2%	*	1%	1%	1%	*	2%	1%	*	-	1%	1%	-	*	-	1%	2%q	2%Tq	1%	-	-
should have no rules or safety measures in place	(0) 23	6	3	2	17	7	9	6	1	15	8	6	4	1	1	6	-	11	8	1	2	15	8
	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%	2%	5%T j	2%	*	1%	2%	-	2%	2%	1%	2%	1%	3%
NET: 8-10	776	249	129	137	514	174	395	173	35	544	233	66	98	108	64	176	11	383	236	62	51	611	166
	62%jt	68%Td	67%	68%	61%	64%	64%	59%	58%	65%T j	57%	55%	53%	61%l	59%	59%	39%	65%t	59%	65%t	51%	61%	67%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 491

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	401	103	54	58	276	78	195	107	21	245	156	46	81	64	41	109	13	175	139	27	44	331	70
	32% _{ki}	28%	28%	29%	33%	29%	32%	37%	34%	29%	38% _{Ti}	38%	44% _{Ti}	36%	37%	47%	30%	30%	35%	29%	44% _{Tq}	33%	28%
NET: 0-3	65	13	8	5	47	19	28	13	5	46	19	8	7	5	3	11	4	27	22	6	6	53	12
	5%	4%	4%	2%	6%	7%	5%	5%	8%	6%	5%	7%	4%	3%	3%	4%	15%	5%	6%	6%	5%	5%	5%
Mean	7.92 _{kl}	8.23 _{Td}	8.11	8.32 _{Td}	7.85	7.97	8.00	7.80	7.48	8.03 _{kl}	7.71	7.38	7.53	8.01 _{kl}	7.92	7.80	6.67	8.05 _t	7.77	8.00	7.49	7.88	8.08
Standard deviation	2.38	2.24	2.35	2.06	2.40	2.55	2.31	2.31	2.53	2.39	2.34	2.58	2.25	2.15	2.13	2.32	2.44	2.34	2.41	2.21	2.40	2.37	2.40
Standard error	0.07	0.12	0.17	0.14	0.08	0.16	0.09	0.13	0.31	0.09	0.11	0.21	0.15	0.15	0.19	0.12	0.51	0.10	0.12	0.21	0.23	0.07	0.16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) Ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 492

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
should definitely have rules and safety measures in place	(10)	514	49	23	16	427	24	47	40	28	27	45	77	80	291	216	7	26	482	154	87	20	26	14	124	49	8
		41%hins	47%hi	38%	44%	41%hi	47%h	35%	40%	27%	30%	40%	46%hi	46%hi	38%	47%Tn	23%	45%	43%T	34%	43%	39%	44%	27%	53%Tew	59%Tstu	28%
9	(9)	98	5	6	3	83	3	17	10	4	7	16	9	3	65	33	-	1	94	37	19	3	7	7	14	4	3
		8%	5%	11%	8%	8%	7%	12%hm	10%	4%	8%	5%	10%	9%	8%	7%	-	2%	8%	8%	9%	6%	12%	13%	6%	5%	9%
8	(8)	164	19	10	7	129	8	19	13	12	12	16	16	12	89	75	5	6	145	61	23	5	8	10	33	9	4
		13%kn	18%	16%	18%	12%	16%	14%	13%	11%	14%	10%	9%	12%	16%kn	15%	10%	13%	14%	11%	10%	14%	19%	14%	11%	11%	14%
7	(7)	169	12	9	2	145	5	18	11	20	15	12	19	26	112	56	10	12	140	65	21	11	3	5	28	8	10
		14%r	12%	15%	6%	14%	9%	13%	11%	19%	17%	11%	11%	15%	18%	15%	12%	32%	21%	15%	10%	21%w	5%	9%	12%	10%	34%
6	(6)	93	3	5	2	83	3	15	7	11	10	13	9	4	69	24	3	4	82	33	14	3	2	6	17	6	3
		8%	3%	8%	7%	8%	7%	11%a	7%	10%	11%a	9%	8%	5%	9%To	5%	9%	7%	7%	8%	7%	6%	4%	11%	7%	7%	11%
5	(5)	119	6	4	5	104	5	16	8	17	8	14	14	16	86	29	3	4	106	55	17	6	9	8	12	3	1
		10%ox	6%	7%	13%	10%	10%	12%	8%	16%Ta	9%	12%	8%	9%	7%	11%To	6%	10%	9%	12%Tx	8%	13%	15%xy	15%x	5%	4%	4%
4	(4)	21	2	2	-	17	2	1	2	3	1	-	3	4	17	3	2	*	18	7	7	1	2	-	1	2	-
		2%	2%	3%	-	2%	3%	1%	2%	3%	1%	-	2%	2%	2%T	1%	5%	*	2%	2%	3%x	3%	3%	-	*	2%	-
3	(3)	17	-	-	-	17	-	1	3	-	2	5	4	*	8	7	2	1	13	9	3	1	-	2	2	-	-
		1%r	-	-	-	2%	-	1%	3%	-	2%	3%	2%	*	1%	2%	5%	3%	1%	2%	1%	2%	-	3%	1%	-	-
2	(2)	16	2	-	-	14	-	2	3	3	2	3	1	-	10	6	-	1	15	7	8	-	1	-	-	-	1
		1%	2%	-	-	1%	-	1%	3%	3%	3%	1%	2%	-	1%	1%	-	1%	2%	4%Tx	-	1%	-	-	-	-	2%
1	(1)	9	1	-	-	7	-	1	2	-	1	2	*	-	8	1	-	-	9	3	1	-	2	1	1	-	-
		1%	1%	-	-	1%	-	1%	2%	-	2%	1%	*	-	1%	*	-	-	1%	1%	*	-	3%	3%	*	-	-
should have no rules or safety measures in place	(0)	23	4	1	1	17	-	1	8	2	2	*	2	1	16	7	-	3	20	14	3	1	-	-	1	2	-
		2%	4%kk	1%	4%f	2%	-	1%	8%Tdfklm	3%	1%	*	1%	1%	2%	2%	-	5%	3%Tx	2%	2%	1%	-	-	*	2%	-
NET: 8-10	776	73	39	25	639	36	83	63	44	47	70	110	112	74	445	324	12	33	722	252	129	28	41	32	171	62	14
		62%hins	70%hi	65%h	70%h	61%h	61%h	63%h	42%	52%	63%h	65%h	64%h	69%hi	58%	71%Tn	38%	64%T	57%	63%	55%	70%	59%	73%Tstu	75%Tsu	19	49%
NET: 4-7	401	24	20	9	348	15	49	29	50	34	35	49	55	32	284	112	18	20	346	160	59	21	15	19	58	19	14
		32%orx	23%	33%	28%	33%	38%a	28%	48%Taodgklm	38%a	32%	29%	31%	30%	37%To	24%	56%	35%	31%	36%xy	29%	42%xy	26%	35%	25%	23%	49%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 492

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	GO Region											Internet usage			Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 0-3	65 5% _x	7 7%	1 1%	1 4%	56 5%	-	4 3%	9 9% _m	11 10% _{Tdef}	9 10% _{Tetm}	5 5%	10 6%	7 4%	2 2%	41 5%	22 5%	2 5%	5 9%	57 5%	33 7% _{Tx}	15 8% _x	1 3%	2 4%	3 6%	4 2%	2 2%	1 2%
Mean	7.92h s	8.06h	8.10h	8.10h	7.89h i	8.34h i	7.94h	7.78h	6.83	7.32	7.92h	8.09h i	8.14h i	8.50T d h i	7.73	8.27T n	7.19	7.76	7.99T	7.55	7.84	7.86	8.07	7.57	8.59T st w	8.62T st w	7.81
Standard deviation	2.38	2.59	2.06	2.40	2.37	1.94	2.05	2.56	2.85	2.64	2.28	2.31	2.25	2.00	2.43	2.22	2.04	2.67	2.37	2.56	2.57	2.20	2.37	2.26	1.84	2.11	1.75
Standard error	0.07	0.26	0.27	0.39	0.07	0.26	0.18	0.26	0.26	0.26	0.21	0.17	0.17	0.21	0.08	0.13	0.37	0.37	0.07	0.12	0.18	0.31	0.31	0.34	0.13	0.25	0.32

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 493

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bilibili (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
should definitely have rules and safety measures in place	(10)	514	115	134	112	64	50	460	245	140	396	98	46	41	8	4	12	93	416	173	341
		41%ghj	50%Tbcd	40%	39%	38%	41%	41%ghj	38%kjm	33%jmo	39%ghjk	27%no	29%no	21%	11%	19%kn	32%	45%Tp	35%	46%Tr	
9	(9)	98	16	24	22	17	11	89	58	32	83	33	9	15	2	4	7	23	76	36	62
		8%	7%	7%	8%	10%	9%	8%	9%	8%	9%	6%	10%k	6%	10%	11%km	8%	8%	7%	8%	
8	(8)	164	20	34	46	21	28	143	98	53	139	49	21	27	9	4	11	40	124	61	104
		13%a	8%	10%	16%a	12%	25%Tabd	13%	14%	13%	14%	14%	13%	18%Thj	23%Thi	12%	18%kn	14%	13%	12%	14%
7	(7)	168	25	51	38	31	11	156	104	71	148	70	32	27	8	4	11	46	119	88	80
		14%a	11%	15%	13%	18%e	9%	14%	15%	17%Ti	15%T	20%Tgi	20%Tlin	18%sn	21%	10%	17%kn	16%	13%	18%Ts	11%
6	(6)	93	15	33	18	9	10	83	60	41	82	36	11	10	4	4	8	30	63	46	47
		8%	7%	10%	6%	8%	8%	7%	9%	10%Ti	8%	10%l	7%	7%	11%	13%Tik	10%	7%	9%	6%	
5	(5)	119	23	37	29	17	7	107	70	54	103	48	23	17	5	7	8	36	78	60	59
		10%qs	10%	11%	10%	10%	6%	10%	10%	13%Tgi	10%	13%Tgi	14%Tli	12%	12%	20%Tgilo	12%	8%	12%Ts	8%	
4	(4)	21	6	7	6	-	1	21	15	9	18	9	6	2	-	2	4	7	12	10	11
		2%	3%	2%	2%	-	1%	2%	2%	2%	2%	4%	2%	2%	1%	5%Tighj	3%um	3%	1%	2%	1%
3	(3)	17	2	3	6	2	1	16	14	9	15	9	3	4	1	1	5	13	2	15	
		1%r	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	4%	1%	2%	1%	2%r	
2	(2)	16	4	4	3	2	2	16	7	3	13	1	4	2	1	3	2	5	11	6	9
		1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%hj	1%	3%j	1%	8%Tighj	3%hj	2%	1%	1%	
1	(1)	9	2	3	3	-	1	9	4	1	7	3	2	1	-	-	1	3	5	4	5
		1%	1%	1%	1%	-	1%	1%h	1%	-	1%	1%	1%h	1%	-	-	1%h	1%	1%	1%	
should have no rules or safety measures in place	(0)	23	5	3	5	8	1	19	9	8	16	5	4	1	-	4	1	5	17	13	10
		2%	2%	1%	2%	5%Tb	1%	2%	1%	2%	2%	1%	2%	1%	-	10%Tighj	2%	2%	2%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 493

Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage unhealthy diets or eating disorders

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	883	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	776	151	192	179	102	89	693	401	226	618	180	76	84	19	12	29	155	616	270	507
	62%kg	65%	58%	63%	60%	73%Tbcd	62%ghj	59%hjkno	54%kn	61%hjkno	50%kn	47%kn	56%kno	50%	33%	47%kn	53%	66%Tp	54%	68%Tr
NET: 4-7	401	69	128	99	56	28	366	249	175	351	162	73	57	17	29	120	272	204	197	
	32%eqs	30%	38%Te	32%	33%	23%	33%	38%Tf	41%Tfg	34%T	45%Tg	45%Tg	38%	45%Tf	45%Tf	46%Tg	41%Tq	29%	41%Ts	27%
NET: 0-3	65	12	14	17	12	4	59	33	21	51	17	12	9	2	8	21%Tghj	7%	6%	46	26
	5%	5%	4%	6%	7%	3%	5%	5%	5%	5%	5%	8%	6%	5%	8%	21%Tghj	7%	6%	5%	5%
Mean	7.92ghj	8.07	7.84	7.84	7.75	8.24	7.91ghj	7.78hjk	7.59kno	7.86hjk	7.45n	7.21n	7.57kno	7.35	5.76	7.10n	7.48	8.09Tp	7.59	8.14Tr
Standard deviation	2.38	2.49	2.32	2.39	2.58	2.07	2.38	2.28	2.33	2.24	2.51	2.24	2.06	3.01	2.35	2.42	2.33	2.43	2.31	
Standard error	0.07	0.17	0.13	0.14	0.20	0.18	0.07	0.08	0.10	0.07	0.11	0.16	0.14	0.20	0.18	0.13	0.08	0.10	0.09	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 494

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage people to harm themselves

	Gender		Social Grade						Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
should definitely have rules and safety measures in place	(10) 811	457	448	212	232	169	194	444	363	49	762	78	112	115	155	139	108	55	302	163	723	82	18	51	11	344	36	26	392	
	65%aikmu	59%	71%Ta	63%	63%	66%	70%	63%	68%	56%	66%ikim	55%	53%	57%	71%ikim	80%Tjiklm	79%Tjiklm	77%ikim	79%Tjiklm	78%Tjiklm	67%Tu	54%	55%	58%	46%	70%TBC	60%	53%	64%	
9	(9) 103	55	48	40	41	10	12	80	21	7	96	7	22	17	22	11	10	8	28	18	83	20	6	9	4	38	4	8	52	
	8%efh	9%	8%	12%Tefh	11%Tefh	4%	4%	11%Tefh	4%	9%	8%	5%	10%	9%	10%	6%	7%	11%	7%	8%	8%	13%Tt	18%Tt	10%	17%	8%	6%	16%	8%	
8	(8) 128	72	55	31	30	36	28	61	64	10	118	20	24	26	16	15	12	5	32	17	106	20	4	11	2	47	8	9	61	
	10%g	12%	9%	9%	8%	14%gdg	10%	9%	12%	11%	10%	14%	11%	13%	7%	9%	9%	7%	8%	8%	10%	13%	13%	12%	10%	10%	14%	19%	10%	
7	(7) 60	37	23	20	17	11	11	37	23	5	55	9	17	13	10	-	5	1	6	6	48	11	3	6	2	18	6	*	31	
	5%or	6%	4%	6%	5%	4%	4%	5%	4%	6%or	5%or	6%or	8%Tjor	6%or	5%or	-	4%or	1%	2%	3%so	4%	7%	8%	7%	10%	4%	10%sz	1%	5%	
6	(6) 49	30	19	13	16	10	10	29	20	5	44	8	16	10	5	3	-	1	5	1	39	9	-	7	2	17	5	*	26	
	4%prs	5%	3%	4%	4%	4%	4%	6%prs	4%prs	6%prs	4%prs	8%Tjprs	6%prs	5%prs	2%	2%	-	2%	1%	1%	4%	6%	-	8%	9%	4%	8%	*	4%	
5	(5) 69	40	30	10	24	17	16	34	33	7	62	13	9	14	10	4	2	1	7	3	62	6	1	3	-	20	1	4	38	
	6%prs	7%	5%	3%	7%c	7%	6%	5%c	6%	8%oprs	5%rs	9%oprs	19%Tjoprs	14%oprs	10%	4%	2%	2%	2%	2%	6%	4%	3%	3%	-	4%	1%	9%	6%	
4	(4) 9	4	5	2	3	2	2	5	3	3	6	2	1	3	1	-	-	-	-	-	7	2	1	*	1	3	-	1	5	
	1%j	1%	1%	1%	1%	1%	1%	1%	1%	3%Tjprs	1%	1%	1%	1%r	*	-	-	-	-	-	1%	1%	3%	*	3%	1%	-	2%	1%	
3	(3) 2	1	1	-	-	-	1	1	1	-	2	*	1	1	-	-	-	-	-	-	1	1	-	1	-	-	-	-	1	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	
2	(2) 3	3	3	-	-	-	-	3	-	-	3	-	-	3	-	-	-	-	-	-	2	1	-	*	1	1	*	-	2	
	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%Tj	-	-	-	-	-	-	*	1%	-	*	3%	*	*	-	*	
1	(1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
should have no rules or safety measures in place	(0) 10	7	2	5	2	1	2	7	3	1	8	5	2	1	*	1	-	-	1	9	*	-	-	*	3	-	-	-	6	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
NET: 8-10	1042	484	552	283	303	215	234	596	449	66	976	105	157	158	192	165	129	68	363	198	912	122	28	70	17	429	48	43	505	
	84%aikm	80%	87%Ta	84%	83%	84%	85%	84%	84%	76%	84%ikim	74%	74%	79%	88%ikim	96%Tjiklm	95%Tjiklm	95%Tjiklm	95%Tjiklm	95%Tjiklm	84%	80%	86%	80%	74%	87%TC	80%	88%	82%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 494

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage people to harm themselves

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (i)	C2DE (h)	13-17 (j)	18+ (l)	18-24 (k)	25-34 (m)	35-44 (n)	45-54 (o)	55-64 (p)	65-74 (q)	75-84 (r)	55+ (s)	65+ (t)	White (u)	Minority Ethnic background (v)	Mixed (w)	Asian (x)	Black (y)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 4-7	187	111	76	45	60	40	39	105	79	20	167	31	53	39	26	7	7	4	18	11	155	28	5	17	5	58	12	6	101
	15%bopr	18%Td	12%	13%	17%	16%	14%	15%	15%	23%Tjno	14%oprs	22%Tjno	25%Tjno	19%jppq	12%ors	4%	5%	5%	5%	5%	14%	19%	14%	19%	23%	12%	20%	12%	16%
NET: 0-3	14	11	3	9	2	1	2	10	3	1	13	5	2	4	*	1	-	-	1	-	12	2	-	1	1	4	*	-	9
	1%r	2%	1%	3%Tdh	1%	*	1%	1%sd	1%	1%	1%r	4%Tjrs	1%	2%r	*	*	-	-	*	-	1%	1%	-	1%	4%	1%	*	-	1%
Mean	8.98aik	8.76	9.19Ta	8.95	8.97	8.97	9.08	8.96	9.03	8.55	9.02kl	8.37	8.56	8.67	9.27Tj	9.53Tj	9.56Tj	9.55Tj	9.54Tj	9.55Tj	9.02	8.79	9.00	8.86	8.46	9.16TC	8.94	8.85	8.90
	lm									m				kim	kim	kim	kim	kimn	klmn										
Standard deviation	1.78	1.95	1.57	1.90	1.73	1.72	1.71	1.81	1.71	2.12	1.74	2.37	1.94	1.97	1.41	1.21	1.00	1.03	1.10	1.01	1.78	1.70	1.50	1.64	2.11	1.64	1.51	1.68	1.88
Standard error	0.05	0.08	0.07	0.10	0.09	0.11	0.11	0.07	0.08	0.21	0.05	0.22	0.12	0.13	0.10	0.10	0.09	0.14	0.06	0.07	0.06	0.12	0.23	0.15	0.38	0.07	0.17	0.23	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 495

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents
Videos which encourage people to harm themselves

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
should definitely have rules and safety measures in place	(10) 811	252	127	141	538	200	407	172	32	577	234	52	100	104	71	169	19	390	259	58	54	646	165
9	(9) 103	24	14	13	77	20	56	26	1	71	32	8	15	17	6	25	-	35	46	12	7	75	28
8	(8) 128	37	20	20	87	25	60	30	13	85	43	15	24	17	13	31	3	59	34	15	13	104	24
7	(7) 60	19	10	12	38	4	32	22	2	29	30	13	16	14	4	23	2	26	18	5	8	50	10
6	(6) 49	10	4	6	37	8	22	16	4	23	26	10	10	9	4	20	1	29	15	*	5	44	5
5	(5) 69	19	13	8	42	11	34	18	7	40	29	12	13	14	5	19	3	37	18	2	9	55	14
4	(4) 9	1	*	*	8	*	3	4	1	3	6	4	3	3	2	4	-	1	5	-	3	8	*
3	(3) 2	1	1	*	*	1	1	-	-	1	1	1	-	-	1	-	*	1	1	-	2	-	-
2	(2) 3	1	1	*	1	2	1	*	-	3	*	*	*	*	*	-	-	2	1	-	3	-	-
1	(1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
should have no rules or safety measures in place	(0) 10	2	2	-	8	*	3	5	1	3	7	5	3	-	6	-	6	1	-	1	8	1	1
NET: 8-10	1042	313	161	174	702	245	523	228	47	733	308	75	139	137	91	224	21	484	339	85	75	825	217
	84% ^g kl	86%	84%	87%	84%	90% ^t lgh	85% ^g	78%	77%	88% ^t kl	76% ^k	62%	75% ^k	78% ^k	84% ^{jk}	75%	79%	83% ^t	85% ^t	91% ^t	74%	83%	87%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 495

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage people to harm themselves

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	197 15%els	49 13%	27 14%	26 13%	125 15%	23 8%	91 15%e	60 20%Tef	13 22%e	96 11%	92 22%Tin	39 32%Tij	43 23%Ti	40 22%Ti	15 14%	66 22%T	6 21%	94 16%e	55 14%	7 8%	25 25%Tqrs	157 16%	30 12%
NET: 0-3	14 1%	3 1%	3 2%	* 1%	9 1%	3 1%	5 1%	6 2%	1 1%	6 1%	8 2%	6 5%Tijlm	3 2%	- 1%	2 1%	7 2%	- 1%	6 1%	3 1%	2 2%	1 1%	13 1%	1 1%
Mean	8.98ghj not	9.11	8.98	9.23T	8.97	9.29Tgh	9.04gh	8.69	8.41	9.17Tj lm	8.60k	7.83	8.55k	8.79k	8.94k	8.60	8.89	8.97i	9.07i	9.15s	8.49	8.95	9.14
Standard deviation	1.78	1.64	1.83	1.42	1.79	1.50	1.67	2.06	2.10	1.58	2.09	2.60	2.07	1.76	1.91	2.11	1.80	1.83	1.64	1.44	2.09	1.82	1.58
Standard error	0.05	0.09	0.13	0.10	0.06	0.09	0.07	0.12	0.26	0.06	0.10	0.22	0.14	0.12	0.17	0.11	0.38	0.08	0.08	0.14	0.20	0.06	0.10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 496

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage people to harm themselves

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
should definitely have rules and safety measures in place	(10)	811 65%hns w	65 63%	37 63%	27 74%h	682 65%hi	41 80%Tadf hi	83 61%	66 65%	57 54%	48 53%	74 66%	113 67%hi	121 70%hi	79 61%	470 73%Tn	332 48%	16 71%	41 66%	258 58%	149 73%Taw	32 63%	40 68%	26 49%	181 78%Tsuw	62 75%sw	14 48%	
9	(9)	103 8%h	6 5%	2 4%	4 11%	91 9%h	3 5%	16 12%h	11 11%h	7 6%	8 9%	10 9%	20 12%h	14 8%	3 3%	69 9%	33 7%	- -	8 14%	98 9%	40 9%	18 9%	6 12%	3 4%	3 5%	21 9%	3 3%	2 8%
8	(8)	128 10%h	20 19%Tode hk	7 12%	1 4%	100 10%	2 5%	15 11%	8 8%	5 5%	15 17%h	14 13%	14 8%	16 9%	9 9%	88 11%T	40 9%	4 11%	4 6%	114 10%	46 10%	12 6%	7 14%	8 13%	13 25%Tsbv	20 9%	6 8%	5 17%
7	(7)	60 5%rt	4 4%	5 9%	1 2%	50 5%	2 4%	6 4%	5 5%	7 7%	5 5%	3 3%	6 3%	9 5%	7 6%To	46 3%	14 3%	2 4%	47 4%	34 8%Tdx	3 1%	3 6%	1 2%	4 8%t	5 2%	3 4%	1 4%	
6	(6)	49 4%h	3 3%	1 2%	- -	46 4%	1 2%	8 6%	4 4%	10 10%Tdj	5 6%	1 1%	6 5%	10 1%	33 4%	16 3%	2 5%	2 3%	43 4%	25 6%Tx	7 4%	- -	2 3%	3 5%	1 1%	3 4%	3 9%	
5	(5)	69 6%lrx	4 4%	6 10%h	- -	59 6%h	2 4%	8 6%	3 3%	14 13%Tadg kl	7 8%h	7 7%	4 2%	7 7%	50 6%T	16 3%	5 14%	1 2%	57 5%	30 7%hx	11 5%hx	3 5%	5 8%hx	5 9%hx	3 1%	3 3%	4 12%	
4	(4)	9 1%	1 1%	- -	2 5%Tdfj	5 1%	- -	- -	1 1%	1 1%	- -	2 1%	- -	- -	6 1%	2 1%	- -	- -	8 1%	3 1%	1 1%	- -	- -	- -	- -	2 2%h	- -	
3	(3)	2 -	- -	- -	2 -	- -	- -	- -	- -	1 1%	- -	1 -	- -	- -	1 -	- -	- -	- -	1 -	2 -	- -	- -	- -	- -	- -	- -	- -	
2	(2)	3 1%	1 1%	- -	2 -	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	3 -	- -	- -	- -	3 -	1 -	2 1%	- -	- -	- -	- -	- -	- -	
1	(1)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
should have no rules or safety measures in place	(0)	10 1%	- -	- -	1 4%h	8 1%	- -	- -	2 2%	5 5%Tadli jklm	- -	- -	- -	- -	5 1%	5 1%	- -	- -	9 1%	6 1%	- -	- -	2 3%h	- -	- -	1 1%	- -	
NET: 8-10		1042 84%hns	90 87%h	47 79%	32 89%h	873 84%h	46 90%h	114 84%h	86 85%h	69 65%	71 80%h	98 88%h	147 87%h	152 87%h	91 85%h	627 81%	404 88%Tn	19 60%	53 91%	956 85%T	344 77%	180 88%h	45 89%	50 85%	42 78%	222 96%Tstv wy	71 86%	21 74%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 496

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage people to harm themselves

	GO Region											Internet usage				Devices used to access internet		Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 4-7	187	12	13	3	160	5	22	13	31	18	12	20	23	16	135	48	13	5	156	93	22	5	7	12	10	11	8
	15%orx	12%	21%	8%	15%	10%	16%	13%	30%Tacd eIqjklm	20%	11%	12%	13%	15%	18%To	10%	40%	9%	14%	21%Tx	11% x	11%	12% x	22% x	4%	13% x	26%
NET: 0-3	14	1	-	1	12	-	*	2	8	1	1	2	-	-	8	5	-	-	13	9	2	-	2	-	-	1	-
	1%	1%	-	4%J	1%	-	*	2%	5%Tdfilm	1%	1%	1%	-	-	1%	1%	-	-	1%	2%	1%	-	3% x	-	-	1%	-
Mean	8.98hns	8.98h	8.86	9.07	8.99h	9.45hi	9.01h	8.99h	8.04	8.69	9.12h	9.11h	9.24hi	9.19h	8.86	9.21Tn	8.23	9.39	9.02T	8.69	9.24Tsw	9.17	8.89	8.58	9.58Tst uwyy	9.16	8.42
Standard deviation	1.78	1.67	1.72	2.28	1.77	1.30	1.55	1.96	2.71	1.76	1.56	1.66	1.36	1.56	1.81	1.67	1.92	1.22	1.76	2.00	1.58	1.35	2.15	1.68	0.94	1.77	1.90
Standard error	0.05	0.17	0.23	0.37	0.05	0.18	0.14	0.20	0.25	0.18	0.15	0.12	0.10	0.16	0.06	0.09	0.35	0.17	0.05	0.09	0.11	0.19	0.28	0.26	0.07	0.21	0.35

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 497

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage people to harm themselves

	Total (T)	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 - (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
should definitely have rules and safety measures in place	(10) 811	170	213	182	98	78	733	405	243	645	189	80	74	8	13	27	169	635	274	537	
		65% _{dghi}	73% _{Tbcd}	64%	63%	58%	64%	66% _{ghij}	59% _{klmno}	58% _{ijklmno}	63% _{ghjklmno}	53% _{mno}	50% _{lmno}	50% _{mn}	21%	35%	43% _m	58%	68% _{TP}	55%	72% _{Tr}
9	(9) 103	12	29	26	15	16	90	62	39	84	28	20	19	5	3	8	22	79	42	61	
		8%	9%	9%	9%	14% _{Ta}	8%	9%	9%	8%	8%	12% _{fj}	13% _{Tfij}	14%	9%	13% _{Tfij}	7%	8%	8%	8%	
8	(8) 128	15	39	35	16	12	112	82	55	113	53	15	19	4	5	6	38	89	58	70	
		10%	7%	12%	10%	10%	10%	12% _{Tf}	13% _{TI}	11% _f	15% _{Tfijk}	9%	13%	11%	14%	10%	13%	10%	12%	9%	
7	(7) 60	8	14	11	16	4	57	40	27	54	25	13	12	7	4	9	21	37	38	22	
		5% _{qs}	4%	4%	10% _{Tabc}	3%	5%	6%	6%	5%	7%	8%	8% _T	18% _{Tfgh}	10% _{Tfi}	14% _{Tfghi}	7% _{Tq}	4%	8% _{Ts}	3%	
6	(6) 49	7	16	10	9	5	44	33	16	43	20	11	8	4	3	5	16	32	34	16	
		4% _s	3%	5%	4%	5%	4%	5%	4%	4%	6% _h	7% _{Th}	6%	11% _{Tfghi}	9% _{Thi}	9% _{Tfghi}	6%	3%	7% _{Ts}	2%	
5	(5) 69	16	20	20	7	3	65	49	32	62	33	16	11	4	5	4	19	46	39	31	
		6% _s	7%	6%	7%	4%	2%	6%	7% _{Tf}	8% _{TI}	6%	9% _{Tfi}	10% _{Tfi}	8%	12% _{To}	15% _{Tfghi}	7%	5%	8% _{Ts}	4%	
4	(4) 9	1	2	1	4	1	9	8	7	8	8	3	4	3	2	1	3	6	6	2	
		1%	*	1%	*	2%	1%	1%	1% _T	2% _{Tfi}	1%	2% _{Tfi}	3% _{Tfi}	3%	9% _{Tfghi}	4% _{Tfji}	2%	1%	1%	*	
3	(3) 2	-	1	*	-	-	1	1	1	1	1	-	1	1	1	*	1	1	1	1	
		*	*	*	*	*	*	*	*	*	*	*	1% _l	1% _{Tfji}	2% _{Tfji}	1% _l	*	*	*	*	
2	(2) 3	1	1	1	-	-	3	1	*	3	*	1	-	1	1	1	2	1	2	2	
		*	*	*	*	*	*	*	*	*	*	*	*	2% _{Tfghi}	1% _{Tghj}	*	*	*	*	*	
1	(1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
should have no rules or safety measures in place	(0) 10	2	1	1	5	1	5	2	2	6	2	3	1	*	1	3	7	8	2	2	
		1% _{qs}	1%	*	3% _{Tbc}	1%	*	*	*	1%	1%	2% _{lgh}	1%	*	2% _{lghj}	1%	1%	1%	2% _{Ts}	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s. Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 497

Q13. Need for safety measures - Videos which encourage people to harm themselves
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos which encourage people to harm themselves

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	1042	197	280	242	130	107	935	549	337	842	271	112	112	17	22	41	229	802	374	667
	84% ^{dghi}	85% ^d	84%	84% ^d	76%	88% ^d	84% ^{dghjk}	80% ^{jkim}	80% ^{jkimno}	83% ^{gklj}	75% ^{mmo}	71% ^{mn}	75% ^{mmo}	47%	58%	66% ^{mn}	78%	86% ^{Tp}	75%	90% ^{Tr}
NET: 4-7	187	32	52	42	36	13	174	130	82	167	86	42	36	19	14	19	60	121	116	71
	15% ^{qs}	14%	16%	15%	21% ^{Te}	11%	16%	19% ^{Tfi}	20% ^{Tfi}	18% ^T	24% ^{Tfghi}	26% ^{Tfghi}	24% ^{Tfi}	50% ^{Tfghi}	38% ^{Tfghi}	31% ^{Tfghi}	20% ^{Tq}	13%	23% ^{Ts}	10%
NET: 0-3	14	3	2	2	5	1	10	4	3	10	3	4	2	1	2	2	4	10	9	4
	1% ^{fge}	1%	1%	1%	3%	1%	1%	1%	1%	1%	3% ^{fghij}	4%	1%	4% ^{fghij}	4% ^{Tfghi}	3% ^{Tfghi}	1%	1%	2%	1%
Mean	8.98 ^{dgh}	9.12 ^d	8.98	8.98	8.61	9.12 ^d	9.00 ^{dghi}	8.82 ^{djkl}	8.76 ^{klmno}	8.93 ^{dghj}	8.53 ^{mno}	8.35 ^{mn}	8.51 ^{mno}	7.25	7.62	8.20 ^{mn}	8.70	9.09 ^{Tp}	8.55	9.28 ^{Tr}
Standard deviation	1.78	1.79	1.68	1.70	2.21	1.65	1.73	1.77	1.83	1.77	1.95	2.21	1.96	2.23	2.44	2.14	1.93	1.70	2.08	1.47
Standard error	0.05	0.12	0.09	0.10	0.17	0.14	0.05	0.06	0.08	0.05	0.09	0.14	0.12	0.21	0.22	0.16	0.10	0.06	0.09	0.06

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 498

Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	Gender			Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
should definitely have rules and safety measures in place	(10) 494	210	278	137	139	96	120	276	216	29	465	36	55	72	86	101	77	37	215	115	55%Tijk lmn	41%Tuw	47	17	24	7	205	17	20	248
w	40%akku	35%	44%Ta	41%	38%	38%	44%	39%	41%	33%	40%kl	26%	26%	36%l	40%kl	58%Tijk lmn	56%Tijk lmn	52%uklm	55%Tijk lmn	41%Tuw	31%	50%uw	27%	27%	30%	42%	17	29%	40%	
9	(9) 129	67	63	42	33	28	23	75	52	8	122	12	22	15	33	14	11	15	40	26	105	22	2	16	3	45	15	5	60	
	10%	11%	10%	12%	9%	11%	9%	11%	10%	9%	11%	8%	10%	8%	15%Tjm	8%	8%	21%Tjkm opr	12%p	10%	15%	8%	19%Tt	12%	9%	24%TzC	10%	10%		
8	(8) 171	76	95	50	56	31	33	106	63	16	154	24	34	26	20	23	19	9	50	27	146	22	1	13	4	86	7	*	75	
	14%nb	13%	15%	15%	15%	12%	12%	15%	12%	19%n	13%	17%	16%n	13%	9%	13%	14%	12%	13%	13%	15%v	13%	3%	15%	15%	17%TBC	11%	1%	12%B	
7	(7) 160	79	80	49	42	44	25	92	68	11	149	19	36	32	30	15	11	6	33	17	140	20	4	14	3	60	9	7	80	
	13%r	13%	13%	15%	12%	17%fh	9%	13%	13%	13%	13%	13%	17%oprs	16%prs	14%	9%	8%	9%	9%	8%	13%	13%	12%	16%	11%	12%	15%	14%	13%	
6	(6) 84	46	39	20	27	13	23	47	36	4	80	15	21	17	18	3	5	1	9	6	66	17	4	9	4	28	4	5	43	
	7%corst	8%	6%	6%	7%	5%	8%	7%	7%	4%	7%ors	11%oprs	10%oprs	8%ors	2%	4%	2%	2%	2%	9%	6%	11%Tt	12%	11%	17%	6%	6%	11%	7%	
5	(5) 111	62	50	17	33	26	33	51	59	11	101	17	24	19	9	9	3	22	13	97	14	3	6	2	37	5	6	60		
	9%cgr	10%	8%	5%	9%	10%c	12%cg	7%	11%cg	12%r	9%r	12%r	11%or	8%	5%	7%	5%	6%	6%	9%	9%	9%	7%	9%	8%	8%	9%	12%	10%	
4	(4) 19	12	7	4	6	5	3	10	8	5	14	2	5	3	1	3	-	-	3	-	16	1	-	1	-	6	*	*	10	
	2%j	2%	1%	1%	2%	2%	1%	1%	2%	8%Tjmnpr	1%	2%	2%a	1%	2%	-	-	-	1%	-	2%	-	-	1%	-	1%	1%	1%	2%	
3	(3) 18	11	7	3	5	4	6	8	10	1	17	7	4	3	2	-	-	-	-	-	18	-	-	-	-	5	*	3	10	
	1%r	2%	1%	1%	2%	2%	2%	1%	2%	1%r	5%Tjnoprs	2%r	2%r	1%	-	-	-	-	-	-	2%	-	-	-	-	1%	1%	6%Tz	2%	
2	(2) 13	10	3	3	5	-	5	8	5	1	11	-	4	2	2	1	2	-	4	2	9	4	-	3	1	6	1	1	3	
	1%	2%	*	1%	1%	-	2%	1%	1%	2%	1%	-	2%	1%	1%	1%	2%	-	1%	1%	3%t	3%t	6%	6%	1%	1%	1%	3%	*	
1	(1) 4	4	-	2	2	-	4	-	-	-	4	-	1	3	1	-	-	-	-	-	4	-	-	*	-	1	*	-	3	
	*	1%	-	*	1%	-	1%	-	-	-	*	-	1%Tjr	-	-	-	-	-	-	-	*	-	-	*	-	*	*	-	*	
should have no rules or safety measures in place	(0) 39	29	10	8	15	9	6	23	15	1	38	7	7	10	7	3	3	-	6	3	35	4	2	1	*	12	2	1	23	
	3%b	5%Tb	2%	2%	4%	4%	2%	3%	3%	1%	3%r	5%	3%	5%r	3%	2%	2%	-	2%	1%	3%	2%	7%	1%	1%	2%	3%	2%	4%	
NET: 8-10	794	353	436	229	229	155	176	458	331	53	741	73	111	113	139	138	61	306	168	694	92	20	54	13	336	39	25	384		
	64%akim	58%	69%Ta	68%	63%	61%	64%	65%	62%	61%	64%kdm	51%	52%	56%	64%kl	80%Tjk lmn	78%Tjk lmn	85%Tjk lmn	80%Tjk lmn	80%Tjk lmn	64%	61%	61%	61%	57%	68%TB	64%	51%	62%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 498

Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 4-7	375	199	175	91	108	88	83	200	171	31	344	54	86	71	68	30	25	11	66	36	319	52	11	30	8	132	19	18	193
	30%opqr s	33%	28%	27%	30%	34%	30%	28%	32%	35%opqr s	30%opqr s	38%opqr s	40%Tjpp s	35%opqr s	31%opqr s	17%	18%	15%	17%	17%	30%	34%	32%	34%	38%	27%	31%	38%	31%
NET: 0-3	74	54	20	16	28	13	16	44	29	4	70	15	16	18	12	4	5	-	10	5	66	8	2	4	2	24	3	5	39
	6%brs	9%Tb	3%	5%	8%	5%	6%	6%	5%	4%	6%ors	10%oqrs	7%ors	9%oqrs	5%	2%	4%	-	3%	3%	6%	5%	7%	5%	7%	5%	5%	11%	6%
Mean	7.90akm	7.52	8.24Ta	8.14Tdg	7.72	7.83	7.94	7.92d	7.89	7.66	7.91klm	7.13	7.32	7.49	7.99kl	8.72Tij	8.57Tj	8.99Tij	8.72Tij	8.71Tj	7.92	7.76	7.94	7.81	7.60	8.08T	7.89	7.53	7.84
Standard deviation	2.46	2.71	2.13	2.26	2.63	2.44	2.43	2.47	2.43	2.35	2.47	2.65	2.46	2.73	2.42	2.06	2.22	1.38	2.01	1.98	2.48	2.32	2.84	2.17	2.34	2.31	2.32	2.69	2.53
Standard error	0.07	0.11	0.09	0.12	0.14	0.15	0.15	0.09	0.11	0.23	0.07	0.24	0.16	0.18	0.16	0.17	0.20	0.19	0.11	0.15	0.08	0.17	0.44	0.20	0.42	0.10	0.26	0.37	0.10

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Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 499

Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
should definitely have rules and safety measures in place	(10) 494	168	81	90	318	139	244	92	19	363	131	35	49	57	37	100	5	242	151	39	29	385	109
	40%gklmot	46%Td	42%	45%	51%Tgh	39%g	32%	31%	4%	43%Tjklm	32%kl	29%	27%	32%	34%	17%	41%t	36%	41%	29%	39%	39%	44%
9	(9) 129	34	14	24	91	20	67	36	7	91	38	8	19	13	13	27	3	57	37	15	9	104	25
	10%	9%	7%	12%	11%	7%	11%	12%	11%	11%	9%	7%	10%	7%	12%	9%	13%	10%	9%	16%	9%	10%	10%
8	(8) 171	52	28	27	114	30	87	45	8	100	71	22	27	29	17%	49	5	78	57	14	18	140	31
	14%l	14%	14%	13%	14%	11%	14%	15%	14%	12%	17%Ti	18%	15%	17%	21%Ti	17%	20%	13%	14%	15%	18%	18%	14%
7	(7) 160	38	23	22	119	26	73	51	10	100	60	18	35	35	11	46	3	74	55	12	14	128	32
	13%	10%	12%	11%	14%	12%	17%Tef	17%	12%	15%	15%	19%Tin	20%Tijn	10%	18%	11%	13%	14%	13%	14%	14%	13%	13%
6	(6) 84	22	13	12	56	15	41	26	3	50	35	7	22	17	8	26	5	38	30	6	6	75	9
	7%	6%	7%	6%	7%	5%	7%	9%	5%	6%	9%	6%	12%Tjk	9%	8%	9%	18%	7%	8%	6%	6%	8%	4%
5	(5) 111	29	19	15	74	14	62	29	7	68	44	16	20	21	11	30	4	57	37	3	13	84	27
	9%e	8%	10%	8%	9%	5%	10%e	10%	11%	8%	11%	13%	11%	12%	10%	10%	16%	10%	9%	3%	13%sa	8%	11%
4	(4) 19	6	3	3	11	4	8	5	2	9	10	5	4	4	2	5	-	7	4	1	6	19	1
	2%	2%	2%	2%	1%	2%	1%	2%	4%	1%	3%	4%l	2%	2%	2%	2%	-	1%	1%	1%	6%Tqr	2%	-
3	(3) 18	4	2	2	14	6	10	-	2	13	5	1	3	1	-	3	2	8	5	2	2	17	1
	1%	1%	1%	1%	2%	2%g	2%g	-	3%g	2%	1%	1%	2%	1%	-	6%	1%	1%	1%	2%	2%	2%	-
2	(2) 13	1	-	1	9	2	9	2	-	9	4	2	1	-	1	3	-	5	5	1	1	12	1
	1%a	-	-	-	1%	1%	1%	1%	-	1%	2%	-	-	-	1%	-	-	1%	1%	1%	1%	1%	-
1	(1) 4	2	1	1	2	1	3	-	-	4	-	-	-	-	-	-	-	1	1	1	-	4	-
	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
should have no rules or safety measures in place	(0) 39	10	7	3	28	12	16	8	3	29	10	6	4	1	2	9	-	17	15	1	1	28	11
	3%um	3%	3%	2%	4%	3%	3%	3%	5%	3%um	2%um	5%um	2%	-	2%	3%	-	3%	4%	1%	1%	3%	5%
NET: 8-10	794	254	123	141	523	189	398	173	34	554	240	65	96	99	72	176	14	377	245	68	56	629	165
	64%kljm	69%Tbd	64%	70%	63%	70%Tgh	64%	59%	55%	66%Tjklm	59%kl	55%	52%	56%	67%lm	59%	50%	65%	62%	72%t	56%	63%	66%

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 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 499

Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	375	95	59	53	261	60	183	110	22	226	149	45	81	76	32	107	12	175	125	22	39	305	70
	30%ei	26%	31%	26%	31%	22%	30%e	37%Tef	36%e	27%	36%Ti	38%k	44%Tjn	43%Tjn	30%	36%T	45%	30%	32%	23%	39%Ts	31%	28%
NET: 0-3	74	16	10	6	53	22	37	10	5	54	19	9	8	2	4	14	2	31	26	4	5	61	13
	6%um	4%	5%	3%	6%	8%g	6%	3%	8%	7%um	5%um	8%um	4%um	1%	4%	5%	6%	5%	7%	4%	5%	6%	5%
Mean	7.90(jk)	8.16T	7.91	8.28Td	7.84	8.13	7.89	7.78	7.41	8.00(jk)	7.68	7.30	7.51	7.82k	7.91	7.73	7.26	7.97	7.79	8.32t	7.46	7.86	8.02
Standard deviation	2.46	2.36	2.48	2.17	2.46	2.66	2.44	2.24	2.67	2.52	2.32	2.65	2.22	1.94	2.25	2.34	2.01	2.41	2.51	2.09	2.35	2.44	2.53
Standard error	0.07	0.12	0.18	0.15	0.09	0.17	0.10	0.13	0.33	0.09	0.11	0.22	0.15	0.14	0.20	0.13	0.42	0.10	0.12	0.20	0.22	0.08	0.17

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Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
should definitely have rules and safety measures in place	(10)	494	50	23	17	404	25	49	37	27	18	43	74	79	51	279	214	6	27	459	154	87	15	21	14	127	38	9
		40%hins	48%hi	38%i	48%hi	39%hi	50%hi	36%i	37%i	26%	20%	39%i	43%hi	45%hi	48%hi	35%	47%Tn	18%	46%	41%T	35%	43%	30%	36%	26%	55%Tstu	45%	31%
9	(9)	129	15	8	1	109	6	17	15	10	14	15	14	11	80	49	5	4	118	43	17	2	10	5	33	11	2	
		10%	15%sc	5%	1%	10%	12%	12%	15%sc	9%	7%	12%	9%	8%	11%	11%	15%	7%	11%	10%	8%	2%	5%	9%	14%	13%	7%	
8	(8)	171	10	8	5	148	8	24	12	15	17	11	26	20	16	113	57	2	5	159	53	27	9	5	10	33	11	7
		14%	9%	13%	14%	14%	16%	17%	12%	14%	18%	10%	15%	12%	15%	19%	8%	8%	14%	12%	13%	19%	9%	18%	14%	13%	25%	
7	(7)	160	12	11	4	133	4	16	16	20	11	16	20	21	8	103	57	8	4	142	76	27	7	6	4	17	9	2
		13%sc	11%	19%	11%	13%	8%	12%	16%	19%lm	13%	14%	12%	12%	8%	13%	12%	26%	8%	13%	17%Tx	13%	13%	10%	8%	7%	11%	8%
6	(6)	84	6	3	2	72	1	7	3	10	12	6	11	14	8	62	23	2	7	68	31	17	5	4	8	7	5	4
		7%sc	6%	6%	7%	7%	3%	5%	3%	9%	13%Tdg	6%	6%	8%	8%	8%T	5%	7%	12%	6%	7%	9%sc	5%	4%	14%sc	3%	6%	14%
5	(5)	111	5	6	2	97	3	17	6	14	13	9	8	18	9	72	36	6	2	97	47	14	5	8	8	10	7	1
		9%sc	5%	10%	7%	9%kk	6%	13%k	6%	14%k	14%k	8%	5%	10%	9%	8%	10%	20%	3%	9%	10%sc	7%	10%	14%sc	14%sc	5%	9%	4%
4	(4)	19	-	2	1	16	1	*	1	1	5%Tadff	2%	3	1	1	17	2	1	*	17	6	1	3	1	-	2	2	6%
		2%	-	3%	2%	3%	3%	1%	1%	1%	5%Tadff	2%	2%	1%	1%	2%T	1%	3%	2%	1%	1%	6%Tatx	2%	3%sc	-	*	2	
3	(3)	18	1	1	*	16	1	4	1	*	2	2	4	2	-	13	5	-	2	16	12	2	-	3	-	-	-	-
		1%	1%	1%	1%	1%	2%	3%	1%	*	2%	2%	2%	1%	-	2%	1%	-	3%	1%	3%Tx	1%	-	6%Tx	-	-	-	-
2	(2)	13	-	-	2	11	1	-	5	-	1	3	1	-	8	4	-	-	12	5	5	1	1	-	-	-	-	-
		1%	-	-	6%Tadff	1%	1%	-	5%Tadff	-	1%	2%	*	-	1%	1%	-	-	1%	1%	2%sc	1%	-	-	-	-	-	-
1	(1)	4	-	-	4	-	-	1	*	-	-	3	*	-	2	2	-	*	4	1	1	2	-	-	-	-	-	
		*	-	-	*	-	-	1%	*	-	-	2%Td	*	-	*	*	-	*	*	*	1%	3%Tax	-	-	-	-	-	
should have no rules or safety measures in place	(0)	39	4	1	1	33	-	2	5	7	5	6	3	4	1	28	9	1	7	32	19	5	2	3	1	4	2	2
		3%	4%	2%	4%	3%	-	1%	5%	7%l	5%	6%	2%	2%	1%	4%	2%	4%	12%Tr	3%	4%	2%	4%	2%	2%	3%	6%	
NET: 8-10		794	75	35	23	661	40	89	65	53	42	68	114	113	79	466	321	13	36	736	250	130	27	36	28	193	59	18
		64%hins	73%hi	59%	63%	63%hi	77%dhi	66%hi	64%hi	50%	46%	61%	67%hi	65%hi	74%dhi	60%	70%Tn	41%	61%	65%T	56%	64%	54%	62%	52%	83%Tstu	71%sc	63%

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 500

Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 4-7	375 30% orx	23 22%	23 38%	10 27%	319 31%	10 19%	41 30%	25 25%	46 43% Tade gkm	41 45% Tade fgklm	34 31%	42 25%	54 31%	27 25%	254 33% To	117 26%	18 55%	13 23%	324 29%	160 36% Tx	60 29% x	19 38% x	19 32% x	21 39% x	35 15%	22 26%	9 31%
NET: 0-3	74 6% x	5 5%	2 3%	4 10% m	63 6%	2 3%	5 4%	11 11% m	8 7%	7 8% m	9 8% m	13 8% m	7 4%	1 1%	51 7%	19 4%	1 4%	9 16% Tr	64 6%	36 8% Tx	13 7% x	4 8% x	3 6%	4 8% x	4 2%	2 3%	2 6%
Mean	7.90 h s	8.37 h i	7.90 i	7.76	7.85 h i	8.53 h i	8.00 h i	7.73 i	7.21	6.89	7.71 i	8.00 h i	8.09 h i	8.43 T d h i	7.69	8.28 T n	7.10	7.42	7.97 T	7.56	7.96	7.21	7.72	7.22	8.82 T e t u w	8.32 s u w	7.52
Standard deviation	2.46	2.34	2.24	2.83	2.47	1.99	2.13	2.79	2.65	2.57	2.74	2.49	2.32	1.99	2.52	2.25	2.33	3.37	2.42	2.60	2.45	2.73	2.64	2.45	1.87	2.19	2.63
Standard error	0.07	0.24	0.30	0.47	0.08	0.27	0.19	0.29	0.24	0.26	0.26	0.19	0.18	0.21	0.08	0.13	0.42	0.47	0.07	0.12	0.17	0.39	0.35	0.37	0.13	0.26	0.48

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Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Blitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)		
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673		
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743		
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586		
should definitely have rules and safety measures in place	(10)	494	114	122	106	55	442	234	141	390	97	46	41	6	4	13	101	388	165	329		
		40% ^{dghi}	49% ^{Tbcd}	37%	37%	32%	47% ^{kd}	40% ^{ghjk}	34% ^{ijmno}	33% ^{ijmno}	38% ^{ghjk}	27% ^{mn}	28% ^{imno}	27% ^{mn}	16%	11%	21% ⁿ	35%	42% ^{TP}	33%	44% ^{Tr}	
9	(9)	128	16	41	31	15	14	117	71	46	107	42	19	22	5	3	6	23	106	43	87	
		10%	7%	12%	11%	9%	12%	10%	11%	11%	12%	12%	14%	13%	8%	10%	8%	11%	8%	11%	9%	12%
8	(8)	171	26	46	42	36	14	151	106	62	139	50	21	30	8	4	12	39	132	77	93	
		14%	11%	14%	15%	21% ^{Tae}	11%	13%	15% ^f	15%	14%	14%	13%	20% ^{Tthi}	20%	10%	20% ^{fikn}	13%	14%	15%	13%	
7	(7)	160	21	39	40	28	18	146	103	62	138	60	27	19	5	2	7	38	121	64	96	
		13%	9%	12%	14%	16%	15%	13%	15% ^{Tfin}	15% ⁿ	14% ⁿ	17% ^{Tfin}	17% ⁿ	13% ⁿ	14%	6%	12% ⁿ	13%	13%	13%	13%	
6	(6)	84	11	25	21	9	9	76	50	32	77	28	11	12	4	2	7	26	56	51	33	
		7% ^{sa}	5%	8%	7%	5%	7%	7%	7%	8%	8% ^T	8%	7%	8%	10%	6%	11% ⁿ	3%	6%	10% ^{Ta}	4%	
5	(5)	111	21	39	21	14	6	101	70	44	101	52	19	13	5	3	7	33	73	53	58	
		9% ^q	9%	12% ^e	7%	8%	5%	9%	10%	10%	10% ^T	15% ^{Tgh}	12%	9%	14%	9%	12%	11%	8%	11%	8%	
4	(4)	19	5	4	7	3	1	19	13	9	14	8	7	6	3	2	7	13	10	9	11	
		2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	4% ^{Tigin}	4% ^{Tigin}	7% ^{Tighi}	3% ⁱⁿ	2%	1%	2%	2%	1%	
3	(3)	18	2	6	6	2	1	17	11	8	16	12	2	1	2	2	11	7	7	7	11	
		1% ^q	1%	2%	2%	1%	1%	2%	2%	2%	2%	3% ^{Tighi}	2%	2%	1	5% ^{Tgik}	4% ^{Til}	4% ^{Tq}	1%	1%	2%	
2	(2)	13	4	4	2	2	*	13	9	7	9	4	4	3	1	4	3	6	7	5	8	
		1%	2%	1%	1%	1%	*	1%	1%	2%	2%	1%	3% ^{TI}	2%	4% ^l	11% ^{Tighi}	4% ^{Tighi}	2%	1%	1%	1%	
1	(1)	4	1	2	1	-	-	4	1	4	1	-	1	-	-	1	1	3	2	2	2	
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ^g	-	-	-	-	-	
should have no rules or safety measures in place	(0)	39	11	6	10	8	2	34	14	10	24	6	5	2	*	12	2	10	27	23	16	
		3% ^{gijs}	5%	2%	3%	5%	2%	3% ^{gi}	2%	2%	2%	2%	3%	2%	*	33% ^{Tighi}	3% ^m	3%	3%	5% ^{Ta}	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 501

Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	794 64% ghij kmnopr	155 67%	209 63%	178 62%	105 62%	85 70%	710 63% ghjkmno	411 60% ijkno	249 59% jno	636 62% ijkmno	189 52% n	86 53% n	92 62% jkmno	18 48%	11 29%	31 50% k	163 55%	626 67% Tp	285 57%	509 69% Tr
NET: 4-7	375 30% qs	58 25%	108 32%	89 31%	59 31%	33 27%	342 31%	237 35% Tfn	147 35% Tfn	330 32% Tfn	148 41% Tighlin	63 39% Tfin	50 33% n	17 46% Tfilo	8 21%	24 38% Tn	104 35% Tq	262 28%	179 36% Ts	196 26%
NET: 0-3	74 6% iq	19 8%	18 5%	19 7%	12 7%	3 3%	67 6% ai	36 5%	26 6%	52 5%	23 6%	12 7%	7 5%	2 6%	19 50% Tghijkno	7 12% Tghijm	27 9% Tq	45 5%	37 7%	37 5%
Mean	7.90 ghjkmnopr	7.93	7.85	7.80	7.65	8.40 Tbcd	7.88 ghjkmno	7.76 kmno	7.69 mno	7.89 ghjkmno	7.42 no	7.37 n	7.68 mno	7.03	4.25	6.95 n	7.45	8.06 Tp	7.49	8.17 Tr
Standard deviation	2.46	2.77	2.34	2.48	2.52	2.06	2.46	2.33	2.40	2.36	2.33	2.54	2.27	2.23	3.83	2.62	2.62	2.36	2.61	2.31
Standard error	0.07	0.19	0.13	0.15	0.19	0.18	0.07	0.08	0.10	0.07	0.11	0.16	0.14	0.21	0.35	0.20	0.14	0.08	0.11	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 502

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Gender			Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
should definitely have rules and safety measures in place	(10) 732	308	424	195	210	154	170	405	324	45	687	64	97	98	139	132	103	54	289	156	647	79	18	48	10	309	32	26	356	
	59%akim	51%	67%Ta	58%	57%	60%	62%	58%	61%	52%	59%kim	45%	46%	49%	64%kkm	77%Tjklm	75%Tjklm	75%Tjklm	76%Tjklm	75%Tjklm	60%	52%	56%	55%	43%	63%T	54%	54%	53%	58%
9	(9) 108	54	52	34	36	14	25	89	39	8	101	7	22	18	19	17	9	9	36	18	95	13	3	4	5	38	4	6	58	
	9%	9%	8%	10%	10%	5%	9%	10%e	7%	9%	9%	5%	10%	8%	8%	10%	7%	13%	9%	9%	8%	10%	5%	23%	8%	6%	6%	13%	9%	
8	(8) 128	77	50	36	39	32	19	76	51	7	120	24	27	24	20	12	10	4	26	13	108	18	3	13	1	51	9	3	59	
	10%br	13%Tb	8%	11%	11%	12%	7%	11%	10%	8%	10%r	17%Tjoprs	13%r	12%	9%	7%	5%	7%	6%	10%	12%	8%	15%	5%	10%	16%	16%	6%	10%	
7	(7) 89	56	33	33	16	19	17	50	36	12	78	14	19	20	14	1	8	2	12	11	73	15	2	9	3	33	7	4	42	
	7%kddor	9%Tb	5%	10%Tdg	4%	7%	6%	7%sd	7%	13%Tjnoqrs	7%or	14	10%or	19	10%or	8%o	6%or	3%	3%	3%	5%o	7%	10%	7%	12%	7%	11%	8%	7%	
6	(6) 56	28	28	11	21	16	9	32	24	4	52	8	18	11	7	3	2	3	7	4	46	10	2	8	1	19	4	4	28	
	5%r	5%	4%	3%	6%	6%	3%	5%	5%	5%	4%r	6%	9%Tjnoprs	6%r	3%	2%	1%	4%	2%	2%	4%	7%	5%	9%	5%	4%	7%	8%	5%	
5	(5) 78	44	33	10	26	15	25	35	40	4	74	13	17	19	16	5	5	-	9	5	66	11	2	5	1	19	3	6	47	
	6%kcgkaz	7%	5%	3%	7%kcg	6%	9%kcg	5%k	8%k	5%	6%rs	13	9%oqrs	8%oqrs	9%oqrs	7%rs	3%	3%	-	2%	2%	6%	7%	7%	6%	3%	5%	3%	11%z	8%z
4	(4) 9	5	4	2	3	-	3	5	3	1	7	-	5	1	-	1	-	-	1	-	7	1	-	-	1	6	-	-	2	
	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	-	2%Tjrs	1%	-	1%	-	-	-	-	1%	1%	1%	-	-	4%	1%	-	-	
3	(3) 10	6	2	3	3	1	3	6	4	2	8	4	2	2	1	-	1	-	1	1	9	1	1	1	1	4	1	-	4	
	1%	1%	-	1%	1%	1%	1%	1%	1%	2%mr	1%	3%Tjmr	1%	-	1%	-	-	-	-	-	1%	1%	3%	-	-	1%	1%	-	1%	
2	(2) 9	7	1	6	1	-	1	7	2	1	8	2	2	4	1	-	-	-	-	-	5	2	1	1	1	2	-	-	5	
	1%bt	1%	-	2%T	-	-	-	1%	-	1%	1%	1%	2%r	1%	-	-	-	-	-	-	1%	1%	2%	1%	4%	-	-	-	1%	
1	(1) 3	3	1	1	2	-	-	3	-	-	3	-	1	2	-	-	-	-	-	-	3	1	1	1	-	1	-	-	3	
	-	-	-	1%	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	
should have no rules or safety measures in place	(0) 21	17	4	6	8	5	3	14	7	3	18	6	3	6	2	1	1	-	1	1	21	-	-	-	-	10	-	-	11	
	2%br	3%Tb	1%	2%	2%	1%	2%	1%	1%	3%rs	2%r	4%Tjors	1%	3%r	1%	-	1%	-	-	-	2%	-	-	-	1%	2%	-	-	2%	
NET: 8-10	969	438	526	265	295	200	214	550	414	60	908	94	146	140	178	161	121	67	350	188	850	111	24	65	16	398	45	35	474	
	78%akim	72%	83%Ta	79%	78%	76%	78%	78%	78%	69%	79%kim	67%	69%	69%	82%kkm	93%Tjklm	89%Tjklm	83%Tjklm	82%Tjklm	90%Tjklm	79%	73%	74%	74%	72%	81%	75%	71%	77%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 502

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Gender		Social Grade								Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 4-7	232	132	98	56	66	50	54	122	104	21	210	35	59	51	36	10	14	5	29	19	182	37	6	21	5	77	14	14	119
	19%abopqrsz	22%Tb	15%	17%	18%	19%	20%	17%	20%	25%kopqrs	18%kopqrs	25%kopqrs	28%Tjnopqrs	25%Tjnopqrs	17%ors	6%	10%	7%	8%	9%	18%	24%	19%	25%	24%	16%	23%	28%z	19%
NET: 0-3	43	35	8	15	15	6	7	30	13	6	37	12	8	11	4	1	1	-	2	1	37	4	2	1	1	16	1	*	22
	3%bors	6%Tb	1%	4%	4%	3%	2%	4%	2%	6%unoprs	3%rs	8%Tjnopqrs	4%sr	6%oprs	2%	1%	1%	-	1%	1%	3%	3%	7%	1%	4%	3%	2%	*	4%
Mean	8.65aklm	8.28	9.02Ta	8.68	8.57	8.70	8.73	8.63	8.71	8.27	8.68klm	7.89	8.19	8.16	8.90klm	9.43Tjklmn	9.32Tjklmn	9.52Tjklmn	9.41Tjklmn	9.39Tjklmn	8.68	8.49	8.43	8.63	8.36	8.79	8.66	8.56	8.60
Standard deviation	2.14	2.43	1.76	2.15	2.26	2.04	2.07	2.21	2.06	2.47	2.12	2.64	2.26	2.48	1.88	1.37	1.48	1.00	1.35	1.34	2.16	2.02	2.36	1.79	2.24	2.10	1.75	1.91	2.20
Standard error	0.06	0.09	0.07	0.11	0.12	0.13	0.13	0.08	0.09	0.25	0.06	0.24	0.15	0.16	0.13	0.11	0.13	0.14	0.07	0.10	0.07	0.14	0.37	0.17	0.40	0.10	0.20	0.26	0.09

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 503

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
should definitely have rules and safety measures in place	(10) 732	233	118	122	484	176	374	154	28	523	210	46	89	96	66	153	14	356	225	57	50	584	148
9	(9) 108	33	16	25	72	28	45	31	4	74	35	11	15	14	9	25	2	38	48	10	9	88	20
8	(8) 128	30	15	19	93	22	70	26	9	79	49	21	18	19	9	39	3	60	41	11	10	100	27
7	(7) 89	26	15	13	58	11	42	32	4	47	42	15	25	18	7	27	3	41	25	8	12	72	17
6	(6) 56	12	5	7	41	13	22	15	7	35	21	8	12	9	7	15	2	30	14	4	4	51	5
5	(5) 78	21	15	11	50	12	41	20	5	48	30	9	15	12	4	24	2	40	27	2	8	57	21
4	(4) 9	2	1	1	7	2	2	4	1	4	5	*	4	3	1	3	-	3	3	1	1	6	3
3	(3) 10	1	1	*	8	1	6	2	2	7	3	1	1	3	1	1	-	3	2	*	5	10	*
2	(2) 9	1	*	1	5	1	5	3	*	5	4	2	1	2	*	3	1	2	4	1	1	9	-
1	(1) 3	3	2	*	1	3	1	-	-	3	-	-	-	-	-	-	-	2	1	-	-	2	2
should have no rules or safety measures in place	(0) 21	4	4	1	17	3	11	7	1	12	9	6	4	*	3	7	-	8	6	1	3	16	5
NET: 8-10	969	296	149	166	649	226	490	211	42	675	293	79	123	130	84	216	19	455	315	78	69	773	196

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 503

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	232	61	36	32	156	38	107	71	17	134	98	33	56	42	19	70	7	113	70	15	23	186	46
	19%ei	17%	19%	16%	19%	14%	17%	24%Tef	27%e	16%	24%Ti	27%Ti	30%Tjn	24%i	18%	24%T	26%	19%	18%	15%	23%	19%	18%
NET: 0-3	43	8	7	2	30	7	22	12	3	26	17	8	7	5	4	11	1	16	13	2	9	36	7
	3%c	2%	4%c	1%	4%	2%	4%	4%	4%	3%	4%	7%	4%	3%	4%	4%	5%	3%	3%	2%	9%Tqr	4%	3%
Mean	8.65ijk lot	8.88T	8.66	8.97T	8.61	8.93Tgh	8.70	8.41	8.17	8.80Tjk	8.36k	7.86	8.21	8.51k	8.70k	8.38	8.34	8.69t	8.66t	8.90t	8.12	8.65	8.67
Standard deviation	2.14	1.97	2.24	1.68	2.18	1.96	2.13	2.29	2.24	2.06	2.28	2.55	2.29	2.04	2.21	2.26	2.22	2.10	2.12	1.83	2.54	2.14	2.17
Standard error	0.06	0.10	0.16	0.12	0.08	0.12	0.09	0.13	0.28	0.07	0.11	0.21	0.16	0.14	0.20	0.12	0.46	0.09	0.10	0.17	0.24	0.07	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 504

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
should definitely have rules and safety measures in place	(10)	732	61	31	20	621	38	77	66	49	43	60	101	114	73	425	301	15	34	675	230	127	26	32	28	172	60	11
		59%hins	59%	52%	55%	59%hi	74%Tbdfhj	57%	65%hi	48%	54%	60%	66%hi	68%hi	55%	66%Tn	48%	59%	60%T	52%	62%st	51%	55%	53%	74%Tstuvw	72%Tsu	38%	
9	(9)	108	8	3	2	95	5	16	7	9	9	22	15	3	65	44	4	3	97	36	22	4	3	2	27	5	3	
		9%	8%	5%	6%	9%im	9%	12%im	7%	9%	10%	13%im	9%	3%	8%	10%	11%	6%	9%	8%	11%	4%	5%	4%	11%	6%	9%	
8	(8)	128	14	11	6	98	2	15	9	9	10	16	13	13	10	88	38	1	5	119	61	14	6	8	10	16	2	3
		10%dy	13%	18%ekl	16%	9%	4%	11%	9%	11%	14%	8%	9%	8%	11%T	8%	4%	9%	11%	14%Txy	7%	12%	14%ky	18%by	7%	3%	11%	
7	(7)	89	7	10	2	70	1	6	5	9	7	8	15	10	9	60	29	6	5	75	34	8	7	5	1	10	7	5
		7%	6%	17%Tdefg	6%	7%	3%	5%	5%	8%	8%	7%	9%	6%	8%	8%	18%	8%	7%	8%	8%	4%	14%dx	8%	3%	5%	8%	17%
6	(6)	56	4	1	2	49	1	6	4	7	6	7	6	4	45	9	4	2	47	26	7	1	2	6	3	3	4	
		5%ox	4%	2%	6%	5%	2%	4%	4%	6%	7%	4%	3%	4%	6%To	2%	12%	4%	4%	6%xx	4%	2%	3%	10%xx	1%	4%	13%	
5	(5)	78	3	3	2	69	4	8	5	14	9	8	5	9	7	51	23	2	2	68	32	19	4	5	4	4	3	3
		6%xx	3%	5%	6%	8%	8%	6%	5%	14%Tadk	10%k	7%	3%	5%	6%	7%	5%	7%	4%	6%	7%xx	9%xx	8%xx	8%xx	4%	2%	3%	11%
4	(4)	9	*	-	-	8	-	3	*	-	1	1	-	4	-	4	-	2	6	5	1	-	1	-	-	-	-	
		1%r	*	-	-	1%	-	2%	*	-	1%	-	-	2%	-	1%	-	3%r	1%	1%	-	-	2%	-	-	-	-	
3	(3)	10	3	1	-	6	-	1	1	2	-	1	1	*	9	1	-	3	7	3	1	1	1	1	-	*	-	
		1%dr	3%d	2%	-	1%	-	1%	2%	-	-	1%	*	1%	1%T	-	-	5%Tr	1%	1%	*	3%xx	1%	3%xx	-	*	-	
2	(2)	9	-	-	*	8	-	2	-	1	1	1	2	1	-	6	2	-	8	3	2	1	-	*	*	1	*	
		1%	-	-	1%	1%	-	2%	-	1%	1%	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%	-	1%	*	*	1%	
1	(1)	3	-	-	-	3	-	-	-	1	-	1	*	1	3	-	-	-	3	*	2	-	1	-	-	-	-	
		-	-	-	-	-	-	-	-	1%	-	1%	*	1%	-	-	-	-	*	1%	1%	-	1%	-	-	-	-	
should have no rules or safety measures in place	(0)	21	4	-	1	16	-	1	2	5	2	1	2	2	-	14	7	-	20	14	1	1	2	-	-	2	-	
		2%	4%	-	4%	2%	-	1%	2%	5%Tdm	3%	1%	1%	1%	-	2%	1%	-	2%	3%Tx	*	1%	3%xx	-	-	2%	-	
NET: 8-10	969	83	44	28	814	44	108	83	67	63	84	135	142	86	578	382	20	43	891	327	163	36	43	40	215	68	17	
	78%hms	80%h	74%	77%	78%h	87%hi	80%h	82%h	64%	70%	76%	80%h	82%hi	80%h	75%	84%Tn	63%	74%	79%T	73%	80%	71%	74%	76%	93%Tstuvwy	81%	58%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 504

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 4-7	232	14	14	7	197	7	23	15	30	23	25	28	28	19	160	65	12	11	196	98	35	12	12	11	17	13	12
	19% orx	13%	23%	18%	19%	13%	17%	15%	28% Tadg kl	22%	22%	16%	16%	18%	21% To	14%	37%	19%	22% Tx	17% x	24% x	21% x	21% x	21% x	7%	16% x	42%
NET: 0-3	43	7	1	2	33	-	4	3	9	4	2	6	4	2	33	9	-	4	37	21	6	3	3	-	-	2	-
	3% x	6%	2%	4%	3%	-	3%	3%	8% Tdjlm	5%	1%	4%	2%	1%	4% T	2%	-	7%	5% x	3% x	5% x	5% x	3% x	-	-	3% x	1%
Mean	8.65 hs	8.58	8.62	8.46	8.67 hi	9.26 hij	8.67 h	8.85 h	7.82	8.19	8.59 h	8.81 hi	8.89 hi	8.96 hi	8.49	8.97 Tn	8.42	8.42	8.70 T	8.32	8.75 s	8.37	8.36	8.46	9.47 Tst uwy	9.03 s	8.03
Standard deviation	2.14	2.39	1.74	2.38	2.13	1.53	2.06	2.12	2.78	2.42	1.95	2.01	2.01	1.82	2.24	1.92	1.80	2.46	2.12	2.38	2.10	2.21	2.43	2.04	1.10	2.02	1.92
Standard error	0.06	0.24	0.23	0.39	0.07	0.21	0.18	0.22	0.26	0.24	0.18	0.15	0.16	0.19	0.07	0.11	0.32	0.34	0.06	0.11	0.14	0.32	0.32	0.31	0.08	0.24	0.35

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 505

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Total (T)	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures			
		Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruitlab (m)	Bilibili (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	290	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
should definitely have rules and safety measures in place	(10) 732	150	200	164	88	75	656	370	222	581	159	69	66	7	8	24	140	587	244	488
		59%ghj	65%cd	60%	57%	52%	59%ghjklmno	54%klmno	53%klmno	57%ghjklmno	44%mn	43%mn	44%mn	18%	21%	38%mn	48%	63%Tp	49%	66%Tr
9	(9) 108	18	29	21	19	14	95	65	35	92	30	13	19	5	2	5	25	83	36	73
		9%	8%	9%	7%	11%	9%	10%	8%	9%	8%	8%	13%hjk	12%o	5%	7%	8%	9%	7%	10%
8	(8) 128	13	31	40	18	13	117	77	46	112	55	22	22	4	5	10	36	91	61	66
		10%a	6%	9%	14%Ta	10%	11%	11%	11%	15%Tgh	13%	14%	14%	11%	14%	16%Thi	12%	10%	12%	9%
7	(7) 89	17	21	16	16	10	83	60	37	78	37	14	14	9	2	8	29	57	53	36
		7%aq	7%	6%	10%	8%	7%	9%T	9%	8%	10%Ti	9%	9%	24%Tghi	6%	13%Tin	10%Tq	6%	11%Ts	5%
6	(6) 56	4	21	12	11	3	47	38	31	50	27	15	12	7	3	8	20	36	38	18
		5%a	2%	6%a	4%	6%a	3%	6%f	7%Ti	5%l	7%Ti	9%Tgi	8%Ti	18%Tghi	8%	13%Tghi	7%Tq	4%	8%Ts	2%
5	(5) 78	19	20	22	8	3	73	49	35	72	36	16	8	2	9	4	24	51	44	34
		6%a	8%	8%	5%	2%	7%	7%	8%	7%T	10%Tgi	10%Ti	5%	7%	23%Tghi	7%	8%	5%	9%Ts	5%
4	(4) 9	1	4	2	*	*	9	4	2	5	3	1	1	*	1	*	4	4	2	6
		1%q	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3	(3) 10	3	3	2	2	*	10	6	5	9	6	1	3	1	2	*	5	5	5	5
		1%	1%	1%	1%	*	1%	1%	1%	2%Tg	1%	2%	3%To	5%Tghi	2%	2%	1%	1%	1%	1%
2	(2) 9	1	3	3	*	1	9	6	2	7	2	3	2	2	2	2	3	6	4	5
		1%	1%	1%	*	1%	1%	1%	1%	1%	2%Thij	1%	1%	6%Tghi	4%Tghi	3%Tghi	1%	1%	1%	1%
1	(1) 3	2	*	1	*	*	3	2	1	3	*	1	*	*	1	*	3	1	3	3
		1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	2%Tij	1%	1%	1%	1%	1%
should have no rules or safety measures in place	(0) 21	3	3	4	9	2	17	6	6	11	3	6	3	*	4	1	7	13	12	9
		2%gi	1%	1%	5%Tbc	2%	2%gi	1%	1%	1%	1%	4%ghj	2%	1%	10%Tghi	2%	2%	1%	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 505

Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,399 (c)	£36,399 to £51,999 (d)	£51,999 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Blit chut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
NET: 8-10	969	182	259	226	124	102	868	512	304	785	245	104	106	15	15	38	201	760	341	627
	78%ghjk lmsopr	78%	78%	79%	73%	84% d	78%ghjk lmno	75% jkmno	72% jkmno	77% hjkli	68% mno	64% kmno	71% mno	40%	40%	62% mno	69%	81% Tp	68%	84% Tr
NET: 4-7	232	40	67	51	35	16	212	152	104	205	103	46	35	19	15	21	78	146	138	94
	19% qps	17%	20%	18%	21%	13%	19%	22% Tfi	25% Tfi	20% T	29% Tfgh	28% Tfgh	23%	50% Tfgh ijkl	39% Tfgh ijkl	33% Tfgh il	27% Tq	16%	27% Ts	13%
NET: 0-3	43	10	8	10	11	4	39	19	14	29	12	12	8	4	8	3	14	27	21	21
	3% i	4%	2%	3%	6% b	3%	3%	3%	3%	3%	3%	7% Tfghi j	5% gi	10% Tfgh jlo	21% Tfghi jlo	5%	5%	3%	4%	3%
Mean	8.65dh klmnopr	8.74	8.71	8.61	8.29	8.92d	8.64hjk lmno	8.56jkl mno	8.42km no	8.63hjk lmno	8.18kmn	7.83mn o	8.22kmn o	7.06	6.05	7.86mn	8.18	8.63Tp	8.21	8.95Tr
Standard deviation	2.14	2.22	2.02	2.13	2.56	1.96	2.14	2.06	2.18	2.06	2.14	2.63	2.29	2.27	3.19	2.35	2.36	2.02	2.32	1.96
Standard error	0.06	0.15	0.11	0.13	0.20	0.17	0.06	0.07	0.10	0.06	0.10	0.16	0.14	0.22	0.29	0.18	0.12	0.07	0.10	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 506

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
should definitely have rules and safety measures in place	(10) 746	328	414	196	223	153	172	418	325	46	701	64	99	107	148	128	106	48	281	154	669	74	19	43	10	312	33	26	368	
	60%akim	54%	66%Ta	58%	61%	60%	62%	60%	61%	53%	61%klm	45%	47%	53%	68%Tijk	74%Tijk	78%Tijk	66%kl	74%Tijk	74%Tijk	62%Tuw	49%	58%	49%	44%	64%	54%	52%	60%	
9	(9) 123	64	59	35	34	23	30	89	53	3	119	13	26	20	20	22	9	10	41	19	103	19	3	11	5	46	12	6	55	
	10%ai	10%	9%	10%	9%	9%	11%	10%	10%	4%	10%	3%	12%j	10%	9%	12%j	7%	13%	11%	9%	13%	10%	13%	20%	9%	19%TzC	13%	9%		
8	(8) 126	67	58	36	36	23	28	72	51	11	115	23	24	21	19	7	11	10	29	21	97	23	4	13	3	46	5	8	61	
	10%ot	11%	9%	11%	10%	9%	10%	10%	10%	12%o	10%o	16%Tjor	11%o	10%o	9%	4%	8%	14%o	7%o	10%	9%	15%Tt	11%	15%	11%	9%	8%	16%	10%	
7	(7) 84	48	36	28	21	22	14	48	36	8	76	10	26	14	10	7	6	4	17	10	71	11	3	4	3	32	2	1	46	
	7%r	8%	6%	8%	6%	9%	5%	7%	7%	9%	7%	7%	12%Tjoprs	7%	4%	4%	5%	5%	4%	5%	7%	7%	10%	5%	14%	6%	4%	2%	7%	
6	(6) 53	29	24	15	14	15	8	29	23	8	45	10	12	10	7	4	2	-	7	2	42	11	1	9	1	21	5	2	24	
	4%rs	5%	4%	4%	4%	6%	3%	4%	4%	9%Tjnop	4%rs	7%rs	6%rs	5%rs	3%	3%	1%	-	2%	1%	4%	7%	3%	11%Tt	4%	4%	8%	5%	4%	
5	(5) 67	41	26	11	22	16	17	33	32	5	61	12	14	18	12	4	2	1	7	3	58	9	3	4	-	15	3	6	40	
	5%cpzrs	7%T	4%	3%	6%	6%	6%	5%	6%	6%sprs	5%prs	8%oprs	6%prs	9%Tjoprs	5%rs	2%	1%	2%	2%	1%	5%	6%	8%	5%	-	3%	4%	12%z	7%z	
4	(4) 12	5	6	4	5	*	2	10	2	1	10	3	5	2	1	*	-	-	*	-	9	2	-	1	1	6	1	*	4	
	1%r	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%r	2%r	1%	*	*	-	-	*	-	1%	1%	-	2%	3%	1%	-	-	1%	
3	(3) 5	2	3	2	2	*	1	4	1	4	1	2	-	1	-	-	-	-	-	4	1	-	1	-	3	1	-	-	1	
	*	*	*	1%	1%	-	-	1%	*	1%r	*	1%	-	-	-	-	-	-	-	-	1%	-	-	1%	-	1%	1%	-	-	
2	(2) 8	6	2	4	1	1	2	6	2	-	8	*	2	6	-	-	-	-	-	-	7	1	-	1	3	-	*	5		
	1%	1%	*	1%	*	*	1%	1%	*	-	1%	*	1%	3%Tjnoprs	-	-	-	-	-	-	1%	*	-	-	3%	1%	-	*	1%	
1	(1) 4	2	2	-	2	-	2	2	2	1	3	2	1	-	*	-	-	-	-	-	4	-	-	-	-	1	-	-	3	
	*	*	*	-	*	-	1%	*	*	1%	*	1%	1%	-	1%	-	-	-	-	-	1%	*	-	-	-	*	-	-	1%	
should have no rules or safety measures in place	(0) 15	14	1	6	5	3	1	11	4	3	12	5	2	3	2	1	-	-	1	-	15	*	-	*	-	6	*	-	9	
	1%br	2%Tb	*	2%	1%	1%	*	2%	1%	3%prs	1%r	3%prs	1%	2%	1%	-	-	-	-	-	1%	*	-	*	1%	1%	*	-	1%	
NET: 8-10	995	458	531	266	293	199	230	559	429	60	935	100	149	149	187	157	127	67	350	194	869	117	26	67	17	405	49	39	484	
	80%aikim	76%	84%Ta	79%	80%	78%	84%	80%	81%	69%	81%Tikim	70%	70%	74%	86%Tikim	91%Tijk	93%Tijk	93%Tijk	92%Tijk	93%Tijk	80%	80%	77%	79%	77%	75%	82%	82%	81%	79%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 506

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Gender			Social Grade						Age										Ethnicity				Religion								
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	85+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (A)	Other religion (B)	None (C)			
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615			
NET: 4-7	216	124	92	58	62	53	41	120	94	23	194	34	26%Tjnoprs	17%koprs	24%kijnop	26%Tjnoprs	22%ijnop	13%	9%	7%	5	30	15	181	33	7	19	5	74	10	9	114
	17%boprs	20%Td	15%	17%	17%	21%	15%	17%	18%	26%Tjnoprs	17%koprs	24%kijnop	26%Tjnoprs	22%ijnop	13%	9%	7%	5	30	15	181	33	7	19	5	74	10	9	114			
NET: 0-3	32	23	9	13	10	4	5	23	9	5	27	8	7	9	3	1	-	-	1	-	30	2	-	1	1	13	1	*	*	18		
	3%bprs	4%Td	1%	4%	3%	2%	2%	3%	2%	5%knoprs	2%tr	5%ijnoprs	3%prs	4%oprs	1%	*	-	-	*	-	3%	1%	-	1%	4%	3%	2%	*	*	3%		
Mean	8.77aiklm	8.50	9.02Ta	8.69	8.75	8.76	8.93	8.72	8.85	8.20	8.81Tiklm	8.06	8.33	8.39	9.08Tjklm	9.40Tjklms	9.50Tjklms	9.36Tiklm	9.43Tjklms	9.45Tjklms	8.80	8.59	8.84	8.58	8.51	8.89	8.84	8.67	8.71			
Standard deviation	2.01	2.25	1.72	2.12	2.08	1.94	1.83	2.10	1.89	2.49	1.96	2.50	2.14	2.32	1.75	1.83	1.07	1.08	1.19	1.07	2.04	1.81	1.66	1.82	2.03	1.96	1.76	1.81	2.09			
Standard error	0.06	0.09	0.07	0.11	0.11	0.12	0.12	0.08	0.08	0.25	0.08	0.23	0.14	0.15	0.12	0.11	0.09	0.15	0.07	0.06	0.13	0.26	0.17	0.36	0.09	0.20	0.25	0.09				

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 507

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	100	247	21	455	329	85	98	820	196	
should definitely have rules and safety measures in place	(10) 746	239	123	129	490	179	375	163	29	529	218	48	94	102	68	160	14	359	242	55	48	591	155
	60% kjo	32% Td	16%	16%	59%	24% Tgh	46%	19%	47%	63% Tkd	53% k	40%	51% k	58% k	63% kjd	54%	50%	61% t	61% t	58%	48%	59%	63%
9	(9) 123	38	22	22	80	37	51	26	8	94	29	12	10	9	23	2	56	40	16	5	103	20	
	10% lm	10%	11%	11%	10%	14% Tf	8%	9%	13%	11% lm	7%	10%	6%	5%	8%	8%	10%	10%	17% Tqt	5%	10%	8%	
8	(8) 126	29	13	19	92	21	74	23	7	79	47	18	21	16	11	32	4	50	45	8	15	95	30
	10%	8%	7%	9%	11%	8%	12%	8%	12%	9%	11%	15%	11%	9%	10%	11%	16%	9%	11%	8%	15% q	10%	12%
7	(7) 84	21	10	14	59	13	41	27	3	49	35	10	19	18	5	26	1	37	25	8	8	68	16
	7%	6%	5%	7%	7%	5%	7%	9%	5%	6%	9%	8%	10%	10% l	5%	9%	5%	6%	9%	6%	8%	7%	6%
6	(6) 53	11	5	4	41	9	23	15	7	27	26	12	12	11	7	16	2	25	16	2	9	51	2
	4% iv	3%	3%	2%	5%	3%	4%	5%	11% Tef	3%	6% Tf	10% Tf	6%	6%	7%	5%	8%	4%	4%	3%	9% Tqr	5% Tv	1%
5	(5) 67	20	14	11	40	7	33	22	6	38	29	7	17	13	3	22	2	37	17	2	9	50	16
	5% e	5%	7%	5%	5%	2%	5%	8% e	9% e	8%	7%	6%	9% Tf	7%	3%	7%	6%	6%	3%	4%	2%	9% s	5%
4	(4) 12	1	1	1	10	*	7	4	1	3	9	6	3	3	1	7	*	5	5	1	1	10	2
	1% i	*	*	*	1%	*	1%	1%	2%	*	2% Tf	5% Tf	2%	2% l	1%	2% T	1%	1%	1%	1%	1%	1%	1%
3	(3) 5	1	-	-	4	1	1	3	-	2	3	1	2	1	-	1	3	-	-	-	1	3	2
	*	*	-	-	1%	*	1%	1%	-	1%	1%	1%	1%	1%	-	5%	1%	-	-	-	1% r	*	1%
2	(2) 8	1	1	1	5	-	6	2	-	5	3	*	3	2	-	3	-	3	4	1	-	8	*
	1%	*	*	*	1%	-	1%	1%	-	1%	1%	*	2%	1%	-	1%	-	1%	1%	1%	-	1%	*
1	(1) 4	3	3	*	1	2	2	-	4	-	-	-	-	-	-	-	2	-	-	-	1	2	2
	1% d	1% d	1% Td	*	1%	1%	1%	-	1%	-	-	-	-	-	-	-	1%	-	-	-	1%	*	1%
should have no rules or safety measures in place	(0) 15	2	2	*	13	3	5	7	1	7	9	5	3	-	3	6	-	7	4	1	3	13	2
	1%	1%	1%	*	2%	1%	1%	2%	1%	1%	2%	5% Tim	2%	-	3% m	2%	-	1%	1%	1%	3%	1%	1%
NET: 8-10	995	306	157	170	662	237	501	213	44	701	294	78	126	128	87	215	20	465	327	79	69	789	206
	80% gkl	84% T	82%	85%	79%	88% Tgh	81% g	73%	72%	84% Tkd	72%	65%	68%	72%	81% kjd	73%	75%	80% t	82% t	84% t	68%	79%	83%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 507

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 4-7	216	53	29	29	151	29	103	68	17	117	99	35	50	46	17	71	5	104	62	13	27	180	36
	17%ei	14%	15%	14%	18%	11%	17%e	23%Tef	27%e	14%	24%Tin	29%Tin	27%Tin	26%Tin	16%	24%T	20%	18%	16%	14%	27%Tqrs	18%	15%
NET: 0-3	32	7	5	1	23	5	14	13	1	17	15	7	9	3	3	10	1	15	8	2	5	26	6
	3%	2%c	3%	1%	3%	2%	4%	1%	1%	2%	4%	5%i	5%i	2%	3%	3%	5%	3%	2%	2%	4%	5%	3%
Mean	8.77gjk lot	8.99Td	8.87	9.08Td	8.71	9.14Tfh	8.80g	8.44	8.36	8.97Tjk	8.37k	7.84	8.20	8.57kl	8.78kl	8.41	8.41	8.77l	8.88l	8.97l	8.11	8.75	8.87
Standard deviation	2.01	1.84	2.05	1.58	2.05	1.88	1.95	2.33	2.07	1.83	2.29	2.59	2.36	2.00	2.15	2.28	2.10	2.04	1.90	1.78	2.43	2.03	1.93
Standard error	0.06	0.10	0.15	0.11	0.07	0.10	0.08	0.13	0.26	0.07	0.11	0.22	0.16	0.14	0.19	0.12	0.44	0.09	0.09	0.17	0.23	0.06	0.13

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 508

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	GO Region																	Internet usage			Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)			
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30			
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**			
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23			
should definitely have rules and safety measures in place	(10)	746 60%ns	34 65%l	22 58%	623 60%l	37 72%hi	73 54%	64 63%l	56 53%	41 46%	68 61%l	104 61%l	106 61%l	74 69%hi	436 57%	304 66%Tn	12 39%	34 58%	691 61%T	242 54%	170 64%sa	28 56%	34 59%	26 49%	168 73%Tsuw	58 70%sw	13 45%			
9	(9)	123 10%	5 5%	4 6%	2 6%	112 9%	19 14%	7 7%	8 8%	13 15%a	10 9%	24 14%a	17 10%	9 9%	76 10%	45 10%	6 20%	7 13%	109 10%	42 9%	27 13%	6 12%	6 10%	3 5%	22 9%	9 11%	5 17%			
8	(8)	126 10%km	8 8%	7 12%	6 17%hnm	104 10%km	4 9%	13 10%	14 14%hnm	5 5%	11 12%km	14 13%km	15 9%	23 13%hnm	4 3%	89 12%T	35 8%	-	4 8%	118 10%	43 10%	14 7%	7 13%	9 15%	12 23%Tstx	23 10%	5 6%	3 10%		
7	(7)	84 7%dr	11 11%	7 12%	2 6%	64 6%	1 2%	11 8%	4 4%	7 6%	8 9%	7 7%	10 5%	10 7%	9 7%	28 2%	6 6%	7 12%	65 6%	38 9%	9 4%	5 9%	2 4%	2 4%	14 6%	4 5%	3 9%			
6	(6)	53 4%kx	2 2%	3 4%	-	48 5%	1 2%	8 6%	3 3%	10 9%Tadj	6 7%	2 2%	7 4%	5 4%	40 5%T	13 3%	2 6%	3 5%	46 4%	26 6%kx	6 3%	-	3 5%	4 7%kx	2 1%	1 1%	4 14%			
5	(5)	67 5%kx	6 8%	3 5%	-	57 5%	3 6%	6 5%	5 5%	11 10%Tkl	9 10%	5 5%	6 3%	7 6%	46 6%	18 4%	3 10%	3 5%	56 5%	30 7%kx	12 6%kx	4 8%kx	3 4%	6 11%kx	3 1%	3 3%	1 4%			
4	(4)	12 1%kn	-	-	2 4%	10 1%	-	2 1%	-	3 3%	1 1%	1 1%	2 1%	-	3 1%	9 2%kn	-	-	11 1%	7 2%	1 1%	-	-	-	-	2 2%	-			
3	(3)	5 *	-	-	4 *	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	5 1%T	-	-	-	5 *	2 *	-	-	-	-	-	1 1%	1 2%			
2	(2)	8 1%	1 1%	-	-	7 1%	-	2 2%	-	-	-	2 1%	1 1%	-	6 1%	2 5%	2 1%	-	4 1%	3 2%	1 1%	-	-	-	-	-	-			
1	(1)	4 *	-	-	4 *	-	-	2 2%	-	-	-	-	1 1%	1 1%	4 1%	-	-	-	4 *	1 1%	-	-	2 3%Tsx	-	-	-	-			
should have no rules or safety measures in place	(0)	15 1%	3 3%l	-	1 4%l	11 1%	-	1 1%	1 1%	5 5%Tdm	1 1%	2 1%	-	-	10 1%	5 1%	-	-	917 2%Tx	327 *	171 *	41 *	49 *	42 *	213 *	71 *	21 2%			
NET: 8-10		995 80%ns	80 78%	45 76%	31 86%h	839 80%h	46 90%hi	105 77%	85 84%h	69 65%	85 73%	92 83%h	142 84%hi	147 84%hi	87 82%h	801 78%	384 84%n	19 59%	46 79%	917 82%T	327 73%	171 84%sa	41 81%	49 84%	42 78%	213 92%Tstu	71 86%sa	21 72%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 508

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 4-7	216	19	13	4	180	5	27	12	30	23	16	22	24	19	145	67	12	12	178	102	28	9	8	11	19	9	8
	17%rx	19%	22%	11%	17%	10%	20%	12%	29%Tcd	26%Tdeg	14%	13%	14%	17%	19%T	15%	36%	21%	16%	23%Tby	14%	17%	14%	21%kx	8%	11%	26%
NET: 0-3	32	4	1	1	26	-	3	4	6	1	3	5	3	1	25	6	2	-	30	17	5	1	2	*	-	2	1
	3%kx	4%	2%	4%	2%	-	3%	4%	6%Td	1%	2%	3%	2%	1%	3%T	1%	5%	-	3%	4%kx	3%kx	1%	3%kx	1%	-	3%kx	2%
Mean	8.77hns	8.74	8.73	8.79	8.77h	9.29hi	8.66	8.85h	8.02	8.44	8.85h	8.92h	8.94hi	9.05hi	8.64	9.01Tn	8.04	8.94	8.81T	8.44	8.95e	8.84	8.80	8.50	9.42Tst	9.05s	8.51
Standard deviation	2.01	2.24	1.80	2.26	1.99	1.40	1.99	2.02	2.74	1.92	1.93	1.92	1.73	1.79	2.09	1.84	2.27	1.53	2.01	2.28	1.91	1.72	1.97	1.82	1.10	2.01	1.80
Standard error	0.06	0.23	0.24	0.37	0.06	0.19	0.17	0.21	0.25	0.19	0.18	0.14	0.13	0.19	0.07	0.10	0.41	0.21	0.06	0.10	0.13	0.25	0.26	0.28	0.08	0.24	0.33

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 509

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures (last 3 months)					
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
should definitely have rules and safety measures in place	(10) 746	150	201	164	92	79	675	379	232	595	162	73	71	9	12	27	150	589	255	492	
		60%ghj	65%	60%	57%	54%	65%	60%ghj	56%kjm	55%kjm	58%gkjm	45%kmn	45%mn	48%kmn	25%	33%	43%kmn	51%	63%Tp	51%	66%Tr
9	(9) 123	24	36	26	18	8	108	73	43	105	36	12	18	2	2	8	26	96	52	71	
		10%	10%	11%	9%	11%	6%	10%	11%	10%	10%	7%	12%k	7%	6%	13%kmn	9%	10%	10%	10%	
8	(8) 126	25	29	33	18	13	110	76	47	106	59	22	19	6	4	5	40	85	48	78	
		10%	11%	9%	11%	10%	11%	10%	11%	10%	16%Tgh	14%so	13%	15%so	11%	8%	13%Tq	9%	10%	10%	
7	(7) 84	11	27	20	9	11	75	56	30	72	33	19	15	7	6	9	24	58	51	34	
		7%sa	5%	7%	5%	9%	7%	8%Tf	7%	7%	9%Tf	11%Thi	10%	19%Tgh	16%Tgh	14%Tghi	8%	6%	10%Ts	5%	
6	(6) 53	3	16	14	11	5	50	33	24	48	23	11	11	8	2	6	17	36	36	17	
		4%aa	5%	5%	6%a	4%	4%	5%	6%	5%	6%T	7%	7%	10%Tghi	4%	10%Tghi	6%	4%	7%Ts	2%	
5	(5) 67	12	16	20	10	3	61	43	31	61	30	13	10	4	6	4	19	43	32	35	
		5%	5%	7%	6%	2%	5%	6%	7%Tf	6%	8%Tf	8%	7%	10%	17%Tghi	6%	7%	5%	6%	5%	
4	(4) 12	1	2	4	3	*	11	7	3	10	8	2	2	1	1	1	3	8	8	4	
		1%	1%	1%	2%	*	1%	1%	1%	1%	2%Tghi	1%	1%	2%	4%Tghi	2%	1%	1%	2%	1%	
3	(3) 5	2	*	*	1	*	5	5	4	4	4	1	2	1	1	*	5	*	4	1	
		1%q	1%	*	1%	*	1%	1%	1%	1%	1%Tf	1%	1%	4%Tghi	1%	2%Tq	*	1%	1%	*	
2	(2) 8	*	5	3	*	*	7	4	*	6	*	2	*	1	1	2	4	4	4	4	
		1%h	1%	1%	*	*	1%h	1%h	*	1%	1%h	1%h	*	3%ghj	3%Tghi	3%Tghi	1%	*	1%	*	
1	(1) 4	3	*	1	*	*	4	2	2	2	1	4	*	*	*	*	2	2	2	2	
		1%T	*	*	*	*	*	*	*	*	2%Tghi	*	*	*	*	1%	*	*	*	*	

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 509

Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)
Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
should have no rules or safety measures in place	(0)	15 1%fgj	1 *	2 1%	2 1%	8 5%Tabc	2 2%	11 1%	4 1%	6 1%g	9 1%	3 1%	3 2%	2 2%	2 *	6%Tighi jko	1 1%	4 1%	11 2%	9 1%	6 1%
NET: 8-10	995 80%ghjk lmnopr	198 86%Tcd	265 79%	223 78%	128 75%	100 82%	894 80%ghjk lmno	529 77%jkmo	322 76%jkmo	806 79%jkmo	257 71%mn	107 66%mn	108 72%mmo	17 46%	18 49%	40 64%mn	216 74%	770 83%Tp	355 71%	640 86%Tr	
NET: 4-7	216 17%aqs	27 12%	62 19%	58 20%a	33 19%	19 16%	198 18%	139 20%Ti	88 21%Ti	191 19%T	94 26%Tghi	44 27%Tghi	37 25%Ti	17 47%Tighi jko	15 41%Tighi jko	20 32%Tighi jko	63 22%Tq	146 16%	127 25%Ts	90 12%	
NET: 0-3	32 3%qs	6 3%	7 2%	6 2%	9 5%T	2 2%	27 2%	15 2%	12 3%	22 2%	9 3%	10 6%Tighi j	5 3%	3 7%Tighi jko	4 10%Tighi jko	2 4%	14 5%Tq	17 2%	19 4%Ts	13 2%	
Mean	8.77dgh jkimnop r	8.98d	8.82d	8.66	8.37	8.96d	8.78ghj klmno	8.67kl mno	8.58km no	8.74kl mno	8.27mn	8.03mn	8.37mn	7.28	7.10	8.15mn	8.36	8.91Tp	8.36	9.04Tr	
Standard deviation	2.01	1.85	1.90	2.02	2.53	1.87	1.98	1.96	2.10	1.97	2.09	2.47	2.15	2.22	2.90	2.22	2.27	1.90	2.25	1.78	
Standard error	0.06	0.12	0.10	0.12	0.19	0.16	0.06	0.07	0.09	0.06	0.10	0.15	0.13	0.21	0.27	0.17	0.12	0.06	0.09	0.07	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 510

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.
Base: All respondents

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (y)	Muslim (z)	Other religion (A)	None (B)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/app settings	169	112	57	42	52	34	40	94	74	5	164	26	35	45	31	12	13	2	26	14	142	26	6	13	3	51	7	7	101
1	97	66	31	23	26	18	29	49	47	4	93	17	16	22	18	7	11	3	20	13	82	14	2	11	2	44	7	2	43
2	99	58	39	27	35	18	19	62	37	5	94	14	21	13	18	13	10	5	28	15	91	8	1	3	3	38	5	4	49
3	80	39	41	26	29	17	6	55	24	3	76	8	21	12	16	5	9	4	18	14	69	8	1	6	1	26	7	*	43
4	69	34	35	20	25	12	11	45	23	7	62	12	12	11	14	6	2	5	13	7	58	11	2	7	1	22	3	4	40
5 don't agree with either statements	198	84	112	45	43	54	52	88	106	21	176	18	44	30	43	19	18	4	41	22	171	25	4	13	4	79	9	8	95
6	74	35	37	26	20	10	18	46	29	4	70	13	12	21	5	10	4	19	8	64	10	2	6	2	25	2	4	43	
7	98	45	53	33	28	17	19	60	36	8	89	10	15	12	13	23	14	4	40	18	81	17	6	8	3	47	5	2	42
8	119	47	72	29	42	27	21	71	48	14	106	10	17	10	16	28	17	7	52	24	108	11	3	6	3	53	4	5	55
9	64	27	37	18	13	20	13	31	33	5	59	4	4	6	11	21	6	6	34	12	52	9	3	6	1	26	2	6	27
10 I would prefer to have the protective measures pre-determined by the site/app	176	58	118	47	52	30	46	100	76	11	165	9	15	19	33	29	33	27	89	60	162	13	3	10	*	80	9	6	78

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 510

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.
Base: All respondents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (g)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
NET: 0-3	446 35%bioq rs	276 46%Td	168 27%	118 35%	142 39%	87 34%	95 35%	260 37%	182 34%	18 20%	428 37%Tioq rs	66 47%Tijo pqrs	93 44%Tijo pqrs	90 45%Tijo pqrs	83 38%loqrs	37 21%	43 31%rs	13 19%	93 24%	56 27%	384 36%	56 37%	10 30%	33 38%	6 37%	159 32%	26 44%	13 26%	235 38%
NET: 4-7	439 35%rs	198 33%	236 37%	124 37%	115 32%	93 36%	100 37%	239 34%	193 36%	41 46%Tino pqrs	398 34%rs	53 37%	83 39%prs	74 37%	75 34%	58 34%	38 27%	18 25%	114 30%	56 27%	373 35%	63 42%	15 46%	33 38%	11 46%	173 35%	19 31%	19 38%	220 36%
NET: 8-10	359 29%akm u	132 22%	227 36%Ta	95 28%	107 29%	77 30%	80 29%	202 29%	157 25%	29 33%klm	330 29%klm	23 16%	36 17%	36 19%	60 29%klm	78 45%Tjkl mn	57 41%Tjkl lmn	40 56%Tijk lmn	175 46%Tijk lmnp	97 46%Tijk lmnp	322 30%su	33 22%	8 24%	21 24%	4 17%	160 33%TC	15 25%	17 36%	160 26%
Mean	5.00ak mC	4.26	5.72Ta	5.10	4.90	5.07	5.00	4.99	5.03	5.71Tjk lmn	4.95klm	3.95	4.18	4.06	4.82km	6.31Tjk lmn	5.85Tjk klmnp	7.04Tij lmn	6.28Tjk lmn	6.26Tjk lmnp	5.06	4.61	5.07	4.65	4.48	5.34TC	4.72	5.46	4.75
Standard deviation	3.36	3.34	3.23	3.31	3.40	3.29	3.48	3.35	3.38	2.89	3.39	3.12	3.04	3.32	3.39	3.12	3.49	3.18	3.29	3.43	3.37	3.26	3.35	3.35	2.93	3.35	3.41	3.36	3.36
Standard error	0.10	0.13	0.13	0.17	0.18	0.21	0.22	0.12	0.15	0.29	0.10	0.28	0.19	0.22	0.23	0.25	0.31	0.43	0.18	0.26	0.10	0.23	0.52	0.31	0.53	0.15	0.38	0.46	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 511

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	169	54	37	26	112	36	89	39	5	111	58	24	26	25	13	49	4	71	64	18	7	132	37	
	14%t	15%	19%T	13%	13%	13%	14%	13%	8%	13%	14%	20%	14%	14%	12%	17%	15%	12%	16%t	19%t	7%	13%	15%	
1	97	27	16	20	67	18	52	23	4	60	37	7	21	10	12	27	7	55	26	6	7	85	12	
	8%	8%	8%	10%	8%	7%	8%	8%	7%	7%	9% <i>m</i>	6%	11% <i>m</i>	6%	11%	9%	26%	9%	7%	6%	7%	9%	9%	5%
2	99	39	19	20	55	32	38	26	2	71	28	8	13	15	5	21	3	45	31	14	5	82	17	
	8% <i>df</i>	11% <i>Td</i>	10%	10%	7%	12% <i>Tf</i>	6%	9%	3%	8%	7%	7%	7%	8%	4%	7%	9%	8%	8%	14% <i>Tq</i>	5%	8%	7%	
3	80	22	15	9	54	19	36	17	7	56	24	10	11	10	5	18	2	33	27	10	6	56	24	
	6% <i>u</i>	6%	8%	4%	7%	7%	6%	6%	11%	7%	6%	8%	6%	6%	4%	6%	8%	6%	7%	10%	6%	6%	10% <i>u</i>	
4	69	18	9	8	51	14	35	17	2	49	20	4	9	11	6	12	-	32	19	6	10	61	8	
	6%	5%	5%	4%	5%	5%	6%	6%	4%	6%	5%	3%	5%	6%	6%	4%	1%	5%	5%	6%	10% <i>Tr</i>	6%	3%	
5 don't agree with either statements	198	52	30	31	132	33	93	55	16	117	80	22	37	34	22	54	5	98	63	8	19	159	39	
	16% <i>is</i>	14%	16%	15%	16%	12%	15%	19% <i>ae</i>	14%	20% <i>Ti</i>	14%	18%	20%	19%	21%	18%	18%	17% <i>se</i>	16%	8%	19% <i>se</i>	16%	16%	
6	74	25	13	14	49	14	35	20	5	47	27	9	7	10	10	20	3	36	22	6	6	65	9	
	6%	7%	7%	7%	6%	5%	6%	7%	9%	6%	7%	8%	4%	6%	9%	10%	10%	6%	7%	5%	7%	6%	4%	
7	98	24	11	12	71	13	59	20	6	64	33	12	11	14	12	25	-	40	37	9	7	78	20	
	8% <i>se</i>	7%	6%	6%	9%	5%	10% <i>ae</i>	7%	10%	8%	8%	10%	6%	8%	11%	8%	2%	7%	9%	10%	7%	8%	8%	
8	119	35	16	17	81	31	62	23	3	83	36	10	19	18	11	22	-	47	41	9	16	93	26	
	10%	10%	8%	8%	10%	11%	10%	8%	4%	10%	9%	8%	10%	10%	10%	8%	-	8%	10%	9%	16% <i>Tq</i>	9%	10%	
9	64	16	5	14	45	13	36	12	3	44	20	3	8	14	5	15	1	33	21	1	6	47	17	
	5%	4%	3%	7% <i>ab</i>	5%	5%	6%	4%	6%	5%	5%	2%	4%	8% <i>jk</i>	4%	5%	5%	6%	5%	2%	6%	5%	7%	
10 I would prefer to have the protective measures pre-determined by the site/ app	176	53	20	30	120	47	82	39	8	131	44	11	23	17	9	33	2	95	46	8	11	138	39	
	14% <i>j</i>	14% <i>ab</i>	10%	15%	14%	17%	13%	13%	13%	16% <i>Tjn</i>	11%	10%	12%	10%	8%	11%	6%	16%	12%	8%	10%	14%	16%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Table 511

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
NET: 0-3	446	142	87	74	288	106	216	106	18	298	148	49	71	60	34	115	16	203	148	47	25	355	90
	38% ^t	39%	45% ^T	37%	34%	39%	35%	36%	29%	36%	36%	40%	38%	34%	31%	39%	59%	37% ^t	50% ^T	25%	25%	36%	36%
NET: 4-7	439	119	64	66	303	74	223	113	29	278	160	47	65	68	49	112	8	207	142	29	43	363	76
	35% ^e	33%	33%	33%	36%	27%	36% ^e	38% ^e	48% ^e	33%	39%	40%	35%	39%	46% ^T	38%	30%	35%	36%	31%	42%	36%	31%
NET: 8-10	359	104	41	60	246	91	180	74	14	259	100	24	49	49	24	70	3	174	107	18	33	277	82
	29% ^b	28% ^b	22%	30% ^b	29% ^b	34% ^g	29%	25%	23%	31% ^T	25%	20%	27%	28%	23%	24%	11%	30% ^s	27%	19%	33% ^s	28%	33%
Mean	5.00 ^b	4.87 ^b	4.28	5.00 ^b	5.07 ^b	5.07	5.02	4.83	5.27	5.11	4.78	4.48	4.72	4.96	4.89	4.65	3.40	5.10 ^s	4.85	4.09	5.45 ^s	4.95	5.20
Standard deviation	3.36	3.42	3.32	3.44	3.36	3.49	3.38	3.28	2.99	3.41	3.26	3.25	3.33	3.24	3.09	3.33	3.08	3.39	3.35	3.23	2.98	3.34	3.45
Standard error	0.10	0.18	0.24	0.24	0.12	0.22	0.14	0.18	0.37	0.12	0.15	0.27	0.23	0.23	0.28	0.18	0.64	0.14	0.17	0.30	0.28	0.10	0.23

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 512

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.
Base: All respondents

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	169	16	7	6	140	10	18	17	14	9	16	23	22	11	122	45	*	7	161	78	30	5	10	6	16	15	4
1	14%ox	15%	11%	17%	13%	20%	13%	17%	13%	10%	15%	14%	13%	10%	16%To	10%	1%	12%	14%T	18%Tx	15%xx	10%	18%xx	12%	7%	18%xx	15%
2	97	8	7	2	80	4	10	13	7	3	10	14	13	6	62	33	-	2	95	36	17	7	10	6	12	3	2
3	8%	8%	11%	6%	8%	8%	7%	13%l	7%	4%	9%	8%	7%	5%	8%	7%	-	4%	8%T	8%	8%	15%xy	17%Taxy	11%	5%	4%	6%
4	99	9	5	5	80	5	9	5	7	7	12	15	10	11	66	32	1	2	91	39	22	6	4	4	14	1	4
5	8%y	9%	8%	10%	8%	9%	7%	5%	7%	11%	9%	6%	10%	9%	7%	4%	3%	8%	9%y	11%y	12%y	6%	7%	6%	1%	15%	
6	80	10	3	3	65	1	8	8	9	2	15	9	8	7	56	23	3	5	71	32	7	5	4	7	13	4	4
7	6%	10%l	4%	8%	6%	3%	6%	8%	7%	2%	14%Tdefi	5%	5%	7%	7%T	5%	9%	8%	6%	7%	4%	10%	7%	14%t	6%	4%	14%
8	69	2	8	-	60	-	10	3	6	6	5	10	12	9	46	22	3	4	58	22	12	4	3	7	11	2	*
9	6%	2%	13%Taccde	-	6%	-	7%	3%	5%	6%	5%	6%	7%	8%	6%	5%	10%	7%	5%	5%	6%	4	6%	13%asy	5%	3%	1%
10 I don't agree with either statements	199	11	9	2	176	8	28	19	22	20	11	23	33	13	118	76	11	7	171	74	36	8	13	7	24	11	4
1	16%xx	10%	14%	6%	17%	15%	21%j	18%	20%	22%aj	10%	13%	19%	12%	15%	17%	33%	13%	15%	17%xx	17%xx	16%	23%xx	14%	10%	13%	13%
2	74	4	1	4	66	1	7	4	12	5	7	13	11	6	42	31	-	3	71	39	10	2	1	4	9	3	2
3	6%	3%	1%	12%b	6%	1%	5%	4%	12%Tabde	5%	6%	8%	6%	5%	5%	7%	-	5%	6%	9%Tx	5%	4%	3%	8%	4%	4%	6%
4	98	8	4	6	80	5	4	6	10	10	7	13	13	11	61	36	2	2	90	38	9	2	5	3	22	7	2
5	8%f	8%	8%	16%f	8%f	10%	3%	6%	10%f	11%f	7%	8%	7%	10%	8%	8%	8%	4%	8%	9%	5%	4%	9%	6%	10%	9%	6%
6	119	15	2	2	100	7	8	6	8	12	9	21	18	13	78	42	2	10	103	33	24	5	2	4	26	11	*
7	10%	14%bf	3%	6%	13%	6%	6%	6%	7%	13%	8%	12%	11%	12%	10%	9%	6%	18%	7%	12%	10%	4%	7%	11%	13%	1%	
8	64	8	1	1	54	3	12	6	3	5	3	10	8	4	29	35	-	1	59	11	15	1	2	3	20	4	3
9	5%ns	7%	2%	2%	5%	7%	9%	6%	3%	6%	3%	6%	5%	4%	4%	8%Tn	-	2%	5%	2%	7%ss	2%	4%	5%	9%Ts	5%	9%
10 I would prefer to have the protective measures pre-determined by the site/ app	176	14	14	5	143	7	21	14	9	12	15	20	26	18	92	82	10	14	155	45	23	5	2	64	21	4	
1	14%nsv	13%	24%hjk	15%	14%	14%	16%	14%	9%	14%	13%	12%	15%	17%	12%	16%Tn	30%	24%	14%	10%	11%	9%	3%	4%	28%Tstu	25%Tstu	15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 512

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.
Base: All respondents

	GO Region										Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
NET: 0-3	446 36% _{iox}	43 42% _{ki}	21 35% _l	16 43% _{kl}	366 35% _{kl}	20 39% _l	45 33% _l	44 43% _{kl}	36 34% _l	20 23% _l	53 48% _{klm}	60 36% _{kl}	52 30% _l	35 32% _l	307 40% _{lno}	133 29% _l	4 13% _l	16 28% _l	418 37% _l	185 42% _l	76 37% _l	23 47% _l	28 48% _l	23 43% _l	55 24% _l	23 27% _l	14 50% _l
NET: 4-7	439 35% _{ax}	24 23% _l	21 36% _l	12 34% _l	381 37% _{aj}	14 27% _l	50 37% _{la}	32 32% _l	50 47% _l	40 45% _{aej}	30 27% _l	59 35% _l	69 40% _{la}	38 35% _l	265 34% _l	166 36% _l	16 51% _l	16 28% _l	390 35% _l	172 39% _l	67 33% _l	16 32% _l	24 40% _l	22 41% _l	66 29% _l	24 28% _l	8 26% _l
NET: 8-10	359 29% _{hns}	36 35% _h	17 29% _l	8 23% _l	297 28% _h	17 34% _l	41 30% _l	25 25% _l	20 19% _l	29 32% _h	27 24% _l	50 30% _l	53 30% _l	35 32% _h	199 26% _l	158 35% _l	12 36% _l	26 44% _l	316 28% _l	88 20% _l	61 30% _{av}	11 21% _l	6 11% _l	9 16% _l	111 48% _l	37 44% _l	7 24% _l
Mean	5.00 _{rs}	5.01	5.04	4.80	5.00	4.96	5.07	4.54	4.76	5.61 _{gj}	4.47	4.97	5.21	5.37	4.69	5.56 _{ln}	6.41	5.84	4.92	4.42	4.81 _v	4.25	3.68	4.16	6.42 _l	5.91 _l	4.55
Standard deviation	3.36	3.55	3.57	3.50	3.33	3.69	3.39	3.49	3.03	3.10	3.37	3.34	3.30	3.32	3.34	3.33	2.74	3.48	3.38	3.23	3.37	3.11	2.95	2.86	3.34	3.68	3.51
Standard error	0.10	0.36	0.47	0.57	0.10	0.50	0.30	0.36	0.28	0.31	0.32	0.25	0.26	0.34	0.11	0.19	0.49	0.48	0.10	0.15	0.23	0.44	0.39	0.44	0.24	0.43	0.64

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 513

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	596
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	169	32	45	43	23	14	160	94	60	133	51	32	18	2	8	15	43	123	84	86
	14%a	14%	14%	15%	14%	12%	14%Tim	14%am	14%am	13%	14%am	20%Tijh ijlm	12%lm	5%	21%il	24%Tijh ijlm	14%	13%	17%Ts	12%
1	97	21	16	32	13	7	95	57	34	78	30	18	14	2	5	7	34	63	50	48
	8%bqs	9%	5%	11%Tb	8%	6%	8%T	8%	8%	8%	8%	11%	9%	6%	14%Thij	11%lm	12%Tq	7%	10%Ts	6%
2	99	15	35	16	13	14	95	68	39	80	28	11	15	1	3	6	20	79	33	66
	8%	7%	11%c	6%	8%	12%c	8%T	10%Ti	9%	8%	8%	7%	10%lm	3%	9%	9%lm	7%	8%	7%	9%
3	80	9	16	21	18	9	74	47	32	71	30	9	10	1	5	4	26	54	28	52
	6%	4%	5%	7%	10%Tab	7%	7%	7%	8%	7%	8%	5%	7%	3%	14%Tighi klo	7%lm	9%	6%	6%	7%
4	69	8	21	12	7	7	66	47	19	56	25	11	16	4	5	4	19	49	25	44
	6%	4%	6%	4%	7%	6%	6%	7%Thi	4%	6%	7%h	7%	11%Tighi i	11%ho	13%Tighi jko	6%	6%	5%	5%	6%
5 don't agree with either statements	198	38	63	37	26	19	177	112	83	167	66	26	18	4	3	5	48	144	72	126
	16%o	16%	19%	13%	15%	16%	16%o	16%no	20%Tigi ino	18%no	18%no	12%	12%	11%	8%	8%	16%	15%	14%	17%
6	74	7	25	19	12	5	69	40	27	62	26	15	9	2	2	4	22	52	36	38
	6%	3%	7%a	7%	7%	4%	6%	6%	6%	6%	7%	9%	6%	6%	5%	6%	8%	6%	7%	5%
7	98	20	21	19	12	17	88	52	28	80	25	11	16	6	2	4	22	75	43	55
	8%	8%	6%	7%	7%	14%Tbc	8%	8%	7%	8%	7%	7%	11%h	17%Tighi jko	5%	7%	7%	8%	9%	7%
8	119	23	28	26	20	15	101	62	41	98	34	15	18	9	2	8	25	91	45	74
	10%l	10%	8%	9%	12%	12%	9%	9%	10%	10%	9%	9%	12%ln	24%Tighi jko	5%	13%ln	9%	10%	9%	10%
9	64	10	21	18	7	5	52	25	13	51	16	5	6	2	1	2	7	56	23	41
	5%lghp	4%	6%	6%	4%	4%	5%	4%	3%	5%gh	4%	3%	4%	6%	3%	4%	2%	6%Tp	5%	6%

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 513

Q14. Extent of agreement about safety measures that should be applied to protect users
Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
10 I would prefer to have the protective measures pre-determined by the site/ app	176 14%efgh jknop	47 20%Tbde	41 12%	45 16%e	19 11%	9 7%	142 13%jkino	79 12%jko	47 11%jko	143 14%fghj kno	30 8%	10 6%	10 7%	3 9%	2 5%	4 6%	29 10%	146 16%Tp	63 13%	113 15%
NET: 0-3	446 36% _m	79 34%	113 34%	111 39%	67 40%	44 36%	424 38% _{Tim}	265 39% _{Tim}	164 39% _m	362 36% _m	138 38% _m	69 43% _{Tim}	57 38% _m	6 17%	22 58% _{Tfgh jki}	32 51% _{Tfgh ijklm}	122 42% _{Tq}	320 34%	194 39%	251 34%
NET: 4-7	439 35% _o	73 31%	130 39% _c	86 30%	57 34%	48 40%	400 36% _{no}	251 37% _{no}	157 37% _{no}	365 36% _{no}	143 40% _{no}	61 38% _o	58 39% _o	17 46% _{no}	11 30%	17 27%	110 38%	320 34%	176 35%	263 35%
NET: 8-10	359 29% _{fghj knp}	80 35% _e	91 27%	89 31%	46 27%	29 24%	294 26% _{jkno}	166 24% _n	101 24% _n	292 29% _{fghj kn}	79 22% _n	31 19%	34 23% _n	15 39% _{fghj klo}	4 12%	14 22% _n	61 21%	294 31% _{Tp}	130 26%	229 31%
Mean	5.00 _{fgh jkno}	5.31	4.98	4.97	4.80	4.85	4.81 _{kno}	4.69 _{kno}	4.67 _{kno}	5.02 _{fgh jkno}	4.58 _{no}	4.15 _n	4.61 _{no}	6.06 _{Tfgh hijklno}	3.33	3.86 _n	4.43	5.18 _{Tp}	4.73	5.18 _T
Standard deviation	3.36	3.57	3.26	3.53	3.27	3.08	3.33	3.25	3.22	3.33	3.12	3.20	3.10	2.78	3.38	3.19	3.40	3.42	3.42	3.31
Standard error	0.10	0.24	0.18	0.21	0.25	0.26	0.10	0.12	0.14	0.10	0.15	0.20	0.19	0.26	0.27	0.25	0.17	0.12	0.14	0.13

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 514

Q15. Extent of agreement when site/app takes action
Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?
Base: All respondents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Strongly agree	(5) 649	276	374	187	196	117	146	383	263	48	602	62	76	88	124	121	82	48	251	130	581	64	20	37	7	270	24	25	316
		52%aelm	46%	59%Ta	56%e	54%	45%	53%	55%e	49%	54%l	52%km	44%	36%	44%	57%klm	70%Tijk	66%jklm	66%Tjklm	62%Tjklm	54%Tu	42%	59%u	43%	29%	55%A	40%	51%	51%
Slightly agree	(4) 356	207	145	98	110	70	75	208	145	21	335	55	86	49	61	32	33	19	84	52	297	56	7	35	10	140	21	16	173
		29%br	34%Tb	29%	30%	27%	27%	30%	27%	24%	29%br	39%Tijm	41%Tijm	24%	28%	19%	24%	26%	22%	22%	37%Tv	7	22%	40%Tt	44%	29%	21	33%	28%
Neither agree nor disagree	(3) 150	72	78	34	36	46	32	70	78	7	143	18	33	41	19	15	12	5	32	17	123	25	6	10	6	50	10	2	83
		12%gr	12%	10%	10%	18%Tcdg	11%	10%	15%Tg	8%	12%r	12%	15%rs	21%Tjno	9%	9%	9%	7%	8%	8%	11%	16%	17%	12%	12%	10%	16%	4%	14%
Slightly disagree	(2) 27	18	8	8	8	7	4	17	11	5	23	4	5	7	1	1	-	2	1	21	5	-	-	3	1	9	2	4	11
		2%br	3%	1%	2%	3%	1%	2%	2%	5%Tjqr	2%r	3%r	2%	4%ors	2%	*	1%	*	*	2%	3%	-	-	4%	3%	2%	7%TzC	2%	
Strongly disagree	(1) 17	11	6	3	4	6	4	7	10	2	15	2	1	2	4	3	-	6	3	17	1	1	-	-	7	-	1	9	
		1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	-	2%	2%	2%	1	2%	-	-	1%	-	2%	2%	2%
NET: Agree	1005	483	519	285	306	186	221	591	407	69	937	117	162	137	186	153	116	66	335	182	878	120	27	73	17	410	46	41	490
		81%ehm	80%	82%	85%eh	84%eh	73%	80%	84%Teh	77%	78%	81%km	83%km	76%	68%	85%km	89%Tijl	84%km	92%Tijl	88%Tijl	87%Tijl	81%	79%	83%	72%	83%	76%	84%	80%
NET: Disagree	44	29	14	12	12	13	8	24	21	7	38	6	6	10	9	3	4	-	7	4	38	6	1	3	1	16	2	5	20
		4%b	5%Tb	2%	3%	3%	3%	3%	4%	7%Tjqr	3%	4%	3%	5%	4%	2%	3%	-	2%	2%	4%	4%	2%	4%	3%	3%	3%	10%TzC	3%
Don't know	43	22	21	6	11	11	14	17	26	5	38	1	12	14	4	1	5	1	7	6	41	1	-	1	-	15	3	1	22
		3%qgr	4%	3%	2%	3%	4%	5%cg	6%kor	3%o	5%o	1%	5%or	7%Tjkn	2%	1%	4%	1%	2%	3%	4%	1%	-	1%	-	3%	5%	3%	4%
Mean	4.33ael	4.23	4.43Ta	4.38e	4.37e	4.16	4.36eh	4.36Teh	4.26e	4.31	4.33lm	4.23	4.15	4.13	4.38lm	4.56Tij	4.45lm	4.60Tjklm	4.53Tijlm	4.50Tjklm	4.35Tu	4.18	4.37	4.24	3.98	4.38	4.19	4.27	4.31
Standard deviation	0.88	0.92	0.83	0.85	0.84	0.99	0.87	0.84	0.93	1.01	0.87	0.86	0.82	0.97	0.90	0.80	0.87	0.82	0.80	0.80	0.88	0.86	0.90	0.81	0.83	0.86	0.83	1.01	0.89
Standard error	0.03	0.04	0.04	0.05	0.04	0.06	0.06	0.03	0.04	0.10	0.03	0.08	0.05	0.07	0.06	0.06	0.08	0.08	0.04	0.06	0.03	0.06	0.14	0.08	0.15	0.04	0.10	0.14	0.04

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 515

Q15. Extent of agreement when site/app takes action
Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Strongly agree	(5) 649 52%giko	189 52%	101 53%	99 49%	446 60%Tgh	161 53%	325 53%	137 47%	26 43%	458 55%Tjkm	191 47%	49 41%	91 49%	81 45%	54 50%	138 47%	9 31%	301 51%	211 53%	45 48%	53 52%	513 52%	136 55%
Slightly agree	(4) 356 29%	111 31%	53 28%	68 34%	232 28%	65 24%	176 29%	97 33%e	18 30%	229 27%	127 31%	39 33%	55 30%	63 35%TI	31 29%	94 32%	12 48%	174 30%	108 27%	33 35%	29 29%	289 29%	68 27%
Neither agree nor disagree	(3) 150 12%e	39 11%	20 10%	19 9%	98 12%	20 8%	82 13%e	41 14%e	7 11%	90 11%	60 15%	20 17%	28 15%	23 13%	14 13%	49 17%T	4 14%	80 14%	43 11%	13 14%	7 7%	120 12%	30 12%
Slightly disagree	(2) 27 2%	5 1%	4 3%	4 2%	22 3%	8 3%	9 1%	9 3%	2 3%	15 2%	12 3%	5 4%	3 2%	3 2%	3 2%	6 2%	1 5%	8 1%	14 4%q	1 1%	5 5%q	23 2%	4 2%
Strongly disagree	(1) 17 1%	6 2%	4 2%	2 1%	11 1%	5 2%	9 1%	3 4%g	2 4%	14 2%	3 1%	-	-	2 1%	2 2%	1 7%	-	8 1%	5 8%	-	2 2%	15 1%	3 1%
NET: Agree	1005 81%	300 82%	154 81%	167 83%	678 81%	226 84%	501 81%	234 80%	44 72%	687 82%k	318 78%	88 73%	146 79%	143 81%	85 79%	232 78%	21 77%	474 81%	318 80%	78 83%	81 81%	802 81%	204 82%
NET: Disagree	44 4%	11 3%	9 4%	6 3%	33 4%	13 5%	17 3%	10 3%	4 7%	30 4%	15 4%	5 2%	3 3%	5 3%	5 2%	7 2%	1 5%	15 3%	19 5%	1 1%	7 7%qp	38 4%	7 3%
Don't know	43 3%	15 4%	9 5%	8 4%	27 3%	11 4%	17 3%	9 3%	6 10%TIg	28 3%	15 4%	7 6%	8 4%	6 3%	3 3%	9 3%	1 3%	15 3%	17 4%	2 3%	5 5%	36 4%	7 3%
Mean	4.33	4.35	4.33	4.34	4.33	4.42	4.33	4.26	4.16	4.36	4.25	4.17	4.32	4.27	4.26	4.26	4.07	4.32	4.33	4.33	4.31	4.32	4.37
Standard deviation	0.88	0.86	0.82	0.83	0.89	0.91	0.87	0.84	1.05	0.89	0.87	0.87	0.80	0.83	0.95	0.83	0.84	0.86	0.91	0.76	0.98	0.89	0.85
Standard error	0.03	0.05	0.07	0.06	0.03	0.06	0.04	0.05	0.14	0.03	0.04	0.07	0.06	0.06	0.09	0.05	0.18	0.04	0.05	0.07	0.10	0.03	0.06

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 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 516

Q15. Extent of agreement when site/app takes action
Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?
Base: All respondents

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House persons/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Strongly agree	(5) 649	55	30	19	544	32	63	56	49	40	55	87	89	73	379	263	17	29	596	202	113	21	28	23	156	47	13
		52%ns	54%	50%	52%	62%	47%	56%	46%	45%	49%	51%	51%	51%	68%Tbdfhijk	49%	57%Tn	52%	51%	45%	55%a	41%	47%	43%	67%Tatu	56%	44%
Slightly agree	(4) 356	31	19	10	295	13	49	22	27	33	52	52	21	235	121	7	12	327	146	49	15	16	23	55	23	9	
		29%	30%	29%	28%	25%	36%adgm	22%	25%	30%	31%	30%	19%	30%T	27%	22%	29%	29%	33%Tx	24%	29%	27%	43%Tx	24%	28%	30%	
Neither agree nor disagree	(3) 150	11	7	3	129	4	14	14	23	12	17	19	18	7	94	51	6	10	124	66	22	12	7	13	11	5	
		12%rx	11%	12%	8%	12%	8%	10%	14%	14%	15%	11%	10%	7%	12%	11%	19%	17%	11%	15%Tx	11%	24%Tx	12%	13%	6%	13%	
Slightly disagree	(2) 27	2	*	-	25	1	4	3	4	3	2	5	2	2	24	3	1	2	24	9	9	1	2	-	-	*	2
		2%ox	2%	-	2%	2%	3%	4%	3%	2%	3%	2%	1%	2%	3%To	1%	4%	3%	2%	2%	5%Tx	1%	3%x	-	-	*	5%
Strongly disagree	(1) 17	1	2	1	13	-	2	5	3	*	1	2	-	-	12	6	-	2	16	4	4	-	2	*	3	1	
		1%	1%	3%	4%	1%	-	5%Tdhjm	-	4%	-	1%	-	-	2%	1%	-	4%	1%	1%	2%	-	4%	1%	1%	1%	
NET: Agree	1005	86	50	30	840	45	112	78	75	67	88	139	141	94	614	384	24	42	923	348	162	35	43	46	211	70	21
		81%h	84%	83%	80%h	88%h	83%	77%	71%	75%	79%	82%	81%	88%hi	80%	84%	74%	72%	82%T	78%	80%	70%	74%	86%	91%Tatuv	84%	74%
NET: Disagree	44	2	2	1	39	1	6	8	4	6	2	6	3	2	36	8	1	4	40	14	14	1	4	*	3	1	2
		4%o	2%	4%	4%	2%	5%	8%Tdl	4%	7%	2%	4%	2%	2%	5%To	2%	4%	7%	4%	3%	7%Tax	1%	7%x	1%	1%	1%	5%
Don't know	43	3	1	2	37	1	3	1	3	4	4	5	12	4	27	13	1	2	38	18	6	2	4	-	5	1	1
		3%	3%	2%	6%	4%	2%	1%	3%	4%	4%	3%	7%Td	3%	3%	3%	3%	4%	3%	4%	3%	4%	4%	-	2%	1%	4%
Mean	4.33ns	4.39	4.29	4.37	4.32	4.51hi	4.26	4.22	4.16	4.15	4.31	4.33	4.39	4.60Tdfghijk	4.27	4.43Tn	4.26	4.16	4.35T	4.24	4.30	4.15	4.19	4.27	4.58Tstuvw	4.41	4.17
Standard deviation	0.88	0.80	0.94	0.94	0.89	0.74	0.89	1.11	0.92	1.03	0.82	0.86	0.80	0.71	0.91	0.82	0.92	1.09	0.87	0.86	0.99	0.85	1.06	0.75	0.73	0.80	0.92
Standard error	0.03	0.08	0.13	0.16	0.03	0.10	0.08	0.11	0.09	0.11	0.08	0.06	0.06	0.07	0.03	0.05	0.17	0.15	0.03	0.04	0.07	0.12	0.15	0.11	0.05	0.09	0.17

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 517

Q15. Extent of agreement when site/app takes action
Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000* (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitables (m)	Bilibili (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Strongly agree	(5)	649	125	175	146	89	585	319	198	516	155	63	59	12	8	27	124	519	239	410
		52%ghj	54%	52%	51%	53%	52%ghjk	47%klmn	47%klmn	51%ghjklmn	43%kn	39%kn	39%kn	32%	20%	43%mn	42%	56%Tp	48%	55%Tr
Slightly agree	(4)	356	61	88	88	58	39	320	213	136	310	123	59	54	14	9	21	102	251	150
		29%q	26%	26%	31%	34%	32%	29%	31%Tf	32%f	30%Tf	34%Tn	37%Tn	36%Tn	39%	23%	34%n	35%Tq	27%	30%
Neither agree nor disagree	(3)	150	25	47	37	13	5	130	99	59	126	62	22	23	8	8	47	96	71	79
		12%eq	11%	14%e	13%e	8%	4%	12%	15%Tf	14%	12%	17%Tfhi	14%	15%	20%fo	21%Tfik	13%	16%Tq	10%	14%
Slightly disagree	(2)	27	8	8	4	4	1	26	18	14	22	10	7	6	3	5	3	11	16	12
		2%	3%	2%	2%	3%	1%	2%	3%	3%	2%	3%	4%	4%	7%Tfj	12%Tfghi	5%Tfi	4%	2%	3%
Strongly disagree	(1)	17	6	3	5	1	3	17	6	2	9	1	3	2	*	5	*	2	15	8
		1%hj	2%	1%	2%	*	2%	2%ghj	1%	*	1%	*	2%hj	1%	1%	14%Tfghi	1%	1%	2%	2%
NET: Agree	1005	186	262	234	147	108	905	533	334	827	278	123	113	27	16	48	226	770	389	616
		81%ghnr	80%	79%	82%	86%	89%Tab	81%ghn	78%kn	79%kn	81%ghmnn	77%kn	76%kn	71%	43%	77%mn	77%	83%T	78%	83%Tr
NET: Disagree	44	13	11	9	5	4	43	24	15	31	11	10	7	3	10	4	13	31	25	19
		4%sa	6%	3%	3%	4%	4%ai	4%	4%	3%	3%	6%aj	5%	8%ij	28%Tfghi	6%aj	5%	3%	5%Ts	3%
Don't know	43	8	15	7	5	4	40	27	14	35	9	7	6	*	4	2	6	36	15	28
		3%	3%	4%	2%	3%	4%	4%	3%	3%	3%	4%	4%	*	10%Tfghi	4%um	2%	4%	3%	4%
Mean	4.33gjk	4.31	4.33	4.31	4.40	4.45	4.33gjk	4.25kmn	4.26kmn	4.32gjk	4.20mm	4.12n	4.14n	3.94	3.26	4.18mn	4.17	4.39Tp	4.22	4.40Tr
Standard deviation	0.88	0.97	0.88	0.88	0.78	0.84	0.89	0.88	0.86	0.85	0.85	0.95	0.91	0.97	1.37	0.92	0.90	0.87	0.95	0.83
Standard error	0.03	0.07	0.05	0.05	0.06	0.07	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.09	0.13	0.07	0.05	0.03	0.04	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 518

Q16. After breaching safety measures, how long should the site/app take to solve the issue
Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?

Base: All respondents

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Action should be taken immediately	849	382	461	225	243	177	200	468	376	55	793	75	119	116	165	139	117	62	318	179	743	97	23	55	15	362	37	32	404
	68%aklm	63%	73%Ta	67%	67%	69%	73%	67%	71%	63%	69%klm	53%	56%	57%	76%Tijk	81%Tijk	85%Tijk	87%Tijk	83%Tijk	86%Tijk	69%	64%	69%	63%	67%	74%TC	61%	65%	66%
Up to 24 hours	270	151	119	85	88	46	50	172	95	20	250	44	62	52	39	28	17	9	53	25	238	30	6	19	4	95	10	13	146
	22%bhpr	25%Tb	19%	25%h	24%h	18%	19%	25%Teh	18%	23%prs	22%prs	31%Tjno	29%Tjnos	28%opqrs	18%	16%	12%	12%	14%	12%	22%	20%	17%	22%	4	19%	10	13	28%
Up to 7 days	46	31	15	18	13	10	5	31	14	5	41	14	12	8	5	2	-	1	3	1	35	10	2	5	2	11	7	2	25
	4%bprsz	5%Tb	2%	5%f	3%	4%	2%	4%	3%	5%prs	4%prs	10%Tjnopr	5%oprs	4%prs	2%	1%	-	1%	1%	1%	3%	7%	7%	6%	7%	2%	11%TzC	5%	4%
Up to 1 month	12	6	6	2	3	2	5	5	7	1	11	4	-	5	1	-	-	-	-	-	8	4	-	3	1	6	-	-	5
	1%t	1%	1%	1%	1%	1%	2%	1%	1%	1%r	1%	3%rs	-	3%Tjrs	-	-	-	-	-	-	1%	3%Tt	1%	3%t	6%	1%	-	-	1%
More than 1 month/ as long as is needed	9	4	5	1	2	5	1	3	6	-	9	-	3	3	2	1	-	-	2	1	6	3	-	2	1	2	2	-	4
	1%	1%	1%	-	2%Tg	-	-	1%	-	1%	-	1%	-	2%	1%	1%	-	-	1%	-	1%	2%	-	2	5%	-	4%TzC	-	1%
Don't know	57	32	24	6	17	18	15	23	33	6	51	4	19	17	6	2	3	-	5	3	50	8	2	4	-	16	4	2	31
	5%cgors	5%	4%	2%	5%	7%cg	5%c	3%c	6%cg	7%ors	4%ors	3%	9%Tjnopr	9%Tjnopr	3%	1%	2%	-	1%	1%	5%	5%	6%	5%	-	3%	7%	4%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 519

Q16. After breaching safety measures, how long should the site/app take to solve the issue
Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?

Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	Universally degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Action should be taken immediately	849 68%k	262 72%	132 69%	147 74%	566 68%	197 73%gh	429 69%	187 64%	36 58%	596 71%Tj	253 62%k	64 53%	108 59%	115 65%k	72 67%k	185 62%	15 54%	415 71%r	254 64%	62 65%	65 64%	671 67%	177 72%
Up to 24 hours	270 22%q	79 22%	47 25%	40 20%	182 22%	57 21%	134 22%	68 23%	11 18%	175 21%	95 23%	34 28%	45 24%	41 23%	19 18%	71 24%	5 18%	108 18%	107 27%Tq	23 24%	23 23%	221 22%	50 20%
Up to 7 days	46 4%	11 3%	4 2%	7 3%	32 4%	6 2%	21 3%	15 5%	5 8%e	25 3%	21 5%	7 6%	9 5%	10 6%	6 4%	13 4%	4 13%	20 3%	13 3%	6 7%	5 5%	41 4%	5 2%
Up to 1 month	12 1%l	3 1%	1 *	3 1%	9 1%	- *	4 1%	7 3%Tel	1 *	4 *	8 2%Ti	3 2%l	4 2%l	3 2%	3 3%l	4 10%	3 10%	6 1%	4 1%	- *	1 1%	10 1%	2 1%
More than 1 month/ as long as is needed	9 1%	2 *	1 1%	1 *	7 1%	3 1%	2 *	3 1%	2 3%l	3 *	5 1%	1 1%	3 1%	- *	3 3%Tim	5 2%T	- *	7 1%	1 *	1 1%	- *	8 1%	- *
Don't know	57 5%ac	9 2%	7 4%	3 1%	40 5%c	9 3%	28 5%	13 5%	7 12%Telg	31 4%	26 6%	11 9%TI	17 9%Tim	8 5%	5 4%	19 6%	1 4%	28 5%	18 4%	2 2%	6 6%	44 4%	13 5%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 520

Q16. After breaching safety measures, how long should the site/app take to solve the issue
Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?

Base: All respondents

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Action should be taken immediately	849	69	46	21	713	34	102	65	60	58	77	108	126	82	509	332	19	41	778	276	152	30	37	29	194	58	15
	68%hms	67%	77%h	58%	68%h	67%	75%h	65%	57%	65%	69%	64%	72%h	76%h	66%	73%n	60%	70%	69%T	62%	75%Taw	60%	64%	55%	84%Tstuvwy	70%	53%
Up to 24 hours	270	24	12	11	223	12	24	26	17	23	45	33	19	171	98	6	9	247	112	38	16	15	16	34	13	8	
	22%ix	23%	20%	31%	21%	23%	18%	25%	19%	21%	27%	19%	18%	22%	22%	18%	15%	22%	25%ix	19%	31%xy	25%	29%ix	14%	15%	28%	
Up to 7 days	46	6	1	*	39	2	4	4	2	4	9	4	4	38	8	1	2	40	22	6	1	1	4	1	2	4	
	4%ox	5%	2%	*	4%	4%	3%	6%	4%	2%	3%	5%	2%	5%To	2%	4%	3%	4%	5%ix	3%	2%	1%	7%ix	*	3%	15%	
Up to 1 month	12	-	-	2	10	-	1	-	-	4	-	*	3	2	9	3	-	1	9	5	2	-	2	-	2	-	
	1%	-	1%	4%hk	1%	-	1%	-	-	5%Tadhjk	-	*	2%	1%	1%	-	2%	1%	1%	1%	1%	-	5%Tx	-	2%	1%	
More than 1 month/ as long as is needed	9	-	-	9	-	2	2	2	2	1	1	*	-	5	3	-	3	6	3	-	-	1	-	1	3	*	
	1%r	-	-	-	1%	-	2%	3%T	1%	*	*	-	-	1%	1%	-	5%Tr	1%	1%	-	-	2%	-	*	4%Tstx	1%	
Don't know	57	5	-	2	51	3	3	5	13	6	8	*	39	13	6	2	44	28	6	3	4	2	2	2	5	1	
	5%mxr	5%	-	6%im	5%im	6%im	2%	5%im	12%Tbdtkim	7%im	6%im	4%	5%	*	5%	3%	18%	4%	4%	6%ix	3%	7%ix	8%ix	4%	1%	6%ix	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 521

Q16. After breaching safety measures, how long should the site/app take to solve the issue
Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?

Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruiteb (m)	Bilchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	290	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Action should be taken immediately	849	167	229	185	118	75	752	440	261	686	220	75	78	14	15	34	177	664	303	546
	68% ^q 1qhj	72%	72%	65%	69%	62%	67% ^q ghjk	64% ^q klmno	67% ^q ghjk	61% ^q klmn	46%					54% ^q lmn	60%	71% ^q Tr	61%	73% ^q Tr
Up to 24 hours	270	45	63	67	38	40	255	159	105	230	87	51	42	11	11	20	80	188	128	143
	22% ^q qs	19%	19%	24%	22%	33% ^q Tab	23% ^q T	23%	23%	24%	24%	32% ^q Tlgh	28% ^q T	29%	29%	32% ^q Tlgi	27% ^q Tq	20%	26% ^q Ts	19%
Up to 7 days	46	7	13	15	5	2	43	38	25	39	23	21	19	9	4	6	19	27	34	12
	4% ^q qs	3%	4%	5%	3%	2%	4%	6% ^q Tfi	6% ^q Tfi	4%	6% ^q Tfi	13% ^q Tlgh	13% ^q Tlgh	25% ^q Tlgh	11% ^q Tlgh	10% ^q Tlgi	6% ^q Tq	3%	7% ^q Ts	2%
Up to 1 month	12	1	2	1	*	2	12	9	3	8	5	2	3	2	1	3	8	8	4	1
	1%	*	1%	*	*	1%	1%	1%	1%	1%	1%	2%	2%	6% ^q Tlghi	1%	1%	1%	2%	1%	
More than 1 month/ as long as is needed	9	2	2	3	-	1	6	7	3	8	3	2	1	1	1	3	5	8	1	*
	1% ^q fs	1%	1%	1%	-	1%	1% ^q f	1% ^q f	1%	1%	1%	1%	1%	4% ^q Tlghi	1%	1%	1%	2% ^q Ts	*	
Don't know	57	10	15	15	9	2	51	31	23	48	23	10	6	1	6	11	40	20	37	
	5%	4%	5%	5%	5%	2%	5%	5%	5%	6% ^q o	6% ^q o	6% ^q o	4%	2%	15% ^q Tlghi	2%	4%	4%	4%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 522
QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?
Base: All Adult respondents who are a parent/ guardian of a child 18 or under

	Gender			Social Grade						Age						Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55+ (r)	White (t)	Minority Ethnic background (u)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	372	197	174	111	106	92	61	217	153	372	43	112	130	75	12	263	105	71	18	119	58	17	167
Weighted base	324	156	166	87	86	85	64*	173	149	324	44**	96	107	66	11**	254	67	46*	11**	97	39*	12**	164
Effective base	268	132	135	73	77	70	48	150	117	268	30	80	96	55	10	202	66	43	13	85	35	10	130
Yes	296	141	154	80	80	80	54	160	134	296	24	90	107	65	11	237	58	39	10	93	33	9	151
	92%	90%	93%	92%	94%	94%	85%	93%	90%	92%	55%	93%	100%T J	99%T	100%	93%T	86%	85%	89%	96%	87%	77%	92%
No	27	15	12	7	6	5	10	12	15	27	20	6	-	1	-	17	9	7	1	4	5	3	14
	8%mnt	10%	7%	8%	6%	6%	15%	7%	10%	8%mnt	45%	7%mt	-	1%	-	7%	14%	15%	11%	4%	13%	23%	8%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 523
QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?
Base: All Adult respondents who are a parent/ guardian of a child 18 or under

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (b)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)	Rural (v)
Unweighted base	372	91	50	48	266	135	206	31	372	132	187	140	76	349	23	191	127	41	315	57
Weighted base	324	73	44*	38*	240	113	183	27**	324	108	160	122	67	296	27**	185	104	25**	266	58*
Effective base	268	65	37	32	194	95	152	21	268	85	134	108	58	247	21	144	92	27	221	47
Yes	296	66	39	33	222	110	166	20	296	108	151	111	49	296	-	168	95	25	244	53
	92%n	90%	89%	89%	92%	98%Tg	90%	75%	92%n	100%Tjm	95%Tjn	91%kn	73%	100%T	-	91%	91%	100%	92%	91%
No	27	8	5	4	18	3	18	7	27	-	8	11	18	-	27	17	9	-	22	5
	8%klo	10%	11%	11%	8%	2%	10%f	25%	8%kl	-	5%k	9%k	27%Tjkm	-	100%	9%	9%	-	8%	9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 524
QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?
Base: All Adult respondents who are a parent/ guardian of a child 18 or under

	Total (T)	GO Region											Internet usage			Working status			House person/ Other (y)
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	
Unweighted base	372	29	16	317	20	38	24	52	22	24	51	56	30	282	84	341	208	85	46
Weighted base	324	27**	16**	271	15**	34*	24**	44*	20**	18**	34*	55*	28**	203	117	302	164	76	50*
Effective base	268	21	13	226	14	30	18	33	16	19	32	43	23	211	71	250	138	63	40
Yes	296 92% n	26 95%	15 91%	247 91%	13 85%	31 91%	22 89%	40 91%	17 87%	15 85%	34 89%	49 90%	26 95%	178 88%	115 98% Tn	274 91%	149 91%	71 94%	50 100%
No	27 8% o	1 5%	1 9%	24 9%	2 15%	3 9%	3 11%	4 9%	3 13%	3 15%	* 1%	6 10%	1 5%	25 12% To	2 2%	27 9%	14 9%	5 6%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 525
QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?
Base: All Adult respondents who are a parent/ guardian of a child 18 or under

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita D (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	372	38	100	98	62	50	351	286	214	341	200	126	126	74	71	96	160	207	224	148
Weighted base	324	33**	87	86	59*	36*	298	224	145	287	133	56	50	16*	15*	24	109	210	171	153
Effective base	268	27	76	70	45	35	253	195	132	240	122	68	65	39	47	59	100	165	145	123
Yes	296	29	85	81	55	32	271	200	132	264	115	49	49	16	14	24	95	197	161	135
	92%gj	89%	98%Te	94%	93%	88%	91%j	89%	91%j	92%gj	87%	88%	97%ghijk	98%ghj	97%ijk	99%Tfghijk	87%	94%	94%	88%
No	27	3	2	6	4	4	27	24	13	23	18	7	2	*	1	*	14	13	10	18
	8%bo	11%	2%	6%	7%	12%b	9%o	11%Tilmo	9%lmo	8%o	13%TthiImo	12%lmo	3%o	2%	3%	1%	13%	6%	6%	12%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 526

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
I think the existing rules and regulations are enough to protect children online vs.
I think stricter rules and regulations are needed to protect children online

	Gender			Social Grade						Age						Ethnicity			Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Ethnic background (q)	Asian (r)	Christian (s)	Muslim (t)	None (u)
Unweighted base	349	184	164	105	100	88	54	205	142	349	26	107	130	74	12	250	96	64	116	53	156
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90	107	65	11**	237	58	39*	93	33*	151
Effective base	247	121	126	68	72	66	41	140	107	247	15	76	96	54	10	189	59	37	83	31	120
0 I think the existing rules and regulations are enough to protect children online	15	12	3	10	3	*	2	13	2	15	7	5	3	*	-	15	*	*	3	*	12
	5%behn	9%Tb	2%	12%Teh	4%	*	3%	8%Teh	1%	5%kn	28%	5%	3%	*	-	6%	1%	1%	3%	*	8%
1	8	5	2	-	3	1	3	3	5	8	-	1	5	2	-	6	1	*	-	3	5
	3%	4%	1%	-	4%	2%	6%	2%	3%	3%	-	1%	4%	3%	-	3%	2%	1%	-	9%Tz	3%
2	9	9	-	1	3	1	4	4	5	9	1	4	2	1	1	7	1	-	1	1	6
	3%	6%Tb	-	1%	3%	2%	7%	2%	4%	3%	4%	2%	1%	13%	3%	2%	-	1%	4%	4%	
3	13	9	4	4	1	8	-	5	8	13	-	4	4	5	-	11	2	2	4	1	7
	4%	6%	3%	5%	2%	10%Tdfgh	-	3%	6%	4%	-	5%	4%	7%	-	5%	3%	4%	4%	3%	5%
4	6	3	3	3	1	2	*	4	2	6	1	3	2	*	-	4	2	2	*	2	4
	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	4%	3%	2%	1%	-	2%	4%	5%	*	5%	3%
5 don't agree with either statements	32	14	17	4	9	13	5	12	18	32	3	9	12	7	1	23	8	4	8	3	18
	11%	10%	11%	5%	11%	16%ic	9%	8%	13%	11%	14%	10%	11%	11%	8%	10%	14%	10%	9%	9%	12%
6	26	15	12	8	5	7	6	13	14	26	3	13	10	*	1	25	1	1	7	1	15
	9%nu	11%	8%	10%	6%	9%	12%	8%	10%	9%n	12%	14%n	9%n	*	8%	10%u	2%	2%	8%	2%	10%
7	32	16	16	11	9	6	6	20	12	32	5	8	12	8	-	30	2	1	12	2	18
	11%u	12%	10%	14%	11%	8%	11%	12%	9%	11%	20%	9%	11%	12%	-	13%	4%	3%	13%	7%	12%
8	39	19	20	12	14	5	7	27	12	39	-	10	12	14	2	27	12	10	19	6	11
	13%C	14%	13%	15%	18%e	6%	13%	17%e	9%	13%	-	12%	12%	22%Tj	17%	11%	21%	25%Tt	21%TC	19%C	7%
9	42	18	24	10	13	9	19	22	42	2	19	11	9	1	32	10	8	15	7	18	
	14%	13%	16%	12%	12%	17%	17%	12%	17%	14%	8%	22%Tjm	10%	14%	9%	13%	18%	20%	16%	21%	12%
10 I think stricter rules and regulations are needed to protect children online	74	21	53	17	23	22	12	40	34	74	3	13	34	19	5	56	17	11	24	7	36
	25%al	15%	35%Ta	22%	28%	28%	22%	25%	25%	25%j	12%	15%	32%j	29%j	46%	24%	23%	29%	28%	22%	24%
NET: 0-3	44	35	10	15	10	11	9	25	19	44	8	14	14	7	1	40	5	2	8	5	31
	15%bz	25%Tb	6%	18%	13%	14%	16%	16%	15%	15%	32%	16%	13%	11%	13%	17%	8%	5%	8%	16%	20%Tz
NET: 4-7	97	48	48	26	23	28	18	49	46	97	12	33	36	15	2	82	14	8	27	7	55
	33%	34%	31%	32%	29%	35%	33%	31%	34%	33%	46%	34%	34%	23%	16%	35%	24%	21%	30%	22%	37%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 526

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
I think the existing rules and regulations are enough to protect children online vs.
I think stricter rules and regulations are needed to protect children online

	Gender		Social Grade					Age						Ethnicity Minority y Ethnic backgro und (g)			Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55+ (n)	White (o)	Asian (p)	Christi an (q)	Muslim (r)	None (s)	
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90	107	65	111**	237	58	39*	93	33*	151
NET: 8-10	155	58	97	40	47	41	28	86	69	155	5	43	57	42	8	115	39	29	58	21	65
	52%atC	41%	63%Ta	50%	58%	51%	51%	54%	51%	52%	20%	48%	53%	65%Tj	71%	49%	67%Tl	74%Tl	62%TC	62%	43%
Mean	6.96aC	6.08	7.78Ta	6.65	7.20	7.17	6.87	6.92	7.05	6.96	4.86	6.71	7.17	7.61	7.85	6.80	7.59	7.89Tl	7.61TC	7.09	6.45
Standard deviation	2.92	3.16	2.43	3.21	2.89	2.64	2.98	3.05	2.78	2.92	3.60	2.84	2.88	2.49	2.88	3.00	2.54	2.26	2.37	2.96	3.19
Standard error	0.16	0.23	0.19	0.31	0.29	0.28	0.41	0.21	0.23	0.16	0.71	0.27	0.25	0.29	0.83	0.19	0.26	0.28	0.22	0.41	0.26

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 527

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
I think the existing rules and regulations are enough to protect children online vs.
I think stricter rules and regulations are needed to protect children online

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?				Responsibility for children in household	Highest education			Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)		Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)
Unweighted base	349	84	46	44	251	133	191	25	349	132	179	130	60	349	177	119	41	296	53
Weighted base	296	66	39*	33**	222	110	166	20**	296	108	151	111	49*	296	168	95	25**	244	53*
Effective base	247	59	34	29	180	93	138	16	247	85	128	99	44	247	131	85	27	205	43
0 I think the existing rules and regulations are enough to protect children online	15	-	-	-	15	4	12	-	15	14	8	2	*	15	11	2	*	14	1
	5% _m	-	-	-	7% _a	3%	7%	-	5% _m	13% _{TJmn}	5%	2%	*	5%	7%	2%	1%	6%	1%
1	8	-	-	-	7	3	5	-	8	1	6	4	-	8	2	4	2	7	1
	3%	-	-	-	3%	3%	3%	-	3%	1%	4%	3%	-	3%	1%	4%	8%	3%	2%
2	9	1	1	-	8	4	5	-	9	2	4	6	1	9	5	4	-	7	1
	3%	2%	2%	-	3%	3%	3%	-	3%	2%	3%	5%	3%	3%	3%	4%	-	3%	3%
3	13	2	2	1	11	5	6	2	13	4	7	6	5	13	7	5	1	12	1
	4%	3%	4%	2%	5%	4%	4%	11%	4%	4%	5%	5%	9%	4%	4%	5%	5%	5%	2%
4	6	3	3	3	2	2	2	2	6	2	4	4	1	6	5	*	1	5	1
	2% _d	5% _d	8% _{Td}	10%	1%	2%	1%	8%	2%	2%	3%	4%	2%	2%	3%	*	3%	2%	2%
5 don't agree with either statements	32	5	1	3	26	7	25	*	32	8	20	12	4	32	21	7	4	25	7
	11%	7%	2%	9%	12%	6%	15% _{TI}	2%	11%	7%	13%	11%	9%	11%	13%	7%	15%	10%	13%
6	26	3	1	-	21	9	15	3	26	15	13	6	2	26	16	10	*	24	2
	9%	4%	3%	-	10%	8%	9%	15%	9%	14% _{sm}	8%	6%	3%	9%	9%	11%	1%	10%	4%
7	32	9	3	5	23	16	15	1	32	10	10	13	8	32	21	11	*	26	6
	11% _d	13%	7%	16%	14%	9%	5%	11% _d	9%	7%	12%	12%	17% _d	11%	13%	12%	1%	11%	12%
8	39	9	7	4	29	18	18	3	39	12	19	15	8	39	22	13	4	33	6
	13%	14%	17%	13%	16%	11%	13%	13%	11%	13%	13%	17%	13%	13%	13%	14%	16%	13%	12%
9	42	11	7	8	30	18	19	5	42	18	21	16	7	42	20	13	5	31	11
	14%	16%	18%	23%	13%	17%	11%	23%	14%	16%	14%	14%	14%	14%	12%	14%	20%	13%	22%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 527

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
I think the existing rules and regulations are enough to protect children online vs.
I think stricter rules and regulations are needed to protect children online

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)		Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)
Weighted base	296	66	39*	33**	222	110	166	20**	296	108	151	111	49*	296	168	95	25**	244	53*
10 I think stricter rules and regulations are needed to protect children online	74	23	15	9	49	25	44	5	74	22	39	28	12	74	40	25	8	60	15
	25%	35%Td	38%kd	28%	22%	23%	27%	23%	25%	21%	26%	25%	25%	25%	24%	27%	31%	24%	28%
NET: 0-3	44	3	2	1	41	15	27	2	44	21	25	17	6	44	25	15	3	40	4
	15%a	5%	6%	2%	19%Ta	13%	17%	11%	15%	20%	17%	15%	13%	15%	15%	16%	14%	17%	8%
NET: 4-7	97	20	8	12	73	34	57	6	97	34	47	36	15	97	63	28	5	81	16
	33%	30%	21%	35%	33%	30%	35%	30%	33%	32%	31%	32%	31%	33%	37%	30%	20%	33%	31%
NET: 8-10	155	43	29	21	108	62	81	12	155	52	79	59	27	155	81	52	16	123	32
	52%	65%Td	73%Td	63%	49%	56%	49%	59%	52%	48%	52%	53%	56%	52%	48%	55%	68%	50%	61%
Mean	6.96d	7.98Td	8.08Td	7.87	6.66	7.20	6.75	7.42	6.96	6.52	6.82	7.00	7.40	6.96	6.81	7.15	7.34	6.83	7.58
Standard deviation	2.92	2.18	2.32	2.11	3.07	2.74	3.09	2.42	2.92	3.29	3.05	2.83	2.43	2.92	2.93	2.82	2.99	2.99	2.52
Standard error	0.16	0.24	0.34	0.32	0.19	0.24	0.22	0.48	0.16	0.29	0.23	0.25	0.31	0.16	0.22	0.26	0.47	0.17	0.35

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 528

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
 I think the existing rules and regulations are enough to protect children online vs.
 I think stricter rules and regulations are needed to protect children online

	GQ Region													Internet usage		Devices used to access internet	Working status		
	Total (T)	Scotland (a)	Wales (b)	NET: England (c)	North East (g)	North West (f)	Yorkshire and the Humber (d)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (p)	Working full time (q)	Working part-time (r)	House person/ Other (y)
Unweighted base	349	28	15	296	18	35	22	49	19	22	50	52	29	261	82	318	197	80	46
Weighted base	296	26**	15**	247	13**	31**	22**	40*	17**	15**	34*	49*	26**	178	115	274	149	71	50*
Effective base	247	20	12	207	12	27	16	30	14	17	31	39	22	194	70	229	128	59	40
0 I think the existing rules and regulations are enough to protect children online	15	5	-	9	-	*	*	6	-	-	1	2	-	3	12	15	13	-	2
	5%dn	20%	-	4%	-	1%	1%	14%Td	-	-	4%	4%	-	2%	10%Tn	5%	9%Tt	-	4%
1	8	2	1	5	-	-	1	*	-	-	2	2	*	4	3	7	6	1	1
	3%	6%	7%	2%	-	-	5%	1%	-	-	5%	4%	1%	2%	3%	3%	4%	1%	2%
2	9	1	1	6	-	-	3	2	-	-	*	1	-	6	3	8	6	2	1
	3%	5%	7%	3%	-	-	14%	5%	-	-	1%	2%	-	3%	3%	4%	3%	4%	2%
3	13	*	3	8	*	1	-	*	2	-	2	2	1	8	5	12	9	1	2
	4%nd	1%	21%	3%	3%	2%	-	*	11%	-	5%	5%	4%	5%	4%	5%	8%	1%	3%
4	8	-	-	6	-	2	-	2	-	-	1	*	2	3	2	5	2	3	1
	3%	1%	-	2%	-	8%	-	5%	-	-	2%	*	8%	2%	2%	2%	2%	5%	1%
5 don't agree with either statements	32	5	1	26	2	1	3	5	3	-	3	5	5	21	11	26	15	12	2
	11%r	17%	6%	11%	14%	5%	13%	13%	18%	-	9%	10%	18%	12%	10%	9%	10%	17%y	4%
6	26	1	*	23	-	4	*	8	2	1	4	4	1	15	10	21	14	4	5
	9%r	3%	2%	9%	-	12%	1%	20%Td	10%	6%	12%	8%	2%	8%	8%	8%	9%	5%	10%
7	32	2	2	27	1	2	2	8	1	3	1	5	4	23	9	31	18	7	3
	11%	9%	13%	11%	8%	8%	10%	19%	7%	21%	3%	10%	15%	13%T	8%	11%	12%	10%	6%
8	39	2	-	35	1	3	5	5	*	2	8	7	4	23	16	38	22	6	10
	13%	9%	-	14%	10%	11%	25%	13%	1%	15%	23%	13%	14%	13%	14%	14%	15%	9%	19%
9	42	2	3	37	5	7	1	1	6	2	4	6	5	23	19	37	20	10	6
	14%	8%	19%	15%	38%	22%	5%	4%	38%	10%	11%	12%	18%	13%	17%	14%	13%	15%	13%
10 I think stricter rules and regulations are needed to protect children online	74	5	4	64	4	10	6	3	3	7	9	16	8	48	26	74	25	24	18
	25%ns	20%	26%	26%h	30%	34%	26%	8%	17%	49%	26%	32%h	23%	27%	22%	27%T	16%	34%is	37%is
NET: 0-3	44	8	5	28	*	1	4	8	2	-	5	7	1	21	23	42	33	4	5
	15%dt	32%	35%	12%	3%	3%	20%	20%	11%	-	14%	15%	4%	12%	20%	15%	22%Tt	6%	11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 528

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
I think the existing rules and regulations are enough to protect children online vs.
I think stricter rules and regulations are needed to protect children online

	GO Region													Internet usage		Devices used to access internet	Working status		
	Total (T)	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (p)	Working full time (s)	Working part-time (t)	House person/ Other (y)
Weighted base	296	26**	15**	247	13**	31**	22**	40*	17**	15**	34*	49*	26**	178	115	274	149	71	50*
NET: 4-7	97	8	3	83	3	9	5	22	6	4	9	13	11	62	32	83	49	27	11
	33%r	31%	20%	33%	22%	31%	24%	56%Tdkj	33%	27%	26%	27%	41%	35%	28%	30%	33%	38%	21%
NET: 8-10	155	10	6	136	10	20	12	10	9	11	20	28	14	94	60	149	67	40	34
	52%hs	37%	45%	55%sh	75%	67%	56%	24%	56%	73%	60%sh	58%sh	54%	53%	52%	54%T	45%	57%	68%Ts
Mean	6.96hs	5.35	6.40	7.20Th	8.30	8.06	6.82	5.56	7.41	8.75	7.08h	7.28h	7.44	7.22T	6.61	7.04	6.29	7.55s	7.74s
Standard deviation	2.92	3.80	3.37	2.74	1.97	2.12	3.05	2.95	2.39	1.43	2.91	2.94	2.23	2.66	3.28	2.96	3.16	2.48	2.71
Standard error	0.16	0.72	0.87	0.16	0.46	0.36	0.65	0.42	0.55	0.31	0.41	0.41	0.41	0.16	0.36	0.17	0.22	0.28	0.40

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 529

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
I think the existing rules and regulations are enough to protect children online vs.
I think stricter rules and regulations are needed to protect children online

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	349	35	98	93	59	47	329	266	202	322	184	120	123	73	69	95	148	196	215	134
Weighted base	296	29**	85	81	55*	32*	271	200	132	264	115	49	49	16*	14*	24	95	197	161	135
Effective base	247	24	74	65	42	32	232	177	122	223	108	65	64	38	45	58	91	155	138	110
0 I think the existing rules and regulations are enough to protect children online	15	-	2	6	5	*	10	7	8	13	3	5	4	*	1	1	6	9	15	-
	5%Ts	-	2%	8%	10%	1%	4%	4%	6%Tfgj	5%f	3%	10%Tfgj	8%fgjmo	3%	6%	5%	6%	5%	9%Ts	-
1	8	*	1	5	1	-	8	3	3	7	1	*	*	*	*	*	1	6	4	4
	3%	*	1%	6%T	2%	-	3%	2%	2%	3%	1%	1%	1%	2%	3%k	2%l	1%	3%	2%	3%
2	9	-	4	3	2	-	9	8	5	8	2	1	2	1	*	2	1	7	4	5
	3%	-	4%	4%	3%	-	3%	4%	3%	2%	3%	4%	3%	2%	6%kl	1%	4%	3%	3%	3%
3	13	1	3	2	3	4	13	11	7	13	7	4	3	1	2	2	5	8	9	4
	4%	2%	4%	3%	6%	11%	5%	5%	5%	6%	9%	5%	6%	6%	15%Tghi	7%	5%	4%	6%	3%
4	6	-	1	2	-	*	6	4	2	6	4	2	2	1	1	1	3	3	6	1
	2%ts	-	2%	2%	-	1%	2%	2%	2%	4%	4%	4%	3%	8%Tghi	4%kl	5%kl	3%	1%	4%	*
5 don't agree with either statements	32	5	11	8	3	3	27	24	17	26	17	7	4	2	2	2	10	21	14	18
	11%	16%	13%	10%	5%	11%	10%	12%	13%	10%	15%filo	13%	8%	10%	16%l	8%	10%	10%	9%	13%
6	26	3	9	9	4	1	23	18	6	26	9	6	4	1	1	2	9	4	23	14
	9%hp	11%	11%	11%	7%	4%	9%h	9%h	5%	10%h	8%h	11%hn	9%	9%	7%	9%h	4%	12%p	13	10%
7	32	2	9	7	8	3	31	19	11	30	12	4	4	1	1	3	7	24	20	13
	11%	8%	11%	9%	15%	9%	11%	10%	8%	11%	10%	7%	8%	8%	6%	12%l	7%	12%	12%	9%
8	39	2	8	13	11	6	39	21	16	34	12	7	7	2	4	14	25	26	13	10%
	13%	6%	8%	16%	21%	18%	14%Tg	11%	12%	13%	10%	14%	15%	10%	17%j	17%j	15%	12%	15%	10%
9	42	8	13	5	11	3	39	26	21	35	16	4	6	3	1	3	13	29	22	20
	14%c	28%	15%	6%	20%c	10%	14%	13%	16%kn	13%	14%k	8%	12%	20%kl	8%	13%	14%	15%	14%	15%
10 I think stricter rules and regulations are needed to protect children online	74	8	24	20	6	11	67	58	36	66	31	10	13	3	2	4	31	42	29	45
	25%dr	28%	28%d	25%	11%	35%d	25%	29%Tin	27%no	25%	27%no	20%	27%no	21%	17%	17%	32%	22%	18%	34%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 529

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
I think the existing rules and regulations are enough to protect children online vs.
I think stricter rules and regulations are needed to protect children online

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	296	29**	85	81	55*	32*	271	200	132	264	115	49	49	16*	14*	24	95	197	161	135
NET: 0-3	44	1	10	17	11	4	39	29	23	41	14	11	9	2	4	5	14	31	33	12
	15%ks	2%	11%	21%	21%	12%	14%	14%	17%kj	15%	12%	23%lqjmn	18%j	14%	25%Tij	19%j	14%	16%	20%Ts	9%
NET: 4-7	97	10	31	26	15	8	88	66	96	89	43	17	14	6	5	8	24	70	52	44
	33%p	35%	37%	32%	27%	25%	32%	33%	34%h	37%h	35%	29%	34%	33%	34%l	25%	36%	33%	33%	33%
NET: 8-10	155	18	44	38	29	20	144	105	73	135	59	21	26	8	6	11	58	96	76	79
	52%	62%	52%	47%	52%	63%	53%k	53%k	55%kn	51%k	42%	53%kno	51%	42%	47%	61%T	49%	47%	47%	58%
Mean	6.96knr	7.94	7.23	6.42	6.60	7.61	7.03kn	7.08kn	6.93kn	6.93kn	7.10kno	6.17	6.80kno	6.90k	6.07	6.52	7.23	6.83	6.44	7.59Tr
Standard deviation	2.92	2.05	2.68	3.26	3.07	2.54	2.83	2.87	3.10	2.91	2.71	3.20	3.18	2.89	3.08	2.95	3.02	2.89	3.14	2.51
Standard error	0.16	0.35	0.27	0.34	0.40	0.37	0.16	0.18	0.22	0.16	0.20	0.29	0.29	0.34	0.37	0.30	0.25	0.21	0.21	0.22

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 530

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	Gender			Social Grade						Age						Ethnicity			Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (m)	45-54 (n)	55+ (o)	White (l)	Ethnic minority background (u)	Asian (w)	Christian (z)	Muslim (A)	None (C)
Unweighted base	349	184	164	105	100	88	54	205	142	349	26	107	130	74	12	250	96	64	116	53	156
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90	107	65	11**	237	58	39*	93	33*	151
Effective base	247	121	126	68	72	66	41	140	107	247	15	76	96	54	10	189	59	37	83	31	120
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	66	36	30	17	25	15	9	42	24	66	6	13	24	18	5	56	10	7	29	6	29
1	22%	25%	20%	21%	31%Th	19%	17%	26%	18%	22%	24%	15%	23%	28%	24%	18%	17%	31%TC	19%	19%	
2	27	16	12	8	7	4	9	15	12	27	1	9	6	11	-	17	10	8	5	7	14
3	9%	11%	8%	10%	8%	5%	16%e	9%	9%	9%	6%	10%	6%	17%Tjn	-	7%	17%Tl	21%Ti	5%	22%TzC	9%
4	24	14	10	4	8	10	2	12	13	24	-	8	10	5	2	16	7	2	10	2	9
5	8%	10%	7%	5%	10%	13%	4%	7%	9%	8%	-	9%	9%	8%	16%	7%	12%w	5%	11%	5%	6%
6	21	6	15	5	5	5	6	10	11	21	1	7	10	3	-	18	3	2	5	2	13
7	7%	5%	9%	7%	6%	6%	11%	6%	8%	7%	5%	7%	9%	5%	-	8%	5%	5%	6%	5%	9%
8	22	9	13	11	2	2	5	13	7	22	4	7	11	1	-	19	3	3	5	3	15
9	7%dn	7%	8%	14%Tdeg	2%	3%	10%Td	6%	7%dn	18%	8%	10%dn	1%	-	8%	6%	7%	5%	8%	10%	
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	56	25	29	14	19	15	8	32	23	56	4	21	14	15	1	46	10	7	15	7	28
1	19%rn	18%	19%	17%	23%	19%	16%	20%	17%	19%rn	18%	24%	13%	24%	8%	19%	17%	18%	16%	20%	18%
2	16	7	9	5	6	3	2	11	5	16	-	8	5	2	1	14	2	2	6	2	7
3	8%	5%	8%	6%	8%	4%	3%	7%	4%	8%	2%	9%	5%	3%	8%	4%	4%	4%	6%	5%	5%
4	20	9	11	5	3	9	4	7	12	20	-	4	12	3	-	18	2	2	4	-	13
5	7%	8%	7%	6%	4%	11%	7%	5%	9%	7%	1%	4%	12%Tj	5%	-	7%	4%	5%	4%	1%	9%
6	14	5	9	5	2	6	2	7	7	14	3	4	5	2	-	12	3	2	3	1	9
7	5%	4%	6%	3%	3%	7%	3%	5%	5%	5%	14%	5%	4%	3%	-	5%	5%	5%	3%	3%	6%
8	9	5	4	1	3	1	5	4	6	9	-	3	3	2	1	6	3	3	3	3	3
9	3%	3%	3%	1%	3%	1%	9%Te	2%	4%e	3%	-	4%	3%	3%	11%	3%	5%	7%	4%	8%	2%
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	20	9	11	5	1	11	2	7	13	20	3	5	7	3	2	15	4	2	7	2	10
1	7%dn	8%	7%	7%	2%	14%Tdg	4%	4%	10%dn	7%	12%	6%	7%	5%	15%	6%	8%	5%	7%	5%	6%
NET: 0-3	139	72	67	34	45	34	27	79	60	139	8	37	50	37	6	108	30	19	50	17	65
2	47%	51%	43%	43%	55%	43%	49%	49%	45%	47%	35%	41%	47%	58%	59%	45%	52%	48%	53%	51%	43%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 530

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs.
It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	Gender		Social Grade					Age							Ethnicity Minority			Religion			
	Total (T)	Male (e)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	55+ (n)	White (o)	Ethnic backgro und (p)	Asian (q)	Christi an (r)	Muslim (s)	None (t)
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90	107	65	11**	237	58	39*	93	33*	151
NET: 4-7	114	50	63	34	30	28	19	64	48	114	9	40	42	20	2	96	17	13	30	11	63
	38%	35%	41%	43%	37%	36%	35%	40%	36%	38%	39%	45%	39%	32%	16%	41%	30%	35%	32%	33%	42%
NET: 8-10	43	19	24	12	6	17	9	18	26	43	6	13	15	7	3	33	10	7	13	5	22
	15% ^d	13%	16%	14%	8%	22% ^{dg}	16%	11%	19% ^d	15%	26%	14%	14%	10%	26%	14%	17%	17%	14%	16%	15%
Mean	3.84 ^{dg}	3.56	4.09	3.87	3.11	4.53 ^{Tdg}	3.84	3.49	4.25 ^d	3.84	4.33	4.12	3.94	3.13	3.64	3.88	3.74	3.81	3.49	3.56	4.03
Standard deviation	3.13	3.16	3.09	3.06	2.87	3.38	3.11	2.98	3.28	3.13	3.41	2.91	3.15	3.07	4.16	3.11	3.24	3.21	3.28	3.16	3.04
Standard error	0.17	0.23	0.24	0.30	0.29	0.36	0.42	0.21	0.28	0.17	0.67	0.28	0.28	0.36	1.20	0.20	0.33	0.40	0.30	0.43	0.24

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 531

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)		Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)	Rural (v)
Unweighted base	349	84	46	44	251	133	191	25	349	132	179	130	60	349	177	119	41	296	53	
Weighted base	296	66	39*	33**	222	110	166	20**	296	108	151	111	49*	296	168	95	25**	244	53*	
Effective base	247	59	34	29	180	93	138	16	247	85	128	99	44	247	131	85	27	205	43	
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	66	12	8	5	51	26	40	-	66	23	39	25	11	66	40	18	7	53	13	
1	27	7	5	4	20	15	11	2	27	9	8	13	8	27	11	12	4	24	3	
2	24	6	3	3	18	10	14	-	24	7	11	12	6	24	14	8	2	22	3	
3	21	3	2	1	17	11	8	1	21	5	11	10	2	21	12	9	1	19	2	
4	22	9	6	5	13	9	13	*	22	9	15	4	1	22	13	6	1	11	11	
5 don't agree with either statements	56	11	5	8	42	11	36	8	56	24	26	21	13	56	30	16	6	44	11	
6	16	3	2	1	12	8	6	2	16	7	8	6	1	16	5	11	*	15	1	
7	20	3	1	1	17	7	11	1	20	5	13	10	2	20	15	3	1	15	5	
8	14	2	2	1	12	2	8	4	14	6	5	6	2	14	8	6	-	13	1	
9	9	2	1	*	7	6	3	*	9	3	5	*	1	9	8	*	1	7	2	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 531

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs.
It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)	Rural (v)
Weighted base	296	66	39*	33**	222	110	166	20**	296	108	151	111	49*	296	168	95	25**	244	53*
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	20	7	4	5	13	5	14	*	20	9	11	3	3	20	12	5	1	19	1
	7% _m	11%	10%	15%	6%	4%	9%	2%	7% _m	8%	8% _m	3%	5%	7%	7%	5%	4%	8%	2%
NET: 0-3	139	29	19	13	105	62	74	3	139	44	68	59	27	139	77	47	13	118	21
	47%	44%	48%	38%	48%	56% _T	45%	15%	47%	41%	45%	53%	55%	47%	46%	50%	54%	48%	40%
NET: 4-7	114	26	14	15	84	35	67	12	114	46	61	42	17	114	63	36	9	86	27
	38% _u	39%	36%	44%	38%	32%	40%	59%	38%	42%	41%	38%	34%	38%	38%	39%	35%	35%	52% _{Tu}
NET: 8-10	43	11	6	6	32	14	25	5	43	18	22	10	5	43	28	11	3	39	4
	15% _m	17%	16%	18%	14%	12%	15%	25%	15% _m	17%	14%	9%	11%	15%	17%	12%	10%	16%	8%
Mean	3.84	4.01	3.77	4.30	3.83	3.45	3.89	5.54	3.84	4.11	3.91	3.46	3.34	3.84	3.98	3.69	3.19	3.90	3.55
Standard deviation	3.13	3.24	3.26	3.29	3.12	3.09	3.19	2.16	3.13	3.18	3.19	2.84	3.01	3.13	3.24	2.91	3.09	3.20	2.78
Standard error	0.17	0.35	0.48	0.50	0.20	0.27	0.23	0.43	0.17	0.28	0.24	0.25	0.39	0.17	0.24	0.27	0.48	0.19	0.38

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 532

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	GQ Region												Internet usage		Devices used to access internet	Working status			
	Total (n)	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire and the Humber (f)	West Midlands (g)	East Midlands (h)	East of England (i)	London (k)	South East (l)	South West (m)	More than 2 hours (n)		1-2 hours (o)	Multiple devices (p)	Working full time (q)	Working part-time (r)
Unweighted base	349	28	15	296	18	35	22	49	19	22	50	52	29	261	82	318	197	80	46
Weighted base	296	26**	15**	247	13**	31**	22**	40*	17**	15**	34*	49*	26**	178	115	274	149	71	50*
Effective base	247	20	12	207	12	27	16	30	14	17	31	39	22	194	70	229	128	59	40
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	66	8	3	53	7	3	7	2	5	10	14	3	34	32	66	35	15	11	
1	22% ⁿ	30%	19%	22%	15%	24%	15%	18%	10%	34%	29%	29%	10%	19%	28%	24% ^T	24%	21%	21%
2	27	3	1	23	5	4	3	2	2	*	3	3	1	17	11	26	12	5	9
3	9%	13%	6%	9%	36%	14%	15%	4%	9%	2%	10%	6%	4%	9%	9%	9%	8%	7%	18% ^T
4	24	2	2	20	*	2	1	3	*	1	6	4	2	16	8	23	13	7	3
5	8%	6%	12%	8%	2%	8%	5%	8%	2%	6%	17%	7%	9%	9%	7%	8%	9%	10%	6%
6	21	2	3	15	-	-	3	1	2	1	3	4	1	12	8	20	10	5	2
7	7%	8%	22%	6%	-	-	13%	4%	12%	7%	9%	8%	4%	7%	7%	7%	7%	7%	4%
8	22	-	-	21	*	3	4	3	2	*	2	2	5	13	9	20	9	8	2
9	7%	-	-	9%	2%	9%	17%	9%	11%	1%	7%	3%	19%	7%	8%	7%	6%	12%	4%
5 don't agree with either statements	56	3	4	48	3	5	3	8	7	4	2	9	7	34	20	48	31	11	7
6	19% ^k	11%	24%	20% ^k	20%	18%	13%	21%	43%	26%	5%	19%	26%	19%	17%	18%	21%	15%	15%
7	16	1	*	14	-	4	-	3	-	*	2	5	-	10	6	15	10	3	2
8	6%	3%	2%	6%	-	12%	-	8%	-	2%	6%	9%	-	6%	5%	6%	4%	4%	4%
9	20	4	-	14	*	*	2	2	2	1	2	3	2	14	5	16	9	5	5
10	7%	17%	-	6%	2%	1%	7%	5%	10%	5%	7%	7%	7%	8%	5%	6%	6%	7%	10%
11	14	*	1	13	1	2	*	2	*	2	1	3	1	11	3	14	7	6	1
12	5%	1%	7%	5%	5%	6%	1%	6%	2%	16%	4%	6%	4%	6%	3%	5%	5%	9%	3%
13	9	2	-	7	*	-	1	3	*	-	-	2	1	4	5	8	4	1	4
14	3%	6%	-	3%	1%	-	5%	8%	1%	-	-	3%	4%	2%	5%	3%	3%	2%	8%
15	20	1	1	18	2	3	2	4	-	-	2	1	3	13	7	19	10	5	3
16	7%	4%	8%	7%	17%	9%	9%	10%	-	-	7%	2%	13%	7%	6%	7%	7%	8%	6%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 532

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian
Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs.
It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	GQ Region												Internet usage		Devices used to access internet	Working status			
	Total (f)	Scotland (a)	Wales (b)	NET: England (c)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (p)	Working full time (q)	Working part-time (r)	House person/ Other (s)
Weighted base	296	26**	15**	247	131**	31**	22**	40*	17**	15**	34*	49*	26**	178	115	274	149	71	50*
NET: 0-3	139	15	9	112	7	14	10	14	6	8	22	24	7	79	59	135	70	31	25
	47%	58%	59%	45%	53%	46%	48%	34%	34%	50%	65%Tdh	50%	27%	44%	52%	49%T	47%	44%	59%
NET: 4-7	114	8	4	97	3	12	8	17	11	5	8	19	14	71	40	100	59	27	17
	38%r	31%	28%	39%	24%	40%	38%	43%	64%	34%	24%	39%	52%	40%	35%	36%	39%	38%	33%
NET: 8-10	43	3	2	38	3	5	3	10	*	2	4	6	6	28	15	40	21	13	9
	15%	11%	15%	15%	23%	15%	15%	24%	2%	16%	11%	11%	21%	16%	13%	15%	14%	18%	17%
Mean	3.84r	3.47	3.64	3.89	3.82	3.67	3.88	4.69	3.99	3.46	3.06	3.55	4.87	4.04	3.49	3.73	3.82	4.05	3.85
Standard deviation	3.13	3.38	3.01	3.13	3.78	3.23	3.15	3.30	2.16	3.13	3.13	3.03	3.04	3.10	3.17	3.15	3.13	3.18	3.38
Standard error	0.17	0.64	0.78	0.18	0.89	0.55	0.67	0.47	0.50	0.67	0.44	0.42	0.56	0.19	0.35	0.18	0.22	0.36	0.50

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 533

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	349	35	98	93	59	47	329	266	202	322	184	120	123	73	69	95	148	196	215	134
Weighted base	296	29**	85	81	55*	32*	271	200	132	264	115	49	49	16*	14*	24	95	197	161	135
Effective base	247	24	74	65	42	32	232	177	122	223	108	65	64	38	45	58	91	155	138	110
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	66	4	21	19	12	5	57	41	31	58	19	11	14	3	1	5	21	45	27	39
1	22% ^{fjnr}	14%	25%	24%	22%	16%	21% ⁿ	20% ⁿ	23% ^{jn}	22% ^{jn}	16%	21% ⁿ	29% ^{gikmno}	20%	10%	22%	22%	23%	17%	29% ^{Tr}
2	27	4	8	7	5	4	27	17	12	22	12	4	4	1	2	1	6	22	14	14
3	24	1	9	6	2	4	24	15	10	19	8	3	3	-	1	1	7	17	10	15
4	21	4	5	4	2	5	21	13	9	17	8	3	2	2	1	2	9	12	12	9
5 don't agree with either statements	56	7	14	15	9	4	49	37	23	52	22	11	6	3	1	2	18	36	31	25
6	19% ^o	23%	16%	19%	16%	14%	18% ^o	19% ^o	18% ^o	20% ^o	19% ^{no}	21% ^{dno}	12% ^o	17%	10%	9%	19%	18%	19%	18%
7	16	-	5	3	5	2	16	10	5	14	9	5	2	1	1	3	5	11	11	5
8	8%	-	6%	4%	9%	7%	6%	5%	3%	5%	8% ^h	9% ^{hl}	5%	8%	9% ^h	12% ^{Tightl}	5%	5%	7%	4%
9	20	2	7	5	5	-	18	17	10	20	11	2	7	2	1	3	6	13	14	6
10	7%	7%	8%	6%	10%	1%	7%	8%	7%	9% ^{kk}	4%	15% ^{Tightik}	13% ^{kk}	10% ^{kk}	12% ^{kk}	6%	6%	9%	6%	4%
11	14	-	3	6	2	1	13	12	7	14	5	5	3	2	3	4	5	9	10	5
12	5%	1%	4%	8%	4%	3%	5%	6%	5%	5%	5%	10% ^{hj}	5%	10% ^{jl}	18% ^{Tightjkl}	15% ^{Tightjl}	6%	5%	6%	3%
13	9	1	4	3	1	-	9	5	4	9	3	1	1	1	1	1	8	4	4	5
14	3%	3%	5%	4%	2%	-	3%	2%	3%	4%	2%	2%	2%	5% ^{kl}	4% ^{kk}	3%	1%	4%	3%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 533

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitables (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	296	29**	85	81	55*	32*	271	200	132	264	115	49	49	16*	14*	24	95	197	161	135
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	20	1	5	7	4	2	17	14	7	18	6	4	3	1	1	1	6	13	12	7
	7%	5%	6%	9%	7%	6%	6%	7%	5%	7%	6%	9%o	6%o	5%	8%	4%	6%	7%	8%	5%
NET: 0-3	139	14	43	36	22	18	130	86	61	117	47	20	23	5	5	9	44	96	63	76
	47%gjr	47%	51%	45%	40%	58%	48%gjin	43%	46%no	44%	41%	40%	46%smno	34%	34%	36%	46%	48%	39%	56%Tr
NET: 4-7	114	13	29	28	25	10	103	83	53	106	54	19	20	7	5	10	39	72	72	42
	38%a	44%	35%	35%	46%	33%	38%	42%	40%	47%Th	39%	39%	40%	45%	35%	42%	41%	36%	44%Ts	31%
NET: 8-10	43	3	13	16	8	3	39	31	18	41	15	10	7	3	4	5	12	30	26	17
	15%	9%	15%	20%	14%	9%	14%	15%	13%	18%	13%	21%hjl	14%	21%l	31%Tigh	22%hjl	13%	15%	16%	13%
Mean	3.84a	3.69	3.76	4.08	4.04	3.38	3.83	4.03	3.73	3.98T	4.10	4.30	3.80	4.70N	5.05Tfg	4.55Th	3.82	3.79	4.29Ts	3.31
Standard deviation	3.13	2.78	3.26	3.37	3.16	2.71	3.08	3.10	3.06	3.15	2.95	3.28	3.32	3.21	3.32	3.21	3.00	3.18	3.07	3.13
Standard error	0.17	0.47	0.33	0.35	0.41	0.40	0.17	0.19	0.22	0.18	0.22	0.30	0.30	0.38	0.40	0.33	0.25	0.23	0.21	0.27

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 534

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Base: All respondents who are a parent or guardian

Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.

Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	Gender			Social Grade						Age						Ethnicity			Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Ethnic background (q)	Asian (r)	Christian (s)	Muslim (t)	None (u)
Unweighted base	349	184	164	105	100	88	54	205	142	349	26	107	130	74	12	250	96	64	116	53	156
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90	107	65	11**	237	58	39*	93	33*	151
Effective base	247	121	126	68	72	66	41	140	107	247	15	76	96	54	10	189	59	37	83	31	120
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	18	14	4	10	5	*	3	15	3	18	6	6	5	1	*	18	*	-	3	-	16
1	10	7	3	3	5	2	-	8	2	10	1	4	3	1	-	8	1	1	2	2	5
2	16	7	9	3	3	5	5	6	10	16	-	9	3	2	1	15	1	-	4	3	7
3	8	4	4	2	2	4	*	3	5	8	-	4	1	3	-	5	3	3	1	3	4
4	16	7	9	4	2	5	3	6	8	16	2	7	4	2	-	13	3	1	3	1	12
5 don't agree with either statements	53	26	26	9	14	23	7	24	30	53	4	12	24	10	3	44	9	5	10	3	32
6	24	12	12	10	6	5	3	16	8	24	3	6	10	3	2	20	5	2	10	1	13
7	28	12	16	9	7	11	1	16	12	28	*	4	16	6	2	20	8	7	13	5	9
8	34	18	16	9	9	8	10	18	16	34	4	14	6	11	-	26	9	4	16	2	17
9	36	17	19	5	11	8	13	15	21	36	1	12	12	10	1	28	9	7	12	5	18
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	52	15	37	15	17	11	9	32	19	52	2	12	22	14	2	40	11	8	19	9	19
NET: 0-3	52	33	20	18	14	11	9	33	20	52	8	23	12	8	2	47	6	4	10	8	32

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 534

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Base: All respondents who are a parent or guardian
Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.
Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	Gender		Social Grade					Age							Ethnicity			Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (k)	35-44 (m)	45-54 (n)	55+ (o)	White (p)	Ethnic minority background (q)	Asian (r)	Christian (s)	Muslim (t)	None (u)
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90	107	65	111**	237	58	39*	93	33*	151
NET: 4-7	121	58	63	33	29	44	13	62	57	121	9	30	54	21	7	97	23	15	36	9	65
	41% <i>kl</i>	41%	41%	41%	36%	55% <i>Tdfg</i>	25% <i>h</i>	39%	43% <i>kl</i>	41%	39%	33%	51% <i>Tjn</i>	33%	62%	41%	40%	39%	39%	27%	43%
NET: 8-10	123	51	72	29	37	24	32	66	57	123	7	37	40	36	3	93	29	19	47	16	54
	41% <i>ea</i>	36%	47%	36%	46%	31%	59% <i>Tceg</i>	41% <i>h</i>	42% <i>ea</i>	41%	29%	41%	38%	55% <i>Tjm</i>	23%	39%	50%	50%	50% <i>C</i>	48%	36%
Mean	6.27aC	5.72	6.80Ta	5.86	6.46	6.18	6.78	6.16	6.42	6.27	4.62	5.80	6.58	7.08Tj	6.11	6.07	7.06Tt	7.18Tt	6.99TC	6.66	5.72
Standard deviation	3.00	3.13	2.79	3.30	3.14	2.47	3.01	3.22	2.71	3.00	3.54	3.16	2.79	2.65	2.63	3.09	2.46	2.51	2.65	3.18	3.11
Standard error	0.16	0.23	0.22	0.32	0.31	0.26	0.41	0.23	0.23	0.16	0.89	0.31	0.24	0.31	0.76	0.20	0.25	0.31	0.25	0.44	0.25

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

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Table 535

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Base: All respondents who are a parent or guardian

Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.

Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)		Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)
Unweighted base	349	84	46	44	251	133	191	25	349	132	179	130	60	349	177	119	41	296	53
Weighted base	296	66	39*	33**	222	110	166	20**	296	108	151	111	49*	296	168	95	25**	244	53*
Effective base	247	59	34	29	180	93	138	16	247	85	128	99	44	247	131	85	27	205	43
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	18	1	1	*	17	5	14	-	18	14	11	3	*	18	11	5	-	16	2
1	10	2	1	1	6	7	2	*	10	5	2	3	-	10	4	5	1	8	2
2	16	1	1	1	15	6	8	2	16	7	7	6	4	16	5	7	1	16	-
3	8	3	2	1	5	2	5	2	8	4	3	4	3	8	3	3	2	8	1
4	16	8	2	4	9	8	6	2	16	8	7	4	1	16	12	2	1	9	7
5 don't agree with either statements	53	8	4	4	43	13	39	1	53	15	30	23	10	53	36	11	5	46	7
6	24	6	3	1	19	11	10	3	24	9	9	10	3	24	12	12	1	21	3
7	28	7	2	2	21	6	18	5	28	4	17	13	6	28	15	8	4	22	6
8	34	8	6	4	26	22	12	*	34	14	18	13	6	34	22	11	2	29	5
9	36	11	6	10	24	15	19	3	36	11	16	17	8	36	22	10	4	28	8

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Base: All respondents who are a parent or guardian

Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.

Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	Impacting/ limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Responsibility for children in household	Highest education			Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)		Aged 16-17 (n)	Yes (o)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)
Weighted base	296	66	39*	33**	222	110	166	20**	296	108	151	111	49*	296	168	95	25**	244	53*
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	52	13	11	4	36	16	33	3	52	18	31	16	6	52	26	21	4	41	11
	18%	20%	28%	11%	16%	15%	20%	13%	18%	16%	20%	14%	13%	18%	15%	22%	17%	17%	21%
NET: 0-3	52	7	5	4	43	19	29	4	52	29	23	15	8	52	24	19	5	47	5
	18%	11%	13%	11%	20%	18%	17%	20%	18%	27%	15%	14%	16%	18%	14%	20%	19%	19%	9%
NET: 4-7	121	26	11	12	92	38	72	11	121	36	64	50	21	121	75	33	10	98	23
	41%	39%	29%	35%	41%	35%	44%	53%	41%	34%	42%	45%	42%	41%	44%	35%	43%	40%	44%
NET: 8-10	123	33	23	18	86	53	64	6	123	42	64	46	20	123	70	42	9	98	24
	41%	50%	58%	53%	39%	48%	39%	28%	41%	39%	43%	41%	41%	41%	45%	38%	40%	40%	46%
Mean	6.27k	6.94T	7.21	6.82	6.09	6.34	6.24	6.21	6.27k	5.80	6.42k	6.50k	6.51	6.27	6.28	6.44	6.40	6.17	6.75
Standard deviation	3.00	2.64	2.78	2.68	3.06	2.98	3.07	2.64	3.00	3.41	3.00	2.67	2.58	3.00	2.91	3.12	2.78	3.02	2.86
Standard error	0.16	0.29	0.41	0.40	0.19	0.26	0.22	0.53	0.16	0.30	0.22	0.23	0.33	0.16	0.22	0.29	0.43	0.18	0.39

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 536

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.

Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	GQ Region												Internet usage		Devices used to access internet	Working status			
	Total (n)	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire and the Humber (f)	West Midlands (g)	East Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	More than 2 hours (m)	1-2 hours (n)	Multiple devices (o)	Working full time (p)	Working part-time (q)	House person/ Other (r)
Unweighted base	349	28	15	296	18	35	22	49	19	22	50	52	29	261	82	318	197	80	46
Weighted base	296	26**	15**	247	13**	31**	22**	40*	17**	15**	34*	49*	26**	178	115	274	149	71	50*
Effective base	247	20	12	207	12	27	16	30	14	17	31	39	22	194	70	229	128	59	40
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	18	5	-	12	1	*	-	5	-	2	1	3	-	7	12	18	16	-	2
	6% _s	20%	-	5%	7%	1%	-	13% _d	-	11%	4%	6%	-	4%	10%	7%	11% _T	-	4%
1	10	-	-	10	1	2	1	*	2	-	3	1	-	8	2	9	2	5	3
	3%	-	-	4%	5%	7%	6%	1%	10%	-	8%	2%	-	5% _T	1%	3%	1%	7%	6%
2	16	-	1	13	-	2	-	1	-	-	2	4	4	9	8	16	11	1	2
	5%	-	7%	5%	2%	7%	-	2%	-	-	5%	8%	14%	5%	7%	6%	8%	2%	4%
3	8	-	1	7	1	2	-	1	2	-	*	2	-	5	3	8	2	2	-
	3%	-	6%	3%	8%	6%	-	1%	11%	-	1%	3%	-	3%	3%	3%	2%	3%	-
4	16	-	2	13	-	2	*	2	1	1	1	3	3	10	5	13	8	5	3
	5%	-	15%	5%	-	6%	2%	6%	6%	7%	3%	6%	12%	6%	4%	5%	5%	7%	5%
5 don't agree with either statements	53	4	3	46	2	6	4	11	3	-	5	7	8	31	21	42	27	18	5
	18% _r	16%	21%	19%	16%	20%	19%	27%	19%	-	14%	14%	30%	17%	18%	15%	18%	25%	10%
6	24	1	1	21	1	2	*	4	1	3	3	5	1	19	6	24	17	2	2
	8%	2%	7%	9%	10%	8%	2%	10%	6%	19%	9%	10%	4%	10% _T	5%	9%	11%	3%	5%
7	28	2	-	23	*	4	3	7	2	2	6	1	2	20	8	26	15	7	4
	9%	9%	-	9% _d	2%	13%	14%	7%	10%	15%	17% _d	1%	9%	11%	7%	10%	10%	9%	9%
8	34	3	1	29	2	2	4	5	2	2	2	5	2	19	16	32	20	5	9
	12%	13%	8%	12%	15%	6%	20%	12%	14%	13%	6%	16%	7%	11%	14%	12%	13%	7%	18%
9	36	6	3	26	2	1	7	2	3	1	6	2	1	21	15	35	14	12	4
	12%	24%	21%	11%	15%	4%	31%	6%	17%	10%	19%	5%	4%	12%	13%	13%	10%	16%	8%
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	52	4	2	46	3	7	1	6	1	4	5	14	5	31	20	51	16	15	16
	18% _s	16%	15%	19%	21%	22%	6%	14%	7%	26%	14%	29% _T	20%	17%	18%	19%	11%	21%	33% _T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 536

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.

Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	GQ Region													Internet usage		Devices used to access internet	Working status		
	Total (n)	Scotland (a)	Wales (b)	NET: England (c)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	House person/ Other (v)
Weighted base	296	26**	15**	247	131**	311**	22**	40*	17**	15**	34*	49*	26**	178	115	274	149	71	50*
NET: 0-3	52 18%	5 20%	2 13%	42 17%	3 21%	6 21%	1 6%	7 18%	4 21%	2 11%	6 18%	9 19%	4 14%	28 16%	24 21%	51 19%	32 21%	8 11%	7 13%
NET: 4-7	121 41%r	7 27%	6 43%	104 42%	4 28%	15 47%	8 36%	20 50%	7 41%	6 41%	14 43%	15 32%	15 56%	79 45%T	40 35%	105 38%	67 45%	32 44%	14 28%
NET: 8-10	123 41%a	14 53%	6 44%	101 41%	7 51%	10 32%	12 58%	13 32%	6 38%	7 48%	13 39%	24 49%	8 31%	71 40%	51 44%	119 43%T	51 34%	31 44%	30 59%Ts
Mean	6.27a	6.33	6.41	6.30	6.49	6.05	7.21	5.69	6.00	6.94	6.37	6.50	6.05	6.36	6.15	6.33	5.75	6.67a	7.13Ts
Standard deviation	3.00	3.62	2.74	2.95	3.27	2.94	2.32	3.08	2.77	3.08	3.01	3.20	2.66	2.86	3.22	3.06	3.03	2.74	3.04
Standard error	0.16	0.69	0.71	0.17	0.77	0.50	0.49	0.44	0.63	0.66	0.43	0.44	0.49	0.18	0.36	0.17	0.22	0.31	0.45

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 537

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.

Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	349	35	98	93	59	47	329	266	202	322	184	120	123	73	69	95	148	196	215	134
Weighted base	296	29**	85	81	55*	32*	271	200	132	264	115	49	49	16*	14*	24	95	197	161	135
Effective base	247	24	74	65	42	32	232	177	122	223	108	65	64	38	45	58	91	155	138	110
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	18	-	4	7	5	1	13	9	9	15	3	4	4	*	*	1	6	12	16	2
	6%tgjs	-	5%	8%	9%	3%	5%	4%	7%jmn	6%j	3%	9%jmn	9%jmo	1%	1%	5%	6%	6%	10%Ts	1%
1	10	2	4	1	2	-	10	7	5	9	4	1	3	1	1	1	3	7	6	4
	3%	8%	5%	1%	4%	-	4%	3%	4%	3%	4%	2%	5%	3%	10%Tghijk	4%	3%	4%	4%	3%
2	16	2	4	3	5	1	16	9	7	16	5	2	-	-	-	1	2	14	10	6
	5%	7%	5%	4%	9%	5%	6%	4%	5%	6%	4%	4%	-	-	-	3%	3%	7%	9%	4%
3	8	2	3	3	1	*	8	8	7	8	4	1	2	*	*	1	4	4	6	2
	3%	6%	3%	3%	1%	1%	3%	4%	5%T	3%	3%	3%	3%	3%	2%	5%j	4%	2%	4%	2%
4	16	2	6	3	4	1	16	11	8	16	8	3	3	2	3	1	6	9	8	8
	5%	8%	7%	4%	6%	2%	6%	5%	6%	6%	7%	7%	5%	10%jkl	20%Tghijk	4%	7%	5%	5%	6%
5 don't agree with either statements	53	5	13	13	14	3	46	40	21	46	21	6	6	3	1	2	15	36	27	26
	18%h	18%	15%	16%	25%	11%	17%	20%fno	16%h	17%h	18%lno	13%h	12%	17%	7%	9%	16%	18%	17%	19%
6	24	-	4	12	5	3	24	20	12	23	15	8	6	1	1	3	5	20	17	7
	8%	1%	5%	15%Tb	8%	8%	9%	10%	9%	9%	13%Ti	16%Thin	13%h	9%	7%	14%	5%	10%	11%	5%
7	28	1	8	6	6	6	25	20	11	25	10	3	6	2	3	3	13	15	18	10
	9%	3%	9%	8%	11%	19%	9%	10%	8%	10%	8%	7%	13%k	13%k	18%Tghijk	13%k	14%	7%	11%	8%
8	34	2	10	10	8	5	34	19	13	29	10	2	5	2	1	2	6	28	16	19
	12%ap	7%	12%	12%	14%	14%	13%gk	10%	10%	11%k	9%	4%	11%k	11%k	10%k	9%k	8%	15%p	10%	14%
9	36	7	12	10	3	5	33	23	20	29	20	9	6	2	2	5	18	18	18	19
	12%	23%	14%	13%	5%	15%	12%	11%	15%	11%	18%Tgi	18%l	11%	13%	16%	19%gjl	19%Tq	9%	11%	14%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 537

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents who are a parent or guardian

Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.

Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fujita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	296	29**	85	81	55*	32*	271	200	132	264	115	49	49	16*	14*	24	95	197	161	135
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	52	6	17	12	4	7	46	34	20	47	16	9	9	3	1	3	18	33	19	33
	18%dr	20%	20%	15%	7%	22%dr	17%	17%	15%	18%	14%	18%kn	18%no	20%	10%	14%	19%	17%	11%	25%Tr
NET: 0-3	52	6	15	14	13	3	47	33	28	49	16	9	8	1	2	4	15	37	39	13
	16%sa	21%	18%	17%	23%	9%	17%	16%	21%gmn	16%kn	14%	16%mn	17%un	7%	12%	17%	16%	19%	24%Ts	10%
NET: 4-7	121	8	31	34	26	13	111	91	51	110	53	21	21	8	7	10	39	80	70	51
	41%	29%	36%	43%	51%	40%	41%	46%Thi	38%	42%	46%sh	43%	43%	49%	52%hkl	41%	41%	41%	44%	38%
NET: 8-10	123	15	39	32	14	16	113	76	53	106	46	19	19	7	5	10	41	80	52	71
	41%dr	50%	46%dr	40%	26%	52%dr	42%	38%	40%	40%	40%	39%	40%	44%	35%	42%	43%	41%	32%	52%Tr
Mean	6.27dr	6.47	6.45d	6.24	5.30	7.26Td	6.31	6.27	6.08	6.22	6.42	6.23	6.28	6.87hd	6.17	6.50	6.52	6.14	5.65	7.02Tr
Standard deviation	3.00	3.14	3.05	2.97	2.85	2.55	2.93	2.85	3.09	3.00	2.71	3.13	3.12	2.55	2.80	2.91	3.01	3.00	3.11	2.69
Standard error	0.16	0.53	0.31	0.31	0.37	0.37	0.16	0.17	0.22	0.17	0.20	0.29	0.28	0.30	0.34	0.30	0.25	0.21	0.21	0.23

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 538
 Q12/QP1. Comparison summary
 Base: All respondents who are a parent or guardian

	A) I think the existing rules and regulations are enough vs. B) I think stricter rules and regulations are needed (a)	A) I think the existing rules and regulations are enough to protect children... vs. B) I think stricter rules and regulations are needed to protect children... (b)	A) Websites and apps have a particular responsibility to protect internet users ... vs B) It is the responsibility of internet users ... (c)	A) Websites and apps have a particular responsibility to protect children... vs. B) It is the responsibility of parents/ carers/ to protect children... (d)	A) It is easy to access/use flagging and reporting mechanisms on websites and apps vs. B) Flagging and reporting mechanisms on websites and apps need to be made easier ... (e)	A) Flagging and reporting mechanisms on websites or apps are easy... vs. B) Flagging and reporting mechanisms on websites or apps should be made easier... (f)
Unweighted base	349	349	349	349	349	349
Weighted base	296	296	296	296	296	296
Effective base	247	247	247	247	247	247
0 Statement A	17 6%	15 5%	50 17%	66 22% ^c	26 9%	18 6%
1	11 4%	8 3%	43 14% ^d	27 9%	17 6%	10 3%
2	15 5%	9 3%	37 13%	24 8%	17 6%	16 5%
3	15 5%	13 4%	24 8%	21 7%	26 9% ^f	9 3%
4	13 4%	6 2%	21 7%	22 7%	26 9%	16 5%
5 don't agree with either statements	41 14%	32 11%	44 15%	56 19%	41 14%	53 18%
6	31 11%	26 9%	10 3%	16 6%	34 12%	24 8%
7	41 14%	32 11%	18 6%	20 7%	20 7%	28 9%
8	43 15%	39 13%	18 6%	14 5%	35 12%	34 12%
9	23 8%	42 14% ^a	11 4%	9 3%	17 6%	36 12% ^a
10 Statement B	46 15%	74 25% ^a	21 7%	20 7%	37 13%	52 18% ^a
NET: 0-3	58 20%	44 15%	154 52%	139 47%	86 29% ^f	52 18%
NET: 4-7	127 43% ^b	97 33%	93 31%	114 38% ^c	122 41%	121 41%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
 Overlap formulae used.

Table 538
 Q12/QP1. Comparison summary
 Base: All respondents who are a parent or guardian

	A) I think the existing rules and regulations are enough vs. B) I think stricter rules and regulations are needed (a)	A) I think the existing rules and regulations are enough to protect children... vs. B) I think stricter rules and regulations are needed to protect children... (b)	A) Websites and apps have a particular responsibility to protect internet users ... vs B) It is the responsibility of internet users ... (c)	A) Websites and apps have a particular responsibility to protect children... vs. B) It is the responsibility of parents/ carers to protect children... (d)	A) It is easy to access use flagging and reporting mechanisms on websites and apps vs. B) Flagging and reporting mechanisms on websites and apps need to be made easier ... (e)	A) Flagging and reporting mechanisms on websites or apps are easy... vs. B) Flagging and reporting mechanisms on websites or apps should be made easier... (f)
Weighted base	296	296	296	296	296	296
NET: 8-10	112 38%	155 52% ^a	50 17%	43 15%	89 30%	123 41% ^a
Mean	6.17	6.96 ^a	3.81	3.84	5.36	6.27 ^e
Standard deviation	2.91	2.92	3.13	3.13	3.08	3.00
Standard error	0.16	0.16	0.17	0.17	0.16	0.16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
 Overlap formulae used.

Table 539

Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?

Base: All respondents aged under 18

	Gender		Social Grade						Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	White (t)	Minority Ethnic background (u)	Christian (z)	None (C)
Unweighted base	100	49	51	43	27	12	17	70	29	100	83	16	40	50
Weighted base	87	45*	43*	38*	22**	12**	15**	60	27**	87	72	14**	34*	43*
Effective base	93	46	47	40	25	11	16	66	27	93	77	15	37	47
Giving all your own views and experiences	71	37	34	30	19	7	13	49	20	71	61	9	26	36
	81%	83%	79%	80%	88%	62%	87%	83%	76%	81%	85%T	66%	74%	84%
Giving your own views and experiences, with help from an adult / parent	14	6	8	6	3	4	1	9	5	14	9	4	8	6
	16%t	14%	18%	16%	12%	31%	9%	15%	19%	16%	12%	30%	24%	13%
Having an adult / parent give their opinion of your views and experiences	3	1	1	1	-	1	1	1	1	3	2	1	1	1
	3%	3%	3%	4%	-	7%	4%	2%	5%	3%	3%	4%	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 540
Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?
Base: All respondents aged under 18

	Impacting/limiting condition			Number of people in household			Do any children aged 17 or under live in your household?					Highest education	Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	No Impacting/limiting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Still in full time education (o)	Urban (u)	Rural (v)
Unweighted base	100	21	16	76	34	53	13	97	12	31	65	47	94	84	16
Weighted base	87	18**	13**	67	31*	45*	11**	85	12**	25**	55	41*	82	73	14**
Effective base	93	20	15	71	31	49	12	91	12	29	61	43	88	78	15
Giving all your own views and experiences	71	16	12	53	27	39	5	68	9	20	43	33	65	59	11
	81%	88%	91%	80%	85%	86%	49%	80%	76%	77%	78%	81%	80%	81%	80%
Giving your own views and experiences, with help from an adult/parent	14	2	1	11	3	6	4	14	3	6	11	5	14	11	3
	16%	12%	9%	16%	10%	14%	38%	16%	24%	23%	19%	12%	17%	15%	20%
Having an adult/parent give their opinion of your views and experiences	3	-	-	3	1	-	1	3	-	-	1	3	3	3	-
	3%	-	-	4%	4%	-	13%	3%	-	-	3%	7%	3%	4%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 541

Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?

Base: All respondents aged under 18

	Total (T)	GO Region				Internet usage		Devices used to access internet (r)
		NET: England (d)	West Midland (h)	East Midland (i)	London (k)	More than 2 hours (n)	1-2 hours (o)	
Unweighted base	100	86	13	17	13	80	19	93
Weighted base	87	75	12**	14**	14**	71	16**	82
Effective base	93	80	12	16	12	74	18	87
Giving all your own Views and experiences	71	80	7	12	11	59	11	66
	81%	80%	63%	82%	73%	83%	69%	81%
Giving your own views and experiences, with help from an adult / parent	14	13	4	2	3	9	4	13
	16%	17%	31%	14%	24%	13%	28%	16%
Having an adult / parent give their opinion of your views and experiences	3	2	1	1	-	2	1	2
	3%	3%	7%	4%	-	3%	4%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 542

Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?

Base: All respondents aged under 18

	Household income- per year				Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitle (m)	Any exposure (n)	No exposure (o)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	100	18	17	29	20	97	80	79	73	71	39	37	13	42	55	52	48
Weighted base	87	16**	13**	26**	18**	84	69	70	63	62	37*	33*	13**	37*	46	47*	41*
Effective base	93	17	17	27	19	90	75	74	69	67	37	34	12	39	51	49	44
Giving all your own views and experiences	71	14	9	20	17	68	56	57	50	51	27	24	8	29	41	38	33
	81%	86%	72%	76%	93%	81%	80%	82%	79%	82%	74%	72%	67%	77%	85%	81%	81%
Giving your own views and experiences, with help from an adult / parent	14	2	2	5	1	14	12	11	10	10	8	7	3	8	6	7	7
	16%	14%	18%	18%	7%	16%	17%	16%	16%	16%	22%	22%	20%	13%	15%	15%	17%
Having an adult / parent give their opinion of your views and experiences	3	-	1	2	-	2	2	1	3	1	1	2	1	1	1	2	1
	3%	-	10%	6%	-	2%	3%	2%	4%	2%	4%	6%	11%	2%	3%	4%	2%

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Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 543
D1. Age
Base: All respondents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
13	17 1%jr	9 1%	9 1%	6 1%	2% 1%	2% 1%	5 2%	11 1%	7 1%	17 20%Tjklm nopqrs	-	-	-	-	-	-	-	-	-	-	15 1%	2 1%	1 2%	1 1%	1 3%	6 1%	2 4%	1 2%	8 1%
14	17 1%jr	9 1%	9 1%	9 3%Tdeh	3 1%	1 *	4 1%	12 2% d	4 1%	17 20%Tjklm nopqrs	-	-	-	-	-	-	-	-	-	-	15 1%	2 2%	1 2%	2 2%	-	7 1%	-	2 3%	9 1%
15	17 1%jrt	9 1%	9 1%	8 2%	4 1%	3 1%	3 1%	12 2%	6 1%	17 20%Tjklm nopqrs	-	-	-	-	-	-	-	-	-	-	12 1%	5 4%Tlw	2 6% Tt	1 1%	2 7%	5 1%	1 2%	-	11 2%
16	17 1%jr	9 1%	9 1%	6 2%	7 2%	3 1%	1 1%	13 2%	5 1%	17 20%Tjklm nopqrs	-	-	-	-	-	-	-	-	-	-	16 1%	1 1%	-	1 2%	-	10 2%	-	-	6 1%
17	18 1%jr	9 1%	9 1%	9 3%T	3 1%	4 1%	1 1%	13 2%	5 1%	18 20%Tjklm nopqrs	-	-	-	-	-	-	-	-	-	-	15 1%	3 2%	1 2%	1 1%	-	6 1%	-	3 6% TzC	9 1%
13-17	87 7% hijklm noprs	45 7%	43 7%	38 11% Tdefgh	22 6%	12 5%	15 5%	60 8% Tdn	27 5%	87 100% Tjklm nopqrs	-	-	-	-	-	-	-	-	-	-	72 7%	14 9%	4 12%	6 7%	2 10%	34 7%	3 5%	5 11%	43 7%
18-24	142 11% sehil mnopqrs tz	68 11%	69 11%	56 17% Tdefgh	39 11%	17 6%	27 10%	95 14% Tdeh	43 8%	-	142 12% Til mnopqrs	142 100% Tijlm nopqrs	-	-	-	-	-	-	-	-	108 10%	29 19% Tt	3 10%	21 24% Tt	1 6%	33 7%	13 22% Tz	6 12%	82 13% z
25-34	212 17% scikm nopqrsz	106 18%	105 17%	41 12%	76 21% Tcg	48 19% c	48 17%	116 17% c	96 18% c	-	212 18% Tikmn opqrs	-	212 100% Tijkm nopqrs	-	-	-	-	-	-	-	176 16%	35 23% Tt	6 17%	22 25%	6 26%	56 11%	20 33% TzBC	6 13%	123 20% Tz
35-44	202 16% sikm opqrs	99 16%	102 16%	50 15%	56 15%	50 20%	44 16%	105 15%	94 18%	-	202 17% Tikln opqrs	-	202 100% Tijkl nopqrs	-	-	-	-	-	-	-	167 15%	32 21%	5 16%	18 20%	9 38%	66 14%	10 16%	8 17%	110 18%
45-54	218 18% scgik lmopqrs	108 18%	111 18%	34 10%	73 20% cg	58 23% cg	52 19% c	107 15% c	110 21% Tcg	-	218 19% Tiklm opqrs	-	-	218 100% Tijkl mnopqrs	-	-	-	-	-	-	193 18%	25 17%	9 27%	14 16%	1 5%	86 17%	14 23%	12 26%	104 17%
55-64	173 14% sikm nopqrsWA	82 14%	90 14%	51 15%	49 13%	33 13%	40 14%	100 14%	73 14%	-	173 15% Tikim opqrs	-	-	-	173 100% Tijkl mnopqrs	-	-	-	-	-	159 15% uw	13 8%	5 15%	4 5%	4 16%	88 18% TAC	-	8 16% A	76 12% A

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 543
D1. Age
Base: All respondents

	Gender			Social Grade						Age											Minority Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
65+	209	98	111	67	51	39	50	118	88	-	209	-	-	-	-	-	137	72	209	209	204	3	1	2	-	127	1	3	77
	17%iklm nouwAB C	16%	18%	20%cd	14%	15%	18%	17%cd	17%	-	18%Tikm no	-	-	-	-	-	100%Tij kimnor	100%Tijk lmnor	55%Tij kimno	100%Tijk lmnor	19%Tuww	2%	3%	3%	-	26%TABC	1%	5%	13%A
Mean	46.48kl muwAC	46.17	46.99	46.69	45.11	46.95	47.74	45.85	47.35	-	46.48kl m	21.63	30.00k	39.61kl	50.03Tj klm	59.58Tj klmn	69.02Tj klmnor	78.14Tj klmnop s	66.47Tj kimno	72.16Tj klmnop r	47.82Tu w	37.53	43.11	35.83	38.66	52.28TA BC	34.79	44.88A	43.65A
Standard deviation	17.08	16.94	17.17	18.68	16.20	15.70	17.41	17.40	16.59	-	17.08	1.94	2.94	2.68	2.81	2.81	2.75	2.25	7.54	5.05	17.12	13.31	13.22	13.42	11.34	16.91	11.50	15.30	16.35
Standard error	0.51	0.68	0.75	1.05	0.87	1.02	1.14	0.88	0.76	-	0.51	0.18	0.19	0.18	0.19	0.23	0.25	0.31	0.41	0.38	0.55	1.00	2.20	1.29	2.14	0.80	1.32	2.21	0.70

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 544
D1. Age
Base: All respondents

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
13	17	4	3	3	13	-	6	9	3	-	17	3	9	17	2	-	-	-	-	-	17	16	1
	1% <i>q</i>	1%	2%	1%	2%	-	1%	3% <i>Tef</i>	5% <i>Tef</i>	-	4% <i>Ti</i>	3% <i>i</i>	5% <i>Ti</i>	9% <i>Tijk</i>	2% <i>j</i>	-	-	-	-	-	17% <i>Tqrs</i>	2%	1%
14	17	4	1	2	14	-	5	11	1	-	17	4	5	15	3	-	-	-	-	-	17	13	5
	1% <i>q</i>	1%	*	1%	2%	-	1%	4% <i>Tef</i>	2% <i>e</i>	-	4% <i>Ti</i>	3% <i>i</i>	3% <i>i</i>	9% <i>Tijk</i>	2% <i>j</i>	-	-	-	-	-	17% <i>Tqrs</i>	1%	2%
15	17	4	3	1	13	-	7	9	2	-	17	4	7	12	6	-	-	-	-	-	17	12	5
	1% <i>q</i>	1%	2%	1%	2%	-	1%	3% <i>Tef</i>	3% <i>e</i>	-	4% <i>Ti</i>	3% <i>i</i>	4% <i>Ti</i>	7% <i>Tij</i>	6% <i>Ti</i>	-	-	-	-	-	16% <i>Tqrs</i>	1%	2%
16	17	4	4	1	12	-	7	9	2	-	17	1	3	7	16	-	-	-	-	-	15	15	2
	1% <i>q</i>	1%	2%	1%	1%	-	1%	3% <i>Te</i>	3% <i>e</i>	-	4% <i>Tkd</i>	1% <i>i</i>	1% <i>i</i>	4% <i>Ti</i>	15% <i>Tijk</i>	-	-	-	-	-	15% <i>Tqrs</i>	2%	1%
17	18	3	3	1	15	-	7	8	2	3	15	-	2	4	13	-	-	-	-	-	15	17	1
	1% <i>q</i>	1%	1%	*	2%	-	1%	3% <i>e</i>	4% <i>e</i>	*	4% <i>Til</i>	-	1%	2% <i>i</i>	12% <i>Tijk</i>	-	-	-	-	-	15% <i>Tqrs</i>	2%	*
13-17	87	18	13	8	67	-	31	45	11	3	85	12	25	55	41	-	-	-	-	-	82	73	14
	7% <i>efioqrs</i>	5%	7%	4%	8%	-	5% <i>e</i>	15% <i>Tef</i>	18% <i>Tef</i>	*	21% <i>Tkd</i>	10% <i>i</i>	14% <i>Ti</i>	31% <i>Tijk</i>	38% <i>Tijk</i>	-	-	-	-	-	81% <i>Tqrs</i>	7%	6%
18-24	142	33	26	15	93	11	59	57	14	97	44	22	11	16	24	20	64	43	14	17	120	22	
	11% <i>elm</i>	9%	13% <i>ac</i>	8%	11%	4%	10% <i>e</i>	19% <i>Tef</i>	23% <i>Tef</i>	12% <i>i</i>	11% <i>lm</i>	18% <i>Tjm</i>	5%	6%	15% <i>lm</i>	8%	73%	11%	15%	17%	12%	9%	
25-34	212	56	44	26	147	34	98	64	17	116	96	57	57	24	4	90	6	87	80	32	2	180	33
	17% <i>eint</i>	15%	23% <i>Tac</i>	13%	18%	13%	16%	22% <i>Tef</i>	28% <i>Tef</i>	14% <i>n</i>	24% <i>Timm</i>	47% <i>Tij</i>	31% <i>Tjm</i>	14% <i>n</i>	4%	30% <i>T</i>	23%	15% <i>t</i>	20% <i>qt</i>	33% <i>Tqrt</i>	2%	18%	13%
35-44	202	63	45	24	131	40	89	68	5	95	107	29	71	48	8	107	-	93	78	21	1	164	38
	16% <i>int</i>	17% <i>c</i>	24% <i>Tacd</i>	12%	16%	15%	14%	23% <i>Tefh</i>	8%	11%	26% <i>Tin</i>	24% <i>Tin</i>	38% <i>Tijk</i>	27% <i>Tin</i>	7%	38% <i>T</i>	-	16% <i>kl</i>	20% <i>t</i>	22% <i>t</i>	1%	16%	15%
45-54	218	72	42	36	145	52	109	48	10	153	66	1	21	33	32	65	1	141	62	12	-	182	36
	18% <i>kit</i>	20%	22%	18%	17%	19%	18%	17%	16%	18% <i>kl</i>	16% <i>kl</i>	1%	11% <i>k</i>	18% <i>kl</i>	30% <i>Tijk</i>	22% <i>T</i>	3%	24% <i>Tst</i>	16% <i>t</i>	13% <i>t</i>	-	18%	15%
55-64	173	53	12	37	116	62	98	9	4	166	7	-	1	3	4	7	-	97	65	7	-	130	42
	14% <i>bgklmnot</i>	14% <i>b</i>	6%	16% <i>ab</i>	14% <i>b</i>	23% <i>Tigh</i>	18% <i>g</i>	3%	6%	20% <i>Tklm</i>	2% <i>i</i>	-	*	2%	4% <i>kl</i>	2%	-	17% <i>Tst</i>	16% <i>st</i>	7% <i>t</i>	-	13%	17%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 544
D1. Age
Base: All respondents

	Impacting/ limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	Do any children aged 17 or under live in your household?				Yes (j)	No (k)	Secondary school or equiv (l)	University degree or equiv (m)	Higher university degree (n)	Still in full time education (o)	Urban (p)	Rural (q)	
											NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)									Aged 16-17 (n)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
65+	209	70	10	54	138	71	135	2	1	205	4	-	2	2	2	4	-	103	69	8	-	146	63
	17% kijnostu	19% ab	5%	27% Tabd	16% kb	28% Tgh	22% Tgh	1%	2%	25% Tjklmn	1%	-	1%	1%	2%	1%	-	18% st	17% st	9% td	-	15%	25% Tu
Mean	46.48 hjkimnosu	48.42 Tb	40.45	52.32 Tabd	46.28 b	53.23 Tfgh	48.93 Tgh	35.61	35.02	50.15 Tjklmn	37.03 k	31.13	36.79 k	39.57 kl	41.28 kl	38.33	22.92	47.68 Ts	46.27 s	39.40	20.71	45.45	50.52 Tu
Standard deviation	17.08	16.97	13.06	17.90	16.93	16.62	16.99	11.32	14.12	17.77	10.31	6.22	8.35	10.04	13.88	9.59	6.64	16.50	16.56	15.02	3.95	16.81	17.57
Standard error	0.51	0.91	0.99	1.27	0.62	1.03	0.71	0.69	1.94	0.64	0.53	0.54	0.61	0.85	1.59	0.51	1.38	0.70	0.82	1.41	0.99	0.55	1.20

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 545
D1. Age
Base: All respondents

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
13	17	3	2	-	13	1	2	1	1	2	-	5	1	1	16	2	-	-	17	-	-	-	-	-	-	-	-
14	17	1	2	1	14	-	1	3	1	6	1	2	1	-	13	5	2	-	14	-	-	-	-	-	-	-	-
15	17	-	1	-	16	1	1	1	3	4	-	4	1	1	13	3	1	-	16	-	-	-	-	-	-	-	-
16	17	1	-	1	16	1	2	2	3	2	1	2	1	1	13	5	-	-	17	-	-	-	-	-	-	-	-
17	18	-	-	1	16	1	1	1	3	1	1	2	4	1	16	1	-	-	18	-	-	-	-	-	-	-	-
13-17	87	4	5	3	75	4	7	8	12	14	3	14	9	4	71	16	3	-	82	-	-	-	-	-	-	-	-
18-24	142	17	6	2	117	7	12	10	24	11	8	18	17	10	111	28	1	1	138	62	14	10	4	45	-	3	4
25-34	212	10	13	8	181	10	27	7	22	13	20	27	34	20	159	51	6	6	194	120	37	13	8	8	-	19	7
35-44	202	21	8	11	162	9	25	20	8	14	19	29	23	16	133	64	5	5	185	110	40	13	15	1	-	19	3
45-54	218	13	15	5	185	12	20	19	16	16	21	28	38	14	121	94	9	9	200	96	58	6	21	-	2	27	10
55-64	173	22	5	4	143	4	16	14	11	4	14	30	26	18	83	89	5	14	151	54	38	8	7	-	49	13	4
65+	209	16	8	4	181	6	28	22	13	12	25	24	26	26	92	115	3	22	176	4	17	-	3	-	181	2	1
Mean	46.48	46.24	44.82	43.14	46.71	43.07	47.52	50.29	41.45	44.67	48.43	46.45	46.59	49.21	42.88	52.42	48.11	58.05	45.80	39.26	45.74	38.17	44.34	21.84	70.26	44.53	41.63
Standard deviation	17.08	17.35	16.51	14.43	17.17	15.03	17.86	17.47	18.69	16.59	16.88	16.32	16.46	17.63	16.49	16.38	14.64	16.99	16.83	12.09	13.30	13.06	11.90	3.66	6.68	11.46	14.26
Standard error	0.51	1.80	2.31	2.48	0.55	2.12	1.62	1.88	1.82	1.82	1.62	1.26	1.32	1.87	0.57	0.96	2.77	2.36	0.52	0.55	0.91	1.87	1.58	0.56	0.48	1.34	2.60

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 546
 D1. Age
 Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTub e (f)	Instagr am (g)	TikTok (h)	Facebo o k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitla b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
13	17	4	1	3	4	3	17	15	14	10	12	11	7	4	-	-	6	11	9	8
	1%bi	2%	-	1%	3%b	3%b	2%di	2%Ti	3%Tgi	1%	3%Tfi	7%Tghi	5%Tgij	11%Tghijno	11%Tghijno	-	2%	1%	2%	1%
14	17	3	4	3	4	4	17	13	13	15	13	4	4	2	-	-	6	11	10	8
	1%	1%	1%	1%	3%	3%	1%	2%	3%Tfij	1%	3%Tfij	3%	3%	6%Tgijno	-	-	2%	1%	2%	1%
15	17	1	5	2	7	1	17	13	12	14	13	8	7	3	-	-	9	6	9	8
	1%q	-	2%	1%	4%Tad	1%	1%	2%	3%Tfij	1%	4%Tfij	5%Tgij	4%Tgij	8%Tghij	-	-	3%Tq	1%	2%	1%
16	17	1	3	2	8	2	17	16	16	13	14	4	8	3	-	-	7	10	13	5
	1%a	1%	1%	1%	5%Tad	2%	2%	2%Tfi	4%Tfij	1%	4%Tfij	3%	5%Tgijno	7%Tgikno	-	-	3%	1%	3%Ts	1%
17	18	-	3	3	3	8	16	13	14	11	10	8	7	1	-	-	8	9	6	12
	1%q	-	1%	1%	2%	7%Tadcd	1%	2%di	3%Tfij	1%	3%Tfi	5%Tgij	5%Tgij	2%	-	-	3%Tq	1%	1%	2%
13-17	87	9	16	13	26	18	84	69	70	63	62	37	33	13	-	-	37	48	47	41
	7%inoqs	4%	5%	4%	15%Tad	15%Tad	8%Tino	16%Tfijno	16%Tfijno	6%ino	17%Tfijno	23%Tghijno	22%Tghijno	33%Tghijklno	33%Tghijno	-	13%Tq	5%	9%Ts	5%
18-24	142	24	21	38	21	18	132	111	73	126	87	33	19	5	4	6	62	77	78	64
	11%bqs	10%	6%	13%b	13%b	15%b	12%	16%Tfio	17%Tfio	12%T	24%Tfghijno	20%Tfijno	13%	14%	11%	9%	21%Tq	8%	16%Ts	9%
25-34	212	37	61	45	40	18	201	154	98	185	86	41	29	7	10	20	52%Tghijlm	24%Tq	141	108
	17%qs	18%	18%	16%	23%T	15%	18%T	23%Tfij	23%Tfij	18%	24%Tfij	25%Tfij	20%	20%	27%Ti	32%Tghijlm	24%Tq	15%	22%Ts	14%
35-44	202	28	58	48	26	188	127	69	172	62	32	29	7	8	19	61	30%Tghijklmn	21%Tq	135	97
	16%qs	12%	17%	17%	15%	21%a	17%	19%T	16%	17%	17%	20%	19%	20%	22%	30%Tghijklmn	21%Tq	14%	19%Ts	14%
45-54	218	43	66	52	22	18	193	120	73	180	39	16	20	4	10	8	26%hijklno	13%	177	89
	18%kp	19%	20%	18%	13%	15%	17%hijk	18%hijk	17%hijk	18%hijk	11%	10%	13%	9%	26%hijklno	12%	13%	19%p	18%	129
55-64	173	44	45	44	19	12	149	62	31	132	16	3	9	-	2	8	13%hijklm	6%	154	39
	14%ghijk	19%Tempr	15%	15%	11%	10%	13%ghijklmn	9%hijk	7%hijk	13%ghijklmn	5%k	2%	6%k	-	5%	13%hijklm	6%	17%Tp	8%	134

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 546
D1. Age
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
65+	209	47	67	46	16	11	170	40	9	160	7	*	10	1	4	2	7	200	43	166
	17%defghijklmopr	20%de	20%de	16%	9%	9%	15%ghjklmo	6%hjk	2%k	16%ghjklmo	2%k	*	7%hjko	3%k	9%hko	3%k	2%	21%Tp	9%	22%Tr
Mean	46.48de fghijklmnop	49.51Tcde	48.67Tde	45.98de	41.67	41.70	45.60ghijklmno	39.86hjk	37.62jk	45.63ghijklmno	34.43	33.15	39.38jk	35.68	41.31hjk	39.34jk	36.44	49.45Tp	40.85	50.11Tr
Standard deviation	17.08	17.76	16.54	17.08	15.37	15.05	16.80	14.65	13.24	17.09	13.00	10.50	13.96	12.34	14.10	12.30	13.27	16.98	15.49	17.09
Standard error	0.51	1.21	0.93	1.04	1.29	1.40	0.52	0.56	0.63	0.55	0.67	0.71	0.93	1.25	1.29	0.92	0.74	0.60	0.68	0.68

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 547
D2. Which of the following are you?
Base: All respondents

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Male	606	606	-	189	177	116	119	366	235	45	561	68	106	99	108	82	66	32	180	98	531	67	12	41	9	225	34	23	310
Female	631	-	631	147	187	140	151	335	291	43	588	69	105	102	111	90	71	40	201	111	543	84	20	46	14	265	26	26	301
Non-binary	4	-	-	-	-	-	4	-	4	-	4	-	-	-	-	-	-	-	-	4	-	-	-	-	-	1	-	-	3
Prefer to use another term	1	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
Prefer not to say	1	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1	3%Tt	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 548
D2. Which of the following are you?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Male	606	168	74	95	416	141	307	131	27	406	200	60	85	81	53	141	15	277	193	48	52	490	116
	49%b	48%b	39%	47%	50%b	52%	50%	45%	44%	49%	49%	50%	48%	46%	50%	55%	47%	48%	51%	51%	49%	51%	47%
Female	631	192	112	100	419	128	311	158	34	424	208	60	99	96	54	154	12	304	201	46	49	499	132
	51%	53%	58%Ta	50%	50%	47%	50%	54%	56%	51%	51%	50%	53%	54%	50%	52%	45%	52%	51%	49%	49%	50%	53%
Non-binary	4	4	4	4	-	1	-	3	-	4	-	-	-	-	-	-	1	3	-	-	4	-	-
	1%	1%Td	2%Td	2%Td	-	1%	-	1%f	-	1%	-	-	-	-	-	-	-	1%	-	-	1%	-	-
Prefer to use another term	1	1	1	1	-	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	1	1	1%	1%	-	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
Prefer not to say	1	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-
	1	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 549
D2. Which of the following are you?
Base: All respondents

	GO Region														Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
Male	606	55	38	20	492	21	67	48	63	36	59	83	77	38	381	214	10	33	544	276	65	24	31	25	114	8	19	
	49%Tdmty	54%Tm	63%Tdelm	56%Tm	47%Tm	42%	49%	48%	59%Tdlm	40%	53%Tm	49%Tm	44%	35%	49%	47%	30%	56%	48%	62%Tsvx	32%Ty	48%Ty	53%Ty	47%Ty	49%Ty	9%	65%	
Female	631	48	22	16	545	29	69	53	42	53	83	96	69	386	241	23	25	575	166	137	26	27	29	118	75	10		
	51%Tbbs	46%	37%	44%	52%Tbh	56%	51%	52%	39%	60%Tbh	47%	49%	55%Tbh	65%Tabc	50%	53%	70%	44%	51%	37%	67%Tsvx	52%	45%	53%	51%Tsvx	91%Tstuvwx	35%	
Non-binary	4	-	-	-	4	-	-	-	2	-	-	3	-	-	2	3	-	4	3	1	-	-	-	-	-	-	-	
	*	-	-	-	*	-	-	-	1%	-	-	2%Td	-	-	*	1%	-	*	1%	1%	-	-	-	-	-	-	-	
Prefer to use another term	1	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	
	*	-	-	-	*	2%Td	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	2%Ts	-	-	-	-	
Prefer not to say	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	
	*	-	-	-	*	-	-	-	-	-	-	1%	-	*	-	-	-	*	1	-	-	-	-	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 550
D2. Which of the following are you?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita D (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Male	606	99	150	157	97	66	569	287	193	484	155	108	97	23	23	53	146	451	255	351
	49%gj	43%	45%	55%Tab	57%Tab	55%	51%Tghi	42%	46%g	47%gj	43%	67%Tghi	65%Tghi	61%ghj	61%Tghi	85%Tghijklmn	50%	48%	51%	47%
Female	631	128	184	129	72	55	544	391	223	529	200	52	51	14	15	9	142	481	244	388
	51%cdfk	55%cd	55%cd	45%	42%	45%	49%klo	57%Thi	53%klm	52%klm	56%TKl	32%o	34%o	38%o	39%o	15%	48%	52%	49%	52%
Non-binary	4	4	*	-	-	-	4	4	4	4	*	*	*	*	*	*	4	-	2	3
	*	2%Tbc	-	-	-	-	*	1%	1%Tf	*	1%Tf	-	-	-	-	-	1%Tq	-	*	*
Prefer to use another term	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1
Prefer not to say	1	-	-	-	1	-	1	1	1	1	1	1	1	-	-	-	1	-	-	1
	*	-	-	-	1%	-	*	*	*	*	1%	1%Tf	-	-	-	-	*	-	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 551
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	Gender			Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Yes	1117	538	577	288	331	238	251	619	489	1117	126	206	194	212	172	136	72	380	208	972	134	29	79	21	451	56	43	542
	97%kC	96%	98%T	96%	97%	97%	97%	96%	97%	97%k	89%	97%k	96%k	97%k	100%Tjkm	99%k	100%k	100%Tjklmn	100%Tjkm	97%	98%	100%	96%	100%	99%TC	97%	99%	95%
No	38	23	11	11	12	7	9	23	16	38	15	7	8	7	1	1	-	2	1	35	3	-	3	-	7	1	1	30
	3%borsz	4%	2%	4%	3%	3%	3%	4%	3%	3%ors	11%Tjlmn	3%r	4%ors	3%r	-	1%	-	*	*	3%	2%	-	4%	-	1%	3%	1%	5%Tz

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 552
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Yes	1117	335	171	183	744	266	569	235	48	806	311	105	152	117	65	287	25	566	382	92	16	887	230
	97%	97%	96%	95%	97%	98%g	97%	95%	95%	97%	96%	97%	95%	96%	98%	97%	90%	97%	96%	98%	85%	96%	98%
No	38	12	8	9	26	4	18	13	2	26	13	3	7	5	1	10	3	18	15	2	3	35	4
	3%	3%	4%	5%	3%	2%	3%	5%e	5%	3%	4%	3%	5%	4%	2%	3%	10%	3%	4%	2%	15%	4%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 553
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	GO Region													Internet usage		Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
Yes	1117	94	54	33	936	45	125	92	92	73	101	147	159	102	670	434	27	58	1008	427	196	47	57	49	230	82	29	
	97% _n	95%	100%	100%	97%	96%	97%	99%	98%	96%	94%	95%	96%	98%	96%	98%	93%	100%	97%	96%	96%	94%	97%	92%	99%	99%	99%	100%
No	38	5	5*	5*	33	2	3	1	1	3	6	8	6	2	30	8	2	3	35	19	8	3	2	4	2	1	1	
	3% _x	5%	5*	5*	3%	4%	3%	1%	2%	4%	6%	5%	4%	2%	4% _{To}	2%	7%	3%	4% _x	4%	6% _x	3%	8% _x	1%	1%	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 554
D3. Is your current gender the same as that assigned at birth?
Base: All Adult respondents

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	929	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Yes	1117	215	310	269	137	96	998	585	334	920	281	117	113	24	36	57	243	861	436	681
	97%g h j	96%	97%	98%e	95%	94%	97%h j	95%	95%	96%h j	94%	94%	96%l	95%	95%	92%	95%	97%	98%	97%
No	38	8	8	5	7	6	36	28	18	36	18	7	3	1	2	5	13	24	17	21
	3%	4%	3%	2%	5%	6%c	3%	5%T	5%Tf	4%	6%Tg	6%	2%	5%	5%	8%Til	5%	3%	4%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 555
 D4. Which of the following do you consider yourself to be?
 Base: All Adult respondents

	Gender			Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Heterosexual or straight	1029	497	530	271	298	225	225	570	450	1029	108	188	181	194	162	127	68	357	195	902	122	24	76	19	418	54	37	503
Gay or lesbian	34	25	9	9	15	4	6	23	11	34	6	9	5	8	4	2	-	6	2	30	4	1	*	*	5	-	4	25
Bisexual	39	17	19	8	13	7	11	21	18	39	3	4	4	2	-	-	2	-	35	4	2	2	*	*	9	1	1	28
Prefer to use another term	6	2	4	4	-	-	2	4	2	6	1	2	2	1	-	-	-	-	4	3	1	-	-	1	1	-	2	3
Prefer not to say	48	20	27	7	17	8	16	24	24	48	8	6	8	8	5	9	4	17	12	36	5	1	4	1	24	2	*	12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 556
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Heterosexual or straight	1029	294	144	163	708	230	527	226	45	726	302	105	154	114	56	283	19	523	356	81	14	814	215
Gay or lesbian	34	12	6	6	21	15	15	3	-	30	3	*	1	*	1	3	18	12	3	1	29	5	
Bisexual	39	21	19	9	17	9	18	10	1	32	7	2	2	4	7	-	16	12	6	3	34	4	
Prefer to use another term	6	6	5	4	-	3	1	2	-	5	1	-	-	1	1	-	1	2	3	1	-	6	-
Prefer not to say	48	15	4	10	23	14	25	6	3	38	10	*	3	5	4	5	4	25	13	4	1	38	10

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 557
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
Heterosexual or straight	1029	89	46	28	865	39	118	88	84	65	96	136	148	91	614	405	29	47	929	397	182	41	48	37	218	78	27
	89%nw	90%	84%	83%	89%	85%	92%	95%be	89%	86%	89%	88%	90%	88%	98%	97%	97%	92%	89%	89%w	89%w	81%	83%	69%	94%Tuww	94%uw	93%
Gay or lesbian	34	3	4	2	25	1	5	1	3	2	5	6	1	1	27	6	1	-	33	18	6	3	-	3	3	-	2
	3%	3%	7%l	5%	3%	2%	4%	1%	3%	3%	5%l	4%	1%	1%	4%To	1%	3%	-	4%	3%	5%	-	6%	1%	-	-	6%
Bisexual	39	5	1	1	32	3	4	3	1	1	3	7	6	3	30	8	-	2	37	14	6	3	4	9	1	1	*
	3%x	5%	2%	3%	7%	3%	7%	3%	1%	2%	3%	5%	3%	3%	4%T	2%	-	3%	4%	3%x	3%	6%x	6%x	17%Tstxy	*	1%	-
Prefer to use another term	6	-	-	1	5	1	-	-	-	-	-	1	1	2	5	2	-	1	6	1	-	2	1	1	-	1	-
	1%	-	-	3%	1%	2%	-	-	-	-	-	1%	1%	2%	1%	*	-	2%	1%	*	-	3%Tstxy	2%	2%	-	1%	-
Prefer not to say	48	1	4	2	42	3	2	-	6	7	3	5	9	7	23	21	-	8	38	16	10	2	5	3	11	2	-
	4%nr	1%	7%g	6%	4%	7%g	2%	-	7%g	9%atg	3%	3%	5%g	7%g	3%	5%	-	14%Tr	4%	4%	5%	4%	9%	5%	5%	3%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 558
D4. Which of the following do you consider yourself to be?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita D (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Heterosexual or straight	1029	192	279	256	134	91	920	542	303	854	280	107	104	23	33	49	218	796	411	617
	89%hop	86%	88%	93%Tab	93%	88%	89%ho	88%o	86%o	89%ho	87%o	86%o	90%o	93%o	88%o	78%	85%	90%p	91%	88%
Gay or lesbian	34	6	12	6	5	2	34	22	17	29	17	4	5	1	2	8	12	22	14	20
	3%	3%	4%	2%	3%	2%	3%	4%	5%T	3%	6%Tfgj	3%	4%	3%	4%	13%Tighj kimm	5%	2%	3%	3%
Bisexual	39	12	16	5	2	4	38	27	20	33	13	7	4	1	2	5	18	21	19	20
	3%q	5%	5%c	2%	1%	4%	4%	4%	6%Tfi	3%	4%	6%	3%	4%	4%	8%Tfgj	7%Tq	2%	4%	3%
Prefer to use another term	6	4	-	-	1	-	6	5	5	4	3	4	2	-	-	-	1	5	1	5
	1%	2%Tbc	-	-	1%	-	1%	1%l	1%Tfi	*	1%	3%Tfgj	1%	-	-	-	*	1%	*	1%
Prefer not to say	48	9	10	7	2	5	37	18	7	36	6	3	2	-	1	1	7	42	8	40
	4%lghjr	4%	3%	3%	2%	5%	4%h	3%	2%	4%h	2%	2%	2%	-	3%	1%	3%	5%	2%	6%Tr

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 559
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Gender			Social Grade							Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458	
No formal qualifications (and I am not still studying)	51	27	25	1	9	18	21	11	39	51	1	10	6	4	3	11	16	29	27	47	2	2	*	-	22	2	1	24	
Entry level qualification such as ESOL, ELC or Skills for Life	3	3	1	-	-	1	2	-	3	3	*	-	1	-	1	1	1	3	2	3	1	-	1	-	2	1	-	1	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	103	51	51	15	21	22	44	36	66	103	9	12	19	26	20	10	7	37	17	97	6	2	4	*	37	5	-	58	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	211	96	114	29	54	70	56	83	126	211	16	24	25	62	34	28	22	84	50	191	19	8	10	1	96	9	8	96	
Level 1-2 vocational qualification or intermediate apprenticeship	35	14	21	1	9	10	15	10	25	35	4	5	7	7	6	5	1	12	6	33	2	-	2	-	15	2	-	18	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	157	77	80	35	54	37	32	89	69	157	31	26	22	33	23	18	5	46	23	142	11	1	10	-	58	4	6	84	
Level 3 vocational qualification or advanced apprenticeship	78	38	39	8	28	28	13	36	41	78	4	19	20	13	14	6	2	22	8	74	4	2	1	2	30	1	3	44	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	86	39	47	19	26	20	19	45	39	86	3	19	11	27	15	9	1	25	11	74	12	1	8	1	30	5	4	46	
Level 4-5 vocational qualification or higher apprenticeship	36	16	20	8	13	6	9	21	15	36	1	3	9	6	6	11	-	17	11	32	3	1	*	2	20	*	3	13	

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 559
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Gender			Social Grade								Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
University first degree (BA/ BSc/ BED/ PGCE or equivalent)	267	133	131	119	94	23	31	212	54	267	39	58	58	29	42	29	14	84	42	222	43	9	22	12	100	17	12	130	
	23%efhn	24%	22%	40%Tdefg	27%Telh	9%	12%	33%Tdefh	11%	23%kn	27%kn	29%kn	29%kn	13%	24%kn	21%	19%	22%kn	20%	22%	32%Tt	30%	26%	56%	22%	29%	17	28%	23%
Level 6 vocational qualification or degree apprenticeship	8	4	3	6	1	*	*	7	*	8	*	*	*	*	3	5	*	7	5	7	1	*	1	*	6	*	*	2	
	1%h	1%	1%	2%Th	*	*	*	1%h	*	1%	*	*	*	*	2%	3%Tjmn	*	2%Tj	2%Tj	1%	1%	*	1%	*	1%	*	*	*	
University higher degree (e.g. Masters, PhD or equivalent)	94	48	46	53	27	8	6	80	14	94	14	32	21	12	7	5	4	15	8	70	25	3	18	3	36	11	4	40	
	8%efhprst	9%	8%	18%Tdefgh	8%efh	3%	2%	13%Tdefh	3%	8%prs	10%r	15%Tjnoprs	10%prs	5%	4%	3%	5%	4%	4%	7%	18%Tt	11%	22%Tt	13%	8%	20%TzC	9%	7%	
Still studying/ still at school	19	10	9	4	6	*	*	11	8	19	17	2	1	*	*	*	*	*	*	11	7	*	5	*	4	*	1	10	
	2%ert	2%	1%	1%	2%	*	3%e	2%	2%	2%r	12%Tjmnoprs	1%	*	*	*	*	*	*	*	1%	5%Tt	1%	6%Tt	*	1%	*	3%	2%	
Prefer not to say	5	3	2	*	*	1	3	*	4	5	*	2	3	*	*	*	*	*	*	5	*	*	*	*	*	*	1	3	
	1%g	1%	*	*	1%	1%g	*	1%	*	*	1%	1%Tj	*	*	*	*	*	*	*	*	*	*	*	*	*	1%z	*	*	
Don't know	2	*	2	*	*	2	1%	*	2	2	2	2	2	2	2	2	2	2	2	2	*	*	*	*	*	*	*	2	
	*	*	*	*	*	1%	*	*	*	*	1%Tj	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 560
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
No formal qualifications (and I am not still studying)	51	20	8	17	29	9	33	4	4	45	6	5	6	1	*	6	-	-	-	-	-	42	10
Entry level qualification such as ESOL, ELC or Skills for Life	3	3	1	3	*	2	1	-	1	3	1	*	1	1	1	1	-	-	-	-	-	3	-
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	103	32	12	18	65	21	59	18	4	65	38	11	15	12	9	36	1	103	-	-	-	84	19
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	211	77	39	51	127	49	116	38	8	156	55	12	25	26	10	53	2	211	-	-	-	159	52
Level 1-2 vocational qualification or intermediate apprenticeship	35	17	9	9	18	4	19	9	2	20	15	4	8	6	1	15	-	35	-	-	-	30	5
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	157	37	22	16	115	39	61	51	7	105	52	23	31	20	13	43	10	157	-	-	-	125	33
Level 3 vocational qualification or advanced apprenticeship	78	25	10	17	48	19	35	24	1	53	25	4	11	9	21	4	78	-	-	-	66	12	
Diplomas in higher education (HNC/ HND/ BTec Higher or equivalent)	86	22	12	7	62	20	49	13	3	61	24	8	13	10	4	22	2	-	86	-	-	71	15

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



Ofcom VSP Tracker - Wave 2
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Table 560
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural	
	Total (T)	Any (e)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	567	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Level 4-5 vocational qualification or higher apprenticeship	36	17	6	8	19	10	18	7	2	28	9	1	4	4	2	9	-	-	36	-	-	25	11
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	267	62	38	34	199	69	132	58	8	197	70	28	33	25	12	63	7	-	267	-	-	212	55
Level 6 vocational qualification or degree apprenticeship	8	1	-	-	6	2	6	-	-	7	*	-	-	*	-	-	-	-	8	-	-	6	2
University higher degree (e.g. Masters, PhD or equivalent)	94	26	16	10	66	24	45	18	6	70	25	12	12	6	4	25	-	-	-	94	-	77	18
Still studying/ still at school	19	3	3	*	13	1	10	5	3	17	2	*	-	*	1	*	1	-	-	-	19	16	3
Prefer not to say	5	3	3	1	1	1	2	1	1	4	1	*	-	1	-	1	-	-	-	-	-	5	-
Don't know	2	2	1	-	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 561
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
No formal qualifications (and I am not still studying)	51	5	6	1	40	1	2	7	2	1	6	4	9	7	24	27	2	5	42	9	4	3	6	-	25	5	-
Entry level qualification such as ESOL, ELIC or Skills for Life	3	-	1	-	3	-	-	-	1	-	-	1	-	1	3	-	-	-	3	1	-	-	-	-	2	1	-
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	103	7	4	3	89	7	11	7	13	5	12	6	15	13	52	49	8	6	85	41	15	7	6	-	21	9	3
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	211	15	9	2	185	4	30	13	24	19	24	22	33	16	116	92	8	14	185	58	38	9	13	2	51	30	10
Level 1-2 vocational qualification or intermediate apprenticeship	35	1	4	-	30	-	6	4	2	3	4	4	7	22	13	-	-	35	12	7	2	-	1	6	6	1	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	157	16	8	3	129	2	17	13	17	4	13	23	30	11	97	61	4	8	147	67	33	5	9	11	21	10	1
Level 3 vocational qualification or advanced apprenticeship	78	5	8	-	66	3	9	4	4	6	10	9	13	8	41	37	2	3	74	31	19	5	6	1	11	3	2
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	86	10	4	2	70	5	6	7	8	8	3	16	12	5	47	39	3	1	80	33	20	5	5	2	15	5	1

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 561
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	GO Region										Internet usage		Devices used to access internet			Working status											
	Total (T)	Scotlan d (a)	Wales (b)	Norther n Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshi re and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multipl e devices (r)	Working full time (s)	Working part-time (t)	Unemplo yed - looking for work (u)	Unemplo yed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Level 4-5 vocational qualification or higher apprenticeship	36	2	2	-	32	4	5	4	*	3	4	4	4	4	20	16	-	*	33	8	7	1	2	1	12	3	3
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	267	22	6	17	223	11	30	25	13	25	26	41	34	18	183	81	3	15	242	131	46	5	7	10	53	10	4
Level 6 vocational qualification or degree apprenticeship	8	1	1	1	4	1	2	-	-	-	-	1	-	-	3	5	-	1	7	1	-	-	-	6	-	-	
University higher degree (e.g. Masters, PhD or equivalent)	94	12	1	4	77	7	14	2	4	3	5	21	10	11	74	19	-	2	89	52	13	6	1	8	9	2	4
Still studying/ still at school	19	4	1	-	14	3	-	3	1	-	1	2	1	3	17	2	-	1	17	-	-	1	-	17	-	-	*
Prefer not to say	5	-	-	-	5	-	1	-	*	-	1	-	1	1	1	-	1	3	2	2	-	1	-	-	-	-	-
Don't know	2	-	-	-	2	-	2	-	-	-	-	-	-	-	2	-	-	2	-	-	-	-	2	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 562
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £52,000+ (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
No formal qualifications (and I am not still studying)	51	22	17	6	4	-	45	14	8	41	2	3	-	-	1	1	6	44	20	31
Entry level qualification such as ESOL, ELC or Skills for Life	3	1	1	-	-	-	3	*	2	3	1	1	*	*	*	*	1	2	2	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	103	22	27	34	4	3	79	46	28	91	22	7	6	2	3	3	26	74	45	58
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	211	46	68	50	23	5	183	111	57	179	41	17	17	3	8	7	43	167	84	127
Level 1-2 vocational qualification or intermediate apprenticeship	35	6	16	9	1	*	31	17	15	27	15	4	1	*	*	*	13	20	17	19
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	157	24	37	40	26	17	137	87	48	126	43	15	10	3	2	7	28	127	50	108
Level 3 vocational qualification or advanced apprenticeship	78	13	30	16	11	1	70	47	25	67	20	8	5	*	2	6	16	61	38	40
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	86	21	21	24	10	7	81	45	24	73	18	8	9	3	5	4	21	65	32	54

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base



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Table 562
D5. What is the highest educational level that you have achieved to date?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,500 (a)	£15,500 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Level 4-5 vocational qualification or higher apprenticeship	36	8	14	7	4	4	30	16	10	28	7	1	3	1	2	1	6	30	15	21
	3%	4%	5%	3%	2%	3%	3%	3%	3%	3%	2%	1%	3%	3%	4%k	2%	2%	3%	3%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	267	46	61	59	47	37	249	158	89	211	84	38	40	7	10	21	61	204	101	167
	23%	21%	19%	22%	33%Tabc	36%Tabc	24%Ti	26%Ti	25%	22%	28%Ti	31%Ti	35%Tighj	29%	26%	34%Tighin	24%	23%	22%	24%
Level 6 vocational qualification or degree apprenticeship	8	-	3	2	*	2	8	1	*	7	*	*	*	*	-	*	2	6	-	8
	1%g	-	1%	1%	*	2%	1%g	*	*	1%g	*	*	*	1%	-	*	1%	1%	-	1%r
University higher degree (e.g. Masters, PhD or equivalent)	94	7	22	19	13	25	93	58	37	85	33	17	22	5	3	9	27	67	41	53
	8%a	3%	7%	7%	9%a	24%Tabcd	9%T	10%	11%	9%	11%	14%T	19%Tighijn	20%Tighjo	9%	14%Tigin	11%	8%	9%	8%
Still studying/ still at school	19	4	-	7	-	3	19	11	7	16	11	5	1	1	*	1	5	14	8	11
	2%b	2%b	-	3%b	-	3%b	2%	2%	2%	2%	4%Tighil	4%Tilin	1%	1%	2%	2%	2%	2%	2%	2%
Prefer not to say	5	1	-	-	-	-	5	2	2	3	2	-	-	-	-	-	-	5	1	4
	*	*	-	-	-	-	*	*	1%	*	*	-	-	-	-	-	-	1%	*	1%
Don't know	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	2	-	-	2	-
	*	1%	-	-	-	-	*	-	-	-	-	1%Tighi	-	-	-	1%q	-	-	*	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base

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Table 563
D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?
Base: All Adult respondents

	Gender			Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
Yes	236	113	121	58	67	63	48	125	110	236	19	49	35	58	44	27	5	75	31	208	27	3	18	5	108	11	11	102
	20%qC	20%	21%	19%	20%	26%T	18%	19%	22%	20%q	14%	23%q	17%	26%Tjkm	25%kqrs	19%qs	7%	20%qs	15%	21%	20%	10%	23%	22%	24%C	19%	26%	18%
No	906	438	464	237	274	179	210	511	389	906	119	160	162	161	129	109	67	305	176	789	108	26	62	16	344	44	32	467
	79%e	78%	79%	79%	80%	73%	81%	80%	77%	78%	84%n	75%	80%	74%	75%	80%	93%Tjmnoprt	80%o	84%Tjinopt	78%	79%	88%	76%	78%	75%	77%	74%	82%Tz
Prefer not to say	13	10	3	4	2	3	2	6	5	13	3	3	5	-	-	1	-	1	1	10	2	1	1	-	5	2	-	3
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%n	2%	2%nr	-	-	1%	-	*	1%	1%	1%	2%	2%	-	1%	4%C	-	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 564

D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?

Base: All Adult respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Yes	236	84	49	44	143	39	119	68	10	158	79	28	41	24	19	76	3	136	75	14	2	187	49
20%e	20%	24%	28%Td	23%	19%	14%	20%	27%Tef	21%	19%	24%	26%	28%	20%	28%	26%T	10%	23%T	19%	15%	11%	20%	21%
No	906	262	129	147	623	230	464	172	39	665	241	78	117	97	48	216	25	440	320	79	17	724	182
78%goq	78%	75%	72%	76%	81%Tb	85%Tg	79%g	69%	79%	80%	74%	73%	73%	80%	72%	73%	90%	75%	81%	84%	89%	79%	78%
Prefer not to say	13	2	-	2	4	1	4	8	-	9	4	2	2	-	4	-	8	2	2	-	11	3	
1%cd	1%	-	1%	-	1%	1%	3%Tf	-	1%	1%	2%	1%	-	-	1%	-	1%	-	2%	-	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 565

D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?

Base: All Adult respondents

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	North Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
Yes	236	14	15	5	202	16	24	17	27	11	25	25	33	24	131	102	5	10	219	91	51	11	8	8	36	24	8
	20%	15%	27%	15%	21%	33% ^{Ta}	19%	26% ^{ka}	15%	23%	16%	20%	23%	19%	23%	19%	17%	21%	20%	25% ^{xa}	21%	14%	14%	15%	15%	29% ^{ka}	29%
No	906	85	40	28	754	32	104	74	66	63	79	125	131	79	564	334	25	45	816	352	149	38	50	44	195	59	18
	78%	85% ^{eh}	73%	85%	78%	67%	81%	80%	70%	84% ^{ea}	74%	81%	80%	77%	81% ^T	76%	84%	78%	79%	73%	76%	86%	83%	84% ^{Ty}	71%	62%	62%
Prefer not to say	13	-	-	-	13	-	-	2	2	1	4	5	-	-	5	6	*	3	8	3	4	1	-	1	1	-	3
	1% ^{nr}	-	-	-	1%	-	-	2%	2%	1%	3% ^{Tl}	3% ^{Tl}	-	-	1%	1%	*	5% ^{Tr}	1%	1%	2%	3%	-	3%	1%	-	9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 566

D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?

Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Funfla (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Yes	236	35	77	57	32	23	207	140	87	204	69	34	34	9	10	20	63	172	96	140
	20%	16%	24%a	21%	22%	23%	20%	23%l	25%Ti	21%	23%	28%Ti	29%Ti	37%Tijh	28%	32%Tijh	25%	19%	21%	20%
No	906	186	241	211	111	78	816	464	257	744	224	86	78	15	27	41	187	706	348	558
	78%ghklmop	83%	76%	77%	77%	76%	79%ghklmop	76%lmo	73%o	78%hklm	75%lmo	69%	67%	61%	72%	65%	73%	80%p	77%	80%
Prefer not to say	13	2	1	6	2	2	11	10	8	6	4	4	1	*	2	6	7	9	4	
	1%lq	1%	*	2%b	1%	2%	1%	2%l	2%Ti	1%	2%l	3%Ti	4%Tijn	2%	*	3%Tin	3%Tq	1%	2%Te	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base



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Table 567
D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?
Base: All Adult respondents

	Gender			Social Grade								Age											Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)				
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547				
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572				
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458				
Modern professional	130	57	73	49	41	16	21	90	37	130	21	30	23	29	15	10	1	26	11	104	25	4	14	6	48	11	3	67				
11%ehqr	10%	12%	17%Tefh	12%keh	6%	8%	14%Tefh	7%	11%qrs	15%qrs	14%qrs	11%qs	13%qrs	9%	7%	2%	7%	5%	10%	18%Tt	15%	18%	30%	11%	20%	7%	12%					
Clerical and intermediate	100	45	54	28	42	11	20	69	30	100	13	21	17	26	9	9	5	23	14	82	18	3	13	1	37	6	5	49				
9%eh	8%	9%	9%e	12%Teh	4%	8%	11%Teh	6%	9%	9%	10%	8%	12%or	5%	7%	7%	5%	26	16	107	11	3	2	4	44	2	4	67				
Senior managers and administrators	120	68	50	41	35	23	20	77	43	120	22	27	25	21	10	12	5	26	18	107	11	3	2	4	44	2	4	67				
10%ow	12%	8%	14%Th	10%	9%	3%	12%	9%	10%or	15%or	12%or	12%or	10%	6%	9%	6%	7%	8%	11%w	8%w	10%	3%	21%	10%	4%	10%	12%					
Technical and craft	249	116	132	51	77	75	45	128	121	249	23	28	45	50	52	31	20	103	51	238	51	5	4	1	104	3	6	132				
22%cluw	21%	22%	17%	22%	31%Tcdf	17%	20%	24%cf	22%l	16%	13%	22%l	23%l	30%Tj	23%l	28%l	27%Tj	25%l	24%Tw	10%	17%	5%	6%	6%	23%A	5%	13%	23%A				
Semi-routine manual and service	147	76	71	32	29	40	45	60	85	147	14	27	25	26	23	23	9	55	32	129	17	3	11	3	62	6	7	71				
13%dg	14%	12%	11%	8%	16%dg	17%Tcdg	9%	17%Tcdg	13%	10%	13%	12%	12%	14%	17%	13%	14%	15%	13%	13%	12%	9%	14%	3	15%	13%	10%	15%				
Routine manual and service	161	94	66	28	46	47	39	74	86	161	18	33	27	36	21	18	8	47	26	137	21	5	13	1	66	14	7	69				
14%bcg	17%Tb	11%	9%	13%	19%Tcg	15%	11%	17%Tcg	14%	12%	16%	13%	16%	12%	13%	11%	12%	13%	14%	15%	18%	16%	4%	14%	25%TC	16%	12%					
Middle or junior managers	74	35	39	24	23	9	18	47	27	74	9	15	8	2	18	14	8	36	22	65	8	1	7	-	36	4	1	32				
6%n	6%	7%	8%	7%	4%	3%	7%	5%	6%n	7%n	4%	1%	10%mn	10%mn	11%n	10%Tjmn	10%Tjmn	6%	8%	5%	8%	5%	8%	2%	8%	7%	3%	8%				
Traditional professional	65	28	36	27	18	10	10	45	19	65	1	11	9	12	14	10	7	31	17	53	11	2	5	2	26	3	4	29				
6%hk	5%	6%	9%Tefh	5%	4%	4%	7%Th	4%	5%k	1%	5%k	4%	6%k	8%k	7%k	9%k	8%Tjk	8%k	5%	8%	8%	7%	10%	6%	7%	5%	10%	5%				
Long term unemployed	34	13	21	2	15	16	11	16	17	34	4	5	14	8	2	-	1	3	1	28	6	2	4	-	9	2	3	20				
3%crs	2%	4%	1%	4%og	2%	4%c	3%c	3%c	3%rs	3%	3%	7%Tjpr	4%pr	1%	-	2%	1%	1%	3%	5%	8%	5%	-	2%	4%	6%	3%					
Retired	12	7	4	2	2	1	7	4	7	12	3	1	4	-	-	3	1	5	5	8	4	-	3	-	5	1	2	5				
1%	1%	1%	1%	1%	1%	1%	3%Tg	1%	1%e	1%	2%	1%	2%	-	-	2%n	2%	1%	2%	1%	3%	-	4%Tt	1%	1%	2%	4%	1%				
Not applicable	31	12	19	8	4	3	16	12	18	31	9	6	3	4	5	3	2	10	5	28	3	-	1	1	12	3	1	14				
3%cd	2%	3%	3%	1%	1%	6%Tdegh	2%	4%de	3%	6%Tjm	3%	1%	2%	3%	2%	2%	2%	2%	2%	3%	3%	-	1%	4%	3%	5%	1%	2%				
Prefer not to say	6	2	4	1	3	1	-	4	2	6	-	2	1	-	-	1	1	3	3	5	-	-	-	-	-	-	-	3				
1%	-	1%	-	1%	1%	-	1%	-	1%	-	-	1%	-	-	-	1%	2%	1%	1%	-	-	-	-	-	-	-	-	1%				
Don't know	29	7	22	6	10	3	16	12	29	6	7	2	4	4	2	4	2	4	6	26	4	-	4	-	8	1	1	16				
3%a	1%	4%Ta	2%	3%	1%	3%	2%	2%	3%	4%	3%	1%	2%	3%	1%	5%	3%	3%	3%	3%	3%	-	5%	-	2%	2%	3%	3%				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Table 568

D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?

Base: All Adult respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
Modern professional	130	43	28	20	83	30	69	23	7	94	36	18	14	12	5	36	-	53	51	20	3	105	25
	11%q	12%	16%	11%	11%	11%	12%	9%	15%	11%	11%	16%kl	8%	10%	8%	12%	-	9%	13%	21%Tqr	15%	11%	11%
Clerical and intermediate	100	25	12	17	74	28	47	22	4	77	23	10	12	7	4	23	*	49	37	13	-	76	23
	9%	7%	7%	9%	10%	10%	8%	9%	8%	9%	7%	9%	7%	6%	6%	2%	8%	9%	13%	-	-	8%	10%
Senior managers and administrators	120	37	23	17	78	25	69	24	2	87	33	16	17	9	4	29	4	43	57	14	-	96	24
	10%q	11%	13%	9%	19%	3%	12%	10%	4%	10%	10%	15%	11%	8%	6%	10%	18%	7%	14%Tq	15%q	-	10%	10%
Technical and craft	249	71	31	38	173	60	121	60	8	182	67	10	41	36	16	61	5	146	87	8	1	201	48
	22%ks	20%	17%	20%	22%	22%	21%	24%	16%	22%k	21%k	10%	26%jk	29%Tjk	24%k	21%	20%	25%Ts	22%ks	8%	6%	22%	20%
Semi-routine manual and service	147	40	15	25	102	30	80	25	11	102	45	15	18	16	9	39	6	88	36	4	3	119	28
	13%rs	12%	9%	13%	13%	11%	14%	10%	23%eg	12%	14%	14%	11%	13%	13%	23%	15%Trs	9%	4%	16%	13%	12%	12%
Routine manual and service	161	57	29	32	98	25	86	42	9	106	54	18	23	16	12	51	4	98	44	6	2	129	31
	14%es	17%	16%	17%	13%	9%	15%e	17%e	17%	13%	17%	15%	13%	19%	17%	13%	17%Trs	11%	6%	9%	14%	13%	13%
Middle or junior managers	74	19	12	13	54	24	31	16	3	55	18	3	9	9	5	17	1	32	28	8	4	52	21
	6%	6%	7%	7%	9%	5%	7%	6%	7%	6%	3%	6%	7%	7%	6%	5%	5%	7%	8%	21%	6%	9%	9%
Traditional professional	65	18	6	9	46	22	29	12	2	47	18	6	6	6	7	18	-	23	17	-	-	45	19
	6%q	5%	4%	5%	6%	8%	5%	5%	4%	6%	6%	4%	5%	11%	6%	-	4%	6%	18%Tqr	-	-	5%	8%
Long term unemployed	34	14	10	6	19	8	15	10	1	24	10	2	9	5	1	9	1	12	15	1	1	29	5
	3%	4%	5%	3%	3%	3%	4%	2%	3%	3%	3%	2%	6%Tj	4%	2%	3%	5%	4%	1%	7%	3%	3%	2%
Retired	12	3	-	3	9	3	5	4	-	10	2	1	1	-	2	-	2	6	*	*	3	11	1
	1%q	1%	-	2%	1%	1%	2%	-	-	1%	1%	1%	-	-	1%	-	-	1%	*	*	16%	1%	-
Not applicable	31	9	7	4	20	9	14	6	2	22	8	5	5	2	1	6	3	14	9	1	2	31	-
	3%v	3%	4%	2%	3%	3%	2%	4%	3%	3%	4%	3%	2%	2%	2%	10%	2%	2%	1%	10%	3%Tv	-	-
Prefer not to say	6	1	1	-	1	3	3	-	*	6	*	*	-	-	-	-	-	2	1	1	-	5	*
	1%d	*	*	-	*	1%	1%	-	*	1%	*	*	-	-	-	-	-	*	*	1%	-	1%	*
Don't know	29	10	3	8	13	5	18	5	1	21	8	4	5	1	2	7	2	22	4	2	-	21	8
	3%dr	3%	2%	4%dr	2%	2%	3%	2%	3%	3%	3%	3%	3%	1%	2%	2%	6%	4%Tr	1%	2%	-	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 569
D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?
Base: All Adult respondents

	GO Region										Internet usage				Devices used to access internet				Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
Modern professional	130	9	2	2	116	10	23	9	5	3	10	21	20	11	93	36	1	5	121	58	18	3	8	9	17	12	5
	11%	10%	3%	7%	12%	20%bbh	18%Tbh	10%	5%	11%	9%	14%	12%	11%	13%To	8%	4%	9%	12%	13%	9%	6%	14%	16%	7%	14%	16%
Clerical and intermediate	100	8	4	3	85	7	11	6	9	9	18	9	6	64	35	1	5	90	47	19	4	5	3	14	5	2	
	9%	8%	7%	10%	9%	16%j	9%	7%	9%	12%	8%	12%	6%	9%	9%	5%	8%	9%	11%	9%	9%	9%	5%	6%	6%	8%	
Senior managers and administrators	120	7	7	6	100	3	10	11	10	11	7	17	24	6	68	50	1	2	115	57	18	4	6	7	18	9	2
	10%	7%	12%	18%	10%	6%	8%	12%	11%	15%	6%	11%	15%	6%	10%	11%	3%	3%	11%	13%	9%	7%	10%	14%	8%	11%	5%
Technical and craft	249	25	12	5	207	13	25	22	15	14	30	28	28	28	145	104	3	11	232	86	51	8	10	9	60	14	10
	22%	25%	22%	16%	21%	28%	20%	23%	16%	19%	28%	20%	17%	27%	21%	24%	11%	19%	22%	19%	25%	15%	18%	17%	26%	17%	35%
Semi-routine manual and service	147	14	5	1	127	9	18	13	18	14	15	13	16	11	76	69	3	10	134	65	27	6	5	3	34	5	2
	13% n	15%	9%	3%	13%	20%kk	14%	14%	19%kk	18%kk	14%	8%	10%	10%	11%	18% n	11%	17%	13%	15%	13%	13%	9%	6%	14%	6%	5%
Routine manual and service	161	18	16	8	119	19	7	11	4	18	21	20	17	98	59	4	7	148	59	23	9	9	9	28	21	4	
	14% dei	18% el	16% ghik	23% Tdef	12% e	15% e	8%	12% e	6%	17% el	13% e	12% e	17% e	14%	13%	14%	12%	14%	13%	11%	17%	15%	16%	12%	28% Tstx	13%	
Middle or junior managers	74	6	3	1	64	2	6	7	3	6	7	22	4	43	30	3	7	65	22	14	6	1	5	23	3	1	
	6%	6%	6%	3%	7%	5%	4%	7%	4%	6%	5%	13% Tdfk m	4%	6%	7%	11%	12%	6%	5%	7%	11%	2%	9%	10% s	4%	2%	
Traditional professional	65	5	1	3	56	2	3	5	7	3	4	9	15	8	42	23	-	2	54	26	12	2	2	1	18	3	-
	6%	5%	1%	10%	6%	4%	3%	5%	7%	4%	4%	6%	9% l	8%	6%	5%	-	4%	5%	6%	4%	4%	3%	3%	8%	3%	-
Long term unemployed	34	1	2	1	31	-	3	5	4	2	6	4	2	22	12	5	-	29	7	11	3	4	1	1	5	2	
	3% ax	1%	3%	3%	3%	-	2%	6%	5%	2%	4%	2%	2%	3%	3%	18%	-	3%	2%	5% ax	7% ax	3%	1%	1%	6% ax	8%	
Retired	12	1	-	1	9	-	1	2	-	-	1	4	-	2	5	7	-	10	1	1	1	-	3	5	-	1	
	1%	1%	-	4%	1%	-	1%	3%	-	-	1%	2%	-	1%	2%	-	-	1%	-	-	-	-	5% Tst	2%	-	5%	
Not applicable	31	4	-	1	26	-	4	4	5	1	2	5	-	5	23	8	2	2	25	7	5	3	3	3	6	4	
	3%	4% l	-	3%	3%	-	3% l	4% l	5% l	1%	2%	3% l	-	5% l	3% T	2%	6%	4%	2%	2%	2%	6%	5%	6%	2%	4%	
Prefer not to say	6	-	-	-	6	-	1	-	1	-	2	-	2	-	3	1	-	3	3	3	-	-	-	3	-	-	
	1% r	-	-	-	1%	-	1%	-	1%	-	2%	-	1%	-	-	-	-	6% Tr	-	1%	-	-	-	1%	-	-	
Don't know	29	1	4	-	24	4	1	2	4	2	4	4	3	18	8	5	3	19	8	5	2	4	-	7	3	1	
	3% r	1%	7% T	-	2%	1%	3%	1%	2%	5%	2%	2%	3%	3%	3%	2%	17%	6%	2%	2%	3%	4%	7% s	1%	3%	3%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 570

D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?

Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000+ (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
Modern professional	130	24	36	32	15	14	120	78	44	108	37	16	15	4	5	7	38	91	59	71
	11%	11%	11%	12%	10%	14%	12%	13%	12%	11%	12%	13%	13%	16%	13%	11%	15%	10%	13%	10%
Clerical and intermediate	100	23	22	30	11	7	87	57	32	85	35	13	13	4	6	7	18	82	43	57
	9%	10%	7%	11%	8%	7%	8%	9%	9%	9%	12%	11%	11%	18%Tghio	17%Tghi	11%	7%	9%	10%	8%
Senior managers and administrators	120	14	28	31	20	15	111	78	40	107	37	21	17	5	2	10	28	91	48	73
	10%	6%	9%	12%	14%a	15%a	11%	13%T	11%	11%	12%	17%Thi	15%n	20%Thi	6%	17%Thi	11%	10%	10%	10%
Technical and craft	249	48	66	49	38	25	224	117	63	201	44	19	18	3	7	10	48	196	83	166
	22%gjr	22%	21%	18%	26%	24%	22%ghjk	19%j	18%	21%j	15%	15%	16%	11%	20%	16%	19%	22%	18%	24%r
Semi-routine manual and service	147	25	44	40	19	6	125	68	40	121	31	11	12	3	4	7	24	122	62	85
	13%e	11%	14%e	15%e	13%	6%	12%	11%	11%	13%	10%	9%	10%	11%	12%	11%	9%	14%	14%	12%
Routine manual and service	161	24	50	43	27	9	149	90	58	141	45	24	16	2	5	6	46	112	67	93
	14%	11%	16%	16%	19%e	9%	14%	15%	16%o	15%o	19%mo	14%	8%	13%	9%	18%Tq	13%	15%	13%	13%
Middle or junior managers	74	16	22	17	4	10	64	34	17	55	20	8	9	1	2	4	15	57	24	50
	6%	7%	7%	6%	3%	10%	6%	6%	5%	6%	7%	6%	8%	6%	6%	7%	6%	6%	5%	7%
Traditional professional	65	15	17	13	6	10	58	36	22	46	16	6	7	1	3	5	17	48	23	41
	6%l	7%	5%	5%	4%	10%	6%	6%	6%	5%	5%	5%	6%	3%	7%	8%lm	6%	5%	5%	6%
Long term unemployed	34	11	11	8	1	2	32	21	11	28	6	2	3	-	1	3	2	32	13	21
	3%p	5%d	4%	3%	1%	2%	3%	3%	3%	3%	2%	2%	2%	1%	3%	4%km	1%	4%Tp	3%	3%
Retired	12	2	4	-	1	1	11	3	2	10	1	-	-	-	-	1	1	11	6	5
	1%g	1%	1%	-	1%	1%g	-	1%	1%g	1%	-	-	-	-	-	1%	1%	2%ghjkl	1%	1%
Not applicable	31	9	7	6	3	-	30	15	10	24	11	2	3	-	-	1	11	19	13	18
	3%	4%	2%	2%	2%	-	3%	2%	3%	2%	4%	2%	3%	2%	-	2%	4%	2%	3%	3%
Prefer not to say	6	-	-	-	-	-	4	2	-	4	-	1	1	-	-	-	-	6	1	5
	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	2%hj	-	-	-	1%	-	1%
Don't know	29	11	9	3	-	3	19	15	13	25	14	1	1	-	1	1	8	19	13	17
	3%f	5%Tcd	3%	1%	-	2%	2%	2%	4%kl	3%f	5%Tgklo	1%	1%	1%	3%k	1%	3%	2%	3%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used. * small base



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Table 571
D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?
Base: All Adult respondents

	Gender			Social Grade							Age											Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458	
At least one has a degree level qualification or degree equivalent or above	236	104	131	89	67	35	43	156	78	236	53	57	46	35	23	16	6	44	21	192	43	7	27	7	86	14	11	120	
Qualifications below degree level	446	243	200	111	152	98	81	263	179	446	61	108	99	86	44	34	15	93	49	392	48	9	31	7	155	27	19	232	
No formal qualifications	278	128	150	65	68	66	77	133	143	278	12	28	28	48	64	67	31	162	98	246	29	6	17	4	140	14	6	115	
Other	9	7	3	2	2	6	-	3	6	9	-	1	2	2	2	1	5	3	9	-	-	-	-	-	4	-	-	5	
Not applicable	1	1	3	1	2	1	1	3	2	5	-	2	1	1	*	1	2	2	4	1	1	1	-	-	1	-	-	1	
Prefer not to say	6	4	2	2	1	2	1	4	2	6	-	3	1	-	-	-	2	2	4	2	-	-	2	-	-	-	-	1	
Don't know	174	75	99	28	51	37	58	79	95	174	15	17	24	46	40	18	15	72	33	159	15	5	5	3	69	1	7	97	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 572
D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
At least one has a degree level qualification or degree equivalent or above	236	73	48	33	155	58	111	57	10	165	70	33	30	24	14	63	7	93	98	37	8	186	49
	20%q	21%	27%T	17%	20%	21%	19%	23%	20%	20%	22%	31%Tij	19%	19%	21%	21%	27%	16%	25%Tq	39%Tqr	41%	20%	21%
Qualifications below degree level	446	122	65	59	309	81	221	120	25	285	161	55	83	59	32	149	13	238	151	40	7	360	87
	39%cei	35%	37%	31%	40%cei	30%	38%	48%Tef	49%ee	34%	50%Ti	50%Ti	52%Ti	48%Ti	48%ei	50%T	46%	41%	38%	43%	38%	39%	37%
No formal qualifications	278	91	32	64	183	76	157	34	12	228	51	11	24	21	9	47	3	131	99	12	2	222	56
	24%gkjl	26%kb	18%	33%Tabd	24%	28%g	27%g	14%	24%	27%Tjkl	16%	10%	15%	17%	13%	16%	12%	22%sa	25%sa	13%	10%	24%	24%
Other	9	1	-	1	8	2	7	1	-	7	2	1	1	1	-	2	-	5	4	1	-	7	2
	1%	-	-	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	-	1%	1%
Not applicable	5	1	-	1	3	1	2	2	-	3	3	2	1	*	-	3	-	2	2	-	-	4	2
	*	*	-	1%	*	*	1%	*	-	*	1%	1%	*	*	-	1%	-	*	*	-	-	*	1%
Prefer not to say	6	-	-	-	5	2	1	*	4	2	2	1	-	-	2	-	2	2	-	-	4	2	
	1%	-	-	-	1%	*	1%	1%	1%	1%	2%	1%	-	-	1%	-	1%	*	*	-	-	*	1%
Don't know	174	59	33	34	108	51	87	33	3	139	35	5	19	18	12	31	4	113	42	5	2	139	35
	15%kcor	17%	19%	18%	14%	19%h	15%	13%	6%	17%Tjk	11%k	5%	12%k	15%k	19%kj	11%	15%	19%Trs	11%	5%	11%	15%	15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 573
D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?
Base: All Adult respondents

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
At least one has a degree level qualification or degree equivalent or above	236	12	7	8	208	11	27	14	16	15	24	35	39	25	167	68	3	4	222	104	46	11	9	21	23	12	9
	20%oqx	12%	12%	25%	22%	24%	21%	16%	17%	20%	23%	22%	24%a	24%	24%To	15%	10%	6%	21%Tq	23%lx	23%lx	21%lx	16%	40%Tstvxy	10%	15%	32%
Qualifications below degree level	446	47	22	14	363	22	45	36	45	29	41	52	63	29	280	163	11	18	409	210	80	21	23	17	55	34	7
	39%lx	48%lm	41%	43%	37%	47%	35%	39%	48%dkm	39%	38%	34%	38%	28%	40%	37%	39%	31%	39%	47%Tx	39%lx	41%lx	40%lx	31%	24%	41%lx	23%
No formal qualifications	278	26	16	8	228	7	32	27	15	14	25	47	32	28	151	124	7	18	250	75	42	8	13	7	106	23	5
	24%lms	27%	29%	24%	24%	16%	25%	29%	16%	19%	23%	30%hn	20%	27%	22%	26%un	24%	32%	24%	17%	21%	16%	13%	46%Tstuvwy	28%ls	17%	
Other	9	-	-	-	9	-	1	3	-	-	1	3	1	1	6	4	-	-	9	5	-	-	-	-	5	-	-
	1%	-	-	-	1%	-	1%	3%	-	-	1%	2%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	-	2%	-	-
Not applicable	5	-	-	-	5	-	-	1	2	-	1	1	-	3	1	-	-	4	2	1	-	2	-	1	-	-	-
	1%	-	-	-	1%	-	-	1%	2%Td	-	-	1%	-	1%	-	-	-	4%	2%	1%	-	2%	-	3%T	-	1%	-
Prefer not to say	6	-	-	-	6	-	-	-	1	1	-	2	1	2	2	-	3	3	3	1	1	-	-	-	2	-	-
	1%nr	-	-	-	1%	-	-	-	1%	1%	-	2%	1%	2%	2%	5%Tr	3%	3%	3%	1%	1%	-	-	-	1%	-	-
Don't know	174	13	10	3	149	7	24	12	15	16	15	17	26	19	91	79	8	15	147	47	34	10	12	9	39	14	8
	15%lms	13%	18%	8%	15%	14%	18%	12%	16%	22%	14%	11%	16%	18%	13%	18%	27%	26%Tr	14%	10%	17%ls	20%	21%ls	16%	17%ls	17%	29%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 574
D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut a (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very Quite aware (r)	Not at all aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
At least one has a degree level qualification or degree equivalent or above	236	42	57	54	37	30	218	161	92	201	84	38	32	10	9	21	75	160	115	121
	20%qs	19%	18%	20%	26%	29%Tb	21%	26%Ti	26%Ti	21%	28%Ti	30%Ti	28%Ti	41%Tgh	25%	33%Tgh	29%Tq	18%	25%Ts	17%
Qualifications below degree level	446	74	121	108	61	49	414	250	145	367	126	52	51	9	18	26	108	334	201	245
	39%sa	33%	38%	40%	43%	48%a	40%T	41%	41%	38%	42%	42%	44%	34%	49%	42%a	42%	38%	44%Ta	35%
No formal qualifications	278	60	78	71	31	19	245	127	61	230	40	17	23	4	5	6	45	231	79	199
	24%ghjk	27%	25%	26%	22%	19%	24%ghjk	21%jko	17%jo	24%ghjk	13%	14%	20%jo	15%o	14%	10%	18%	26%Tp	18%	28%Tr
Other	9	1	2	3	2	-	9	3	1	6	2	-	-	-	-	-	9	2	8	1
	1%	*	1%	1%	2%	-	1%h	*	*	1%	1%	-	-	-	-	-	1%	*	1%	1%
Not applicable	5	-	1	4	1	*	4	3	1	5	3	1	1	-	-	1	1	4	1	5
	*	-	*	1%	1%	*	*	1%	*	1%h	1%	1%	1%	-	-	1%	1%	*	1%	*
Prefer not to say	6	1	2	-	-	-	4	*	*	4	*	*	-	2	1	*	2	4	5	1
	1%fg	*	1%	-	-	-	1%g	*	*	1%g	*	*	-	7%Tgh	2%Tgh	*	1%	1%	1%	*
														7%Tgh	2%Tgh	*	1%	1%	1%	*
Don't know	174	44	57	35	11	5	141	69	52	143	44	16	9	1	4	8	25	142	51	123
	15%defg	20%de	18%de	13%e	8%	5%	14%glm	11%lm	15%glm	15%glm	15%glm	13%lm	8%	3%	10%	13%lm	10%	16%p	11%	18%Tr
	15%defg	20%de	18%de	13%e	8%	5%	14%glm	11%lm	15%glm	15%glm	13%lm	8%	3%	10%	13%lm	10%	16%p	11%	18%Tr	18%Tr

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 575
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	Gender		Social Grade								Age										Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (j)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458	
State-run or state-funded school - selective on academic, faith or other grounds	357	182	171	124	98	58	73	222	132	357	58	53	48	42	63	64	29	155	93	320	35	9	18	6	169	10	14	160	
State-run or state-funded school - non-selective	640	315	323	131	190	163	154	321	316	640	59	121	120	156	92	54	38	183	91	568	67	15	41	8	228	32	19	349	
Independent or fee-paying school - bursary	39	11	28	13	16	5	6	28	11	39	7	7	9	3	6	5	2	13	7	31	8	*	6	1	13	2	3	19	
Independent or fee-paying school - no bursary	37	20	17	12	14	2	9	26	11	37	1	6	6	8	4	10	3	16	12	33	5	-	4	*	15	6	*	16	
Attended school outside the UK	52	19	33	17	17	11	7	34	17	52	6	19	13	8	4	2	-	6	2	29	6	3	3	5	22	8	7	13	
Other	10	6	5	1	4	1	3	5	4	10	1	1	2	1	2	2	*	4	3	8	2	1	1	-	8	-	-	2	
Prefer not to say	5	1	4	-	1	1	1	1	2	5	3	-	1	-	1	-	-	-	-	5	-	-	-	-	-	-	-	3	
Don't know	15	7	8	-	4	3	8	4	11	15	5	5	2	-	3	-	3	-	13	-	-	-	-	-	2	-	-	10	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 576
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
State-run or state-funded school - selective on academic, faith or other grounds	357	102	48	61	242	89	180	70	18	274	83	38	40	28	14	76	7	177	126	33	6	276	81
State-run or state-funded school - non-selective	640	211	112	117	418	137	331	146	26	448	192	42	105	83	45	175	17	353	208	37	6	520	120
Independent or fee-paying school - bursary	39	6	3	3	31	15	13	10	-	28	11	7	4	3	2	11	-	13	15	7	4	28	11
Independent or fee-paying school - no bursary	37	5	3	2	31	12	17	5	3	31	6	1	2	2	3	4	2	13	18	6	-	29	8
Attended school outside the UK	52	14	7	6	34	8	31	10	3	25	27	15	8	6	4	26	1	16	22	9	1	48	4
Other	10	3	1	1	8	4	5	1	-	10	-	-	-	-	-	-	-	2	5	-	2	8	2
Prefer not to say	5	3	1	2	1	-	-	-	-	4	2	2	-	-	-	2	-	3	1	-	-	4	2
Don't know	15	3	3	1	5	3	9	3	-	12	3	3	1	-	3	-	7	2	1	-	9	6	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 577
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
State-run or state-funded school - selective on academic, faith or other grounds	357	27	11	16	303	17	43	24	38	24	32	41	52	32	197	160	7	22	320	140	49	13	10	17	103	16	9
	31%knby	28%	19%	49%	31%	37%	33%	26%	40%bk	32%	30%	27%	32%	31%	28%	36%Tn	25%	38%	31%	31%vy	24%	25%	17%	32%	44%Tstu	19%	32%
State-run or state-funded school - non-selective	640	62	40	11	527	22	70	55	47	38	64	79	95	57	402	232	17	32	581	242	126	30	40	23	102	59	19
	55%lx	62%	74%Tdef	32%	54%	47%	55%	59%	50%	51%	60%	51%	58%	55%	57%T	53%	57%	55%	54%lx	54%lx	62%wx	59%	68%wx	43%	44%	71%Tswx	65%
Independent or fee-paying school - bursary	39	4	*	2	32	2	6	5	3	1	3	9	3	-	23	16	1	1	37	18	6	3	1	2	7	1	-
	3%	4%	*	7%	3%	5%lm	1%	7%lm	2%	3%	6%lm	2%	7%	-	3%	4%	2%	3%	4%	3%	5%	5%	3%	3%	1%	-	-
Independent or fee-paying school - no bursary	37	1	-	3	33	2	6	2	-	4	*	6	5	8	25	12	*	*	37	14	6	2	1	1	12	2	-
	3%	1%	-	9%	3%	4%	5%	2%	-	5%lh	*	4%	3%	7%Tj	4%	3%	1%	1%	4%	3%	3%	2%	3%	5%	2%	-	-
Attended school outside the UK	52	5	1	-	47	2	7	2	1	4	2	15	9	4	37	15	1	-	47	22	14	1	1	6	3	4	1
	4%lx	5%	1%	-	5%	2%	6%	2%	1%	6%	2%	10%Tdhj	5%	4%	5%	3%	5%	-	5%	5%lx	7%lx	2%	1%	11%vxx	1%	5%	3%
Other	10	-	1	1	8	1	-	1	1	-	2	3	-	-	6	3	2	*	9	3	-	-	1	2	4	-	-
	1%	-	2%	4%	1%	2%	-	1%	1%	-	1%	2%	-	-	1%	5%	1%	1%	1%	1%	-	-	2%	3%t	2%	-	-
Prefer not to say	5	-	-	-	5	-	-	-	-	-	1	-	1	3	4	-	-	1	4	1	2	2	-	-	-	-	-
	*	-	-	-	1%	-	-	-	-	-	1%	-	1%	3%Td	1%	-	-	3%r	*	*	1%	4%Tax	-	-	-	-	-
Don't know	15	-	1	-	13	-	1	2	3	4	3	1	*	7	4	2	*	9	5	-	1	5	2	-	2	*	
	1%r	-	3%	-	1%	-	*	2%	3%	5%Tadk	3%	1%	*	-	1%	1%	6%	1%	1%	1%	-	1%	9%Tstx	4%tx	-	2%	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 578
D9. What type of school did you mainly attend between the ages of 11 and 16?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita D (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
State-run or state-funded school - selective on academic, faith or other grounds	357	65	84	94	55	29	318	172	98	292	89	31	35	7	12	17	68	285	144	213
	31%g	29%	27%	34%	38%b	29%	31%g	28%	28%	31%	30%	25%	30%	28%	33%	28%	27%	32%	32%	30%
State-run or state-funded school - non-selective	640	126	193	139	72	60	575	355	197	531	168	78	57	13	21	35	142	488	252	387
	55%	56%	61%Tcd	51%	50%	59%	56%	58%l	56%	56%	56%	63%lm	49%	51%	56%	56%	55%	55%	56%	55%
Independent or fee-paying school - bursary	39	9	11	9	3	4	34	20	13	36	9	4	6	2	2	4	9	30	12	27
	3%	4%	3%	3%	2%	4%	3%	3%	4%	4%	3%	3%	5%	10%Tghij	5%	6%	3%	3%	3%	4%
Independent or fee-paying school - no bursary	37	8	8	13	4	3	33	17	14	34	8	2	4	1	1	3	11	26	13	24
	3%	3%	3%	5%	3%	3%	3%	3%	4%	4%	3%	2%	4%	3%	3%	6%gjk	4%	3%	3%	3%
Attended school outside the UK	52	6	16	11	9	4	52	39	22	41	15	4	9	1	1	2	14	38	22	30
	4%	3%	5%	4%	6%	3%	5%TI	6%TI	6%l	4%	5%	3%	8%Tikno	3%	3%	4%	6%	4%	5%	4%
Other	10	2	1	2	1	2	10	3	2	9	3	*	*	*	*	*	4	7	4	7
	1%	1%	*	1%	1%	2%	1%g	*	*	1%g	1%	*	*	2%	-	1%	1%	1%	1%	1%
Prefer not to say	5	3	1	-	-	-	5	3	3	2	2	-	1	-	-	-	2	4	2	4
	1	1%	*	-	-	-	1%l	*	1%l	*	1%	-	1%	-	-	-	1%	*	*	1%
Don't know	15	6	3	5	-	-	8	5	4	12	5	5	3	1	*	*	7	8	4	10
	1%l	3%	1%	2%	-	-	1%	1%	1%	1%l	2%	4%Tigho	3%lgo	3%lo	1%	*	3%Tq	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Table 579
 D11. What is your relationship to your child?
 Base: All children

	Gender		Social Grade						Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	White (l)	Minority ethnic background (u)	Christian (z)	None (C)
Unweighted base	100	49	51	43	27	12	17	70	29	100	83	16	40	50
Weighted base	87	45*	43*	38*	22**	12**	15**	60	27**	87	72	14**	34*	43*
Effective base	93	46	47	40	25	11	16	66	27	93	77	15	37	47
Mother	28	16	12	10	5	5	8	15	13	28	28	1	7	20
	33%g	36%	29%	27%	25%	40%	56%	26%	49%	33%	39%T	4%	20%	45%Tz
Father	47	24	23	22	12	6	5	34	12	47	37	9	23	19
	53%	54%	53%	58%	55%	54%	35%	57%	43%	53%	51%	64%	66%TC	44%
Step-mother	1	1	-	-	1	-	-	1	-	1	-	1	1	-
	1%	2%	-	-	4%	-	-	2%	-	1%	-	7%	3%	-
Step-father	5	1	4	2	1	1	4	1	5	4	1	2	2	2
	6%	2%	10%	6%	7%	6%	5%	6%	5%	6%	5%	6%	6%	5%
Grandmother	1	1	-	-	1	-	1	1	1	1	-	1	1	1
	2%	2%	2%	-	3%	-	5%	1%	3%	2%	-	2%	2%	2%
Grandfather	1	-	1	-	1	-	-	1	-	1	-	1	-	1
	1%	-	1%	-	3%	-	-	1%	-	1%	-	4%	-	1%
Aunt	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uncle	1	-	1	1	1	-	-	1	-	1	1	-	1	1
	2%	-	3%	2%	3%	-	-	2%	-	2%	-	2%	2%	2%
Other relative	3	2	1	3	-	-	-	3	-	3	1	2	-	1
	3%t	5%	2%	8%	-	-	-	5%	-	3%	1%	16%	-	2%
Foster carer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other legal guardian	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 580
 D11. What is your relationship to your child?
 Base: All children

	Impacting/ limiting condition			Number of people in household			Do any children aged 17 or under live in your household?					Highest education	Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	No Impacting/ limiting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Still in full time education (o)	Urban (u)	Rural (v)
Unweighted base	100	21	16	76	34	53	13	97	12	31	65	47	94	84	16
Weighted base	87	18**	13**	67	31*	45*	11**	85	12**	25**	55	41*	82	73	14**
Effective base	93	20	15	71	31	49	12	91	12	29	61	43	88	78	15
Mother	28	6	6	22	12	13	3	28	4	9	21	13	28	23	5
	33%	36%	42%	33%	37%	29%	32%	33%	37%	35%	37%	33%	34%	32%	37%
Father	47	9	6	35	17	24	5	45	5	14	26	21	43	41	6
	53%	52%	48%	52%	55%	54%	45%	53%	43%	54%	47%	52%	53%	55%	42%
Step-mother	1	-	-	1	-	1	-	1	-	-	1	1	1	1	-
	1%	-	-	1%	-	2%	-	1%	-	8%	-	2%	2%	1%	1%
Step-father	5	1	1	4	1	3	1	4	1	2	4	1	4	4	2
	6%	8%	5%	5%	5%	6%	7%	5%	12%	9%	8%	2%	5%	5%	11%
Grandmother	1	-	-	1	-	1	-	1	-	-	1	1	1	1	1
	2%	-	-	2%	2%	2%	-	2%	-	-	1%	2%	2%	1%	5%
Grandfather	1	-	-	-	-	1	-	1	-	1	1	-	1	-	1
	1%	-	-	-	-	1%	-	1%	-	2%	1%	-	1%	-	4%
Aunt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uncle	1	-	-	1	-	1	1	1	-	-	1	1	1	1	-
	2%	-	-	2%	-	1%	6%	2%	-	-	2%	2%	2%	2%	-
Other relative	3	1	1	2	-	2	1	3	-	-	1	3	3	3	-
	3%	4%	5%	3%	-	4%	10%	3%	-	-	1%	7%	4%	4%	-
Foster carer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other legal guardian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 581
 D11. What is your relationship to your child?
 Base: All children

	Total (T)	GO Region				Internet usage			Devices used to access internet (r)
		NET: England (d)	West Midland (h)	East Midland (i)	London (k)	More than 2 hours (n)	1-2 hours (o)	Multipl e devices (r)	
Unweighted base	100	86	13	17	13	80	19	93	
Weighted base	87	75	12**	14**	14**	71	16**	82	
Effective base	93	80	12	16	12	74	18	87	
Mother	28 33%	25 34%	4 37%	4 30%	5 40%	21 30%	6 41%	26 32%	
Father	47 53%	38 51%	6 53%	8 56%	7 53%	37 53%	9 59%	43 52%	
Step-mother	1 1%	1 1%	-	-	1 7%	1 1%	-	1 1%	
Step-father	5 6%	5 7%	-	2 11%	-	5 7%	-	5 6%	
Grandmother	1 2%	1 2%	-	-	-	1 2%	-	1 2%	
Grandfather	1 1%	-	-	-	-	1 1%	-	1 1%	
Aunt	-	-	-	-	-	-	-	-	
Uncle	1 2%	1 2%	-	1 5%	-	1 2%	-	1 2%	
Other relative	3 3%	3 4%	1 10%	-	-	3 4%	-	3 4%	
Foster carer	-	-	-	-	-	-	-	-	
Other legal guardian	-	-	-	-	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 582
 D11. What is your relationship to your child?
 Base: All children

	Household income- per year				Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitle (m)	Any exposure (n)	No exposure (o)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	100	18	17	29	20	97	80	79	73	71	39	37	13	42	55	52	48
Weighted base	87	16**	13**	26**	18**	84	69	70	63	62	37*	33*	13**	37*	46	47*	41*
Effective base	93	17	17	27	19	90	75	74	69	67	37	34	12	39	51	49	44
Mother	28	6	5	6	4	28	24	23	20	20	11	8	4	7	21	16	13
	33%p	36%	39%	22%	19%	34%	35%	33%	31%	32%	29%	23%	30%	18%	44%Tp	33%	32%
Father	47	9	6	18	10	43	34	38	34	33	19	21	7	22	23	28	18
	53%	55%	45%	69%	54%	52%	48%	54%	54%	54%	51%	62%q	57%	60%	49%	60%	45%
Step-mother	1	-	-	1	-	1	1	1	1	1	1	1	1	1	-	-	1
	1%	-	-	4%	-	1%	1%	1%	1%	2%	3%	3%	8%	3%	-	-	2%
Step-father	5	1	1	1	1	5	5	4	4	4	2	1	-	2	2	2	4
	6%	9%	6%	3%	8%	6%	7%	5%	6%	6%	4%	2%	-	6%	4%	3%	9%
Grandmother	1	-	-	1	-	1	1	1	1	1	1	1	-	1	1	1	1
	2%	-	-	3%	-	2%	1%	1%	1%	1%	4%	2%	-	2%	1%	2%	2%
Grandfather	1	-	1	-	-	1	1	1	1	1	-	-	-	-	1	-	1
	1%	-	5%	-	-	1%	1%	1%	1%	1%	-	-	-	-	1%	-	2%
Aunt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uncle	1	-	1	-	1	1	1	-	1	-	1	1	1	1	-	-	1
	2%	-	5%	-	4%	2%	2%	-	2%	-	4%	4%	5%	4%	-	-	3%
Other relative	3	-	-	-	3	3	3	3	2	3	2	1	-	3	-	1	2
	3%	-	-	-	16%	3%	4%	4%	3%	5%	6%	3%	-	8%q	-	1%	6%
Foster carer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other legal guardian	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 583
 D13. Which school year is your child currently in?
 Base: All children

	Gender		Social Grade						Age	Ethnicity		Religion		
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	White (l)	Minority Ethnic background (u)	Christian (z)	None (C)
Unweighted base	100	49	51	43	27	12	17	70	29	100	83	16	40	50
Weighted base	87	45*	43*	38*	22**	12**	15**	60	27**	87	72	14**	34*	43*
Effective base	93	46	47	40	25	11	16	66	27	93	77	15	37	47
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	11	8	3	3	4	-	3	8	3	11	8	3	3	6
	13%	17%	8%	9%	21%	-	23%	13%	13%	13%	11%	21%	9%	15%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	14	6	8	6	1	2	5	8	6	14	13	-	6	6
	16%	14%	18%	16%	7%	14%	31%	13%	24%	16%	18%	-	18%	15%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	15	6	10	6	4	2	4	9	6	15	14	1	3	11
	17%	12%	22%	16%	16%	14%	26%	16%	21%	17%	19%	9%	9%	26%T
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	17	11	6	9	6	1	-	15	1	17	13	4	11	5
	19%C	24%	14%	24%	26%	6%	-	25%T	3%	19%	18%	25%	32%TC	11%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	16	6	10	7	5	1	3	12	4	16	10	5	7	6
	18%	13%	23%	18%	21%	10%	20%	19%	15%	18%	15%	36%	19%	13%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9	5	4	5	2	2	-	7	2	9	8	1	3	4
	10%	12%	9%	13%	9%	19%	-	11%	9%	10%	11%	8%	8%	10%
My child is no longer in school	6	3	3	1	-	4	-	1	4	6	6	-	1	4
	7%g	7%	6%	4%	-	36%	-	2%	16%	7%	8%	-	4%	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 584
 D13. Which school year is your child currently in?
 Base: All children

	Impacting/limiting condition		Number of people in household			Do any children aged 17 or under live in your household?					Highest education on	Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	No Impacting/limiting condition (c)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Still in full time education (o)	Urban (u)	Rural (v)
Unweighted base	100	21	16	76	34	53	13	97	12	31	65	47	94	84	16
Weighted base	87	18**	13**	67	31*	45*	11**	85	12**	25**	55	41*	82	73	14**
Effective base	93	20	15	71	31	49	12	91	12	29	61	43	88	78	15
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	11	2	1	9	4	5	2	11	3	5	10	1	11	10	1
	13% _n	9%	5%	13%	14%	11%	15%	13% _n	23%	22%	18% _{Tjm}	3%	14%	13%	10%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	14	4	3	10	2	11	1	14	1	7	13	1	14	10	4
	16% _n	24%	26%	15%	8%	24% _T	8%	17% _n	11%	26%	24% _{Tjm}	2%	17%	14%	26%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	15	2	1	13	7	7	1	15	3	4	11	5	15	11	4
	17%	10%	8%	20%	23%	15%	10%	18%	23%	17%	21%	13%	18%	15%	27%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	17	4	3	12	7	7	2	17	2	3	9	9	17	14	2
	19%	24%	24%	17%	24%	16%	20%	20%	17%	13%	17%	22%	20%	20%	17%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	16	4	3	10	3	9	3	15	3	4	6	13	16	16	-
	18% _m	22%	22%	15%	11%	21%	26%	18% _m	26%	17%	11%	32% _{Tjm}	19%	21%	-
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9	1	1	8	4	5	1	8	-	-	3	9	9	8	1
	10% _m	7%	9%	12%	12%	10%	7%	10% _m	-	-	5%	21% _{Tjm}	11%	12%	5%
My child is no longer in school	6	1	1	5	3	2	1	4	-	1	2	3	-	4	2
	7% _{jt}	5%	7%	7%	9%	3%	14%	5%	-	6%	4%	7%	-	5%	16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 585
D13. Which school year is your child currently in?
 Base: All children

	Total (T)	GO Region				Internet usage		Devices used to access internet (r)
		NET: England (d)	West Midland (h)	East Midland (i)	London (k)	More than 2 hours (n)	1-2 hours (o)	
Unweighted base	100	86	13	17	13	80	19	93
Weighted base	87	75	12**	14**	14**	71	16**	82
Effective base	93	80	12	16	12	74	18	87
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	11 13% ^d	7 10%	1 5%	1 4%	5 33%	10 14%	1 7%	11 14%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	14 16%	12 16%	2 14%	2 17%	2 15%	11 16%	2 16%	12 14%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	15 17%	13 18%	2 21%	4 31%	- -	11 16%	3 21%	14 17%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	17 19%	14 19%	1 11%	4 30%	4 30%	14 20%	3 17%	14 17%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	16 18%	15 20%	4 32%	1 8%	2 11%	11 16%	4 28%	16 19%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9 10%	8 10%	1 10%	- -	2 11%	8 11%	1 8%	9 11%
My child is no longer in school	6 7%	6 8%	1 8%	1 10%	- -	5 7%	1 5%	6 7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 586
 D13. Which school year is your child currently in?
 Base: All children

	Household income- per year				Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures		
	£15,600 - £25,999 (T)	£26,000 - £36,399 (b)	£36,400 - £51,999 (c)	£52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitle (m)	Any exposure (n)	No exposure (o)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	100	18	17	29	20	97	80	79	73	71	39	37	13	42	55	52	48
Weighted base	87	16**	13**	26**	18**	84	69	70	63	62	37*	33*	13**	37*	46	47*	41*
Effective base	93	17	17	27	19	90	75	74	69	67	37	34	12	39	51	49	44
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	11	1	2	3	2	11	10	10	7	8	7	4	1	3	9	6	6
	13%	5%	16%	12%	11%	13%	14%	14%	11%	13%	19%	11%	10%	7%	18%	12%	13%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	14	4	2	2	2	14	9	10	10	8	6	4	3	5	8	9	5
	16%	26%	14%	9%	12%	17%	13%	15%	16%	12%	16%	13%	24%	14%	17%	20%	12%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	15	4	2	4	3	13	11	12	12	14	2	2	-	5	9	7	8
	17%kl	23%	15%	16%	15%	16%kl	16%kl	17%kl	19%kl	23%Tlghk	5%	5%	-	14%	19%	16%	19%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	17	1	2	8	3	17	15	12	14	12	8	12	5	8	8	11	6
	19%	5%	15%	31%	19%	20%	21%	18%	22%	19%	23%	35%Tlghijk	39%	22%	16%	23%	15%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	16	3	2	5	3	16	16	15	11	13	6	7	2	7	8	8	7
	18%	21%	17%	19%	17%	19%	23%Tl	21%	18%	22%	16%	21%	20%	17%	18%	18%	18%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9	-	1	3	4	9	6	7	6	3	5	5	1	6	3	1	8
	10%jr	-	11%	13%	23%	11%j	9%j	10%j	9%	5%	14%j	14%j	12%	16%	6%	3%	19%Tr
My child is no longer in school	6	3	2	-	1	4	3	3	3	2	-	-	-	2	3	4	1
	7%fg	20%	13%	-	4%	5%	4%	5%	5%	6%	-	-	-	6%	7%	9%	3%

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 587
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	Gender			Social Grade										Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)				
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597				
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615				
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502				
NET: Owned	779	387	391	269	222	165	120	491	284	56	723	78	93	102	143	138	109	60	307	169	691	85	20	56	6	344	37	25	361				
C	63%fhm	64%	62%	80%Tdfgh	61%fh	64%fh	44%	70%Tdfh	54%f	64%lm	63%lm	55%	44%	51%	65%lm	80%Tijk	79%Tijk	84%Tijk	81%Tijk	81%Tijk	64%T	56%	61%	64%u	27%	70%TBC	61%	51%	59%				
Owned outright (without mortgage)	414	197	216	142	111	78	80	252	158	20	393	31	22%im	28	22	62	29%lm	91	102	56	249	158	9	26	1	201	14	17	177				
uc	33%ikim	33%	34%	42%Tdfgh	30%	31%	29%	36%Tdh	30%	23%lm	34%ikim	22%im	13%	11%	29%lm	53%Tijk	74%Tijk	79%Tijk	65%Tjk	78%Tijk	35%Tu	24%	27%	30%	41%TAC	24%	35%	29%					
Owned with a mortgage or loan	366	190	174	127	111	86	40	239	126	36	330	47	65	80	80	47	7	4	58	11	316	48	11	30	5	143	22	8	185				
qrs	29%hjp	31%	28%	38%Tfh	31%fh	34%fh	14%	34%Tfh	24%f	41%Tjop	29%pqrs	33%pqrs	31%pqrs	40%Tjop	37%Tjop	27%pqrs	5%	5%	15%pps	5%	35%	48	32%	34%	24%	29%	37%B	16%	30%				
NET: Rented	436	202	229	62	129	87	151	191	239	31	405	48	117	97	71	34	27	12	73	39	370	58	12	25	17	142	18	23	240				
qrsz	35%cgop	33%	36%	19%	35%cg	34%c	55%Tcdgh	27%c	45%Tcdgh	35%opqr	35%opqr	34%opqr	55%Tijk	48%Tijk	52%opqr	20%	20%	16%	19%	39	37%	58	37%	29%	29%	29%	48%z	39%Tz					
Rented from the council	92	38	54	9	16	22	42	25	64	11	80	6	22	19	16	8	9	1	17	9	79	11	5	4	2	26	2	4	59				
g	7%cdgrz	6%	9%	3%	4%	8%cg	15%Tcdgh	4%	12%Tcdgh	13%Tjkoq	7%r	4%	10%opqr	10%sr	7%	4%	6%	1%	4%	4%	7%	7%	14%	5%	10%	5%	4%	9%	10%Tz				
Rented from a housing association	113	49	63	14	27	22	49	41	71	4	109	14	24	28	19	13	9	2	24	11	94	16	1	7	7	42	7	6	53				
h	9%cgr	8%	10%	4%	7%	9%c	18%Tcdgh	6%	13%Tcdgh	5%	9%r	10%	11%rs	14%Tjqr	9%	7%	3%	6%	5%	9%	9%	11%	4%	8%	29%	9%	12%	12%	9%				
Rented from someone else	231	116	112	40	86	43	60	126	104	15	216	28	70	50	36	13	10	9	32	19	196	32	6	14	8	74	8	13	128				
sz	19%copr	19%	18%	12%	24%Tcg	17%	22%c	18%c	20%c	17%opr	19%oprs	20%oprs	33%Tijk	25%Tjop	17%oprs	8%	7%	12%	8%	9%	18%	32	21%	19%	34%	15%	13%	28%z	21%z				
Rent free	28	16	11	5	14	4	4	19	9	1	27	16	2	2	5	1	1	-	1	1	18	8	1	6	-	6	6	-	13				
r	2%rt	3%	2%	2%	4%T	2%	2%	3%	2%	1%	2%r	11%Tjlm	1%	1%	2%r	-	1%	-	-	-	2%	5%Tl	2%	7%Tl	-	1%	10%TzC	1%	2%				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 588
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
NET: Owned	779	206	82	114	551	167	402	179	31	542	237	66	94	102	74	165	18	367	261	60	62	600	179	
63%abjl 56%kb 43% 57%kb 66%Tabc 62% 65%kh 61% 51%										65%Tj 58%kl 55% 51% 57%					69%kjm 56% 66% 63% 66%					64% 61% 60%		60% 60%	72%Tu	
Owned outright (without mortgage)	414	127	41	72	274	107	245	51	10	359	55	5	15	20	28	29	7	191	144	30	25	298	115	
33%bghj 35%b 22% 36%b 33%ab 40%Tgh 17% 17%										43%Tjkl 13%kl mm					26%kjm 10% 27%					32% 25% 30%		302 30%	64 26%	
Owned with a mortgage or loan	366	79	41	42	277	60	157	128	21	184	182	61	79	81	45	136	11	176	117	30	37	302	64	
29%abce 22% 21% 33%Tabc 22% 25% 44%Tef 34%										45%Ti 45%Ti 51%Ti					46%T 46%T 42%Ti					32% 32% 37%		30% 30%	26%	
NET: Rented	438	152	106	82	265	102	204	102	27	269	166	53	91	75	31	130	7	207	125	33	35	372	64	
35%div 42%Td 55%Tacd 41%d 32% 38% 33% 35% 44% 32% 41%Tin										41%Tin 44%in 49%Tijn 42%Tin 28% 44%T 26%					44%T 26% 35% 31% 35% 34% 37%Tv 26%									
Rented from the council	92	32	23	21	58	11	48	28	5	50	42	9	18	26	10	29	4	8	16	2	13	81	10	
7%eirstv 9% 12%Td 11% 7% 4% 8% 9%e 8% 10%Ti 7% 10% 15%Tijk 9% 10% 4% 8%rs										10%Ti 7% 10% 15%Tijk 9% 10% 4% 8%rs														
Rented from a housing association	113	51	35	29	57	35	47	22	9	77	36	9	23	18	6	31	1	62	32	4	7	96	17	
9%id 14%Td 18%Tad 14%Td 7% 13%Ti 8% 8% 15% 9% 9% 8% 13%jh 10% 5% 11% 8% 4% 7% 10% 7%										9% 9% 8% 13%jh 10% 5% 11% 8% 4% 7% 10% 7%														
Rented from someone else	231	69	48	32	150	56	110	53	13	143	88	35	49	30	15	69	4	96	78	27	15	195	36	
19% 19% 25%Tacd 16% 18% 21% 18% 18% 21% 17% 22%mn 29%Tijn 27%Tijn n n										22%mn 29%Tijn 27%Tijn n n														
Rent free	28	7	3	3	1	11	12	3	23	5	1	-	-	1	3	2	11	12	1	4	4	23	5	
2%eo 2% 2% 2% 2% 1% 2% 4%Te 5%e 3%l 1% 1% - - 3%l 1% 8% 2% 3% 1% 4% 2% 2%										3%l 1% 1% - - 3%l 1% 8% 2% 3% 1% 4% 2%														

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 589
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	GO Region											Internet usage				Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
NET: Owned	779	66	34	21	659	33	78	67	69	56	81	97	112	67	458	314	13	42	708	285	110	23	30	22	196	40	16
	83%ntuw	64%	56%	57%	83%	65%	67%	65%	67%	62%	73%Tbdf	57%	64%	62%	59%	69%Tn	41%	72%	83%	64%tuwv	54%	46%	51%	41%	84%Tstuvwy	48%	57%
Owned outright (without mortgage)	414	33%bnrs	35%b	11	18%	10	28%	356	17	41	36	29	25	47	239	172	8	31	362	79	67	16	19	14	177	19	3
	33%bnrs	35%b	11	18%	28%	34%b	32%	30%	35%b	28%	28%	43%Tbhi	33%	32%	46%Tbdf	31%	38%tn	32%	18%	33%ss	31%ss	33%ss	25%	76%Tstuvwy	22%	11%	
Owned with a mortgage or loan	366	29%mtux	29%	23	38%cm	11	30%	303	17	36	31	40	30	34	219	142	6	11	345	208	43	8	11	8	19	22	13
	29%mtux	29%	23	38%cm	29%cm	33%cm	27%	31%cm	40	34%cm	34%cm	30%cm	24%	57	18	28%	16%	20%	31%T	46%Ttuv	21%cx	15%	19%cx	16%	8%	26%cx	46%
NET: Rented	436	35%jx	34%	23	39%kj	15	362	18	56	31	34	33	25	68	57	39	288	140	17	15	391	151	88	24	27	35	42
	35%jx	34%	23	39%kj	35%kj	35%	41%j	31%	32%	37%j	22%	40%j	33%	36%j	37%To	31%	52%	26%	35%	34%cx	43%Tbx	49%cx	46%cx	47%cx	15%	51%Tcx	42%
Rented from the council	92	7%ax	9%	6	2	74	5	11	7	7	5	6	16	10	8	62	29	6	2	83	22	21	12	6	2	7	10
	7%ax	9%	10%	5%	7%	10%	8%	7%	6%	6%	5%	9%	6%	7%	8%	6%	20%	4%	7%	10%ax	23%Tstw	10%cx	3%	3%	12%ax	4%	
Rented from a housing association	113	9%ix	10%	5	93	5	8	14	9	7	5	13	16	16	69	41	3	8	98	33	18	7	10	10	16	4	
	9%ix	10%	9%	14%	9%	9%	14%j	8%	8%	5%	8%	15%dfj	9%	9%	9%	10%	14%	9%	13%ix	18%Tbx	18%Tbx	20%Tbx	4%	19%Tstx	4%		
Rented from someone else	231	19%gx	16%	12	9	194	8	36	10	19	21	14	40	32	15	157	70	7	5	210	97	49	6	10	13	18	
	19%gx	16%	20%	24%	19%g	16%	27%Tdg	10%	18%	24%g	13%	23%gj	18%	14%	20%T	19%	23%	8%	19%	22%gx	24%cx	12%	18%cx	24%cx	8%	20%cx	25%
Rent free	28	2%o	2%	3	2	23	-	2	2	3	1	5	4	5	1	24	4	2	1	26	9	6	3	2	6	1	1
	2%o	2%	4%	-	2%	-	2%	2%	2%	2%	1%	4%	2%	3%	1%	3%To	1%	6%	2%	2%	2%	3%	5%cx	3%	12%Tstxy	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 590
D16. Is the house or flat in which you mainly live...?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTub e (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snappac h (j)	Twitche r (k)	Vimeoe (l)	Fruittu b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	82	293	933	500	743
Effective base	1016	180	280	238	139	109	828	594	383	842	323	163	166	54	74	122	263	740	432	586
NET: Owned	779	105	191	196	129	99	689	409	232	625	201	95	94	22	22	41	171	599	291	488
	63%abfg hij	45%	57%a	68%Tab	76%Tab	82%Tabc	62%hj	69%hj	55%	61%hj	56%	59%	63%hj	59%	58%	66%hjn	58%	64%	58%	66%Tr
Owned outright (without mortgage)	414	82	117	91	46	38	362	167	77	315	64	36	32	5	10	16	62	345	114	299
	33%ghij klmpr	35%	35%	32%	27%	31%	32%ghjk lm	24%hjm	18%	31%ghjk lm	18%	22%	22%	13%	27%hj	26%hjm	21%	37%Tp	23%	40%Tr
Owned with a mortgage or loan	366	24	74	105	83	61	326	242	156	310	137	59	62	17	11	25	108	254	177	189
	29%abqps	10%	22%a	37%Tab	49%Tabc	50%Tabc	29%	35%Tfi	37%Tfi	30%	38%Tfi	37%Tfi	41%Tfin	46%Tfi	31%	40%Tfin	37%Tq	27%	35%Ts	25%
NET: Rented	436	120	136	85	39	19	402	256	179	373	144	56	52	14	15	20	115	314	199	237
	35%cdese	52%Tbcd e	41%Tcde	30%e	23%	15%	36%	37%	42%Tfghi klo	37%T	40%T	35%	35%	38%	39%	32%	39%	34%	40%Ts	32%
Rented from the council	92	39	31	11	3	3	84	48	40	73	16	11	3	3	4	25	64	47	45	6%
	7%cdese	17%Tbcde	9%cde	4%	2%	2%	7%	7%	9%gi	7%	10%Tfghi	10%	7%	9%	7%	8%	7%	9%Ts	9%Ts	6%
Rented from a housing association	113	41	31	21	10	1	101	67	40	98	35	6	12	1	4	4	28	82	44	69
	9%ek	18%Tbcde	9%e	7%e	6%e	1%	9%k	10%k	9%k	10%k	4%	8%k	3%	11%ko	6%	10%	9%	9%	9%	9%
Rented from someone else	231	40	74	53	26	15	217	149	99	201	72	34	29	10	8	12	62	167	108	123
	19%	17%	22%e	18%	15%	13%	19%T	21%	24%Tfij	20%T	23%	21%	20%	26%	20%	20%	21%	18%	22%Ts	17%
Rent free	28	6	7	6	2	3	28	18	11	22	15	10	3	1	1	1	8	20	10	18
	2%	3%	2%	2%	1%	3%	2%	3%	3%	2%	4%Tghi lo	6%Tghilo	2%	3%	3%	1%	3%	2%	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 591
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	Gender			Social Grade						Age											Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
1	271 22%eikl uWA	141 23%	128 20%	67 20%e	93 25%e	31 12%	79 29%Toeh	159 23%e	110 21%e	-	271 23%Tjk	11 8%i	34 16%i	40 20%ik	52 24%ik	62 28%ikl	39 36%Tijk	32 28%ikl	133 45%Tijk	133 35%Tijk	71 34%Tijk	255 24%Tuw	13 9%	5 14%	4 5%	119 24%A	3 6%	15 31%A	127 21%A
2	398 32%iklm uwAB	188 31%	210 33%	98 29%	124 34%	82 32%	88 32%	222 32%	170 32%	3 4%	395 34%Tkd	21 15%j	50 24%j	50 25%j	64 29%jk	86 50%Tijk	84 62%Tijk	39 54%Tijk	209 55%Tijk	123 59%Tijk	368 34%Tuw	29 19%lw	8 28%	10 12%	8 35%	180 37%TAB	2 4%	6 13%	208 34%AB
3	220 18%jopq rs	118 20%	102 16%	62 18%	55 15%	49 19%	54 20%	117 17%	103 19%	28 32%Tjmn opqrs	192 17%opqr s	38 27%Tjop qrs	47 22%jopq rs	39 19%opqr s	44 20%opqrs	12 7%	11 8%e	1	24 6%	12 6%	181 17%	35 23%	7 26%t	23 12%	3 16%	77 16%	14 23%	9 18%	112 18%
4	221 18%jop qrs	99 16%	119 19%	69 21%df	53 14%	65 25%Tdfg h	32 12%	122 17%kdf	97 18%k	28 32%Tjno pqrs	193 17%opqr s	45 32%Tjno pqrs	48 23%jopq rs	51 25%Tjop qrs	39 18%opqrs	8 5%e	2 1%	-	10 3%e	2 1%	188 17%	32 21%	7 20%	20 23%	4 16%	76 15%	15 25%	8 16%	116 19%
5+	133 11%jopq rstzC	59 10%	74 12%	41 11%	40 11%	29 11%	22 8%	80 11%	51 10%	29 33%Tjkm nopqrs	104 9%opqr s	26 18%Tjno pqrs	32 15%Tjop qrs	21 11%opqrs	19 9%opqrs	4 3%	1 1%	-	5 1%	1 *	86 8%	43 28%Tl	6 18%t	30 35%Tl	5 20%	39 8%	26 43%TzBC	10 21%TzC	53 9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 592
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
1	271	109	56	62	156	271	-	-	-	271	-	-	-	-	-	-	-	131	101	24	1	224	47
	22% ^{cdlgh}	30% ^{Td}	29% ^{Td}	31% ^{Td}	19%	100% ^{Tlgh}	-	-	-	32% ^{Tjkm}	-	-	-	-	-	-	-	22% ^{qt}	25% ^{qt}	26% ^{qt}	1%	22%	19%
2	398	117	46	69	272	-	398	-	-	374	24	2	6	9	8	20	-	200	137	25	6	299	99
	32% ^{begh}	32% ^{ab}	24%	35% ^{ab}	33% ^{ab}	-	64% ^{Tegh}	-	-	45% ^{Tjkm}	6% ^k	1%	3%	5%	7% ^{kl}	7%	-	34% ^{qt}	34% ^{qt}	27% ^{qt}	6%	30%	40% ^{Tu}
3	220	52	31	27	156	-	220	-	-	101	118	35	39	34	23	90	3	90	67	20	32	175	45
	18% ^{eghi}	14%	16%	14%	19%	-	36% ^{Tegh}	-	-	12%	29% ^{Tilm}	29% ^{Tim}	21% ^{lj}	19% ^{lj}	21% ^{lj}	30% ^T	10%	15%	17%	21%	32% ^{Tqr}	18%	18%
4	221	62	44	28	150	-	-	221	-	53	168	49	85	75	38	130	11	111	61	13	30	177	44
	18% ^{ethi}	17%	23% ^{ac}	14%	18%	-	-	75% ^{Telh}	-	6%	41% ^{Ti}	41% ^{Ti}	46% ^{Ti}	42% ^{Ti}	36% ^{Ti}	44% ^T	41%	19%	15%	14%	30% ^{Tqrs}	18%	18%
5+	133	26	16	13	101	-	-	72	61	35	98	34	55	59	39	56	13	52	31	11	31	120	13
	11% ^{aefir}	7%	8%	7%	12% ^{Tac}	-	-	25% ^{Tef}	100% ^{Tefg}	4%	24% ^{Ti}	29% ^{Ti}	30% ^{Tij}	34% ^{Tij}	36% ^{Tij}	19% ^T	49%	9%	8%	12%	31% ^{Tqrs}	12% ^{Tv}	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 593
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
1	271	26	16	7	251	5	31	15	19	17	28	48	37	21	160	108	8	24	232	96	38	14	21	5	85	4	9
	22%rwy	26%	27%	21%	21%	11%	23%	15%	18%	19%	25%	28%Tdeg	21%	19%	21%	24%	18%	42%Tr	21%	22%ky	19%ky	28%lwy	35%Tstwy	9%	38%Tstwy	4%	30%
2	398	30	15	14	339	18	51	40	26	30	38	53	44	221	176	10	19	360	130	61	20	16	11	134	16	7	
	32%kny	29%	26%	39%	32%kk	34%	38%hk	40%hkh	25%	33%	35%k	23%	30%	41%hk	29%	38%Tn	30%	33%	32%	29%	30%	40%y	28%	21%	58%Tstuvy	19%	25%
3	220	25	11	3	181	11	21	16	16	15	19	34	31	17	145	68	7	5	203	83	38	8	14	12	9	26	2
	18%lx	24%	19%	8%	17%	21%	16%	15%	15%	17%	17%	20%	18%	16%	19%	15%	22%	9%	18%	19%lx	18%lx	18%lx	25%lx	4%	31%Tstx	9%	
4	221	17	12	6	187	9	21	21	22	13	15	32	35	19	149	70	4	6	207	90	44	6	6	14	2	25	7
	16%lx	17%	19%	16%	18%	19%	15%	20%	21%	14%	14%	19%	20%	18%	19%T	15%	14%	10%	18%	20%lx	22%lx	12%lx	10%lx	27%lx	1%	30%Tuxx	23%
5+	133	4	6	6	117	8	12	9	23	15	9	17	18	6	96	35	5	3	123	47	23	2	1	12	3	13	4
	11%aovx	4%	9%	17%a	11%a	15%a	9%	9%	21%Tadfgklm	17%am	8%	10%	10%	6%	13%To	8%	17%	6%	11%	10%lx	11%lx	4%	2%	22%Tsuwx	1%	15%vx	13%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 594
D17. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlet (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
1	271 22% kjmpr	104 45% Tbcde	77 23% de	52 18% de	16 9%	5 4%	243 22% ghjklm	105 15% jkm	57 14% jkm	215 21% ghjklm	38 11% m	11 7%	23 15% jkm	1 3%	9 24% ghjklm	14 23% ghjklm	42 14%	228 24% Tp	86 17%	185 25% Tr
2	398 32% fghjklmnr	70 30%	117 35%	103 36%	47 28%	35 29%	344 31% ghjklm	181 27% hjkl	94 22% jklm	321 32% ghjklm	68 19%	26 16%	27 18%	8 20%	8 21%	18 29% hijklm	73 25%	317 34% Tp	136 27%	263 35% Tr
3	220 18% ka	26 11%	55 17%	51 18%	34 20% a	28 23% a	210 19% T	137 20% T	81 19%	184 18%	80 22% Ti	43 26% Tighio	32 22%	7 19%	8 20%	11 17%	52 18%	167 18%	90 18%	129 17%
4	221 18% aqs	18 8%	49 15% a	52 18% a	51 30% Tabc	29 24% ab	195 17%	150 22% Tfin	108 25% Tfijn	186 18%	94 26% Tfijn	48 30% Tfijn	37 25% Tfin	9 23%	6 19%	12 25% Tq	73 15%	142 23% Ts	114 23% Ts	107 14%
5+	133 11% aqs	15 6%	36 11%	27 9%	22 13% a	24 20% Tabc	127 11% T	110 16% Tfin	82 19% Tfijn	113 11%	80 22% Tfijn	33 20% Tfio	29 20% Tfio	13 34% Tfijhio	7 19% Tfio	7 11%	53 18% Tq	79 9%	74 15% Ts	58 6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 595
D18. Do any children aged 17 or under live in your household?
Base: All respondents

Absolutes/col percents

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
No children aged 17 or under	835	406	424	212	258	161	197	470	358	3	832	97	116	95	153	166	133	72	370	205	756	71	20	36	9	363	18	31	407
wa	67%	67%	67%	63%	71%cg	63%	72%c	67%c	67%	3%	72%Tilm	69%ilm	55%l	47%l	70%ilm	96%Tijk	97%Tij	100%Tijk	97%Tijk	98%Tijk	70%Tuw	46%	62%u	41%	41%	74%TAC	31%	64%A	66%A
NET: Yes	408	200	208	125	107	95	78	232	173	85	324	44	96	107	66	7	4	-	11	4	323	81	13	51	14	129	42	17	208
rsz	33%	33%	33%	37%dfg	29%	37%	28%	33%id	33%	97%Tjld	28%opqr	31%opqr	45%Tjkn	53%Tjkn	30%opqrs	4%	3%	-	3%	2%	30%	54%Ttv	38%	59%Tt	14	59%	69%TzBC	38%	34%z
Yes, aged 0-2	70	31	38	25	16	18	8	41	26	3	67	12	38	16	*	-	-	-	-	52	16	2	11	3	15	15	2	34	
tz	6%noprs	5%	6%	7%f	4%	7%	3%	6%	5%	3%noprs	6%noprs	8%noprs	18%Tjkn	8%nopqr	*	-	-	-	-	5%	11%Tt	5%	13%Tt	14%	3%	25%TzBC	3%	6%	
Yes, aged 3-4	67	36	31	26	20	11	10	46	21	9	58	14	28	15	*	-	-	-	-	52	15	1	10	3	21	7	2	31	
t	5%noprs	6%	5%	8%h	6%	4%	4%	7%	4%	10%Tjnop	5%noprs	10%Tjno	13%Tjnop	8%nopqr	*	-	-	-	-	5%	10%Tt	3%	11%Tt	15%	4%	11%z	5%	5%	
Yes, aged 5-10	185	85	99	51	49	46	38	100	84	25	160	9	57	71	21	1	2	-	2	2	150	34	4	24	6	57	19	8	96
pprstz	15%jkno	14%	16%	15%	14%	18%	14%	14%	16%	29%Tjkn	14%kopqr	6%oprs	27%Tjkn	35%Tjkn	9%opqrs	*	1%	-	1%	14%	23%Tt	11%	28%Tt	27%	12%	31%TzC	16%	16%	
Yes, aged 11-15	177	81	96	52	45	43	36	98	79	55	122	11	24	48	33	3	2	-	5	2	146	29	6	13	8	57	12	8	99
rsz	14%opqr	13%	15%	16%	12%	17%	13%	14%	15%	63%Tjld	11%oprs	8%oprs	12%opqr	24%Tjld	15%opqr	2%	2%	-	1%	1%	14%	19%	15%	35%	12%	20%	16%	16%	
Yes, aged 16-17	107	53	54	32	27	27	21	59	48	41	67	16	4	8	32	4	2	-	7	2	77	31	6	19	3	36	12	7	51
qrst	9%jmop	9%	9%	7%	7%	11%	8%	8%	9%	46%Tjkm	6%prs	11%jmop	2%	4%	15%Tjmo	3%	2%	-	2%	1%	7%	20%Tt	18%t	19%Tt	15%	7%	19%TzC	15%	8%
Prefer not to say	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 596
D18. Do any children aged 17 or under live in your household?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	216	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
No children aged 17 or under	835	274	134	155	533	271	476	65	23	835	-	-	-	-	-	-	-	399	293	70	18	658	177
	67%Tdkh	75%Tbd	70%	77%Tcd	64%	100%Tfgh	77%Tgh	22%	38%g	100%Tjkm	-	-	-	-	-	-	-	68%t	74%Tt	74%t	18%	68%	71%
NET: Yes	408	91	57	45	304	-	142	228	38	-	408	120	185	177	107	296	27	185	104	25	82	337	71
	33%Tacef	25%	30%Tacef	23%	36%Tacef	-	23%Tacef	78%Tefh	82%Tef	-	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	100%Ti	32%	26%	26%	82%Tqrs	34%	29%
Yes, aged 0-2	70	15	10	5	52	-	22	42	6	-	70	70	24	10	*	67	-	33	24	8	3	58	11
	6%Tacef	4%c	5%	2%	6%c	-	4%a	14%Tef	10%ef	-	17%Timm	58%Tij	13%Timm	5%in	*	23%T	-	8%	6%	8%	3%	6%	5%
Yes, aged 3-4	67	8	4	4	54	-	15	43	9	-	67	67	32	15	3	58	-	30	17	7	9	62	5
	5%Tacef	2%	2%	2%	7%Tabc	-	2%a	15%Tef	15%Tef	-	16%Timm	56%Tij	18%Timm	8%in	3%i	20%T	-	5%	4%	7%	9%	6%T	2%
Yes, aged 5-10	185	41	31	20	140	-	46	122	18	-	185	53	185	77	14	151	8	90	51	12	24	151	34
	15%Tacef	11%	16%a	10%	17%Tacef	-	7%a	41%Tef	29%Tef	-	45%Tin	44%Timm	100%Tijk	43%Tin	13%i	51%T	31%	15%	13%	13%	24%Tqr	15%	14%
Yes, aged 11-15	177	41	28	25	133	-	43	115	19	-	177	23	77	177	37	111	11	74	39	6	53	143	34
	14%Tacef	11%	15%	13%	16%T	-	7%a	39%Tef	31%Tef	-	43%Tikn	19%i	42%Tik	100%Tijk	34%Tik	38%T	13%	10%	10%	6%	53%Tqrs	14%	14%
Yes, aged 16-17	107	28	14	14	74	-	31	61	16	-	107	3	14	37	107	49	18	42	19	4	39	91	16
	9%Tacef	8%	7%	7%	9%	-	5%a	21%Tef	27%Tef	-	26%Tikm	3%i	8%ik	21%Tik	100%Tijk	16%T	67%	7%	5%	5%	39%Tqrs	9%	7%
Prefer not to say

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 597
D18. Do any children aged 17 or under live in your household?
Base: All respondents

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	North of Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
No children aged 17 or under	835	72	39	24	700	32	95	68	89	57	89	121	112	76	499	325	22	50	744	282	128	43	49	46	231	33	21
NET: Yes	408	32	21	12	344	19	41	32	56	32	21	48	63	31	271	133	11	8	380	164	76	9	8	2	50	8	
Yes, aged 0-2	70	9	1	3	56	4	8	2	14	5	2	8	7	7	45	22	3	-	63	28	16	-	2	-	16	4	
Yes, aged 3-4	67	4	2	5	56	3	6	2	21	4	1	9	4	5	34	32	4	1	59	34	10	*	2	*	-	9	3
Yes, aged 5-10	185	14	15	6	151	7	19	18	18	14	12	21	28	14	120	64	5	3	172	81	41	4	1	2	2	27	3
Yes, aged 11-15	177	14	11	4	149	8	16	16	16	23	9	25	28	8	127	50	7	*	167	61	34	2	4	2	-	16	3
Yes, aged 16-17	107	6	2	3	97	5	9	11	19	6	6	10	20	11	82	24	-	5	103	31	13	1	4	5	-	10	3
Prefer not to say	*	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	-	*	*	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 598
D18. Do any children aged 17 or under live in your household?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
No children aged 17 or under	835	190	232	189	86	67	737	391	209	670	167	69	65	9	23	38	147	678	285	549
	67%defg hijkmp r	82%Tbcd e	69%de	66%cd	50%	55%	68%ghjkl m	57%hkl m	49%lm	66%ghjkl m	46%lm	43%lm	44%lm	23%	60%hijkl m	61%hijkl m	50%	73%Tp	57%	74%Tr
NET: Yes	408	42	102	98	84	54	381	292	213	349	193	92	84	29	15	24	147	256	215	194
	33%aaq	18%	31%a	34%a	50%Tabc	45%Tab	34%T	43%Tli	50%Tlgi no	34%T	54%Tlgi no	57%Tlgi no	56%Tlgi ijkl	77%Tfgh ijkl	39%	39%	50%Tq	27%	43%Ts	26%
Yes, aged 0-2	70	6	23	18	16	6	60	50	37	66	33	14	10	6	4	4	29	41	42	27
	6%aaq	3%	7%a	6%	9%Ta	5%	6%	7%Ti	9%Tli	6%Ti	9%Ti	9%l	7%	15%Tlgi lo	11%Tlio	6%	10%Tq	4%	8%Ts	4%
Yes, aged 3-4	67	3	19	19	17	4	61	51	32	66	26	16	15	8	4	4	19	48	48	19
	5%aa	1%	6%a	6%a	10%Ta	4%	5%	7%Ti	8%Tli	6%Ti	7%	10%Ti	10%Ti	22%Tfgh ijkl	10%	7%	7%	5%	10%Ts	3%
Yes, aged 5-10	185	18	55	45	33	22	175	129	98	161	90	41	33	14	6	12	71	109	104	81
	15%aaq	8%	16%a	16%a	19%a	19%a	16%T	19%Tli	23%Tlgi	16%	25%Tlgi	25%Tlgi	22%Tli	39%Tfgh ijkl	17%	19%	24%Tq	12%	21%Ts	11%
Yes, aged 11-15	177	16	39	44	41	27	170	128	104	144	91	45	39	14	5	10	60	113	85	92
	14%aaq	7%	12%	15%a	24%Tabc	22%Tab	15%T	18%Tli	25%Tlgi no	14%	25%Tlgi no	28%Tlgi no	26%Tlgi ijlo	38%Tfgh ijkl	14%	17%	20%Tq	12%	17%Ts	12%
Yes, aged 16-17	107	11	22	19	24	19	102	82	65	85	61	31	31	7	3	5	42	64	47	60
	9%aaq	5%	7%	7%	14%Tabc	15%Tabc	9%	12%Tli	15%Tlgin o	8%	17%Tlgi no	19%Tlgi no	21%Tfgh no	20%Tlio	7%	8%	14%Tq	7%	9%	8%
Prefer not to say	*	-	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	-	*	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 599
D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?
Base: All Adult respondents with children aged 15 or under

	Gender		Social Grade						Age					Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	White (t)	Minority Ethnic background (u)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	329	174	154	103	91	80	53	194	133	329	37	109	124	50	237	88	60	16	102	48	16	152
Weighted base	281	137	144	80	71	74	54*	151	128	281	37**	92	102	43*	225	53	37*	10**	82	31**	11**	146
Effective base	234	116	117	67	64	61	41	131	102	234	24	78	91	36	179	55	36	11	72	29	9	117
Yes	254	121	132	69	69	69	47	137	116	254	18	86	101	42	208	44	30	9	77	26	9	131
	90% _u	88%	92%	85%	97% _T	93%	86%	91% _c	90%	90%	49%	93%	99% _T	99% _T	92% _{Tu}	82%	82%	87%	94%	84%	85%	90%
No	18	10	8	7	-	4	5	7	9	18	14	4	-	12	5	3	1	3	3	3	1	10
	6% _{dm}	7%	6%	9% _d	-	5%	10% _d	5% _d	7% _d	6% _m	39%	4%	-	5%	10%	7%	13%	3%	9%	11%	11%	7%
Prefer not to say	10	6	4	4	2	1	2	6	3	10	4	3	1	-	6	4	4	-	2	2	-	4
	3%	4%	2%	6%	3%	1%	4%	4%	3%	3%	12%	3%	1%	1%	2%	8%	11% _{Tt}	-	2%	7%	4%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 600
D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?
Base: All Adult respondents with children aged 15 or under

	Impacting/limiting condition				Number of people in household			Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (j)	Aged 5-10 (k)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Urban (u)	Rural (v)
Unweighted base	329	76	47	39	240	121	181	27	329	132	187	140	33	314	15	163	115	40	277	52
Weighted base	281	61	40*	31**	212	100	158	23**	281	108	160	122	25**	265	16**	158	92	23**	229	52*
Effective base	234	53	34	26	173	84	132	19	234	85	134	108	25	221	13	122	82	26	192	42
Yes	254	52	36	24	195	92	144	17	254	103	148	108	15	254	-	141	84	21	210	44
	90%	85%	91%	79%	92%	92%	91%	75%	90%	95%T	93%	88%	63%	96%T	-	89%	92%	89%	92%	83%
No	18	4	-	4	12	3	11	5	18	2	7	11	6	4	14	13	4	1	11	7
	6%abu	7%	-	14%	6%	3%	7%	21%	6%ka	2%	4%	9%ka	25%	1%	87%	8%	4%	5%	5%	13%
Prefer not to say	10	4	4	2	5	5	3	1	10	4	4	3	3	8	2	4	4	1	8	2
	3%o	7%	9%ud	7%	2%	5%	2%	4%	3%	3%	3%	3%	12%	3%	13%	2%	5%	6%	3%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 601
D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?
Base: All Adult respondents with children aged 15 or under

	Total (T)	GO Region											Internet usage		Devices used to access internet	Working status			
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Multiple devices (r)	Working full time (s)	Working part-time (t)	House person/ Other (y)
Unweighted base	329	27	15	277	17	32	22	46	22	20	47	47	24	249	75	304	184	76	41
Weighted base	281	26**	15**	232	12**	28**	22**	39**	20**	15**	32*	44*	21**	174	104	263	142	68	44*
Effective base	234	20	12	194	12	25	16	29	16	15	31	35	17	185	63	219	121	56	36
Yes	254 90% _n	26 100%	13 91%	205 89%	11 89%	23 84%	20 93%	34 87%	17 86%	12 80%	30 96%	40 91%	18 84%	149 86%	102 98% _{Tn}	236 90%	129 91%	59 86%	43 98%
No	18 6% _o	-	1 9%	17 7%	-	1 4%	1 6%	2 6%	2 12%	3 19%	3 8%	4 15%	3 10% _{To}	18 10% _{To}	18 7%	9 6%	5 8%	5 8%	-
Prefer not to say	10 3%	-	-	10 4%	1 11%	3 12%	3 1%	3 7%	3 2%	3 1%	3 4%	3 1%	3 1%	7 4%	1 1%	9 3%	4 3%	4 6%	1 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 602
D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?
Base: All Adult respondents with children aged 15 or under

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita D (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	329	33	86	92	54	45	311	256	194	304	180	114	114	66	64	87	145	179	202	127
Weighted base	281	28**	74	80	50*	32*	261	196	128	252	117	50	45	15*	14*	23	96	181	153	129
Effective base	234	23	65	65	37	32	221	173	119	212	109	63	60	34	42	53	90	141	131	104
Yes	254 90%gklo p	22 77%	73 98%Te	73 92%	47 94%	28 68%	233 89%jk	171 87%j	114 89%jk	226 90%jk	93 79%	40 81%	39 85%	13 96%	11 83%	19 83%	81 84%	169 93%Tp	139 91%	115 89%
No	18 6%b	4 14%	-	4 5%	3 5%	3 8%b	18 7%	15 8%	9 7%	17 7%	15 13%Tighi lmmo	5 9%mn	3 6%	*	*	1 6%	11 11%Tq	7 4%	8 5%	10 8%
Prefer not to say	10 3%	2 9%	1 2%	3 4%	* 1%	1 4%	9 4%	9 5%	6 4%	9 4%	9 7%Tf	5 10%Tighi	4 9%Tf	2 11%Thi	2 14%Tigh	2 11%Tighi	5 5%	5 3%	6 4%	4 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 603
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Gender			Social Grade						Age											Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458	
NET: Furloughed	29	19	10	6	9	10	3	16	13	29	4	7	3	10	4	1	5	1	23	5	1	3	3	*	10	5	1	12	
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	20	13	8	3	6	8	3	2	9	11	20	1	6	3	9	2	-	2	-	16	4	1	3	*	7	3	1	10	
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	9	6	2	3	3	2	-	6	2	9	3	2	1	1	2	1	-	2	1	7	1	1	-	-	4	2	-	2	
NET: Working	649	340	304	178	218	157	93	398	250	649	76	157	149	153	92	20	1	113	21	558	87	17	50	17	237	34	26	335	
Working full time - working 30+ hours per week	424	264	156	133	153	90	48	286	138	424	62	116	102	90	49	4	-	54	4	364	57	8	33	14	150	24	8	230	
Working part-time - working 8-29 hours per week	150	47	102	26	46	42	36	71	78	150	9	28	35	40	25	11	1	37	12	129	21	5	14	3	51	9	13	73	
Working part-time - working 7 hours or under per week	7	2	4	3	-	2	3	3	4	7	3	-	2	-	2	-	2	2	6	*	*	*	-	5	-	*	1		
Self-employed full time - working 30+ hours per week	22	12	10	5	7	9	-	11	9	22	-	4	8	5	4	-	-	4	-	19	2	1	1	-	10	1	1	10	
Self-employed part time - working 8-29 hours per week	33	13	20	9	9	10	6	18	15	33	-	9	4	8	10	2	-	12	2	29	4	2	1	1	12	1	4	17	
Self-employed part time - working 7 hours or under per week	14	3	11	4	4	4	1	8	5	14	2	-	-	8	3	2	-	5	2	11	2	1	1	-	9	-	1	4	

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 603
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (y)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
NET: Not working	478	202	275	115	116	78	164	230	242	478	61	48	49	25%	77	116	71	264	187	425	46	11	28	3	210	18	16	224	
	41% ^{ade}	36%	47% ^{Ta}	38%	34%	32%	63% ^{Tode}	36%	48% ^{Tode}	41% ^{lmm}	43% ^{lmm}	23%	24%	25%	45% ^{lmm}	85% ^{Tjkl}	98% ^{Tjkl}	69% ^{Tjkl}	89% ^{Tjkl}	42%	33%	38%	35%	16%	46% ^{TA}	31%	37%	39%	
Not working but seeking work or temporarily unemployed or sick	50	24	26	4	11	8	26	15	34	50	10	13	13	6	8	-	8	-	46	4	2	2	3	-	15	1	2	30	
	4% ^{scgprs}	4%	4%	1%	3%	3%	10% ^{Todeg}	2%	7% ^{Tceg}	4% ^{prs}	7% ^{prs}	7% ^{prs}	7% ^{prs}	3% ^a	5% ^{prs}	-	-	2%	-	5%	3%	7%	3%	-	3%	1%	5%	5%	
Not working and not seeking work	58	31	27	6	7	4	40	14	43	58	4	8	15	21	7	3	-	10	3	51	6	3	1	1	21	1	2	32	
	5% ^{acdegrs}	6%	5%	2%	2%	1%	15% ^{Todeg}	2%	9% ^{Todeg}	5% ^{srs}	3%	4%	8% ^{qrs}	9% ^{Tjppqrs}	4%	2%	-	3%	2%	5%	4%	12%	2%	4%	5%	1%	4%	6%	
Student full time	53	25	29	15	24	4	10	39	15	53	45	8	1	-	-	-	-	-	38	13	1	8	1	10	3	3	35		
	5% ^{ehmno}	4%	5%	5%	7% ^{Teh}	2%	4%	6% ^{Teh}	3%	5% ^{mno}	32% ^{Tjimm}	4% ^{mno}	prsz	-	-	-	-	-	4%	9% ^{Tt}	4%	9% ^t	6%	2%	6%	6%	6% ^{Tz}		
Retired on a state pension only	46	15	32	3	7	1	36	10	37	46	-	-	-	2	20	24	46	45	46	-	-	-	-	-	30	-	3	14	
	4% ^{acdeg}	3%	5% ^{Ta}	1%	2%	*	14% ^{Todeg}	2%	7% ^{Todeg}	4% ^{klmno}	-	-	-	1%	15% ^{Tjkl}	34% ^{Tjkl}	12% ^{Tjkl}	21% ^{Tjklm}	5% ^{Tu}	-	-	-	-	-	6% ^{TC}	-	6%	2%	
Retired with a private pension	186	100	86	82	54	32	16	136	48	186	-	-	-	2	47	90	46	184	136	178	7	3	4	-	110	-	3	72	
	16% ^{hkl}	18%	15%	28% ^{Tdef}	16% ^h	13% ^h	6%	21% ^{Tdeh}	9% ^t	16% ^{klmn}	-	-	-	1%	27% ^{Tjkl}	66% ^{Tjkl}	64% ^{Tjkl}	48% ^{Tjkl}	65% ^{Tjkl}	18% ^{Tuw}	5%	10%	5%	-	24% ^{TABC}	-	7%	13% ^A	
Full-time responsibility for home / family	80	6	73	4	13	30	33	17	62	80	1	19	19	25	12	2	-	15	2	64	14	2	12	1	23	12	4	41	
	7% ^{acdgk}	1%	12% ^{Ta}	1%	4%	12% ^{Tcdg}	13% ^{Tcdg}	3%	12% ^{Tcdg}	7% ^{klprs}	1%	9% ^{klprs}	10% ^{klprs}	12% ^{Tjppqrs}	7% ^{klprs}	2%	-	4% ^{us}	1%	6%	10%	5%	14% ^{Tt}	5%	20% ^{TzC}	8%	7%		
Other	4	1	2	-	-	-	4	-	4	4	1	-	-	1	1	-	-	-	2	1	-	-	2	-	1	2% ^{TC}	-	-	
	4	1	2	-	-	-	1% ^{Tg}	-	1%	4	1	-	-	1%	1%	-	-	-	2	1	-	-	2	-	1	2% ^{TC}	-	-	

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 604
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
NET: Furloughed	29	7	2	5	19	9	10	8	2	21	8	4	3	3	3	8	-	17	9	4	-	22	7
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	3%	2%	1%	2%	2%	3%	2%	3%	4%	2%	3%	4%	2%	3%	4%	3%	-	3%	2%	4%	1%	2%	3%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	20	5	2	3	14	6	7	5	2	12	8	4	3	3	3	8	-	11	6	4	-	17	3
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	2%	2%	1%	2%	2%	2%	1%	2%	4%	1%	3%	4%	2%	2%	4%	3%	-	2%	2%	4%	-	2%	1%
NET: Working	649	144	78	75	487	134	311	177	27	410	239	78	121	95	44	220	19	321	246	65	-	532	117
Working full time - working 30+ hours per week	424	84	40	45	325	90	202	113	18	263	161	55	80	60	29	146	14	201	162	50	-	361	62
Working full time - working 30+ hours per week	37%abc	24%	23%	23%	42%Tabc	33%	34%	46%Tef	37%	32%	50%Ti	51%Ti	50%Ti	49%Ti	43%	49%T	53%	34%	41%	53%Tqr	-	30%Tv	27%
Working part-time - working 8-29 hours per week	150	34	21	19	113	25	74	44	6	90	60	19	35	29	10	55	5	87	50	8	-	117	32
Working part-time - working 8-29 hours per week	13%ai	10%	12%	10%	15%Ta	9%	13%	18%Te	13%	11%	19%Ti	18%	22%Ti	24%Ti	14%	19%T	17%	15%	13%	8%	-	13%	14%
Working part-time - working 7 hours or under per week	7	4	3	2	3	2	3	2	-	6	1	-	-	-	1	1	-	5	1	-	-	5	2
Working part-time - working 7 hours or under per week	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	-	-	-	2%	1%	-	1%	1%	-	-	1%	1%
Self-employed full time - working 30+ hours per week	22	4	4	-	17	6	11	4	*	18	3	*	1	1	2	3	-	7	11	2	-	15	7
Self-employed full time - working 30+ hours per week	2%	1%	2%	-	2%	2%	2%	2%	*	2%	1%	*	1%	1%	3%	1%	-	1%	3%	3%	-	2%	3%
Self-employed part time - working 8-29 hours per week	33	9	4	5	24	8	17	7	-	23	10	2	4	5	1	10	-	12	15	5	-	24	10
Self-employed part time - working 8-29 hours per week	3%	3%	2%	3%	3%	3%	3%	3%	-	3%	3%	2%	3%	4%	2%	3%	-	2%	4%	5%	-	3%	4%

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 604
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Self-employed part time - working 7 hours or under per week	14	8	5	4	5	3	4	6	2	9	5	2	2	-	1	5	-	7	6	-	-	10	4
NET: Not working	478	197	99	113	264	128	266	63	21	402	76	26	36	24	21	67	8	247	143	26	19	367	111
Not working but seeking work or temporarily unemployed or sick	50	31	24	12	15	14	28	7	1	43	7	*	4	2	1	5	1	29	11	6	1	41	9
Not working and not seeking work	58	42	29	25	13	21	31	6	1	49	9	2	1	4	4	8	1	35	14	1	-	47	11
Student full time	53	13	11	3	37	5	23	18	8	46	8	2	2	2	5	2	5	15	13	8	17	41	12
Retired on a state pension only	46	13	2	10	34	16	30	-	-	46	-	-	-	-	-	-	-	19	12	-	-	32	14
Retired with a private pension	186	66	8	50	118	69	112	2	3	184	2	-	2	-	2	-	-	91	74	9	-	138	48
Full-time responsibility for home / family	80	29	20	11	47	-	42	30	8	29	50	22	27	16	10	50	-	56	17	2	-	65	15
Other	4	4	4	3	-	4	-	-	-	4	-	-	-	-	-	-	-	2	1	-	-	2	1

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 605
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
NET: Furloughed	29	3	1	-	25	2	5	1	-	4	1	8	2	15	14	1	-	25	-	-	-	-	-	-	-	-	29
	3%stx	3%	2%	-	3%	4%	4%	1%	-	6%hj	1%	5%h	1%	2%	2%	3%	-	2%	-	-	-	-	-	-	-	-	100%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	20	2	-	-	19	2	3	-	-	4	-	6	2	2	12	9	-	17	-	-	-	-	-	-	-	-	20
	2%as	2%	-	-	2%	4%	3%	-	-	6%tdghj	-	4%	1%	2%	2%	2%	-	2%	-	-	-	-	-	-	-	-	70%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	9	2	1	-	6	-	2	1	-	-	1	2	-	-	3	5	1	8	-	-	-	-	-	-	-	-	9
	1%	2%	2%	-	1%	-	1%	1%	-	-	1%	1%	-	-	1%	1%	2%	1%	-	-	-	-	-	-	-	-	30%
NET: Working	649	52	32	22	544	27	73	49	58	38	56	98	89	56	408	236	14	24	602	445	204	-	-	-	-	-	-
	56%uwx	52%	58%	60%	56%	58%	57%	53%	62%	50%	52%	63%	54%	54%	58%T	53%	46%	42%	58%Tq	100%Tuwx	100%Tuwx	-	-	-	-	-	-
Working full time - working 30+ hours per week	424	33	26	20	345	17	47	32	39	25	40	61	57	27	265	154	13	394	424	-	-	-	-	-	-	-	-
	37%mtuv	33%	47%am	62%	36%	36%	38%	35%	41%am	33%	38%	39%	35%	26%	38%	35%	35%	22%	38%Tq	95%Tuwx	-	-	-	-	-	-	-
Working part-time - working 8-29 hours per week	150	11	5	1	132	8	17	10	14	8	14	24	20	18	91	58	3	8	140	-	150	-	-	-	-	-	-
	13%suw	11%	10%	3%	14%	16%	14%	10%	15%	10%	13%	15%	12%	17%	13%	13%	9%	14%	13%	-	73%Tsuw	-	-	-	-	-	-
Working part-time - working 7 hours or under per week	7	-	-	-	7	-	1	*	2	*	-	1	-	2	5	2	-	-	7	-	7	-	-	-	-	-	-
	1%	-	-	-	1%	-	1%	*	3%T	*	-	1%	-	1%	1%	*	-	-	1%	-	3%Tsx	-	-	-	-	-	-
Self-employed full time - working 30+ hours per week	22	3	-	-	18	-	3	2	2	3	*	2	4	3	12	10	-	3	19	22	-	-	-	-	-	-	-
	2%	3%	-	-	2%	-	2%	2%	2%	3%	*	1%	2%	3%	2%	2%	-	5%	2%	5%Tbx	-	-	-	-	-	-	-
Self-employed part time - working 8-29 hours per week	33	4	1	1	28	1	4	3	-	1	2	5	7	4	24	9	1	*	30	-	33	-	-	-	-	-	-
	3%ax	4%	1%	2%	3%	2%	3%	3%	-	2%	2%	3%	4%	4%	3%	2%	2%	1%	3%	-	16%Tuwx	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 605
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Self-employed part time - working 7 hours or under per week	14	-	-	-	14	2	1	2	1	1	-	4	1	3	10	4	-	-	13	-	14	-	-	-	-	-	-
NET: Not working	478	44	22	11	400	18	50	43	36	33	50	50	74	46	277	192	15	34	416	-	-	50	58	53	232	83	
Not working but seeking work or temporarily unemployed or sick	50	6	4	1	39	2	3	1	4	1	7	7	10	5	38	13	2	2	45	-	-	50	-	-	-	-	
Not working and not seeking work	58	6	4	2	47	6	5	5	4	3	6	3	11	3	46	8	1	1	55	-	-	-	58	-	-	-	
Student full time	53	8	1	2	42	5	3	4	1	8	5	7	5	5	43	8	*	-	51	-	-	-	-	53	-	-	
Retired on a state pension only	46	5	1	-	40	-	6	6	3	1	4	5	4	12	17	30	1	7	38	-	-	-	-	-	46	-	
Retired with a private pension	186	16	8	2	160	5	26	15	13	12	22	26	24	17	83	101	3	19	155	-	-	-	-	-	186	-	
Full-time responsibility for home / family	80	4	3	3	69	-	6	13	9	8	4	4	19	4	47	32	7	4	69	-	-	-	-	-	-	80	
Other	4	-	-	1	3	-	-	-	1	-	1	-	-	-	4	-	-	1	3	-	-	-	-	-	-	4	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 606
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£37,000 - £52,000+ (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very aware (r)	Not at all/Not very aware (s)	
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	82	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
NET: Furloughed	29	6	9	11	2	1	25	22	14	25	9	5	5	1	2	3	9	19	17	12
	3%	3%	3%	4%	1%	1%	2%	4%Tf	4%Ti	3%	4%	4%	4%	8%	5%Ti	4%	2%	4%	4%	2%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	20	3	8	8	1	1	18	14	12	20	6	3	2	1	2	3	6	13	14	7
	2%sa	1%	2%	3%	1%	1%	2%	2%	3%Ti	2%	2%	2%	2%	2%	5%Ti	4%Ti	2%	2%	3%Ts	1%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	9	3	1	3	1	*	7	8	2	6	3	2	2	1	*	1	3	5	3	6
	1%	1%	*	1%	1%	*	1%	1%Tf	1%	1%	1%	2%	2%	3%Thio	1%	1%	1%	1%	1%	1%
NET: Working	649	88	155	172	112	78	589	400	232	542	206	82	85	19	27	53	166	475	293	356
	56%abqs	40%	49%	63%Tab	78%Tabc	76%Tabc	57%	65%Tfi	66%Tfi	57%	69%Tfi	66%Tfi	73%Tfgh	77%Tfik	72%Tfi	85%Tfghijkmn	65%Tq	54%	65%Ts	51%
Working full time - working 30+ hours per week	424	23	94	125	90	68	382	277	158	370	147	57	57	14	41	124	296	203	221	31%
	37%abqs	10%	30%a	46%Tab	63%Tabc	66%Tabc	37%	45%Tfi	45%Tfi	39%Ti	49%Tfin	46%Ti	49%Tfin	15	59%Tfghik	39%	66%Tfghijkn	48%Tq	33%	45%Ts
Working part-time - working 8-29 hours per week	150	41	41	33	14	6	140	81	47	119	42	14	16	4	8	9	26	122	58	92
	13%e	18%Tde	13%	12%	10%	6%	14%	13%	13%	12%	14%	11%	14%	17%	21%Tfghikd	14%	10%	14%	13%	13%
Working part-time - working 7 hours or under per week	7	2	1	3	-	-	5	7	3	5	4	2	2	*	*	*	3	4	7	-
	1%	1%	*	1%	-	-	1%Tf	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	*	2%Ts	-
Self-employed full time - working 30+ hours per week	22	7	3	5	2	4	19	9	7	13	4	5	4	-	1	1	3	16	9	13
	2%j	3%	1%	2%	1%	4%	2%j	1%	2%	1%	1%	4%Tfgij	4%gi	-	4%j	2%	1%	2%	2%	2%
Self-employed part time - working 8-29 hours per week	33	11	11	4	5	-	31	20	11	27	4	4	5	*	3	2	5	28	10	24
	3%	5%ce	4%	1%	3%	-	3%	3%j	3%j	3%	1%	3%	4%j	1%	8%Tfghjko	3%im	2%	3%	2%	3%

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 606
D20. Which one of these best describes your current work status?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £52,000 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Self-employed part time - working 7 hours or under per week	14 1% ⁱ	4 2%	5 1%	2 1%	1 1%	-	12 1%	6 1%	6 2%	8 1%	4 1%	-	1 1%	-	-	-	5 2%	9 1%	6 1%	8 1%
NET: Not working	478 41% ^{cd} deg hkimnopr	128 58% ^{Tcde}	154 49% ^{Tcde}	92 33% ^d	30 21%	24 23%	420 41% ^{ghijk} lmo	191 31% ^{lmo}	106 30% ^{lmo}	388 41% ^{ghijk} lmo	84 28% ^o	37 30% ^{lmo}	26 23% ^o	4 18% ^o	8 22% ^o	6 10%	81 32%	392 44% ^{Tp}	144 32%	333 47% ^{Tr}
Not working but seeking work or temporarily unemployed or sick	50 4% ^{ce}	23 11% ^{Tbcde}	13 4%	5 2%	3 2%	-	50 5% ^{Ti}	28 5%	21 6%	39 4%	12 4%	6 5%	6 5%	-	3 7%	2 3%	15 6%	35 4%	16 4%	34 5%
Not working and not seeking work	58 5% ^{cdj}	26 12% ^{Tbcde}	18 6% ^d	6 2%	-	1 1%	53 5% ^{hj}	27 4%	11 3%	44 5%	8 3%	8 7% ^{hjo}	4 4%	*	2 6%	1 2%	11 4%	47 5%	20 4%	38 5%
Student full time	53 5% ^{bq}	6 3%	7 2%	17 6% ^b	6 4%	6 6%	52 5%	41 7% ^{Tlno}	30 8% ^{Tlno}	48 5%	34 11% ^{Tlgi} no	15 12% ^{Tlgi} no	8 7% ^{lno}	2 10% ^o	*	1 2%	26 10% ^{Tq}	28 3%	25 5%	29 4%
Retired on a state pension only	46 4% ^{cdgh} jklop	23 10% ^{Tbcde}	15 5% ^{de}	5 2%	-	-	38 4% ^{ghjkl}	13 2% ^{hj}	1 *	39 4% ^{ghjkl} o	-	-	-	-	1 3% ^{hjdk}	*	-	46 5% ^{Tp}	14 3%	33 5%
Retired with a private pension	186 16% ^{ghj} klmnopr	31 14%	64 20% ^{Td}	45 17%	15 11%	13 12%	156 15% ^{ghjkl} mno	32 5% ^{jko}	15 4% ^k	145 15% ^{ghjkl} mno	9 3%	-	6 6% ^{ko}	1 5% ^k	1 1%	*	8 3%	176 20% ^{Tp}	31 7%	155 22% ^{Tr}
Full-time responsibility for home / family	80 7% ^{lo}	17 8%	37 12% ^{Tcde}	13 5%	4 3%	5 5%	67 7% ^{lo}	49 8% ^{lo}	25 7% ^{lo}	70 7% ^{lo}	21 7% ^{lo}	7 5% ^{lo}	2 2%	*	2 4% ^o	*	20 8%	58 7%	37 8%	43 6%
Other	4 *	2 1%	-	-	1 1%	-	4 *	1 *	4 1% ^{Tlg}	4 *	1 *	1 1%	-	-	-	-	1 1%	2 *	1 *	2 *

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 607
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	Gender			Social Grade						Age										Ethnicity					Religion									
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)					
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597					
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615					
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502					
A	68	40	28	68	-	-	-	68	-	9	59	23	9	7	4	9	5	2	17	7	52	15	1	9	2	25	7	8	23					
	6%dehntc	7%	4%	20%Tdefgh	-	-	-	10%Tdeh	-	10%Tjlmnr	5%ns	16%Tjlmnopqrs	4%	3%	2%	5%	4%	3%	4%	3%	5%	10%Tt	3%	11%Tt	11%	5%	12%TzC	16%TzC	4%					
B	268	149	119	268	-	-	-	268	-	29	239	33	32	43	30	41	24%ln	41	30%Tjln	19	28%ln	60	27%Tjln	29%Tjln	226	41	27%	9	21	9	114	9	11	133
	22%bdefhjln	25%Tb	19%	80%Tdefgh	-	-	-	38%Tdeh	-	33%Tjlmnr	21%ln	23%ln	15%	21%	14%	24%ln	41	30%Tjln	19	28%ln	60	27%Tjln	29%Tjln	226	41	27%	9	21	9	114	9	11	133	
C1	365	177	187	-	365	-	-	365	-	22	343	39	76	56	73	49	40	11	100	51	321	41	11	23	6	151	17	10	175					
	29%cefhq	29%	30%	-	100%Tcefhq	-	-	52%Tcefhq	-	25%	30%q	28%	36%Tqrs	28%	33%q	29%	29%sa	15%	26%	24%	321	41	11	23	6	151	17	10	175					
C2	257	116	140	-	-	257	-	-	257	12	245	17	48	50	58	33	24	15	72	39	236	17	6	9	2	96	10	12	132					
	21%scdfkuw	19%	22%	-	-	100%Tcdfgh	-	-	48%Tcdfg	12	245	17	48	50	58	33	24	15	72	39	236	17	6	9	2	96	10	12	132					
D	150	75	71	-	-	150	-	150	-	13	137	17	34	20	28	23	12	3	38	15	120	30	4	18	4	53	14	3	78					
	12%cddegst	12%	11%	-	-	55%Tcddegst	-	28%Tcddegst	-	15%sa	12%sa	12%	16%jqr	10%	13%	14%	9%	4%	10%	7%	11%	20%Tt	11%	21%Tt	18%	11%	23%TzBC	7%	13%					
E	125	45	80	-	-	125	-	125	2	123	10	13	24	24	16	13	9%l	9%l	22	51	35	117	5	-	5	-	49	3	3	67				
	10%acdegui	7%	13%Ta	-	-	45%Tcddegst	-	24%Tcddegst	2	123	10	13	24	24	16	13	9%l	9%l	22	51	35	117	5	-	5	-	49	3	3	67				
NET: AB	337	189	147	337	-	-	-	337	-	38	299	56	41	50	34	51	46	21	118	67	278	56	10	31	11	139	16	19	156					
	27%bdefhjln	31%Tb	23%	100%Tdefgh	-	-	-	48%Tdeh	-	43%Tjlmnr	26%ln	40%Tjlmnr	19%	25%ln	16%	29%ln	34%jln	29%ln	31%jln	67	32%jln	28%	37%Tt	30%	35%	49%	27%	38%	25%					
NET: DE	275	119	151	-	-	275	-	275	15	260	27	48	44	52	40	24	25	90	50	238	35	4	24	4	102	17	7	145						
	22%acdeg	20%	24%	-	-	100%Tcddegst	-	52%Tcddegst	17%	23%	19%	22%	22%	24%	23%	18%	35%Tjkmpr	23%	24%p	22%	23%	11%	27%	18%	21%	28%	14%	24%						
NET: ABC1	701	366	335	337	365	-	-	701	-	60	642	95	116	105	107	100	86	32	218	118	599	97	21	54	17	290	33	29	331					
	56%befhn	60%Tb	53%	100%Tefgh	-	-	100%Tefgh	-	68%Tjlmnr	56%	67%Tjlmnr	55%	52%	49%	58%	63%ngs	44%	57%	57%	55%	64%	64%	62%	74%	59%	55%	60%	54%						
NET: C2DE	532	235	291	-	-	257	275	532	27	505	43	96	45%ik	94	110	73	48	40	161	88	474	52	10	33	6	199	26	19	277					
	43%acdegiku	39%	46%Ta	-	-	100%Tcdg	100%Tcdg	100%Tcdg	30%	44%ik	31%	45%ik	47%ik	94	110	73	48	40	161	88	474	52	10	33	6	199	26	19	277					
Don't know	10	4	5	-	-	-	-	-	1	9	3	1	2	1	-	2	2	2	2	2	7	3	2	1	-	3	1	1	6					
	1%g	1%	1%	-	-	-	-	-	1%	1%	2%	1%	2%	1%	-	2%	2%	2%	2%	2%	7%Tuww	1%	2%	1%	-	1%	1%	1%	1%					

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 608
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
A	68	13	7	4	51	5	30	27	6	32	37	16	15	14	11	22	5	20	26	12	10	48	21
	6%ceiq	4%	3%	2%	6%cc	2%	5%	9%Tef	10%e	4%	9%TI	13%Ti	8%ii	8%ii	8%	8%	20%	3%	6%q	13%Tqr	10%q	5%	8%
B	268	66	36	35	198	62	130	63	14	180	88	28	35	39	21	58	2	68	126	41	31	212	56
	22%q	18%	19%	18%	24%Ta	23%	21%	21%	24%	22%	22%	23%	19%	22%	19%	8%	12%	32%Tq	44%Tqr	31%Tq	21%	22%	22%
C1	365	103	45	56	245	93	180	78	15	258	107	32	49	45	27	80	6	167	134	27	28	291	74
	29%	28%b	23%	28%	39%	34%	29%	27%	24%	31%	28%	28%	27%	26%	27%	20%	28%	34%T	29%	29%	28%	29%	30%
C2	257	74	35	42	178	31	131	77	18	161	95	24	46	43	27	80	5	166	49	8	8	211	45
	21%erst	20%	18%	21%	21%	12%	21%e	26%Te	29%e	19%	23%	20%	25%	24%	27%T	19%	28%Trst	12%	9%	8%	8%	21%	18%
D	150	40	22	25	104	31	76	36	7	94	56	15	25	26	14	36	8	91	32	2	16	124	26
	12%rs	11%	11%	12%	12%	11%	12%	12%	11%	14%	13%	14%	14%	13%	12%	30%	16%Trs	8%	2%	16%rs	12%	10%	10%
E	125	63	46	35	57	48	66	12	-	103	22	3	12	11	7	19	1	69	27	4	6	103	23
	10%dphj	17%Td	24%Tad	18%Td	7%	18%Tigh	11%gh	4%	-	12%Tjkm	5%	2%	7%	6%	6%	5%	12%rs	7%	4%	6%	10%	9%	9%
NET: AB	337	79	42	40	249	67	160	90	21	212	125	44	51	52	32	80	7	87	152	53	41	260	78
	27%acq	22%	22%	20%	30%Tac	25%	26%	31%	34%	25%	31%	36%TI	27%	29%	30%	27%	25%	15%	38%Tq	57%Tqr	41%Tq	26%	31%
NET: DE	275	104	68	60	161	79	142	48	7	197	78	18	38	35	21	54	10	160	59	6	23	227	49
	22%dghrs	28%Td	35%Tad	30%Td	19%	29%Tgh	23%gh	16%	11%	24%	19%	15%	21%	20%	19%	18%	35%	27%Trs	15%sa	6%	23%sa	23%	20%
NET: ABC1	701	182	87	96	494	159	339	167	35	470	232	75	100	98	59	160	12	254	286	80	69	551	150
	56%abcq	50%	46%	48%	59%Tabc	59%	55%	57%	58%	56%	57%	63%	54%	55%	54%	46%	43%	72%Tq	85%Tqr	68%Tq	55%	61%	61%
NET: C2DE	532	178	103	102	339	110	273	124	24	358	173	42	84	79	48	134	15	326	109	14	31	438	94
	43%drst	49%Td	54%Td	51%Td	41%	41%	44%	42%	40%	43%	42%	45%	46%sk	45%	45%	54%	56%Trst	27%sa	15%	30%sa	44%	38%	38%
Don't know	10	5	1	3	3	1	6	2	1	7	3	3	1	1	1	2	-	4	2	-	1	6	4
	1%kd	1%cd	1%	1%	*	*	1%	1%	2%	1%	1%	2%	*	*	1%	-	1%	1%	-	-	1%	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 609
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	GO Region											Internet usage		Devices used to access internet				Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
A	68	7	1	2	59	2	6	7	11	5	6	8	9	6	41	28	1	-	65	27	10	-	1	6	11	1	3
	8%	8%	2%	4%	6%	3%	5%	7%	11%Td	5%	5%	5%	5%	6%	5%	9%	3%	-	6%	8%	5%	-	2%	12%uy	5%	1%	10%
B	288	18	9	13	228	9	29	18	22	17	26	54	27	26	182	84	1	9	254	110	30	4	5	9	75	3	3
	22%luyv	17%	18%	37%Tabd	22%l	18%	21%	18%	20%	19%	24%	32%Tabd	15%	24%	24%T	18%	3%	15%	23%T	25%luyv	15%ky	8%	9%	16%y	32%Tuyv	4%	11%
C1	365	39	17	12	297	18	39	29	30	30	30	46	50	26	238	120	6	19	335	160	59	11	7	24	60	13	9
	29%vy	38%	29%	33%	28%	35%	29%	29%	28%	27%	27%	27%	29%	24%	31%	26%	19%	33%	30%	36%Twy	29%vy	22%	13%	45%Tuvx	26%v	15%	32%
C2	257	20	19	1	217	10	31	20	18	15	27	30	46	19	142	112	8	12	226	99	57	8	4	4	33	30	10
	21%cmx	19%c	32%ck	4%	21%c	19%	23%c	20%c	17%	17%	24%c	17%	26%c	18%	18%	24%n	26%	20%	20%	22%wx	28%Twx	15%	6%	8%	14%	36%Tsuw	34%
D	150	9	6	5	130	5	14	15	15	17	13	20	22	10	87	60	10	7	133	48	43	3	8	6	14	12	3
	12%x	9%	11%	15%	12%	10%	10%	14%	14%	18%	11%	12%	13%	9%	11%	13%	30%	12%	12%	11%	21%Tsux	7%	13%	11%	6%	14%lx	12%
E	125	11	6	3	105	7	15	12	7	6	9	11	20	16	71	52	6	11	105	-	2	23	32	4	38	24	-
	10%rst	11%	9%	8%	10%	15%	11%	12%	7%	7%	8%	6%	12%	15%k	9%	11%	19%	18%	9%	-	1%	45%Tstw	55%Tstwx	8%st	16%Tst	29%Tstwx	-
NET: AB	337	24	11	15	287	11	35	25	33	22	32	62	35	32	223	112	2	9	319	137	40	4	6	15	85	4	6
	27%luyv	23%	18%	41%bl	27%l	21%	26%	25%	31%	24%	29%	37%Tabd	20%	30%	29%T	24%	6%	15%	28%T	31%Tuv	20%y	8%	11%	28%luyv	37%Tuyv	5%	21%
NET: DE	275	20	12	8	235	13	29	27	22	23	22	30	43	27	159	112	16	18	238	48	45	26	40	10	51	36	3
	22%nrns	20%	20%	22%	22%	25%	22%	27%	21%	25%	19%	18%	25%	25%	21%	25%	49%	30%	21%	11%	22%ks	51%Tstw	58%Tstwx	19%	22%ks	44%Tstwx	12%
NET: ABC1	701	63	28	27	584	29	74	54	62	51	62	108	85	58	461	232	8	28	654	297	99	15	14	39	146	17	16
	56%otuv	61%	47%	74%Tbd	56%	55%	53%	59%	57%	56%	64%bd	49%	54%	60%To	51%	25%	48%	48%	58%T	67%Tuv	49%luyv	30%	24%	73%Tuv	63%luyv	20%	54%
NET: C2DE	532	40	31	9	451	22	60	47	40	38	49	60	89	46	301	224	24	29	464	147	102	34	43	15	84	66	13
	43%nrns	39%	52%ck	26%	43%k	44%	44%	47%	38%	43%	44%	35%	51%Tcdk	43%	39%	49%Tn	75%	50%	41%	33%	50%Tswx	67%Tswx	74%Tstwx	27%	36%	79%Tstwx	46%
Don't know	10	-	1	-	9	-	1	-	3	-	-	1	-	3	9	1	-	1	7	1	2	1	1	-	2	1	-
	1%	-	2%	-	1%	-	1%	-	3%TI	-	-	1%	-	3%Tdl	1%T	-	-	2%	1%	-	1%	3%ks	2%	-	1%	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 610
D21. Which one of these best describes the chief income earner in your household? (SEG)
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Blehub (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
A	68	2	6	19	12	21	60	49	32	58	31	13	17	2	3	5	20	48	29	40
	6%ab	1%	2%	7%ab	7%ab	17%Tabcd	5%	7%Tfi	8%Ti	6%	9%Tfi	8%	11%Tfghi	4%	7%	8%sm	7%	5%	6%	5%
B	268	24	48	78	50	57	249	147	91	222	80	46	47	12	6	16	75	191	115	153
	22%ab	10%	14%	27%Tab	29%Tab	47%Tabc	22%	22%	22%	22%	22%	28%Tfgh	32%Tfgh	32%gh	15%	26%n	25%	20%	23%	21%
C1	365	43	115	99	50	25	309	209	124	289	108	47	49	15	13	18	82	281	133	232
	29%ae	18%	34%Tae	35%Tae	30%a	21%	29%	31%	29%	29%	30%	29%	33%	41%ko	34%	30%	28%	30%	27%	31%
C2	257	21	91	56	45	16	228	139	88	219	68	28	25	6	10	10	57	192	107	150
	21%ae	9%	27%Tae	20%a	27%ae	13%	20%	20%	21%	22%	19%	17%	17%	15%	28%klo	17%	20%	21%	21%	20%
D	150	56	46	28	12	2	134	84	65	125	53	16	5	1	4	7	37	111	63	87
	12%delm	24%Tbcd	14%de	10%e	7%e	1%	12%lm	12%lm	15%Tgi	12%lm	15%klm	10%lm	4%	3%	10%l	11%lm	13%	12%	13%	12%
E	125	80	28	4	1	-	109	50	19	98	17	11	5	1	2	5	16	107	46	79
	10%cdg	35%Tbcd	8%cde	1%	1%	-	10%ghijm	7%hjl	4%	10%ghijm	5%	7%l	3%	2%	7%	8%hlm	6%	11%Tp	9%	11%
NET: AB	337	27	54	97	62	78	310	197	123	280	111	58	64	14	8	21	94	239	144	193
	27%ab	11%	16%	34%Tab	36%Tab	65%Tabc	28%	29%	27%	31%	31%	36%Tfgh	43%Tfgh	36%	22%	34%n	32%Tq	26%	29%	26%
NET: DE	275	136	73	32	13	2	242	134	84	223	70	27	10	2	6	12	53	218	109	166
	22%cdg	59%Tbcd	22%cde	11%e	8%e	1%	22%lm	20%lm	20%lm	22%glm	19%lm	17%lm	7%	5%	16%l	20%lm	18%	23%	22%	22%
NET: ABC1	701	69	170	196	112	104	638	405	246	568	219	105	113	29	21	40	176	520	277	425
	56%ab	30%	51%a	68%Tab	66%Tab	86%Tabc	57%	59%Ti	58%	56%	61%l	65%Tfi	76%Tfgh	77%Tfgh	56%	64%	60%	56%	55%	57%
NET: C2DE	532	157	165	88	58	17	470	273	171	442	138	55	35	7	16	23	111	410	216	316
	43%cdg	68%Tbcd	49%Tode	31%e	34%e	14%	42%klm	40%lm	41%klm	43%gkl	38%lm	34%lm	29%	20%	44%kl	36%lm	38%	44%	43%	43%
Don't know	10	5	-	2	-	-	10	5	4	9	4	2	1	1	-	-	7	3	8	2
	1%qs	2%Tb	-	1%	-	-	1%	1%	1%	1%	1%	1%	1%	3%	-	-	2%Tq	-	2%Ts	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 611
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Social Grade						Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)		
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597		
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615		
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502		
Up to £199 per week / Up to £10,399 per year	100	45	54	4	24	11	56	28	67	5	95	14	17	15	24	17	3	5	25	8	82	14	4	9	1	23	6	9	56		
	z	8%ceg	7%	9%	1%	7%cg	4%c	20%Tcd	4%c	13%Tcd	8%	6%	8%ps	10%sp	8%p	8%	11%ps	10%ps	2%	7%	7%ps	4%	8%	9%	12%	11%	4%	5%	9%	19%TzC	9%z
From £200 to £299 per week / From £10,400 to £15,599 per year	132	54	73	23	19	10	80	41	90	4	127	10	20	13	19	27	18	9	27	38	118	14	4	8	-	54	7	5	85		
	11%cd	9%	12%	7%	5%	4%	29%Tcd	8%	17%Tcd	5%	11%cm	7%	9%	6%	9%	16%Tkm	20	15%im	18	17%Tjk	18%Tjk	11%	9%	12%	9%	11%	11%	9%	11%		
From £300 to £499 per week / From £15,600 to £25,999 per year	334	150	184	54	115	91	73	170	165	16	318	21	61	58	66	45	42	25	112	67	301	31	7	16	7	143	16	8	164		
	27%cgk	25%	29%	16%	32%Tcg	36%Tcg	27%c	24%c	31%Tcg	19%	27%k	15%	29%k	29%k	30%k	26%k	31%k	35%k	29%k	32%k	28%	20%	23%	18%	31%	29%	26%	16%	27%		
From £500 to £699 per week / From £26,000 to £36,399 per year	286	157	129	97	99	56	32	196	88	13	274	38	45	48	52	44	34	12	90	46	248	36	8	18	8	114	13	10	145		
	23%fh	26%Tb	20%	29%Tfh	27%Tfh	22%fh	12%	28%Tfh	17%fh	14%	24%l	27%l	21%	24%	26%l	25%	12	17%	24%	22%	23%	24%	24%	24%	21%	8	34%	21%	20%		
From £700 to £999 per week / From £36,400 to £51,999 per year	170	97	72	62	50	45	13	112	58	26	144	21	40	26	22	19	14	2	35	16	150	20	4	13	1	71	11	6	78		
	14%bhj	16%Tb	11%	18%Tfh	14%fh	18%fh	5%	16%Tfh	11%fh	30%Tjkl	12%qrs	15%q	19%Tjpp	13%q	10%	11%	10%	3%	9%	8%	14%	13%	12%	15%	6%	15%	18%	11%	13%		
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	80	39	41	47	21	10	2	68	12	11	69	11	11	18	12	10	8	-	18	8	65	15	4	8	2	33	3	4	39		
	6%fhj	6%	7%	14%Tdefg	6%fh	4%fh	1%	10%Tdeh	2%fh	13%Tjno	6%	8%	5%	9%q	5%	6%	6%	-	5%	4%	6%	10%	12%	9%	9%	2	7%	5%	6%		
£1,500 per week or above / £78,000 per year or above	41	27	14	32	4	5	-	36	5	7	34	7	7	8	7	2	3	-	5	3	33	7	1	4	2	14	1	2	23		
	3%bdthj	5%Tb	2%	9%Tdefg	1%	2%fh	-	5%Tdfh	1%	8%Tjppqrs	3%r	5%r	3%	4%	3%	1%	2%	-	1%	1%	3%	5%	2%	5%	8%	3%	2%	5%	4%		
Prefer not to say	62	22	40	12	22	17	11	34	27	4	58	5	7	10	10	6	10	9	25	20	53	7	-	4	-	23	3	3	27		
	5%a	4%	6%a	4%	6%	7%	4%	5%	5%	5%	5%	3%	4%	5%	5%	3%	8%	13%Tjko	7%o	9%Tjko	5%	5%	-	5%	2%	5%	6%	6%	4%		
Don't know	37	14	23	6	10	11	8	17	19	1	37	15	5	5	6	3	3	-	5	3	29	8	1	6	1	17	1	3	17		
	3%r	2%	4%	2%	3%	4%	3%	2%	4%	1%	3%r	2%	2%	2%	3%	2%	2%	-	1%	1%	3%	5%	4%	6%	6%	3%	2%	6%	3%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 612
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Up to £199 per week / Up to £10,399 per year	1008%dfgj	4512%Td	3116%Td	2312%Td	455%	5019%Tg	325%	124%	59%	8010%Tjm	205%	54%	95%	53%	44%	165%	-	5610%	256%	33%	88%	768%	2410%
From £200 to £299 per week / From £10,400 to £15,599 per year	13211%gkjl	5114%Td	2814%	3216%Td	8010%	5420%Tgh	6310%g	134%	23%	11013%Tjkm	215%	43%	85%	116%	75%	1313%	39%	5513%r	5013%r	44%	66%	10410%	2711%
From £300 to £499 per week / From £15,600 to £25,999 per year	33427%dt	12133%Tbd	5428%	6633%Td	20725%	7728%	17328%	6823%	1727%	23228%	10225%	3529%	5530%km	3922%	2221%	8529%	27%	17830%Tt	10025%t	2224%	1313%	27327%	6125%
From £500 to £699 per week / From £26,000 to £36,399 per year	28623%ab	6417%	3217%	3919%	21325%Tab	5219%	15525%	6622%	1422%	18923%	9824%	3025%	4524%	4425%	1917%	8127%	620%	15026%	9223%	1920%	1818%	23023%	5723%
From £700 to £999 per week / From £36,400 to £51,999 per year	17014%acei	3810%	2413%	168%	12815%Tac	166%	8113%e	6613%e	712%	8610%	8421%Ti	3025%Ti	3318%l	4123%Ti	2422%Ti	5519%T	415%	6611%	6216%	1314%	2626%Tqs	1313%	4016%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	806%eiq	164%	63%	73%	627%	31%	381%	321%	711%e	429%Ti	387%	87%	2011%Ti	2011%Ti	98%	266%	23%	308%q	3314%	1415%Tq	1212%Tq	646%	167%
£1,500 per week or above / £78,000 per year or above	413%abeq	51%	21%	21%	354%Tab	1*	264%e	103%e	47%e	253%	164%l	22%	21%	74%l	102%	69%	31%	54%q	1711%Tqr	119%Tq	99%Tq	343%	73%
Prefer not to say	625%jmo	123%	84%	74%	455%	156%	333%	103%	35%	496%m	133%	54%	42%	36%	62%	63%	39%	325%	146%	77%	64%	515%	114%
Don't know	373%er	134%	84%	74%	22%	173%	25%Te	164%	24%	233%	154%k	15%	95%	74%	92%	63%	20%	44%r	51%	33%	55%r	343%	22%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 613
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	62	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Up to £199 per week / Up to £10,999 per year	100	5	10	2	83	6	7	5	10	7	10	11	18	9	68	32	3	14	76	2	30	17	3	11	13	4	
	8%ks	5%	17%Tadfgk	5%	8%	12%	5%	5%	10%	8%	9%	6%	10%	8%	9%	7%	9%	24%Tr	7%	*	15%Tax	33%Tstwx	5%ks	5%ks	16%Tax	12%	
From £200 to £299 per week / From £10,400 to £15,999 per year	132	17	4	4	107	5	11	19	10	8	8	21	12	11	73	57	3	11	119	28	29	7	9	3	43	6	3
	11%ns	16%l	7%	11%	10%	11%	8%	19%Tdfj	10%	9%	8%	13%	7%	10%	9%	13%	10%	19%	11%	6%	14%ks	14%	15%ks	6%	19%Tey	7%	9%
From £300 to £499 per week / From £15,600 to £25,999 per year	334	22	23	7	283	19	56	25	25	23	32	41	47	14	210	121	15	14	300	97	58	13	18	7	79	37	9
	27%ms	21%	38%am	19%	27%cm	37%um	41%Tadghiklm	24%	26%um	32	29%km	24%	27%um	13%	27%	26%	45%	23%	27%	22%	28%	25%	31%	14%	34%Teww	45%Tstuw	30%
From £500 to £699 per week / From £26,000 to £36,999 per year	286	23	12	5	247	9	23	25	33	28	31	43	31	24	174	109	6	12	258	130	42	5	6	17	50	13	11
	23%uv	22%	19%	14%	24%	17%	17%	25%	31%fl	31%fl	28%l	25%	18%	23%	23%	24%	17%	20%	23%	29%Ttuvy	21%	10%	11%	32%uv	22%	15%	37%
From £700 to £999 per week / From £36,400 to £51,999 per year	170	15	4	10	141	4	13	14	15	14	11	24	27	20	104	64	3	2	163	92	20	3	-	6	15	6	2
	14%qx	14%	7%	27%Tbde	14%	7%	9%	14%	14%	16%	10%	14%	16%	19%	14%	14%	11%	3%	15%Tq	21%Ttuvy	10%sv	6%	-	12%v	7%	7%	6%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	80	6	1	5	68	6	12	4	2	2	5	12	16	8	57	22	-	1	78	45	4	-	1	4	10	4	1
	6%t	6%	1%	14%bbii	7%h	12%bbii	9%h	4%	2%	3%	5%	7%	9%h	8%	7%T	5%	-	3%	7%T	10%Tlux	2%	-	2%	8%	4%	5%	4%
£1,500 per week or above / £78,000 per year or above	41	6	3	3	30	1	3	-	3	-	5	7	6	4	32	9	-	-	41	26	2	-	-	2	3	1	-
	3%	6%gl	4%	7%gl	3%	3%	2%	-	3%	-	5%g	4%	4%	4%	4%T	2%	-	-	4%	6%Tx	1%	-	-	3%	1%	1%	-
Prefer not to say	62	4	2	1	55	1	7	3	4	4	7	9	5	14	30	2	5	54	16	13	4	*	3	21	-	1	
	5%n	4%	3%	2%	5%	2%	5%	3%	4%	5%	6%	5%	3%	13%Tadghkl	4%	7%	8%	4%	5%	4%	7%y	8%y	1%	5%	9%Tavy	-	2%
Don't know	37	6	2	-	30	-	4	4	3	3	2	2	11	2	23	12	1	-	35	10	5	2	7	9	-	4	-
	3%cx	6%k	3%	-	3%	-	3%	4%	2%	3%	1%	1%	7%Tdk	2%	3%	3%	3%	-	3%	2%cx	3%cx	5%cx	11%Tstx	16%Tsbv	-	4%cx	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 614
D22. What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Blehub e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Up to £199 per week / Up to £10,399 per year	100	100	-	-	-	-	94	44	29	66	17	13	7	2	6	4	21	78	42	58
	8%abcde	43%Tbcde	-	-	-	-	8%gijl	6%	7%hj	7%	5%	8%k	5%	6%	17%Tfghi	6%	7%	8%	8%	8%
From £200 to £299 per week / From £10,400 to £15,599 per year	132	132	-	-	-	-	113	58	38	108	29	12	13	1	4	4	23	109	47	85
	11%abcde	57%Tbcde	-	-	-	-	10%g	9%	9%	11%g	8%	7%	9%	3%	11%o	7%im	8%	12%	9%	11%
From £300 to £499 per week / From £15,600 to £25,999 per year	334	-	334	-	-	-	294	177	95	290	80	32	27	6	10	15	79	249	140	194
	27%acdeh	-	100%Tacde	-	-	-	28%hklm	26%hklm	23%	28%Tfghi	22%	20%	18%	15%	26%	24%im	27%	27%	28%	26%
From £500 to £999 per week / From £26,000 to £36,399 per year	286	-	-	286	-	-	253	162	104	239	89	45	34	7	9	17	74	208	118	168
	23%abcde	-	-	100%Tabcde	-	-	23%	24%	25%	23%	25%	28%	23%	19%	24%	27%im	25%	22%	24%	23%
From £700 to £999 per week / From £36,400 to £51,999 per year	170	-	-	-	170	-	158	110	76	147	69	31	30	12	4	9	50	118	76	94
	14%abcde	-	-	-	100%Tabcde	-	14%	18%Ti	14%	19%Tgi	19%Ti	20%Tin	33%Tfghi	12%	15%	17%	13%	15%	13%	15%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	80	-	-	-	-	80	77	53	34	58	29	13	15	3	2	6	26	55	34	46
	6%abcdi	-	-	-	-	66%Tabcd	7%i	8%j	8%	8%	8%	10%i	9%	5%	10%n	9%	6%	7%	6%	6%
£1,500 per week or above / £78,000 per year or above	41	-	-	-	-	41	41	26	23	30	18	10	12	*	1	5	9	32	14	27
	3%abcd	-	-	-	-	34%Tabcd	4%Ti	4%	5%Tgi	3%	5%k	6%Timn	8%Tfghi	1%	2%	8%Tfghimn	3%	3%	3%	4%
Prefer not to say	62	-	-	-	-	-	56	32	12	48	15	4	8	3	1	1	5	57	15	47
	5%abcde	-	-	-	-	-	5%ho	5%ho	3%	5%ho	4%	2%	6%hko	8%hko	2%	1%	2%	6%Tp	3%	6%Tr
Don't know	37	-	-	-	-	-	33	20	11	33	15	3	3	3	*	2	8	28	14	23
	3%abcd	-	-	-	-	-	3%	3%	3%	4%h	2%	2%	2%	7%hko	1%	3%	3%	3%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 615
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Gender			Social Grade							Age											Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
NET: Impacting/limiting condition	365	168	192	79	103	74	104	182	178	18	347	33	56	63	72	53	40	30	123	70	331	34	11	13	9	171	10	16	164	
29%cgw	28%	28%	30%	23%	28%	29%	38%Tcdg	26%	33%Tcg	21%	30%	23%	26%	31%	33%l	31%	29%	42%ld	32%l	33%l	31%Tw	23%w	33%w	15%	38%	35%TAC	17%	33%	27%	
Hearing	36	25	11	10	11	10	5	20	15	2	34	*	2	7	5	5	7	8	20	15	32	4	*	3	-	13	1	4	17	
3%b	4%Tb	2%	3%	3%	4%	2%	3%	3%	3%	2%	3%	1%	3%	2%	3%	3%	5%kl	12%Tjkl	5%Tjkl	7%Tjkl	3%	3%	1%	3%	-	3%	2%	9%Tzc	3%	
Eyesight	41	23	18	16	7	6	10	24	16	5	36	6	8	4	7	5	6	1	12	7	31	10	1	5	2	18	4	4	14	
3%	4%	3%	5%ld	2%	2%	4%	3%ld	3%	5%	3%	4%	4%	2%	3%	3%	4%	1%	3%	3%	3%	6%Tt	3%	6%	10%	4%	7%	9%TC	2%		
Mobility	93	40	52	15	26	18	34	40	53	3	90	3	6	10	23	17	14	17	48	31	86	7	3	3	1	57	4	5	27	
7%cgklC	7%	8%	4%	7%	7%	12%Tcdg	6%	10%Tcdg	4%	8%kl	2%	3%	5%	10%kl	10%kl	10%kl	10%kl	24%Tjkl	13%Tjkl	15%Tjkl	8%	5%	9%	3%	4%	12%TC	7%	10%	4%	
Dexterity	41	17	23	9	11	9	12	19	22	3	38	2	6	4	14	7	2	3	12	5	39	2	-	1	1	18	2	5	16	
3%	3%	4%	3%	3%	4%	3%	4%	3%	4%	3%	3%	1%	2%	7%Tjmp	4%	1%	5%	3%	2%	4%	3%	2%	1%	3%	4%	4%	11%Tzc	3%		
Breathing	70	34	32	12	15	18	22	28	40	2	68	9	10	7	14	11	6	11	28	17	61	9	3	6	-	34	8	3	25	
6%gC	6%	5%	4%	7%	7%	8%cg	2%	8%Tcg	2%	6%	6%	5%	3%	6%	6%	4%	16%Tjlm	7%	8%p	6%	6%	10%	7%	-	7%	13%TC	3%	5%	4%	
Mental abilities	48	20	27	11	8	9	20	19	29	7	41	4	7	9	16	6	-	-	6	-	44	4	3	2	-	17	3	9	19	
4%gprs	3%	4%	3%	2%	3%	7%Tcdg	3%	5%Tdg	7%gprs	4%	3%	3%	3%	5%gprs	7%Tjprs	3%	-	-	2%	-	4%	3%	9%	2%	-	3%	5%	19%TZAC	3%	
Social/behavioural	40	19	16	10	9	4	18	18	22	3	36	12	7	9	6	-	2	-	2	2	37	2	1	1	-	7	3	6	24	
3%orz	3%	2%	3%	2%	2%	5%Tdegh	3%	4%	4%or	3%or	3%or	9%Tjnop	3%or	4%or	3%	-	2%	-	1%	1%	3%	2%	3%	2%	-	1%	4%	13%Tzc	4%z	
Your mental health	172	61	105	36	41	34	60	77	94	9	163	24	40	41	40	10	7	1	18	8	161	11	3	5	2	62	3	12	93	
14%agop	10%	17%Ta	11%	11%	13%	22%Tcde	11%	18%Tcdg	10%	14%opqrs	17%opqrs	19%Tjop	21%Tjop	18%opqrs	6%	5%	2%	5%	4%	4%	15%Tuw	7%	11%	5%	9%	13%	5%	24%A	15%A	
Other illnesses/conditions which impact or limit your daily activities or the work you can do	108	49	59	19	24	29	35	43	64	1	107	3	7	20	27	27	14	8	49	23	98	10	4	3	3	52	4	5	44	
9%cgkl	8%	9%	6%	6%	11%cg	13%Tcdg	6%	12%Tcdg	1%	9%Tkl	2%	3%	10%kl	12%kl	16%Tjkl	10%kl	12%kl	13%Tjkl	11%kl	9%	9%	7%	13%	4%	4%	12%	11%	7%	11%	7%
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	836	416	419	249	245	178	161	494	339	67	770	93	147	131	145	116	96	42	254	188	722	110	21	70	12	309	46	33	439	
6%fz	6%	6%	74%Th	67%l	69%fh	59%	70%Th	64%l	76%q	6%	6%	6%	65%	67%	67%	70%	58%	67%	66%	66%	67%	72%	63%	80%Tu	54%	63%	77%z	67%	71%Tz	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 615
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Prefer not to say	21	13	8	5	7	4	5	12	9	-	21	8	3	7	1	1	1	-	2	1	11	3	1	2	1	5	1	-	4
	2%tC	2%	1%	1%	2%	2%	2%	2%	2%	-	2%r	6%Tjln	1%	3%nr	*	1%	1%	-	1%	1%	1%	2%	2%	2%	3%	1%	2%	-	1%
Don't know	21	9	12	4	9	-	6	13	6	3	18	8	7	1	-	3	-	-	3	-	16	5	1	3	1	7	3	*	8
	2%	1%	2%	1%	3%e	-	2%e	2%e	1%	3%mmprs	2%	5%Tjmp	3%jmprs	*	-	1%	-	-	1%	-	1%	3%	2%	3%	5%	1%	4%	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 616
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?						Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
NET: Impacting/limiting condition	365	365	192	200	-	109	169	81	6	274	91	23	41	41	28	66	8	188	103	26	20	298	68
Not	29%dhj	100%Td	100%Td	100%Td	-	40%Tgh	27%h	28%h	10%	33%Tjk	22%	19%	22%	23%	26%	22%	28%	32%t	26%	28%	20%	30%	27%
Hearing	36	36	9	36	-	12	20	3	1	30	5	1	5	3	1	4	-	18	9	3	2	30	6
	3%dj	10%Tbd	4% d	18%Tabd	-	4%q	3%	1%	1%	4%j	1%	1%	2%	2%	1%	1%	-	3%	2%	4%	2%	3%	3%
Eyesight	41	41	11	41	-	7	21	10	3	26	15	5	5	9	5	7	3	14	13	4	5	33	7
	3% d	11%Tbd	6% d	20%Tabd	-	2%	3%	3%	5%	3%	4%	4%	3%	5%	5%	2%	10%	2%	3%	4%	5%	3%	3%
Mobility	93	93	38	93	-	34	43	14	1	75	18	1	11	10	6	13	1	54	19	4	4	78	15
	7%djko	26%Tbd	20%Td	47%Tabd	-	13%Tgh	7%	5%	2%	9%Tjk	4%	1%	6%k	6%k	6%	4%	5%	9%r	5%	4%	4%	8%	6%
Dexterity	41	41	26	41	-	11	19	11	1	27	13	2	8	8	3	9	1	26	10	1	3	36	5
	3% d	11%Td	14%Td	20%Tabd	-	4%	3%	4%	1%	3%	3%	1%	5%	5%	3%	3%	5%	4%	2%	3%	1%	3%	4%
Breathing	70	70	30	70	-	20	34	15	-	56	13	5	8	7	2	11	-	38	21	1	2	61	9
	6% djs	19%Td	16%Td	35%Tabd	-	7%h	6%	5%	-	7%Tj	3%	4%	4%	4%	2%	4%	-	6% s	5%	1%	2%	6%	4%
Mental abilities	48	48	48	29	-	18	16	13	1	33	15	1	7	11	3	8	-	23	14	2	8	41	7
	4% df	13%Td	25%Tacd	15%Td	-	6%Tf	3%	5%	1%	4%	4%	1%	4%	6%jk	3%	3%	-	4%	4%	2%	8%T	4%	3%
Social/behavioural	40	40	40	18	-	13	17	9	*	31	9	3	4	5	3	4	1	14	18	2	4	36	4
	3% d	11%Td	21%Tacd	9%Td	-	5%	3%	3%	*	4%	2%	2%	3%	3%	1%	5%	2%	4%	2%	4%	4%	4%	2%
Your mental health	172	172	172	64	-	50	69	50	3	122	50	12	28	23	12	36	5	84	51	13	10	144	28
	14% df	47%Tcd	90%Tacd	32%Td	-	18%Tfh	11%	17%fh	5%	15%	12%	10%	15%	13%	11%	17%	14%	13%	14%	10%	10%	14%	11%
Other illnesses/conditions which impact or limit your daily activities or the work you can do	108	108	36	50	-	28	66	13	1	88	20	4	7	10	5	20	-	65	27	7	1	87	21
	9% d g j k	30%Tbod	19%Td	25%Td	-	10%gh	11%Tgh	5%	1%	10%Tj	5%	3%	4%	6%	5%	7%	-	11%Tt	7%t	8%t	1%	9%	8%
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	836	-	-	-	836	156	428	199	52	533	304	92	140	133	74	222	18	373	287	66	75	666	170
	67%abceiq	-	-	-	100%Tabc	58%	69%e	68%e	86%Tefg	64%	74%Ti	77%Ti	79%Ti	75%Ti	69%	75%T	67%	64%	72%Tq	70%	74%sq	67%	68%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 616
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Prefer not to say	21	-	-	-	-	3	10	6	2	15	6	1	2	2	2	4	1	10	3	2	3	17	4
Don't know	21	-	-	-	-	2	11	6	1	13	7	4	2	1	3	4	-	13	4	-	3	14	7
	2%ad	-	-	-	-	1%	2%	2%	2%	2%	2%	3%	1%	1%	3%	1%	-	2%	1%	-	3%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 617
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	GO Region										Internet usage				Devices used to access internet				Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
NET: Impacting/limiting condition	365	29	18	11	307	25	39	27	25	19	42	47	48	35	250	110	11	16	323	88	55	31	42	13	78	33	7
	29%ks	28%	31%	30%	29%	48%Tadffghikl	27%	23%	21%	38%hij	28%	28%	33%	32%To	24%	33%	27%	29%	20%	27%	62%Tstwx	71%Tstwx	24%	34%ls	40%ls	23%	
Hearing	36	5	-	-	31	1	4	4	2	1	4	10	4	1	24	11	1	2	29	8	5	1	2	-	16	1	1
	3%	5%	-	-	3%	1%	3%	4%	2%	2%	4%	6%Td	2%	1%	3%	2%	5%	3%	3%	2%	2%	2%	3%	-	7%Tst	1%	4%
Eyesight	41	1	1	2	36	4	2	2	2	4	5	7	5	5	34	6	-	2	36	17	5	3	2	2	5	3	-
	3%o	1%	2%	5%	3%	8%f	1%	2%	2%	4%	5%	4%	3%	5%	4%To	1%	-	4%	3%	4%	3%	6%	4%	3%	2%	3%	-
Mobility	93	10	7	1	75	4	12	10	11	1	5	7	18	7	64	27	1	3	85	7	13	5	20	-	34	9	2
	7%is	10%ij	11%ij	3%	7%ij	8%	9%ij	10%ij	10%ij	2%	5%	4%	10%kl	6%	8%	6%	3%	6%	8%	2%	6%ls	10%ls	34%Tstwx	-	15%Tstwx	10%ls	6%
Dexterity	41	5	2	1	33	4	5	6	2	2	1	4	6	3	27	14	-	2	38	5	7	3	11	-	7	5	-
	3%ls	5%	4%	2%	3%	7%j	3%	6%	2%	2%	1%	3%	3%	3%	4%	3%	-	3%	3%	1%	3%	5%ls	20%Tstwx	-	3%	6%ls	-
Breathing	70	5	3	2	60	4	7	8	3	4	12	9	5	43	27	-	3	61	14	10	5	8	1	21	6	2	
	6%ls	5%	5%	5%	6%	8%	7%	8%	4%	4%	7%	5%	4%	6%	6%	-	5%	5%	3%	5%	10%ls	13%Tst	2%	9%Ts	8%	6%	
Mental abilities	48	3	1	1	43	9	4	5	3	4	3	4	9	3	34	12	-	2	46	7	6	4	11	1	8	2	
	4%sx	3%	1%	3%	4%	18%Tabcdghijklm	3%	5%	2%	5%	3%	2%	5%	3%	4%	3%	-	3%	4%	2%	3%	7%sx	19%Tstwx	2%	1%	10%Tstx	6%
Social/behavioural	40	1	2	1	36	5	1	3	6	4	7	5	2	34	6	-	-	39	8	5	5	6	3	2	7	1	
	3%os	1%	3%	3%	3%	10%Tadffm	1%	3%	6%	4%	4%	4%	2%	4%To	1%	-	-	3%	2%	2%	10%Tatx	10%Tatx	6%	1%	8%Tsx	3%	
Your mental health	172	12	8	4	148	13	18	13	16	7	20	24	19	18	131	39	6	2	155	41	32	24	24	10	9	23	1
	14%sox	12%	14%	11%	14%	25%Tdl	14%	12%	15%	8%	18%	14%	17%	17%To	9%	17%	4%	4%	15%Tq	9%lx	16%lx	47%Tstwx	19%lx	4%	28%Tstx	4%	
Other illnesses/conditions which impact or limit your daily activities or the work you can do	108	11	7	3	87	8	12	6	4	13	8	17	10	60	47	5	3	95	18	16	10	19	-	28	14	3	
	9%ss	11%	12%	9%	8%	15%k	6%	5%	5%	12%	5%	10%	10%	8%	10%	14%	5%	8%	4%	8%	20%Tstwx	33%Tstwx	-	12%sw	17%Tstwx	9%	
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	836	70	39	24	702	25	95	72	74	64	116	124	69	496	336	18	37	774	342	145	15	13	37	152	47	19	
	67%sejnuv	68%se	66%	67%	67%ej	49%	70%e	71%e	70%e	72%ej	57%	69%e	64%	64%	74%Tn	57%	63%	69%T	77%Tuxx	71%luxy	31%	22%	69%uv	65%uv	56%uv	66%	

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Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 617
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Prefer not to say	21	3	1	1	16	1	1	-	4	1	3	1	2	3	14	4	-	4	16	10	2	2	2	1	1	1	1
	2%	3%	2%	2%	1%	3%	1%	-	3%	1%	3%	*	1%	3%	2%	1%	-	7%Tr	1%	2%	1%	5%*	4%	3%	1%	1%	2%
Don't know	21	1	1	-	19	-	-	2	4	5	2	6	*	-	10	6	3	1	12	5	2	1	2	2	1	2	3
	2%	1%	1%	-	2%	-	-	2%	3%ll	6%Tdlm	2%	3%kl	*	-	1%	1%	10%	2%	1%	1%	1%	3%	3%	4%	*	3%	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 618
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000+ (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Blitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	663	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	253	740	432	586
NET: Impacting/limiting condition	365	96	121	64	38	21	331	187	119	308	95	41	43	11	9	15	103	254	140	225
Hearing	36	5	14	7	3	4	31	14	6	29	3	3	5	1	*	3	6	29	8	28
Eyesight	41	10	9	8	6	6	38	24	17	32	12	7	7	4	1	2	17	23	20	21
Mobility	93	25	35	15	10	*	81	41	19	83	14	8	9	3	1	4	18	75	28	65
Dexterity	41	17	12	6	3	-	35	20	11	37	10	7	9	2	1	8	33	12	29	29
Breathing	70	19	20	17	4	1	61	35	23	64	21	4	5	2	1	2	17	53	27	43
Mental abilities	48	20	10	6	7	2	47	28	21	43	13	8	6	2	*	1	16	28	19	29
Social/ behavioural	40	17	7	4	8	2	40	26	17	34	12	7	4	2	*	13	24	18	21	21
Your mental health	172	52	49	31	19	7	163	111	75	148	56	27	23	4	3	6	62	107	71	101
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	108	30	32	22	8	7	98	39	23	94	20	6	8	1	3	3	20	83	35	73
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	836	125	207	213	128	97	752	474	286	681	252	112	98	24	26	44	179	650	344	483

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 618
D24. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita D (m)	Bitcut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Prefer not to say	21	5	3	1	3	4	20	8	4	13	3	3	2	2	2	3	4	17	6	15
	2% ⁱ	2%	1%	*	2%	3% ^c	2% ⁱ	1%	1%	1%	1%	2%	1%	6% ^{Tghi} jkl	5% ^{Tghij} l	5% ^{Tghi} j	1%	2%	1%	2%
Don't know	21	6	2	8	2	-	15	13	13	17	10	5	6	*	1	*	7	12	10	11
	2% ⁱ	3%	1%	3% ^b	1%	-	1%	2%	3% ^{Tgio}	2%	3% ^{Ti}	3% ^o	4% ^{Tgio}	1%	4% ^o	*	2%	1%	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 619
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

Absolutes/col percents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
NET: White	1080	531	543	278	321	236	238	599	474	72	1007	108	176	167	193	159	132	72	363	204	1080	-	-	-	-	456	9	28	572
87%kuv wAB	88%	88%	86%	83%	88%	92%Togh	86%	85%	89%c	83%	87%kl	76%	83%	83%	88%k	92%Tikl	97%Tij	100%Tijk	95%Tijk	98%Tij	100%Tuww	-	-	-	-	93%TAB	15%	58%A	93%TAB
English/Welsh/Scottish/Northern Irish/British	1019	527	511	282	304	224	225	566	448	66	953	98	159	155	185	153	131	72	356	203	1019	-	-	-	-	423	4	27	551
82%ickim uwAB	84%	81%	81%	78%	83%	87%Tcg	82%	81%	84%c	78%	82%klm	69%	75%	77%	85%kl	89%Tijk	96%Tij	100%Tijk	93%Tijk	97%Tijk	94%Tuww	-	-	-	-	86%TAB	7%	55%A	90%TAB
Irish	8	5	2	3	4	1	*	6	1	-	8	-	4	1	1	-	-	-	1	-	8	-	-	-	-	4	-	-	3
1% 1%	1%	*	1%	1%	1%	*	1%	*	*	-	1%	-	2%Tj	1%	*	1%	-	-	*	-	1%	-	-	-	-	1%	-	-	1%
Gypsy, Traveller or Irish Traveller	3	1	*	*	-	-	1	*	1	1	2	2	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	-	-
* *	*	*	*	*	-	-	1%	*	1%	1%Tj	*	1%j	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
Any other white background	50	17	30	13	13	12	11	26	23	5	45	8	12	11	7	5	2	-	7	2	50	-	-	-	-	25	5	2	18
4%arsu 3%	3%	5%	4%	4%	4%	4%	4%	4%	4%	5%as	4%rs	6%rs	6%rs	6%rs	3%	3%	1%	-	2%	1%	5%Tu	-	-	-	-	5%	8%C	3%	3%
NET: Non-White	152	67	84	56	41	17	35	97	52	14	137	29	35	32	25	13	3	-	16	3	-	152	33	88	23	34	51	20	42
12%ehpq rstzC	11%	13%	17%Tdeh	11%	7%	13%e	14%de	10%e	16%opqr	12%pqrs	21%Tjop	17%Tjop	16%opqr	12%pqrs	7%rs	2%	-	-	4%rs	2%	-	100%Tt	100%Tt	88	100%	7%	85%TzBC	42%TzC	7%
NET: Mixed	33	12	20	10	11	6	4	21	10	4	29	3	6	5	9	5	1	-	6	1	-	33	33	-	-	11	3	2	16
3%et 2%	2%	3%	3%	3%	2%	1%	3%	2%	4%as	3%as	2%	3%	3%	4%as	3%	1%	-	-	2%	*	-	22%Tw	100%Tuww	-	-	2%	5%	4%	3%
White and Black Caribbean	7	3	4	1	1	3	3	2	6	1	7	-	2	4	1	-	-	-	1	-	-	7	7	-	-	4	-	-	4
1%gt 1%	1%	*	*	*	1%	*	1%	*	1%	1%	1%	-	1%	2%Tj	1%	-	-	-	*	1%	-	5%Tt	22%Tuww	-	-	1%	-	-	1%
White and Black African	4	3	1	2	2	-	-	4	-	2	2	-	-	1	1	-	-	-	-	-	-	4	4	-	-	3	-	-	1
* *	*	*	1%	1%	-	-	1%	-	2%Tjm	*	*	-	-	1%	1%	-	-	-	*	-	-	2%Tt	11%Tuww	-	-	1%	-	-	*
White and Asian	13	4	9	5	4	2	1	9	3	2	11	3	2	1	2	3	-	-	3	-	-	13	13	-	-	2	2	2	7
1%t 1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	2%	1%	*	1%	-	-	-	1%	-	-	9%Tw	39%Tuww	-	-	*	3%z	4%Tz	1%
Any other mixed/multiple ethnic background	9	2	6	3	4	1	-	7	1	-	9	-	3	3	2	*	1	-	1	1	-	9	9	-	-	3	1	-	4
1%t *	*	1%	1%	1%	*	*	1%	*	-	1%	-	1%	1%	1%	*	1%	-	-	*	*	-	6%Tw	28%Tuww	-	-	-	2%	-	1%
NET: Asian	88	41	46	31	23	9	24	54	33	6	82	21	22	18	14	4	2	-	6	2	-	88	-	88	-	8	45	16	15
7%eoprs zC	7%	7%	9%e	6%	4%	9%e	8%e	6%e	6%e	7%rs	7%oprs	15%Tjno	10%oprs	9%oprs	7%rs	2%	2%	-	2%	2%	-	15%Tuv	-	88	-	58%Tv	-	33%TzC	2%
Indian	26	13	13	12	5	-	9	17	9	3	22	7	7	5	7	1	3	-	-	-	-	26	-	26	-	2	5	12	5
2%etzC 2%	2%	2%	4%e	1%	-	3%ah	2%e	2%	4%nprs	2%	5%nprs	2%	5%nprs	2%	3%nprs	1%	2%	-	-	-	-	17%Tv	-	29%Tuww	-	*	8%TzC	25%TzAC	1%
Pakistani	35	17	18	7	12	6	9	19	15	1	34	6	10	6	11	-	-	-	-	-	-	35	-	35	-	-	33	-	-
3%oprst zC	3%	3%	2%	3%	2%	3%	3%	3%	3%	1%	3%oprs	4%oprs	5%oprs	3%ors	5%oprs	-	-	-	-	-	-	23%Tv	-	40%Tuww	-	-	55%TzBC	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 619
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Gender			Social Grade						Age											Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Bangladeshi	7	4	2	3	1	*	2	4	2	-	7	*	2	3	*	1	-	-	1	-	-	7	-	7	-	-	6	-	1
Chinese	12	4	7	6	1	1	4	7	5	-	12	6	1	1	1	-	1	-	1	1	-	12	-	12	-	3	-	1	7
Any other Asian background	9	3	5	3	4	1	1	7	2	2	7	2	3	1	1	-	1	-	1	1	-	9	-	9	-	3	2	3	1
NET: Black	23	9	14	11	6	2	4	17	6	2	21	1	6	9	1	4	-	-	4	-	-	23	-	-	23	14	2	-	7
Caribbean	13	4	9	7	3	1	1	10	2	-	13	-	3	5	1	4	-	-	4	-	-	13	-	-	13	7	*	-	5
African	9	4	5	3	2	1	3	5	4	2	7	1	3	2	*	-	-	-	-	-	-	9	-	9	7	1	-	1	*
Any other black/ African/ Caribbean background	1	1	*	1	1	-	-	1	-	-	1	*	*	1	-	-	-	-	-	-	-	1	-	-	1	1	*	-	1
NET: Other	8	4	4	5	*	-	3	5	3	2	6	3	2	*	1	-	-	-	-	-	-	8	-	-	*	1	2	5	
Arab	6	2	4	2	-	-	3	2	3	1	5	3	2	-	-	-	-	-	-	-	-	6	-	-	-	-	1	-	5
Any other ethnic background	2	2	-	2	*	-	-	2	-	1	1	-	-	*	1	-	-	-	-	-	-	2	-	-	-	*	-	2	-
Prefer not to say	12	8	4	2	4	3	2	6	6	1	11	5	1	2	-	1	1	-	2	1	-	-	-	-	2	-	-	-	1

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 620
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
NET: White	1080	331	179	178	722	255	550	235	40	756	323	92	150	146	77	237	17	536	335	70	77	844	235
	87%ghjk	91%T	93%Td	89%	86%	94%Tgh	89%Tgh	80%h	65%	91%Tkl	79%kn	76%	81%	83%ln	72%	80%	61%	92%Trst	84%rs	74%	77%	85%	95%Tu
English/Welsh/Scottish/Northern Irish/British	1019	311	167	169	685	246	518	218	38	720	299	80	142	140	72	219	17	518	310	60	72	793	226
	82%ghjk	85%	87%	84%	82%	91%Tgh	84%gh	74%	63%	86%Tkl	73%	67%	77%kl	79%jkn	67%	74%	61%	89%Trst	78%rs	64%	72%	80%	91%Tu
Irish	8	4	1	2	3	-	5	2	1	4	4	3	2	1	-	4	-	5	2	-	5	2	1
	1%	1%	1%	1%	*	-	1%	1%	1%	*	1%	2%	1%	-	-	1%	-	1%q	2%	-	1%	1%	-
Gypsy, Traveller or Irish Traveller	3	3	1	3	-	1	*	-	-	1	1	-	-	-	-	-	-	1	-	-	1	3	-
	*	1%cd	1%cd	1%Td	-	1%	*	-	-	*	*	-	-	-	-	-	-	*	-	-	1%	*	-
Any other white background	50	12	9	5	34	8	26	15	1	31	19	7	6	5	15	-	17	19	7	4	43	7	
	4%	3%	5%	2%	4%	3%	4%	5%	1%	4%	5%	3%	3%	4%	5%	-	3%	5%	8%q	4%	4%	4%	3%
NET: Non-White	152	34	13	22	110	13	64	56	19	71	81	27	34	29	31	58	9	43	59	25	21	141	10
	12%beiqv	9%	7%	11%	13%b	5%	10%e	19%Tef	31%Tef	8%	20%Ti	22%Ti	19%Ti	17%ni	28%Tijl	19%T	34%	7%	15%q	26%Tqr	21%Tq	14%Tv	4%
NET: Mixed	33	11	5	7	21	5	16	11	2	20	13	4	6	6	9	-	12	11	3	4	30	3	
	3%	3%	3%	3%	2%	2%	3%	4%	3%	2%	3%	2%	2%	4%	6%	3%	-	2%	3%	3%	4%	3%	1%
White and Black Caribbean	7	3	2	3	4	-	5	3	-	4	3	-	1	2	2	-	7	-	-	-	1	7	1
	1%	1%	1%	1%	*	-	1%	1%	-	1%	1%	-	1%	1%	1%	-	1%	-	-	-	1%	1%	*
White and Black African	4	1	-	1	3	1	-	2	1	3	1	1	2	2	1	-	-	1	1	1	2	3	1
	*	-	-	*	*	*	-	1%	1%cd	*	1%	1%	1%	1%TI	1%TI	-	-	*	*	1%q	2%Tq	*	*
White and Asian	13	3	1	1	10	3	5	4	1	10	3	1	1	2	1	-	2	6	2	2	12	1	
	1%q	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	2%	1%	2%	2%	2%	1%	*
Any other mixed/multiple ethnic background	9	5	2	2	4	1	6	2	-	5	4	1	1	-	2	4	-	3	4	*	-	9	-
	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	-	2%	1%	-	1%	1%	*	-	1%	-
NET: Asian	88	13	5	11	70	4	33	35	15	36	51	18	24	13	19	39	7	28	30	18	11	82	6
	7%abefi	3%	2%	5%	8%Tab	2%	5%e	12%Tef	25%Tefg	4%	13%Tim	15%Tim	13%Tim	7%	18%Tim	13%T	25%	5%	8%	19%Tqr	11%q	8%Tv	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 620
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

Absolutes/col percents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Indian	26	2	2	2	22	2	10	12	3	9	17	6	10	5	5	10	3	10	8	2	5	23	3
Pakistani	35	7	3	7	26	2	11	15	7	10	25	9	11	5	7	21	2	12	14	7	1	35	1
Bangladeshi	7	*	*	*	6	1	*	3	2	1	5	2	1	4	4	2	*	4	2	*	5	1	1
Chinese	12	3	-	3	9	1	8	3	-	10	2	*	*	*	1	2	-	1	1	6	4	10	1
Any other Asian background	9	1	-	1	7	-	4	2	3	4	3	1	1	1	2	2	-	3	3	1	2	8	1
NET: Black	23	9	2	4	12	4	11	8	1	9	14	6	8	3	10	1	3	14	3	2	21	2	2
Caribbean	13	8	2	2	5	4	5	3	-	7	5	1	3	3	1	5	-	2	9	1	-	11	2
African	9	2	-	2	7	-	4	5	1	8	4	3	5	2	4	1	4	1	4	1	2	9	-
Any other black/ African/ Caribbean background	1	*	-	-	1	-	1	-	-	1	1	-	-	-	1	-	-	1	*	-	1	1	-
NET: Other	8	2	1	1	6	-	5	3	1	5	4	*	3	2	*	1	-	3	1	4	8	-	-
Arab	6	1	1	-	5	-	3	1	1	3	2	-	2	1	-	4	-	3	-	3	6	-	-
Any other ethnic background	2	1	-	1	2	-	1	1	-	1	*	-	-	1	*	-	-	*	1	1	2	-	-
Prefer not to say	12	-	-	-	5	2	5	3	2	8	4	2	1	1	-	2	1	5	3	-	2	9	2

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 621
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	GO Region													Internet usage		Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
NET: White	1080	97	55	35	892	44	119	90	82	79	102	127	146	103	850	419	29	51	976	383	175	46	51	38	224	66	23
	57%Tdkn	94%Tdkh	92%Tdk	98%Tdkl	85%Tdk	86%	88%Tdk	89%Tdk	77%	89%Tdk	92%Tdk	75%	84%	96%Tdkh	84%	92%Tdn	89%	88%	87%	86%Tdk	86%Tdk	91%Tdk	88%	71%	97%Tdk	80%	81%
English/ Welsh/ Scottish/ Northern Irish/ British	1019	82%Tdknw	90%Tdkh	90%Tdk	82%Tdk	84%Tdk	84%Tdk	88%Tdk	79%Tdk	76%Tdk	102%Tdk	100%Tdk	141%Tdk	100%Tdk	612%Tdk	397%Tdk	28%Tdk	51%Tdk	921%Tdk	354%Tdk	162%Tdk	44%Tdk	50%Tdk	34%Tdk	222%Tdk	65%Tdk	21%Tdk
Irish	8	1%Tdk	-	-	2	-	1	-	-	-	-	1	-	-	5	3	-	-	8	7	-	-	1	-	-	-	-
	1%Tdk	-	-	6%Tdk	15%Tdk	1%Tdk	-	-	-	-	-	1%Tdk	-	-	1%Tdk	1%Tdk	-	-	1%Tdk	1%Tdk	-	2%Tdk	-	-	-	-	-
Gypsy, Traveller or Irish Traveller	3	-	1	-	2	-	-	-	1	-	-	-	-	-	3	-	-	-	1	-	1	-	-	-	-	-	-
	1%Tdk	-	2%Tdk	-	1%Tdk	-	-	-	1%Tdk	-	-	-	-	-	1%Tdk	-	-	-	1%Tdk	-	1%Tdk	-	-	-	-	-	-
Any other white background	50	4%Tdk	4%	-	46	1	4	2	1	3	-	27	4	3	31	19	1	-	45	23	11	2	-	4	2	1	3
	4%Tdk	4%	-	-	4%Tdk	1%	3%	2%	1%	3%	-	16%Tdk	2%	3%	4%	4%	2%	1%	4%	5%Tdk	6%Tdk	4%	-	7%Tdk	1%	1%	10%
NET: Non-White	152	12%Tdk	6%	3	142	6	16	10	20	11	7	40	28	4	110	36	3	5	139	59	27	4	6	13	7	16	5
	12%Tdk	6%	6%	-	14%Tdk	12%	12%Tdk	10%	19%Tdk	12%Tdk	7%	23%Tdk	16%Tdk	4%	14%Tdk	8%	9%	12%	13%Tdk	13%Tdk	9%	10%Tdk	24%Tdk	3%	19%Tdk	17%	
NET: Mixed	33	3%Tdk	1	-	32	1	4	2	3	3	8	10	2	27	4	1	2	27	9	7	2	3	1	3	2	1	
	3%Tdk	1%	-	-	3%	2%	3%	2%	4%	3%	5%	6%Tdk	4%Tdk	1%	4%	2%	3%	2%	2%	4%	4%	6%Tdk	2%	1%	2%	5%	
White and Black Caribbean	7	-	1	-	7	-	2	-	1	-	2	1	2	-	4	2	-	2	6	1	4	-	2	-	-	1	
	1%	-	1%	-	1%	-	1%	-	1%	-	1%	1%	1%	-	1%	-	-	3%	1%	2%Tdk	-	3%Tdk	-	-	-	2%	
White and Black African	4	-	-	-	3	-	-	-	-	-	1	2	-	-	3	1	1	-	3	-	-	-	-	1	-	1	
	1%	-	-	-	1%	-	-	-	-	-	1%	1%	-	-	1%	1%	2%	-	1%	-	-	-	-	-	-	2%	
White and Asian	13	-	-	-	13	1	1	-	1	-	4	4	-	11	2	-	-	11	5	2	1	-	1	2	-	-	
	1%	-	-	-	1%	2%	1%	-	1%	-	2%	2%	-	1%Tdk	1%	-	-	1%	1%	1%	2%	-	2%	1%	-	1%	
Any other mixed/ multiple ethnic background	9	-	-	-	9	-	1	-	2	-	1	4	-	9	-	-	-	8	3	2	1	2	-	-	2	-	
	1%	-	-	-	1%	-	-	-	3%Tdk	-	1%	2%Tdk	-	1%Tdk	-	-	-	1%	1%	1%	2%	3%Tdk	-	-	-	2%	
NET: Asian	88	7%Tdk	5	2	81	4	12	7	14	5	1	20	15	4	60	24	-	4	82	34	16	3	1	8	4	13	3
	7%Tdk	4%	3%	-	8%Tdk	7%	9%Tdk	7%	13%Tdk	5%	1%	12%Tdk	9%Tdk	4%	8%	5%	1%	7%	7%	8%Tdk	8%Tdk	5%	2%	14%Tdk	2%	16%Tdk	
Indian	26	-	-	-	25	-	2	2	3	-	10	6	-	19	7	-	-	-	25	9	5	-	1	2	2	1	
	2%	-	-	-	2%	-	1%	2%	2%	3%	-	6%Tdk	4%	-	2%	2%	-	-	2%	2%	3%	-	2%	5%	1%	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 621
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	GO Region											Internet usage		Devices used to access internet			Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Pakistani	35	3	-	-	32	1*	8	2	10	1	-	3	4	3	23	11	*	2	32	13	8	1	-	-	-	10	2
	3% ^x	3%	-	-	3%	1%	6% ^{Tj}	2%	10% ^{Tbdgjkim}	1%	-	2%	3%	2%	3%	2%	4%	3%	3% ^x	4% ^x	2%	-	-	-	-	12% ^{Tsthw}	6% ^x
Bangladeshi	7	-	-	-	7	2	1	*	1	-	1	-	-	4	3	-	-	6	5	1	-	-	-	-	-	-	-
	1%	-	-	-	1%	3% ^{Tdl}	1%	*	1%	-	1%	-	-	1%	1%	-	-	1%	1%	1%	-	-	-	-	-	-	-
Chinese	12	-	1	-	10	1	-	2	-	-	-	3	3	1	7	4	-	1	10	5	-	1	-	4	1	-	-
	1%	-	2%	-	1%	3%	-	2%	-	-	-	2%	1%	1%	1%	-	3%	1%	1%	1%	-	3% ^{lt}	-	7% ^{Tstby}	1%	-	-
Any other Asian background	9	1	1	-	7	-	1	-	-	1	-	3	2	*	8	1	-	-	9	2	1	*	-	2	1	1	*
	1%	1%	1%	-	1%	-	1%	-	-	1%	-	2%	1%	*	1% ^T	-	-	-	1%	1%	1%	-	-	3%	1%	1%	1%
NET: Black	23	*	1	-	22	1	1	2	1	3	2	8	2	*	17	6	1	-	22	14	3	-	1	1	-	1	*
	2%	*	1%	-	2%	2%	1%	2%	1%	3%	2%	5% ^{Td}	1%	*	2%	1%	4%	-	2%	3% ^{Tx}	2%	-	2%	2%	-	1%	1%
Caribbean	13	*	1	-	12	-	-	1	-	1	2	7	1	-	8	4	-	-	13	9	2	-	1	-	-	1	-
	1%	*	1%	-	1%	-	-	1%	-	1%	2%	4% ^{Tdf}	1%	-	1%	1%	-	-	1%	2% ^T	1%	-	2%	-	-	1%	-
African	9	*	-	-	9	1	1	1	1	2	-	1	1	*	7	2	1	-	8	5	1	-	-	1	-	-	-
	1%	*	-	-	1%	2%	1%	1%	1%	2%	-	1%	1%	*	1%	2%	4%	-	1%	1%	1%	-	-	2%	-	-	-
Any other black/ African/ Caribbean background	1	-	-	-	1	-	-	-	*	*	1	*	-	-	1	-	-	-	1	-	1	-	-	-	-	-	*
	*	-	-	-	*	-	-	-	*	*	1%	*	-	-	*	-	-	-	*	*	1%	-	-	-	-	-	1%
NET: Other	8	1	-	-	7	*	-	1	3	-	-	3	*	-	7	2	*	-	8	2	1	-	-	3	-	-	-
	1%	1%	-	-	1%	*	-	1%	3% ^{Td}	-	-	2%	*	-	1%	*	-	-	1%	1%	1%	-	-	6% ^{Tstx}	-	-	-
Arab	6	-	-	-	6	-	-	1	2	-	-	3	-	-	4	2	-	-	6	2	-	-	-	3	-	-	-
	*	-	-	-	1%	-	-	1%	2%	-	-	2% ^T	-	-	1%	-	-	-	1%	1%	-	-	-	6% ^{Tstx}	-	-	-
Any other ethnic background	2	1	-	-	2	*	-	-	1	-	-	*	-	-	2	-	*	-	2	*	1	-	-	-	-	-	-
	*	1%	-	-	*	*	-	-	1% ^d	-	-	*	-	-	*	-	1%	-	*	*	*	-	-	-	-	-	-
Prefer not to say	12	-	1	1	9	1	-	1	4	-	1	2	-	-	10	2	1	1	10	3	1	-	1	3	1	1	1
	1%	-	2%	2%	1%	3% ^{ld}	-	1%	4% ^{Tdl}	-	1%	1%	-	-	1%	2	2%	2%	1%	1%	1%	-	2%	5% ^{Tstx}	1%	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 622
D25. Which one of these groups best describes your ethnic group or background?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	You Tube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	239	139	109	929	594	383	842	323	163	166	54	74	122	263	740	432	586
NET: White	1080	200	301	248	150	97	964	553	336	888	278	120	111	24	26	50	233	831	422	657
		86%	90%Te	87%	88%	90%	86%ghjklinno	81%jklinn	80%lmm	87%ghjklino	77%km	74%lm	74%km	68%	69%	80%kmn	79%	89%Tp	84%	88%
English/Welsh/Scottish/Northern Irish/British	1019	189	287	233	140	90	906	509	303	836	255	109	95	20	25	47	208	797	392	627
		81%	86%Te	82%	82%	74%	81%ghjklino	75%jklinn	72%lmm	82%ghjklino	71%lm	67%km	63%	52%	66%	75%klmn	71%	85%Tp	78%	84%Tr
Irish	8	-	1	2	2	3	7	5	4	8	5	1	1	-	-	1	2	5	2	6
	1%	-	1%	1%	1%	3%Tab	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*	1%
Gypsy, Traveller or Irish Traveller	3	3	-	-	-	-	3	3	2	3	3	1	1	1	*	*	3	-	3	-
	*	1%T	-	-	-	-	*	*	*	*	1%T	1%	1%	3%Tighjo	*	*	1%Tq	-	1%	-
Any other white background	50	9	13	13	9	4	48	35	28	42	15	9	14	3	1	2	20	29	26	24
	4%q	4%	4%	4%	5%	4%	4%	5%TI	7%Tijo	4%	4%	5%	9%Tigjkn	7%io	3%	2%	7%Tq	3%	5%	3%
NET: Non-White	152	28	31	36	20	22	144	123	85	124	81	39	38	13	11	13	58	93	74	78
	12%qs	12%	9%	12%	12%	18%Tb	13%T	18%Tfi	20%Tfi	12%	22%Tlgi	24%Tlgi	25%Tlgi	35%Tighjko	31%Tighio	20%Tfi	20%Tq	10%	15%Ts	10%
NET: Mixed	33	8	7	8	4	4	30	21	12	26	14	6	7	3	2	3	13	20	15	18
	3%	3%	2%	3%	2%	4%	3%	3%	3%	3%	4%	4%	5%	3%Tighio	6%Tfi	5%	4%Tq	2%	3%	2%
White and Black Caribbean	7	1	4	2	-	-	7	4	2	5	1	-	-	-	-	1	2	6	2	5
	1%	*	1%	1%	-	-	1%	*	*	1%	*	-	-	-	-	1%	1%	1%	*	1%
White and Black African	4	1	-	1	1	1	4	3	3	4	3	3	3	1	*	1	2	2	2	2
	*	*	-	*	1%	1%	*	1%T	*	1%T	2%Tlgi	2%Tlgi	3%Tighjo	*	*	2%Tlgi	1%	*	*	*
White and Asian	13	4	2	3	1	2	11	8	5	11	8	3	2	2	1	1	6	7	7	6
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%Tighjo	2%	1%	5%Tighlo	1%	1%	2%	1%	1%	1%
Any other mixed/multiple ethnic background	9	2	1	2	2	2	9	6	3	6	2	1	3	*	2	1	4	5	4	5
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	5%Tighjko	1%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.



Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 622
 D25. Which one of these groups best describes your ethnic group or background?
 Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruita (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	62	293	933	500	743	
NET: Asian	88	17	16	18	13	13	84	73	53	76	51	24	23	7	7	7	36	51	47	41
	7%qs	8%	5%	6%	8%	10%b	8%T	11%Tf	12%Tfi	7%	14%Tfj	15%Tfk	15%Tfl	19%Tfm	18%Tfn	11%	12%Tp	5%	9%Tr	6%
Indian	26	6	1	9	2	6	23	22	16	19	17	9	9	2	2	2	10	16	11	15
	2%b	3%b	*	3%b	1%	5%Tb	2%	3%Tf	4%Tfi	2%	5%Tfj	5%Tfk	6%Tfl	5%	4%	3%	3%	2%	2%	2%
Pakistani	35	8	11	5	5	2	35	31	22	33	21	6	8	4	4	2	16	18	22	13
	3%qs	3%	3%	2%	3%	2%	3%	4%Tf	5%Tfi	3%	6%Tfj	6%Tfk	6%Tfl	11%Tfm	10%Tfn	4%	8%Tp	2%	4%Tr	2%
Bangladeshi	7	3	1	2	*	-	7	6	5	7	4	2	2	1	1	2	5	2	4	3
	1%q	1%	*	1%	*	-	1%	1%	1%	1%	1%	1%	2%	2%	2%	3%Tfj	2%Tp	*	1%	*
Chinese	12	-	1	1	4	3	12	8	4	10	5	4	2	-	-	*	1	10	5	7
	1%	-	*	*	2%a	2%a	1%	1%	1%	2%	2%T	1%	-	-	-	*	*	1%	1%	1%
Any other Asian background	9	1	1	-	3	2	9	7	6	7	4	3	2	1	1	1	4	5	5	4
	1%	*	*	-	2%	2%	1%	1%	1%T	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%
NET: Black	23	1	7	8	1	4	21	14	14	7	5	5	3	2	2	2	7	16	9	14
	2%j	*	2%	3%	1%	3%a	2%j	3%Tf	3%Tfi	1%	2%	3%	4%j	7%Tfj	6%Tfj	4%j	2%	2%	2%	2%
Caribbean	13	1	5	5	*	2	11	11	6	6	3	1	2	*	1	1	4	8	5	8
	1%j	*	1%	2%	*	2%	1%j	2%j	2%j	1%	1%	1%	2%	1%	4%Tfj	1%	2%	1%	1%	1%
African	9	-	2	2	1	2	9	8	7	6	4	3	2	2	*	*	1	8	4	5
	1%	-	1%	1%	1%	2%	1%	1%T	2%Tf	1%	1%	2%	1%	4%Tfj	1%	1%	1%	1%	1%	1%
Any other black/ African/ Caribbean background	1	*	1	*	-	-	1	1	1	1	*	1	1	1	*	1	1	1	1	1
	*	*	*	*	-	-	*	*	*	*	1%T	1%	1%	2%Tfj	1%	1%	*	*	*	*
NET: Other	8	2	-	2	1	1	8	8	6	8	7	4	3	-	-	*	3	6	3	5
	1%	1%	-	1%	1%	1%	1%T	1%T	1%	1%	2%Tf	3%Tf	2%	-	-	1%	1%	1%	1%	1%
Arab	6	2	-	2	1	-	6	6	4	6	3	2	-	-	-	-	1	5	2	4
	*	1%	-	1%	1%	-	1%	1%	1%	2%Tf	2%Tf	2%T	-	-	-	*	1%	*	*	1%
Any other ethnic background	2	*	-	-	-	1	2	2	2	2	2	1	*	-	-	*	1	1	1	1
	*	*	-	-	-	1%	*	*	*	*	1%	*	-	-	-	1%	*	*	*	*
Prefer not to say	12	4	2	3	-	1	10	8	1	7	2	2	1	1	*	*	2	10	4	8
	1%h	2%	1%	1%	-	1%	1%h	1%h	*	1%	*	1%h	1%	2%ho	*	*	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 623
D26. What is your religion, if any?
Base: All respondents

	Gender			Social Grade							Age											Minority Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
No religion	615	310	301	156	175	132	145	331	277	43	572	82	123	110	104	76	53	24	153	77	572	42	16	15	7	-	-	-	615
	49%pqrs	51%	48%	46%	48%	52%	53%	47%	52%	49%	49%pqrs	58%opqrs	58%Tjno	55%pqrs	47%	44%	39%	33%	40%	37%	53%Tuv	28%w	48%uw	17%	30%	-	-	-	100%TzAB
NET: Christian	492	225	265	139	151	96	102	290	199	34	457	33	56	66	86	88	79	48	215	127	456	34	11	8	14	492	-	-	-
	40%klmu	37%	42%	41%	41%	38%	37%	41%	37%	39%klj	40%klm	24%	26%	33%	39%klj	51%Tjklm	58%Tjklm	57%Tjklm	56%Tjklm	61%Tjklm	42%Tuv	23%w	34%w	10%	63%	100%TABC	-	-	-
Catholic	115	58	56	40	33	19	22	73	40	16	98	15	19	22	11	15	8	7	31	15	101	12	3	4	4	115	-	-	-
	9%ijnAB	10%	9%	12%	9%	7%	8%	10%	8%	19%Tjno	9%n	11%	9%	11%n	5%	9%	8%	10%	8%	7%	9%	8%	10%	5%	19%	23%TABC	-	-	-
Church of England/Scotland/Ireland	274	122	152	64	81	66	62	145	128	14	260	7	25	28	14	59	58	53	37	142	84	265	9	6	2	274	-	-	-
	22%klmu	20%	24%	19%	22%	26%	22%	21%	24%	16%k	23%klm	5%	12%	14%k	27%klm	33%Tjklm	39%Tjklm	43%Tjklm	37%Tjklm	40%Tjklm	25%Tuv	6%w	18%uw	*	11%	56%TABC	-	-	-
Other Christian	103	45	57	35	37	12	19	72	31	4	98	11	12	16	17	15	17	10	43	27	89	13	2	4	8	103	-	-	-
	8%ehAC	7%	9%	10%eh	10%eh	5%	7%	10%Teh	6%	5%	9%	8%	6%	8%	8%	9%	13%Tj	14%	11%Tj	13%Tj	8%	9%w	6%	4%	33%	21%TABC	-	-	-
Muslim	60	34	26	16	17	10	17	33	26	3	57	3	20	10	14	-	1	-	1	1	9	51	3	45	2	60	-	-	-
	5%oprst	6%	4%	5%	5%	4%	6%	5%	5%	4%ors	5%oprs	9%Toprs	5%oprs	6%oprs	6%oprs	-	1%	-	*	*	1%	34%Tuv	9%t	51%Tuv	7%	100%TzBC	-	-	-
Hindu	10	4	6	7	2	-	1	9	1	1	9	1	2	4	-	2	-	-	2	-	-	-	10	-	-	-	-	-	-
	1%hC	1%	1%	2%Teh	1%	-	*	1%Th	*	1%	1%	1%	1%	2%	-	3%	-	-	*	-	-	6%Tj	-	10	-	-	-	-	20%TzAC
Jewish	9	6	4	4	2	2	2	6	4	3	7	1	-	-	-	2	2	-	3	2	7	2	-	-	-	-	-	-	9
	1%j	1%	1%	1%	-	1%	1%	1%	1%	3%Tjm	1%	1%	-	-	1%	1%	1%	-	1%	1%	1%	-	-	-	-	-	-	-	19%TzAC
Sikh	3	2	1	1	1	-	1	2	1	1	2	1	-	-	1	-	-	-	-	-	-	3	-	3	-	-	-	-	3
	*	*	*	*	*	-	1%	*	*	1%jr	*	1%	-	-	*	-	-	-	-	-	-	2%Tj	-	3%Tj	-	-	-	-	6%TzC
Buddhist	11	5	6	2	6	2	-	9	2	1	10	2	1	1	5	2	-	-	2	-	8	4	*	3	-	-	-	-	11
	1%C	1%	1%	1%	2%	1%	-	1%	*	1%	1%	1%	1%	2%	1%	-	-	-	*	-	1%	2%	1%	4%Tj	-	-	-	-	23%TzAC
Other religion	15	7	8	4	-	8	3	4	11	-	15	-	3	3	5	3	1	-	4	1	13	2	2	-	-	-	-	-	15
	1%gZC	1%	1%	1%	-	3%Tdg	1%	1%	2%dg	-	1%	-	1%	2%	2%	2%	1%	-	1%	*	1%	1%	5%Tw	-	-	-	-	-	31%TzAC
Prefer not to say	28	14	13	6	11	6	4	18	10	1	26	7	7	3	1	1	-	-	2	1	14	4	1	3	-	-	-	-	
	2%rtzC	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%r	5%Tors	3%r	3%r	1%	*	1%	-	1%	1%	1%	3%	3%	4%	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 624
D26. What is your religion, if any?
Base: All respondents

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	Yes				Yes (j)	No (k)	Secondary school or equiv (l)	University degree or equiv (m)	Higher university degree (n)	Still in full time education (o)	Urban (p)	Rural (q)	
											NET: Yes (i)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)									Aged 16-17 (n)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
No religion	615	164	104	78	439	127	319	148	21	407	208	59	96	99	51	151	14	300	191	40	49	484	131
	49%kach	45%kc	54%kac	39%	53%Tac	47%	52%kh	50%h	35%	49%	51%	49%	52%	56%	48%	51%	51%	51%	48%	43%	49%	49%	53%
NET: Christian	492	171	69	102	309	119	258	98	17	363	129	33	57	57	36	93	4	236	157	36	37	386	105
	40%gdjk	47%Tbd	36%	51%Tbd	37%	44%gh	42%kg	33%	29%	43%Tjklm	32%	28%	31%	32%	33%	31%	15%	40%	39%	37%	37%	39%	42%
Catholic	115	35	19	16	77	20	58	29	9	69	46	19	21	17	12	28	1	40	42	14	17	101	14
	9%q	10%	10%	8%	9%	7%	9%	10%	15%	8%	11%	16%Ti	11%	10%	11%	10%	5%	7%	10%	15%q	17%Tq	10%	6%
Church of England/ Scotland/ Ireland	274	102	39	66	166	69	149	51	5	211	63	10	27	28	19	51	-	149	75	15	14	206	68
	22%dghj	28%Tbd	20%	33%Tabd	20%	26%gh	24%kh	17%	8%	25%Tjklm	16%k	8%	15%k	16%k	18%k	17%	-	26%Tt	19%	16%	13%	21%	28%Tu
Other Christian	103	33	11	20	65	30	51	18	4	63	20	4	9	11	5	14	3	46	40	7	7	80	22
	8%jp	9%bd	8%	10%	8%	11%	8%	9%	10%Tjkl	5%	4%	5%	8%	5%	5%	10%	8%	10%	8%	7%	8%	9%	9%
Muslim	60	10	4	10	46	3	16	27	14	18	42	18	19	12	12	33	5	20	22	11	3	59	1
	5%aefiv	3%	2%	5%a	6%	1%	3%	9%Tef	23%Telg	2%	10%Tim	15%Tim	10%Ti	7%i	11%Ti	11%T	19%	3%	6%	12%Tgrt	3%	6%Tv	1%
Hindu	10	*	*	*	9	*	4	4	2	2	7	1	6	3	2	5	1	3	4	1	1	10	-
	1%u	*	*	*	1%	*	1%	3%Tef	*	2%Ti	1%	3%Ti	2%i	1%	2%	5%	1%	3%	1%	1%	1%	1%	-
Jewish	9	3	1	3	6	5	3	1	1	7	3	-	-	1	3	-	-	1	3	2	3	9	-
	1%	1%	*	1%	1%	2%	*	*	1%	1%	-	-	-	2%jl	-	-	*	1%	2%q	3%Tq	1%	-	-
Sikh	3	1	1	-	2	-	1	1	1	1	2	-	-	-	2	-	1	1	-	-	2	3	-
	*	1%	-	-	*	-	*	2%Tef	*	1%	-	-	-	-	2%Tj	-	5%	*	-	-	2%Tqr	*	-
Buddhist	11	3	2	2	9	5	4	1	1	10	1	*	*	1	1	*	-	5	4	1	1	8	3
	1%	1%	1%	1%	2%	1%	*	1%	1%	*	*	*	*	1%	1%	*	-	1%	1%	1%	1%	1%	1%
Other religion	15	8	7	7	5	4	4	2	11	4	1	2	3	-	4	-	7	7	-	-	14	1	-
	1%	2%	4%Tad	3%Td	1%	2%	1%	1%	3%	1%	1%	1%	2%	-	1%	-	1%	2%	-	-	1%	*	-
Prefer not to say	28	5	2	-	9	7	10	9	2	15	13	7	6	1	10	1	10	8	2	4	21	6	-
	2%id	1%	1%	-	1%	2%	2%	3%	3%	2%	3%im	6%Tim	3%	1%	1%	3%	5%	2%	2%	2%	4%	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 625
 D26. What is your religion, if any?
 Base: All respondents

	GO Region																	Internet usage				Devices used to access internet				Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)					
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30					
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**					
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23					
No religion	615	56	31	16	512	29	70	54	54	50	57	72	74	53	403	205	14	18	568	240	95	30	32	35	86	41	12					
	49%qx	54%	52%	44%	49%	56%	51%	54%	51%	51%	42%	42%	50%	52%To	45%	42%	31%	56%Tq	54%Tx	47%	60%lx	55%lx	65%lx	37%	65%lx	50%	42%					
NET: Christian	492	40	24	19	408	18	56	36	31	32	45	67	81	42	283	206	16	28	439	160	77	15	21	10	139	25	10					
	40%hww	39%	40%	54%h	39%h	35%	41%	36%	29%	36%	41%	40%	47%h	39%	37%	45%Tn	50%	48%	39%	36%w	38%w	29%	36%	19%	60%Tsuwv	30%	35%					
Catholic	115	6	3	10	96	7	18	7	16	6	3	24	11	4	72	43	5	5	98	46	18	5	3	3	14	7	2					
	9%j	6%	5%	29%Tabdfgijkm	9%j	13%jm	14%jm	7%	15%Tadjm	6%	3%	14%Tdjim	6%	3%	9%	9%	16%	9%	9%	10%	9%	10%	5%	5%	6%	9%	9%					
Church of England/ Scotland/ Ireland	274	22	13	3	236	10	29	18	10	22	36	30	52	30	150	124	9	16	249	78	43	10	15	2	95	13	5					
	22%hww	21%h	21%	9%	23%h	19%	21%h	18%	10%	25%h	18%	33%Tcdgk	18%	19%	19%	27%Tn	29%	27%	22%	18%w	21%w	19%w	26%w	3%	41%Tsuwv	15%	18%					
Other Christian	103	13	8	6	76	1	9	11	4	4	6	14	18	8	61	38	1	7	91	36	16	-	3	6	30	5	3					
	8%kd	12%	14%h	18%eh	7%	3%	6%	11%	4%	5%	5%	8%	11%	8%	8%	8%	5%	12%	8%	8%	8%	-	5%	11%u	13%Tu	6%	9%					
Muslim	60	3	-	-	57	2	10	5	12	3	1	12	10	1	41	18	1	1	57	25	10	1	1	3	-	13	5					
	5%lx	3%	-	-	5%T	4%	7%jm	4%	12%Tabcdijm	3%	1%	7%jkm	6%	1%	5%	4%	5%	3%	5%	6%lx	5%lx	2%	1%	6%lx	-	18%Tsuwv	17%					
Hindu	10	-	-	-	9	-	-	-	2	-	5	2	-	5	5	-	-	-	10	1	4	-	1	-	2	1	-					
	1%	-	-	-	1%	-	-	-	2%	-	3%Td	1%	-	1%	1%	-	-	-	1%	2%	1%	-	2%h	-	1%	1%	-					
Jewish	9	1	-	-	8	-	-	-	1	-	-	6	-	1	6	3	-	-	9	-	2	-	-	1	3	-	-					
	1%h	1%	-	-	1%	-	-	-	1%	-	-	4%Tdfll	-	1%	1%	1%	-	-	1%	-	1%	-	-	3%h	1%h	-	-					
Sikh	3	-	-	-	3	-	-	1	1	-	-	-	1	-	2	1	-	-	3	1	-	-	-	1	-	-	-					
	-	-	-	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	3%Tax	-	-	-					
Buddhist	11	-	1	-	10	-	-	-	3	2	4	1	-	7	5	-	2	2	11	7	4	-	-	-	-	-	-					
	1%	-	2%	-	1%	-	-	-	3%Tdf	2%	2%	1%	-	1%	1%	1%	1%	3%	1%	2%	2%	-	-	-	-	-	-					
Other religion	15	1	1	-	13	1	-	2	2	-	1	1	4	2	7	8	-	2	12	-	8	2	1	-	1	3	1					
	1%h	1%	2%	-	1%	2%	-	2%	1%	-	1%	2%	2%	2%	1%	2%	1%	3%	1%	-	4%Tax	3%h	1%	-	-	3%h	3%					
Prefer not to say	28	1	2	1	23	1	-	4	5	-	4	1	1	7	17	7	1	7	18	12	4	3	3	3	1	-	1					
	2%r	1%	4%f	2%	2%	3%	-	3%	5%kld	-	4%k	-	1%	1%	2%	2%	2%	12%Tr	2%	3%	2%	5%lx	5%lx	5%lx	1%	-	2%					

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 626
D26. What is your religion, if any?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitter (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
No religion	615	122	164	145	78	62	551	345	197	501	176	86	57	11	16	33	145	484	257	358
	49%lm	53%	49%	50%	46%	51%	49%lm	51%lm	47%lm	49%lm	49%lm	54%lmn	38%	29%	43%	51%	49%	50%	51%	48%
NET: Christian	492	77	143	114	71	47	436	299	150	403	123	48	61	15	13	23	101	382	179	313
	40%ghjkr	33%	43%a	40%	42%	39%	39%gjk	35%	36%	40%ghjk	34%	30%	41%jk	41%k	35%	36%	35%	41%	36%	42%r
Catholic	115	9	33	30	20	11	102	74	45	99	50	19	21	5	4	7	33	79	59	56
	9%as	4%	10%a	11%a	12%a	9%	9%	11%T	11%	10%	14%Tgh	11%	14%Tf	14%	10%	10%	11%	9%	12%Ts	8%
Church of England/Scotland/Ireland	274	45	89	55	40	24	240	112	76	230	54	23	28	7	6	13	49	222	87	187
	22%ghjkr	19%	27%Tc	19%	23%	20%	21%ghjk	16%	18%	23%ghjk	15%	14%	19%	18%	15%	20%k	17%	24%Tp	17%	25%Tr
Other Christian	103	23	21	29	12	12	94	52	29	74	19	7	12	3	4	3	20	80	33	70
	8%ijk	10%	6%	10%	7%	10%	8%ijk	8%j	7%	7%	5%	4%	8%kk	9%	10%ko	6%	7%	9%	7%	9%
Muslim	60	12	16	13	11	4	60	51	41	56	37	15	17	6	6	4	31	29	35	25
	5%qs	5%	5%	4%	6%	3%	5%T	7%Tii	10%Tfji	8%T	10%Tfji	9%Tii	11%Tfji	16%Tfjio	16%Tfjio	7%	10%Tq	3%	7%Ts	3%
Hindu	10	2	-	2	1	3	10	8	7	6	7	2	5	1	1	1	3	7	4	6
	1%	1%	-	1%	1%	2%b	1%	1%	2%l	1%	2%Ti	1%	4%Tighi	3%l	3%Ti	2%	1%	1%	1%	1%
Jewish	9	-	3	2	2	1	9	6	4	9	4	2	1	-	-	4	5	2	7	
	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	-	1%	
Sikh	3	-	-	1	-	2	3	3	3	1	2	2	1	-	-	3	-	-	1	2
	-	-	-	-	-	1%Tb	-	1%	1%	1%	1%	2%Tf	1%	-	-	1%Tq	-	-	-	-
Buddhist	11	2	4	2	1	-	11	6	5	8	3	-	1	1	-	-	1	10	8	3
	1%sa	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	-	-	1%	1%	2%sa	-
Other religion	15	9	1	2	1	-	15	7	9	13	2	3	2	-	1	1	1	13	7	8
	1%	4%Tbce	-	1%	1%	-	1%	1%	2%gj	1%	1%	2%	2%	-	3%	1%	-	1%	1%	1%
Prefer not to say	28	7	3	5	4	2	24	17	6	20	7	3	3	3	-	1	4	23	8	20
	2%	3%	1%	2%	3%	2%	2%	3%h	1%	2%	2%	2%	2%	7%Tghijko	-	1%	1%	3%	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 627
D33. Which of the following describes where you live?
Base: All respondents

	Gender		Social Grade							Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Scotland	103	55	48	24	39	20	20	63	40	4	99	17	10	21	13	22	11	5	38	16	97	6	*	5	*	40	3	2	56
North East	51	21	29	11	18	10	13	29	22	4	47	7	10	9	12	4	6	-	10	6	44	6	1	4	1	18	2	1	29
North West	136	67	69	35	39	31	29	74	60	7	128	12	27	25	20	16	15	12	44	28	119	16	4	12	1	56	10	*	70
Yorkshire and the Humber	101	48	53	25	29	20	27	54	47	8	93	10	7	20	19	14	12	9	36	22	90	10	*	7	2	36	5	3	54
West Midlands	106	63	42	33	30	18	22	62	40	12	94	24	22	22	11	11	7	6	24	13	82	20	2	14	1	31	12	4	54
East Midlands	90	36	53	22	30	15	23	51	38	14	75	11	13	14	16	9	10	2	21	12	79	11	3	5	3	32	3	5	50
Wales	60	38	22	11	17	19	12	28	31	5	55	6	13	8	15	5	4	4	12	8	55	3	1	2	1	24	-	3	31
East of England	111	59	52	32	30	27	22	62	49	3	107	8	20	19	21	14	18	7	40	25	102	7	3	1	2	45	1	3	57
London	169	83	83	62	46	30	30	108	60	14	155	18	27	29	28	30	17	7	54	24	127	40	8	20	8	67	12	17	72
South East	174	77	96	35	50	46	43	85	89	9	165	17	34	23	38	26	15	11	52	26	146	28	10	15	2	81	10	8	74
South West	107	38	69	32	26	19	27	58	46	4	103	10	20	16	14	18	17	9	43	26	103	4	-	4	-	42	1	3	53
Northern Ireland	36	20	16	15	12	1	8	27	9	3	33	2	8	11	5	4	4	-	8	4	35	-	-	-	-	19	-	-	16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 628
D33. Which of the following describes where you live?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Scotland	103	29	13	19	70	26	55	20	2	72	32	11	14	14	6	26	1	44	35	12	8	81	22
	8%	8%	7%	9%	8%	10%	9%	7%	3%	9%	8%	9%	7%	8%	5%	9%	5%	7%	9%	13%	8%	8%	9%
North East	51	25	16	11	25	5	28	11	6	32	19	5	7	8	5	13	2	15	21	7	4	40	11
	4%dq	7%Td	9%Td	6%	3%	2%	5%	4%	10%Te	4%	5%	4%	4%	5%	4%	4%	8%	3%	5%q	8%q	4%	4%	4%
North West	136	39	22	23	95	31	72	30	3	95	41	12	19	16	9	31	3	67	43	14	7	122	14
	11%v	11%	12%	11%	11%	11%	12%	10%	4%	11%	10%	10%	10%	9%	9%	10%	11%	11%	13%	15%	7%	12%Tv	5%
Yorkshire and the Humber	101	27	14	17	72	15	56	27	3	68	32	4	18	16	11	22	3	43	36	2	11	78	22
	8%a	7%	7%	9%	9%	6%	9%	9%	5%	8%	8%k	3%	10%k	9%k	10%	7%	9%	7%	9%a	2%	11%a	8%	9%
West Midlands	106	25	16	15	74	19	42	34	11	49	56	29	18	16	19	40	4	64	22	4	12	94	12
	9%lrv	7%	8%	8%	9%	7%	7%	12%l	18%l	14%l	14%l	24%lTij	10%	9%	18%l	14%T	15%	11%Tr	5%	4%	12%r	9%Tv	5%
East Midlands	90	19	9	10	64	17	45	21	7	57	32	7	14	23	6	17	3	35	36	3	13	70	19
	7%	5%	5%	5%	8%	8%	7%	7%	11%	7%	8%	6%	8%	13%Tijk	6%	9%	6%	9%	9%	3%	13%Tq	7%	8%
Wales	60	18	8	11	39	16	27	13	4	39	21	3	15	11	2	15	1	33	13	1	6	42	17
	5%	5%	4%	5%	6%	4%	5%	6%	6%	5%	5%	3%	8%jk	6%	2%	5%	5%	6%	3%	1%	6%	4%	7%
East of England	111	42	20	17	64	28	58	20	4	89	21	3	12	9	6	15	3	62	32	5	3	69	42
	9%dkm	11%d	10%	9%	8%	10%	9%	7%	7%	11%Tjm	5%	3%	7%	5%	6%	5%	10%	11%t	8%	6%	3%	7%	17%Tu
London	169	47	28	28	116	48	72	41	8	121	48	16	21	25	10	34	*	64	62	21	16	166	3
	14%qv	13%	15%	14%	14%	18%T	12%	14%	19%	15%	12%	13%	11%	14%	9%	11%	1%	11%	16%	23%Tq	16%	17%Tv	1%
South East	174	48	22	28	124	37	84	44	9	112	63	11	28	28	20	49	6	94	49	10	11	128	46
	14%u	13%	11%	14%	15%	14%	14%	15%	9%	13%	15%k	9%	15%	16%	18%	17%	20%	16%	16%	12%	11%	13%	19%Tu
South West	107	35	18	17	69	21	61	22	3	76	31	11	14	8	11	26	1	55	27	11	7	77	30
	9%mu	10%	9%	8%	8%	8%	10%	7%	6%	9%	8%l	10%	8%	5%	11%l	9%	5%	9%	7%	11%	6%	8%	12%u
Northern Ireland	36	11	5	5	24	7	17	11	1	24	12	7	6	4	3	9	-	8	20	4	3	27	9
	3%q	3%	3%	2%	3%	3%	4%	2%	3%	3%	6%	3%	2%	3%	3%	-	1%	5%Tq	4%	3%	3%	4%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 629
 D33. Which of the following describes where you live?
 Base: All respondents

	GO Region											Internet usage				Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	23**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Scotland	103 9%abde fghijkim	103 100%Tbcde fghijkim	-	-	-	-	-	-	-	-	-	-	-	-	7%	10%	3%	13%	8%	8%	8%	12%	10%	15%	9%	5%	11%
North East	51 4%fjkl	-	-	-	51 5%Taf ghijklm	51 100%Tabcd fghijkim	-	-	-	-	-	-	-	-	4%	20	*	3	48	17	10	2	6	5	10%Tsyx	5	2
North West	136 11%abceog hijkim	-	-	-	136 13%Tabce ghijkim	136 100%Tabcd efghijkim	-	-	-	-	-	-	-	-	11%	10%	8%	4%	11%	11%	12%	5%	10%	6%	14%	7%	18%
Yorkshire and the Humber	101 8%abfhj kijm	-	-	-	101 10%Tabef hijkim	101 100%Tabcd efhijkim	-	-	-	-	-	-	-	-	8%	38	4	3	90	34	15	1	5	4	21	13	1
West Midlands	106 9%abefg ijkm	-	-	-	106 10%Tabef gijkim	-	-	106 100%Tabcd efgijkim	-	-	-	-	-	-	8%	40	3	6	94	41	17	4	4	1	16	11	-
East Midlands	90 7%afghj klm	-	-	-	90 9%Tabef ghijkim	-	-	-	90 100%Tabcd efghijkim	-	-	-	-	-	7%	31	11	4	71	28	10	1	3	8	13	8	4
Wales	60 5%adefgh ijklm	-	60 100%Tacde fghijkim	-	-	-	-	-	-	-	-	-	-	-	5%	20	1	2	57	26	6	4	4	1	10	3	1
East of England	111 9%abefg hikim	-	-	-	111 11%Tabef ghikim	-	-	-	-	111 100%Tabcd efghikim	-	-	-	-	10%T	32	4	7	101	41	16	7	6	5	25	6	1
London	169 14%abceof ghijm	-	-	-	169 16%Tabce fghijm	-	-	-	-	-	169 100%Tabcd efghijm	-	-	-	15%	54	3	6	154	63	34	7	3	5	31	4	8
South East	174 14%abceof ghijkim	-	-	-	174 17%Tabce fghijkim	-	-	-	-	-	-	174 100%Tabcd efghijkim	-	101	73	1	13	157	61	28	10	11	7	27	19	2	

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 629
D33. Which of the following describes where you live?
Base: All respondents

	GO Region													Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
South West	107	-	-	-	107	-	-	-	-	-	-	-	-	107	64	43	1	2	98	30	26	5	3	5	28	4	2
	9%abefg	-	-	-	10%Tabef	-	-	-	-	-	-	-	-	100%Tabcd	8%	9%	3%	3%	9%	7%	13%Ts	10%	5%	9%	12%sa	5%	6%
	hijkl	-	-	-	ghijkl	-	-	-	-	-	-	-	-	efghijkl	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	36	-	-	36	-	-	-	-	-	-	-	-	-	-	19	16	-	2	35	20	2	1	2	2	2	4	-
	3%cdkl	-	-	100%Tabde	-	-	-	-	-	-	-	-	-	-	2%	4%	-	4%	3%	5%Tx	1%	2%	3%	4%	1%	5%bx	-
				fghijklm																							

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 630
 D33. Which of the following describes where you live?
 Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Scotland	103	22	22	23	15	12	94	47	33	84	25	12	14	4	2	7	15	86	43	60
	8%p	9%	7%	8%	9%	10%	8%g	7%	8%	8%	7%	8%	10%	11%	6%	11%n	5%	9%p	9%	8%
North East	51	12	19	9	4	7	43	24	19	41	10	4	4	1	*	3	15	33	19	32
	4%	5%	6%	3%	2%	6%	4%	3%	4%j	4%	3%	3%	2%	3%	1%	5%n	5%	4%	4%	4%
North West	136	18	56	23	13	15	117	73	34	116	44	9	10	2	3	5	31	102	49	87
	11%hk	8%	17%Tacd	8%	7%	13%	11%hk	11%hk	8%	11%hkl	12%hkl	5%	7%	5%	7%	8%	11%	11%	10%	12%
Yorkshire and Humber	101	24	25	25	14	4	95	54	34	74	30	9	12	4	5	5	21	78	40	61
	8%l	11%e	8%	9%	8%	4%	8%l	8%	8%	7%	8%	5%	8%	10%	12%ko	7%	7%	8%	8%	8%
West Midlands	106	21	25	33	15	4	89	65	44	93	35	18	17	4	3	7	30	74	62	44
	9%fs	9%	8%	12%e	9%	4%	8%	10%l	10%l	9%l	10%	11%	12%	11%	8%	11%	10%	8%	12%Ts	6%
East Midlands	90	15	23	28	14	2	76	59	39	77	36	11	17	1	8	4	22	66	46	43
	7%es	7%	7%	10%e	8%e	2%	7%	9%TI	9%l	8%	10%TI	7%	11%TIkm	3%	20%TIghjlo	8%	7%	7%	9%Ts	6%
Wales	60	14	23	12	4	3	53	26	14	51	17	7	6	2	2	1	20	39	21	39
	5%	6%	7%	4%	3%	3%	5%	4%	3%	5%g	5%	4%	4%	4%	5%o	2%	7%	4%	4%	5%
East of England	111	18	32	31	11	10	99	63	42	91	32	19	4	2	3	7	26	83	48	63
	9%l	8%	10%	11%	7%	8%	9%l	9%l	10%l	9%l	12%l	3%	6%	7%l	12%lmn	9%	9%	10%	9%	9%
London	169	32	41	43	24	19	161	107	68	135	51	31	30	10	7	10	46	123	73	97
	14%	14%	12%	15%	14%	16%	14%T	16%TI	16%l	13%	14%	19%TI	20%TIjio	18%	18%	16%	13%	15%	13%	13%
South East	174	30	47	31	27	22	158	94	51	141	44	26	17	5	4	9	39	134	55	119
	14%r	13%	14%	11%	16%	18%	14%	14%	12%	14%	12%	16%	12%	12%	9%	14%	13%	14%	11%	16%Tr
South West	107	20	14	24	20	13	100	54	32	86	23	10	14	3	2	3	22	84	31	76
	9%br	9%	4%	8%b	12%b	11%b	9%j	8%	8%	8%	6%	6%	9%o	3%	5%	5%	7%	9%	6%	10%Tr
Northern Ireland	36	6	7	5	10	8	33	18	12	31	13	6	4	*	1	2	5	31	14	22
	3%	3%	2%	2%	6%Tbc	6%Tbc	3%	3%	3%	3%	4%	4%	2%	1%	2%	3%	2%	3%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 631
D27. On an average day, how long would you say you spend online?
Base: All respondents

	Gender			Social Grade						Age											Ethnicity					Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
More than 10 hours	105	56	48	25	46	12	20	71	33	7	8%oprs	98	21	34	15	7	-	1	8	1	78	24	6	12	6	33	8	*	61
6-9 hours	244	124	120	70	76	45	51	146	96	24	220	38	58	46	32	26	14	7	47	21	203	38	9	20	5	92	13	13	122
3-5 hours	422	202	218	127	117	85	88	244	173	40	382	53	67	66	75	51	51	20	122	71	369	48	12	28	5	157	20	14	220
1-2 hours	416	198	215	102	103	107	103	205	210	15	401	26	51	59	84	77	59	45	181	104	379	36	4	24	6	187	18	21	185
Less than 1 hour	41	16	25	10	17	5	9	27	14	1	40	2	-	5	10	12	11	-	23	11	40	-	-	-	-	19	-	-	20
NET: 1-2 hours	457	214	241	112	120	112	112	232	224	16	442	28	51	64	94	89	70	45	204	115	419	36	4	24	6	206	18	21	205
NET: More than 2 hours	771	381	386	223	238	142	159	461	301	71	700	111	159	133	121	83	65	27	176	92	650	110	27	60	17	283	41	27	403
Don't know	15	11	4	2	6	2	4	8	6	1	14	2	2	5	3	-	1	-	1	1	10	5	2	3	-	3	1	-	7

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 632
D27. On an average day, how long would you say you spend online?
Base: All respondents

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
More than 10 hours	105	32	21	13	68	23	44	33	5	63	42	17	20	17	14	32	4	37	39	11	11	91	14
	8%q	9%	11%	7%	8%	9%	7%	11%	8%	8%	10%	14%Ti	11%	9%	13%	11%	16%	6%	10%	12%	11%	9%	6%
6-9 hours	244	90	54	45	148	43	113	71	17	159	84	24	41	42	24	53	9	94	86	28	27	204	40
	20%dq	25%Td	28%Td	22%	18%	16%	18%	24%Te	17	19%	21%	20%	22%	24%	23%	18%	34%	16%	22%q	29%Tq	26%q	20%	16%
3-5 hours	422	128	70	74	279	94	208	102	18	277	145	33	59	68	44	94	12	197	128	35	45	329	93
	34%	35%	36%	37%	33%	35%	34%	39%	29%	33%	35%k	27%	32%	39%k	41%k	32%	43%	34%	32%	37%	44%Tqr	33%	37%
1-2 hours	416	102	40	61	306	94	222	82	18	287	130	44	62	49	24	113	2	226	132	15	16	326	90
	33%abgnst	28%b	21%	30%b	37%Tab	35%	36%g	28%	30%	34%n	32%n	37%n	34%n	28%	22%	38%	7%	39%Tst	33%st	16%	16%	33%	36%
Less than 1 hour	41	8	3	5	30	14	22	4	2	38	3	-	2	1	-	2	-	25	8	3	1	34	7
	3%gimo	2%	2%	2%	4%	5%g	3%	1%	3%	5%Tjkmn	1%	-	1%	-	-	1%	-	4%	2%	4%	1%	3%	3%
NET: 1-2 hours	457	110	43	65	336	108	244	86	20	325	133	44	64	50	24	115	2	252	141	19	17	360	97
	37%abjmnst	30%b	23%	33%b	40%Tab	40%g	39%g	29%	33%	39%jmn	32%n	37%n	35%n	28%	22%	39%	7%	43%Trst	35%st	20%	17%	36%	39%
NET: More than 2 hours	771	250	145	132	496	160	365	206	40	499	271	73	120	127	82	178	25	328	253	74	82	624	147
	62%diq	69%Td	76%Tacc	66%	59%	59%	70%Tef	66%	60%	66%Ti	61%	63%	65%	71%Ti	60%	93%	9%	56%	64%q	78%Tqr	82%Tqr	63%	59%
Don't know	15	5	3	3	4	3	9	2	1	11	4	3	1	1	2	3	-	4	4	2	1	11	4
	1%d	1%	2%	2%	*	1%	2%	1%	2%	1%	1%	2%	*	*	1%	1%	-	1%	1%	2%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 633
D27. On an average day, how long would you say you spend online?
Base: All respondents

	GO Region														Internet usage		Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
More than 10 hours	105	6	5	4	90	4	13	10	9	7	17	18	6	105	-	1	-	101	51	15	5	6	10	1	8	2		
	8%oqx	6%	8%	10%	9%	7%	10%	9%	8%	6%	10%	10%	6%	14%To	-	2%	-	9%q	12%Tx	8%lx	10%lx	11%lx	13%Tlx	-	9%lx	5%		
6-9 hours	244	13	12	5	214	7	21	18	22	25	43	36	20	244	-	3	6	232	95	32	13	17	16	23	18	5		
	20%ox	13%	20%	13%	21%	13%	16%	18%	21%	28%af	22%	25%a	21%	19%	32%To	-	8%	10%	21%T	21%lx	16%	26%lx	30%lx	29%lx	10%	22%lx	18%	
3-5 hours	422	38	21	11	352	20	54	34	32	25	48	53	48	37	422	-	14	19	387	131	83	19	22	17	76	25	8	
	34%os	37%	36%	29%	34%	40%j	34%	31%	27%	44%Tdil	32%	27%	35%	55%To	-	42%	34%	34%	29%	41%Ts	39%	38%	32%	33%	30%	28%		
1-2 hours	416	40	19	13	344	19	45	35	36	28	23	50	70	39	-	416	12	28	366	148	65	13	8	6	119	28	14	
	33%jnrw	39%kj	31%	37%	33%j	36%	33%	34%j	34%	31%	21%	30%	40%j	36%j	-	91%Tn	38%	49%Tr	33%	33%lw	32%vw	25%	14%	12%	51%Tstu	34%vw	49%	
Less than 1 hour	41	5	2	3	31	2	-	3	4	3	8	3	3	5	-	41	3	1	32	16	7	-	-	2	12	3	-	
	3%nr	5%l	3%	8%l	3%	3%l	-	3%	4%l	4%l	8%Tdkl	2%	2%	4%l	-	9%Tn	10%	2%	3%	4%	3%	-	-	4%	5%	4%	-	
NET: 1-2 hours	457	45	20	16	376	20	45	38	40	31	32	54	73	43	-	457	15	30	398	164	72	13	8	8	131	32	14	
	37%nrw	44%j	34%	44%	36%	40%	33%	37%	37%	35%	29%	32%	42%j	40%	-	100%Tn	48%	51%r	35%	37%vw	35%vw	25%	14%	16%	57%Tstu	38%vw	49%	
NET: More than 2 hours	771	58	38	19	656	31	88	62	64	56	77	114	101	64	771	-	17	25	720	277	131	38	46	100	51	15		
	62%oqx	56%	64%	52%	63%	60%	62%	60%	63%	67%	70%	67%	58%	60%	100%To	-	52%	44%	64%Tq	62%lx	64%lx	75%lx	79%Txy	80%Txy	43%	61%lx	51%	
Don't know	15	-	1	1	12	-	3	1	3	2	2	2	-	-	-	-	3	7	5	1	1	-	5	2	1	1	-	
	1%nr	-	2%	4%	1%	-	2%	1%	2%	2%	2%	1%	-	-	-	-	5%Tr	1%	1%	1%	-	8%Txy	4%l	1%	1%	-		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 634
D27. On an average day, how long would you say you spend online?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
More than 10 hours	105	26	26	18	18	13	101	79	55	90	47	29	15	5	7	12	40	65	59	46	
	8%q	11%	8%	6%	11%	11%	9%T	12%Ti	13%Ti	9%	13%Ti	18%Ti	10%	13%	18%Ti	19%Ti	13%Tq	7%	12%Ts	6%	
6-9 hours	244	40	63	64	32	34	232	167	98	210	87	54	38	12	9	18	71	169	121	123	
	20%q	17%	19%	22%	19%	28%Tab	21%T	24%Ti	23%T	21%	24%T	33%Ti	26%T	33%Ti	24%	28%Ti	24%Tq	18%	24%Ts	17%	
3-5 hours	422	76	121	91	54	41	378	249	161	354	140	59	54	15	13	24	114	298	169	253	
	34%q	33%	36%	32%	32%	34%	34%	36%Ti	38%Ti	35%	39%Ti	36%	36%	41%	36%	39%	39%q	32%	34%	34%	
1-2 hours	416	84	109	98	61	28	368	171	25%kmo	96	328	72	16	38	4	8	7	58	357	141	276
	33%q	36%e	33%	34%e	36%e	23%	33%ghjklmno	25%kmo	23%kmo	32%ghjklmno	20%kmo	10%	26%kmo	10%	21%ko	11%	20%	38%Tp	28%	37%Tr	
Less than 1 hour	41	5	12	11	3	3	26	12	7	26	6	-	-	-	-	1	5	36	8	33	
	3%ghjklr	2%	4%	4%	2%	3%	2%	2%	2%	3%gkl	2%	-	-	-	-	2%kl	2%	4%	2%	4%Tr	
NET: 1-2 hours	457	89	121	109	64	31	394	182	27%kmo	103	354	79	16	38	4	8	8	63	393	149	308
	37%efghijklmno	38%e	36%e	38%e	38%e	26%	35%ghjklmno	27%kmo	24%kmo	35%ghjklmno	22%kmo	10%	26%kmo	10%	21%ko	13%	21%	42%Tp	30%	41%Tr	
NET: More than 2 hours	771	141	210	174	104	89	711	495	314	654	274	141	107	33	29	54	224	532	348	423	
	62%q	61%	63%	61%	61%	73%Tab	64%T	73%Ti	74%Ti	64%T	76%Ti	87%Ti	72%Ti	87%Ti	77%Ti	86%Ti	77%Tq	57%	70%Ts	57%	
Don't know	15	1	3	4	1	1	13	5	5	11	8	4	3	1	1	1	6	8	3	12	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%g	3%g	2%g	3%go	2%	1%	2%	1%	1%	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 635
D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?
Base: All Adult respondents

Absolutes/col percents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458	
More than 10 hours	37	13	24	8	9	10	9	17	18	37	8	11	6	10	2	-	1	3	1	25	12	3	6	3	11	4	*	23	
	3%rst	2%	4%	3%	3%	4%	3%	4%	4%	3%rs	6%prs	5%prs	3%	4%prs	1%	-	1%	1%	-	2%	9%Tt	11%	8%Tt	13%	2%	4	6%	-	4%
6-9 hours	125	65	60	21	43	21	40	63	61	125	28	31	18	18	14	11	6	31	17	109	13	5	6	2	46	5	4	68	
	11%c	12%	10%	7%	12%cg	9%	15%Tceg	10%co	12%ce	11%	20%Tjmm	15%r	9%	8%	8%	8%	8%	8%	8%	11%	10%	19%	8%	8%	10%	9%	9%	12%	
3-5 hours	371	181	186	111	104	80	73	215	153	371	51	73	72	60	45	50	19	114	69	308	60	14	36	8	131	25	15	195	
	32%t	32%	32%	37%Tt	30%	33%	28%	33%	30%	32%	36%	34%	36%	28%	28%	37%r	26%	30%	31%	43%Tt	47%	14%	44%Tt	38%	29%	43%z	35%	34%	
1-2 hours	446	223	220	126	135	91	92	261	183	446	34	77	73	93	80	51	37	169	89	408	37	5	23	7	203	13	18	202	
	39%kuwA	40%	37%	42%	39%	37%	35%	41%	36%	39%k	24%	36%k	36%k	43%k	46%Tjk	37%k	52%k	44%Tjk	42%kp	40%Tuw	27%	19%	28%	35%	44%TAC	23%	43%	35%	
Less than 1 hour	76	27	49	15	26	21	15	41	36	76	7	10	16	17	22	3	1	27	5	71	5	-	4	1	32	6	1	36	
	7%aps	5%	8%Ta	5%	8%	8%	6%	6%	7%	7%ps	5%	5%	8%sa	8%sa	13%Tjkp	2%	2%	7%ps	2%	7%	4%	-	5%	6%	7%	10%	2%	6%	
Same as before	74	35	39	14	18	18	24	32	42	74	8	4	9	18	6	21	8	35	29	64	7	-	5	-	28	4	5	34	
	6%gl	6%	7%	5%	5%	7%	9%cg	5%	8%g	6%l	5%	5%	4%	4%	4%	18%Tjkl	11%l	9%Tjlm	14%Tjkm	6%	5%	-	-	-	6%	6%	11%	6%	
Don't know	26	16	10	4	8	4	8	12	12	26	6	7	9	2	2	-	-	2	-	21	3	2	1	-	6	1	-	14	
	2%r	3%	2%	1%	2%	2%	3%	2%	2%	2%r	4%prs	3%prs	4%nrps	1%	1%	-	-	1%	-	2%	2%	5%	2%	-	1%	2%	-	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 636
D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?
Base: All Adult respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
More than 10 hours	37	17	10	6	19	6	20	9	2	25	12	6	5	5	3	12	-	17	10	4	3	31	6
	3% ^d	5%	6% ^d	3%	2%	2%	3%	4%	5%	3%	4%	5%	3%	4%	5%	4%	-	3%	3%	4%	13%	3%	3%
6-9 hours	125	56	31	29	67	22	63	34	7	90	35	14	13	12	13	27	8	70	45	6	1	111	15
	11% ^{dv}	16% ^{Td}	18% ^{Td}	15% ^d	9%	8%	11%	14%	14%	11%	11%	13%	8%	10%	19% ^{Tj}	9%	30%	12%	11%	8%	7%	12% ^{Tv}	6%
3-5 hours	371	116	69	67	249	92	175	85	18	264	107	31	56	42	28	93	14	177	130	40	9	295	76
	32%	33%	38% ^a	35%	32%	34%	30%	34%	36%	32%	33%	29%	35%	34%	42%	31%	52%	30%	33%	42% ^{Tq}	47%	32%	32%
1-2 hours	446	123	49	73	315	111	241	81	13	318	128	37	63	50	19	126	2	231	162	31	1	350	95
	39% ^b	35% ^b	27%	38% ^b	41% ^{Tb}	41%	41% ^{gh}	33%	25%	38%	39% ⁿ	35%	39%	41%	28%	43%	6%	39%	41%	33%	8%	38%	41%
Less than 1 hour	76	13	4	6	59	13	36	18	10	51	25	10	14	8	3	23	2	43	17	13	-	64	13
	7% ^{abcr}	4%	2%	3%	8% ^{abc}	5%	6%	7%	19% ^{Te}	6%	8%	9%	9%	6%	5%	8%	6%	7%	4%	14% ^{Tr}	-	7%	5%
Same as before	74	14	6	9	56	22	37	15	-	65	10	6	5	3	-	10	-	37	25	1	4	54	21
	6% ^{ajnos}	4%	3%	5%	7%	8%	6%	6%	-	8% ^{Tjn}	3%	6%	3%	3%	-	3%	-	6% ^s	6%	1%	22%	6%	9%
Don't know	26	9	8	3	5	5	14	6	1	18	7	4	4	3	1	6	1	10	9	1	1	17	8
	2% ^d	3% ^d	5% ^{Tad}	2%	1%	2%	2%	2%	1%	2%	2%	4%	2%	2%	1%	2%	5%	2%	2%	1%	3%	2%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 637
D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?
Base: All Adult respondents

	GO Region										Internet usage					Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
More than 10 hours	37	1	3	1	33	2	2	4	3	2	3	7	8	3	36	-	-	*	35	13	6	4	5	4	1	4	1
	9%ox	1%	5%	2%	3%	4%	1%	4%	3%	2%	3%	5%	5%	3%	5%To	-	-	*	3%	3%	3%	7%ix	9%Tsx	8%ix	-	5%ix	3%
6-9 hours	125	7	5	2	112	3	14	13	13	13	14	14	22	7	125	-	1	5	118	32	15	12	14	11	19	19	3
	11%os	7%	9%	5%	12%	7%	11%	14%	14%	17%om	13%	9%	13%	6%	18%To	-	3%	8%	11%	7%	7%	24%Tstx	23%Tstx	20%stx	8%	23%Tstx	9%
3-5 hours	371	34	14	9	314	13	50	34	29	21	36	49	44	39	356	13	8	13	345	140	74	13	22	18	72	23	9
	32%o	35%	25%	26%	32%	27%	39%id	36%	31%	28%	34%	32%	27%	38%	51%To	3%	28%	23%	33%T	31%	36%	25%	37%	34%	31%	28%	31%
1-2 hours	446	45	27	13	360	15	49	27	36	26	37	64	69	37	139	306	11	28	405	196	77	16	9	8	107	21	12
	39%dnwv	46%ig	50%g	38%	37%	32%	38%	29%	38%	35%	35%	41%	42%	36%	20%	69%Tn	38%	48%	39%	44%Twvy	38%vw	31%	15%	15%	46%Twvy	26%	41%
Less than 1 hour	76	5	3	3	65	7	6	7	5	10	6	7	10	7	15	61	3	5	66	39	19	1	-	3	2	9	2
	7%nx	5%	6%	10%	7%	16%Tadj	4%	8%	6%	13%TK	5%	5%	6%	6%	2%	14%Tn	11%	8%	6%	9%Tvx	9%vx	2%	-	6%ix	1%	11%vx	9%
Same as before	74	6	3	5	60	6	5	8	2	2	8	11	10	9	15	59	4	4	60	14	13	3	3	4	30	5	2
	6%nrs	6%	5%	14%	6%	12%hi	4%	8%	2%	2%	8%	7%	6%	8%	2%	13%Tn	12%	6%	6%	3%	6%	5%	6%	8%	13%Tst	7%	7%
Don't know	26	1	-	1	24	1	3	-	5	3	4	3	2	3	13	2	2	4	14	11	*	2	6	5	1	1	-
	2%ort	1%	-	4%	2%	2%	2%	-	6%g	4%	4%	2%	1%	3%	2%	*	7%	7%Tr	1%	2%	*	5%tx	10%Tstxy	9%Tstxy	*	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 638
D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?
Base: All Adult respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
More than 10 hours	37	13	12	5	5	1	35	27	21	34	16	13	3	2	4	3	16	21	18	19
	3%q	6%Tc	4%	2%	4%	1%	3%	4%T	6%Tfi	4%	5%T	10%Tfghi	3%	9%Tfi	12%Tfghi	6%l	6%Tq	2%	4%	3%
6-9 hours	125	31	42	27	11	6	117	84	45	110	46	28	14	4	6	9	44	79	66	59
	11%qs	14%	13%	10%	8%	6%	11%	14%Tfi	13%	11%	15%Tfi	23%Tfghijmo	12%	15%	15%	15%	17%Tq	9%	15%Ts	8%
3-5 hours	371	62	104	88	51	40	338	227	131	319	116	46	8	12	25	80	286	155	216	
	32%	28%	33%	32%	36%	39%	33%	37%Tfi	37%Tf	33%	39%Tfi	46	43	8	12	25	40%Tfmn	31%	32%	34%
1-2 hours	446	79	118	114	58	40	398	205	104	360	81	24	46	8	13	19	85	360	159	286
	39%ghjkop	35%	37%	42%	40%	39%	38%ghjko	33%hjk	29%k	38%ghjko	27%k	20%	40%hjko	30%k	36%k	30%k	33%	41%Tp	35%	41%
Less than 1 hour	76	10	22	17	13	10	57	37	24	53	16	2	*	*	*	2	9	68	25	52
	7%ikinp	5%	7%	6%	9%	10%	6%kin	6%kin	7%kin	6%kin	5%kin	1%	*	*	*	4%ln	3%	8%Tp	5%	7%
Same as before	74	23	17	17	4	4	67	20	17	59	10	7	6	1	1	2	12	62	21	54
	6%gjr	10%Td	5%	6%	3%	4%	6%gjl	3%	5%	6%gjl	3%	5%	5%	5%	3%	3%	5%	7%	5%	8%
Don't know	26	5	4	7	1	1	22	14	12	22	12	5	4	2	1	2	11	10	10	16
	2%q	2%	1%	3%	1%	1%	2%	2%	3%	2%	4%Tfji	4%	4%	4%	6%Tgo	2%	4%Tq	1%	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 639
D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?
Base: All respondents

	Gender		Social Grade						Age										Ethnicity				Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
NET: Yes	1231	600	624	333	360	254	273	693	528	87	1144	139	209	201	218	169	135	72	376	207	1072	147	31	86	21	491	59	47	608	
	99%uv	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	100%	100%	98%	99%	100%	99%	99%	99%Tuv	97%	95%	98%	92%	100%TB	98%	97%	96%	99%
Yes - have access and use at home	1225	597	622	332	359	253	273	691	526	85	1141	138	209	199	218	169	135	72	376	207	1068	145	31	85	21	488	58	47	607	
	99%uv	99%	98%	99%	98%	99%	99%	99%	99%	97%	99%	98%	98%	99%	100%w	98%	99%	100%	99%	99%	99%Tuv	96%	94%	97%	92%	99%	97%	96%	99%	
Yes - have access but don't use at home	6	3	3	1	1	2	1	2	2	2	4	1	*	2	*	-	-	-	-	4	1	*	1	-	3	1	*	2		
]	-	-	-	-	1%	-	-	-	2%Tjs	*	1%	-	1%	*	-	-	-	-	-	*	1%	1%	1%	-	1%	2%	-	-	
No do not have access at home	6	2	4	3	1	2	*	4	2	6	-	1	-	-	4	2	-	5	2	2	4	2	1	2	1	-	2	3		
	1%t	*	1%	1%	*	1%	*	1%	*	1%	-	-	-	-	2%Tj	1%	-	1%Tj	1%	*	3%Ttw	5%Tl	1%	8%	*	-	3%TzC	1%		
Don't know	6	4	2	*	4	*	1	4	2	1	5	2	1	-	-	-	-	-	-	5	1	-	1	-	1	-	1	3		
	*	1%	*	*	1%	*	*	1%	*	1%	*	1%u	1%	*	-	-	-	-	-	*	1%	-	1%	-	-	2%z	-	1%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 640
D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
NET: Yes	1231	364	190	199	831	267	612	291	60	826	404	117	184	176	107	293	27	581	390	94	100	987	244
	99%	100%	99%	100%	99%	99%	99%	99%	99%	99%	99%	98%	100%	99%	99%	100%	100%	99%	98%	99%	99%	99%	98%
Yes - have access and use at home	1225	361	190	197	828	267	610	288	60	825	400	116	182	175	107	291	27	579	389	94	98	982	243
	99%	99%	99%	98%	99%	99%	99%	98%	99%	98%	98%	97%	98%	99%	99%	98%	100%	99%	98%	99%	97%	99%	98%
Yes - have access but don't use at home	6	2	-	2	2	-	2	3	-	1	4	1	3	1	-	2	-	2	1	-	2	5	1
	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	-	1%	-	1%	1%	-	2%	2%	1%
No do not have access at home	6	1	1	1	5	4	2	-	-	6	1	1	-	-	1	-	1	4	1	-	6	-	-
	1%	*	1%	*	1%	1%	*	-	-	1%	*	*	-	-	*	-	*	1%	1%	-	1%	1%	-
Don't know	6	*	*	-	1	-	3	2	1	3	3	2	1	1	3	-	2	2	-	1	2	4	2
	1%	du	*	-	*	-	1%	1%	1%	*	1%	2%	*	1%	1%	-	*	1%	-	1%	1%	*	2%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 641
D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?
Base: All respondents

	GO Region										Internet usage				Devices used to access internet			Working status									
	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	62	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
NET: Yes	1231	103	60	36	1032	51	135	101	102	87	111	167	172	106	768	453	32	58	1121	443	202	50	55	51	231	83	29
	99%hv	100%	100%	100%	99%	100%	99%	100%	97%	98%	100%	99%	99%	99%	100%T	98%	100%	99%	100%T	99%v	99%v	100%	94%	96%	100%v	99%	100%
Yes - have access and use at home	1225	103	59	36	1027	51	134	101	102	85	111	168	172	106	764	451	32	55	1119	442	201	50	55	51	231	81	28
	99%iv	100%l	98%	100%	98%l	100%	99%	100%l	97%	95%	100%l	98%	99%	99%	99%T	100%	96%	99%Tq	99%vw	99%	100%	94%	96%	100%ww	97%	97%	
Yes - have access but don't use at home	6	-	1	-	4	-	1	-	*	3	-	1	*	-	4	2	*	2	*	1	-	-	*	-	2	1	
	r	-	2%	-	*	-	1%	-	*	3%Td	-	*	-	-	1%	*	-	4%Tr	*	*	-	-	*	-	*	2%a	3%
No do not have access at home	6	-	-	-	6	-	1	-	*	-	-	2	2	1	2	4	-	-	4	2	2	-	1	-	1	-	-
	1%r	-	-	-	1%	-	1%	-	*	-	-	1%	1%	1%	*	1%	-	*	1%	1%	-	2%	-	*	-	-	
Don't know	6	-	-	-	6	-	-	-	3	2	*	-	*	-	1	1	-	*	*	*	-	2	2	-	1	-	
	r	-	-	-	1%	-	-	-	3%Tdk	2%Td	*	-	*	-	*	-	-	1%r	-	*	*	-	3%Tstx	4%Tstx	-	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 642
D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut a (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
NET: Yes	1231	230	333	281	170	121	1111	678	417	1010	355	157	146	36	37	62	290	925	497	734
	99%km	99%	100%	98%	100%	100%	99%Tjklm	99%klm	99%km	99%klm	98%	97%	98%	96%	98%	99%km	99%	99%	99%	99%
Yes - have access and use at home	1225	228	330	281	170	121	1107	672	414	1005	351	154	143	34	35	61	287	923	491	734
	99%klmn	98%	99%	98%	100%	100%	99%Tijklmn	98%klmn	98%klmn	99%klmn	97%km	96%	96%	91%	94%	98%mn	98%	99%	98%	99%
Yes - have access but don't use at home	6	2	3	*	*	*	4	6	3	6	3	3	3	2	1	1	3	2	6	-
	*	1%	1%	*	*	*	*	1%l	1%	1%	1%	2%Tfl	2%Tfl	4%Tghij	4%Tghij	1%	1%	*	1%Ts	-
No do not have access at home	6	2	-	2	-	-	4	3	1	3	1	*	1	1	-	-	1	5	2	4
	1%fi	1%	-	1%	-	-	*	*	*	*	*	*	*	1%	-	-	*	1%	*	1%
Don't know	6	*	1	4	-	-	4	3	4	6	5	4	3	1	1	1	2	3	1	5
	*l	*	*	1%	-	-	*	*	1%l	1%	1%Tfg	2%Tfgi	2%Tfgi	3%Tfgi	2%	1%	1%	*	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 643
D29. Which of these methods does your household use to connect to the internet at home?
Base: All respondents who have internet access at home and use it

	Gender			Social Grade								Age										Ethnicity				Religion			
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1219	649	565	350	371	244	247	721	491	97	1122	117	234	228	214	151	124	54	329	178	1023	184	39	107	30	482	73	52	589
Weighted base	1225	597	622	332	359	253	273	691	526	85	1141	138	209	199	218	169	135	72*	376	207	1068	145	31*	85	21**	488	58*	47*	607
Effective base	1001	522	480	282	307	203	205	589	408	90	916	94	183	178	178	135	113	45	290	155	860	132	32	73	22	396	49	40	497
Fixed Broadband through a phone line or cable service	1143	556	582	314	336	231	256	650	487	82	1061	127	187	194	201	154	131	67	352	198	998	135	30	79	18	453	55	45	568
Mobile Broadband from a mobile network	114	95	60	54	45	24	27	16	70	43	19	22	18	14	15	3	6	24	9	90	23	3	12	5	42	9	10	53	
Access to the internet using a mobile phone or smartphone	435	234	199	137	133	98	67	269	165	45	390	52	68	77	83	48	16	110	62	379	51	12	22	11	174	11	19	225	
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	98	63	34	31	24	26	17	55	43	19	78	16	16	12	8	12	11	2	26	14	84	12	3	5	4	39	4	5	47
Other	2	1	1	1	-	-	1	1	1	-	2	-	-	-	1	1	-	2	1	2	-	-	-	-	1	-	-	-	1
Don't know	8	5	3	1	1	4	2	2	6	1	7	1	4	-	-	-	-	2	2	7	1	-	1	-	6	2	-	1	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 644
D29. Which of these methods does your household use to connect to the internet at home?
Base: All respondents who have internet access at home and use it

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
																								93%h
Unweighted base	1219	365	188	200	819	256	589	311	63	762	456	137	214	201	121	339	23	543	399	112	106	992	227	
Weighted base	1225	361	190	197	828	267	610	288	60	825	400	116	182	175	107	291	27**	579	389	94	98	982	243	
Effective base	1001	306	160	164	668	216	494	241	51	656	347	93	159	165	99	243	21	450	325	84	95	809	193	
Fixed Broadband through a phone line or cable service	1143	335	174	184	776	244	583	268	49	764	379	105	169	169	103	273	27	536	366	90	93	919	225	
		93%h	93%	91%	94%	91%h	95%Teh	93%h	81%	93%	95%	90%	93%	97%TK	97%	94%	100%	93%	94%	96%	96%	94%	92%	
Mobile Broadband from a mobile network	114	31	16	20	82	13	49	42	11	59	56	21	27	23	17	31	5	46	34	10	19	91	23	
		9%ai	8%	9%	10%	5%	8%	14%Tef	19%Tef	7%	14%Ti	18%Ti	15%Ti	13%l	16%Ti	11%	19%	8%	9%	11%	20%Tqr	9%	10%	
Access to the internet using a mobile phone or smartphone	435	129	74	65	298	84	199	125	27	275	161	42	69	78	44	102	13	186	150	33	53	351	84	
		36%iq	36%	39%	33%	32%	33%	43%Tef	45%	33%	40%Ti	36%	38%	45%Ti	41%	35%	49%	32%	38%	36%	54%Tqrs	36%	35%	
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	98	26	13	15	68	14	39	39	6	49	49	21	25	24	14	25	4	42	26	5	20	83	15	
		9%ai	7%	7%	8%	5%	6%	14%Tef	10%	6%	12%Ti	18%Ti	14%Ti	13%Ti	13%Ti	9%	16%	7%	7%	6%	21%Tqrs	8%	6%	
Other	2	1	-	1	1	1	1	-	-	2	-	-	-	-	-	-	-	1	-	1	-	1	1	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	8	5	2	4	4	3	2	1	2	5	3	2	2	1	1	2	-	3	-	-	3	7	2	
		1%	1%	1%	2%Td	*	1%	*	1%	1%	1%	2%	1%	*	1%	1%	-	1%	-	-	3%Tr	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 645
D29. Which of these methods does your household use to connect to the internet at home?
Base: All respondents who have internet access at home and use it

	GO Region													Internet usage				Devices used to access internet			Working status						
	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1219	98	56	37	1028	54	128	95	111	96	112	177	163	92	902	309	30	49	1114	480	208	49	53	41	192	71	28
Weighted base	1225	103	59*	36*	1027	51*	134	101	102	85	111	166	172	106	764	451	32**	55*	1119	442	201	50*	55*	51*	231	81	28**
Effective base	1001	80	49	32	841	44	111	79	85	80	96	137	136	77	770	280	25	40	919	368	168	42	49	36	171	64	22
Fixed Broadband through a phone line or cable service	1143	99	50	33	961	48	122	98	93	80	102	159	160	98	717	416	27	53	1050	405	183	46	53	49	223	76	26
	93%b	96%b	85%	92%	94%b	95%	91%	98%b	91%	95%	92%	98%b	93%	93%	94%	92%	85%	98%	94%T	92%	91%	92%	97%	95%	96%st	94%	94%
Mobile Broadband from a network	114	5	6	4	99	2	14	8	12	6	15	22	6	82	32	1	1	108	55	13	2	1	4	12	7	1	
	9%ix	5%	11%	11%	10%	4%	10%	8%	12%	7%	13%	9%	13%	5%	11%T	7%	2%	10%	12%Tbx	6%	3%	2%	8%	5%	9%	4%	
Access to the internet using a mobile phone or smartphone	435	40	16	14	366	19	48	31	34	27	50	64	60	33	290	144	8	6	421	159	75	13	20	24	67	22	9
	36%qx	39%	28%	37%	36%	38%	31%	33%	32%	45%Tbd	39%	35%	31%	38%T	32%	24%	10%	38%Tq	36%	37%	25%	37%	48%luxy	29%	28%	31%	
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	98	7	1	7	83	3	12	5	16	8	11	9	12	6	64	32	2	1	93	41	12	1	2	5	12	4	1
	8%	7%	2%	18%Tbdgk	8%	6%	9%	5%	16%Tbdgk	9%	10%	6%	7%	6%	8%	7%	6%	2%	8%	9%	6%	2%	3%	10%	5%	5%	4%
Other	2	1	-	-	1	-	1	-	-	-	-	-	-	2	-	-	-	2	-	-	-	1	-	1	-	-	-
	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%Ts	-	-	-	-
Don't know	8	-	3	1	5	-	2	-	-	-	1	-	2	-	5	4	-	8	2	-	2	-	1	2	-	-	-
	1%d	-	5%Tadh	2%	-	2%	-	-	-	1%	-	1%	-	1%	-	-	-	1%	-	-	3%Tst	-	2%	1%	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 646
D29. Which of these methods does your household use to connect to the internet at home?
Base: All respondents who have internet access at home and use it

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£25,999 - £36,399 (c)	£36,399 - £51,999 (d)	£51,999 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1219	218	330	284	169	135	1123	742	506	1021	433	240	250	102	110	171	352	851	555	664
Weighted base	1225	228	330	281	170	121	1107	672	414	1005	351	154	143	34*	35	61	287	923	491	734
Effective base	1001	177	276	235	139	109	917	584	375	829	315	156	161	49	69	118	257	732	423	580
Fixed Broadband through a phone line or cable service	1143	207	301	267	161	118	1039	625	387	931	326	144	135	30	31	53	254	875	447	696
	95%opr	91%	91%	95%	95%	97%kab	94%Timo	93%o	93%o	93%o	93%o	93%o	95%umno	87%	88%	87%	88%	95%Tp	91%	95%Tr
Mobile Broadband from a mobile network	114	18	29	20	25	14	103	88	55	101	56	34	30	7	14	51	60	64	50	
	9%qs	8%	9%	7%	15%Tac	11%	9%	13%Tfi	13%Tfi	10%	16%Tlgi	22%Tlghi	21%Tlghi	43%Tlghi	21%Tlghi	23%Tlghi	18%Tlq	6%	13%Ts	7%
Access to the internet using a mobile phone or smartphone	435	69	114	89	70	64	400	268	164	369	144	77	61	18	12	28	114	315	181	255
	36%	30%	35%	32%	41%	53%Tabc	36%	40%Tfi	39%T	37%	41%Ti	50%Tlghi	43%T	52%Tfi	35%	46%Tfin	40%	34%	37%	35%
Accessing the internet on a laptop or tablet using your mobile phone's internet connection	98	11	24	18	26	16	86	62	51	89	42	24	22	4	10	38	59	53	45	
	8%qs	5%	7%	6%	15%Tabc	13%Tac	8%	9%f	12%Tlgi	9%Ti	12%Tlgi	16%Tlgi	15%Tlgi	35%Tlghi	12%	16%Tlgi	13%Tlq	6%	11%Ts	6%
Other	2	-	1	-	1	-	2	1	-	2	1	-	-	-	-	1	1	1	1	
	1%r	-	1%	-	1%	-	1%	1%	-	1%	1%	-	-	-	-	1%	1%	1%	1%	
Don't know	8	-	5	1	2	-	7	4	3	8	3	1	1	-	-	3	5	1	8	
	1%r	-	1%	-	1%	-	1%	1%	1%	1%	1%	-	-	-	-	1%	1%	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
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Table 647
D30. Do you go online using any of these devices?
Base: All respondents

	Gender			Social Grade						Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Smartphone (like an iPhone or Samsung Galaxy)	1040	501	533	284	306	222	221	589	444	79	961	123	187	172	193	140	108	38	296	147	903	127	26	75	19	399	49	41	534
Tablet (like an iPad, Kindle Fire or Google Nexus)	669	308	358	193	182	150	142	376	292	46	623	68	98	115	132	95	77	38	209	114	584	77	13	50	12	279	33	27	315
Laptop	857	430	421	249	272	159	170	521	329	60	796	115	157	140	144	113	88	40	241	128	731	119	19	73	19	346	51	35	408
Desktop computer	443	274	169	151	116	83	89	267	172	30	413	48	67	67	79	68	52	31	151	83	389	50	15	29	5	161	18	22	237
Games console or handheld games player	315	190	120	87	98	62	67	185	129	45	270	60	81	68	49	10	1	11	1	264	46	9	29	5	98	17	13	180	
Smart TV	583	295	282	174	180	126	103	354	229	46	537	61	115	122	99	71	54	15	140	69	503	75	14	45	12	229	25	27	292
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	189	67	121	72	55	36	26	127	82	18	171	26	39	41	28	22	14	1	37	15	160	29	4	13	9	83	8	6	86
Smart speaker which can respond to voice commands (like Amazon Echo, Alexa, Google Home, Apple Home Pod)	337	166	167	103	103	77	52	206	129	34	302	34	52	71	62	45	33	7	84	40	304	32	8	18	6	131	6	9	186
An iPod or other portable media player	56	29	27	21	13	15	6	34	21	7	49	7	15	8	11	6	1	2	8	3	44	11	1	8	2	26	4	2	22
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	187	66	120	67	57	34	29	124	83	14	173	15	16	35	30	23	34	20	77	54	172	15	3	8	4	89	7	7	82
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	43	26	16	11	13	12	6	24	18	10	33	7	7	6	12	1	1	1	1	38	4	2	1	1	15	2	3	21	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 647
D30. Do you go online using any of these devices?
Base: All respondents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Other type of device	11	6	5	1	3	2	4	4	6	-	11	-	1	1	2	4	-	-	6	4	9	1	-	-	1	4	-	2	5
	1%	1%	1%	*	1%	1%	2%	1%	1%	-	1%	-	1%	1%	1%	1%	3%T	-	2%	2%	1%	1%	-	-	5%	1%	-	3%	1%
None of these	1	1	-	-	1	-	1	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1
	T	*	-	-	*	-	*	*	*	1%T	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*
Don't know	5	3	2	*	4	1	-	4	1	-	5	2	2	1	-	-	-	1	1	1	4	1	-	1	-	1	1	-	2
	*	*	*	*	1%	*	-	1%	*	-	*	1%	1%	*	-	-	-	1%	*	*	*	1%	-	1%	-	*	2%z	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 648
D30. Do you go online using any of these devices?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Smartphone (like an iPhone or Samsung Galaxy)	1040	305	180	155	706	208	521	259	53	679	361	104	164	163	93	263	22	500	324	78	90	840	201
Tablet (like an iPad, Kindle Fire or Google Nexus)	669	186	106	107	464	134	328	174	33	420	248	74	115	111	64	188	14	339	202	45	51	543	126
Laptop	857	237	131	134	595	178	411	219	48	554	303	93	135	131	81	221	23	382	293	78	73	687	170
Desktop computer	443	134	71	73	302	94	233	96	20	311	132	41	53	59	36	96	8	193	157	37	31	346	97
Games console or handheld games player	315	95	70	42	216	33	136	127	19	145	171	42	79	83	48	110	17	131	99	24	49	266	49
Smart TV	583	160	95	91	408	91	278	176	39	348	225	67	114	113	55	177	12	270	194	44	54	464	119
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	189	60	40	24	125	26	88	68	8	104	86	29	53	38	16	64	4	78	66	22	20	153	36
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	337	99	57	56	232	47	177	100	13	188	149	43	76	78	33	110	5	152	114	27	34	270	67
An iPod or other portable media player	56	17	10	6	39	5	27	22	2	33	23	9	11	10	5	17	-	22	20	7	7	49	7
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	187	56	22	28	126	38	96	50	3	135	53	16	28	25	11	36	3	78	68	20	13	146	41
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	43	13	12	8	28	4	17	19	3	18	25	6	8	12	12	13	2	17	9	2	10	38	4

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 648
D30. Do you go online using any of these devices?
Base: All respondents

	Impacting/limiting condition					Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural	
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Other type of device	11	3	2	1	8	3	6	1	-	9	1	1	1	-	-	1	-	6	5	-	-	10	1
None of these	1	-	-	-	1	-	1	-	1	1	-	-	1	-	-	-	-	1	-	-	1	1	-
Don't know	5	1	-	1	-	-	3	2	1	3	3	2	1	1	1	3	-	2	2	-	-	2	4
	u	-	-	-	-	-	1%	1%	1%	1%	2%	-	-	1%	1%	-	-	1%	1%	-	-	1%	1%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 649
D30. Do you go online using any of these devices?
Base: All respondents

	GO Region										Internet usage		Devices used to access internet				Working status										
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	60	50	32	855	44	113	79	89	82	96	139	138	78	779	264	26	42	924	370	170	42	52	37	172	65	23
Smartphone (like an iPhone or Samsung Galaxy)	1040	83	53	29	875	42	116	89	87	71	92	142	143	96	665	367	32	-	1008	387	175	44	49	44	162	74	25
Tablet (like an iPad, Kindle Fire or Google Nexus)	669	60	37	18	555	28	77	48	58	47	64	81	97	54	407	256	-	25	661	234	114	26	33	27	131	44	13
Laptop	857	70	40	26	720	39	92	64	78	52	80	130	117	68	565	284	-	50	824	333	141	31	30	47	142	51	22
Desktop computer	443	35	26	13	369	18	45	34	38	27	36	69	61	40	285	152	-	-	417	163	68	22	28	16	95	17	4
Games console or handheld games player	315	23	17	13	262	18	36	25	35	24	25	36	38	24	243	67	-	-	314	147	43	15	16	19	2	16	10
Smart TV	583	49	29	19	487	22	78	43	47	38	51	70	94	44	398	180	-	-	579	232	102	20	28	27	81	31	17
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	189	17	10	11	151	5	25	16	10	14	13	28	27	14	136	53	-	-	189	74	35	6	3	15	23	13	3
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	337	30	20	11	276	14	40	31	25	21	36	40	46	21	226	108	-	-	335	136	54	10	16	7	53	21	5
An iPod or other portable media player	56	3	5	-	48	-	8	3	2	7	7	11	6	3	47	9	-	-	53	26	6	1	3	1	7	1	3
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	187	15	8	7	157	6	27	11	8	12	16	26	28	22	124	61	-	-	184	57	28	5	9	3	61	6	4
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	43	2	1	1	39	1	5	1	7	5	4	7	7	3	32	8	-	-	42	16	6	1	3	3	-	2	2

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 649
D30. Do you go online using any of these devices?
Base: All respondents

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Other type of device	11	-	-	-	11	2	4	1	-	-	-	3	1	1	7	3	-	-	11	2	2	1	1	-	4	1	-
	1%	-	-	-	1%	3%	3%T	1%	-	-	-	2%	*	1%	1%	-	-	1%	*	1%	1%	2%	-	2%	1%	1%	-
None of these	1	-	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-
	*	-	-	-	*	-	-	-	1%	-	-	*	-	-	*	*	-	-	-	*	-	-	-	-	-	-	-
Don't know	5	-	-	-	5	-	-	-	2	2	1	-	-	-	1	-	-	-	*	*	-	-	2	2	1	1	-
	nr	-	-	-	1%	-	-	-	2%Td	2%Td	1%	-	-	-	*	-	-	-	*	*	-	-	3%Ts	4%Tstx	*	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 650
D30. Do you go online using any of these devices?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,599 to £25,999 (b)	£26,000 to £36,399 (c)	£36,400 to £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Funilab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very aware (r)	Not at all aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Smartphone (like an iPhone or Samsung Galaxy)	1040	175	283	237	154	114	952	606	367	863	317	129	122	25	26	53	254	775	416	624
	64%amn	75%	85%a	83%	91%Tac	94%Tabc	85%Tmn	89%Tiklmm	87%Tkimn	85%Tmn	88%Tiklmm	80%mn	82%mn	66%	71%	85%mn	87%	83%	83%	84%
Tablet (like an iPad, Kindle Fire or Google Nexus)	669	106	182	149	101	73	609	382	231	554	194	87	16	36	36	57%mn	156	507	266	403
	54%a	46%	55%	52%	59%a	60%a	54%	56%n	55%	54%	54%	54% ⁿ	53%	48%	44%	57%mn	53%	54%	53%	54%
Laptop	857	149	213	212	119	88	783	510	311	706	257	120	112	25	24	47	219	627	356	500
	69%bq	64%	64%	74%Tab	70%	81%Tab	70%T	75%Tfi	74%Tfi	69%	71%	74% ⁿ	75% ⁿ	67%	65%	78%mn	75%Tq	87%	71%	67%
Desktop computer	443	84	116	110	66	41	408	229	138	367	114	75	66	18	17	28	115	324	190	253
	36%	36%	35%	38%	39%	34%	36%ghj	34%	33%	36%	32%	46%Tghij	44%Tghij	48%ghj	47%Tghij	45%Tghij	39%	35%	38%	34%
Games console or handheld games player	315	51	80	66	56	48	299	240	160	263	150	91	60	15	12	28	122	190	179	136
	25%qs	22%	24%	23%	33%Tacc	39%Tabc	27%T	35%Tfi	38%Tfi	26%	42%Tlgi	56%Tlghijmno	40%Tfi	41%Tfi	32%	45%Tlgi	42%Tq	20%	36%Ts	18%
Smart TV	583	79	143	140	104	80	544	364	231	488	203	89	80	20	16	36	160	419	251	332
	47%laq	34%	43%	49%a	61%Tabc	66%Tabc	49%T	53%Tfin	55%Tfin	48%	56%Tfin	55%Tfin	54% ⁿ	54%	42%	58%Tfin	55%Tq	45%	50%	45%
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	189	22	50	33	30	36	178	140	97	166	85	32	33	13	5	14	63	125	94	95
	15%aaqs	9%	15%	12%	18%a	29%Tabc	16%T	21%Tfi	23%Tfin	16%T	24%Tfin	20%	22%Tfin	12%	22%Tn	21%Tq	13%	19%Ts	13%	13%
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	337	44	94	80	49	52	315	222	146	291	120	60	46	16	8	24	82	252	156	181
	27%as	19%	28%a	28%a	29%a	43%Tabc	28%T	33%Tfin	35%Tfin	29%T	33%Tfin	37%Tfin	31% ⁿ	42%Tfil	21%	39%Tfil	28%	27%	31%Ts	24%
An iPod or other portable media player	56	5	12	19	12	7	53	48	33	48	25	18	13	7	4	8	19	35	37	19
	5%sa	2%	4%	7%a	7%a	6%	5%	7%Tfi	8%Tfi	5%	7%Tfi	11%Tlghij	9%Tfi	19%Tlghijlo	11%Tfi	13%Tlghij	6%	4%	7%Ts	3%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	187	25	43	40	34	31	170	109	70	166	46	33	30	10	5	11	42	146	74	113
	15%	11%	13%	14%	20%a	25%Tabc	15%	16%j	16%j	16%Tj	13%	21%Tfn	20%Tlghij	27%Tlghij	13%	18%	14%	16%	15%	15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s. Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 650
D30. Do you go online using any of these devices?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita D (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	43	4	11	10	9	5	41	37	27	37	19	17	13	8	3	5	24	19	23	19
	3%q	2%	3%	3%	5%	4%	4%	5%Ti	6%Tfi	4%	5%Tj	10%Tlghi	9%Tlgi	20%Tlghi	7%	7%Tfi	8%Tq	2%	5%	3%
Other type of device	11	2	8	-	-	-	10	3	-	7	2	-	1	-	-	1	1	10	2	9
	1%	1%	2%Tc	-	-	-	1%	1%	-	1%	-	-	1%	-	-	1%h	*	1%	*	1%
None of these	1	-	1	-	-	-	1	1	1	1	-	-	-	-	-	1	-	1	-	1
	*	-	*	-	-	-	*	*	*	*	-	-	-	-	-	1%Tgi	-	*	-	*
Don't know	5	*	1	4	-	-	4	2	3	5	5	3	3	1	1	1	2	2	1	5
	*	*	*	1%	-	-	*	*	1%	1%	1%Tgi	2%Tgi	2%Tgi	2%	2%	1%	1%	*	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 651
D31. When you go online, do you tend to ...?
Base: All respondents

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
Only use websites or apps that you've used before	490	249	240	125	129	110	121	254	231	39	451	67	81	69	78	71	62	22	155	85	427	58	13	35	9	188	27	17	243
	39%g	41%	38%	37%	35%	43%	44%dg	36%	43%Tdg	44%	39%	47%km	38%	34%	36%	41%	46%qs	31%	41%	40%	40%	38%	40%	40%	38%	38%	45%	35%	40%
Use maybe one or two websites or apps that you haven't used before	562	254	302	139	186	110	124	325	234	35	527	49	95	100	111	72	56	43	171	99	484	71	16	38	12	233	22	26	272
	45%ak	42%	48%	41%	51%Tcg	43%	45%	46%kc	44%	40%	46%kj	35%	45%	49%kk	51%kl	42%	41%	50%Tko pr	45%	47%kp	45%	47%	47%	44%	51%	47%	36%	54%	44%
Use lots of websites or apps that you haven't used before	159	86	73	64	39	27	28	103	55	11	148	20	31	24	25	14	7	48	21	139	20	4	11	3	58	8	6	87	
	13%h	14%	12%	19%Tdef gh	11%	11%	10%	15%Tdh	10%	13%	13%	14%	15%	12%	15%	10%	10%	12%	10%	13%	13%	13%	13%	11%	12%	14%	12%	14%	
Don't know	32	16	16	8	12	9	2	20	12	2	30	6	5	8	3	3	4	-	7	4	29	2	-	2	-	13	3	-	12
	3%	3%	2%	2%	3%	4%	1%	3%	2%l	2%	3%	4%	2%	4%	2%	2%	3%	-	2%	2%	3%	2%	-	3%	-	3%	4%	-	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 652
D31. When you go online, do you tend to ...?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
Only use websites or apps that you've used before	490	144	70	86	330	96	250	115	29	315	175	61	75	68	43	128	10	234	150	30	40	392	97
	39%	39%	36%	43%	39%	36%	40%	39%	48%	38%	43%	51%Tlim	41%	38%	40%	43%	36%	40%	40%	38%	32%	40%	39%
Use maybe one or two websites or apps that you haven't used before	562	163	86	86	386	139	277	127	18	391	171	39	84	82	42	124	12	272	181	41	47	460	101
	45%hk	45%	45%	43%	46%	51%Th	45%h	43%	30%	47%k	42%k	33%	45%k	47%k	39%	42%	46%	46%	46%	43%	47%	46%	41%
Use lots of websites or apps that you haven't used before	159	51	31	25	103	31	77	41	11	109	51	16	19	23	19	35	5	66	55	22	10	121	38
	13%	14%	16%	13%	12%	11%	12%	14%	19%	13%	12%	13%	10%	13%	18%	12%	18%	11%	14%	23%Tqtr	10%	12%	15%
Don't know	32	7	6	3	18	5	15	10	2	20	12	3	7	4	3	10	-	12	10	2	4	21	11
	3%	2%	3%	2%	2%	2%	4%	4%	4%	2%	3%	3%	4%	2%	2%	3%	-	2%	3%	2%	4%	2%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 653
D31. When you go online, do you tend to ...?
 Base: All respondents

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
Only use websites or apps that you've used before	490 39%ns	43 42%	28 46%	15 42%	404 39%	18 36%	58 43%	39 39%	36 34%	32 36%	35 32%	68 40%	71 41%	46 43%	285 37%	201 44%ns	23 72%	21 37%	430 38%	155 35%	75 37%	21 40%	24 40%	23 43%	94 41%	43 52%Tst	16 54%
Use maybe one or two websites or apps that you haven't used before	562 45%u	42 41%	25 42%	16 45%	478 46%	24 47%	62 45%	46 45%	47 45%	43 48%	57 52%	71 42%	80 46%	48 45%	351 45%	208 46%	7 22%	26 45%	521 46%T	220 49%Tu	99 49%u	13 26%	24 42%	20 37%	108 47%u	32 39%	10 35%
Use lots of websites or apps that you haven't used before	159 13%o	13 13%	7 12%	3 9%	136 13%	8 16%	12 9%	12 11%	18 17%	10 11%	16 15%	29 17%	21 12%	10 10%	122 16%To	37 8%	2 6%	5 9%	153 14%T	61 14%	24 12%	15 29%Tstwx	8 14%	5 10%	27 12%	5 7%	3 10%
Don't know	32 3%nr	5 5%k	-	1 4%	26 2%	1 2%	4 3%	5 5%	5 4%	4 5%k	2 2%	1 1%	2 1%	3 3%	13 2%	11 2%	-	5 9%Tr	21 2%	10 2%	6 3%	2 3%	2 3%	6 10%Tstx	2 1%	2 3%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 654
D31. When you go online, do you tend to ...?
Base: All respondents

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Frutla b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
Only use websites or apps that you've used before	490	91	132	106	71	40	423	249	154	390	131	51	50	14	13	16	121	364	192	298
	39%fgko	39%	39%	37%	41%	33%	38%ko	36%o	38%o	38%o	36%o	32%	33%	38%o	35%o	28%	41%	39%	38%	40%
Use maybe one or two websites or apps that you haven't used before	562	113	151	133	70	63	521	323	188	469	163	69	65	17	16	29	118	439	217	345
	45%	49%	45%	46%	41%	52%	47%T	47%	44%	46%	45%	43%	44%	45%	42%	46%	40%	47%	43%	46%
Use lots of websites or apps that you haven't used before	159	24	44	39	24	18	149	96	68	132	51	35	30	4	8	15	46	111	82	77
	13% ^s	10%	13%	14%	14%	15%	13%	14%	16%Tf	13%	14%	22%Tijh	20%Tfij	12%	20%Tijh	25%Tijh	16%	12%	16%Ts	10%
Don't know	32	5	8	9	6	1	25	15	12	29	15	7	5	2	1	1	9	19	9	23
	3% ^f	2%	2%	3%	3%	1%	2%	2%	3%	3% ^f	4%Tg	4%	3%	4%	3%	2%	3%	2%	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 655
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All (Adult) respondents
Summary table

	YouTube (a)	YouTube Kids (b)	Facebook (c)	Instagram (d)	Snapchat (e)	TikTok (f)	Twitter (g)	Twitch (h)	Pinterest (i)	Vimeo (j)	Imgur (k)	Dailymotion (l)	Reddit (m)	Mixer (n)	Yubo (o)	YouNow (p)	BitChute (q)	PopJam (r)	Brand New Tube (s)	OnlyFans (t)	Admirer (u)	Fanzworb (v)	FruitLab (w)	PocketStars (x)	Recast (y)	RevealMe (z)	Triller (A)	TV Girls Plaza (B)	UK Babes Channel (C)	VuePay (D)	Xpanded (E)	NET: Any VSP (F)	
Unweighted base	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1143	1243	1243	1143	1143	1143	1243	1143	1243	1143	1243	1143	1143	1243	1143	1243	
Weighted base	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1243	1156	1243	1243	1156	1156	1156	1243	1156	1243	1156	1243	1156	1243	1156	1243	1156	1243
Effective base	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1016	1143	1016	1016	928	928	928	1016	928	1016	928	1016	928	1016	928	1016	928	1016
In the last week	857 69%bdefghijklnopqrstu vwxyzABCDE	70 6%jklnopqrstu vwxyzABCDE	887 71%bdefghijklnopqrstu vwxyzABCDE	517 42%bdefghijklnopqrstu vwxyzABCDE	239 19%bhijkmnopqrstu vwxyzABCDE	231 19%bhijkmnopqrstu vwxyzABCDE	414 33%bdefghijklnopqrstu vwxyzABCDE	51 4%jklmnopqrstu vwxyzABCDE	159 13%bhijklmnopqrstu vwxyzABCDE	22 2%noruvwxyzABCDE	19 2%noruvwxyzABCDE	32 3%nopqrstu vwxyzABCDE	149 12%bhijklmnopqrstu vwxyzABCDE	7 1%	8 1%	12 1%vzBDE	10 1%	3 *	12 1%vzBDE	16 1%nruvwxyzABCDE	4 *	2 *	7 *	3 *	6 *	3 *	6 *	2 *	5 *	3 *	3 *	1149 92%bdefghijklnopqrstu vwxyzABCDE	
In the last month	202 16%bdefghijklnopqrstu vwxyzABCDE	51 4%knopqrstu vwxyzABCDE	83 7%bdefghijklnopqrstu vwxyzABCDE	107 9%bdefghijklnopqrstu vwxyzABCDE	65 5%knopqrstu vwxyzABCDE	77 6%bdefghijklnopqrstu vwxyzABCDE	111 9%bdefghijklnopqrstu vwxyzABCDE	58 5%knopqrstu vwxyzABCDE	161 13%bdefghijklnopqrstu vwxyzABCDE	61 5%knopqrstu vwxyzABCDE	30 2%nopqrstu vwxyzABCDE	59 5%knopqrstu vwxyzABCDE	101 8%bdefghijklnopqrstu vwxyzABCDE	10 1%	8 1%	12 1%vzBDE	9 1%	12 1%vzBDE	24 2%knopqrstu vwxyzABCDE	9 1%	4 *	3 *	8 1%	7 1%	10 1%vzBDE	4 *	10 1%	7 1%	6 1%	10 1%	4 *	44 4%knopqrstu vwxyzABCDE	
In the last year	87 7%bdefghijklnopqrstu vwxyzABCDE	39 3%knopqrstu vwxyzABCDE	48 4%knopqrstu vwxyzABCDE	57 5%knopqrstu vwxyzABCDE	49 4%knopqrstu vwxyzABCDE	73 6%bdefghijklnopqrstu vwxyzABCDE	85 7%bdefghijklnopqrstu vwxyzABCDE	50 4%knopqrstu vwxyzABCDE	163 13%bdefghijklnopqrstu vwxyzABCDE	92 7%bdefghijklnopqrstu vwxyzABCDE	38 3%knopqrstu vwxyzABCDE	83 7%bdefghijklnopqrstu vwxyzABCDE	91 7%bdefghijklnopqrstu vwxyzABCDE	13 1%B	12 1%B	6 1%	12 1%vzBDE	12 1%B	15 1%vzBDE	14 1%vzBDE	7 1%	5 *	8 1%	5 *	7 1%	6 *	13 1%vzBDE	3 *	7 1%	8 1%	6 1%	27 2%knopqrstu vwxyzABCDE	
Used to use/ visit, but haven't in the last year	22 2%stuvwxyz ABCDEFGHI	38 3%knopqrstu vwxyzABCDE	77 6%bdefghijklnopqrstu vwxyzABCDE	73 6%bdefghijklnopqrstu vwxyzABCDE	106 9%bdefghijklnopqrstu vwxyzABCDE	29 2%knopqrstu vwxyzABCDE	124 10%bdefghijklnopqrstu vwxyzABCDE	51 4%knopqrstu vwxyzABCDE	150 12%bdefghijklnopqrstu vwxyzABCDE	113 9%bdefghijklnopqrstu vwxyzABCDE	38 3%knopqrstu vwxyzABCDE	93 7%bdefghijklnopqrstu vwxyzABCDE	65 5%bdefghijklnopqrstu vwxyzABCDE	21 2%stuvwxyz ABCDEFGHI	13 1%B	21 2%stuvwxyz ABCDEFGHI	11 1%BE	13 1%vzBDE	10 1%	15 1%vzBDE	8 1%	6 *	11 1%B	6 *	8 1%	9 1%	6 1%	4 *	8 1%	9 1%	4 *	6 *	
Never used/ visited	69 6%F	1036 83%acde fghijlmn	141 11%aF	479 39%acF	774 62%acd g	824 66%acde g	499 40%acF	1022 82%acde fghijlmn	600 48%acd g	943 76%acde fghijlmn	1108 89%abcd efghijlmn	968 78%acde fghijlmn	827 67%acde g	1182 95%abcd efghijlmn	1193 96%abcd efghijlmn	1183 95%abcd efghijlmn	1023 95%abcd efghijlmn	1192 96%abcd efghijlmn	1173 94%abcd efghijlmn	1093 95%abcd efghijlmn	1123 97%abcd efghijlmnop stvw	1132 98%abcd efghijlmnop stvwxyz ACDF	1199 96%abcd efghijlmnop stvw	1123 97%abcd efghijlmnop stvw	1200 97%abcd efghijlmnop stvw	1121 97%abcd efghijlmnop stvw	1197 96%abcd efghijlmnop stvw	1130 98%abcd efghijlmnop stvwxyz AD	1121 97%abcd efghijlmnop stvw	1202 97%abcd efghijlmnop stvw	1127 97%abcd efghijlmnop stvwxyz AD	13 1%	
Prefer not to say	6 *	10 1%F	6 1%	10 1%F	10 1%aF	9 1%F	9 1%F	10 1%F	10 1%F	12 1%acF	11 1%aF	8 1%F	10 1%F	10 1%F	9 1%F	9 1%F	11 1%aF	11 1%aF	9 1%F	8 1%F	10 1%aF	8 1%F	11 1%aF	12 1%acF	10 1%aF	13 1%aclo F	11 1%acF	10 1%aF	9 1%F	10 1%F	12 1%acF	3 *	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 656
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	857 69% ajop qrstz	453 75% Tb	400 63%	231 69%	260 71%	182 71%	180 65%	490 70%	362 68%	73 83% Tjkn opqrs	784 68% opqrs	97 68% pqrs	183 86% Tjkm nopqrs	156 77% Tjop qrs	156 71% opqrs	99 58% qrs	69 50% s	24 34%	193 50% qs	93 45%	711 66%	136 90% Tv	25 77%	80 92% Tv	22 96%	317 64%	54 89% TzC	43 88% TzC	422 69%
In the last month	202 16% aluw	74 12%	125 20% Ta	59 17%	54 15%	32 12%	54 20% e	112 16%	86 16% e	10 11%	192 17% ln	21 15%	20 9%	28 14%	26 12%	38 22% ilm	39 29% Tijk lmn	21 29% Tijk lmn	98 26% Tijk lmn	60 29% Tijk lmn	194 16% Tuw	7 5%	3 10%	3 4%	1 3%	91 19%	5 8%	4 9%	102 17%
In the last year	87 7% agilm w	26 4%	61 10% Ta	22 6%	18 5%	23 9%	25 9% e	40 6%	48 9% dg	1 1%	86 7% ilm	8 6% ld	2 1%	6 3%	23 10% ilm	18 11% ilm	12 8% ilm	17 24% Tijk lmnoprs m	29 12% Tiji lmnoprs m	83 8% w	4 3% w	13% uw	1 1%	-	47 9% TA	*	2 3%	39 6%	
Used to use/ visit, but haven't in the last year	22 2% ilm	8 1%	14 2%	7 2%	9 3%	4 2%	2 1%	16 2%	6 1%	2 2% ilm	20 2% ilm	4 3%	*	*	5 2%	3 2%	7 5% Tjlm	1 1%	11 3% ilm	8 4% ilm	21 2%	1 1%	-	1 1%	8 2%	*	*	13 2%	
Never used/ visited	69 6% ilu	40 7%	29 5%	19 6%	21 6%	14 5%	14 5%	40 6%	28 5%	2 2%	67 6% ld	10 7%	5 2%	10 5%	9 4%	14 8% ld	10 8% ld	9 13% Tilm	33 9% Tiji	20 9% Tiji	66 6% u	2 1%	-	2 2%	*	29 6%	1 1%	-	38 6%
Prefer not to say	6 *	4 1%	2 *	*	4 1%	1 1%	-	4 1%	1 *	-	6 *	2 1% f	2 1%	2 1%	-	-	-	-	-	-	5 *	1 *	-	1 1%	-	1 1% z	-	-	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 657
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	857	257	146	128	576	168	400	236	52	531	326	90	152	143	93	227	27	374	285	72	87	693	164
	69%efq	70%fc	76%Tac	64%	69%	62%	65%	81%Tef	85%Tef	64%	80%Ti	75%k	82%Ti	81%Ti	86%Tijk	77%T	100%	64%	72%q	77%q	87%Tq	70%	66%
In the last month	202	66	33	42	135	55	115	27	4	159	43	14	19	21	5	35	-	104	69	11	8	162	40
	16%ghj	18%	17%	21%	16%	20%gh	19%Tgh	9%	7%	19%Tjm	10%k	12%	10%	12%kn	4%	12%	-	18%t	17%t	11%	8%	16%	16%
In the last year	87	24	5	16	59	27	48	11	2	73	15	1	7	9	3	13	-	52	20	5	1	66	21
	7%bgkt	6%b	3%	8%b	7%kb	10%sg	8%g	4%	2%	9%Tjd	4%k	1%	4%	5%	3%	5%	-	9%Trt	5%	6%	1%	7%	9%
Used to use/ visit, but haven't in the last year	22	2	2	-	18	4	15	2	1	16	6	*	1	2	4	4	-	11	5	3	2	13	10
	2%au	1%	1%	-	2%	1%	2%	1%	2%	2%	1%	*	1%	3%	1%	-	-	2%	1%	4%	2%	1%	4%Tu
Never used/ visited	69	17	5	15	37	15	37	15	2	52	17	13	6	2	3	15	-	42	15	2	2	59	10
	6%u	5%	3%	7%ab	6%	6%	6%	5%	3%	6%u	4%u	11%Tjmn	3%	1%	2%	5%	-	7%	4%	3%	2%	6%	4%
Prefer not to say	6	-	-	-	1	1	2	2	1	4	2	2	1	1	1	2	-	2	2	-	-	2	4
	u	-	-	-	1%	*	1%	1%	1%	*	1%	1%	*	*	1%	-	-	*	1%	-	-	*	1%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 658
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	GO Region																Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)			
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30			
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**			
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23			
In the last week	857	66	42	23	727	38	83	73	67	63	79	126	131	88	589	260	18	25	795	318	151	42	46	42	109	55	20			
	69% 16% n	64% 18% n	70% 8% n	63% 29% bk	70% 16% n	70% 16% n	82% 19% n	72% 20% n	64% 19% n	72% 20% n	64% 14% n	75% 13% n	75% 15% n	84% 20% n	78% 13% n	57% 22% Tn	57% 16% n	43% 27% n	71% 16% n	71% 15% n	74% 15% n	85% 11% n	79% 12% n	79% 7% n	47% 28% Tstu vwy	55% 14% Tatu v	20% 10% n	69% 3% n		
In the last month	202	16	5	10	170	8	25	20	20	12	15	23	26	21	101	260	5	15	180	67	30	6	7	4	65	12	3			
	16% 7% n	16% 12% seg	8% 11% e	29% 3% n	16% 6% n	16% 1% n	19% 12% Tdegk	20% 3% n	19% 5% n	20% 7% n	14% 6% n	13% 5% n	15% 5% n	20% 11% seg	13% 5% n	22% 11% Tn	16% 14% n	27% 15% Tr	16% 7% n	15% 5% n	15% 6% n	11% 1% n	12% 4% n	7% 4% n	28% 14% Tatu v	14% 10% n	9% 3% n			
In the last year	87	13	6	1	67	*	17	3	6	7	8	9	11	38	49	5	9	75	24	12	1	2	4	34	8	3				
	7% 12% seg	13% 12% seg	6% 11% e	1% 3% n	67% 6% n	* 1% n	17% 12% Tdegk	3% 3% n	6% 5% n	7% 7% n	8% 6% n	9% 5% n	11% 5% n	38% 11% seg	49% 11% Tn	5% 14% n	9% 15% Tr	75% 7% n	24% 5% n	12% 6% n	1% 1% n	2% 4% n	4% 7% n	28% 14% Tatu v	8% 10% n	3% 10% n				
Used to use/visit, but haven't in the last year	22	2	1	1	18	3	4	2	1	2	2	1	2	2	12	10	-	1	20	7	3	-	-	2	5	2	1			
	2% 6% nr	2% 8% nr	1% 10% n	4% 2% n	18% 5% n	3% 6% n	4% 4% n	2% 4% n	1% 4% n	2% 5% n	2% 6% n	1% 7% n	2% 4% n	2% 4% n	12% 4% n	10% 4% n	- 4% n	1% 10% n	20% 5% n	7% 6% n	3% 4% n	- 3% n	- 4% n	2% 2% n	5% 9% t	2% 7% n	1% 9% n			
Never used/visited	69	6	6	1	56	3	6	4	10	4	7	11	6	5	31	37	5	6	54	28	7	2	2	-	20	6	3			
	6% nr	6% 8% nr	6% 10% n	1% 2% n	56% 5% n	3% 6% n	4% 4% n	4% 4% n	10% 9% n	4% 5% n	7% 6% n	11% 7% n	6% 4% n	5% 4% n	31% 4% n	37% 8% Tn	5% 14% n	6% 10% n	54% 5% n	28% 6% n	7% 4% n	2% 3% n	2% 3% n	- 9% t	20% 7% n	6% 7% n	3% 9% n			
Prefer not to say	6	-	-	-	6	-	-	-	2	2	1	-	-	-	*	-	-	1	2	-	-	2	2	4	-	1	-			
	6% nr	- - n	- - n	- - n	6% 1% n	- - n	- - n	- - n	2% 2% Td	2% 2% Td	1% 1% n	- - n	- - n	- - n	* - n	- - n	- - n	1% 3% r	2% - n	- - n	- - n	2% - n	2% - n	4% 4% Tstx	- - n	1% - n	- - n			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 659
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £35,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	857	158	222	199	117	98	848	527	343	699	286	137	127	27	31	49	233	616	387	470
	69%qs	68%	66%	69%	69%	81%Tabcd	76%Ti	77%Ti	81%Tgij	69%	79%Tij	85%Tijm	85%Tijmo	73%	82%Ti	79%Ti	79%Tq	60%	77%Ts	63%
In the last month	202	36	55	49	31	13	171	97	45	168	40	10	10	5	4	9	43	155	56	146
	16%fghjkr	16%	16%	17%	18%	11%	15%hijkl	14%hijkl	11%kll	17%ghjkl	11%kll	6%	6%	13%kll	10%	15%kll	15%	17%	11%	20%Tr
In the last year	87	21	29	15	9	6	56	21	14	74	14	3	2	1	2	1	5	82	20	68
	7%fghjklopr	9%	9%	5%	5%	5%	5%ghjkl	3%	3%	7%fghjkl	4%	2%	2%	4%	4%	2%	2%	9%Tp	4%	9%Tr
Used to use/visit, but haven't in the last year	22	2	6	5	4	1	11	13	5	17	4	3	3	2	1	1	4	17	8	14
	2%f	1%	2%	2%	2%	1%	1%	2%f	1%	2%f	1%	2%	2%	6%Tghij	2%	1%	1%	2%	2%	2%
Never used/visited	69	14	23	14	9	2	30	23	12	57	12	6	5	1	1	2	7	60	28	41
	6%fghjp	6%	7%	5%	5%	2%	3%	3%	3%	6%fghj	3%	4%	3%	4%	2%	3%	2%	6%p	6%	5%
Prefer not to say	6	-	4	-	-	4	2	3	4	3	2	4	2	*	*	*	2	3	1	5
	*	-	*	1%	-	-	*	*	1%	*	1%Tgij	2%Tgij	1%fji	*	*	*	1%	*	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 20) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 660
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	70	28	42	23	21	11	14	44	25	18	52	2	24	23	1	*	*	1	2	1	49	20	4	13	3	27	12	3	27
	6%jnoprst	5%	7%	7%	6%	4%	5%	6%	5%	21%Tjklmnopqrs	4%noprs	2%	12%Tjklmnopqrs	11%Tjklmnopqrs	*	*	2%	*	1%	5%	13%Tt	12%Tt	15%Tt	13%	5%	20%TzC	7%	4%	
In the last month	51	20	29	12	19	11	6	31	17	12	39	3	13	12	3	2	5	-	8	5	40	11	2	6	3	23	3	4	20
	4%jnrs	3%	5%	4%	5%	4%	2%	4%	3%	13%Tjklmnopqrs	3%	2%	6%jnrs	6%jnrs	2%	4%	-	-	2%	2%	4%	7%	5%	7%	13%	5%	6%	4	7%
In the last year	39	23	16	9	18	7	5	27	12	3	36	8	4	15	3	-	4	-	4	4	33	4	*	4	*	18	3	1	15
	3%or	4%	2%	3%	5%Th	3%	2%	4%	2%	4%o	3%or	6%or	2%	8%Tjlnopqrs	2%	-	3%or	-	1%	2%	3%	3%	1%	4%	1%	4%	6%	2%	2%
Used to use/ visit, but haven't in the last year	38	19	19	13	11	8	7	23	15	15	23	2	6	8	6	1	-	-	1	-	29	9	1	6	-	11	5	4	19
	3%rs	3%	3%	4%	3%	3%	2%	3%	3%	17%Tjklmnopqrs	2%r	1%	3%rs	4%prs	3%rs	1%	-	-	*	-	3%	6%Tt	3%	7%Tt	-	2%	8%z	8%z	3%
Never used/ visited	1036	509	522	280	290	217	243	570	459	40	996	124	161	141	205	169	128	69	366	197	921	106	26	57	17	411	36	37	531
	83%dgilmuwA	84%	83%	83%	80%	84%	88%Tdg	81%	86%Tdg	45%	86%Tilm	88%ilm	76%il	70%il	94%Tijlm	98%Tijk	93%Tijlm	96%Tijlm	96%Tijk	94%Tijlm	85%Tuw	70%	79%	65%	74%	84%A	61%	76%	86%TA
Prefer not to say	10	6	4	-	6	3	*	6	3	-	10	2	3	3	-	-	-	1	1	1	8	2	-	2	-	2	1	-	3
	1%	1%	1%	-	2%c	1%	*	1%	1%	-	1%	1%	1%	2%	-	-	-	2%	*	1%	1%	1%	-	2%	-	*	1%	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 661
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	70	12	10	7	54	1	15	43	11	5	65	36	37	29	10	47	*	22	17	9	18	60	10
	6%ae	3%	5%	3%	6%a	*	2%	15%Tef	18%Tef	1%	16%Tin	30%Tij	20%Tin	18%Tin	9%l	16%T	1%	4%	4%	10%qr	18%Tqr	6%	4%
In the last month	51	18	11	9	30	3	24	24	*	13	38	14	24	17	4	26	-	17	17	4	12	44	7
	4%ei	5%	6%	4%	4%	3%	4%e	8%Telh	*	2%	9%Tin	12%Tin	13%Tijn	10%Tin	4%	9%T	-	3%	4%	4%	12%Tqr	4%	3%
In the last year	39	10	6	3	26	2	20	15	2	16	23	9	14	6	1	21	-	11	16	4	6	32	7
	3%eiq	3%	3%	2%	3%	1%	3%e	5%e	3%	2%	6%Tin	8%Timn	8%Timn	3%	1%	7%T	-	2%	4%	4%	6%iq	3%	3%
Used to use/visit, but haven't in the last year	38	13	11	10	25	4	15	15	5	7	31	2	11	17	10	15	1	15	4	-	15	32	6
	3%ir	4%	6%Ta	5%	3%	1%	2%	5%e	7%ef	1%	8%Tik	2%	6%Ti	10%Tik	9%Tik	5%T	4%	3%	1%	-	15%Tqr	3%	2%
Never used/visited	1036	311	153	172	698	259	540	193	43	798	248	56	97	107	82	183	26	515	339	77	49	822	214
	83%ghjk	85%b	80%	86%	84%	96%Tigh	87%Tgh	66%	71%	94%Tjklmn	61%kl	46%	52%	61%k	76%klm	62%	95%	88%Ti	85%t	82%t	49%	83%	86%
Prefer not to say	10	*	*	-	4	1	4	4	1	6	4	3	3	1	1	4	-	4	4	-	-	6	4
	1%d	*	*	-	*	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	-	1%	1%	1%	-	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 662
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	GO Region														Internet usage			Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
In the last week	70	3	5	3	58	3	5	6	6	7	4	14	8	5	44	25	1	*	65	22	18	2	-	3	1	5	3	
	6% _x	3%	9%	9%	6%	5%	4%	6%	6%	8%	4%	8%	5%	4%	6%	6%	4%	*	5%	5%	8%	4%	-	6%	1%	6%	10%	
In the last month	51	*	2	5	44	5	7	2	5	6	2	7	7	3	36	15	-	2	47	11	9	3	2	1	6	6	2	
	4% _s	*	3%	13% _{Tadj} _l	4%	11% _{Tadj} _j	5% _a	2%	4%	7% _a	2%	4%	4%	3%	5%	3%	-	3%	4%	3%	4%	5%	3%	1%	3%	7%	8%	
In the last year	39	9	2	3	24	5	2	5	1	3	2	2	2	1	27	10	1	-	36	16	4	2	-	4	4	5	1	
	3% _d	9% _{Tdfhj} _{km}	3%	10% _{Tdfhj} _{km}	2%	11% _{Tdfhj} _{km}	2%	5%	1%	3%	2%	2%	1%	1%	4%	2%	4%	-	3%	4%	2%	3%	-	8%	2%	6%	4%	
Used to use/ visit, but haven't in the last year	38	2	3	-	34	-	5	2	7	2	2	6	9	1	30	8	-	-	38	7	7	2	-	2	-	5	-	
	3% _{sax}	2%	4%	-	3%	-	3%	2%	6%	2%	2%	3%	5%	1%	4% _T	2%	-	-	3%	2%	4% _x	2%	-	3% _{sax}	-	6% _{sax}	-	
Never used/ visited	1036	89	48	25	874	37	115	86	85	69	99	140	148	95	629	400	30	53	937	386	168	42	55	42	219	62	22	
	83% _{crny}	86% _c	80% _c	69% _c	84% _c	73% _c	85% _c	85% _c	81% _c	77% _c	89% _{cel}	82% _c	85% _c	89% _{cel}	82% _c	87% _{Tn}	92% _c	91% _c	83% _c	87% _{Ty}	82% _c	84% _c	-	94% _{Ttwy}	78% _c	94% _{Tstatu}	74% _c	76% _c
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	*	1	4	-	-	3	2	3	-	-	2	1	1	1	1	
	1% _r	-	-	-	1%	-	1%	-	2%	2%	1%	*	*	1%	1%	-	-	6% _{Tr}	1%	1%	-	-	3% _{Tt}	4% _{Tt}	1%	1%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 663
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouTube Kids

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	70	10	12	20	17	7	68	53	47	64	42	31	25	11	5	8	37	33	47	22
	6%qs	4%	4%	7%	10%Tb	6%	6%	8%Tfi	11%Tfji	6%T	12%Tfiji	19%Tfigh	17%Tfgh	28%Tfgh	12%Tfi	10%Tf	13%Tq	4%	9%Ts	3%
In the last month	51	7	18	9	8	8	49	36	26	47	22	14	18	8	5	4	20	29	26	25
	4%q	3%	5%	3%	5%	7%	4%	5%T	6%Tf	5%	6%T	9%Tfji	12%Tfgh	22%Tfgh	12%Tfghi	7%	7%Tq	3%	5%	3%
In the last year	39	4	18	5	6	4	36	25	16	32	16	6	9	2	3	4	9	28	23	15
	3%sa	2%	5%	2%	4%	3%	3%	4%	4%	3%	5%	4%	6%TI	7%	8%TIgik	6%Tfi	3%	3%	5%Ts	2%
Used to use/ visit, but haven't in the last year	38	7	6	8	9	5	37	29	24	31	24	12	9	2	1	2	15	22	20	18
	3%q	3%	2%	3%	5%b	4%	4%Ti	6%Tfi	3%	7%Tfji	3%	8%Tfjin	6%TI	5%	3%	3%	5%Tq	2%	4%	2%
Never used/ visited	1036	202	281	240	130	96	920	537	305	837	252	95	87	13	24	45	209	816	380	656
	83%ldfgh	87%wd	84%	84%	77%	80%	82%ghjk	79%hikl	72%klm	82%ghjk	70%klm	59%lm	58%lm	33%	65%	72%klm	71%	87%Tp	76%	88%Tr
Prefer not to say	10	-	1	4	-	-	8	2	3	8	4	4	3	2	-	1	3	6	3	7
	1%q	-	2%	-	-	-	1%	*	1%	1%g	1%g	2%Tfghi	2%g	5%Tfghi	-	1%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 664
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	Gender		Social Grade						Age										Ethnicity			Religion								
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
In the last week	887	381	500	241	251	198	191	492	389	44	843	101	163	151	161	120	91	56	267	147	782	100	21	60	12	363	39	34	437	
	71%ai	63%	79%Ta	72%	69%	77%Td	69%	70%	73%	50%	73%Ti	71%k	77%l	75%l	74%l	70%l	66%l	77%l	70%l	70%l	72%T	66%	62%	60	12	53%	74%	69%	65%	71%
In the last month	83	60	22	27	25	12	18	52	30	8	75	18	16	6	14	9	7	4	21	12	59	20	4	10	4	26	8	2	42	
	7%bmt	10%Tb	4%	8%	7%	5%	7%	7%	6%	9%am	7%am	13%Tjms	7%	3%	6%	5%	6%	6%	6%	6%	5%	13%Tt	13%	11%at	19%	5%	13%az	3%	7%	
In the last year	48	37	11	10	15	6	16	25	22	6	42	3	6	12	11	3	4	2	9	6	42	7	3	3	1	18	5	2	24	
	4%ub	6%Tb	2%	3%	4%	2%	6%	4%	4%e	7%or	4%	2%	3%	6%r	5%	2%	3%	2%	2%	3%	4%	4%	8%	4%	3%	4%	7%	3%	4%	
Used to use/ visit, but haven't in the last year	77	45	33	14	31	13	20	45	32	4	73	4	13	17	15	8	11	4	23	15	65	12	3	4	4	30	2	7	38	
	6%	7%	5%	4%	8%cg	5%	7%	6%c	6%	5%	6%	3%	8%	8%	7%	5%	8%	6%	6%	7%	6%	8%	10%	4%	4	20%	6%	4%	15%TzC	6%
Never used/ visited	141	78	64	45	39	27	29	84	56	25	116	13	11	14	17	32	23	6	61	29	125	14	2	10	1	54	6	5	72	
	11%jim	13%	10%	13%	11%	10%	11%	12%	11%	28%Tjkl	10%l	9%	5%	7%	8%	19%Tjlm	17%lmm	9%	16%Tjlm	14%lmm	12%	9%	7%	12%	5%	11%	11%	9%	12%	
Prefer not to say	6	5	2	-	4	1	-	4	2	-	6	2	3	1	-	-	-	-	-	-	6	-	-	-	-	1	-	-	3	
	1%	1%	*	-	1%	1%	-	1%	*	-	1%	1%	1%	1%	-	-	-	-	-	-	1%	-	-	-	-	*	-	-	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 665
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	972	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	887	277	148	148	591	186	451	206	45	603	284	97	136	120	64	225	16	436	284	72	56	704	183
	71% _{nt}	76% _T	77% _T	74% _T	71% _T	69% _T	73% _T	70% _T	73% _T	72% _{kn}	69% _n	81% _{Tjmn}	73% _n	68% _T	60% _T	76% _T	58% _T	75% _{Tt}	71% _{tt}	77% _{tt}	56% _T	71% _T	74% _T
In the last month	83	26	12	16	53	16	36	27	4	50	33	8	16	12	10	19	6	38	26	6	10	68	16
	7% _T	7% _T	6% _T	8% _T	6% _T	6% _T	6% _T	9% _T	7% _T	6% _T	8% _T	7% _T	9% _T	7% _T	9% _T	6% _T	24% _T	7% _T	7% _T	6% _T	10% _T	7% _T	6% _T
In the last year	48	15	9	9	30	12	20	15	1	27	21	3	7	11	11	13	1	22	10	4	7	44	4
	4% _T	4% _T	5% _T	4% _T	4% _T	4% _T	3% _T	5% _T	2% _T	3% _T	5% _T	3% _T	4% _T	6% _T	10% _{Tijkl}	4% _T	5% _T	4% _T	3% _T	5% _T	7% _T	4% _T	2% _T
Used to use/ visit, but haven't in the last year	77	19	11	8	56	24	35	14	3	53	24	4	11	9	9	18	2	29	36	3	5	63	15
	6% _T	5% _T	6% _T	4% _T	7% _T	9% _T	6% _T	5% _T	6% _T	6% _T	6% _T	4% _T	6% _T	5% _T	9% _T	6% _T	9% _T	9% _{Tq}	4% _T	5% _T	5% _T	6% _T	6% _T
Never used/ visited	141	27	11	19	105	32	74	29	7	98	43	6	14	25	14	19	1	58	38	8	23	115	26
	11% _{abko}	7% _T	8% _T	9% _T	13% _{ab}	12% _T	12% _T	10% _T	12% _T	11% _k	11% _k	5% _T	8% _T	14% _{kl}	13% _T	6% _T	4% _T	10% _T	10% _T	9% _T	23% _{Tqrs}	12% _T	11% _T
Prefer not to say	6	*	*	*	1	1	3	2	*	4	2	2	1	*	*	2	*	2	3	*	*	2	4
	1% _{du}	*	*	*	*	1% _T	*	1% _T	*	*	1% _T	1% _T	*	*	*	1% _T	*	1% _T	1% _T	*	*	*	2% _{Tu}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 666
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	GO Region																Internet usage		Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30	
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23	
In the last week	887	73	44	28	741	37	98	73	79	65	85	102	122	80	569	314	23	29	823	330	145	33	36	38	171	67	21	
	71%kq	71%	73%	78%	71%k	73%	72%	72%	74%k	72%	77%k	60%	70%	75%k	74%T	69%	70%	49%	73%Tq	74%	71%	62%	62%	72%	74%	81%v	73%	
In the last month	83	2	5	2	74	6	12	2	6	3	6	16	20	3	61	21	2	9	72	35	9	1	2	9	16	2	1	
	7%	2%	9%	5%	7%	12%agm	9%	2%	6%	4%	5%	9%ag	11%Tadgm	3%	8%T	5%	7%	15%Tr	6%	8%	4%	3%	3%	17%Tuvxy	7%	3%	3%	
In the last year	48	6	3	1	38	-	6	2	7	4	4	9	4	3	29	16	3	5	37	15	3	7	5	1	5	4	1	
	4%r	6%	5%	2%	4%	-	4%	2%	7%	4%	4%	5%	2%	3%	4%	4%	9%	9%	3%	3%	1%	14%Tstx	9%tx	2%	2%	5%	4%	
Used to use/ visit, but haven't in the last year	77	7	4	1	64	2	8	11	2	5	5	10	13	8	43	34	2	6	64	26	20	3	6	1	11	3	2	
	6%r	7%	7%	3%	6%	3%	6%	11%h	2%	6%	4%	6%	7%	7%	6%	7%	5%	10%	6%	6%	10%T	7%	10%	2%	5%	3%	8%	
Never used/ visited	141	14	3	4	120	6	12	13	11	10	9	32	15	13	67	73	3	8	128	37	26	5	7	1	29	7	3	
	11%ns	14%	5%	12%	11%	12%	8%	13%	10%	11%	8%	19%Tbdj	9%	12%	9%	16%Tn	10%	14%	11%	8%	13%	11%	13%	2%	13%	8%	9%	
Prefer not to say	6	-	-	-	6	-	-	-	2	2	1	1	-	-	1	-	-	2	1	1	-	-	2	2	-	-	1	
	1%nr	-	-	-	1%	-	-	-	1%	2%T	1%	-	-	-	-	-	-	3%Tr	-	-	-	-	3%Tstx	4%Tstx	-	-	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 667
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Facebook

	Household income - per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTubef (f)	Instagrame (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruillab (m)	Bitchut a (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	887	153	260	200	128	73	788	532	310	870	277	95	95	24	22	46	230	643	368	518
	71%efkd	86%	78%Tace	70%	72%e	60%	70%kln	78%Thk	73%kln	85%Tigh	77%Tkl	59%	63%	64%	58%	73%Mmn	79%Tq	69%	74%	70%
In the last month	83	15	21	20	10	14	78	52	34	70	31	23	15	5	4	5	17	66	36	47
	7%	6%	6%	7%	6%	12%T	7%	8%	8%	7%	9%	14%Tigh	10%T	15%Tgi	11%	8%	6%	7%	7%	6%
In the last year	48	9	14	12	4	4	43	18	17	31	13	8	8	3	4	3	11	35	17	31
	4%gj	4%	4%	4%	2%	4%	4%gi	3%	4%g	3%	4%	5%	5%g	8%gio	10%Tighi	4%	4%	4%	3%	4%
Used to use/ visit, but haven't in the last year	77	23	17	17	12	6	75	32	25	13	13	11	12	2	5	5	18	60	27	50
	6%gj	10%Tb	5%	6%	7%	5%	7%gij	5%i	6%kj	1%	4%j	7%j	8%gj	4%	13%Tighi	8%jm	6%	6%	5%	7%
Never used/ visited	141	31	23	33	17	24	131	46	34	22	21	17	3	3	3	3	15	125	50	91
	11%kghi	13%b	7%	11%	10%	20%Tbcd	12%ghijo	7%j	8%j	3%	6%i	13%ghij	11%glio	7%	8%i	5%	5%	13%Tp	10%	12%
Prefer not to say	6	-	-	4	-	-	4	2	2	5	4	3	3	-	-	1	2	4	1	5
	1%	-	-	2%Tb	-	-	-	-	-	1%g	2%Tighi	2%Tighi	1%	-	-	1%	1%	-	-	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 668
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	517	208	305	143	155	118	98	298	216	51	466	102	123	92	84	43	19	4	66	23	424	87	12	53	14	185	41	21	256
	42%afjjo	34%	48%Ta	43%	42%	46%fh	36%	42%	41%f	59%Tjmn	40%opqrs	72%Tjmn	58%Tjmn	45%opqrs	38%opqrs	25%pqrs	14%ss	5%	17%qs	11%	39%	58%Ttv	35%	61%Ttv	63%	38%	68%TzBC	44%	42%
In the last month	1079	508	569	340	370	248	252	710	500	13	938	8	20	21	10	10	7	3	23	13	86	19	5	8	5	40	4	3	57
	9%hr	8%	9%	10%	10%	7%	6%	10%Th	6%	15%Tjhoqrs	8%	6%	10%	11%	6%	7%	4%	4%	6%	6%	9%	12%	15%	10%	22%	8%	6%	7%	9%
In the last year	575	264	311	185	168	8	16	34	24	3	54	1	11	13	8	15	3	3	20	5	50	6	3	2	-	23	*	3	30
	5%	4%	5%	5%	4%	3%	6%	5%	4%	3%	5%	1%	5%	7%k	4%	8%Tjkpr	2%	4%	5%ps	3%	5%	4%	10%u	3%	-	5%	1%	7%	5%
Used to use/ visit, but haven't in the last year	736	376	360	185	210	13	21	39	34	6	67	7	16	6	22	7	4	5	16	9	64	8	1	6	1	29	3	2	38
	6%	6%	6%	5%	6%	5%	6%	6%	6%	7%	6%	5%	8%lm	3%	10%Tjmoprs	4%	3%	7%	4%	4%	6%	6%	3%	7%	6%	6%	5%	5%	6%
Never used/ visited	479	278	200	124	130	98	123	254	221	14	465	22	39	66	83	98	101	56	256	157	447	30	12	15	2	212	12	18	231
	39%bkl	46%Tb	32%	37%	36%	38%	45%Tdg	36%	42%	16%	40%Tikm	15%	18%	33%kl	38%kl	57%Tijk	74%Tijk	78%Tijk	67%Tijk	75%Tijk	41%Tuw	20%	36%uw	18%	9%	43%TA	20%	38%	38%A
Prefer not to say	10	6	4	*	6	3	*	6	3	-	10	2	3	3	-	*	-	1	2	1	8	2	-	2	-	2	1	-	3
	1%	1%	1%	*	2%	1%	*	1%c	1%	-	1%	1%	1%	2%	-	*	-	2%	*	1%	1%	-	2%	-	-	*	1%	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 669
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	517	134	94	63	369	81	239	163	35	301	217	68	95	90	60	146	23	232	166	47	59	433	85
	42%acei	37%ac	49%Tac	32%	44%Tad	30%	39%ae	55%Tef	57%Tef	36%	53%Ti	56%Ti	51%Ti	51%Ti	56%Ti	49%T	83%	40%	42%	50%	58%Tqr	43%Tv	34%
In the last month	107	37	18	19	66	12	54	34	7	55	51	14	21	27	13	37	1	43	36	10	15	88	19
	9%ei	10%	10%	10%	8%	4%	9%e	12%e	11%	7%	13%Ti	12%	11%l	15%Ti	12%	12%T	4%	7%	9%	10%	15%Tq	9%	8%
In the last year	57	23	16	11	32	16	23	12	5	36	22	6	11	8	5	19	-	28	22	1	4	47	10
	5%	6%	8%Td	6%	4%	6%	4%	4%	9%	4%	5%	5%	6%	5%	4%	6%	-	5%	5%	1%	4%	5%	4%
Used to use/ visit, but haven't in the last year	73	27	16	18	44	20	33	16	4	49	23	5	14	11	5	15	3	34	25	4	7	53	20
	6%	7%	8%	9%	5%	7%	5%	5%	6%	6%	6%	4%	8%	6%	5%	10%	6%	6%	6%	4%	7%	5%	8%
Never used/ visited	479	144	47	88	322	141	264	65	10	388	91	24	41	40	24	76	1	243	144	32	15	369	111
	39%bghj	40%b	25%	44%b	39%b	52%Tgh	43%Tgh	22%	16%	47%Tjklmn	22%	20%	22%	23%	22%	26%	3%	42%t	36%t	34%t	15%	37%	45%
Prefer not to say	10	-	-	-	4	1	4	4	1	6	5	3	3	1	1	5	-	4	4	-	-	6	4
	1%	-	-	-	-	1%	1%	1%	1%	1%	1%	3%	2%	-	-	2%	-	1%	1%	-	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 670
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	517	41	20	14	442	17	55	38	49	47	45	81	73	36	374	142	14	5	482	225	86	17	18	38	26	38	17
	42%oqx	40%	34%	40%	42%	34%	41%	38%	46%	52%Tbm	40%	48%	42%	34%	46%To	31%	43%	9%	44%Tq	50%Tvx	42%lx	35%lx	31%lx	72%Tstu	11%	48%lx	60%
In the last month	107	5	7	3	92	4	16	10	11	6	9	20	10	5	75	30	5	-	98	38	20	6	8	2	12	5	4
	9%q	5%	11%	10%	9%	8%	12%	10%	10%	7%	8%	12%	6%	5%	10%T	7%	16%	-	9%q	9%	10%	12%	13%lx	4%	5%	6%	12%
In the last year	57	8	6	1	42	2	6	3	2	3	4	6	9	5	45	2	1	3	52	18	9	4	4	1	10	8	-
	5%do	8%	10%dh	4%	4%	4%	4%	3%	2%	3%	4%	4%	5%	5%	6%To	11	3	5	5	4%	4%	8%	6%	2%	4%	10%Ts	1%
Used to use/ visit, but haven't in the last year	73	2	6	2	62	5	10	6	2	6	13	7	7	6	46	27	1	2	68	28	17	6	-	4	10	3	-
	6%	2%	11%ah	6%	6%	10%h	7%	6%	2%	7%	12%Tadhk	4%	4%	5%	6%	6%	3%	4%	6%	8%v	12%vx	-	-	7%	4%	3%	-
Never used/ visited	479	47	21	14	397	22	47	43	39	25	38	55	74	53	227	248	11	44	413	134	72	17	27	6	174	29	7
	39%inrs	46%l	35%	40%	38%l	44%	35%	43%l	37%	28%	35%	33%	42%l	50%Tdl	29%	54%Tn	35%	77%Tr	37%	30%w	35%w	33%w	46%sw	11%	75%Tstu	35%w	24%
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	-	2	5	-	-	3	3	3	-	-	2	2	1	1	1
	1%r	-	-	-	1%	-	1%	-	2%	2%	1%	1%	-	1%	1%	-	-	6%Tr	-	1%	-	-	3%Tl	4%Tl	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 671
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Instagram

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	517	68	133	123	90	59	476	495	270	473	240	86	82	20	17	38	179	332	250	267
	42%aqs	29%	40%a	43%a	53%Tab	49%a	43%T	72%Tfhi	64%TIk	46%TI	67%TIk	53%TI	55%TI	54%	47%	58%Tfin	61%Tq	36%	50%Ts	36%
In the last month	107	20	33	23	16	11	104	86	44	92	41	24	25	11	7	30	76	55	52	52
	9%ka	9%	10%	8%	10%	9%	9%T	13%Tfi	10%	9%	11%T	15%Tfhi	17%Tfhi	11%	11%	10%	10%	8%	11%Ts	7%
In the last year	57	18	15	12	5	6	53	28	16	52	12	11	9	2	3	3	13	44	19	38
	5%	8%T	4%	4%	3%	5%	5%	4%	4%	5%	3%	7%hj	6%	5%	7%	5%	4%	4%	4%	5%
Used to use/ visit, but haven't in the last year	73	14	19	15	5	10	71	22	21	61	24	6	6	1	3	3	14	58	37	36
	6%g	6%	6%	5%	3%	9%nd	6%Tg	3%	5%g	6%g	7%gk	3%	4%	2%	8%gk	4%	5%	6%	7%	5%
Never used/ visited	479	111	134	109	54	33	406	48	69	334	38	31	25	2	10	12	54	416	135	344
	39%afgh	48%Tcde	40%e	38%	32%	28%	36%ghijk	7%	16%gjm	33%ghjk	11%g	19%gjm	17%gjm	5%	27%ghjkl	19%gjm	18%	45%Tp	27%	46%Tr
Prefer not to say	10	-	1	4	-	-	8	2	3	9	4	4	3	2	-	1	4	6	4	7
	1%g	-	-	2%	-	-	1%	-	1%	1%g	1%g	3%Tfghi	2%g	5%Tfghi	1%	2%g	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 672
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	239	94	141	76	69	43	49	145	92	50	189	68	62	38	14	6	2	-	7	2	191	46	6	29	4	74	24	13	126
	19%ajno	15%	22%Ta	23%	19%	17%	18%	21%	17%	57%Tjmn	16%nopqrs	48%Tjmn	29%Tjmn	19%nopqrs	6%sprs	3%	1%	-	2%	1%	18%	30%Tt	18%	33%Tt	17%	15%	40%TzC	26%	20%z
In the last month	65	38	26	18	28	9	9	46	18	9	56	18	13	8	9	1	3	-	4	3	49	16	5	7	4	27	6	2	31
	5%horat	6%	4%	5%	8%Teth	3%	3%	7%Th	3%	10%Tjnop	5%ors	12%Tjnop	6%ors	4%or	1%	2%	-	1%	1%	1%	10%Tt	16%Tt	16%Tt	8%	16%	5%	9%	3%	5%
In the last year	49	15	34	12	17	9	10	29	19	2	47	9	8	8	16	4	3	-	7	3	37	12	1	11	-	20	5	4	21
	4%art	3%	5%Ta	3%	5%	3%	4%	4%	3%	4%rs	6%rs	4%	4%	7%Tjors	2%	2%	-	2%	1%	3%	8%Tt	3%	12%Ttu	2%	4%	8%	8%	8%	3%
Used to use/ visit, but haven't in the last year	106	48	58	26	44	23	13	70	36	7	99	12	32	22	23	6	2	2	10	4	91	11	4	5	2	36	1	6	58
	9%oprs	8%	9%	8%	12%Th	9%	5%	10%f	7%	8%prs	9%oprs	9%prs	15%Tjop	11%oprs	11%oprs	3%	1%	3%	3%	2%	8%	7%	12%	6%	8%	7%	2%	12%	9%
Never used/ visited	774	404	369	205	201	170	193	496	364	19	755	33	95	118	156	156	128	68	352	196	703	65	17	34	13	333	24	25	377
	62%bdgi	67%Tb	59%	61%	55%	66%dg	70%Tcdg	58%	68%Tcdg	22%	65%Tklm	23%	45%kl	59%kl	72%Tjklm	90%Tjklm	94%Tjklm	95%Tjklm	92%Tjklm	94%Tjklm	69%Tuw	43%	51%	38%	59%	68%TABC	40%	51%	61%A
Prefer not to say	10	6	4	*	6	3	*	6	3	-	10	2	3	3	-	*	-	1	2	1	8	2	-	2	-	2	1	-	3
	1%	1%	1%	*	2%	1%	*	1%c	1%	-	1%	1%	1%	2%	-	*	-	2%	*	1%	1%	1%	-	2%	-	*	1%	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 673
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	239	62	49	29	168	20	97	98	23	114	124	30	52	62	40	59	16	93	65	18	58	199	39
	19%efiq	17%	25%Taq	14%	20%	8%	16%e	33%Tef	38%Tef	14%	30%TI	25%l	28%TI	35%TI	37%TI	20%	59%	16%	19%	58%Tqs	20%	20%	16%
In the last month	65	14	7	7	48	9	33	22	1	29	36	14	14	14	8	26	1	24	23	7	9	57	8
	5%ij	4%	3%	4%	6%	3%	5%	7%e	2%	4%	9%TI	12%TI	9%l	8%l	9%T	5%	4%	6%	7%	9%q	6%	3%	3%
In the last year	49	15	8	8	32	6	24	17	2	27	22	4	14	10	4	19	-	21	16	5	5	43	6
	4%	4%	4%	4%	4%	2%	4%	6%	3%	3%	5%	3%	8%TI	6%	4%	7%T	2%	4%	4%	5%	5%	4%	2%
Used to use/ visit, but haven't in the last year	106	39	25	19	62	27	51	21	7	67	38	12	21	16	10	28	4	39	44	14	8	88	18
	9%q	11%	13%Td	9%	7%	10%	8%	7%	12%	8%	9%	10%	11%	9%	10%	13%	7%	11%q	14%Tq	8%	9%	9%	7%
Never used/ visited	774	234	104	137	522	207	409	132	27	591	183	57	81	75	44	159	6	403	244	51	20	601	173
	62%bghjkmno	64%b	54%	69%b	62%	76%Tfgh	66%Tgh	45%	44%	71%Tjklmn	45%	48%	44%	42%	41%	54%	21%	69%Trst	62%t	55%t	20%	60%	70%Tu
Prefer not to say	10	-	-	-	4	1	4	4	1	6	5	3	3	1	1	5	-	4	4	-	-	6	4
	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	3%	1%	-	2%	-	1%	1%	-	-	1%	4%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 674
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	GO Region													Internet usage		Devices used to access internet				Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	239	18	10	7	203	6	37	17	20	22	21	36	25	16	188	48	7	1	227	94	34	8	4	25	48*	13	6
	19%qx	17%	18%	21%	19%	12%	28%Tdel	17%	19%	25%	19%	22%	14%	15%	25%To	11%	22%	2%	21%vx	21%vx	17%lx	18%lx	7%	46%Tstuv	2%	15%lx	22%
In the last month	65	6	6	4	49	4	7	4	5	3	7	12	2	49	15	2	*	61	34	8	1	1	7	1	2	2	
	5%lx	6%	10%lm	12%jm	5%	7%	5%	4%	5%	6%	4%	7%	2%	6%To	3%	7%	1%	5%	8%Tx	4%lx	3%	2%	12%lx	*	3%	3%	
In the last year	49	2	4	-	44	3	-	6	8	7	1	6	7	6	27	22	*	2	47	15	14	1	1	5	6	6	
	4%lf	2%	6%lf	-	4%lf	5%lf	-	8%lf	8%lf	8%Tlj	1%	3%lf	4%lf	5%lf	4%	5%	*	3%	4%	3%	7%Tx	3%	1%	8%	2%	7%	
Used to use/ visit, but haven't in the last year	106	10	3	2	91	3	11	9	6	5	10	17	17	12	77	29	2	1	104	42	28	8	5	6	4	4	
	9%lx	10%	5%	5%	9%	6%	8%	9%	6%	5%	9%	10%	10%	12%	10%T	6%	5%	2%	9%T	9%lx	14%Tx	15%lx	8%lx	12%lx	2%	5%	
Never used/ visited	774	68	36	22	648	35	79	64	63	47	74	102	113	69	424	344	21	51	684	257	120	32	46	9	216	58	
	62%knrs	66%	61%	62%	62%	69%	58%	64%	60%	53%	67%	61%	65%	65%	55%	75%Tn	67%	87%Tr	61%	58%w	59%w	63%w	78%Tstw	17%	93%Tstuvwy	70%w	
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	-	1	4	-	-	3	2	3	-	-	2	2	1	1	
	1%r	-	-	-	1%	-	1%	-	2%	2%	1%	1%	-	1%	1%	-	-	6%Tr	2%	1%	-	-	3%Tt	4%Tt	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 675
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Snapchat

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	239	28	54	52	50	32	225	211	162	218	227	58	44	17	8	19	106	129	133	105
	19%aqs	12%	16%	18%	29%Tabc	26%ab	20%T	31%Tfi	38%Tfji	21%T	82%Tfgh ikimno	36%Tfin	30%Tfi	47%Tfjilo	21%	31%Tfin	36%Tq	14%	27%Ts	14%
In the last month	65	10	16	17	10	9	61	52	38	61	49	21	18	8	6	7	29	35	39	26
	5%qs	4%	5%	6%	6%	8%	5%	8%Tfi	9%Tfi	6%T	14%Tfghi	13%Tfji	12%Tfghilo	22%Tfghilo	16%Tfghi	11%Tfi	10%Tq	4%	8%Ts	3%
In the last year	49	8	19	9	7	2	48	39	24	47	20	10	9	4	2	3	17	32	29	20
	4%sa	4%	6%	3%	4%	1%	4%	6%Tfi	6%T	5%T	6%	6%	6%	10%Tfo	7%	4%	6%	3%	6%Ts	3%
Used to use/ visit, but haven't in the last year	106	20	30	19	13	13	103	78	46	87	16	12	10	1	3	5	33	72	41	65
	9%j	8%	9%	7%	7%	11%	9%Tj	11%Tfj	11%Tfji	9%j	4%	8%	7%	3%	8%	8%jm	11%	8%	8%	9%
Never used/ visited	774	166	214	185	91	65	673	302	149	597	44	56	65	5	18	28	104	660	255	520
	62%kdfgh ijkimno	71%Tde	64%d	65%d	53%	54%	60%ghjk imno	44%hijk	35%jm	59%ghjk imno	12%	35%jm	43%hijk	14%	48%hjk	44%hijk	36%	71%Tp	51%	70%Tr
Prefer not to say	10	-	2	4	-	-	8	2	3	9	4	4	3	2	-	1	4	6	3	7
	1%g	-	2%	2%	-	-	1%	2%	1%	1%g	1%g	2%Tfghi	2%g	5%Tfghijo	-	2%g	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 676
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	Gender		Social Grade							Age											Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	231	96	131	75	64	40	50	139	90	55	176	47	49	34	34	11	2	-	12	2	185	46	8	28	7	80	19	17	111
19%ajopqrst	16%	16%	21%a	22%	17%	16%	18%	20%	17%	63%Tjklmnopqrs	15%opqrs	33%Tjmnopqrs	23%jopqrs	17%opqrs	16%opqrs	6%prs	1%	-	3%a	1%	17%	30%Tt	24%	31%Tt	29%	16%	32%TzC	36%TzC	18%
In the last month	77	35	42	19	28	13	15	48	28	9	68	12	16	13	14	12	1	1	13	2	56	19	2	14	2	25	9	8	34
6%prst	6%	7%	7%	6%	6%	5%	5%	7%	5%	11%opqrs	6%prs	8%ps	7%prs	6%ps	6%ps	7%prs	1%	1%	4%ps	1%	5%	13%Tt	5%	16%Tt	10%	5%	15%TzC	17%TzC	6%
In the last year	73	37	36	24	23	18	7	47	25	5	68	10	20	12	11	10	3	1	14	5	66	7	*	7	*	29	3	3	37
6%fs	6%	6%	7%f	6%	7%f	3%	7%f	5%f	6%	6%fs	7%	10%Tjprs	6%	5%	6%	2%	2%	4%	2%	6%	5%	1%	8%	1%	6%	5%	5%	6%	6%
Used to use/visit, but haven't in the last year	29	14	15	8	8	9	4	16	13	4	24	3	9	4	2	2	-	3	2	22	5	2	3	*	8	1	1	17	
2%r	2%	2%	2%	2%	2%	3%	1%	2%	2%	5%rs	2%r	2%	4%Tjrs	2%	2%	1%	-	1%	1%	2%	4%	2%	3%	2%	2%	2%	2%	2%	3%
Never used/visited	824	417	405	209	237	175	198	446	373	14	810	67	115	135	155	139	129	70	338	199	744	72	21	35	13	349	27	19	413
86%gkluwAS	69%	64%	62%	65%	68%	72%Tcg	64%	70%Tcg	16%	70%Tkl	48%kl	54%kl	67%kl	71%kl	80%Tjkl	95%Tjkl	97%Tjkl	89%Tjkl	95%Tjkl	89%Tuw	47%	63%uw	40%	56%	71%TAB	46%	40%	67%AB	
Prefer not to say	9	6	2	*	6	1	*	6	2	-	9	2	3	3	-	-	-	-	*	-	7	-	-	2	-	1	1	-	3
1%	1%	*	*	2%T	1%	*	1%c	*	-	1%	1%	1%	2%r	-	*	-	-	*	-	1%	1%	-	2%	-	*	1%	-	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 677
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (c)	Physical condition (d)	No impacting/limiting condition (e)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	469	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	231	72	56	34	153	26	82	97	25	95	136	31	64	74	43	71	11	87	55	24	59	191	41
	19%efiq	20%	29%Tacd	17%	18%	10%	13%	33%Tef	42%Tef	11%	33%Ti	25%k	34%Tij	42%Tijk	40%Tik	24%T	42%	15%	14%	25%qr	59%Tqrs	19%	16%
In the last month	77	20	14	13	53	10	40	22	5	41	36	8	17	23	8	27	-	35	25	6	10	65	13
	6%l	6%	7%	6%	6%	4%	7%	7%	5%	9%Ti	6%	9%l	13%Tij	7%	9%T	-	6%	6%	6%	10%	7%	5%	
In the last year	73	25	13	11	45	16	38	17	2	48	25	13	12	3	4	20	-	34	21	12	6	63	10
	6%lm	7%	7%	5%	6%	6%	6%	3%	6%lm	6%lm	11%Tjm	6%lm	2%	4%	7%	-	6%	5%	13%Tqr	6%	6%	4%	
Used to use/visit, but haven't in the last year	29	9	5	6	19	3	13	12	1	14	15	5	9	3	5	10	-	11	9	2	5	27	1
	2%	3%	3%	3%	2%	1%	2%	4%Te	2%	2%	4%	4%	5%Tim	2%	5%l	4%	-	2%	2%	2%	2%	3%	1%
Never used/visited	824	238	103	137	564	215	441	141	27	633	192	61	91	74	46	163	16	415	284	51	20	645	179
	66%bqhi	65%b	54%	68%b	67%b	70%Tgh	71%Tgh	48%	44%	76%Tjklmn	47%	51%	44%	41%	43%	55%	58%	71%Tat	72%Tat	54%t	20%	65%	72%
Prefer not to say	9	*	*	-	2	1	3	4	1	4	5	3	3	1	1	5	-	2	4	-	-	4	4
	1%du	*	*	-	*	1%	*	1%	1%	*	1%	3%Ti	1%	*	*	2%	-	*	1%	-	-	*	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 678
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	GQ Region														Internet usage		Devices used to access internet			Working status																											
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET-England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/Other (y)	Furloughed (z)																				
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	313	31	52	1122	486	212	49	57	43	193	73	30																					
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**																				
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23																				
In the last week	231	13	13%	11	6	19% ^f	16	9	15	11%	16	22	22	25% ^f	25	23% ^f	33	35	18	17%	179	49	6	19%	220	76	38	19% ^{lx}	10	8	13% ^{lx}	21	39% ^{Tshx}	6	3%	12	14% ^{lx}	5	18%								
In the last month	77	6% ^{lox}	2	1	2	2	12	5	14	8	9	10	7	6	61	16	-	2	74	28	17	4	2	5	4	6	2	6% ^{lox}	2%	2%	10% ^{lx}	2%	7% ^{lx}	2	6%												
In the last year	73	13	6	5	50	6	6	6	6	1	1	6	10	8	49	24	1	1	69	36	12	3	3	3	7	2	6% ^{dj}	12% ^{Tdfj}	10% ^{ij}	13% ^{dijk}	5%	10% ^{uj}	4%	6%	6%	2%	1%	4%	6%	7% ^j	6%	5%	6%	3%	3%	1	5%
Used to use/visit, but haven't in the last year	29	4	-	-	24	1	4	1	2	2	4	4	3	2	23	5	-	-	27	11	5	1	-	3	2	2	-	2%	4%	-	-	2%	2%	6%	1%	2%	2	-									
Never used/visited	824	70	42	23	689	34	99	73	60	53	70	110	118	72	455	363	25	51	733	292	131	31	44	19	213	61	66% ^{hnw}	78%	70% ^{hw}	65% ^{hw}	64% ^w	62% ^w	75% ^w	36%	92% ^{Tstuw}	73% ^w	69%										
Prefer not to say	9	-	-	-	9	-	-	-	2	2	1	1	-	1	3	-	-	3	1	3	-	-	2	-	-	1	1	1% ^{nr}	-	-	1%	-	-	3% ^{Tx}	4% ^{Tx}	-	1%	3%									

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 679
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
TikTok

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	231	36	55	49	46	29	221	204	212	203	182	66	52	17	8	21	106	122	126	105
	19%qs	15%	17%	17%	27%Tabc	24%	20%T	30%Tfi	50%Tfij	20%T	45%Tfijn	41%Tfijn	35%Tfin	45%Tfijn	34%Tfin	36%Tq	13%	25%Ts	14%	
In the last month	77	17	19	18	12	10	76	61	56	69	36	15	15	3	4	5	26	50	34	43
	6%q	7%	6%	6%	7%	8%	7%T	9%Tfi	13%Tfij	7%	10%Tfi	9%	10%T	8%	11%	9%Tq	5%	7%	7%	6%
In the last year	73	8	20	21	6	9	73	49	35	67	24	18	19	7	3	5	23	49	32	41
	6%	4%	6%	7%	4%	8%	7%T	7%T	8%T	7%	7%	11%Tfiji	13%Tfijh	19%Tfijhi	8%	8%	8%	5%	6%	6%
Used to use/ visit, but haven't in the last year	29	3	6	8	4	6	26	21	13	26	10	4	3	2	2	14	15	18	11	11
	2%qs	1%	2%	3%	3%	5%Ta	2%	3%	3%	3%	3%	3%	2%	6%lo	3%	5%Tq	2%	4%Ts	1%	
Never used/ visited	824	168	234	187	101	66	716	346	103	648	124	54	58	6	21	28	121	693	287	537
	66%kafhijkimno	73%kafhijkimno	70%kafhijkimno	65%	60%	54%	64%ghjklmno	51%ghjklmno	25%	64%ghjklmno	34%ghm	33%ghm	39%ghm	17%	56%ghjklmno	45%ghjklm	41%	74%Tp	57%	72%Tr
Prefer not to say	9	-	-	4	-	-	7	2	3	7	4	4	3	2	-	1	4	4	3	5
	1%	-	-	2%b	-	-	1%	-	1%	1%	1%g	2%Tfghi	2%lq	5%Tfghij	-	2%g	1%	-	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 680
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	414	224	189	151	125	68	70	276	138	32	383	73	81	73	69	49	23	16	88	39	352	57	9	30	13	154	23	14	212
	33%b	37%b	30%	45%Tdef	34%fh	27%	25%	39%Tdef	26%	36%prs	33%prs	51%Tijl	38%pprs	36%prs	31%prs	28%prs	17%	22%	23%ps	19%	33%	38%	26%	34%	55%	31%	38%	28%	34%
In the last month	111	55	56	25	39	22	24	64	46	14	96	12	24	26	16	9	9	1	19	10	83	25	5	17	1	45	9	5	48
	9%jrst	9%	9%	7%	11%	8%	9%	6%	9%	16%Tjnop	8%	11%qrs	13%Tjoprs	7%	5%	7%	1%	5%	5%	8%	8%	16%Ti	14%	20%Ti	6%	9%	16%	11%	8%
In the last year	85	39	46	25	23	22	13	48	35	4	81	9	18	16	23	8	5	2	15	7	76	10	3	5	2	29	5	7	43
	7%r	7%	7%	7%	6%	9%	5%	7%	7%	5%	7%rs	6%	9%	8%r	11%Tjoprs	4%	3%	3%	4%	3%	7%	6%	8%	6%	7%	6%	8%	14%	7%
Used to use/ visit, but haven't in the last year	124	60	60	26	40	24	33	66	57	7	117	16	28	22	28	9	13	2	23	15	108	15	3	10	3	50	4	5	64
	10%or	10%	10%	8%	11%	9%	12%	9%	11%	8%	10%or	11%	13%oqr	11%	13%oqr	5%	10%rs	2%	6%	7%	10%	10%	9%	10%	12%	10%	7%	11%	10%
Never used/ visited	499	221	277	109	132	118	135	241	253	30	469	30	60	60	83	98	87	50	235	137	453	43	14	24	4	211	18	18	245
	40%acgk	37%	44%Ta	33%	36%	46%cdg	49%Tcdg	34%	48%Tcdg	35%k	41%klm	21%	28%	30%	38%kl	57%Tijk	64%Tijk	70%Tijk	62%Tijk	66%Tijk	42%Tuw	28%	43%u	27%	19%	43%	31%	37%	40%
Prefer not to say	9	6	4	-	6	3	-	6	3	-	9	2	2	3	-	*	-	1	2	1	8	2	-	2	-	2	1	-	2
	1%	1%	1%	-	2%c	1%	-	1%c	1%	-	1%	1%	1%	2%	-	*	-	2%	*	1%	1%	1%	-	2%	-	*	1%	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 681
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	Impairing/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impairing/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	414	113	72	55	287	72	194	124	24	261	153	46	59	67	48	105	18	168	148	47	40	346	68
	33%eq	31%	37%ac	27%	34%	27%	31%	42%Tef	40%	31%	38%Ti	38%	32%	38%	44%Til	35%	65%	29%	37%q	50%Tqr	39%q	35%T	27%
In the last month	111	29	18	16	77	17	48	31	15	56	35	21	25	19	12	40	*	54	27	10	17	92	19
	9%ai	8%	9%	8%	9%	6%	8%	11%	24%Tefg	7%	19%Ti	17%Ti	13%Ti	11%	14%T	2%	9%	7%	11%	17%Tqr	9%	9%	7%
In the last year	85	32	18	14	51	17	48	19	2	52	33	8	17	14	7	29	-	38	29	11	3	67	18
	7%	9%	9%	7%	6%	6%	8%	6%	3%	6%	8%	6%	9%	8%	7%	10%T	-	6%	7%	12%t	3%	7%	7%
Used to use/visit, but haven't in the last year	124	38	23	20	83	35	58	29	2	86	38	8	20	16	10	27	4	57	44	6	9	99	26
	10%	10%	12%	10%	10%	13%	9%	10%	4%	10%	9%	7%	11%	9%	9%	16%	10%	11%	11%	6%	9%	10%	10%
Never used/visited	499	153	61	95	333	128	268	86	17	375	125	35	61	60	30	90	5	264	145	20	32	385	114
	40%bgk	42%b	32%	48%Tab	40%	47%Tgh	43%Tgh	29%	28%	45%Tkl	31%	29%	33%	34%	28%	31%	17%	45%Trst	37%as	21%	32%	39%	46%
Prefer not to say	9	-	-	-	4	1	4	4	1	5	4	3	3	1	1	4	-	3	4	-	-	6	4
	1%	-	-	-	*	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	-	1%	1%	-	-	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 682
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitter

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	414	36	22	20	336	14	43	27	50	24	33	68	50	28	309	103	9	6	399	176	66	21	19	28	44	21	8
	33%oqx	35%	36%	55%Tdef	32%	27%	47%Tdef	27%	47%Tdef	27%	30%	49%Tdef	39%	28%	40%To	22%	29%	35%Tq	39%Txy	33%ix	41%ix	33%ix	52%Tby	19%	25%	25%	29%
In the last month	111	8	4	2	97	8	16	16	12	5	7	14	12	7	66	42	1	3	102	48	19	5	4	3	8	5	3
	9%ix	7%	6%	7%	9%	16%l	12%	15%Til	11%	5%	6%	8%	7%	7%	9%	9%	2%	5%	9%	11%ix	9%ix	10%	7%	6%	4%	6%	11%
In the last year	85	3	4	1	77	5	19	6	6	7	12	8	10	5	59	26	*	5	80	33	12	7	4	3	9	9	5
	7%	3%	6%	3%	7%	10%	14%Tadkl	6%	6%	8%	10%	5%	6%	5%	8%	6%	*	9%	7%	7%	6%	13%ix	7%	5%	4%	10%	16%
Used to use/visit, but haven't in the last year	124	8	6	1	109	5	13	11	8	14	15	14	18	10	84	40	1	4	117	53	22	4	5	5	19	7	3
	10%	8%	11%	2%	10%	11%	10%	11%	8%	15%	14%	8%	11%	9%	11%	9%	2%	7%	10%	12%	11%	7%	9%	8%	8%	8%	12%
Never used/visited	499	48	24	12	415	18	43	41	28	38	42	64	84	56	248	248	21	37	425	132	84	14	24	13	151	41	9
	40%hhrs	47%h	41%	33%	40%h	36%	32%	41%	27%	43%h	38%	48%Tdfh	53%Tdh	32%	54%Tn	66%	63%Tr	38%	30%	41%aw	29%	42%	24%	85%Tstu	50%ksuw	30%	
Prefer not to say	9	-	-	-	9	-	1	-	2	2	1	1	-	1	4	-	-	2	3	3	-	-	2	2	1	1	1
	1%r	-	-	-	1%	-	1%	-	2%	2%	1%	1%	-	1%	*	-	-	5%Tr	1%	1%	-	-	3%t	4%Tt	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 683
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All respondents
 Twitter

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	414	59	99	105	71	58	383	301	187	367	181	95	87	21	17	38	130	279	196	219
	33%aqs	25%	30%	37%a	42%Tab	48%Tabc	35%T	44%Tfi	44%Tfi	36%T	45%Tfi	59%Tfghijn	59%Tfghijn	55%Tfi	45%T	58%Tfghijn	44%Tq	30%	39%Ts	29%
In the last month	111	18	35	25	18	11	106	84	56	90	49	19	21	8	4	9	38	73	49	61
	9%q	8%	11%	9%	10%	9%	9%T	12%Tfi	13%Tfi	9%	14%Tfi	12%	14%Tfi	20%Tfik	11%	14%Tfi	13%Tq	8%	10%	8%
In the last year	85	15	25	19	7	12	78	51	29	78	30	11	5	2	4	4	23	62	36	49
	7%	6%	7%	7%	4%	10%	7%	8%l	7%l	8%TI	8%l	7%	6%	10%l	7%l	7%l	8%	7%	7%	7%
Used to use/visit, but haven't in the last year	124	26	39	29	12	10	118	73	53	104	37	12	9	2	6	4	35	88	60	64
	10%	11%	12%	10%	7%	8%	11%l	11%l	12%Tkl	10%l	10%l	8%	6%	5%	16%Mo	7%	12%	9%	12%	9%
Never used/visited	499	115	135	104	62	30	416	172	95	371	80	21	25	4	7	8	64	427	156	344
	40%afghijkmmo	49%Tcde	40%e	36%e	37%	25%	37%ghjklmmo	25%klmmo	23%klmmo	30%ghjklmmo	22%klmmo	13%	17%	10%	18%	12%	22%	46%Tp	31%	46%Tr
Prefer not to say	9	-	1	4	-	-	8	2	3	8	4	3	2	1	-	1	3	5	3	7
	1%g	-	2%	-	-	-	1%g	*	1%	1%g	1%g	2%fgh	1%	4%Tfghi	-	2%g	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 684
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitch

	Gender		Social Grade							Age										Ethnicity			Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
In the last week	51	37	14	14	14	11	12	29	23	13	38	12	15	8	3	-	-	-	-	-	37	13	2	6	3	14	3	2	31	
	4%bjnop	6%Tb	2%	4%	4%	4%	4%	4%	4%	15%Tjlmn	3%oprs	9%Tjnop	7%Tjnop	4%oprs	1%r	-	-	-	-	-	3%	8%Tt	7%	7%	13%	3%	5%	4%	5%	
In the last month	58	34	24	24	15	11	8	39	19	14	43	15	10	11	7	-	1	-	1	1	45	12	1	10	-	17	5	7	27	
	5%joprs	6%	4%	7%Th	4%	4%	3%	6%	4%	16%Tjlmn	4%ors	11%Tjnop	5%ors	5%oprs	3%or	-	1%	-	*	1%	4%	8%	2%	11%Tt	2%	3%	9%	14%Tc	4%	
In the last year	50	36	13	11	22	4	12	33	16	6	44	14	16	7	5	3	-	-	3	-	39	9	1	6	2	18	4	1	25	
	4%beprs	6%Tb	2%	3%	6%Te	2%	4%	5%	3%	7%opqrs	4%prs	10%Tjmno	3%prs	2%a	2%	-	-	1%	-	4%	6%	2%	7%	9%	4%	7%	1%	1%	4%	
Used to use/ visit, but haven't in the last year	51	39	13	15	22	6	8	37	14	6	45	13	13	9	8	2	2	-	3	2	43	8	2	3	2	17	1	2	30	
	4%bhors	6%Tb	2%	5%	6%h	2%	3%	5%Th	3%	7%oprs	4%ors	9%Tjppq	6%oprs	4%rs	4%r	1%	1%	-	1%	2	4%	5%	2	3	2	10%	3%	1%	5%	5%
Never used/ visited	1022	454	564	272	286	221	235	558	456	48	974	85	156	164	196	168	134	70	373	204	907	108	28	61	15	425	46	37	499	
	82%adgi	75%	89%Ta	81%	78%	86%dg	85%sd	80%	86%Tdg	55%	84%Tkd	60%	74%ik	82%ik	90%Tjklm	97%Tjklm	98%Tjklm	98%Tjklm	98%Tjklm	98%Tjklm	84%Tuw	71%	85%u	70%	65%	86%TC	77%	76%	81%	
Prefer not to say	10	6	4	-	6	3	1	6	4	-	10	2	3	3	-	*	-	-	1	2	1	8	2	-	2	-	2	1	-	3
	1%	1%	1%	-	2%c	1%	-	1%c	1%	-	1%	1%	1%	2%	-	*	-	2%	*	1%	1%	1%	1%	-	2%	-	*	1%	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 685
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitch

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (s)	Aged 5-10 (t)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	51	14	10	5	36	3	27	20	1	25	26	9	15	12	8	9	4	16	13	5	15	42	9
	4%elq	4%	5%	3%	4%	1%	4%e	7%Te	1%	3%	8%TI	7%I	8%TI	7%I	3%	15%	3%	3%	5%	15%Tqr	4%	3%	
In the last month	58	14	10	6	39	5	20	26	7	25	33	10	9	16	16	18	2	21	13	7	15	53	5
	5%eflv	4%	5%	3%	5%	2%	3%	9%Tef	11%Tef	3%	9%TI	8%I	5%	9%TI	15%TI	6%	6%	4%	3%	7%	15%Tqr	5%Tv	2%
In the last year	50	16	12	9	28	10	24	14	2	30	20	7	4	8	6	10	4	17	17	4	12	45	5
	4%	5%	6%	4%	3%	4%	4%	5%	4%	4%	5%I	6%	2%	5%	6%	9%	14%	3%	4%	4%	12%Tqr	5%	2%
Used to use/visit, but haven't in the last year	51	19	14	7	32	9	19	17	6	28	24	4	9	9	9	11	7	17	19	6	8	41	10
	4%	5%	7%T	4%	4%	3%	3%	6%	10%Tef	3%	6%	4%	5%	5%	8%TI	4%	24%	3%	5%	6%	8%Iq	4%	4%
Never used/visited	1022	301	145	173	698	242	524	213	44	722	300	87	145	132	69	243	11	509	332	73	51	807	215
	82%bqk	82%b	76%	87%ab	83%b	89%Tgh	85%Tgh	73%	72%	86%Tjk	74%un	73%	79%jn	75%un	64%	82%	40%	87%Tst	84%t	78%t	51%	81%	87%
Prefer not to say	10	*	*	*	4	1	4	4	1	6	5	3	3	1	1	5	-	4	4	-	-	6	4
	1%	*	*	*	*	1%	1%	1%	1%	1%	1%	2%	2%	*	*	2%	-	1%	1%	-	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 686
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitch

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	51	4	1	1	45	2	1	3	5	2	9	11	9	2	48	5	-	1	50	20	8	2	5	5	-	-	-
	4%ox	4%	2%	3%	4%	4%	1%	3%	4%	3%	8%Tdfm	7%fd	5%	2%	6%To	1%	-	2%	4%	4%ox	3%ox	4%ox	9%xy	10%by	-	-	1%
In the last month	58	3	2	3	50	*	5	5	7	4	5	7	11	5	53	5	*	1	57	19	5	3	2	5	-	5	5
	5%ox	3%	3%	9%	5%	*	4%	5%	7%	5%	4%	4%	6%	4%	7%To	1%	1%	2%	5%T	4%ox	2%ox	7%ox	3%ox	10%tx	-	6%ox	16%
In the last year	50	8	5	-	38	1	6	2	6	3	4	3	9	2	45	5	*	*	47	19	6	4	2	7	1	5	5
	4%ox	7%	9%k	-	4%	3%	4%	2%	5%	4%	2%	5%	2%	6%To	1%	-	1%	4%	4%ox	3%ox	9%ox	4%ox	13%Tstx	*	6%ox	1%	
Used to use/ visit, but haven't in the last year	51	1	3	3	44	3	5	6	1	2	3	10	8	4	45	3	-	-	51	22	4	4	1	8	3	2	2
	4%ox	1%	4%	9%ah	4%	7%	4%	6%	1%	3%	3%	6%	5%	4%	6%To	1%	-	-	5%T	5%ox	2%	7%ox	3%	14%Tstxy	1%	2%	6%
Never used/ visited	1022	89	48	29	857	44	116	84	85	75	87	136	137	93	578	439	32	52	917	363	183	37	46	26	227	71	21
	82%nw	85%	81%	80%	82%	86%	85%	84%	80%	84%	79%	80%	79%	87%	75%	96%Tn	98%	89%	82%	81%sw	90%Tsuw	74%w	79%w	49%	98%Tstuvwy	86%w	73%
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	1	1	4	-	-	3	3	3	-	-	2	2	1	1	1
	1%r	-	-	-	1%	-	1%	-	2%	2%	1%	1%	1%	1%	1%	-	-	6%Tr	*	1%	-	-	3%Tt	4%Tt	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 687
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Twitich

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures			
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTub e (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitich (k)	Vimeo (l)	Fruitta b (m)	Blitcut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673	
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743	
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586	
In the last week	51	8	8	17	11	6	51	37	23	39	26	46	17	9	3	6	26	25	37	14	
	4%qs	3%	2%	6%b	6%b	5%	5%Ti	5%Ti	5%l	4%	7%Ti	28%Tfgh ij	12%Tfgh jlo	23%Tfghi j	7%	10%Tfghi	9%Tq	3%	7%Ts	2%	
In the last month	58	7	19	9	12	9	58	52	45	50	37	45	23	7	5	7	34	24	43	15	
	5%qs	3%	6%	3%	7%	8%c	5%T	8%Ti	11%Tigi	5%	10%Tigi	28%Tfgh ij	16%Tfgh jlo	20%Tfgh jlo	14%Tfghi	12%Ti	11%Tq	3%	9%Ts	2%	
In the last year	50	14	6	9	12	7	49	44	32	44	28	19	13	4	6	7	17	34	27	23	
	4%b	6%b	2%	3%	7%b	6%b	4%	6%Ti	8%Ti	4%	8%Ti	11%Tigi	9%Ti	11%Ti	15%Tfgh ij	12%Tfghi	6%	4%	5%	3%	
Used to use/ visit, but haven't in the last year	51	10	11	8	6	10	50	40	27	40	25	9	12	3	2	3	20	30	26	25	
	4%q	4%	3%	3%	3%	8%Tc	4%	6%Ti	6%Ti	4%	7%Ti	6%	8%Ti	7%	4%	7%Tq	3%	5%	3%	3%	
Never used/ visited	1022	194	289	239	129	89	903	508	291	838	240	40	81	13	22	38	193	815	364	659	
	82%defg hjkimno pr	84%e	88%Tde	84%e	76%	73%	81%ghk mno	74%hki mno	68%klmno	82%lgh kimno	67%kmm	25%	54%km	34%	58%k	38	60%km	66%	67%Tp	73%	89%Tr
Prefer not to say	10	-	1	4	-	-	8	2	3	9	4	4	3	2	-	1	4	6	4	7	
	1%g	-	-	2%	-	-	1%	-	1%	1%g	1%g	2%Tfghi	2%g	5%Tfghi j	-	2%g	1%	1%	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 688
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	Gender		Social Grade							Age										Ethnicity			Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	159	44	113	49	45	36	27	94	64	17	142	22	29	25	24	28	6	7	42	14	133	26	5	14	4	75	9	12	61
	13%appC	7%	18%Ta	15%	12%	14%	10%	13%	12%	20%Tjnp	12%ps	16%ps	14%ps	12%sp	11%	16%ps	5%	10%	11%ps	7%	12%	17%	16%	16%	19%	15%C	14%	24%TC	10%
In the last month	161	62	97	59	48	30	24	107	54	18	143	19	35	28	25	18	11	8	37	19	129	28	6	18	3	63	11	7	77
	13%athr	10%	15%Ta	17%Th	13%	12%	9%	15%Th	10%	20%Tjno	12%	13%	16%ps	14%	11%	10%	8%	11%	10%	9%	12%	19%Ti	18%	20%Ti	14%	13%	19%	14%	13%
In the last year	163	71	89	45	47	35	34	92	69	13	150	22	31	30	32	19	15	2	35	16	140	20	3	9	6	59	8	8	83
	13%qrs	12%	14%	13%	13%	12%	13%	12%	13%	15%q	13%qrs	15%q	15%qs	15%qs	11%	11%sa	3%	9%	8%	10%	13%	13%	9%	10%	10%	12%	13%	16%	13%
Used to use/ visit, but haven't in the last year	150	68	81	41	52	27	28	93	55	9	141	18	25	26	34	17	18	2	37	20	132	16	3	11	3	51	3	6	88
	12%	11%	13%	12%	14%	11%	10%	13%	10%	10%	12%	13%	12%	13%	16%q	10%	13%sa	3%	10%	10%	12%	11%	8%	12%	12%	10%	5%	13%	14%TA
Never used/ visited	600	354	246	143	168	125	161	310	296	31	569	58	90	90	102	91	87	51	229	130	536	59	16	35	6	241	29	16	303
	48%bcg	58%Tb	39%	42%	46%	49%	59%Tode	44%	54%Tode	35%	49%Ti	41%	43%	44%	47%	52%id	63%Tijk	71%Tijk	60%Tijk	66%Tijk	50%Tu	39%	48%	40%	27%	49%	48%	33%	49%
Prefer not to say	10	6	4	*	6	3	1	6	3	-	10	2	2	3	1	-	-	1	1	1	8	2	-	2	-	3	1	-	3
	1%	1%	1%	*	2%	1%	*	1%c	1%	-	1%	2%	1%	2%	*	-	-	2%	*	1%	1%	1%	-	2%	-	1%	1%	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 689
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	159	52	31	25	101	24	77	49	9	98	61	25	24	30	17	40	5	62	49	18	24	121	38
	13%q	14%	16%	12%	12%	9%	12%	17%Te	15%	15%	21%Til	13%	17%	18%	14%	17%	11%	12%	19%q	23%Tqr	12%	15%	
In the last month	161	44	31	27	114	23	75	51	13	89	72	17	38	26	18	50	4	63	60	13	17	133	28
	13%el	12%	16%a	14%	14%	8%	12%	17%Tef	21%e	11%	16%Ti	15%	20%Ti	15%	17%T	14%	11%	15%	13%	17%	13%	17%	11%
In the last year	163	53	34	26	104	38	70	44	11	101	62	15	32	30	13	43	6	64	66	14	15	136	27
	13%	15%	18%	13%	12%	14%	11%	15%	18%	12%	15%	13%	17%	17%	12%	15%	22%	11%	17%Tq	15%	15%	14%	11%
Used to use/visit, but haven't in the last year	150	47	32	17	100	30	85	28	6	100	50	8	17	24	18	38	3	71	50	15	8	122	26
	12%	13%c	17%Tac	9%	12%	11%	14%	10%	10%	12%	12%	7%	9%	13%	16%k	13%	11%	12%	13%	16%	8%	12%	11%
Never used/visited	600	168	63	105	413	154	309	117	21	441	160	51	71	67	40	120	10	321	167	34	38	477	124
	48%bghj	46%b	33%	52%ab	49%b	57%Tgh	50%gh	40%	35%	53%Tjlm	39%	43%	39%	38%	37%	41%	36%	55%Trst	42%	36%	37%	48%	50%
Prefer not to say	10	-	-	-	4	2	4	4	1	6	4	3	3	1	1	4	-	3	5	*	-	6	4
	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	-	1%	1%	*	-	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 690
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	159	10	6	3	141	5	15	12	17	9	12	25	27	18	104	55	2	4	151	53	25	4	3	12	25	12	8
	13%	9%	10%	8%	13%	9%	11%	12%	16%	10%	11%	15%	16%	17%	13%	12%	7%	7%	13%	12%	8%	5%	3%	23%vx	11%	14%	29%
In the last month	161	9	7	3	142	9	23	12	12	17	12	24	21	12	122	36	*	4	157	54	27	5	9	6	23	18	2
	13%o	9%	11%	9%	14%	19%	17%	12%	11%	19%	11%	14%	12%	11%	16%To	8%	1%	7%	14%T	12%	13%	10%	15%	11%	10%	21%Tex	7%
In the last year	163	12	10	6	134	11	20	11	14	11	12	23	18	15	102	58	2	5	153	63	37	10	6	8	15	7	4
	13%x	12%	17%	17%	13%	21%	15%	11%	13%	12%	11%	13%	10%	14%	13%	13%	5%	9%	14%	14%xx	18%Tx	20%xx	10%	16%	6%	8%	14%
Used to use/ visit, but haven't in the last year	150	20	5	8	117	7	12	18	7	7	17	23	21	6	104	45	3	1	143	54	26	9	10	11	21	9	1
	12%mqm	20%Tdh	8%	22%hnm	11%	13%	9%	18%hnm	7%	7%	16%qm	13%	12%	5%	14%T	10%	10%	2%	13%Tq	12%	13%	18%	17%	21%xx	9%	10%	3%
Never used/ visited	600	52	32	16	500	19	64	48	54	43	56	74	87	55	335	263	25	41	520	219	88	22	29	13	147	38	13
	48%nrw	50%	54%	44%	48%	38%	47%	47%	51%	48%	51%	44%	50%	51%	43%	58%Tn	76%	70%Tr	46%	49%sw	43%w	44%	50%w	25%	63%Tstuw	48%w	44%
Prefer not to say	10	-	-	-	10	-	1	-	2	3	1	1	-	1	4	-	-	3	3	3	-	1	2	2	1	1	1
	1%r	-	-	-	1%	-	1%	-	2%	3%TI	1%	*	-	1%	1%	-	-	5%Tr	*	1%	-	1%	3%t	4%TI	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 691
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Pinterest

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut e (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	159	29	35	27	24	20	155	119	83	142	68	31	33	13	5	12	51	106	82	77
	13%qs	12%	11%	10%	14%	17%	14%T	17%Tf	20%Tf	14%T	19%Tf	19%Tf	22%Tfin	34%Tfghjkl	12%	19%Tn	18%Tq	11%	16%Ts	10%
In the last month	161	17	37	36	37	22	157	121	76	144	73	34	33	9	10	6	48	111	75	86
	13%ka	7%	11%	13%	22%Tabc	18%a	14%T	18%Tfio	18%Tfio	14%T	20%Tfio	21%Tfio	22%Tfio	23%To	26%Tfio	10%	16%	12%	15%	12%
In the last year	163	31	51	38	20	13	151	97	63	136	47	24	28	5	4	11	50	112	52	111
	13%r	14%	15%	13%	12%	11%	14%	14%	15%	13%	13%	15%	19%Tfj	13%	12%	18%n	17%Tq	12%	10%	15%Tr
Used to use/ visit, but haven't in the last year	150	24	43	34	15	21	140	99	57	123	47	22	15	4	6	8	41	105	71	78
	12%	10%	13%	12%	9%	17%	13%	14%Tf	14%	12%	13%	14%	10%	11%	15%	13%	14%	11%	14%	11%
Never used/ visited	600	130	166	146	74	45	507	245	140	466	122	46	37	6	12	24	99	493	217	384
	48%efghjklmno	56%Tde	50%e	51%e	43%	37%	45%ghjklm	36%klm	33%lm	46%ghjklm	34%lm	29%lm	25%	16%	33%	39%klm	34%	53%Tp	43%	52%Tr
Prefer not to say	10	1	1	5	-	-	9	2	3	8	4	4	2	1	1	1	4	6	4	7
	1%g	*	*	2%	-	-	1%g	*	1%	1%g	1%g	2%Tfghi	2%g	4%Tfghi	1%	1%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 692
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Vimeo

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
In the last week	22	14	9	13	6	2	2	19	4	6	16	1	8	3	1	3	*	-	3	*	16	6	2	3	-	10	2	2	8	
	2%hj	2%	1%	4%Telh	2%	1%	1%	3%Tdh	1%	7%Tjkmnoprs	1%	4%Tjnprs	1%	1%	2%	*	-	1%	*	2%	4%Tt	5%	4%	-	2%	3%	4%	1%		
In the last month	61	41	19	21	25	8	6	45	14	16	45	7	16	8	6	4	2	2	8	4	43	16	2	10	2	23	6	8	22	
	5%bfhjrt	7%Td	3%	6%fh	7%th	3%	2%	6%Tfh	3%	18%Tjkmnoprs	4%r	5%	8%jnopr	4%	3%	2%	1%	3%	2%	2%	4%	10%Tt	6%	11%Tt	8%	5%	6	10%Tz	8	16%TzC
In the last year	92	54	39	40	25	14	14	64	28	13	80	17	23	15	15	5	4	-	10	4	73	18	3	11	3	31	7	8	42	
	7%shjorst	9%	6%	12%Tdefgh	7%	5%	5%	9%Tdh	5%	14%Tjnopqrs	7%ors	12%jopqrs	11%jopqrs	7%rs	7%rs	3%	3%	-	3%	2%	7%	12%Tt	10%	12%	14%	6%	12%	17%TzC	7%	
Used to use/ visit, but haven't in the last year	113	77	35	37	44	18	14	81	32	6	107	13	27	27	23	7	7	3	16	10	90	21	2	12	5	42	7	6	56	
	9%idhors	13%Td	6%	11%fh	12%Tfh	7%	5%	12%Tfh	6%	7%	9%ors	13%	13%oprs	14%Tjoprs	11%ors	4%	5%	4%	4%	5%	6%	14%Tt	7%	14%	23%	8%	12%	12%	9%	
Never used/ visited	943	414	524	226	260	211	237	486	448	47	896	101	136	143	173	154	123	65	343	189	847	88	24	50	13	384	37	25	483	
	76%acdgiuwAB	68%	83%Ta	67%	71%	82%Tcdg	86%Tcdg	69%	84%Tcdg	54%	78%Tilm	72%il	64%	71%il	79%il	89%Tijkimn	90%Tijkimn	91%Tijkim	90%Tijkimn	90%Tijkimn	78%Tuw	58%	72%	57%	55%	78%AB	62%	51%	79%TAB	
Prefer not to say	12	6	6	*	6	3	3	6	5	-	12	2	3	5	-	-	-	1	2	1	10	2	-	2	-	2	1	-	5	
	1%c	1%	1%	*	2%c	1%	1%	1%c	1%	-	1%	1%	1%	3%Tjnr	-	*	-	2%	*	1%	1%	1%	-	2%	-	*	1%	-	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 693
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Vimeo

	Impacting/ limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No Impacting/ limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	22	7	5	3	16	3	6	13	1	11	12	5	6	5	4	5	-	5	5	7	6	20	3
	2%iq	2%	3%	2%	2%	1%	1%	4%Tef	2%	1%	3%	4%	3%	4%	2%	-	-	1%	1%	7%Tqr	6%Tqr	2%	1%
In the last month	61	17	11	11	40	13	17	23	8	29	32	8	13	21	9	15	1	11	23	9	17	53	8
	5%fiq	5%	6%	6%	5%	3%	8%Ti	14%Tef	3%	8%Ti	7%	7%si	12%Tij	8%j	5%	4%	2%	6%q	2%	10%Tq	17%Tqr	5%	3%
In the last year	92	36	25	10	52	18	39	29	7	56	36	7	13	13	17	7	27	31	14	14	17	70	23
	7%dq	10%cd	13%Tacd	5%	6%	7%	10%	11%	7%	7%	9%	6%	7%	7%	7%	6%	27%	5%	8%	15%Tqr	17%Tqr	7%	9%
Used to use/ visit, but haven't in the last year	113	37	22	19	71	22	58	23	9	70	43	15	17	11	12	35	3	38	50	13	6	98	15
	9%q	10%	11%	9%	9%	8%	9%	8%	15%	8%	10%lm	13%lm	9%	6%	11%	12%	10%	7%	13%Tq	14%q	6%	10%	6%
Never used/ visited	943	268	128	157	651	213	495	200	35	663	279	82	132	127	64	217	16	497	284	50	54	749	194
	76%bghj	74%b	67%	78%ab	78%Tb	79%gh	80%Tgh	68%	57%	79%Tjklmn	68%kn	69%	71%ln	72%kn	60%	73%	59%	85%Trst	72%st	53%	54%	75%	78%
Prefer not to say	12	*	*	-	6	1	4	6	1	6	6	3	5	1	1	6	-	6	4	-	-	6	6
	1%au	*	*	-	1%	1%	1%	2%	1%	1%	2%	2%	3%Tim	*	*	2%T	-	1%	1%	-	-	1%	2%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 694
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All respondents
 Vimeo

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (v)	Unemployed - not looking for work (w)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	22	1	-	-	22	-	1	1	4	2	1	8	3	1	21	1	-	1	21	10	3	1	1	1	-	-	1
	2%	1%	-	1%	2%	-	1%	1%	4%	2%	1%	5%	3%	1%	3%	1%	-	1%	2%	10%	3%	2%	2%	2%	-	-	2%
In the last month	61	3	4	1	53	7	13	1	5	4	3	3	17	7	5	46	14	1	58	19	11	2	2	5	4	1	2
	5%	3%	3%	1%	5%	13%	1%	5%	4%	3%	3%	10%	10%	4%	6%	14%	3%	2%	5%	4%	5%	4%	3%	9%	2%	1%	2%
In the last year	92	6	1	5	80	6	14	6	4	7	9	15	14	13	72	18	-	-	89	31	13	11	4	10	6	1	3
	7%	6%	1%	14%	8%	11%	14%	4%	7%	10%	10%	15%	14%	12%	9%	4%	-	-	8%	7%	6%	22%	4%	19%	6%	1%	12%
Used to use/ visit, but haven't in the last year	113	9	3	4	96	3	11	10	11	9	14	15	19	5	91	20	1	3	109	45	18	6	8	6	11	8	5
	9%	9%	5%	12%	9%	3%	11%	10%	10%	13%	15%	19%	11%	5%	12%	4%	1%	5%	10%	10%	9%	12%	13%	6	12%	10%	17%
Never used/ visited	943	84	52	25	781	35	115	78	77	65	86	113	132	81	535	401	31	51	845	337	157	31	42	29	210	72	17
	76%	82%	87%	70%	75%	69%	85%	78%	73%	72%	78%	67%	76%	76%	69%	88%	97%	88%	75%	76%	77%	61%	72%	54%	90%	87%	60%
Prefer not to say	12	-	-	-	12	-	1	2	2	2	1	1	-	1	4	2	-	3	2	3	2	-	2	2	1	1	1
	1%	-	-	-	1%	-	1%	2%	2%	2%	1%	1%	-	1%	1%	-	6%	4%	2%	1%	1%	-	3%	4%	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 695
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Vimeo

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Blitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	22	3	5	3	4	7	22	20	15	20	13	11	16	4	3	5	9	12	13	10
	2%q	1%	1%	1%	2%	6%Tabc	2%	3%Tfi	4%Tfi	2%	4%Tfi	7%Tfgh	11%Tfgh	11%Tfghi	3	8%Tfghi	3%q	1%	13	1%
In the last month	61	13	10	11	16	8	61	46	38	52	33	28	43	12	6	8	25	36	33	28
	5%qs	5%	3%	4%	9%Tbc	7%	5%T	7%Tfi	9%Tfgi	5%	9%Tfgi	17%Tfgh	29%Tfgh	32%Tfgh	17%Tfgh	12%Tfji	9%Tq	4%	7%Ts	4%
In the last year	92	15	18	20	15	18	92	71	47	77	33	19	31	5	8	7	28	65	48	45
	7%sa	7%	5%	7%	9%	15%Tabc	8%T	10%Tfi	11%Tfi	8%	12%Ti	20%Tfgh	13%	22%Tfgh	12%	9%	9%	7%	10%Ts	6%
Used to use/ visit, but haven't in the last year	113	19	25	28	20	11	109	77	45	89	33	26	20	3	4	10	33	78	51	62
	9%	8%	8%	10%	12%	9%	10%Ti	11%Ti	11%	9%	9%	16%Tfgh	14%Tj	9%	12%	16%Thi	11%	8%	10%	8%
Never used/ visited	943	162	274	218	116	76	826	465	272	773	243	73	37	11	15	32	199	736	351	582
	76%defghjklmnop	79%de	82%Tde	76%e	68%	63%	74%ghk	68%klmno	65%klmno	76%lghjklmnop	67%klmno	45%lm	25%	30%	41%j	51%lmn	66%	79%Tp	70%	80%Tr
Prefer not to say	12	-	1	6	-	*	8	4	5	8	6	4	3	2	-	1	5	6	5	7
	1%j	-	*	2%Ta	-	*	1%	1%	1%	1%	2%lg	2%gi	2%	5%Tfghi	-	2%	2%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 696
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	Gender		Social Grade							Age										Ethnicity			Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
In the last week	19	17	2	8	7	1	4	14	5	5	14	3	7	2	1	*	-	-	*	-	14	5	1	3	-	6	2	4	8	
	2%bjr	3%Tb	-	2%	2%	*	1%	2%	1%	6%Tjmmo	1%r	2%r	3%Tjnop	1%	1%	*	-	-	*	-	1%	4%	4%	3%	-	1%	4%	8%TzC	1%	
In the last month	30	22	8	10	16	3	1	26	4	4	25	8	11	3	3	1	-	-	1	-	20	7	2	3	1	7	4	1	16	
	2%bhr	4%Tb	1%	3%h	4%Th	1%	*	4%Th	1%	4%oprs	2%r	6%Tjprs	5%Tjnop	1%	1%	-	-	*	-	2%	5%t	7%t	4%	6%	1%	4%	6%z	1%	3%	
In the last year	38	27	11	13	13	5	5	27	10	6	33	7	11	11	2	1	*	-	2	*	30	8	1	5	1	11	3	1	23	
	3%bprs	4%Tb	2%	4%	4%	2%	2%	4%	2%	6%noprs	3%rs	5%prs	5%noprs	6%Tjnop	1%	1%	*	-	*	*	3%	6%	3%	6%	4%	2%	5%	2%	4%	
Used to use/ visit, but haven't in the last year	38	26	11	7	17	8	6	24	13	4	34	5	16	4	6	1	2	-	3	2	31	6	1	4	2	11	2	1	22	
	3%br	4%Tb	2%	2%	5%	3%	2%	3%	3%	4%r	3%r	4%r	3%Tjmmo	2%	3%	1%	1%	-	1%	1%	3%	4%	2%	4%	7%	2%	3%	3%	4%	
Never used/ visited	1108	507	595	297	307	236	259	604	495	68	1040	116	166	178	206	168	135	70	374	205	976	123	28	70	19	455	49	42	542	
	89%adg	84%	88%	88%	84%	92%dg	94%Tcdg	86%	93%Tcdg	77%	90%Tkd	82%	78%	88%il	94%Tjklm	98%Tjklm	99%Tjklm	98%Tklm	98%Tjklm	98%Tjklm	90%Tuw	81%	84%	80%	83%	93%TAC	81%	86%	86%	88%
Prefer not to say	11	7	4	2	5	3	*	7	3	1	10	2	2	3	-	*	-	1	2	1	9	2	-	2	-	2	1	-	3	
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	2%	-	*	-	2%	*	1%	1%	1%	-	2%	-	*	1%	-	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 697
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural					
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)		
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231		
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248		
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196		
In the last week	19 2%q	7 2%	6 3%	5 3%	12 1%	5 2%	7 1%	8 3%	-	9 1%	2 2%	5 2%	5 3%	4 3%	1 -	3 10%	4 1%	9 2%	1 2%	5 5%Tq	15 2%	4 2%			
In the last month	30 2%	8 2%	6 3%	5 2%	18 2%	6 2%	10 2%	12 4%Tt	2	17 2%	13 3%	5 4%	7 4%	7 4%	3 2%	6 9%	2 2%	9 2%	11 3%	3 3%	5 5%q	25 3%	4 2%		
In the last year	38 3%q	11 3%	4 2%	8 4%	26 3%	8 3%	16 3%	7 2%	7 11%Telg	26 3%	12 3%	4 3%	4 2%	4 2%	5 5%	5 2%	2 6%	10 2%	10 2%	10 11%Tqr	7 7%Tqr	35 4%	3 1%		
Used to use/visit, but haven't in the last year	38 3%q	14 4%q	10 5%q	3 2%	21 90%	9 89%	20 91%h	5 88%	3 80%	22 90%kn	15 87%	5 84%	5 88%	5 87%	6 84%	5 91%	3 66%	11 94%Trst	18 87%t	2 81%	5 77%	30 89%	7 91%		
Never used/ visited	1108 89%hst	324 89%	165 86%	179 89%	755 90%	241 89%	560 91%h	257 88%	49 80%	754 90%kn	354 87%	100 84%	162 88%	155 87%	90 84%	270 91%	18 66%	547 94%Trst	347 87%t	77 81%	77 77%	883 89%	225 91%		
Prefer not to say	11 1%	-	-	-	5 1%	1 1%	5 1%	4 1%	1 1%	6 1%	5 3%	3 1%	2 1%	1 1%	2 2%	4 1%	-	4 1%	4 1%	-	1 1%	7 1%	4 2%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 698
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	19	2	-	1	17	-	-	1	4	2	3	3	2	2	18	2	-	-	19	4	2	3	3	1	-	-	-
	2%o	2%	-	2%	2%	-	-	1%	4%l	2%	3%	2%	2%	2%	2%To	*	-	-	2%	1%	1%	7%Tstby	6%Tstx	2%	-	-	1%
In the last month	30	1	2	2	24	3	5	4	3	1	-	5	5	*	27	3	-	1	28	16	4	1	-	4	-	-	-
	2%ox	1%	3%	5%jm	2%	3%	4%	3%	1%	-	3%	3%	3%	*	4%To	1%	-	1%	4%x	2%	2%	-	7%xy	-	-	-	1%
In the last year	38	2	3	2	31	2	3	1	2	2	4	4	7	5	35	1	*	1	35	17	5	2	1	6	*	1	*
	3%ox	2%	3%	6%	3%	5%	2%	1%	2%	3%	3%	4%	4%	5%To	*	*	2%	3%	4%x	3%	3%k	2%	11%Tstby	*	1%	1%	
Used to use/ visit, but haven't in the last year	38	2	1	1	34	2	4	6	*	3	6	2	5	5	30	7	-	*	37	16	6	2	2	3	2	2	3
	3%	2%	1%	2%	3%	4%	3%	6%h	*	4%	6%h	1%	3%	4%	4%T	2%	-	*	3%	4%	3%	4%	3%	5%	1%	2%	9%
Never used/ visited	1109	95	54	30	929	44	122	88	94	80	97	154	154	94	856	444	32	52	1003	389	187	42	51	38	228	80	26
	89%nw	92%	90%	83%	89%	87%	90%	88%	88%	90%	88%	91%	88%	88%	85%	97%Tn	100%	90%	89%	87%w	92%w	84%	87%	71%	98%Tstuvw	98%suw	89%
Prefer not to say	11	1	-	1	10	-	1	-	2	2	1	*	*	1	5	1	-	3	3	3	-	-	2	2	1	1	-
	1%r	1%	-	2%	1%	-	1%	-	2%	2%	1%	*	*	1%	1%	*	-	6%Tr	*	1%	-	-	3%t	4%t	1%	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 699
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Imgur

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	You Tube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	19 2%	5 2%	3 1%	2 1%	7 4%	2 2%	19 2%	17 2%	12 3%	17 2%	13 3%	14 9%	10 7%	5 13%	2 6%	4 6%	7 3%	12 1%	12 2%	8 1%
In the last month	30 2%	6 2%	6 2%	7 3%	5 3%	5 4%	30 3%	23 3%	14 3%	24 2%	14 4%	12 8%	10 7%	6 15%	4 11%	4 6%	12 4%	18 2%	18 4%	11 2%
In the last year	38 3%	6 2%	9 3%	6 2%	8 5%	9 8%	38 3%	31 5%	16 4%	35 3%	18 5%	20 12%	12 8%	5 15%	4 11%	6 9%	18 6%	20 2%	22 4%	16 2%
Used to use/ visit, but haven't in the last year	38 3%	9 4%	8 2%	9 3%	7 4%	3 2%	38 3%	25 4%	17 4%	26 3%	13 4%	11 7%	5 4%	2 6%	3 8%	4 7%	12 4%	24 3%	17 3%	20 3%
Never used/ visited	1108 89%	206 89%	307 92%	258 90%	142 84%	102 84%	985 88%	584 85%	360 85%	907 83%	298 83%	100 62%	107 72%	17 45%	24 64%	44 71%	239 82%	854 91%	426 85%	681 92%
Prefer not to say	11 1%	-	2	5	1	*	9	4	4	9	5	4	4	3	*	*	4	6	4	7

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 700
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	32	16	15	12	11	3	5	23	9	7	25	4	5	7	3	2	1	-	4	1	23	7	2	3	3	12	4	1	13
	3%jrst	3%	2%	4%	3%	1%	2%	3%	2%	8%Tjnopqrs	2%	3%	3%	3%	2%	2%	1%	-	1%	2%	2%	5%	6%	3%	11%	3%	7%C	3%	2%
In the last month	59	30	29	13	21	14	9	34	23	12	47	13	13	13	5	1	2	-	3	2	42	16	1	12	1	19	8	7	24
	5%jorst	5%	5%	4%	6%	5%	3%	5%	4%	14%Tjmnopqrs	4%ors	9%Tjnopqrs	6%ors	6%noprs	2%	1%	1%	-	1%	1%	4%	11%Tt	3%	14%Tt	4%	4%	13%TzC	13%TzC	4%
In the last year	83	57	26	29	26	11	14	55	26	5	77	19	22	17	15	5	-	-	5	-	64	17	3	9	5	29	9	1	43
	7%bhoprst	9%Tb	4%	8%h	7%	4%	5%	8%	5%	6%prs	7%oprs	13%Tjopqrs	10%Tjopqrs	8%opqrs	7%prs	3%rs	-	-	1%	-	6%	11%Tt	9%	11%	21%	6%	15%TzBC	2%	7%
Used to use/ visit, but haven't in the last year	93	65	25	27	39	12	15	66	27	4	89	11	26	24	17	8	5	-	12	5	69	24	3	18	3	22	12	2	55
	7%bhrtz	11%Tb	4%	8%	11%Tefh	5%	6%	9%Teh	5%	4%	9%rs	8%rs	12%Tjopqrs	12%Tjopqrs	8%qrs	4%	3%	-	3%	2%	6%	16%Tt	9%	20%Tt	13%	5%	21%TzBC	4%	9%z
Never used/ visited	968	431	534	256	261	214	231	517	445	60	909	92	144	138	177	156	130	72	357	201	874	85	24	44	12	409	26	38	478
	78%adgkimuwA	71%	85%Ta	76%	72%	84%Tcdg	84%Tcdg	74%	84%Tcdg	68%	79%iklm	65%	68%	68%	81%iklm	90%Tijklimn	95%Tijklimn	100%Tijklimno	94%Tijklimno	97%Tijklimno	81%Tuw	56%	73%uw	50%	51%	83%TAC	44%	78%A	78%A
Prefer not to say	8	6	2	-	6	1	-	6	2	-	8	2	3	3	-	-	-	-	-	-	7	2	-	2	-	1	1	-	3
	1%	1%	-	-	2%Tc	1%	-	1%c	-	-	1%	1%	1%	2%r	-	-	-	-	-	-	1%	1%	-	2%	-	-	1%	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 701
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	469	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	32	11	6	5	19	7	8	15	1	14	18	8	11	12	3	9	2	17	4	4	7	27	5
	3%tir	3%	3%	2%	3%	1%	5%Ti	2%	2%	4%Ti	7%Ti	8%Ti	6%Ti	7%Tij	3%	3%	6%	3%	1%	4%	7%Tr	3%	2%
In the last month	59	18	12	10	38	6	23	24	6	28	31	9	13	11	15	4	20	18	5	15	51	7	
	5%el	5%	6%	5%	5%	4%	8%Tef	10%ef	3%	7%Ti	8%el	7%el	8%	14%Tijm	5%	15%	4%	5%	5%	15%Tqr	5%	3%	
In the last year	83	29	21	11	47	16	33	28	6	53	29	7	12	15	8	21	3	30	27	10	11	72	11
	7%	8%	11%Tacd	6%	6%	6%	9%f	10%	6%	7%	6%	7%	8%	7%	10%	7%	10%	5%	7%	11%	11%sq	7%	4%
Used to use/visit, but haven't in the last year	93	26	15	16	64	17	47	19	10	55	38	11	13	13	13	32	2	30	43	13	4	80	13
	7%sq	7%	8%	8%	8%	6%	8%	6%	16%Telg	7%	9%	9%	7%	7%	12%	11%T	9%	5%	11%Tqt	14%Tqt	3%	8%	5%
Never used/visited	968	281	137	158	666	223	504	204	37	680	288	81	133	125	68	214	16	485	301	63	64	761	208
	78%bghkmmostu	77%b	72%	79%	80%b	82%gh	82%Tgh	70%	61%	81%Tjkm	71%	68%	72%	71%	63%	72%	60%	83%Trst	76%t	66%	64%	76%	84%Tu
Prefer not to say	8	*	*	*	2	1	3	4	1	4	4	3	3	1	1	4	*	2	4	*	*	4	4
	1%du	*	*	*	1%	*	1%	1%	1%	*	1%	2%Ti	1%	*	*	1%	*	1%	*	*	*	*	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 702
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	GO Region													Internet usage		Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	32	2	3	1	28	1	2	1	2	4	3	7	5	1	25	6	-	*	30	15	4	-	2	1	1	2	-
	3% _{ox}	2%	4%	2%	3%	2%	1%	2%	4%	3%	4%	5%	3%	1%	3% _T	1%	-	*	3%	3% _{ox}	2%	-	3%	1%	*	3%	-
In the last month	59	4	1	1	53	1	7	4	11	5	5	8	8	5	53	6	-	*	56	20	8	7	1	6	-	4	2
	5% _{ox}	4%	1%	3%	5%	2%	5%	3%	11% _{Td}	5%	4%	5%	5%	4%	7% _{To}	1%	-	*	5%	4% _x	4% _x	14% _{Tstvx}	2%	12% _{Ttx}	-	4% _x	6%
In the last year	83	4	6	4	69	5	11	6	5	7	18	6	6	6	65	14	*	1	78	30	15	2	7	15	2	1	5
	7% _{ox}	4%	10%	12%	7%	11%	8%	6%	4%	6%	6%	11% _{Tdl}	4%	5%	8% _{To}	3%	1%	1%	7%	7% _x	7% _x	5%	13% _{xy}	27% _{Tstuxy}	1%	1%	17%
Used to use/ visit, but haven't in the last year	93	9	5	3	76	5	13	11	12	2	4	18	8	3	70	21	*	*	91	43	12	5	7	3	7	8	4
	7% _{ox}	9%	8%	9%	7%	11%	10% _{jd}	11% _{jd}	11% _{jd}	2%	3%	10% _{ijm}	5%	3%	9% _{To}	5%	3%	8% _T	8% _T	10% _x	6%	10%	13% _x	5%	3%	9%	15%
Never used/ visited	968	84	45	27	812	38	102	80	75	72	91	117	145	92	554	410	31	53	869	335	164	36	39	27	222	68	17
	78% _{knw}	82% _k	76%	74%	78% _{kk}	75%	75%	79%	70%	80%	83% _{kk}	69%	83% _{hk}	86% _{hk}	72%	90% _{Tn}	95%	92% _{Tr}	77%	75% _w	81% _{sw}	72%	66%	51%	96% _{Tstuw}	82% _w	59%
Prefer not to say	8	-	-	-	8	-	-	-	2	2	1	1	*	1	3	-	-	3	1	3	-	-	2	2	-	1	1
	1% _{nr}	-	-	-	1%	-	-	-	2%	2%	1%	1%	*	1%	*	-	-	6% _{Tr}	*	1%	-	-	3% _{Ttx}	4% _{Ttx}	-	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 703
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
DailyMotion

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	32	1	15	2	7	4	32	29	18	31	16	18	7	5	5	16	15	19	12	
	3%accps	1%	5%Tac	1%	4%ac	3%	3%	4%Tfi	4%TI	3%T	4%T	10%Tfghij	12%Tfghijkl	20%Tfghij	14%Tfghi	8%Tfghij	5%Tq	2%	4%Ts	2%
In the last month	59	7	15	12	14	7	59	50	40	50	35	19	20	7	6	8	28	31	36	22
	5%qs	3%	5%	4%	8%a	6%	5%T	7%Tfi	9%Tfgi	5%	10%Tfgi	12%Tfghij	13%Tfghij	19%Tfghij	15%Tfghij	13%Tfghij	9%Tq	3%	7%Ts	3%
In the last year	83	18	13	22	12	12	83	62	38	70	31	23	29	5	9	6	28	54	43	40
	7%bqs	8%	4%	8%	7%	10%b	7%T	9%Tfi	9%T	7%	9%	14%Tfghij	20%Tfghij	14%TI	25%Tfghijko	10%	10%Tq	6%	9%Ts	5%
Used to use/ visit, but haven't in the last year	93	18	32	17	9	14	93	64	45	72	34	15	15	2	2	10	27	63	43	50
	7%	8%	9%	6%	5%	11%	8%TI	9%TI	11%TI	7%	10%l	9%	10%	5%	5%	16%Tfghijklmn	9%	7%	9%	7%
Never used/ visited	968	188	259	228	129	84	846	476	279	700	240	85	65	14	15	32	191	766	355	613
	78%efghijklmnop	81%e	77%	80%e	76%	70%	76%ghijklmnop	70%klmno	66%klmno	77%fghijklmno	67%klmno	53%lmn	44%	36%	41%	52%lmn	65%	82%Tp	71%	83%Tr
Prefer not to say	8	-	-	4	-	-	6	2	3	7	4	4	3	2	-	1	3	4	3	5
	1%	-	-	2%b	-	-	1%	-	1%	1%	1%	2%Tfghi	2%g	5%Tfghij	-	2%g	1%	-	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 704
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33**	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
In the last week	149	108	40	51	58	20	21	108	41	14	135	35	50	20	21	9	-	-	9	-	119	28	4	16	3	41	12	8	85	
	12%be/h	18%Tb	6%	15%e/h	16%Teh	8%	8%	15%Teh	8%	16%opqrs	12%opqrs	25%Tjmn	24%Tjmn	10%pqrs	9%pqrs	5%prs	-	-	2%	-	11%	18%Tt	13%	13%	19%t	13%	8%	20%z	17%	14%z
In the last month	101	53	47	31	38	14	17	69	32	13	88	21	26	25	11	5	-	-	5	-	77	24	2	13	6	37	9	6	47	
	8%hoppqrst	9%	8%	9%	10%eh	6%	6%	10%Th	6%	14%Tjnop	8%oprs	15%Tjno	12%Tjno	12%Tjnop	5%prs	3%	-	-	1%	-	7%	16%Tt	5%	15%Tt	6	28%	7%	15%	12%	8%
In the last year	91	46	45	31	25	19	15	56	33	11	81	13	19	23	12	8	2	3	13	5	78	13	6	4	1	32	4	2	52	
	7%prs	8%	7%	9%	7%	7%	5%	8%	6%	12%noprs	7%prs	9%prs	9%prs	12%Tjnop	6%	5%	1%	4%	3%	2%	7%	9%	20%Tuw	5%	3%	6%	4	7%	4%	9%
Used to use/visit, but haven't in the last year	65	30	35	18	29	15	3	47	18	6	59	6	14	13	15	6	3	1	10	4	52	12	3	6	3	26	4	5	29	
	5%h/s	5%	6%	5%l	8%T/h	6%h	1%	7%T/h	3%l	7%rs	5%rs	4%	7%rs	7%rs	7%rs	3%	2%	2%	3%	2%	5%	8%	10%	12%	12%	5%	6%	11%	5%	
Never used/visited	827	362	461	206	210	187	218	416	405	44	783	65	99	116	160	145	132	66	343	198	746	73	17	46	11	354	31	27	399	
	67%acd	60%	73%Ta	61%	57%	73%Tcdg	79%Tcdg	59%	76%Tcdg	51%	68%Tikl	46%	47%	58%l	73%Tikl	84%Tijk	97%Tijk	92%Tijk	90%Tijk	95%Tijk	69%Tuw	48%	52%	52%	46%	72%TABC	51%	56%	65%	
Prefer not to say	10	6	4	-	6	3	-	6	3	-	10	2	3	3	-	-	-	1	2	1	8	2	-	2	-	2	1	-	3	
	1%	1%	1%	-	2%c	1%	-	1%c	1%	-	1%	1%	1%	2%	-	-	-	2%	*	1%	1%	1%	-	2%	-	*	1%	-	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 705
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	149	48	38	22	94	30	58	55	6	93	56	16	29	26	17	32	9	57	48	21	22	126	23
	12%kq	13%	20%Tacc	11%	11%	11%	9%	19%Tef	11%	11%	14%	13%	16%	15%	16%	11%	35%	10%	12%	22%Tqr	22%Tqr	13%	9%
In the last month	101	26	18	11	69	12	50	27	12	51	50	17	24	23	11	33	5	31	42	10	15	86	15
	8%ielq	7%	9%	6%	8%	4%	8%	9%ie	6%	6%	12%Ti	14%Ti	13%Ti	13%Ti	10%	11%	19%	5%	11%iq	10%	15%Tq	9%	6%
In the last year	91	33	22	13	57	17	46	23	5	57	34	8	17	13	10	19	5	27	40	11	12	74	17
	7%kd	9%	12%Td	7%	7%	6%	7%	8%	9%	7%	8%	7%	9%	7%	9%	6%	18%	5%	10%Tq	12%q	12%q	7%	7%
Used to use/visit, but haven't in the last year	65	25	9	10	38	12	34	15	4	37	28	11	8	9	9	22	-	28	22	8	6	52	13
	5%	7%	4%	5%	5%	4%	5%	5%	4%	4%	7%	9%ial	8%	5%	8%	7%	-	5%	6%	8%	6%	6%	5%
Never used/visited	827	232	105	144	575	199	426	168	33	591	236	65	105	106	60	186	8	437	240	45	45	652	175
	67%bdjk	64%b	55%	72%kab	69%Tb	74%Tgh	69%gh	57%	55%	71%Tjk	58%	54%	57%	60%	56%	63%	29%	75%Trst	60%kst	48%	45%	66%	71%
Prefer not to say	10	*	*	*	4	1	4	4	1	6	4	3	3	1	1	4	-	4	4	-	-	6	4
	1%	*	*	*	*	1%	1%	1%	1%	1%	1%	2%	1%	*	*	1%	-	1%	1%	-	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 706
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	GO Region											Internet usage		Devices used to access internet				Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	149	8	4	6	131	7	15	10	18	8	11	24	23	15	128	19	-	1	148	69	18	14	7	17	2	4	3
	12%oqx	7%	7%	18%	13%	13%	11%	10%	17%	9%	10%	14%	13%	14%	17%To	4%	-	2%	13%Tq	16%Tsx	9%ix	28%Tstx	12%ix	31%Tsttx	1%	5%ix	12%
In the last month	101	8	8	4	82	5	9	11	8	6	8	14	17	4	80	21	1	1	97	46	19	2	3	11	1	5	2
	8%ox	8%	13%o	10%	8%	11%	7%	11%	7%	7%	8%	10%	10%	3%	10%To	5%	3%	2%	9%	10%ix	9%ix	4%ix	6%ix	20%Tuxxy	*	6%ix	6%
In the last year	91	8	4	-	79	3	15	5	9	10	8	14	10	5	67	22	2	1	84	39	11	8	5	5	11	1	1
	7%y	8%	7%	-	8%	6%	11%	5%	8%	11%	7%	8%	6%	5%	9%To	5%	5%	2%	7%	9%iy	6%	16%Txy	8%	5%	9%	5%	5%
Used to use/ visit, but haven't in the last year	65	8	3	2	52	-	9	4	3	5	7	12	10	3	45	19	*	*	64	25	15	2	1	3	4	6	4
	5%ix	8%	4%	6%	5%	1%	6%	4%	3%	5%	6%	7%	5%	3%	6%	4%	1%	*	6%T	6%ix	7%ix	4%	2%	5%	2%	7%ix	14%
Never used/ visited	827	72	41	24	691	36	86	71	66	58	76	105	114	79	446	376	29	51	730	263	141	24	40	17	214	67	18
	67%nsuw	70%	68%	66%	66%	64%	71%	62%	65%	69%	62%	65%	65%	74%	58%	82%Tn	91%	87%Tr	65%	69%suw	48%	68%w	31%	31%	92%Tsuw	80%Tsuw	62%
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	*	1	4	-	-	3	2	3	-	-	2	2	1	1	1
	1%r	-	-	-	1%	-	1%	-	2%	2%	1%	1%	*	1%	1%	-	-	6%Tr	*	1%	-	-	3%Tl	4%Tl	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 707
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Reddit

	Household income, per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Blitcut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	149	22	33	31	33	22	145	113	76	126	68	60	41	14	9	17	53	94	74	75
	12%qs	9%	10%	11%	20%Tabc	18%Tab	13%T	16%Tfi	18%Tfi	12%	19%Tfi	37%Tfghj	27%Tfghj	37%Tfghj	24%Tfi	27%Tfghj	18%Tq	10%	15%Ts	10%
In the last month	101	12	27	20	20	14	98	79	53	85	45	26	25	6	6	10	39	61	52	49
	8%qs	5%	8%	7%	12%a	12%a	9%T	12%Tfi	12%Tfi	8%	12%Tfi	16%Tfi	17%Tfji	15%T	15%Tfi	16%Tfi	13%Tq	7%	10%Ts	7%
In the last year	91	16	26	22	12	12	90	60	38	81	30	16	19	4	7	7	34	56	43	49
	7%q	7%	8%	8%	7%	10%	8%T	9%	9%	8%	8%	10%	12%Tfj	11%	18%Tfghjko	11%	12%Tq	6%	9%	7%
Used to use/visit, but haven't in the last year	65	6	21	14	7	13	62	48	31	50	32	10	15	3	3	3	24	38	31	33
	5%q	3%	6%	5%	4%	7%	11%Tacc	7%Tfi	7%Tfi	5%	9%Tfi	6%	10%Tfo	7%	8%	5%	8%Tq	4%	6%	4%
Never used/visited	827	176	225	195	97	60	715	381	221	669	182	46	48	9	13	24	139	678	296	531
	67%defg	76%Tde	67%de	68%de	57%	50%	64%ghjklnno	56%jklnno	52%klmno	68%fghjklmno	50%klmno	28%	32%	24%	34%	39%klm	47%	73%Tp	59%	71%Tr
Prefer not to say	10	-	1	4	-	-	8	2	3	8	4	4	3	2	-	1	3	6	3	7
	1%g	-	*	2%	-	-	1%	*	1%	1%g	1%g	2%Tfghi	2%g	5%Tfghi	-	2%g	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 708
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	7 1% _C	6 1%	2 *	5 1% _{Th}	1 *	1 *	1 *	6 1%	1 *	6 7% _{Tjkm}	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	4 *	4 3% _{Tt}	2 6% _{Tt}	1 1%	1 *	3 1%	2 4% _{TzC}	1 2% _C	1 *	
In the last month	10 1% _{jt}	3 1%	7 1%	3 1%	5 1%	2 1%	1 *	8 1%	2 *	3 3% _{Tjmor}	7 1%	3 2% _{rs}	2 1%	1 *	2 1%	1 *	1 *	1 *	1 *	4 *	6 4% _{Tt}	1 *	4 5% _{Tt}	1 7%	4 1%	2 4% _{TzC}	2 3% _C	2 *	
In the last year	13 1% _{jt}	10 2%	3 *	6 2%	1 *	2 1%	2 1%	7 1%	5 1%	4 4% _{Tjmo}	9 1%	5 4% _{Tjmor}	3 1% _{rs}	1 *	1 *	1 *	1 *	1 *	1 *	8 1%	5 3% _{Tt}	1 1%	4 5% _{Tt}	1 *	3 1%	4 6% _{TzC}	3 6% _{TzC}	3 1%	
Used to use/ visit, but haven't in the last year	21 2% _{br}	17 3% _{Tb}	4 1%	6 2%	10 3%	3 1%	2 1%	16 2%	5 1%	2 2%	19 2% _{rs}	5 4% _{or}	6 3% _{rs}	2 1%	4 2%	1 *	1 *	1 *	2 1%	2 1%	15 1%	4 3%	1 *	4 4%	3 3%	6 1%	2 4%	2 3%	10 2%
Never used/ visited	1182 95% _{agik} uwAB	564 93%	612 97% _{Ta}	317 94%	342 94%	246 96%	270 98% _{Tcdg}	658 94%	515 97% _{Tdg}	73 84%	1109 96% _{Tik}	126 89%	199 94% _l	194 96% _{uk}	212 97% _{ik}	172 100% _{Tijk}	135 99% _{Tiki}	70 98% _l	378 99% _{Tijk}	206 98% _{Tiki}	1041 96% _{Tuw}	131 86%	30 92%	73 83%	21 90%	474 96% _{AB}	49 81%	41 85%	596 97% _{TAB}
Prefer not to say	10 1%	6 1%	4 1%	1 *	6 2%	3 1%	1 *	6 1% _c	3 1%	1 *	10 1%	2 1%	3 1%	3 2%	1 *	1 *	1 *	1 2%	2 *	1 1%	8 1%	2 1%	1 2%	2 2%	1 *	2 1%	1 *	1 *	3 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 709
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	Impacting/limiting condition					Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total	Any	Mental	Physical	No impact/limiting condition	1	2-3	4-5	6+	No children aged 17 or under	NET: Yes	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	Yes	No	Secondarily school or equiv	University degree or equiv	Higher university degree	Still in full time education	Urban	Rural	
	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231	
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248	
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196	
In the last week	7 1%fq	2 1%	2 1%	2 1%	5 1%	* *	1 *	7 2%Tef	- *	* *	7 2%Ti	4 3%Ti	5 3%Ti	5 3%Ti	2 2%l	1 *	- *	- *	- *	- *	6 8%Tqrs	6 1%	1 *	
In the last month	10 1%ji	3 1%	* *	3 1%	7 1%	- *	3 *	7 2%Tef	- *	2 *	8 2%Ti	4 3%Ti	5 3%Ti	5 3%Ti	2 2%l	6 2%	- *	2 *	3 1%	2 2%	3 3%q	9 1%	1 *	
In the last year	13 1%di	6 2%	4 2%	4 1%	4 1%	- *	4 1%	8 3%Tef	1 2%e	5 1%	8 2%Ti	3 2%l	2 1%	2 1%	4 4%Ti	3 1%	1 5%	3 1%	2 *	2 2%	4 4%Tqr	11 1%	2 1%	
Used to use/visit, but haven't in the last year	21 2%	6 2%	4 2%	2 1%	12 96%T	6 97%g	9 97%Tg	4 90%	4 94%	2 94%	15 97%Tjkl	6 92%	* 88%	2 91%	3 90%	2 95%	2 85%	3 97%Ti	9 96%t	7 95%t	1 85%	2 95%	18 95%	4 96%
Never used/visited	1182 95%gklm	349 95%	182 95%	191 96%	803 96%T	262 97%g	599 97%Tg	264 90%	57 94%	808 97%Tjkl	374 92%	106 88%	169 91%	161 91%	97 90%	281 95%	23 85%	566 97%Ti	380 96%t	89 95%t	85 85%	945 95%	237 96%	
Prefer not to say	10 1%	-	-	-	4 *	2 1%	4 1%	4 1%	1 1%	5 1%	4 1%	3 2%	3 1%	1 *	1 *	4 1%	-	3 1%	4 1%	-	-	6 1%	4 1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 710
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Mixer

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**	
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	7	-	-	-	7	-	-	1	1	-	-	3	-	-	7	-	-	7	1	-	-	-	-	-	-	-	-
In the last month	10	-	-	-	10	1	1	-	1	2	-	2	2	1	9	1	-	10	5	1	-	-	-	-	-	1	4
In the last year	13	-	1	-	12	-	-	-	4	-	1	4	2	1	11	2	-	10	5	-	-	-	2	-	-	2	8
Used to use/ visit, but haven't in the last year	21	-	2	-	19	-	4	-	2	1	2	3	5	1	16	3	-	21	9	3	-	1	2	2	-	3	
Never used/ visited	1182	103	56	36	987	49	128	99	95	94	107	156	165	103	724	451	32	54	1075	423	199	50	55	48	229	83	22
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	-	1	4	-	3	3	3	-	-	2	2	1	1	1	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 711
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All respondents
 Mixer

	Household income: per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	You Tube (f)	Instagr am (g)	Tik Tok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitta b (m)	Bilchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	7 1%q	1 *	*	*	5 3%Tbc	1 1%	7 1%	7 1%T	7 2%Tf	7 1%	7 2%Tf	7 4%Tghi j	6 4%Tigh i	6 15%Tfigh jko	1 3%Tf	1 2%Tf	6 2%Tq	1 *	5 1%	2 *
In the last month	10 1%qs	1 *	4 1%	1 *	3 2%	1 1%	10 1%	10 1%Tf	10 2%Tf	10 1%	10 3%Tgi	9 5%Tghi j	7 5%Tigh i	5 13%Tfigh jko	3 9%Tfigh jp	3 5%Tfigh	7 2%Tq	3 *	9 2%Ts	1 *
In the last year	13 1%qs	2 1%	1 *	5 2%	3 2%	1 1%	12 1%	12 2%Tf	10 2%Tf	12 1%	11 3%Tgi	11 7%Tghi j	8 6%Tigh i	4 12%Tfigh jlo	2 6%Tfigh	4 6%Tfigh	11 4%Tq	2 *	10 2%Ts	3 *
Used to use/ visit, but haven't in the last year	21 2%	3 2%	5 1%	3 1%	5 3%	1 1%	21 2%	17 2%T	11 3%	18 2%	8 2%	10 6%Tghi j	4 3%	4 9%Tigh j	1 3%	2 3%	9 3%	12 1%	9 2%	12 2%
Never used/ visited	1182 95%dhj klnopr	224 97%kd	322 96%kd	273 95%	155 91%	116 96%	1060 95%ghjk lmno	635 93%hkl mno	381 90%klmn o	963 95%ghjk lmno	320 89%klmn o	122 76%km	18 82%km	18 48%	30 79%	51 82%km	257 88%	909 97%Tp	465 93%	717 97%Tr
Prefer not to say	10 1%g	-	2 1%	4 2%	-	*	8 1%g	2 *	3 1%	8 1%g	4 1%g	3 2%gh	2 2%g	1 4%Tghi	-	1 2%g	4 1%	5 1%	3 1%	7 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
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Absolutes/col percents

Table 712
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	8 1%ajC	5 1%	4 1%	6 2%T	1 *	1 *	1 *	7 1% <i>d</i>	2 *	6 7%Tjkin nopqrs	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	5 *	4 3% <i>Tw</i>	1 3% <i>t</i>	1 *	1 5%	3 1%	2 4% <i>TzC</i>	2 4% <i>TzC</i>	1 *
In the last month	8 1% <i>at</i>	4 1%	3 1%	2 1%	2 1%	3 1%	1 *	5 1%	3 1%	2 2% <i>s</i>	6 1%	4 3% <i>Tjr</i>	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	3 *	4 3% <i>Tt</i>	1 *	4 4% <i>Tt</i>	1 *	1 1%	2 3% <i>TzC</i>	2 3% <i>TzC</i>	3 *
In the last year	12 1% <i>jr</i>	5 1%	6 1%	5 2%	2 *	2 1%	2 1%	7 1%	4 1%	7 8% <i>Tjkin nopqrs</i>	6 *	2 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	9 1%	4 2%	1 1%	2 2%	1 1%	7 1%	1 1%	1 3%	3 1%
Used to use/ visit, but haven't in the last year	13 1% <i>rt</i>	8 1%	4 1%	5 1%	5 1%	1 *	2 1%	10 1%	3 1%	2 3% <i>ors</i>	10 1% <i>r</i>	7 5% <i>Tjlmn opqs</i>	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	7 1%	5 4% <i>Tt</i>	1 3%	3 4% <i>Tt</i>	1 6%	4 1%	4 7% <i>TzC</i>	1 *	5 1%
Never used/ visited	1193 96% <i>ikuw AB</i>	576 95%	612 97%	319 94%	349 96%	248 97%	270 98%	667 95%	518 97% <i>Tc</i>	70 80%	1123 97% <i>Tk</i>	125 88%	206 97% <i>ik</i>	196 97% <i>ik</i>	215 99% <i>Tik</i>	172 100% <i>Tj k</i>	137 100% <i>Tj k</i>	72 100% <i>ik</i>	381 100% <i>Tij klm</i>	209 100% <i>Tijk lm</i>	1049 97% <i>Tuw</i>	132 87%	30 92%	76 87%	20 88%	476 97% <i>AB</i>	50 83%	44 89%	600 98% <i>TAB</i>
Prefer not to say	9 1%	6 1%	2 *	1 2% <i>T</i>	6 1%	1 *	1 *	6 1% <i>c</i>	2 *	1 *	9 1%	2 1%	3 1%	3 2% <i>r</i>	1 *	1 *	1 *	1 *	1 *	1 *	7 1%	2 1%	1 *	2 2%	1 *	1 1%	1 *	3 *	1 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
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Table 713
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	8 1%kq	3 1%	2 1%	3 2%	5 1%	*	*	7 2%Tef	1 2%l	8 2%Ti	4 3%Ti	5 3%Ti	6 3%Ti	2 2%l	1 *	*	1 *	*	*	1 1%	6 6%Tqr	8 1%	-
In the last month	8 1%kq	2 *	*	1 1%	6 1%	1 *	4 1%	3 1%	*	4 1%	1 1%	2 1%	2 1%	*	2 1%	-	1 *	1 *	3 2%q	2 2%q	2 2%q	7 1%	1 *
In the last year	12 1%l	6 2%	4 2%	4 2%	6 1%	2 1%	4 1%	6 2%	1 1%	2 2%Ti	10 3%Ti	4 3%Ti	4 2%l	5 3%Ti	2 2%l	3 1%	-	4 1%	1 *	*	7 7%Tqrs	11 1%	1 *
Used to use/visit, but haven't in the last year	13 1%	3 1%	2 1%	2 1%	6 1%	2 1%	4 1%	3 1%	3 5%Tef	9 1%	4 1%	1 1%	1 1%	2 2%	3 2%	1 *	-	5 1%	4 1%	-	4 4%Tqr	10 1%	2 1%
Never used/visited	1193 96%gklmt	351 96%	183 95%	190 95%	811 97%T	264 98%gh	604 98%Tgh	270 92%	55 91%	815 98%Tjklm	378 93%	106 89%	170 92%	161 91%	99 92%	284 96%	27 99%	572 98%Ti	385 97%t	90 96%t	81 81%	954 96%	240 97%
Prefer not to say	9 1%du	*	*	*	2 1%	1 *	3 1%	4 1%	1 1%	4 1%	5 3%Ti	3 1%	3 1%	1 *	1 *	5 2%	-	2 *	4 1%	-	-	4 *	4 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 714
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All respondents
 Yubo

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Foreign born (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	8	*	-	-	8	1	1	-	1	1	-	2	1	1	7	1	-	*	8	1	*	-	*	-	*	-	*
	1%	-	-	-	1%	2%	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	1%	1%	-	-	-	-	-	-	-	-
In the last month	8	*	-	-	7	*	1	1	*	*	-	4	*	*	8	-	-	-	7	5	*	-	-	-	-	-	*
	1%	-	-	-	1%	1%	1%	*	*	-	2%Td	*	*	*	1%T	-	-	-	1%	1%	*	-	-	-	-	-	1%
In the last year	12	-	1	-	11	-	-	1	2	1	2	3	1	-	12	-	*	*	10	3	2	-	-	*	-	-	*
	1%	-	2%	-	1%	-	-	1%	2%	1%	2%	2%	1%	-	2%To	-	*	*	1%	1%	1%	-	-	*	-	-	1%
Used to use/ visit, but haven't in the last year	13	-	1	-	12	*	-	-	2	1	2	4	1	1	9	3	-	-	12	2	1	-	-	3	-	1	3
	1%	-	1%	-	1%	*	-	-	2%	2%	2%	3%	*	1%	1%	-	-	1%	*	1%	-	-	6%Tstx	-	2%	10%	
Never used/ visited	1193	103	58	36	997	49	134	98	99	84	105	155	171	103	731	453	32	54	1087	431	200	50	56	48	232	81	25
	96%an	100%hik	97%	100%	95%k	97%	99%hik	98%	93%	93%	95%	91%	98%hik	96%	95%	99%Tn	100%	94%	97%T	97%sw	98%sw	100%w	97%	90%	100%Tsw	98%	86%
Prefer not to say	9	-	-	-	9	-	-	-	2	2	1	1	*	1	3	-	-	3	1	3	-	-	2	2	-	1	1
	1%nr	-	-	-	1%	-	-	-	2%	2%	1%	1%	*	1%	*	-	-	6%Tr	*	1%	-	-	3%Tix	4%Tix	-	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/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 715
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Yubo

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Facebook (m)	Bitchat (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	8 1%qs	1 *	- *	- *	4 3%Tbc	2 2%b	8 1%	8 1%T	7 2%Tf	8 1%	8 2%Tf	7 5%Tfghi j	7 4%Tfgh jko	6 16%Tfghi jko	1 4%Tfi	1 2%T	7 3%Tq	1 *	6 1%Ts	2 *
In the last month	8 1%qs	- *	3 1%	2 1%	2 1%	1 *	8 1%	7 1%	8 2%Tfi	8 1%	7 2%Tfi	4 2%Tfi	4 3%Tfghi jk	3 7%Tfghi jk	2 6%Tfghi j	3 4%Tfghi j	5 2%Tq	3 *	7 1%Ts	- *
In the last year	12 1%q	3 1%	1 *	3 1%	5 3%Tb	1 1%	12 1%	12 2%Tf	9 2%Tf	12 1%	10 3%Tf	8 5%Tfghi i	8 5%Tfgh jko	5 14%Tfghi jko	2 6%Tfghi j	2 3%Tfi	12 4%Tq	1 *	8 2%	4 1%
Used to use/ visit, but haven't in the last year	13 1%qs	2 1%	4 1%	4 1%	3 1%	- *	11 1%	11 2%Tf	11 3%Tfi	12 1%	9 2%Tf	6 4%Tfghi	5 4%Tfghi jjo	3 8%Tfghi jjo	2 5%Tfghi j	2 3%Tfi	9 3%Tq	3 *	11 2%Ts	1 *
Never used/ visited	1193 96%cdghi klmnop r	226 97%cd	326 98%cd	274 95%	157 92%	117 97%	1072 96%ghjk lmno	642 94%hijkl mno	384 91%klm no	972 95%ghjk lmno	322 89%klmn	132 82%lm	123 82%lm	19 50%	29 79%	53 85%mn	257 88%	921 99%Tp	463 93%	730 98%Tr
Prefer not to say	9 1%	- *	- *	4 2%b	- *	- *	7 1%	2 *	3 1%	7 1%	4 1%g	4 2%Tfghi	3 2%fg	2 5%Tfghi j	- *	1 2%g	4 1%	4 *	3 1%	5 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 716
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	12 1% _{sjC}	5 1%	7 1%	6 2% _h	3 1%	2 1%	*	10 1%	2 *	6 6% _{Tjkin}	6 1%	1 1%	2 1%	1 *	1 *	-	-	1 1%	1 *	1 *	9 1%	2 1%	-	1 1%	1 5%	6 1%	2 3%	1 3% _C	2 *
In the last month	12 1% _{jt}	7 1%	5 1%	4 1%	3 1%	2 1%	1 *	7 1%	3 1%	4 5% _{Tjmn}	7 1%	4 3% _{rs}	2 1%	1 *	1 *	-	-	-	-	-	6 1%	5 4% _{Tt}	*	5 5% _{Tt}	*	5 1%	2 3% _C	1 3%	3 1%
In the last year	6 1% _{jt}	5 1%	1 *	2 1%	2 1%	1 1%	1 *	4 1%	2 *	2 3% _{Tjrs}	4 *	*	2 1%	1 1%	1 *	-	-	-	-	-	3 *	3 2% _{Tt}	1 4% _{Tt}	1 2%	-	2 *	2 3% _{TzC}	1 1%	2 *
Used to use/ visit, but haven't in the last year	21 2% _{st}	11 2%	10 2%	6 2%	5 1%	5 2%	4 2%	11 2%	10 2%	4 4% _{Tjmor}	17 1%	7 5% _{Tjmor}	2 1%	1 1%	3 1%	1 1%	2 1%	-	3 1%	2 1%	14 1%	6 4% _{Tt}	1 3%	1 5% _{Tt}	4 6%	7 2%	2 4%	1 3%	8 1%
Never used/ visited	1183 A	572 94%	606 96%	318 95%	345 95%	243 95%	269 98%	664 95%	512 96%	71 81%	1113 96% _{TJK}	126 89%	203 96% _{ik}	194 96% _{ik}	213 98% _{ik}	172 99% _{Tijk}	135 99% _{ik}	70 97% _{il}	376 99% _{Tijk}	205 98% _{ik}	1039 96% _{Tuw}	133 88%	30 92%	74 85%	20 88%	469 95% _A	52 87%	44 90%	597 97% _{TAB}
Prefer not to say	9 1%	6 1%	4 1%	1 *	5 1%	3 1%	-	6 1%	3 1%	1 1%	9 1%	2 1%	2 1%	3 2%	-	-	-	1 2%	2 *	1 1%	7 1%	2 1%	-	2 2%	-	2 *	1 1%	-	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 717
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	12 1% _i	4 1%	3 1%	3 1%	6 1%	* 1%	4 1%	6 2% _e	2 3% _e	3 *	9 2% _{Ti}	6 5% _{Ti}	6 3% _{Ti}	7 4% _{Ti}	1 1%	3 1%	- *	2 *	2 1%	1 1%	6 5% _{Tqr}	10 1%	2 1%
In the last month	12 1% _{ij}	4 1%	1 1%	4 2%	7 1%	- 1%	5 2% _e	6 1%	- 1%	4 2% _{Ti}	8 2%	3 2%	3 2% _{ij}	4 1%	1 1%	3 1%	- *	2 *	2 1%	2 2%	4 4% _{Tqr}	11 1%	1 *
In the last year	6 1% _{ij}	2 *	1 *	1 *	4 1%	- 1%	3 1%	3 1%	* *	2 1% _{ij}	5 2% _{ij}	2 1% _{ij}	2 2% _{Ti}	3 *	3 1%	- *	2 *	2 *	2 *	2 2% _{Tqr}	6 1%	6 1%	1 *
Used to use/visit, but haven't in the last year	21 2% _d	7 2%	5 3%	3 2%	9 1%	4 1%	9 2%	5 2%	3 5%	13 2%	8 2%	1 1%	2 1%	2 1%	6 6% _{Tijlm}	3 1%	1 5%	10 2%	3 1%	- *	7 7% _{Tqrs}	19 2%	2 1%
Never used/visited	1183 95% _{gjk} mnt	348 95%	183 95%	189 94%	806 96% _T	265 98% _{Tgh}	594 96% _g	270 92%	55 91%	808 97% _{Tjk} mnt	375 92%	105 88%	170 92%	160 90%	98 91%	281 95%	26 95%	565 97% _{Ti}	384 97% _{it}	91 97% _{it}	81 80%	944 95%	239 96%
Prefer not to say	9 1%	- -	- -	- -	4 *	1 1%	4 1%	4 1%	1 1%	5 1%	4 1%	3 2%	2 1%	1 1%	1 1%	4 1%	- -	3 1%	3 1%	- -	1 1%	6 1%	4 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 718
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	12	-	-	-	11	1	-	1	1	3	1	3	-	1	10	1	-	-	11	2	-	-	1	-	1	-	2
	1%	-	-	-	1%	2%	-	1%	-	3%	1%	2%	-	1%	1%T	-	-	-	1%	-	-	-	2%	-	-	-	6%
In the last month	12	-	1	1	10	-	1	-	1	3	-	2	2	-	11	1	-	-	10	5	1	-	-	1	-	-	-
	1%	-	2%	2%	1%	-	1%	-	1%	3%Td	-	1%	1%	-	1%	-	-	-	1%	1%	-	-	-	2%	-	-	1%
In the last year	6	-	-	-	6	-	-	1	1	-	-	3	1	-	6	1	-	-	5	2	1	-	-	-	-	-	-
	1%	-	-	-	1%	-	-	1%	1%	-	-	2%T	1%	-	1%	-	-	-	1%	1%	-	-	-	-	-	-	1%
Used to use/ visit, but haven't in the last year	21	-	2	-	19	-	3	3	1	1	3	5	2	1	16	4	-	-	20	6	3	-	-	4	2	-	2
	2%	-	3%	-	2%	-	2%	3%	1%	1%	3%	3%	1%	1%	2%	1%	-	-	2%	1%	2%	-	-	8%Tstsy	1%	-	7%
Never used/ visited	1183	102	57	35	989	50	130	96	101	81	104	156	169	103	725	450	32	55	1077	427	199	50	55	46	228	83	24
	95%inw	99%ik	96%	96%	95%	97%	96%	95%	95%	90%	94%	92%	97%si	96%	94%	98%Tn	100%	94%	95%T	96%sw	98%w	100%w	95%	85%	98%Tw	99%w	84%
Prefer not to say	9	-	-	1	9	-	1	-	2	2	1	-	-	1	4	-	-	3	2	3	-	-	2	2	1	1	-
	1%r	-	-	2%	1%	-	1%	-	2%	2%	1%	-	-	1%	-	-	-	5%Tr	-	1%	-	-	3%t	4%T1	1%	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 719
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
YouNow

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	12	*	3	2	6	1	12	11	9	12	9	9	7	6	3	2	8	4	9	3
	1%qs	*	1%	1%	4%Tabc	1%	1%	2%T	2%Tfi	1%	3%Tfi	6%Tfghi	5%Tfghj	16%Tfghij	7%Tfghi	2%	3%Tq	*	2%Ts	*
In the last month	12	2	2	3	2	2	12	10	9	11	10	9	9	6	4	3	7	4	9	2
	1%qs	1%	*	1%	1%	2%	1%	1%T	2%Tfi	1%	3%Tfghi	6%Tfghi	6%Tfghj	16%Tfghij	10%Tfghi	6%Tfghi	2%Tq	*	2%Ts	*
In the last year	6	*	1	*	2	1	6	6	6	8	5	6	5	5	2	2	4	2	5	1
	1%qs	*	*	*	1%	1%	1%	1%	1%Tfi	1%	1%Tfi	3%Tfghi	3%Tfghj	12%Tfghij	6%Tfghi	4%Tfghi	1%Tq	*	1%sa	*
Used to use/ visit, but haven't in the last year	21	4	7	7	1	1	19	16	16	18	13	10	8	2	1	1	12	8	14	6
	2%qs	2%	2%	2%	1%	1%	2%	2%	4%Tfgi	2%	4%Tfi	6%Tfgho	5%Tfghl	6%Tfho	4%	2%	4%Tq	1%	3%Ts	1%
Never used/ visited	1183	225	320	271	158	116	1063	637	379	965	319	125	118	18	27	53	259	909	460	724
	95%qjhklnopr	97%	96%	94%	93%	95%	95%qjhklmno	93%qjhklmno	90%klmn	95%qjhklmno	89%klmn	77%lm	79%lm	47%	73%	86%klmn	88%	97%Tp	92%	97%Tr
Prefer not to say	9	*	1	4	1	*	8	2	3	8	5	3	3	1	*	*	3	5	3	7
	1%	*	*	1%	*	*	1%	*	1%	1%g	1%g	2%g	2%g	4%Tfghi	*	*	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 720
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BitChute

	Gender		Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	10	5	5	2	3	2	2	6	4	10	*	2	1	3	1	2	-	3	2	7	2	-	1	1	5	1	*	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	2%	-	1%	6%	1%	2%	1%	1%
In the last month	9	8	2	1	5	3	1	6	3	9	1	3	4	1	-	-	-	-	-	7	2	1	1	*	4	1	*	5
	1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%r	2%r	1%	-	-	-	-	-	1%	2%	3%	1%	2%	1%	1%	*	1%
In the last year	12	8	4	2	3	4	3	5	8	12	5	4	3	1	*	-	-	*	-	6	5	*	5	*	2	3	2	4
	1%rt	1%	1%	1%	1%	2%	1%	1%	2%	1%r	3%Tjrs	2%r	1%r	*	*	-	-	*	-	1%	4%Tl	1%	6%Tl	1%	*	5%TzC	4%zC	1%
Used to use/ visit, but haven't in the last year	11	6	4	3	2	3	3	5	6	11	3	2	4	1	-	2	-	2	2	7	3	1	1	2	4	1	1	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	1%	-	1%	1%	1%	3%	3%	1%	8%	1%	1%	1%	2%
Never used/ visited	1103	527	570	291	325	229	251	615	479	1103	131	201	186	210	171	134	70	375	204	971	122	27	72	17	441	51	40	550
	95%amuw	94%	97%Ta	97%e	95%	93%	96%	96%	95%	95%am	92%	94%	92%	96%	99%Tjkl	98%	98%	98%Tjkl	98%ukm	96%Tuw	89%	93%	88%	84%	96%A	90%	93%	96%A
Prefer not to say	11	7	4	*	6	4	-	6	4	11	2	2	3	1	*	-	1	2	1	9	2	-	2	-	2	1	-	3
	1%	1%	1%	*	2%	2%	-	1%c	1%	1%	1%	1%	2%	*	*	-	2%	*	1%	1%	1%	-	2%	-	*	1%	-	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 721
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BitChute

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	10	1	-	1	9	5	4	*	1	9	1	*	*	*	*	1	-	2	6	1	-	8	2
	1%	*	-	*	1%	2%	1%	*	2%	1%	*	*	*	*	*	-	-	2%	1%	-	-	1%	1%
In the last month	9	4	3	1	5	3	4	3	-	6	3	1	3	1	*	3	-	5	3	1	-	6	3
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	*	1%	-	1%	1%	1%	-	1%	1%
In the last year	12	4	3	3	5	3	4	3	2	9	3	2	2	1	*	3	-	4	5	*	2	12	1
	1%	1%	2%	1%	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	*	1%	-	1%	1%	*	8%	1%	*
Used to use/visit, but haven't in the last year	11	6	4	2	4	4	5	1	*	8	3	1	1	1	*	3	-	3	5	1	-	9	2
	1% ^d	2%	2% ^d	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%	-	1%	1%
Never used/ visited	1103	332	169	186	742	255	565	236	46	795	308	101	151	118	64	280	27	566	373	91	17	881	222
	95%	96%	95%	97%	96% ^T	94%	96%	95%	93%	96%	95%	93%	95%	96%	96%	100%	100%	97% ^T	94%	97%	92%	96%	95%
Prefer not to say	11	-	-	-	5	1	5	4	1	5	5	3	3	1	2	5	-	4	4	-	-	7	4
	1%	-	-	-	1%	1%	1%	1%	1%	1%	2%	3%	2%	1%	2%	2%	-	1%	1%	-	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 722
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BitChute

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
In the last week	10	-	-	1	9	-	1	1	1	1	3	1	-	-	10	-	1	1	7	3	3	1	1	-	1	1	-
1%r	-	-	-	2%	1%	-	1%	1%	1%	1%	2%	-	-	-	1%To	-	2%	2%	1%	1%	1%	2%	-	-	-	-	-
In the last month	9	1	1	-	8	-	1	1	1	3	-	1	1	1	8	1	-	-	9	5	3	-	1	-	-	-	-
1%	1%	1%	-	12	-	-	1%	1%	1%	3%Td	-	1%	1%	1%	1%T	-	-	1%	1%	2%	-	1%	-	-	-	-	1%
In the last year	12	-	-	-	12	1	1	1	2	1	-	2	3	-	12	-	1	2	9	5	2	1	-	2	-	2	-
1%r	-	-	-	-	1%	3%	1%	1%	2%	1%	-	1%	2%	-	2%To	-	3%	3%	1%	1%	2%	1%	-	3% ^x	-	2%	1%
Used to use/ visit, but haven't in the last year	11	-	2	-	9	-	1	3	1	1	1	-	2	-	9	2	-	-	10	4	1	-	2	-	2	1	1
1%	-	3%k	-	1%	-	1%	3%	1%	1%	1%	-	1%	-	-	1%	-	-	1%	1%	1%	-	4%	-	1%	1%	1%	3%
Never used/ visited	1103	99	52	33	921	45	124	87	87	68	103	149	158	100	856	439	28	52	1005	424	194	48	52	50	229	80	27
95%inv	99%l	96%	98%	95%l	96%	97%	94%	93%	90%	96%	95%	96%	97%	94%	99%Tn	95%	90%	96%T	95%	95%	96%	90%	93%	98%Tv	96%	93%	93%
Prefer not to say	11	-	-	-	11	-	1	-	2	2	3	1	-	1	5	-	-	3	4	4	-	-	2	2	1	1	1
1%r	-	-	-	1%	-	1%	-	2%	3%	2%	1%	-	1%	1%	-	-	5%Tr	-	1%	-	-	3%t	4%t	1%	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 723
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
BitChute

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	10 1%a	4 2%	3 1%	2 1%	-	-	10 1%	6 1%	3 1%	6 1%	2 1%	3 2% <i>l</i>	3 2% <i>l</i> j	1 4% <i>Tfgh</i> <i>jklo</i>	9 25% <i>Tfghi</i> <i>jklo</i>	1 1%	3 1%	7 1%	8 2% <i>Ts</i>	2 *
In the last month	9 1%	2 1%	2 1%	3 1%	1 1%	1 1%	9 1%	8 1%	6 2%	8 1%	4 1%	5 4% <i>Tfghi</i> <i>jklo</i>	5 4% <i>Tfgh</i> <i>jklo</i>	3 10% <i>Tfgh</i> <i>jklo</i>	6 17% <i>Tfghi</i> <i>jklo</i>	4 6% <i>Tfghi</i> <i>jklo</i>	4 2%	5 1%	4 1%	5 1%
In the last year	12 1%	2 1%	3 1%	*	6 4% <i>Tc</i>	*	12 1%	10 2% <i>l</i>	8 2% <i>Tf</i>	9 1%	6 2% <i>l</i>	5 4% <i>Tfgh</i> <i>jklo</i>	5 4% <i>Tfgh</i> <i>jklo</i>	3 13% <i>Tfgh</i> <i>jklo</i>	5 13% <i>Tfghi</i> <i>jklo</i>	3 4% <i>Tfgh</i> <i>jklo</i>	5 2%	7 1%	8 2%	5 1%
Used to use/ visit, but haven't in the last year	11 1% <i>q</i>	3 1%	5 1%	3 1%	-	-	11 1%	6 1%	4 1%	9 1%	3 1%	4 3% <i>Tfgh</i> <i>jklo</i>	3 2%	1 6% <i>Tfghi</i> <i>jklo</i>	2 6% <i>Tfghi</i> <i>jklo</i>	3 5% <i>Tfghi</i> <i>jklo</i>	6 2% <i>Tq</i>	4 *	7 2%	3 *
Never used/ visited	1103 95% <i>h</i> <i>jklo</i> <i>mnpqr</i>	211 95%	303 95%	261 95%	137 95%	101 98%	984 95% <i>hklm</i> <i>no</i>	581 95% <i>klmno</i>	328 93% <i>klmno</i>	915 96% <i>hklmno</i>	278 93% <i>klmno</i>	103 83% <i>mn</i>	99 85% <i>mn</i>	15 61%	14 39%	51 82% <i>mn</i>	294 91%	856 97% <i>tp</i>	422 93%	681 97% <i>tr</i>
Prefer not to say	11 1%	-	1 *	5 2%	-	-	9 1%	3 *	4 1%	9 1%	5 2% <i>g</i>	4 4% <i>Tfgh</i>	2 2%	1 5% <i>Tfghi</i>	-	1 2%	5 2%	5 1%	4 1%	7 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 724
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	Gender		Social Grade							Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	3	2	2	3	-	-	1	3	1	3	1	-	1	-	-	-	-	-	-	-	1	3	1	1	1	1	1	-	1
	1%	1%	1%	1%	-	-	1%	3%	1%	3%	1%	-	1%	-	-	-	-	-	-	-	1%	3%	1%	1%	1%	1%	1%	-	1%
In the last month	12	8	5	4	5	1	1	9	2	5	8	2	2	1	1	-	-	-	-	-	8	4	1	3	-	7	3	1	2
	1% ^C	1%	1%	1%	1%	1%	1%	1%	2%	5%	1%	2%	1%	1%	1%	-	-	-	-	-	1%	3%	3%	3%	-	1%	3%	1%	2%
In the last year	12	5	7	4	4	3	1	7	4	6	6	2	2	1	1	-	-	-	-	-	7	5	-	2	1	5	1	1	5
	1% ^{jt}	1%	1%	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%	1%	-	-	-	-	-	1%	3%	1%	3%	4%	1%	1%	3%	1%
Used to use/ visit, but haven't in the last year	13	8	5	4	4	3	1	9	4	6	7	1	1	2	2	-	2	-	2	2	9	4	2	2	1	7	1	2	3
	1% ^j	1%	1%	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	3%	2%	2%	4%	1%	1%	4%	1%
Never used/ visited	1192	577	609	320	346	246	271	667	517	67	1124	135	205	194	213	172	135	70	378	206	1047	133	29	79	20	469	54	44	601
	96% ^{siuw}	95%	96%	95%	95%	96%	99% ^{Tcdg}	95%	97%	77%	97% ^{TI}	95% ^{ki}	96% ^{ki}	96% ^{ki}	98% ^{ki}	100% ^{Tijk}	99% ^{ki}	98% ^{ki}	99% ^{Tijk}	98% ^{ki}	97% ^{Tuw}	87%	87%	90%	86%	95%	90%	90%	98% ^{TzAB}
Prefer not to say	11	7	4	2	6	3	-	7	3	1	10	2	3	3	-	-	-	1	2	1	8	3	-	2	-	2	1	1	2
	1%	1%	1%	2%	2%	1%	-	1%	1%	1%	1%	1%	2%	2%	-	-	-	2%	1%	1%	1%	2%	-	2%	-	2%	1%	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 725
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	3	2	1	2	2	-	-	3	-	-	3	3	3	*	1	-	-	-	*	*	3	3	-
	1% <i>q</i>	1%	1%	1%	1%	-	-	1% <i>Tf</i>	-	-	1% <i>Ti</i>	2% <i>Tj</i>	2% <i>Tl</i>	2% <i>Tm</i>	*	-	-	-	*	*	3% <i>Tq</i>	*	-
In the last month	12	5	2	5	6	*	4	8	-	3	9	7	5	1	4	-	4	2	2	5	11	1	
	1% <i>q</i>	1%	1%	2% <i>qd</i>	1%	*	1%	3% <i>Tef</i>	-	*	2% <i>Ti</i>	6% <i>Tj</i>	3% <i>Tl</i>	3% <i>Tm</i>	1%	-	1%	1%	2%	5% <i>Tq</i>	1%	*	
In the last year	12	4	3	2	7	-	5	6	1	2	9	2	1	5	4	-	3	3	*	*	6	11	1
	1% <i>q</i>	1%	2%	1%	1%	-	1%	2% <i>q</i>	2% <i>q</i>	*	2% <i>Ti</i>	2%	1%	3% <i>Ti</i>	5% <i>Til</i>	1%	-	*	1%	*	6% <i>Tqs</i>	1%	*
Used to use/visit, but haven't in the last year	13	3	1	2	9	2	5	4	2	6	7	1	3	4	3	2	-	1	4	1	6	11	2
	1% <i>q</i>	1%	*	1%	1%	1%	1%	1%	3%	1%	2%	1%	2%	3% <i>q</i>	1%	-	*	1%	1%	1%	6% <i>Tq</i>	1%	1%
Never used/visited	1192	351	185	189	808	267	601	267	57	818	373	104	170	160	96	281	27	573	383	91	80	951	241
	96% <i>q</i>	96% <i>q</i>	97%	94%	97%	98% <i>Tg</i>	97% <i>Tg</i>	91%	94%	98% <i>Tj</i>	91%	87%	92%	90%	89%	95%	100%	98% <i>Tl</i>	96% <i>q</i>	96% <i>q</i>	79%	96%	97%
Prefer not to say	11	-	-	-	5	1	4	5	1	5	6	3	3	1	2	5	-	3	4	-	1	7	4
	1%	-	-	-	1%	1%	1%	2%	1%	1%	1%	3%	2%	*	2%	2%	-	1%	1%	-	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 726
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	3	-	-	-	3	1	-	-	-	1	-	1	-	-	2	1	-	-	3	1	-	-	-	-	-	-	-
In the last month	12	-	1	-	11	-	2	1	1	3	-	3	2	-	12	1	-	-	10	4	1	-	1	-	-	-	2
In the last year	12	-	-	-	12	-	-	-	3	1	2	3	2	-	12	-	-	-	10	4	1	-	-	-	-	-	1
Used to use/ visit, but haven't in the last year	13	-	1	1	10	-	-	2	1	1	1	2	3	1	9	2	-	-	13	3	1	-	-	-	2	-	1
Never used/ visited	1192	103	58	35	997	49	132	98	99	83	107	159	167	104	731	454	32	55	1085	430	201	50	55	51	229	89	25
Prefer not to say	11	-	-	-	11	-	1	-	3	2	1	1	-	1	5	-	-	3	4	3	-	2	2	1	1	1	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 727
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
PopJam

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitta b (m)	Bilchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	3	1	*	*	2	*	3	3	3	3	3	3	3	3	1	1	3	*	3	*
	1%qs	1%	*	*	1%T	*	1%	1%	1%	1%	1%	2%Tigi	2%Tigi	8%Tighi jko	2%Tigi	1%	1%q	*	1%sa	*
In the last month	12	2	4	2	3	1	12	12	11	12	11	10	9	7	4	4	10	3	11	1
	1%qs	1%	1%	1%	2%	1%	1%	2%Tf	3%Tf	1%	3%Tgi	6%Tighi j	6%Tighi j	19%Tigh jko	11%Tighi jo	6%Tighi	3%Tq	*	2%Ts	*
In the last year	12	*	1	3	5	2	11	12	10	10	10	9	5	2	2	7	4	8	3	3
	1%qs	*	1%	1%	3%Tab	2%	1%	2%Tf	2%Tf	1%	3%Tf	6%Tighi j	6%Tighi j	12%Tighi jko	6%Tighi	4%Tf	2%Tq	*	2%	*
Used to use/ visit, but haven't in the last year	13	1	4	1	5	2	13	9	9	11	9	7	5	4	1	3	8	5	9	4
	1%qs	1%	1%	*	3%Tc	2%	1%	1%	2%T	1%	2%Tgi	4%Tgi	3%Tgi	11%Tighi jko	3%	5%Tighi	3%Tq	1%	2%Ts	*
Never used/ visited	1192	228	324	275	155	114	1070	644	386	972	322	127	122	17	29	52	261	915	465	726
	96%dhj klmnopr	98%kd	97%kd	96%kd	91%	94%	95%ghjk lmnop	94%hkl mno	91%klmn o	95%ghjk lmnop	89%klmn o	79%km	81%km	46%	77%	83%km	89%	98%Tp	93%	98%Tr
Prefer not to say	11	*	2	4	*	1	9	3	4	9	5	5	2	2	*	1	5	5	3	8
	1%	*	1%	2%	*	1%	1%	*	1%	1%g	2%g	3%Tighi	2%g	4%Tighi	1%	2%g	2%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 728
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	12 1% _{jC}	7 1%	5 1%	4 1%	5 1%	2 1%	1 *	9 1%	3 1%	5 5% _{Tjkim}	8 1%	1 *	1 *	1 1%	3 1%	1 *	1 *	-	2 *	1 1%	8 1%	3 2%	1 3%	2 3%	1 1%	6 1%	3 5% _{TzC}	1 1%	2 *
In the last month	24 2% _{hJC}	14 2%	9 1%	10 3%	8 2%	3 1%	2 1%	17 2%	5 1%	10 11% _{Tjkim}	14 1%	2 1%	2 1%	3 1%	3 1%	2 1%	2 1%	-	4 1%	2 1%	15 1%	8 5% _{Tt}	2 6% _l	3 4%	2 9%	13 3% _C	4 7% _{TC}	2 4%	5 1%
In the last year	15 1%	9 1%	7 1%	3 1%	5 1%	7 3% _f	1 *	8 1%	8 1% _f	1 2%	14 1%	3 2%	2 1%	4 2%	3 1%	1 1%	1 1%	-	2 *	1 *	13 1%	2 1%	1 1%	1 1%	1 2%	5 1%	1 2%	1 1%	9 1%
Used to use/ visit, but haven't in the last year	10 1% _t	7 1%	3 *	2 1%	2 1%	4 1%	2 1%	4 1%	6 1%	1 1%	9 1%	2 1%	3 1%	1 1%	2 1%	-	2 1%	-	2 *	2 1%	6 1%	4 2% _{Tt}	-	3 4% _{Tt}	1 3%	1 1%	4 3%	2 *	5 1%
Never used/ visited	1173 94% _{luWA}	563 93%	604 98%	317 94%	342 94%	238 93%	268 98% _{Tdeg}	659 94%	596 95% _e	71 81%	1102 95% _{TI}	135 95% _l	201 95% _l	189 94% _l	207 95% _l	168 98% _l	132 96% _l	70 98% _l	371 97% _{TI}	202 97% _l	1029 95% _{Tuw}	133 87%	30 90%	76 87%	20 85%	462 94% _A	50 83%	45 93%	593 96% _{TA}
Prefer not to say	9 1% _C	5 1%	4 1%	1 *	4 1%	3 1%	1 *	5 1%	4 1%	1 1%	8 1%	-	3 2%	3 2%	-	1 2%	-	1 2%	2 *	1 1%	7 1%	2 1%	-	2 2%	-	3 1%	1 1%	-	1 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 729
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	12	3	2	2	7	1	2	7	1	3	9	3	4	7	4	5	-	3	3	1	4	10	1
	1%fi	1%	1%	1%	1%	1%	*	2%Ti	2%fi	*	2%Ti	2%fi	4%Tj	4%Ti	2%	-	-	1%	1%	1%	4%Tqr	1%	1%
In the last month	24	6	*	5	17	3	11	9	1	10	14	5	6	8	4	3	1	6	6	2	10	21	2
	2%iq	2%b	*	2%	2%	1%	2%	3%	1%	1%	3%Ti	4%fi	3%	4%Ti	4%fi	1%	3%	1%	1%	2%	10%Tqs	2%	1%
In the last year	15	5	2	3	8	3	6	5	1	9	8	2	2	2	5	-	-	6	7	1	1	11	4
	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	-	1%	2%	1%	1%	1%	2%
Used to use/visit, but haven't in the last year	10	6	5	5	3	4	1	3	2	6	4	1	3	3	1	4	-	5	4	-	1	10	*
	1%df	2%id	2%Td	2%Td	*	2%fd	*	1%	4%Ti	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	-	1%	1%	*
Never used/visited	1173	344	182	184	796	257	596	265	55	803	370	106	167	156	95	276	26	581	374	90	84	935	238
	94%gkl	94%	95%	92%	95%	95%	96%Tgh	90%	90%	96%Tjk	91%	88%	90%	88%	89%	93%	97%	96%Ti	94%t	95%t	84%	94%	96%
Prefer not to say	9	*	*	*	5	2	2	4	1	4	5	3	3	1	1	5	-	4	2	-	1	7	2
	1%	*	*	*	1%	1%	*	2%	1%	*	1%	2%id	2%	1%	1%	2%	-	1%	1%	-	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 730
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	12	1	1	-	10	*	1	2	1	1	*	3	1	*	11	1	-	*	11	4	2	-	*	*	1	1	-
	1%	1%	2%	-	1%	-	1%	2%	1%	1%	-	2%	1%	-	1%T	-	-	-	1%	1%	1%	-	-	-	*	*	1%
In the last month	24	1	1	2	20	2	4	2	2	1	2	5	1	1	20	4	-	2	21	8	4	-	1	-	1	-	*
	2%	1%	2%	4%	2%	4%	3%	2%	2%	2%	3%	1%	1%	1%	3%T	1%	-	3%	2%	2%	2%	-	2%	-	*	-	1%
In the last year	15	1	1	-	14	1	1	1	1	4	3	2	*	1	13	-	*	-	12	6	2	-	2	2	-	2	1
	1%	1%	2%	-	1%	2%	1%	1%	1%	4%Td	2%	1%	*	1%	2%To	-	*	-	1%	1%	1%	-	-	4%	1%	-	4%
Used to use/ visit, but haven't in the last year	10	*	1	-	9	-	3	-	2	*	1	2	2	*	6	4	-	-	10	3	4	-	-	-	2	1	*
	1%	*	1%	-	1%	-	2%	-	2%	*	1%	1%	1%	*	1%	1%	-	-	1%	1%	2%	-	-	-	1%	2%	*
Never used/ visited	1173	101	56	34	983	48	126	95	99	83	104	156	169	103	716	449	32	53	1067	421	192	50	55	51	226	80	27
	94%n	97%	93%	94%	94%	94%	93%	94%	92%	93%	94%	92%	97%	96%	93%	98%Tn	100%	91%	95%T	95%	94%	100%	95%	95%	97%	97%	92%
Prefer not to say	9	-	-	1	8	-	1	*	2	-	1	1	1	1	5	-	-	3	3	3	-	2	-	1	1	1	1
	1%r	-	-	2%	1%	-	1%	*	2%	-	1%	1%	1%	1%	1%	-	-	6%Tr	1%	1%	-	3%Tt	-	1%	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 731
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Brand New Tube

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruitlab (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	12 1%q	1 1%	4 1%	1 *	3 2%	2 1%	12 1%	9 1%	7 2%	10 1%	7 2%	7 4%Tfghi j	8 5%Tfgh jkl	5 13%Tfghi jkl	6 16%Tfghi jkl	2 4%Tfghi jkl	7 3%Tq	4 *	7 1%	5 1%
In the last month	24 2%qs	5 2%	4 1%	7 3%	5 3%	2 2%	24 2%	20 3%Tfi	14 3%Tfi	19 2%	15 4%Tfi	12 7%Tfghi j	11 7%Tfghi jkl	8 22%Tfghi jkl	7 18%Tfghi jkl	4 6%Tfghi jkl	14 5%Tq	10 1%	18 4%Ts	6 1%
In the last year	15 1%q	2 1%	4 1%	6 2%	2 1%	1 1%	15 1%	10 1%	11 3%Tfghi jkl	14 1%	10 3%Tfghi jkl	8 5%Tfghi jkl	8 5%Tfghi jkl	3 8%Tfghi jkl	4 12%Tfghi jkl	4 6%Tfghi jkl	9 3%Tq	7 1%	8 2%	7 1%
Used to use/ visit, but haven't in the last year	10 1%sa	1 *	4 1%	1 *	2 1%	-	10 1%	4 1%	4 1%	9 1%	4 1%	2 1%	1 1%	2 4%Tfghi jkl	1 3%Tfghi jkl	3 4%Tfghi jkl	5 2%	5 1%	8 2%sa	3 *
Never used/ visited	1173 94%hijkl mnopr	223 96%	317 95%	268 93%	157 92%	116 96%	1051 94%hijkl mnop	636 93%hijkl mnop	384 91%klmno	959 94%hijkl mnop	322 89%klmno	131 81%mn	119 80%mn	18 47%	20 52%	49 78%mn	256 87%	901 97%Tp	455 91%	718 97%Tr
Prefer not to say	9 1%	-	2 1%	2 1%	1 *	-	7 1%	3 *	2 *	7 1%	3 1%	3 2%h	2 1%	2 5%Tfghi jkl	-	1 2%gh	2 1%	7 1%	4 1%	4 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 732
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	Gender		Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	16	15	1	3	6	4	3	9	7	16	2	4	6	4	1	*	*	*	13	3	1	1	1	5	1	1	10	
	1%br	3%Tb	*	1%	2%	2%	1%	1%	1%	1%r	1%	2%r	3%rs	2%	*	*	*	*	1%	2%	3%	1%	3%	1%	1%	2%	2%	
In the last month	9	7	2	4	4	*	1	8	1	9	1	5	1	1	-	1	-	1	1	7	2	*	1	*	3	1	*	5
	1%	1%	*	1%	1%	*	*	1%	*	1%	1%	2%Tjr	1%	1%	-	1%	-	*	*	1%	2%	1%	2%	2%	1%	1%	1%	1%
In the last year	14	11	3	2	7	3	3	8	6	14	5	6	3	*	-	-	-	-	11	3	*	3	-	3	2	2	8	
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	4%Tjhor	3%Tjnor	1%r	*	-	-	-	-	1%	2%	1%	4%	-	1%	3%	3%	1%	
Used to use/visit, but haven't in the last year	15	9	6	5	4	3	4	8	7	15	4	3	1	5	1	2	-	2	2	10	4	*	2	-	3	1	*	9
	1%t	2%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	1%	2%	*	1%	-	2	2	1%	3%	1%	2%	-	1%	2%	1%	2%
Never used/visited	1093	512	574	285	318	233	249	602	482	1093	127	192	187	209	171	134	72	377	206	959	124	28	73	20	442	52	41	537
	95%aku	91%	98%Ta	95%	93%	95%	98%	94%	95%	95%kl	90%	90%	93%	95%	99%Tjk	98%kl	100%kl	99%Tjk	99%Tjk	95%Tuw	90%	95%	89%	84%	97%T	91%	93%	94%
Prefer not to say	8	6	2	*	6	1	*	6	2	8	2	3	3	-	*	-	-	*	-	7	2	-	2	-	1	1	-	3
	1%	1%	*	*	2%T	1%	*	1%c	*	1%	1%	1%	2%r	-	*	-	-	*	-	1%	1%	-	2%	-	*	1%	-	3

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 733
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	16	3	2	2	11	6	6	4	-	12	4	1	2	2	*	4	-	8	6	1	-	14	2
	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	1%	2%	*	1%	-	1%	2%	2%	-	2%	1%
In the last month	9	2	1	2	7	2	5	2	-	7	3	1	1	1	3	-	3	4	2	1	-	8	1
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	*	1%	2%	3%	-	1%	*
In the last year	14	5	2	1	8	2	5	5	2	8	6	2	2	2	3	3	5	7	2	2	+	13	2
	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	1%	10%	1%	2%	2%	2%	+	1%	1%
Used to use/visit, but haven't in the last year	15	4	2	2	9	4	7	4	*	9	7	2	2	3	1	4	3	7	6	2	-	12	3
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	10%	1%	2%	2%	2%	-	1%	1%
Never used/visited	1093	332	171	185	732	255	561	230	47	792	300	100	149	114	63	278	22	559	370	87	18	871	222
	95%	96%	96%	96%	94%	94%	96%	93%	95%	95%	93%	92%	93%	94%	94%	80%	80%	96%	93%	92%	95%	94%	95%
Prefer not to say	8	-	-	-	2	1	3	4	1	4	4	3	3	1	1	4	-	2	4	-	-	4	4
	1%du	-	-	-	1%	*	1%	1%	1%	*	1%	3%TI	2%	1%	1%	-	*	1%	-	-	-	*	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 734
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
In the last week	16	1	-	-	15	1	1	2	2	2	2	2	4	1	15	1	-	-	16	10	4	1	1	-	-	-	1
	1%	1%	-	-	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	To	-	-	2%	2%	2%	2%	1%	-	-	-	2%
In the last month	9	1	1	-	7	1	2	-	1	*	-	1	2	*	8	1	-	*	9	6	2	-	-	1	-	*	*
	1%	1%	2%	-	1%	2%	2%	-	1%	*	-	1%	1%	*	1%	T	-	*	1%	1%	1%	-	-	1%	-	*	1%
In the last year	14	4	-	1	10	-	1	1	2	1	2	1	2	1	14	-	-	-	13	9	2	2	1	*	-	-	*
	1%	4%	-	2%	1%	-	1%	1%	2%	2%	1%	1%	1%	*	2%	To	-	-	1%	2%	1%	4%	1%	1%	-	-	1%
Used to use/ visit, but haven't in the last year	15	*	2	-	13	*	1	*	3	1	1	2	3	*	11	3	-	-	15	11	1	-	-	-	2	1	-
	1%	-	4%	-	1%	1%	1%	*	4%	2%	1%	2%	2%	*	2%	1%	-	-	1%	2%	1%	-	-	-	1%	1%	-
Never used/ visited	1093	93	51	33	916	46	124	89	85	68	102	149	154	100	649	436	29	54	990	407	195	47	55	50	231	81	27
	95%	94%	94%	98%	95%	96%	96%	96%	90%	91%	95%	95%	94%	97%	93%	99%	Tn	100%	94%	95%	91%	96%	93%	94%	94%	99%	Tstuvw
Prefer not to say	8	-	-	-	8	-	-	-	2	2	1	1	*	1	3	-	-	3	1	3	-	-	2	2	-	1	1
	1%	nr	-	-	1%	-	-	-	2%	3%	1%	1%	-	1%	*	-	-	6%	T	1%	-	-	3%	4%	-	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 735
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
OnlyFans

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	16 1%a	2 1%	5 2%	6 2%	1 1%	1 1%	15 1%	14 2%Tf	8 2%	15 2%	10 3%Ti	4 3%	7 6%Tfgh i	3 10%Tfghi jk	2 5%Tfi	14 23%Tfghi jkmm	7 3%Tq	9 1%	11 2%Ts	5 1%
In the last month	9 1%q	1 1%	3 1%	2 1%	1 1%	1 1%	9 1%	8 1%	7 2%Tf	9 1%	5 2%	3 2%	3 3%Ti	2 9%Tfghi jk	2 6%Tfghi jk	5 8%Tfghi jk	5 2%Tq	4 *	6 1%	3 *
In the last year	14 1%	2 1%	2 1%	1 *	8 6%Tabc	1 1%	14 1%	13 2%Ti	12 3%Ti	12 1%	12 4%Tfgi	6 5%Ti	4 2	2 9%Tfghi jk	3 9%Tfghi jk	6 10%Tfghi jk	5 2%	9 1%	7 2%	7 1%
Used to use/ visit, but haven't in the last year	15 1%q	2 1%	7 2%	2 1%	1 1%	2 2%	15 1%	13 2%T	9 2%T	14 2%	9 3%Ti	4 3%	3 2%	1 5%	1 2%	4 6%Tfghi jk	8 3%Tq	7 1%	9 2%	6 1%
Never used/ visited	1099 95%qjhk lmnopr	215 97%	300 95%	260 95%	133 92%	97 94%	974 94%ghjk lmno	564 92%hjk lmno	314 89%kmno	898 94%ghjk lmno	259 87%lmno	104 84%mo	97 84%mo	15 59%o	29 78%o	32 52%	227 89%	852 96%Tp	417 92%	675 96%Tr
Prefer not to say	8 1%	-	-	4 2%b	-	-	6 1%	2 *	3 1%	7 1%	4 1%g	4 3%Tfghi	3 2%Tfgh jn	2 7%Tfghi jn	-	1 2%g	3 1%	4 1%	3 1%	5 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 736
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	Gender		Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	4	1	3	1	2	2	-	2	2	4	2	1	1	-	-	-	-	-	-	2	1	-	1	-	1	1	-	2
In the last month	4	2	2	1	1	2	1	2	2	4	2	1	1	-	-	-	-	-	-	1	3	-	3	-	1	2	1	
In the last year	7	5	1	2	1	2	1	4	3	7	1	2	3	1	-	-	-	-	-	5	2	-	1	1	2	1	3	
Used to use/ visit, but haven't in the last year	8	6	2	3	3	2	-	6	2	8	5	-	-	1	-	2	-	2	2	7	1	-	1	-	3	3	2	
Never used/ visited	1123	540	576	291	331	234	258	622	492	1123	130	205	194	215	172	135	70	378	206	984	128	28	74	20	448	51	41	561
Prefer not to say	10	6	4	-	6	3	-	6	3	10	2	3	3	-	-	1	2	1	8	2	-	2	-	2	1	-	3	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 737
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	4	1	*	1	3	*	2	1	*	1	2	1	2	1	1	2	*	1	1	2	-	4	-
	*	*	*	1%	*	*	*	*	*	*	1%	1%	1%	*	1%	1%	*	*	*	2%Tq	-	*	-
In the last month	4	1	*	*	3	*	2	2	-	2	2	1	1	1	2	-	1	2	1	1	-	4	-
	*	*	*	*	*	*	*	1%	-	*	1%	1%	1%	1%	1%	-	*	1%	1%	1%	-	*	-
In the last year	7	2	1	1	4	1	3	3	*	3	4	1	2	1	4	-	4	2	1	1	*	7	*
	1%	*	*	*	1%	*	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%
Used to use/visit, but haven't in the last year	8	3	1	2	2	4	2	2	*	7	1	1	*	*	1	-	3	4	*	*	-	7	1
	1% ^d	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	*	-	-	1%	1%	1%	*	-	1%	*
Never used/visited	1123	340	176	188	753	264	573	236	49	813	310	101	152	119	64	283	27	572	383	90	19	894	229
	97%	98%	98%	98%	98%	98%	98%	95%	97%	98% ^k	96%	94%	95%	97%	96%	95%	99%	98%	97%	96%	99%	97%	98%
Prefer not to say	10	*	*	*	4	1	4	4	1	6	4	3	3	1	1	4	-	4	4	-	-	6	4
	1%	*	*	*	*	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	-	1%	1%	-	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 738
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Foreign born (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
In the last week	4	1	-	-	3	-	-	-	-	-	2	-	-	-	4	-	-	-	4	3	1	-	-	-	-	-	-
In the last month	4	-	-	-	4	-	-	-	-	-	1	-	-	1	4	-	-	-	4	3	1	-	-	-	-	-	-
In the last year	7	-	-	-	6	-	-	-	1	-	2	1	2	1	7	-	-	-	6	5	1	-	1	-	-	-	-
Used to use/ visit, but haven't in the last year	8	-	1	-	7	-	-	-	1	1	-	2	2	-	4	4	-	-	8	3	-	-	-	2	-	3	
Never used/ visited	1123	99	54	33	939	47	126	92	89	71	104	147	160	101	677	439	29	55	1019	428	200	50	56	51	229	83	25
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	-	1	4	-	-	3	2	3	-	2	2	1	1	1	
	1%	-	-	-	1%	-	1%	-	2%	3%	1%	1%	-	1%	1%	-	-	6%Tr	2	1%	-	3%Tt	4%t	1%	1%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 739
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Admire.Me

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	4 1%qp	-	1 1%	2 1%	-	-	4 1%	4 1%	3 1%	4 1%	3 1%T	2 1%	2 2%Tfi	2 8%Tfighi jko	2 5%Tfighi j	2 4%Tfighi j	3 1%Tq	1 *	4 1%sa	-
In the last month	4 1%*s	1 *	1 *	1 *	2 1%	-	4 1%	4 1%	4 1%Tf	4 *	4 1%Tfi	3 2%Tfigi	3 2%Tfigi	2 9%Tfighi jko	3 7%Tfighi j	3 4%Tfighi j	2 1%	2 *	4 1%sa	-
In the last year	7 1%qs	1 *	3 1%	1 1%	1 1%	1 1%	7 1%	7 1%T	6 2%Tfi	7 1%	5 2%Tfi	5 4%Tfigi	4 3%Tfigi	3 10%Tfighi j	2 6%Tfighi j	5 8%Tfighi j	5 2%Tq	2 *	6 1%sa	1 *
Used to use/ visit, but haven't in the last year	8 1%q	-	5 1%	2 1%	-	-	8 1%	5 1%	6 2%Tf	8 1%	5 2%Tf	4 3%Tfigi	4 3%Tfigi	1 4%Tfigi	2 4%Tfigi	2 3%Tfigi	5 2%Tq	3 *	5 1%	3 *
Never used/ visited	1123 97%hijkl mnopr	221 99%sc	307 97%	263 96%	141 98%	101 99%	1004 97%hijkl mno	591 96%hijkl mno	330 94%klmno	924 97%hijkl mno	276 93%klmno	108 87%mnno	101 87%mnno	15 61%	29 78%	50 80%mo	237 93%	871 98%Tp	432 95%	691 98%Tr
Prefer not to say	10 1%q	-	1 *	4 2%	-	-	8 1%	2 *	3 1%	8 1%g	4 1%g	4 3%Tfighi	3 2%g	2 7%Tfighi jn	-	1 2%g	3 1%	6 1%	3 1%	7 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 740
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	Gender			Social Grade						Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	2	1	*	1	1	*	-	2	*	2	*	1	-	*	-	-	-	-	-	1	1	*	1	*	1	*	*	*
In the last month	3	3	1	2	1	*	1	2	1	3	1	1	1	1	-	-	-	-	-	2	2	*	1	*	1	1	*	1
In the last year	5	3	2	2	1	1	1	3	2	5	1	1	1	*	*	-	*	-	3	2	*	2	-	3	1	1	1	
Used to use/ visit, but haven't in the last year	6	6	*	1	2	3	-	3	3	6	*	1	1	2	-	2	-	2	2	4	2	*	*	1	2	*	-	3
Never used/ visited	1132	543	583	293	333	239	259	626	498	1132	136	206	196	215	172	135	72	379	207	992	129	28	76	20	450	54	42	564
Prefer not to say	8	6	3	1	6	1	-	6	1	8	2	2	3	-	*	-	-	*	-	6	2	-	2	-	1	1	-	2

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 741
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	2	*	*	*	1	*	*	1	*	*	1	1	1	*	*	1	*	*	*	1	*	2	*
In the last month	3	1	1	*	2	1	1	1	-	1	2	1	1	1	2	-	1	2	1	-	3	*	
In the last year	5	2	*	1	2	*	2	2	*	2	3	2	2	*	*	3	-	1	2	1	*	4	1
Used to use/visit, but haven't in the last year	6	3	1	2	2	2	3	*	*	3	2	1	*	1	2	-	2	3	-	-	6	*	
Never used/visited	1132	341	176	188	760	266	579	239	49	821	311	101	154	120	64	283	27	577	386	91	19	903	229
Prefer not to say	8	-	-	-	3	1	2	4	1	4	4	3	3	1	1	4	-	2	4	*	-	5	4
	1% ^d	-	-	-	*	1%	*	2%	1%	*	1%	3% ^{Ti}	2%	1%	1%	1%	-	*	1%	*	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 742
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
In the last week	2	-	-	-	2	-	-	-	-	-	1	-	-	-	2	-	-	2	2	-	-	-	-	-	-	-	-	1%
In the last month	3	-	-	-	3	-	-	-	-	-	-	-	-	-	3	-	-	1	2	-	-	-	-	-	-	-	-	-
In the last year	5	-	-	-	4	-	1	-	-	1	-	1	-	-	4	-	-	3	3	-	-	-	-	-	-	-	-	1
Used to use/ visit, but haven't in the last year	6	-	1	-	5	-	-	-	-	-	2	-	2	-	4	-	-	6	3	1	-	-	-	-	2	-	-	
Never used/ visited	1132	98%	99%	98%	946	99%	127	99%	96%	95%	97%	98%	101	98%	88%	100%Tn	100%	94%	1029	432	202	50	56	51	231	89	27	
Prefer not to say	8	1%nr	-	-	8	-	-	-	2	2	1	1	-	1	3	-	3	1	3	-	-	2	2	4%Tx	-	1	1	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 743
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Fanzworld

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,999 (a)	£15,999 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £52,000 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	2 *q	-	-	1	-	-	2	2	2	2	2	1%	2	2	2	2	2	1%	2	2
In the last month	3 *s	-	1	1	1	-	3	3	3	3	3	3	3	3	2	2	2	1%	2	3
In the last year	5 *q	1	3	1	-	-	5	4	4	5	4	3	4	2	3	3	4	2%	4	1
Used to use/ visit, but haven't in the last year	6 *q	-	3	2	-	-	6	3	3	6	2	3	1	2	1	2	4	1%	2	4
Never used/ visited	1132 98%hjk 99% mno	221 99%	311 98%	266 97%	143 99%	101 99%	1013 98%hjk mno	599 98%hjk mno	338 96%klm no	994 98%hjk mno	283 95%klm no	110 88%mn	104 90%mn	15 62%	30 79%	53 85%o	242 94%	876 99%Tp	438 97%	694 99%Tr
Prefer not to say	8 1%	-	-	5 2%b	-	-	7 1%	2	3	7	4	4	2	1	-	1	4	1%	4	3

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 744
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruittLab

	Gender			Social Grade							Age										Ethnicity				Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	7 1%jt	5 1%	2 *	4 1%	2 *	* *	1 *	6 1%	1 *	4 4%Tjlmn opr	3 *	1 1%	* *	1 *	* *	- *	- *	- *	- *	- *	4 *	3 2%Tt	1 3%Tt	1 1%	1 5%	3 1%	3 4%TzC	* *	1 *
In the last month	8 1%jC	4 1%	5 1%	4 1%	2 1%	2 1%	* *	5 1%	2 *	4 5%Tjlmn opr	4 *	2 1%	1 1%	1 *	* *	- *	- *	- *	- *	- *	5 *	3 2%Tt	* *	3 4%Tt	- *	4 1%	2 3%C	1 3%C	1 *
In the last year	8 1%	5 1%	3 *	3 1%	4 1%	1 *	* *	7 1%	1 *	2 3%Tjors	6 1%	2 1%	3 1%r	1 *	1 *	- *	- *	- *	- *	- *	5 *	3 2%Tt	* 1%	2 3%Tt	* 1%	2 1%	1 1%	1 3%	3 1%
Used to use/ visit, but haven't in the last year	11 1%j	8 1%	3 1%	3 1%	4 1%	2 2%	* *	6 1%	5 1%	3 3%Tjlor	8 1%	2 2%	* *	1 1%	2 1%	- *	2 1%	- *	2 1%	2 1%	8 1%	2 2%	- *	1 1%	1 6%	4 1%	3 4%TzC	1 2%	3 1%
Never used/ visited	1199 96%juWA	578 95%	615 97%	322 96%	349 96%	247 96%	273 99%Tcde gh	670 96%	520 98%T	73 84%	1126 97%Tik	132 94%j	206 97%j	194 96%j	215 98%kk	172 100%Tijk lm	135 99%j	70 98%j	378 99%Tijk m	206 98%kk	1050 97%Tuw	137 90%	30 92%	78 89%	20 88%	475 97%A	52 86%	44 91%	604 98%TAB
Prefer not to say	11 1%	7 1%	4 1%	* 2%Tc	7 1%	3 1%	* *	7 1%c	3 1%	1 1%	10 1%	2 1%	2 1%	4 2%	- *	- *	- *	1 2%	2 *	1 1%	8 1%	3 2%	1 3%	2 2%	- *	3 1%	1 1%	* *	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 745
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruitiLab

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	7 1% _{ii}	3 1%	2 1%	3 2% _d	2 *	* *	1 *	6 2% _{ef}	- *	1 *	6 1% _{ji}	4 3% _{ki}	5 3% _{li}	5 3% _{mi}	1 1% _{ni}	2 *	* *	1 *	* *	1 1% _r	4 4% _{ti}	7 1%	- *
In the last month	8 1% _{ii}	3 1%	* *	3 1%	5 1%	- *	3 1%	4 2%	1 1%	1 *	7 2% _{ji}	3 2% _{ki}	4 2% _{li}	4 2% _{mi}	* *	3 1%	- *	1 *	2 1%	* *	4 4% _{ti}	7 1%	* *
In the last year	8 1% _{ii}	1 *	* *	1 *	6 1%	- *	3 *	5 2%	* *	2 1% _{ji}	6 3% _{ki}	4 3% _{li}	4 2% _{mi}	2 1% _{ni}	* *	4 1%	- *	2 1%	3 1%	1 1%	2 2% _{ti}	7 1%	* *
Used to use/visit, but haven't in the last year	11 1%	3 1%	1 1%	2 1%	5 1%	3 1%	3 1%	3 1%	2 4% _{fi}	6 1%	5 1%	1 1%	* *	3 4% _{mi}	4 1%	2 *	- *	4 1%	3 1%	- *	3 3% _{ti}	10 1%	1 *
Never used/visited	1199 96% _{qj} 97% _{kt}	355 97%	188 98%	191 96%	813 97% _T	266 98% _g	604 98% _{Tg}	271 92%	57 94%	820 98% _{Tj} 93% _{kl}	379 93% _k	105 88%	169 91%	162 91%	100 93%	281 95%	27 99%	572 98% _{Ti}	384 97% _{rt}	91 97% _{st}	86 86%	957 96%	241 97%
Prefer not to say	11 1%	- *	- *	- *	5 1%	1 1%	4 1%	5 2%	1 1%	5 1%	5 1%	4 3% _{ki}	3 2%	2 1%	2 1%	5 2%	- *	3 1%	4 1%	- *	1 1%	7 1%	4 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 746
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruittLab

	GO Region													Internet usage				Devices used to access internet			Working status						
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	7	1	-	-	6	1	1	*	*	1	-	3	-	-	5	1	-	-	6	2	*	-	*	-	-	-	-
1%	1%	-	-	1%	2%	*	*	-	1%	-	2%	-	-	-	1%	-	-	-	1%	*	-	-	-	-	-	-	1%
In the last month	8	-	1	-	7	-	1	*	*	1	-	2	1	*	8	-	-	-	7	4	*	-	-	-	-	-	-
1%	-	2%	-	1%	-	1%	*	*	1%	-	1%	1%	*	*	1%T	-	-	1%	1%	*	-	-	-	-	-	-	-
In the last year	8	*	-	-	8	*	*	*	1	2	-	3	1	-	8	-	*	-	7	3	1	-	-	*	-	-	2
1%	*	-	-	1%	1%	*	*	*	1%	2%	-	2%	*	-	1%T	-	*	1%	1%	*	-	-	*	-	-	-	7%
Used to use/ visit, but haven't in the last year	11	*	1	-	10	*	*	*	*	1	2	2	2	2	7	4	-	-	11	3	1	-	-	-	2	-	2
1%	*	1%	-	1%	*	*	*	*	*	1%	2%	1%	1%	2%	1%	1%	-	-	1%	1%	1%	-	-	-	1%	-	7%
Never used/ visited	1199	102	58	36	1000	49	132	99	102	83	108	159	170	103	738	452	32	55	1091	431	201	50	57	51	229	89	24
96%kn	99%	97%	100%	96%	97%	97%	98%	96%	92%	97%	93%	98%	97%	96%	99%Tn	100%	95%	97%T	97%	99%	100%	97%	95%	99%	99%	99%	83%
Prefer not to say	11	-	-	-	11	-	1	-	2	2	1	2	*	1	5	-	-	3	3	3	-	-	2	2	1	1	1
1%r	-	-	-	1%	-	1%	-	2%	2%	1%	1%	*	1%	1%	-	-	5%Tr	*	1%	-	-	3%t	4%t	1%	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 747
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
FruitLab

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTub e (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitla b (m)	Bitchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	7 1%qs	1 *	- *	1 *	4 2%Tbc	- *	7 1%	6 1%	5 1%T	7 1%	5 1%Tf	8 4%Tfghi j	6 4%Tfgh j	5 13%Tfghi j	2 4%Tfghi j	2 3%Tfghi j	6 2%Tq	- *	6 1%Ts	- *
In the last month	8 1%qs	1 *	2 1%	1 *	3 2%	2 1%	8 1%	8 1%T	6 2%Tf	8 1%	8 2%Tfi	7 4%Tfghi j	7 5%Tfgh j	5 14%Tfghi j	2 6%Tfghi j	2 3%Tfghi j	6 2%Tq	2 *	8 2%Ts	1 *
In the last year	8 1%qs	- *	3 1%	1 *	3 2%	1 1%	8 1%	8 1%T	8 2%Tf	8 1%	7 2%Tfi	6 4%Tfghi j	5 3%Tfghi j	4 10%Tfghi j	3 9%Tfghi j	4 6%Tfghi j	5 2%Tq	3 *	7 1%Ts	1 *
Used to use/ visit, but haven't in the last year	11 1%q	1 *	4 1%	5 2%	2 1%	- *	11 1%	8 1%	8 2%Tf	11 1%	7 2%Tfi	8 5%Tfghi j	6 4%Tfghi j	3 8%Tfghi j	1 2%	2 3%Tf	8 3%Tq	3 *	7 1%	4 1%
Never used/ visited	1199 96%cdghi jklnnop r	229 99%cd	324 97%cd	275 96%	158 93%	118 97%	1076 96%ghjk lmno	650 95%ghjk lmno	391 95%hkl mno	976 93%klm no	328 91%klm no	131 81%lm	122 82%lm	18 49%	29 78%	52 84%lm	264 90%	920 99%Tp	469 94%	730 98%Tr
Prefer not to say	11 1%	- *	1 *	4 2%	1 1%	- *	9 1%	3 *	4 1%	9 1%g	5 1%g	4 3%Tfghi j	3 2%g	2 7%Tfghi j	- *	1 2%g	4 1%	6 1%	3 1%	8 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 748
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	Gender		Social Grade							Age										Ethnicity			Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	3	3	*	1	2	*	*	3	*	3	*	1	2	*	-	-	-	-	-	2	1	-	1	-	1	*	*	1
In the last month	7	5	2	1	3	3	*	4	3	7	2	2	3	1	-	-	-	-	-	6	1	*	*	*	2	*	*	5
In the last year	5	3	3	1	1	2	1	2	3	5	3	2	1	-	-	*	-	*	*	2	3	*	3	-	1	1	2	1
Used to use/ visit, but haven't in the last year	6	4	1	2	1	2	-	3	2	6	1	1	1	2	-	-	-	-	-	4	1	-	1	1	2	*	*	3
Never used/ visited	1123	540	577	293	330	234	257	624	491	1123	134	204	190	215	172	137	70	380	207	983	128	28	75	20	449	54	41	557
Prefer not to say	12	6	6	*	6	3	3	6	5	12	2	3	5	*	*	-	1	2	1	10	2	-	2	-	2	1	-	5

Data suppressed where weighted base is less than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 749
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	3	*	*	*	2	*	*	2	-	3	*	2	1	1	3	-	1	1	*	*	-	3	-
In the last month	7	1	*	1	6	-	3	4	-	3	4	1	3	3	*	4	-	3	2	2	-	7	*
In the last year	5	1	*	1	3	-	2	3	-	2	3	2	1	1	-	3	-	1	3	1	*	5	1
Used to use/visit, but haven't in the last year	6	1	1	*	3	1	4	-	1	3	2	*	1	*	1	2	-	3	2	-	*	5	1
Never used/visited	1123	343	176	190	750	268	574	233	48	818	305	101	148	117	64	278	27	571	384	90	18	896	226
Prefer not to say	12	1	*	*	1	1%	1%	2%	1%	1%	2%	3%	3%TI	1%	1%	2%	-	1%	1%	-	-	1%	3%Tu

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 750
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
In the last week	3	1	-	-	2	-	-	*	*	*	-	1	1	-	3	-	-	*	3	1	-	-	-	-	-	-	-
	1%	-	-	-	*	-	-	-	-	-	-	1%	-	-	*	-	-	*	1%	-	-	-	-	-	-	-	-
In the last month	7	*	1	-	6	*	1	2	-	1	-	2	*	-	5	2	-	-	7	6	1	-	*	-	-	-	*
	1%	*	2%	-	1%	1%	2%	-	1%	-	1%	*	*	-	1%	*	-	-	1%T	*	-	-	*	-	-	-	1%
In the last year	5	*	-	-	5	*	1	*	1	*	-	2	*	1	5	*	1	-	4	4	1	-	*	-	-	-	*
	*	*	-	-	1%	*	*	*	1%	-	1%	*	*	1%	*	2%	-	*	1%	*	-	-	*	-	-	-	1%
Used to use/ visit, but haven't in the last year	6	*	1	-	5	*	-	*	*	1	2	1	*	*	5	-	-	-	5	3	1	-	*	-	-	-	1
	*	*	2%	-	*	*	-	*	*	1%	2%	1%	*	*	1%	-	-	-	1%	1%	1%	-	*	-	-	-	3%
Never used/ visited	1123	99	53	33	939	47	126	88	90	71	104	149	162	101	677	439	29	55	1022	426	199	50	56	51	231	83	27
	97%sa	99%	96%	100%	97%	99%	98%	95%	96%	95%	97%	96%	98%	98%	97%	99%Tn	98%	94%	98%T	96%	98%	100%	97%	95%	99%Tw	99%	93%
Prefer not to say	12	-	-	-	12	-	1	2	2	2	1	1	*	1	4	2	-	3	3	3	2	-	2	2	1	1	1
	1%nr	-	-	-	1%	-	1%	2%	2%	3%	1%	1%	*	1%	1%	*	-	6%Tr	*	1%	1%	-	3%	4%	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 751
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
PocketStars

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	3 _s	-	-	1	1	-	3	2	1	2	1	2	2%Tfjg	2%Tfghi	1	1	2	1	3	-
In the last month	7	-	1	2	2	2	7	4	4	5	5	3	3	3	3	3	4	3	4	3
In the last year	5 _{qs}	1	1	-	2	1	5	5	4	5	5	3	3	2	3	3	3	2	5	-
Used to use/ visit, but haven't in the last year	6	-	3	2	-	-	6	5	5	6	4	4	1	2	2	2	5	1	5	-
Never used/ visited	1123	221	311	262	139	100	1006	593	333	929	277	108	103	15	29	53	237	872	431	692
Prefer not to say	12	-	2	6	-	-	8	4	5	9	6	4	3	2	-	1	6	6	5	7

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 752
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	Gender		Social Grade							Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
In the last week	6	4	2	3	1	1	*	5	1	4	Tjlmn	2	1	*	*	*	*	1	1	2	4	3%Tt	2	7%Tt	1	1	3	1	2%C	
In the last month	10	5	5	3	3	3	1	6	4	4	6	3	2	*	*	*	*	*	*	6	4	3%Tt	-	3	1	4	3	4%TzC	2	2
In the last year	7	4	4	4	1	1	*	5	1	4	3	1	2	*	*	*	*	*	*	5	2	*	1	-	5	1	2	3%TC	*	
Used to use/ visit, but haven't in the last year	8	7	1	1	2	4	1	3	5	2	6	1	1	*	2	-	2	-	2	7	2	1	1	-	4	*	-	3	1%	
Never used/ visited	1200	580	615	324	351	245	272	675	517	73	1127	134	205	196	215	172	135	70	377	205	1052	137	30	79	21	473	54	44	606	
Prefer not to say	10	6	4	1	6	3	*	7	3	-	10	3	2	4	-	*	-	1	2	1	8	2	-	2	-	3	1	-	2	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 753
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	6	2	*	2	4	*	1	4	1	1	5	4	3	4	2	1	-	*	1	1	4	5	1
1%q	*	*	*	1%	*	*	1%	1%	1%	*	1%Tj	3%Ti	1%l	2%Tm	2%In	*	-	*	*	1%	4%Tqr	1%	*
In the last month	10	3	2	2	7	*	5	4	1	5	6	3	3	5	1	1	-	1	3	2	4	10	*
1%q	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	2%	3%Ti	1%	*	-	*	1%	2%q	4%Tqr	1%	*
In the last year	7	2	*	2	4	*	3	4	-	1	6	2	3	2	2	2	-	1	2	1	4	5	2
1%j	1%	*	*	1%	*	*	1%	*	-	1%Tj	2%k	1%l	1%	2%In	1%	-	-	*	*	1%	4%Tqr	1%	1%
Used to use/visit, but haven't in the last year	8	4	3	2	3	2	3	2	1	3	5	1	2	1	3	3	-	2	2	1	2	7	1
1%	1%	1%	1%	1%	*	1%	*	1%	2%	*	1%	1%	1%	1%	3%Ti	1%	-	*	2	1	2%	7	1
Never used/visited	1200	354	187	192	813	266	602	274	58	819	381	107	171	164	99	283	27	576	384	90	87	960	240
97%gkl	97%	97%	96%	97%	98%g	97%g	94%	95%	98%Tjk	93%	89%	93%	93%	92%	96%	100%	99%Tl	97%r	96%t	86%	97%	97%	97%
mm																							
Prefer not to say	10	*	*	*	4	1	4	4	1	5	3	3	1	1	5	-	4	4	*	*	7	4	*
1%a	*	*	*	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%	2%	-	1%	1%	*	*	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 754
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	6	-	-	-	6	1	-	-	-	1	1	2	-	1	5	1	-	-	6	1	-	-	-	1	-	-	-
In the last month	10	-	-	1	9	-	1	-	-	1	1	5	2	-	10	-	-	1	10	5	-	-	-	-	-	-	1
In the last year	7	-	1	-	6	-	1	2	1	-	1	1	1	1	7	-	-	5	2	1	-	-	-	-	-	-	1
Used to use/ visit, but haven't in the last year	8	-	1	-	7	-	1	-	1	-	1	2	-	-	6	2	-	-	8	3	-	-	-	-	2	-	-
Never used/ visited	1200	103	58	35	1004	50	132	99	100	85	107	159	169	104	738	454	32	54	1090	430	202	50	56	51	229	89	27
Prefer not to say	10	-	-	-	10	-	1	-	2	2	2	1	2	-	1	5	-	3	3	3	-	2	2	1	1	1	1

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 755
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Recast

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	6 1%q	*	*	*	4 2%Tabc	1 1%	6 1%	6 1%	6 1%Ti	6 1%	6 2%Tfi	6 3%Tfghi	6 4%Tfghi	6 15%Tfghi	2 5%Tfghi	2 3%Tfji	5 2%Tq	1 1%	4 1%	2 *
In the last month	10 1%qs	*	1 *	3 1%	4 3%Tab	1 1%	10 1%	10 2%Tf	9 2%Tfi	10 1%	10 3%Tfji	6 4%Tfji	6 4%Tfji	4 11%Tfghi	2 5%Tfji	2 4%Tfji	7 2%Tq	3 *	9 2%Ts	1 *
In the last year	7 1%q	2 1%	2 1%	1 *	1 1%	1 1%	7 1%	7 1%T	5 1%	7 1%	7 2%Tfi	6 4%Tfghi	5 3%Tfghi	5 13%Tfghi	3 8%Tfghi	2 3%Tfi	7 2%Tq	1 *	5 1%	2 *
Used to use/ visit, but haven't in the last year	8 1%qs	1 *	3 1%	3 1%	-	*	8 1%	4 1%	5 1%	6 1%	4 1%	4 3%Tfji	2 1%	1 4%Tfji	1 2%	2 3%Tfji	5 2%Tq	3 *	6 1%ss	2 *
Never used/ visited	120 97%qhjk 1mnopr	228 98%td	327 98%	274 96%	160 94%	117 96%	1078 96%hjk mno	653 90%hjk mno	394 93%kmm o	980 96%hjk mno	329 91%kmm o	135 84%mm	127 85%mm	20 52%	30 79%	53 86%mm	265 90%	920 99%Tp	473 94%	728 98%Tr
Prefer not to say	10 1%q	*	2 *	5 2%	-	*	9 1%	3 *	4 1%	9 1%g	5 1%g	4 2%Tfghi	3 2%g	2 5%Tfghi	1 1%	1 2%g	4 2%	5 1%	3 1%	7 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 756
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	Gender		Social Grade							Age										Ethnicity					Religion				
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547	
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572	
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458	
In the last week	3	2	2	1	2	*	*	3	*	3	1	2	*	*	-	-	-	-	-	2	1	-	1	-	1	1	*	2	
	*	*	*	*	1%	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	1%	*	2%Tt	*	*	1%	1%	*	
In the last month	4	3	1	2	1	*	-	3	*	4	1	1	1	1	-	-	-	-	-	2	2	*	1	*	2	1	*	1	
	*	*	*	*	1%	*	-	1%	*	*	1%	*	*	*	*	*	*	*	*	*	1%	2%	1%	1%	*	1%	*	*	
In the last year	6	4	2	1	2	3	*	2	3	6	2	2	*	1	-	-	-	-	-	3	3	*	2	*	2	1	1	2	
	*1	1%	*	*	*	1%	*	1%	*	*	2%r	1%	*	1%	-	-	-	-	-	3	2%Tt	1%	3%Tt	1%	*	1%	3%TC	*	
Used to use/ visit, but haven't in the last year	9	8	2	4	1	2	2	5	4	9	4	*	1	1	-	2	-	2	2	6	3	-	2	1	2	4	*	2	
	1%b	1%	*	1%	*	1%	1%	1%	1%	1%	3%Tjor	*	1%	1%	-	1%	-	1%	1%	6	2%	-	2	1	2	4	7%TzC	*	
Never used/ visited	1121	539	576	291	331	235	255	622	491	1121	131	204	193	215	172	135	70	377	205	984	126	28	73	20	447	50	41	561	
	97%kuwA	96%	98%	97%	97%	96%	98%	97%	97%	97%kk	92%	96%	96%	98%kk	100%Tjkl	99%kk	97%	99%Tjd	98%kk	98%Tuw	92%	98%	89%	94%	98%A	88%	95%	98%A	
Prefer not to say	13	7	6	*	6	4	3	6	6	13	2	3	5	-	*	-	2	2	2	11	2	-	2	-	3	1	-	5	
	1%	1%	1%	*	2%	1%	1%	1%c	1%	1%	1%	1%	3%Tjn	-	*	-	3%k	1%	1%	1%	1%	-	2%	-	1%	1%	-	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Absolutes/col percents

Table 757
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	3	*	*	*	2	*	1	2	*	3	2	2	2	1	1	3	*	2	*	1	-	3	-
In the last month	4	1	*	*	3	1	1	2	*	2	1	1	1	1	2	-	*	2	1	1	-	4	*
In the last year	6	1	*	1	4	-	3	2	*	2	4	2	1	1	4	-	2	3	1	1	-	6	*
Used to use/visit, but haven't in the last year	9	5	3	4	1	4	3	2	*	8	1	*	*	*	1	-	4	5	*	-	8	1	
Never used/visited	1121	339	174	187	753	264	574	234	49	814	307	100	150	119	64	280	27	569	383	91	19	894	227
Prefer not to say	13	1	*	1	6	1	5	6	1	6	7	3	5	1	1	7	-	6	4	-	-	7	6

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 758
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
RevealMe

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Foreign born (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
In the last week	3	-	-	-	3	-	-	-	-	-	1	-	1	-	3	-	-	3	1	-	-	-	-	-	-	-	1
In the last month	4	-	-	1	3	-	-	-	1	-	-	1	-	-	4	-	-	3	3	-	-	-	-	-	-	-	-
In the last year	6	-	-	2%	6	-	-	-	1%	-	1	2	1	-	5	-	-	5	5	-	-	-	-	-	-	-	-
Used to use/ visit, but haven't in the last year	9	-	1	-	8	-	-	-	2	1	1	2	2	-	5	4	-	9	2	1	-	-	-	2	1	3	
Never used/ visited	1121	99	54	33	936	47	125	90	89	70	104	149	161	102	677	436	29	55	1020	431	199	50	56	51	228	81	24
	97%	100%	98%	98%	97%	99%	97%	95%	93%	97%	96%	98%	98%	98%	97%	99%	94%	98%	97%	98%	100%	97%	98%	95%	98%	98%	83%
Prefer not to say	13	-	-	-	13	-	2	2	2	2	1	1	-	1	5	2	-	3	3	3	2	-	2	2	2	1	1
	1%nr	-	-	-	1%	-	2%	2%	2%	3%	1%	1%	-	1%	1%	2	-	6%Tr	1%	1%	-	3%	4%	1%	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 759
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All Adult respondents
 RevealMe

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,400 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFan s (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	3 _s	-	2	1	-	-	3	3	3	3	3	2	2	2	2	2	2	2	3	-
In the last month	4 _q	-	1	1	1	1	4	4	4	4	4	3	3	2	2	3	3	1	4	-
In the last year	6 _{qs}	-	1	2	2	1	6	6	6	6	4	3	3	2	3	3	4	2	5	1
Used to use/ visit, but haven't in the last year	9 _{1qs}	1	5	2	2	-	9	6	7	9	4	4	3	2	2	2	7	2	7	2
Never used/ visited	1121 _{97%hjkdmnopr}	222 _{99%Tc}	308 _{97%}	262 _{96%}	139 _{96%}	101 _{98%}	1004 _{97%hjkdmno}	590 _{96%hjkdmno}	328 _{93%klmno}	925 _{97%hjkdmno}	276 _{92%klmno}	106 _{85%lm}	101 _{87%lmno}	15 _{61%}	29 _{79%}	52 _{83%lm}	235 _{92%}	872 _{99%Tp}	429 _{96%}	692 _{99%Tr}
Prefer not to say	13 _{1%f}	-	2 _{1%}	6 _{2%a}	-	-	9 _{1%}	4 _{1%}	5 _{1%}	9 _{1%}	6 _{2%fgi}	4 _{3%Tfgi}	3 _{2%g}	2 _{8%Tfighjklo}	-	1 _{2%}	6 _{2%}	7 _{1%}	5 _{1%}	7 _{1%}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 760
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

	Gender		Social Grade						Age										Ethnicity				Religion						
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	6 1%jt	5 1%	2 *	4 1%h	2 1%	*	*	6 1%	*	3 4%Tjmmo prs	3 *	*	1 1%	*	1 1%	-	-	-	-	3 *	3 2%Tt	1 3%Tt	1 1%	1 5%	2 *	2 4%TzC	*	1 *	
In the last month	10 1%jC	4 1%	6 1%	5 1%	3 1%	2 1%	*	7 1%	2 *	3 4%Tjlmn oprs	6 1%	4 3%Tjrs	1 1%	1 *	*	-	-	-	-	5 *	5 3%Tt	*	4 5%Tt	*	6 1%C	2 3%C	2 4%TC	*	
In the last year	13 1%jC	7 1%	7 1%	7 2%	3 1%	1 1%	2 1%	10 1%	3 1%	5 6%Tjlmn oprs	8 1%	3 2%fr	2 1%	3 1%fr	*	-	*	-	*	*	4 *	10 6%Tt	1 4%st	5 5%Tt	3 11%	6 1%	2 3%C	3 7%TzC	2 *
Used to use/ visit, but haven't in the last year	6 1%j	5 1%	1 *	1 *	1 *	3 1%	1 *	2 *	4 1%	2 2%Tj	4 *	*	*	*	2 1%	*	2 1%	-	2 *	2 1%	4 *	2 1%	*	1 2%	1 3%	4 1%	*	1 1%	2 *
Never used/ visited	1197 96%uWA B	579 96%	612 97%	318 95%	350 96%	247 96%	272 99%Tcg	669 95%	519 98%c	73 83%	1124 97%Tik	132 93%l	205 96%l	194 96%l	215 99%ik	172 100%Tjk lm	135 99%ik	70 98%l	378 99%Tjk lm	206 98%ik	1055 98%Tuw	130 86%	30 92%	75 85%	18 80%	472 96%AB	53 88%	43 88%	606 99%TZAB
Prefer not to say	11 1%	7 1%	4 1%	1 *	6 2%	3 1%	*	7 1%	3 1%	1 1%	10 1%	2 1%	3 1%	3 2%	-	-	-	1 2%	2 *	1 1%	9 1%	2 1%	-	2 2%	-	3 1%	1 1%	-	3 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 761
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	6 1% _i	3 1%	2 1%	2 1%	3 *	1 *	1 *	4 1% _{Tf}	-	2 *	5 1% _i	4 3% _{Tj}	4 2% _{Tl}	4 2% _{Tm}	*	1 *	*	2 1%	1 *	1 1%	3 3% _{Tt}	6 1%	-
In the last month	10 1% _{iq}	2 1%	*	2 1%	6 1%	1 *	3 *	6 2% _{Tg}	-	4 *	5 1%	1 2% _{lk}	4 2% _{ll}	4 2% _{lm}	1 1%	2 1%	-	1 *	4 1%	1 1%	3 3% _{Tt}	8 1%	2 1%
In the last year	13 1% _{iq}	6 2%	3 2%	1 1%	7 1%	1 *	3 1%	8 3% _{Tg}	1 *	3 *	10 3% _{Tk}	4 3% _{lk}	2 1%	5 3% _{lm}	6 5% _{Tn}	4 1%	1 5%	1 *	4 1%	2 2% _{ts}	7 7% _{Tt}	13 1%	-
Used to use/visit, but haven't in the last year	6 1%	2 1%	*	2 1%	3 *	2 1%	2 *	1 *	2 3% _{Tg}	2 *	4 1%	*	1 1%	1 1%	3 3% _{Tn}	2 1%	-	2 1%	2 1%	-	2 2% _{tt}	6 1%	*
Never used/visited	1197 96% _{gkl} mnt	351 96%	185 97%	192 96%	812 97% _T	265 98% _g	604 98% _{Tg}	270 92%	57 94%	818 98% _{Tjk} mm	378 93%	108 90%	171 92%	162 92%	96 89%	282 95%	26 94%	576 99% _{Trt}	381 96% _t	91 96% _t	85 84%	955 96%	242 97%
Prefer not to say	11 1%	*	*	-	5 1%	4 1%	4 1%	4 1%	1 1%	6 1%	5 1%	3 2%	3 1%	3 1%	1 1%	4 1%	-	4 1%	4 1%	-	1 1%	7 1%	4 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 762
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
Triller

	GO Region														Internet usage		Devices used to access internet			Working status							
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	6	-	1	1	5	1	-	-	-	-	-	3	-	-	5	1	-	-	6	3	-	-	-	-	-	-	-
	1%	-	1%	2%	-	2%	-	-	-	-	-	2% ^d	-	-	1%	-	-	-	1%	1%	-	-	-	-	-	-	-
In the last month	10	-	-	-	9	-	1	1	1	1	-	2	2	-	10	-	-	-	9	4	1	-	-	-	-	-	1
	1%	-	-	-	1%	-	1%	1%	1%	1%	-	1%	1%	-	1% ^{To}	-	-	-	1%	1%	-	-	-	-	-	-	3%
In the last year	13	1	-	-	13	-	1	-	3	1	2	4	1	1	11	2	-	-	12	6	1	-	-	2	-	-	-
	1%	1%	-	-	1%	-	-	-	3%	1%	2%	2%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	3% ^x	-	-	1%
Used to use/ visit, but haven't in the last year	6	-	-	-	6	-	-	-	-	1	1	1	2	-	4	2	-	-	6	2	1	-	-	-	2	-	-
	1%	-	-	-	1%	-	-	-	-	2%	1%	1%	1%	-	1%	-	-	-	1%	-	-	-	-	-	1%	-	-
Never used/ visited	1197	102	59	35	1001	50	132	99	99	84	107	159	169	104	737	451	32	54	1089	427	201	50	56	50	229	89	27
	96% ⁿ	99%	99%	96%	96%	97%	97%	98%	94%	93%	96%	93%	97%	98%	96%	99% ^{Tn}	100%	94%	97% ^T	96%	99% ^{Tw}	100%	97%	93%	99% ^w	99%	93%
Prefer not to say	11	-	-	1	10	-	1	-	2	2	1	1	-	1	5	-	-	3	3	3	-	2	2	1	1	1	1
	1% ^r	-	-	2%	1%	-	1%	-	2%	2%	1%	1%	-	1%	1%	-	-	6% ^{Tr}	-	1%	-	3% ^t	4% ^t	1%	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 763
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All respondents
 Triller

	Household income- per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitta b (m)	Bilchut a (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	8 1%q	* *	1 *	* *	4 2%Tabc	* *	6 1%	5 1%	6 2%Ti	6 1%	5 2%Ti	5 3%Tigi	5 3%Tigi	5 13%Tighi jko	2 4%Tigi	2 3%Tigi	6 2%Tq	* *	6 1%Ts	- *
In the last month	10 1%qs	* *	3 1%	2 1%	3 2%	1 1%	10 1%	10 1%T	9 2%Ti	10 1%	8 2%Ti	7 4%Tighi	7 5%Tighi j	5 14%Tighi jko	4 9%Tighi jko	3 5%Tighi j	7 3%Tq	2 *	8 2%Ts	1 *
In the last year	13 1%q	2 1%	1 *	3 1%	5 3%Tb	2 2%	13 1%	13 2%Ti	12 3%Ti	12 1%	11 3%Ti	8 5%Tigi	9 6%Tighi j	5 15%Tighi jko	2 6%Tigi	2 3%Ti	10 3%Tq	3 *	6 1%	7 1%
Used to use/ visit, but haven't in the last year	6 1%	1 *	2 1%	2 1%	1 *	- *	6 1%	3 *	4 1%	6 1%	3 1%	3 2%Tg	3 2%Tg	2 2%	1 2%	1 2%Tg	2 1%	4 *	4 1%	2 *
Never used/ visited	1197 96% dhj klnopr	229 99% Td	325 97% d	275 96%	156 92%	117 97%	1075 96% ghjk lmno	648 95% hkl mno	387 92% klmn o	977 96% hkl mno	327 91% klmn o	134 83% m	122 82% m	20 52%	30 79%	53 85% m	264 90%	917 98% Tp	471 94%	726 98% Tr
Prefer not to say	11 1%	- *	2 1%	4 2%	1 *	* *	9 1%	3 *	4 1%	9 1%g	5 1%g	5 3%Tighi	3 2%Tighi	2 5%Tighi	- *	1 2%	4 1%	7 1%	4 1%	7 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 764
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
TV Girls Plaza

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	2	2	1	1	1	*	-	2	*	2	1	1	*	*	-	-	-	-	2	1	1%	-	1	*	2	*	-	*
In the last month	7	4	3	3	2	2	1	4	3	7	2	1	1	1	-	2	-	2	2	4	3	*	3	1	3	1	1	2
In the last year	3	2	1	1	1	1	1	2	1	3	1	2	1	*	-	-	-	-	2	1	*	1	-	1	1	*	1	*
Used to use/ visit, but haven't in the last year	4	2	1	1	1	1	*	2	1	4	1	-	-	3	-	-	-	*	3	1	1%	1	-	1	*	-	2	*
Never used/ visited	1130	545	579	293	332	238	259	625	496	1130	135	206	197	214	172	135	70	378	206	990	129	28	75	20	448	54	41	564
Prefer not to say	10	6	4	*	6	3	-	6	3	10	2	2	3	-	*	-	1	2	1	8	2	-	2	-	2	1	-	2

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 765
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
TV Girls Plaza

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?				Responsibility for children in household		Highest education				Urban/ Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	2	1	*	1	2	*	1	1	-	1	1	1	*	*	1	-	1	2	*	-	-	2	-
In the last month	7	3	2	*	4	-	5	2	*	4	3	2	1	2	1	3	-	1	5	1	-	6	1
In the last year	3	1	*	1	1	-	1	2	*	1	2	1	2	1	*	2	-	1	1	1	-	3	*
Used to use/visit, but haven't in the last year	4	1	1	*	2	1	2	*	-	2	2	*	*	*	1	2	-	2	1	-	-	3	1
Never used/visited	1130	342	175	191	756	268	575	238	49	819	310	102	153	118	63	283	27	578	384	92	19	902	228
Prefer not to say	10	-	-	-	4	1	4	4	1	5	5	3	3	1	1	5	-	3	4	-	-	6	4
	1%	-	-	-	*	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%	2%	-	1%	1%	-	-	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 766
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
TV Girls Plaza

	GO Region											Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)	
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30	
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**	
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23	
In the last week	2	-	-	1	2	-	-	-	1	-	-	-	-	-	2	-	-	-	2	2	-	-	-	-	-	-	-	-
	*	-	-	2%	*	-	-	-	1%	-	-	-	-	-	*	-	-	-	1%	*	-	-	-	-	-	-	-	
In the last month	7	*	-	-	7	*	*	-	1	1	-	2	3	*	5	2	-	*	7	4	1	-	*	*	2	-	*	
	1%	*	-	-	1%	*	*	-	1%	1%	-	2%	*	*	1%	*	-	1%	1%	*	-	1%	-	*	1%	-	1%	
In the last year	3	*	-	-	3	*	*	-	1	*	-	1	1	*	3	-	*	*	2	2	*	-	-	*	*	*	*	1%
	*	*	-	-	*	*	*	-	1%	*	-	*	*	*	*	-	*	*	1%	*	*	-	-	*	*	*	*	
Used to use/ visit, but haven't in the last year	4	-	1	-	3	*	-	*	-	1	1	*	*	*	4	-	-	-	3	2	*	-	-	-	-	-	1	
	*	-	2%	-	*	*	-	*	-	1%	*	*	*	*	1%	-	-	-	*	1%	*	-	-	-	-	-	3%	
Never used/ visited	1130	99	54	33	945	47	127	92	90	71	105	151	161	101	882	440	29	55	1026	431	202	50	56	51	229	83	27	
	98%	100%	98%	98%	98%	99%	99%	96%	95%	98%	97%	97%	97%	98%	97%	100%Tn	100%	94%	98%Tq	97%	99%	100%	97%	95%	99%	99%	93%	
Prefer not to say	10	-	-	-	10	-	1	-	2	2	1	1	-	1	4	-	-	3	2	3	-	-	2	2	1	1	1	
	1%r	-	-	-	1%	-	1%	-	2%	3%	1%	1%	-	1%	1%	-	-	5%Tr	2	1%	-	-	3%t	4%t	1%	1%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 767
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
TV Girls Plaza

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £35,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruilia b (m)	Bitcut a (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	2	.	.	1	1	.	2	2	2	2	2	2	2	1	1	2	2	.	2	.
	*q	.	.	.	1%	.	.	.	1%	.	1%	2%Tfgi	2%Tfi	5%Tfghi	4%Tfghi	4%Tfghi	1%q	.	1%	.
In the last month	7	1	2	.	3	1	7	6	5	7	5	4	4	3	3	3	3	4	4	3
	1%	*	1%	*	2%Tc	1%	1%	1%	1%T	1%	2%Tf	3%Tfgi	4%Tfghi	12%Tfghi	7%Tfghi	4%Tfghi	1%	*	1%	*
In the last year	3	.	1	1	.	1	3	3	3	3	3	3	3	2	2	2	3	1	3	.
	*q	1%	.	1%	1%	1%	1%	2%Tfgi	2%Tfgi	9%Tfghi	7%Tfghi	4%Tfghi	1%Tq	.	1%	.
Used to use/ visit, but haven't in the last year	4	.	2	2	.	.	4	3	4	4	3	2	1	1	1	1	3	.	3	.
	*qs	.	1%	1%	1%Ti	.	1%	1%	1%	2%Tfi	3%Tfghi	2%Tfi	1%Tq	.	1%ss	.
Never used/ visited	1130	222	311	267	139	101	1011	598	336	901	281	110	104	16	30	53	241	875	498	692
	98%hjd mnoop	99%	98%	97%	97%	98%	98%hjdk mno	97%hjdk mno	95%klmn o	97%hjdk mno	94%klmn o	88%mn	90%mn	66%	80%	85%mn	94%	99%Tp	97%	99%Tr
Prefer not to say	10	.	2	4	.	.	8	2	3	8	4	3	2	2	.	1	4	5	3	7
	1%g	.	1%	2%	.	.	1%g	.	1%	1%g	1%g	3%Tfghi	2%g	6%Tfghi	.	2%g	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 768
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
UK Babe Channels Video

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	5	4	1	2	1	*	2	3	2	5	1	1	1	2	-	-	2	-	3	2	-	2	*	4	1	*	*	
1% ^C	1%	1%	1%	1%	*	1%	*	*	*	1%	1%	1%	*	1%	1%	-	-	1%	-	1%	1%	-	2%	1%	1% ^C	1%	1%	*
In the last month	6	3	3	1	2	2	1	3	3	6	2	1	1	1	-	-	-	-	3	3	*	3	*	1	1	2	2	
1% ^t	*	1%	1%	*	1%	1%	*	*	1%	1%	2% ^r	1%	*	1%	-	-	-	-	1%	2% ^{Tt}	2%	3% ^{Tt}	1%	*	1%	4% ^{TzC}	2	
In the last year	7	5	1	2	4	*	1	5	2	7	*	2	3	2	-	-	-	-	5	2	*	1	*	2	1	1	4	
1% ^t	1%	1%	*	1%	1%	*	*	1%	*	1%	*	1% ^r	1%	1%	-	-	-	-	1%	1%	1%	2%	1%	*	1%	2%	1%	
Used to use/ visit, but haven't in the last year	8	7	1	1	3	3	1	5	3	8	*	1	1	5	-	2	-	2	2	7	1	-	1	-	3	1	4	
1% ^b	1% ^{Tb}	*	*	1%	1%	*	*	1%	1%	1%	*	*	*	2% ^{Tj}	-	1%	-	*	1%	1%	-	2%	-	1%	2%	1%	4	
Never used/ visited	1121	536	579	292	327	237	256	619	493	1121	135	205	193	210	171	135	72	378	207	982	127	28	73	20	446	53	40	559
97% ^{auw}	95%	98% ^{Ta}	98%	95%	97%	98%	96%	98%	98%	97%	95%	96%	96%	96%	99%	99%	100%	99% ^{Tjk}	99% ^{km}	98% ^{Tuw}	93%	97%	90%	98%	98%	94%	93%	98%
Prefer not to say	9	6	3	1	6	1	-	7	1	9	3	2	3	-	*	-	-	*	-	7	2	-	2	-	2	1	-	2
1%	1%	1%	*	2%	1%	-	1%	*	1%	2% ^r	1%	2% ^r	-	*	-	-	*	-	1%	1%	-	2%	-	*	1%	-	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 769
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
UK Babe Channels Video

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	5	3	1	2	2	2	2	2	*	2	3	1	2	1	3	*	3	2	*	*	-	5	-
In the last month	6	1	1	1	5	-	3	3	-	3	3	1	2	2	3	-	2	3	1	-	-	4	1
In the last year	7	2	1	1	5	2	3	2	*	5	2	1	1	1	-	2	-	2	3	1	*	6	1
Used to use/visit, but haven't in the last year	8	5	3	2	3	2	4	1	1	6	3	*	1	*	1	3	-	3	3	1	-	8	*
Never used/visited	1121	336	174	187	753	263	572	237	49	812	308	101	152	118	63	281	27	573	381	90	19	893	227
Prefer not to say	9	-	-	-	2	1	3	4	1	4	5	3	3	1	1	5	-	2	5	-	-	4	4
	1%du	-	-	-	*	1%	1%	2%	1%	1%	1%	3%TI	2%	1%	1%	2%	-	*	1%	-	-	*	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 770
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
UK Babe Channels Video

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
In the last week	5	-	-	-	5	1	-	-	1	-	2	1	-	-	3	2	2	-	3	2	1	1	-	-	2	-	-
	1r	-	-	1%	1%	2%	-	-	1%	-	1%	1%	-	-	1%	5%	-	-	1%	1%	1%	-	-	1%	-	-	-
In the last month	6	-	-	-	6	-	-	-	-	-	2	2	-	-	6	-	-	1	5	4	1	-	-	-	-	-	-
	1%	-	-	-	1%	-	-	-	-	-	1%	1%	-	-	1%T	-	-	1%	1%	1%	-	-	-	-	-	-	1%
In the last year	7	1	1	-	4	-	2	1	-	-	1	1	-	-	4	2	-	-	6	5	1	1	-	-	-	-	-
	1%	1%	2%	-	1%	-	1%	1%	-	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	-	-	-	-	-	1%
Used to use/ visit, but haven't in the last year	8	-	1	-	7	-	-	-	1	-	1	2	1	-	6	2	-	-	8	5	1	-	1	-	2	-	-
	1%	-	2%	-	1%	1%	-	-	1%	-	1%	1%	1%	-	1%	1%	-	-	1%	1%	1%	-	2%	-	1%	-	-
Never used/ visited	1121	97	52	33	939	46	126	91	90	71	103	149	160	100	678	436	28	54	1019	426	201	49	55	51	229	83	27
	97%sa	98%	96%	99%	97%	97%	98%	99%	96%	95%	96%	96%	97%	97%	97%	99%T	94%	94%	98%T	96%	99%	98%	95%	95%	99%	99%	93%
Prefer not to say	9	-	-	-	9	-	-	-	2	3	1	1	-	1	3	-	-	3	2	3	-	-	2	2	-	1	2
	1%nr	-	-	-	1%	-	-	-	2%	4%Tdfl	1%	1%	-	1%	1%	-	-	5%Tr	1%	1%	-	-	3%lx	4%Tx	-	1%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 771
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
UK Babe Channels Video

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £35,999 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	You/Tube (f)	Instagr am (g)	TikTok (h)	Faceboo k (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruilia b (m)	Bitcut a (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	5	2	2	*	1	*	5	3	3	5	3	2	3	2	3	3	3	3	3	2
	1%	1%	*	*	*	*	1%	1%	1%	1%	1%	2%T	2%Tfjg	9%Tfghi jko	6%Tfghi jk	5%Tfghi jk	1%	1%	1%	1%
In the last month	6	1	2	1	1	1	5	6	5	6	5	4	4	3	2	2	3	3	5	1
	1%	*	1%	*	1%	1%	1%	1%	2%Ti	1%	2%Ti	3%Tfjg	4%Tfjg	10%Tfghi jko	6%Tfghi j	3%Tfjg	1%	*	1%	*
In the last year	7	1	3	1	2	1	7	5	3	6	4	3	3	2	2	3	4	4	3	3
	1%	*	1%	*	1%	1%	1%	1%	1%	2%T	1%	2%T	2%Tfjg	8%Tfghi jko	6%Tfghi jk	5%Tfghi j	1%	*	1%	*
Used to use/ visit, but haven't in the last year	8	1	3	3	1	1	8	5	5	7	3	3	2	1	1	2	4	4	5	3
	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	3%Tfjg	1%	4%Tfjg	3%Tfjg	4%Tfjg	2%	*	1%	*	
Never used/ visited	1121	219	307	265	139	100	1001	593	333	904	277	108	102	16	29	51	239	868	434	686
	97%hjd mnop	98%	97%	97%	97%	97%	97%hjd mnop	97%hjd mno	94%klmno	97%hjd o	53%klmno	87%mn	88%mno	63%	77%	82%mn	93%	98%Tp	96%	96%
Prefer not to say	9	-	1	4	-	*	7	3	3	7	5	3	2	2	1	1	4	4	4	5
	1%q	-	*	2%	-	*	1%	*	1%	1%	2%g	3%Tfjg	2%g	6%Tfghi jo	2%g	2%	*	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 772
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	Gender			Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502
In the last week	3	1	2	3	1	-	-	3	-	2	2	1	-	-	-	-	-	-	-	-	1	2	-	1	1	2	1	-	-
	1%	1%	1%	1%	1%	-	-	1%	-	2%	2%	1%	-	-	-	-	-	-	-	-	1%	2%	-	1%	1%	2%	1%	-	-
In the last month	10	6	5	4	3	3	-	7	3	4	7	3	1	1	-	-	-	-	-	5	5	2	3	-	4	3	2	1	
	1%	1%	1%	1%	1%	1%	-	1%	1%	4%	7%	3%	1%	1%	-	-	-	-	-	5%	5%	2%	3%	-	4%	3%	2%	1%	
In the last year	8	6	3	5	1	1	1	6	1	5	3	1	1	-	-	-	-	-	-	6	3	-	1	-	4	1	1	2	
	1%	1%	1%	2%	1%	1%	1%	1%	1%	6%	3%	1%	1%	-	-	-	-	-	-	6%	3%	-	1%	-	4%	1%	1%	3%	
Used to use/ visit, but haven't in the last year	9	8	2	2	3	3	1	5	4	2	8	-	1	2	3	-	2	-	2	2	6	3	-	2	1	3	1	1	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	2%	1%	-	2%	-	2%	2%	6%	3%	-	2%	1%	3%	1%	1%	5%
Never used/ visited	1202	579	616	321	352	247	273	673	520	74	1127	135	207	194	214	172	135	70	378	206	1053	136	31	79	20	475	54	44	605
	97% ^u WA	96%	98%	95%	96%	96%	99% ^T cd	96%	98% ^e	85%	98% ^{TI}	95% ^u	97% ^u	96% ^u	98% ^u	100% ^T km	99% ^u	98% ^u	99% ^T ijk	98% ^u	105% ^T uw	90%	93%	90%	88%	97% ^{AB}	89%	90%	98% ^{TAB}
Prefer not to say	10	6	4	1	6	3	-	7	3	1	9	2	2	3	-	-	-	1	2	1	8	2	-	2	-	3	1	-	2
	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	2%	-	-	-	2%	1%	1%	8%	2%	-	2%	-	1%	1%	-	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 773
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/Rural				
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impacting/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	NET: Yes (i)	Aged under 5 (s)	Aged 5-10 (t)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	3	2	*	2	2	*	*	3	*	*	3	2	2	*	1	*	1	*	1	2	3	3	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%Tf	1%Ti	1%Ti	1%	1%	1%	1%	1%	2%Tqr	1%	1%	1%
In the last month	10	2	1	2	7	*	3	6	1	3	8	4	4	6	3	4	-	2	3	2	4	10	*
	1%ij	1%	1%	1%	1%	*	*	2%Tef	1%	*	2%Ti	4%Ti	2%ij	3%Ti	2%ij	1%	-	*	1%	2%	4%Tqr	1%	*
In the last year	8	3	1	2	5	-	2	5	1	*	8	2	3	3	3	-	1	2	*	5	7	1	*
	1%iq	1%	1%	1%	1%	-	*	2%Te	1%	*	2%Ti	2%ij	2%ij	2%Ti	1%	-	*	*	*	5%Tqr	1%	1%	*
Used to use/visit, but haven't in the last year	9	4	1	3	5	3	5	1	1	5	5	1	1	2	2	3	-	3	4	*	2	9	*
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	2%	2%	9%	1%
Never used/visited	1202	355	188	192	813	266	604	275	57	821	380	107	172	163	99	281	27	575	384	91	87	959	243
	97%gkl	97%	96%	96%	97%	98%g	98%Tg	94%	94%	98%Tjk	93%	89%	93%	92%	92%	95%	99%	98%Tt	97%at	96%at	87%	96%	98%
Prefer not to say	10	-	-	-	4	1	4	4	1	5	3	3	1	1	4	-	3	4	-	1	6	4	*
	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 774
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
VuePay

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	3	-	-	-	3	1	-	-	-	-	1	1	-	-	2	1	-	3	1	1	-	-	-	-	-	-	-
In the last month	10	1	-	-	10	*	1	*	1	*	1	5	1	1	10	-	-	10	5	1	-	-	-	-	-	-	1
In the last year	8	1	1	-	7	*	1	2	1	*	1	1	1	*	8	1	*	6	3	*	-	-	*	-	*	*	1
Used to use/ visit, but haven't in the last year	9	1	1	-	8	*	*	1	*	*	2	2	2	*	7	2	*	9	5	1	-	-	-	2	-	-	
Never used/ visited	1202	101	58	35	1007	49	133	99	101	85	106	160	170	104	740	453	32	55	1094	430	200	50	57	51	229	89	27
Prefer not to say	10	-	-	1	9	-	1	-	2	2	1	1	-	1	4	-	3	3	3	-	-	2	2	1	1	1	1

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
 ONLINE Fieldwork: 18th March - 4th April 2022

Table 775
 D32. Have you visited or used any of the following sites or apps that host user-generated videos?
 Base: All respondents
 VuePay

	Household income: per year					Regular users of VSPs (last 3 months)								Exposure to harmful content (last 3 months)		Awareness of safety measures				
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000 + (e)	YouTube (f)	Instagr am (g)	TikTok (h)	Facebook (i)	Snapcha t (j)	Twitch (k)	Vimeo (l)	Fruitta b (m)	Bilchut e (n)	OnlyFan s (o)	Any exposur e (p)	No exposur e (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	3 1%q	*	1	*	1 1%	1 1%	3	3	3 1%T	3	3 1%Ti	3 2%Tgi	3 2%Tgi	3 8%Tfigh jko	1 3%Tfigh j	1 2%Tfigi	3 1%Tq	*	3 1%sa	*
In the last month	10 1%qs	*	1	*	6 3%Tabc	1 1%	10	10	10 1%T	9	9 2%Ti	8 3%Tgi	8 5%Tigh j	5 14%Tfigh jko	2 6%Tighi j	3 5%Tighi j	8 3%Tq	3	9 2%Ts	2
In the last year	8 1%q	2 1%	1	*	2 1%	3 2%b	8 1%	8 1%T	6 1%	8	7 2%Ti	7 4%Tighi j	7 5%Tigh jko	5 14%Tfigh j	2 7%Tighi j	3 5%Tighi j	7 2%Tq	1	6 1%	3
Used to use/ visit, but haven't in the last year	9 1%qs	1	4	2	2	1	9	7	7 2%Ti	9	6	6	4	3 9%Tighi jko	1 4%Tighi j	3 4%Tighi j	5 2%Tq	4	7	3
Never used/ visited	1202 97% klnnopr	229 99% kd	326 97% d	278 97% d	158 93% d	116 95% d	1079 96% hjk mno	653 96% hjk mno	394 93% kmm o	980 96% hjk mno	331 92% kmm o	134 83% m	124 83% m	19 51% o	30 80% o	51 82% m	267 91% o	919 98% Tp	472 94% o	729 98% Tr
Prefer not to say	10 1%g	-	1	4	1	*	9	2	3	9	5	4	3	1 4%Tighi	-	1 2%g	3	6	4	7

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 776
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	Gender		Social Grade						Age										Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	18+ (i)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)
Unweighted base	1143	614	524	315	349	236	235	664	471	1143	121	243	231	215	153	126	54	333	180	954	178	36	108	28	448	76	48	547
Weighted base	1156	561	588	299	343	245	260	642	505	1156	142	212	202	218	173	137	72*	381	209	1007	137	29**	82	21**	457	57*	43*	572
Effective base	928	485	444	247	287	195	193	535	387	928	96	187	180	179	136	115	45	293	157	797	123	28	71	20	365	49	35	458
In the last week	3	2	1	*	1	*	2	1	2	3	*	1	1	*	*	-	-	*	-	2	1	*	1	-	1	*	*	1
In the last month	4	3	1	1	2	*	*	3	1	4	2	*	1	*	*	-	*	-	2	2	1%†	*	1	*	2	1	*	*
In the last year	6	2	4	3	1	2	1	4	3	6	3	2	1	*	-	-	*	*	2	4	1	4	-	3	2	2	2	*
Used to use/ visit, but haven't in the last year	4	3	1	*	2	2	*	2	2	4	-	1	1	1	-	2	-	2	2	4	*	-	*	-	2	*	*	2
Never used/ visited	1127	543	578	294	332	236	256	626	492	1127	134	206	195	215	171	135	70	376	205	987	128	28	74	20	448	54	41	562
Prefer not to say	12	8	4	*	6	4	1	6	5	12	2	3	3	1	1	-	1	3	1	10	2	-	2	-	2	1	-	5
	1%	1%	1%	*	2%	2%	1%	1%†	1%	1%	1%	1%	2%	*	1%	-	2%	1%	1%	1%	1%	-	2%	-	*	1%	-	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 777
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	Impacting/limiting condition				Number of people in household				Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondarily school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1143	351	175	198	752	259	565	266	53	770	372	132	187	140	76	349	23	551	408	113	16	928	215
Weighted base	1156	347	178	192	770	271	587	248	50*	832	324	108	160	122	67	296	27**	584	397	94	19**	922	234
Effective base	928	292	148	160	607	218	470	198	41	660	268	85	134	108	58	247	21	455	329	85	13	746	182
In the last week	3	1	*	1	2	*	2	1	-	1	2	*	2	*	1	*	2	*	*	-	-	3	-
In the last month	4	1	*	*	3	1	1	2	-	2	2	1	1	1	2	-	*	*	2	1	-	3	*
In the last year	6	2	1	1	3	-	3	2	1	3	4	2	2	1	4	-	1	4	*	*	6	1	
Used to use/visit, but haven't in the last year	4	4	1	3	1	3	2	-	-	3	1	*	1	*	-	1	-	2	3	-	-	4	*
Never used/visited	1127	339	175	186	756	264	574	239	49	817	309	101	152	119	64	282	27	574	384	92	19	898	228
Prefer not to say	12	1	1	1	5	2	5	4	1	6	5	3	3	1	2	5	-	5	4	-	-	8	4

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 778
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full-time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1143	93	51	34	965	50	121	86	105	83	108	168	155	89	836	294	28	52	1029	486	212	49	57	43	193	73	30
Weighted base	1156	99	55*	33**	969	47*	128	93	94	75	107	155	165	103	700	442	29**	58*	1043	445	204	50*	58	53*	232	83	29**
Effective base	928	75	45	29	779	40	105	72	78	66	92	127	128	74	705	269	23	42	842	370	170	42	52	37	172	65	23
In the last week	3	-	-	-	3	1	-	-	-	-	-	-	-	-	2	1	-	-	2	2	1	-	-	-	-	-	-
In the last month	4	-	-	-	4	1	1	1	1	1	1	1	1	1	3	1	-	-	3	2	1	-	-	-	-	-	1
In the last year	6	-	-	-	6	-	-	-	1	1	-	3	1	-	5	1	-	-	5	4	1	-	-	-	-	-	1
Used to use/ visit, but haven't in the last year	4	1	1	-	3	*	*	*	-	*	-	-	2	*	3	2	-	-	4	2	1	-	-	-	2	-	-
Never used/ visited	1127	99	54	33	942	46	126	92	90	71	105	150	161	102	680	439	29	54	1024	430	200	50	56	51	229	83	27
Prefer not to say	12	-	-	-	12	-	1	-	2	2	3	2	1	1	6	-	-	3	4	5	-	2	2	1	1	1	1
	1%	-	-	-	1%	-	1%	-	2%	3%	2%	1%	*	1%	1%	-	-	6%Tr	*	1%	-	-	3%t	4%t	1%	1%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 779
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All Adult respondents
Xpanded

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,399 (c)	£36,400 - £51,999 (d)	£52,000+ (e)	YouTube (f)	Instagram (g)	TIKTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita b (m)	Bilchut a (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/ Quite aware (r)	Not at all/ Not very aware (s)
Unweighted base	1143	214	317	272	141	116	1044	680	443	970	378	216	226	98	119	179	322	807	518	625
Weighted base	1156	223	318	274	144	103	1034	614	352	956	298	124	116	25*	37	62	256	885	454	702
Effective base	928	171	264	223	113	91	842	523	311	777	259	126	132	47	74	122	225	692	385	545
In the last week	3	1	1	*	*	*	3	2	1	2	1	1	1	1	1	1	2	1	2	1
In the last month	4	1	1	1	*	*	4	3	3	3	3	3	3	2	2	2	2	1	3	1
In the last year	6	1	2	1	2	1	6	6	6	6	4	4	4	4	5	4	4	2	5	1
Used to use/ visit, but haven't in the last year	4	*	4	*	-	-	4	1	2	4	1	1	1	*	*	2	2	3	3	2
Never used/ visited	1127	219	308	266	142	101	1008	597	336	929	282	111	104	16	30	53	241	872	435	691
Prefer not to say	12	1	1	5	-	*	10	3	4	10	5	5	3	2	-	1	5	6	5	7

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
 Overlap formulae used. * small base

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 780
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	Gender		Social Grade							Age										Ethnicity			Religion							
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority Ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
In the last week	1149	557	586	317	335	237	254	652	491	81	1068	136	207	188	203	156	116	62	334	178	990	147	33	84	22	452	57	44	571	
	92%prst	92%	93%	94%	92%	92%	92%	93%	92%	93%	92%prs	96%pqrs	97%Tjop	93%ps	93%ps	90%	85%	87%	88%	85%	92%	97%Tt	99%			92%	95%	90%	93%	
In the last month	44	17	27	9	17	8	9	25	17	4	40	1	2	5	8	9	13	3	25	16	42	2	-	2	1	20	2	3	19	
	4%kl	3%	4%	3%	5%	3%	3%	4%	3%	4%kl	3%kl	*	1%	3%	4%	5%kl	3%kl	5%	6%Tjkl	8%Tjkm	4%	2%	-	2%	3%	4%	3%	7%	3%	
In the last year	27	17	11	5	8	6	9	12	15	-	27	5	1	4	6	2	5	5	12	10	26	1	*	1	-	10	1	2	15	
	2%	3%	2%	1%	2%	2%	3%	2%	3%	-	2%	3%	1%	2%	3%	1%	4%	7%Tjlo	3%lo	5%Tjil	2%	1%	1%	-	-	2%	2%	3%	2%	
Used to use/ visit, but haven't in the last year	6	6	-	3	2	-	1	5	1	2	4	-	-	1	*	1	2	-	2	2	5	1	-	1	-	2	-	-	4	
	1%j	1%Tb	-	1%	*	-	*	1%	*	2%Tjn	*	-	-	*	*	1%	1%	-	1%	1%	*	1%	-	1%	-	*	-	-	1%	
Never used/ visited	13	8	6	3	2	5	3	6	8	-	13	-	1	3	1	6	1	1	9	3	13	-	-	-	-	-	-	-	6	
	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	-	1%	1%	*	3%Tjn	1%	2%	2%T	1%	1%	-	-	-	-	-	2%	-	-	1%
Prefer not to say	3	1	2	-	2	1	-	2	1	-	3	-	2	1	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	
	*	*	*	-	2	1%	-	2	1	-	*	-	1%	1%	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/t/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 781
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education				Urban/ Rural		
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)	
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
In the last week	1149	348	189	185	772	239	567	285	59	759	391	113	178	169	105	285	27	539	370	91	94	920	229
	92% _{el}	95% _{Tc}	98% _{Tacd}	93%	92%	88%	92%	97% _{Tef}	96%	91%	96% _{Ti}	94%	96% _{Tl}	95%	97% _{Tn}	100%	92%	93%	96%	94%	92%	92%	92%
In the last month	44	10	1	10	33	13	25	5	1	36	8	2	4	6	*	4	-	19	17	3	4	33	11
	4% _{gno}	3% _b	*	5% _{ab}	4% _b	5% _g	4%	2%	1%	4% _n	2%	2%	2%	3%	*	1%	-	3%	4%	3%	4%	3%	4%
In the last year	27	3	2	2	17	11	15	*	1	25	3	*	2	2	1	3	-	14	7	-	*	24	3
	2% _{agj}	1%	1%	1%	2%	4% _g	2% _g	*	1%	3% _{Tj}	1%	*	1%	1%	*	1%	-	2%	2%	-	*	2%	1%
Used to use/visit, but haven't in the last year	6	-	-	-	5	-	5	-	1	3	2	-	1	-	2	*	-	3	1	-	2	4	2
	*	-	-	-	1%	-	1%	-	1%	*	1%	-	*	-	2% _T	*	-	*	-	-	2% _{Tr}	*	1%
Never used/visited	13	4	-	3	10	6	6	2	-	11	3	3	-	-	3	-	9	3	1	-	12	1	
	1%	1%	-	1%	1%	2%	1%	1%	-	1%	1%	2%	-	-	1%	-	2%	1%	1%	-	1%	1%	*
Prefer not to say	3	-	-	-	1	-	2	-	-	1	2	-	-	-	2	-	2	-	-	-	-	1	2
	*	-	-	-	1%	-	1%	-	-	*	*	1%	-	-	1%	-	*	-	-	-	-	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d - T/e/f/g/h - T/i/j/k/l/m/n - T/o/p - T/q/r/s/t - T/u/v
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 782
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	GO Region											Internet usage				Devices used to access internet			Working status								
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
In the last week	1149	96	54	34	966	50	125	93	99	79	103	156	167	95	738	402	26	48	1057	422	185	47	54	51	203	78	28
	92%oqx	93%	91%	93%	93%	98%	92%	92%	93%	88%	93%	92%	96%im	89%	96%To	85%	82%	94%Tq	95%Tx	91%	94%	92%	92%	87%	94%	94%	96%
In the last month	44	4	3	1	36	1	3	8	4	6	5	4	4	2	21	23	2	6	33	10	13	1	-	15	-	-	
	4%nr	3%	5%	3%	3%	2%	2%	8%Tdk	3%	6%	5%	2%	2%	2%	3%	5%	6%	11%Tr	3%	2%	6%Tey	2%	2%	-	7%Tey	-	-
In the last year	27	3	2	-	23	-	5	-	2	4	-	4	-	8	6	19	2	-	20	6	3	2	1	2	9	3	1
	2%nr	3%	3%	-	2%	-	4%l	-	2%	4%jl	-	3%	-	7%Tdjil	1%	4%Tn	6%	-	2%	1%	1%	4%	2%	4%	4%	4%	4%
Used to use/ visit, but haven't in the last year	6	-	-	1	4	-	2	-	-	1	1	1	-	-	2	3	1	-	4	1	-	-	1	-	2	-	-
	*	-	-	4%Tdl	*	-	1%	-	-	1%	1%	*	-	*	*	1%	3%	-	*	*	-	-	2%	-	1%	-	-
Never used/ visited	13	1	1	-	11	-	2	-	-	-	-	5	3	2	4	9	1	2	10	5	3	-	-	4	2	-	
	1%nr	1%	2%	-	1%	-	1%	-	-	-	-	3%Td	2%	2%	1%	2%nr	3%	4%r	1%	1%	2%	-	-	2%	2%	-	
Prefer not to say	3	-	-	-	3	-	-	-	2	1	-	-	-	-	-	-	-	1	-	1	-	-	2	-	-	-	
	*	-	-	-	3	-	-	-	1%T	-	1%	-	-	-	-	-	-	3%Tr	-	*	-	-	3%Tstx	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k/l/m - T/n/o - T/p/q/r - T/s/t/u/v/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 783
D32. Have you visited or used any of the following sites or apps that host user-generated videos?
Base: All respondents
NET: Any VSP

	Household income- per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 to £25,999 (b)	£26,000 to £36,400 (c)	£36,400 to £51,999 (d)	£51,999+ (e)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchute (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very/Quite aware (r)	Not at all/Not very aware (s)
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
In the last week	1149	212	312	267	159	112	1037	664	410	963	348	152	141	94	35	59	286	850	475	675
	92%qs	91%	93%	93%	94%	92%	93%	97%Tklm	97%Tklm	96%Tfm	97%Tfm	94%	95%	91%	94%	94%	97%Tq	91%	95%Ts	91%
In the last month	44	11	8	10	8	5	41	13	8	14	6	4	5	2	1	2	5	39	12	32
	4%ghjp	5%	2%	3%	5%	4%	4%ghij	2%	2%	1%	2%	3%l	7%ghjo	4%	3%	2%	4%	2%	4%	4%
In the last year	27	7	9	6	-	2	22	2	4	14	4	5	3	1	1	1	3	23	8	19
	2%ghi	3%cd	3%cd	2%	-	2%	2%ghi	*	1%g	1%g	1%g	3%gh	2%g	2%g	1%g	1%g	1%	2%	2%	3%
Used to use/ visit, but haven't in the last year	6	-	2	*	1	1	6	1	*	1	1	*	*	*	*	1	-	6	2	4
	1	-	1%	*	1%	1%	1%gi	*	*	*	*	*	*	*	*	2%Tghj	-	1%	*	1%
Never used/ visited	13	2	2	3	2	1	10	2	-	6	-	1	-	-	-	-	-	12	4	10
	1%ghi	1%	1%	1%	1%	1%	1%	*	-	1%g	-	1%	-	-	-	-	-	1%	1%	1%
Prefer not to say	3	-	-	2	-	-	1	2	-	2	2	-	-	-	-	-	-	3	-	3
	*f	-	-	1%	-	-	*	*	-	*	*	-	-	-	-	-	-	*	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 784
Which of the following best describes where you live?
Base: All respondents

	Gender			Social Grade						Age											Ethnicity				Religion					
	Total (T)	Male (a)	Female (b)	AB (c)	C1 (d)	C2 (e)	DE (f)	ABC1 (g)	C2DE (h)	13-17 (i)	18+ (j)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-64 (o)	65-74 (p)	75-84 (q)	55+ (r)	65+ (s)	White (t)	Minority ethnic background (u)	Mixed (v)	Asian (w)	Black (x)	Christian (z)	Muslim (A)	Other religion (B)	None (C)	
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243	231	215	153	126	54	333	180	1037	194	41	114	31	488	79	54	597	
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212	202	218	173	137	72*	381	209	1080	152	33*	88	23**	492	60	49*	615	
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187	180	179	136	115	45	293	157	870	137	33	77	23	400	52	41	502	
NET: Urban	995	490	499	260	291	211	227	551	438	73	922	120	180	164	182	130	96	49	276	146	844	141	30	82	21	386	59	44	484	
	80%sprst	81%	79%	77%	80%	82%	82%	79%	82%	84%prs	80%prs	85%spqrs	85%opqrs	81%prs	83%spqrs	75%	70%	69%	72%	70%	78%	93%Tt	92%	93%Tt	91%	79%	98%TzC	91%	79%	
Urban - Population over 10,000	517	271	240	148	157	95	112	305	208	45	472	74	98	86	93	63	39	20	122	59	404	106	22	60	20	203	46	31	226	
	42%bprs	45%Tb	38%	44%	43%	37%	41%	43%	39%	51%Topp	41%prs	52%Tjpp	46%pprs	43%prs	36%	28%	28%	32%	28%	28%	37%	70%Tt	68%Tt	60	88%	88%	41%	77%TzC	64%TzC	37%
Town and Fringe	478	218	259	112	134	116	114	246	230	28	450	46	82	78	90	68	57	29	154	87	440	35	9	22	1	183	13	13	258	
	38%scgww	36%	41%	33%	37%	45%Tcg	41%	35%	43%Tcg	33%	39%	33%	38%	39%	41%	39%	42%	41%	40%	41%	41%Tuw	23%	26%	25%	3%	37%A	21%	27%	42%TA	
NET: Rural	248	116	132	76	74	45	49	150	94	14	234	22	33	38	36	42	41	106	63	235	10	3	6	2	105	1	4	131		
	20%luwA	19%	21%	23%	20%	18%	18%	21%	16%	16%	20%	15%	15%	19%	17%	25%kl	30%Tijk	31%klm	28%Tijk	30%Tijk	22%Tuw	7%	8%	7%	9%	21%A	2%	9%	21%A	
Village	211	100	111	67	61	42	39	128	81	13	198	20	31	35	30	33	31	19	83	50	201	8	2	4	2	89	1	4	111	
	17%luwA	16%	18%	20%	17%	17%	14%	18%	15%	15%	17%	14%	15%	17%	14%	19%	23%ln	26%	22%Tjn	24%Tjn	19%Tuww	5%	5%	5%	9%	18%A	2%	9%	18%A	
Hamlet & Isolated Dwelling	37	16	21	9	13	3	10	22	13	1	36	2	2	3	6	10	9	4	23	13	34	3	1	2	-	16	-	-	20	
	3%kl	3%	3%	3%	3%	1%	4%	3%	2%	1%	3%kl	1%	1%	2%	3%	6%klm	7%Tjklm	5%kl	6%Tjlm	6%Tjlm	3%	2%	3%	2%	-	3%	-	-	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h - T/i/j/k/l/m/n/o/p/q/r/s - T/u/v/w/x/y - T/z/A/B/C
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 785
Which of the following best describes where you live?
Base: All respondents

	Impacting/limiting condition				Number of people in household					Do any children aged 17 or under live in your household?					Responsibility for children in household		Highest education			Urban/ Rural			
	Total (T)	Any (a)	Mental condition (b)	Physical condition (c)	No impact/limiting condition (d)	1 (e)	2-3 (f)	4-5 (g)	6+ (h)	No children aged 17 or under (i)	NET: Yes (j)	Aged under 5 (k)	Aged 5-10 (l)	Aged 11-15 (m)	Aged 16-17 (n)	Yes (o)	No (p)	Secondary school or equiv (q)	University degree or equiv (r)	Higher university degree (s)	Still in full time education (t)	Urban (u)	Rural (v)
Unweighted base	1243	372	191	206	828	259	599	319	66	773	469	144	218	205	123	349	23	551	408	113	110	1012	231
Weighted base	1243	365	192	200	836	271	618	293	61	835	408	120	185	177	107	296	27**	584	397	94	101	995	248
Effective base	1016	310	161	168	674	218	501	245	52	663	355	97	162	168	100	247	21	455	329	85	98	820	196
NET: Urban	995	298	162	165	666	224	474	244	53	658	337	107	151	143	91	244	22	463	314	77	86	995	-
	80% _{tv}	81%	84%	83%	80%	83%	77%	83% _f	87%	79%	83%	89% _{Tij}	81%	81%	85%	82%	82%	79%	79%	81%	85%	100% _{Tv}	-
Urban - Population over 10,000	517	152	87	82	342	123	230	128	35	341	176	56	75	69	54	118	13	220	168	52	55	517	-
	42% _{kv}	42%	45%	41%	41%	46% _f	37%	44%	58% _{Tf}	41%	43%	46%	41%	39%	50% _m	40%	48%	38%	42%	55% _{Tqr}	54% _{Tqr}	52% _{Tv}	-
Town and Fringe	478	145	75	84	324	100	244	116	18	317	161	51	76	74	37	125	9	243	146	24	31	478	-
	38% _{sv}	40%	39%	42%	39%	37%	40%	40%	29%	38%	40%	43%	41%	42%	35%	42%	34%	42% _s	37%	28%	31%	48% _{Tv}	-
NET: Rural	248	68	30	35	170	47	144	49	8	177	71	13	34	34	16	53	5	121	83	18	15	-	248
	20% _{ku}	19%	16%	17%	20%	17%	23% _{Tg}	17%	13%	21% _{kl}	17% _{kl}	11%	19% _{kl}	19% _{kl}	15%	18%	18%	21%	21%	19%	15%	-	100% _{Tu}
Village	211	56	27	30	147	41	120	44	6	147	64	13	31	31	14	47	5	104	67	17	15	-	211
	17% _u	15%	14%	15%	18%	15%	19% _T	15%	10%	18%	16%	11%	17%	18%	13%	18%	18%	18%	17%	18%	15%	-	85% _{Tu}
Hamlet & Isolated Dwelling	37	12	4	4	23	6	24	5	2	30	7	-	3	3	2	6	-	17	16	1	-	-	37
	3% _u	3%	2%	2%	3%	2%	4%	2%	3%	4%	2%	-	2%	2%	2%	2%	-	3%	4% _u	1%	-	-	15% _{Tu}

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

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 786
Which of the following best describes where you live?
Base: All respondents

	GO Region										Internet usage				Devices used to access internet			Working status									
	Total (T)	Scotland (a)	Wales (b)	Northern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire and the Humber (g)	West Midlands (h)	East Midlands (i)	East of England (j)	London (k)	South East (l)	South West (m)	More than 2 hours (n)	1-2 hours (o)	Smart Phone only (p)	Tablet or laptop only (q)	Multiple devices (r)	Working full time (s)	Working part-time (t)	Unemployed - looking for work (u)	Unemployed - not looking for work (v)	Student (w)	Retired (x)	House person/ Other (y)	Furloughed (z)
Unweighted base	1243	98	57	37	1051	54	130	95	118	100	113	181	167	93	916	313	31	52	1122	486	212	49	57	43	193	73	30
Weighted base	1243	103	60*	36*	1044	51*	136	101	106	90	111	169	174	107	771	457	32**	58*	1125	445	204	50*	58	53*	232	83	29**
Effective base	1016	80	50	32	855	44	113	79	89	82	96	139	138	78	779	284	26	42	924	370	170	42	52	37	172	65	23
NET: Urban	995	81	42	27	845	40	122	78	94	70	89	166	128	77	624	360	28	44	900	376	156	41	47	41	170	67	22
	80%jlx	79%j	71%	74%	81%jlm	79%	90%Tabcdgijm	78%j	89%Thcd	78%j	82%	98%Tabcdelghjlm	74%	72%	81%	79%	88%	77%	80%	84%Tx	77%	82%	80%	77%	73%	81%	77%
Urban - Population over 10,000	517	44	13	12	447	18	67	33	33	44	29	140	54	28	340	168	16	22	468	203	82	21	25	27	75	25	13
	42%bjmx	43%bjm	22%	34%	43%bjm	36%	50%bgilm	33%	41%bjm	34	26%	83%Tabcdelghjlm	31%	28%	44%To	37%	49%	38%	42%	46%uxy	40%	42%	43%	51%uxy	32%	30%	46%
Town and Fringe	478	37	29	14	397	22	55	45	50	36	40	26	74	49	284	192	12	22	432	173	74	20	22	14	95	42	9
	38%kn	36%k	49%k	40%k	38%k	43%k	40%k	45%k	47%k	40%k	36%k	15%	43%k	46%k	37%	42%	39%	39%	38%	39%	36%	41%	38%	26%	41%	51%Ttw	31%
NET: Rural	248	22	17	9	199	11	14	14	12	19	42	3	46	30	147	97	4	14	224	69	47	9	11	12	62	16	7
	20%fhk	21%fk	29%fhk	26%fhk	19%fhk	21%k	10%k	22%k	11%k	22%k	38%Tadg	2%	26%Tdhk	28%dfhk	19%	21%	12%	23%	20%	16%	23%ls	18%	20%	23%	27%Ts	19%	23%
Village	211	18	16	5	173	9	11	21	9	17	37	3	42	24	134	73	2	13	192	58	46	7	11	11	47	13	4
	17%fhk	17%k	26%fhk	15%k	17%fhk	17%k	8%k	21%fhk	9%k	19%fhk	33%Tacdelfhk	2%	24%Tdhk	22%fhk	17%	16%	7%	22%	17%	13%	22%Ts	15%	20%	21%	20%ls	16%	15%
Hamlet & Isolated Dwelling	37	4	2	4	27	2	3	1	3	2	5	-	5	6	13	24	2	1	33	11	2	2	-	1	15	3	2
	3%kn	4%k	3%k	11%Tdfghikl	3%	4%k	2%	1%	2%	2%	5%k	-	3%	6%k	2%	5%Tn	5%	2%	3%	3%	1%	3%	-	2%	6%Tst	3%	8%

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 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ofcom VSP Tracker - Wave 2
ONLINE Fieldwork: 18th March - 4th April 2022

Table 787
Which of the following best describes where you live?
Base: All respondents

	Household income: per year					Regular users of VSPs (last 3 months)										Exposure to harmful content (last 3 months)		Awareness of safety measures		
	Total (T)	Up to £15,599 (a)	£15,600 - £25,999 (b)	£26,000 - £36,999 (c)	£36,400 - £52,000 + (d)	YouTube (f)	Instagram (g)	TikTok (h)	Facebook (i)	Snapchat (j)	Twitch (k)	Vimeo (l)	Fruita (m)	Bitchut (n)	OnlyFans (o)	Any exposure (p)	No exposure (q)	Very aware (r)	Not at all aware (s)	
Unweighted base	1243	224	335	289	170	136	1141	760	522	1043	449	255	263	111	119	179	364	862	570	673
Weighted base	1243	232	334	286	170	121	1119	683	422	1019	360	161	149	38	37	62	293	933	500	743
Effective base	1016	180	280	238	139	109	928	594	383	842	323	163	166	54	74	122	263	740	432	586
NET: Urban	995	181	273	230	131	97	900	560	349	812	294	136	122	35	29	53	240	743	417	578
	80% _s	78% _s	82% _s	80% _s	77% _s	80% _s	80% _s	82% _{kl}	83% _s	80% _s	82% _s	84% _s	82% _s	93% _{Tfghijkl}	79% _s	85% _{ln}	82% _s	90% _s	83% _{Ts}	78% _s
Urban - Population over 10,000	517	95	135	114	78	52	482	309	192	415	166	86	82	23	24	36	145	366	238	279
	42% _{qs}	41% _s	40% _s	40% _s	46% _s	43% _s	43% _{Ti}	45% _{Ti}	45% _{Ti}	41% _s	46% _{Ti}	53% _{Tfghij}	55% _{Tfghij}	61% _{Tfghij}	64% _{Tfghij}	57% _{Tfghij}	49% _{Tq}	39% _s	47% _{Ts}	38% _s
Town and Fringe	478	85	138	116	52	45	418	251	157	397	129	50	40	12	6	17	95	377	180	299
	38% _{dfkl}	37% _s	41% _{cd}	40% _s	31% _s	45	37% _{lno}	37% _{lno}	37% _{lno}	39% _{klno}	38% _{lno}	31% _{ln}	27% _{ln}	32% _s	15% _s	28% _{kn}	32% _s	40% _{Tr}	36% _s	40% _s
NET: Rural	248	51	61	57	40	24	219	123	73	207	66	26	27	3	8	9	54	190	83	165
	20% _{mr}	22% _s	18% _s	20% _s	23% _s	20% _s	20% _{lm}	18% _{lm}	17% _{lm}	20% _{gm}	18% _{lm}	16% _{lm}	18% _{lm}	7% _s	21% _{lo}	15% _{lm}	18% _s	20% _s	17% _s	22% _{Tr}
Village	211	45	48	49	35	22	188	113	71	174	61	26	25	3	7	9	49	158	75	136
	17% _s	20% _s	14% _s	17% _s	20% _s	18% _s	17% _s	17% _m	17% _m	17% _m	16% _{lm}	16% _{lm}	17% _{lm}	7% _s	18% _s	15% _{lm}	17% _s	17% _s	15% _s	18% _s
Hamlet & Isolated Dwelling	37	6	13	8	5	1	31	9	2	33	4	-	2	-	1	-	5	32	8	29
	3% _{ghjr}	3% _s	4% _s	3% _s	3% _s	1% _s	3% _{ghjk}	1% _h	*	3% _{ghjk}	1% _h	-	1% _s	-	4% _{hko}	-	2% _s	3% _s	2% _s	4% _{lr}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l/m/n/o - T/p/q - T/r/s
Overlap formulae used.