YouGov Survey Results

Sample Size - 508 Children aged 8-15

Fieldwork : 14th - 19th March 2014

	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
Which, if any, of the following do you EVER use or log on to? (Please tick all that apply)											
Unweighted base	508	264	244	57	54	67	69	69	56	70	66
Base: All GB children aged 8 to 15 online	508	260	248	60	61	63	63	63	64	65	68
Vine	7%	7%	7%	-	-	1%	1%	9%	17%	12%	11%
Facebook	49%	51%	46%	20%	15%	19%	39%	61%	67%	77%	86%
Instagram	22%	15%	30%	4%	2%	17%	26%	31%	29%	35%	33%
Whats App	21%	18%	25%	7%	5%	7%	24%	32%	25%	30%	36%
Google+	21%	23%	18%	24%	6%	20%	17%	26%	31%	13%	28%
YouTube	73%	73%	73%	66%	53%	80%	71%	75%	67%	88%	82%
Twitter	21%	21%	22%	8%	2%	1%	12%	18%	29%	39%	54%
Tumblr	6%	5%	7%	-	-	-	3%	5%	12%	9%	18%
Myspace	4%	5%	4%	-	-	-	6%	8%	5%	9%	6%
Snapchat	21%	15%	29%	-	4%	4%	14%	29%	34%	40%	43%
Pinterest	4%	1%	7%	3%	4%	-	5%	2%	7%	9%	4%
None of these	13%	12%	15%	25%	45%	12%	5%	7%	8%	8%	-
And which, if any, of the following do you tend to use or log on to on MOST days? (Please tick all that apply)											
Unweighted base	508	264	244	57	54	67	69	69	56	70	66
Base: All GB children aged 8 to 15 online	508	260	248	60	61	63	63	63	64	65	68
Vine	1%	1%	2%	-	-	-	-	4%	2%	3%	2%
Facebook	36%	35%	37%	12%	5%	11%	23%	46%	58%	60%	63%
Instagram	13%	6%	20%	-	-	10%	17%	21%	19%	17%	18%
Whats App	9%	8%	11%	3%	2%	3%	18%	18%	13%	8%	9%
Google+	6%	7%	4%	7%	4%	7%	9%	8%	6%	1%	6%
YouTube	41%	52%	30%	48%	31%	48%	41%	41%	43%	41%	39%
Twitter	10%	12%	9%	3%	2%	-	8%	5%	10%	18%	34%
Tumblr	2%	1%	2%	-	-	-	2%	-	4%	3%	5%
Myspace	1%	1%	0%	-	-	-	1%	3%	-	-	1%
Snapchat	11%	8%	15%	-	2%	1%	4%	15%	16%	27%	21%
Pinterest	1%	1%	1%	2%	-	-	3%	-	-	-	4%
None of these	25%	19%	30%	38%	63%	33%	23%	16%	14%	10%	4%

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YouGov Survey Results

Sample Size - 508 Children aged 8-15

Fieldwork : 14th - 19th March 2014

	Social Grade		Region				
	ABC1	C2DE	North/ Scotland	Midlands/Wales	East	London	South
Which, if any, of the following do you EVER use or log on to? (Please tick all that apply)							
Unweighted base	311	197	182	94	51	59	122
Base: All GB children aged 8 to 15 online	309	199	170	112	50	59	117
Vine	8%	4%	5%	8%	4%	10%	7%
Facebook	48%	50%	44%	52%	55%	50%	49%
Instagram	26%	17%	24%	19%	20%	22%	24%
Whats App	21%	21%	18%	23%	25%	29%	19%
Google+	22%	19%	20%	19%	17%	25%	22%
YouTube	76%	68%	73%	67%	78%	74%	76%
Twitter	21%	21%	21%	20%	17%	25%	21%
Tumblr	8%	3%	3%	9%	4%	10%	7%
Myspace	4%	4%	5%	2%	4%	3%	5%
Snapchat	22%	20%	21%	19%	25%	18%	24%
Pinterest	5%	2%	2%	6%	5%	3%	5%
None of these	11%	16%	14%	15%	15%	7%	13%
And which, if any, of the following do you tend to use or log on to on MOST days? (Please tick all that apply)							
Unweighted base	311	197	182	94	51	59	122
Base: All GB children aged 8 to 15 online	309	199	170	112	50	59	117
Vine	1%	2%	2%	1%	2%	-	2%
Facebook	35%	37%	31%	39%	41%	38%	35%
Instagram	15%	10%	15%	5%	13%	16%	16%
Whats App	10%	9%	8%	8%	7%	19%	8%
Google+	6%	5%	6%	2%	6%	8%	8%
YouTube	43%	38%	47%	43%	30%	36%	38%
Twitter	10%	11%	11%	12%	13%	10%	7%
Tumblr	2%	1%	0%	2%	3%	2%	2%
Myspace	1%	0%	1%	1%	-	-	1%
Snapchat	13%	9%	14%	9%	7%	5%	14%
Pinterest	1%	1%	1%	1%	-	-	2%
None of these	23%	27%	24%	22%	27%	19%	31%

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YouGov Survey Results

Sample Size - 508 Children aged 8-15

Fieldwork : 14th - 19th March 2014

	Parents Working Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other
Which, if any, of the following do you EVER use or log on to? (Please tick all that apply)								
Unweighted base	345	69	*6*	*13*	*5*	*25*	*38*	*7*
Base: All GB children aged 8 to 15 online	344	70	*6*	*12*	*5*	*26*	*39*	*6*
Vine	7%	6%	-	-	*28%*	-	*11%*	-
Facebook	51%	41%	*15%*	*50%*	*65%*	*33%*	*59%*	*15%*
Instagram	24%	22%	-	*9%*	*45%*	*19%*	*19%*	-
Whats App	23%	19%	*19%*	*16%*	*28%*	*4%*	*22%*	-
Google+	22%	20%	*14%*	*8%*	*46%*	*18%*	*14%*	-
YouTube	74%	73%	*65%*	*73%*	*65%*	*62%*	*79%*	*45%*
Twitter	22%	21%	-	*7%*	*46%*	*22%*	*19%*	*15%*
Tumblr	7%	5%	-	-	*28%*	-	*4%*	-
Myspace	4%	4%	-	-	*28%*	*7%*	-	-
Snapchat	23%	20%	-	*15%*	*28%*	*12%*	*22%*	-
Pinterest	4%	6%	-	-	*28%*	-	*5%*	*15%*
None of these	13%	13%	*20%*	*7%*	*18%*	*14%*	*9%*	*55%*
And which, if any, of the following do you tend to use or log on to on MOST days? (Please tick all that apply)								
Unweighted base	345	69	*6*	*13*	*5*	*25*	*38*	*7*
Base: All GB children aged 8 to 15 online	344	70	*6*	*12*	*5*	*26*	*39*	*6*
Vine	2%	2%	-	-	-	-	-	-
Facebook	39%	27%	*15%*	*15%*	*37%*	*22%*	*48%*	-
Instagram	13%	12%	-	*9%*	*45%*	*15%*	*15%*	-
Whats App	10%	9%	*19%*	-	-	*4%*	*13%*	-
Google+	7%	7%	*14%*	-	-	*4%*	*2%*	-
YouTube	43%	31%	*15%*	*73%*	*28%*	*29%*	*46%*	*45%*
Twitter	11%	14%	-	-	*46%*	*8%*	*2%*	-
Tumblr	2%	1%	-	-	-	-	*4%*	-
Myspace	1%	-	-	-	-	-	-	-
Snapchat	11%	11%	-	*6%*	*28%*	*8%*	*12%*	-
Pinterest	1%	1%	-	-	*28%*	-	-	-
None of these	22%	33%	*37%*	*21%*	*18%*	*39%*	*21%*	*55%*

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YouGov Survey Results

Sample Size - 508 Children aged 8-15

Fieldwork : 14th - 19th March 2014

	Parents Marital Status						
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Which, if any, of the following do you EVER use or log on to? (Please tick all that apply)							
Unweighted base	319	78	*13*	*28*	*5*	*39*	*2*
Base: All GB children aged 8 to 15 online	316	80	*13*	*29*	*6*	*40*	*2*
Vine	5%	3%	*28%*	*22%*	-	*3%*	-
Facebook	48%	48%	*69%*	*61%*	*45%*	*48%*	*58%*
Instagram	22%	19%	*41%*	*34%*	-	*15%*	-
Whats App	21%	20%	*21%*	*18%*	-	*35%*	-
Google+	21%	12%	*53%*	*25%*	*43%*	*19%*	-
YouTube	74%	67%	*74%*	*78%*	*75%*	*73%*	*42%*
Twitter	21%	19%	*20%*	*30%*	-	*19%*	-
Tumblr	7%	3%	*28%*	*5%*	-	*5%*	-
Myspace	4%	2%	*7%*	*4%*	-	*7%*	-
Snapchat	23%	11%	*41%*	*29%*	*20%*	*11%*	-
Pinterest	5%	1%	*9%*	-	-	*2%*	-
None of these	14%	16%	*6%*	*10%*	-	*11%*	-
And which, if any, of the following do you tend to use or log on to on MOST days? (Please tick all that apply)							
Unweighted base	319	78	*13*	*28*	*5*	*39*	*2*
Base: All GB children aged 8 to 15 online	316	80	*13*	*29*	*6*	*40*	*2*
Vine	1%	2%	-	-	-	*3%*	-
Facebook	32%	40%	*62%*	*51%*	*45%*	*33%*	*58%*
Instagram	13%	7%	*27%*	*22%*	-	*12%*	-
Whats App	9%	11%	*7%*	*16%*	-	*14%*	-
Google+	6%	7%	-	-	*20%*	*8%*	-
YouTube	42%	33%	*39%*	*55%*	*53%*	*47%*	*42%*
Twitter	12%	6%	*13%*	*3%*	-	*13%*	-
Tumblr	2%	2%	-	*5%*	-	*2%*	-
Myspace	1%	-	-	-	-	-	-
Snapchat	10%	7%	*41%*	*18%*	-	*9%*	-
Pinterest	1%	-	-	-	-	*2%*	-
None of these	26%	25%	*27%*	*10%*	*23%*	*21%*	-

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YouGov Survey Results

Sample Size - 508 Children aged 8-15

Fieldwork : 14th - 19th March 2014

	Ever Use											
	Vine	Facebook	Instagram	Whats App	Google+	YouTube	Twitter	Tumblr	Myspace	Snapchat	Pinterest	None of these
Which, if any, of the following do you EVER use or log on to? (Please tick all that apply)												
Unweighted base	*34*	250	116	109	105	376	106	*29*	*22*	109	*18*	63
Base: All GB children aged 8 to 15 online	*34*	248	114	108	105	371	107	*31*	*21*	109	*21*	67
Vine	*100%*	11%	17%	15%	16%	8%	16%	*33%*	*15%*	23%	*21%*	-
Facebook	*81%*	100%	69%	78%	57%	53%	84%	*81%*	*87%*	81%	*78%*	-
Instagram	*57%*	32%	100%	52%	35%	27%	49%	*67%*	*63%*	65%	*42%*	-
Whats App	*48%*	34%	49%	100%	31%	25%	54%	*67%*	*75%*	48%	*48%*	-
Google+	*50%*	24%	33%	30%	100%	25%	30%	*49%*	*59%*	30%	*41%*	-
YouTube	*93%*	79%	89%	87%	89%	100%	87%	*93%*	*81%*	90%	*91%*	-
Twitter	*51%*	36%	47%	54%	31%	25%	100%	*58%*	*73%*	50%	*46%*	-
Tumblr	*31%*	10%	18%	19%	14%	8%	17%	*100%*	*42%*	18%	*38%*	-
Myspace	*9%*	8%	12%	15%	12%	5%	15%	*29%*	*100%*	8%	*26%*	-
Snapchat	*73%*	36%	62%	49%	32%	26%	50%	*63%*	*38%*	100%	*47%*	-
Pinterest	*13%*	7%	8%	9%	8%	5%	9%	*25%*	*25%*	9%	*100%*	-
None of these	-	-	-	-	-	-	-	-	-	-	-	100%
And which, if any, of the following do you tend to use or log on to on MOST days? (Please tick all that apply)												
Unweighted base	*34*	250	116	109	105	376	106	*29*	*22*	109	*18*	63
Base: All GB children aged 8 to 15 online	*34*	248	114	108	105	371	107	*31*	*21*	109	*21*	67
Vine	*21%*	1%	4%	4%	3%	2%	4%	*4%*	*4%*	4%	*6%*	-
Facebook	*66%*	73%	50%	61%	40%	36%	66%	*65%*	*66%*	64%	*55%*	-
Instagram	*44%*	18%	57%	32%	21%	15%	31%	*42%*	*33%*	42%	*31%*	-
Whats App	*26%*	14%	23%	44%	16%	11%	23%	*38%*	*41%*	18%	*24%*	-
Google+	*2%*	6%	7%	7%	29%	7%	5%	*12%*	*18%*	6%	*18%*	-
YouTube	*55%*	42%	43%	40%	58%	57%	47%	*59%*	*61%*	50%	*46%*	-
Twitter	*23%*	16%	24%	30%	16%	12%	49%	*31%*	*37%*	26%	*26%*	-
Tumblr	*4%*	3%	4%	4%	3%	2%	2%	*28%*	*9%*	4%	*16%*	-
Myspace	-	1%	2%	3%	2%	1%	2%	*7%*	*18%*	1%	*5%*	-
Snapchat	*55%*	18%	36%	24%	18%	14%	29%	*32%*	*25%*	52%	*27%*	-
Pinterest	*7%*	2%	4%	4%	5%	1%	4%	*13%*	*19%*	3%	*24%*	-
None of these	*5%*	4%	1%	3%	7%	13%	1%	*3%*	-	1%	*17%*	100%

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YouGov Survey Results

Sample Size - 508 Children aged 8-15

Fieldwork : 14th - 19th March 2014

	Use Most Days											
	Vine	**Facebook**	**Instagram**	**Whats App**	**Google+**	**YouTube**	**Twitter**	**Tumblr**	**Myspace**	**Snapchat**	**Pinterest**	**None of these**
Which, if any, of the following do you EVER use or log on to? (Please tick all that apply)												
Unweighted base	*7*	182	68	*48*	*33*	211	52	*8*	*4*	57	*5*	122
Base: All GB children aged 8 to 15 online	*7*	181	65	*47*	*30*	210	53	*9*	*4*	56	*5*	125
Vine	*100%*	12%	23%	*18%*	*3%*	9%	15%	*16%*	-	33%	*44%*	1%
Facebook	*52%*	100%	67%	*72%*	*47%*	50%	76%	*80%*	*78%*	81%	*100%*	8%
Instagram	*69%*	32%	100%	*56%*	*26%*	23%	52%	*58%*	*47%*	72%	*82%*	1%
Whats App	*69%*	36%	53%	*100%*	*24%*	20%	61%	*53%*	*78%*	47%	*82%*	3%
Google+	*43%*	23%	34%	*35%*	*100%*	29%	32%	*32%*	*47%*	34%	*100%*	6%
YouTube	*81%*	74%	87%	*88%*	*85%*	100%	86%	*100%*	*47%*	91%	*100%*	40%
Twitter	*56%*	39%	52%	*53%*	*17%*	24%	100%	*27%*	*47%*	56%	*81%*	1%
Tumblr	*18%*	11%	20%	*25%*	*13%*	9%	18%	*100%*	*56%*	18%	*82%*	1%
Myspace	*12%*	8%	11%	*19%*	*12%*	6%	15%	*22%*	*100%*	10%	*82%*	-
Snapchat	*69%*	39%	71%	*41%*	*22%*	26%	54%	*52%*	*25%*	100%	*64%*	1%
Pinterest	*18%*	6%	10%	*11%*	*13%*	5%	10%	*37%*	*25%*	10%	*100%*	3%
None of these	-	-	-	-	-	-	-	-	-	-	-	54%
And which, if any, of the following do you tend to use or log on to on MOST days? (Please tick all that apply)												
Unweighted base	*7*	182	68	*48*	*33*	211	52	*8*	*4*	57	*5*	122
Base: All GB children aged 8 to 15 online	*7*	181	65	*47*	*30*	210	53	*9*	*4*	56	*5*	125
Vine	*100%*	2%	7%	*8%*	-	2%	6%	-	-	7%	-	-
Facebook	*40%*	100%	46%	*66%*	*33%*	31%	58%	*71%*	*78%*	68%	*70%*	-
Instagram	*69%*	17%	100%	*42%*	*14%*	12%	38%	*48%*	*25%*	55%	*82%*	-
Whats App	*56%*	17%	30%	*100%*	*17%*	11%	26%	*38%*	*78%*	20%	*52%*	-
Google+	-	6%	6%	*11%*	*100%*	7%	7%	*22%*	*47%*	6%	*56%*	-
YouTube	*45%*	37%	40%	*49%*	*52%*	100%	47%	*59%*	*47%*	62%	*100%*	-
Twitter	*44%*	17%	31%	*30%*	*11%*	12%	100%	*11%*	*25%*	33%	*81%*	-
Tumblr	-	3%	6%	*7%*	*6%*	2%	2%	*100%*	*25%*	2%	*38%*	-
Myspace	-	2%	2%	*7%*	*6%*	1%	2%	*11%*	*100%*	2%	*19%*	-
Snapchat	*56%*	21%	47%	*24%*	*12%*	16%	35%	*11%*	*25%*	100%	*64%*	-
Pinterest	-	2%	6%	*6%*	*9%*	2%	8%	*22%*	*25%*	6%	*100%*	-
None of these	-	-	-	-	-	-	-	-	-	-	-	100%

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	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
Which, if any, of the following do you currently follow (i.e. so that they appear in your "news feed") on social media websites such as Facebook, Twitter, Instagram, Google+, YouTube etc.? (Please tick all that apply)											
Unweighted base	508	264	244	57	54	67	69	69	56	70	66
Base: All GB children aged 8 to 15 online	508	260	248	60	61	63	63	63	64	65	68
Banks	2%	3%	1%	-	-	-	3%	3%	6%	3%	-
Fashion brands/ companies	14%	7%	20%	6%	2%	6%	6%	18%	30%	17%	22%
Magazines	6%	6%	7%	3%	5%	4%	3%	13%	11%	3%	7%
Food & drink brands/ companies	8%	7%	9%	7%	-	4%	4%	17%	7%	8%	16%
Newspapers	3%	3%	3%	2%	-	3%	3%	6%	9%	4%	1%
Music artists or bands	33%	25%	40%	6%	11%	18%	31%	42%	56%	46%	46%
Sport personalities or teams	16%	23%	9%	12%	-	11%	14%	20%	26%	18%	28%
TV shows	24%	25%	24%	16%	11%	20%	17%	27%	38%	27%	38%
Actors	19%	16%	22%	2%	5%	7%	18%	26%	32%	28%	33%
None of these	44%	41%	47%	61%	68%	62%	45%	32%	30%	32%	28%
Don't know/ can't recall	8%	11%	5%	18%	13%	3%	3%	10%	5%	10%	4%
Which, if any, of the following social media websites would you describe as <u>cool</u>? (Please tick all that apply)											
Unweighted base	508	264	244	57	54	67	69	69	56	70	66
Base: All GB children aged 8 to 15 online	508	260	248	60	61	63	63	63	64	65	68
Vine	6%	6%	6%	2%	-	5%	-	9%	11%	11%	10%
Facebook	39%	40%	39%	41%	34%	33%	37%	46%	48%	36%	40%
Instagram	24%	15%	33%	8%	8%	16%	25%	42%	32%	23%	36%
Whats App	18%	16%	20%	12%	9%	7%	24%	30%	14%	19%	26%
Google+	9%	11%	6%	19%	7%	12%	8%	16%	3%	3%	5%
YouTube	53%	59%	46%	57%	56%	61%	44%	50%	57%	46%	50%
Twitter	18%	19%	18%	19%	7%	15%	18%	16%	21%	18%	33%
Tumblr	4%	3%	5%	2%	-	2%	-	1%	7%	3%	17%
Myspace	2%	2%	3%	-	-	-	6%	2%	2%	5%	4%
Snapchat	22%	15%	29%	6%	5%	11%	12%	35%	38%	28%	40%
Pinterest	3%	1%	4%	3%	4%	2%	3%	3%	-	5%	1%
None of these	18%	17%	18%	24%	24%	22%	19%	9%	16%	17%	13%

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	Social Grade		Region				
	ABC1	C2DE	North/ Scotland	Midlands/Wales	East	London	South
Which, if any, of the following do you currently follow (i.e. so that they appear in your "news feed") on social media websites such as Facebook, Twitter, Instagram, Google+, YouTube etc.? (Please tick all that apply)							
Unweighted base	311	197	182	94	51	59	122
Base: All GB children aged 8 to 15 online	309	199	170	112	50	59	117
Banks	2%	1%	2%	1%	2%	5%	1%
Fashion brands/ companies	16%	10%	11%	13%	8%	24%	16%
Magazines	6%	6%	5%	6%	-	15%	7%
Food & drink brands/ companies	8%	8%	8%	10%	7%	13%	3%
Newspapers	4%	3%	4%	-	2%	10%	3%
Music artists or bands	32%	33%	29%	32%	35%	37%	34%
Sport personalities or teams	19%	13%	16%	15%	22%	19%	14%
TV shows	24%	25%	24%	28%	17%	35%	21%
Actors	21%	17%	16%	20%	20%	29%	18%
None of these	46%	41%	47%	47%	36%	34%	46%
Don't know/ can't recall	6%	12%	7%	8%	12%	12%	7%
Which, if any, of the following social media websites would you describe as cool? (Please tick all that apply)							
Unweighted base	311	197	182	94	51	59	122
Base: All GB children aged 8 to 15 online	309	199	170	112	50	59	117
Vine	7%	4%	6%	1%	6%	12%	7%
Facebook	37%	44%	37%	44%	42%	38%	39%
Instagram	27%	18%	22%	22%	24%	28%	26%
Whats App	16%	20%	18%	18%	15%	25%	15%
Google+	7%	12%	7%	6%	14%	15%	9%
YouTube	52%	53%	53%	57%	58%	54%	45%
Twitter	19%	18%	16%	21%	14%	21%	20%
Tumblr	5%	4%	2%	6%	2%	4%	7%
Myspace	3%	1%	1%	1%	4%	6%	3%
Snapchat	24%	20%	22%	22%	22%	10%	29%
Pinterest	4%	1%	2%	3%	2%	2%	3%
None of these	19%	15%	20%	15%	16%	14%	21%

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	Parents Working Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other
Which, if any, of the following do you currently follow (i.e. so that they appear in your "news feed") on social media websites such as Facebook, Twitter, Instagram, Google+, YouTube etc.? (Please tick all that apply)								
Unweighted base	345	69	*6*	*13*	*5*	*25*	*38*	*7*
Base: All GB children aged 8 to 15 online	344	70	*6*	*12*	*5*	*26*	*39*	*6*
Banks	2%	-	-	*16%*	-	*3%*	-	-
Fashion brands/ companies	14%	16%	-	-	*28%*	*17%*	*13%*	-
Magazines	5%	10%	-	*7%*	-	-	*14%*	-
Food & drink brands/ companies	7%	10%	-	*23%*	*28%*	*10%*	*7%*	-
Newspapers	4%	1%	-	-	-	*5%*	-	-
Music artists or bands	33%	29%	*15%*	*37%*	*47%*	*24%*	*42%*	-
Sport personalities or teams	19%	8%	-	*7%*	*18%*	*25%*	*13%*	-
TV shows	26%	19%	-	*41%*	*46%*	*18%*	*21%*	-
Actors	20%	18%	-	*7%*	*28%*	*19%*	*19%*	-
None of these	42%	58%	*85%*	*38%*	*35%*	*40%*	*29%*	*86%*
Don't know/ can't recall	8%	3%	-	-	-	*17%*	*18%*	*14%*
Which, if any, of the following social media websites would you describe as <u>cool</u>? (Please tick all that apply)								
Unweighted base	345	69	*6*	*13*	*5*	*25*	*38*	*7*
Base: All GB children aged 8 to 15 online	344	70	*6*	*12*	*5*	*26*	*39*	*6*
Vine	7%	4%	-	-	-	*4%*	*8%*	-
Facebook	39%	37%	*32%*	*46%*	*54%*	*35%*	*53%*	-
Instagram	24%	25%	*19%*	-	*45%*	*26%*	*22%*	*14%*
Whats App	20%	18%	*19%*	*6%*	-	*4%*	*20%*	-
Google+	9%	8%	-	*18%*	*18%*	*7%*	*4%*	*14%*
YouTube	54%	43%	*29%*	*73%*	*65%*	*43%*	*64%*	*30%*
Twitter	19%	20%	-	*28%*	*28%*	*25%*	*11%*	-
Tumblr	4%	3%	-	-	*28%*	*3%*	*7%*	-
Myspace	3%	-	*15%*	*9%*	-	-	-	-
Snapchat	22%	26%	-	*14%*	*28%*	*17%*	*25%*	*14%*
Pinterest	3%	3%	-	-	-	-	-	*15%*
None of these	18%	19%	*20%*	-	*18%*	*21%*	*9%*	*41%*

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	Parents Marital Status						
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Which, if any, of the following do you currently follow (i.e. so that they appear in your "news feed") on social media websites such as Facebook, Twitter, Instagram, Google+, YouTube etc.? (Please tick all that apply)							
Unweighted base	319	78	*13*	*28*	*5*	*39*	*2*
Base: All GB children aged 8 to 15 online	316	80	*13*	*29*	*6*	*40*	*2*
Banks	2%	-	*5%*	*4%*	-	-	-
Fashion brands/ companies	13%	10%	*42%*	*20%*	-	*11%*	-
Magazines	5%	4%	*9%*	*14%*	-	*15%*	-
Food & drink brands/ companies	9%	3%	*16%*	*5%*	-	*11%*	-
Newspapers	5%	1%	-	-	-	-	-
Music artists or bands	32%	27%	*50%*	*42%*	*18%*	*33%*	*42%*
Sport personalities or teams	18%	19%	*21%*	*6%*	-	*8%*	-
TV shows	24%	21%	*48%*	*25%*	-	*18%*	*42%*
Actors	20%	15%	*28%*	*26%*	-	*14%*	-
None of these	47%	43%	*17%*	*40%*	*68%*	*42%*	*58%*
Don't know/ can't recall	8%	7%	*21%*	*11%*	*14%*	*6%*	-
Which, if any, of the following social media websites would you describe as <u>cool</u>? (Please tick all that apply)							
Unweighted base	319	78	*13*	*28*	*5*	*39*	*2*
Base: All GB children aged 8 to 15 online	316	80	*13*	*29*	*6*	*40*	*2*
Vine	6%	4%	*14%*	*10%*	-	*5%*	-
Facebook	39%	44%	*42%*	*30%*	*45%*	*47%*	*58%*
Instagram	26%	17%	*48%*	*22%*	-	*17%*	-
Whats App	17%	27%	*7%*	*14%*	-	*18%*	-
Google+	10%	4%	-	*6%*	*35%*	*12%*	-
YouTube	52%	48%	*52%*	*63%*	*35%*	*58%*	*100%*
Twitter	20%	14%	*19%*	*6%*	-	*24%*	-
Tumblr	5%	3%	-	*5%*	-	*4%*	-
Myspace	2%	-	-	*7%*	-	*5%*	-
Snapchat	23%	17%	*54%*	*25%*	*23%*	*15%*	-
Pinterest	3%	1%	-	-	-	-	-
None of these	18%	16%	*9%*	*19%*	*18%*	*18%*	-

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	Ever Use											
	Vine	Facebook	Instagram	Whats App	Google+	YouTube	Twitter	Tumblr	Myspace	Snapchat	Pinterest	None of these
Which, if any, of the following do you currently follow (i.e. so that they appear in your "news feed") on social media websites such as Facebook, Twitter, Instagram, Google+, YouTube etc.? (Please tick all that apply)												
Unweighted base	*34*	250	116	109	105	376	106	*29*	*22*	109	*18*	63
Base: All GB children aged 8 to 15 online	*34*	248	114	108	105	371	107	*31*	*21*	109	*21*	67
Banks	*5%*	3%	2%	5%	3%	2%	3%	*3%*	*13%*	2%	-	-
Fashion brands/ companies	*50%*	21%	36%	35%	26%	16%	29%	*58%*	*39%*	41%	*48%*	-
Magazines	*9%*	9%	11%	12%	13%	8%	14%	*10%*	*14%*	11%	*10%*	-
Food & drink brands/ companies	*18%*	14%	16%	18%	12%	9%	19%	*21%*	*23%*	15%	*21%*	-
Newspapers	*7%*	4%	4%	5%	7%	4%	5%	*2%*	*16%*	2%	*4%*	-
Music artists or bands	*62%*	48%	65%	62%	45%	38%	59%	*71%*	*64%*	69%	*53%*	3%
Sport personalities or teams	*27%*	24%	26%	28%	24%	20%	34%	*29%*	*30%*	23%	-	-
TV shows	*49%*	34%	38%	41%	34%	27%	45%	*54%*	*42%*	45%	*45%*	4%
Actors	*54%*	31%	46%	49%	26%	22%	47%	*62%*	*50%*	40%	*31%*	2%
None of these	*18%*	25%	15%	16%	32%	42%	11%	*12%*	*5%*	15%	*27%*	76%
Don't know/ can't recall	*6%*	9%	3%	4%	3%	5%	6%	*3%*	*4%*	3%	-	18%
Which, if any, of the following social media websites would you describe as <u>cool</u>? (Please tick all that apply)												
Unweighted base	*34*	250	116	109	105	376	106	*29*	*22*	109	*18*	63
Base: All GB children aged 8 to 15 online	*34*	248	114	108	105	371	107	*31*	*21*	109	*21*	67
Vine	*52%*	9%	14%	16%	11%	8%	13%	*14%*	*9%*	19%	*11%*	-
Facebook	*49%*	57%	36%	48%	46%	43%	42%	*36%*	*49%*	41%	*43%*	18%
Instagram	*68%*	28%	71%	42%	41%	27%	37%	*65%*	*37%*	54%	*42%*	4%
Whats App	*33%*	26%	31%	53%	21%	20%	31%	*30%*	*31%*	26%	*30%*	7%
Google+	*12%*	8%	9%	7%	32%	10%	5%	-	*8%*	7%	*9%*	2%
YouTube	*49%*	54%	44%	45%	62%	62%	50%	*50%*	*50%*	51%	*59%*	28%
Twitter	*35%*	24%	31%	34%	29%	22%	50%	*39%*	*32%*	24%	*26%*	7%
Tumblr	*23%*	6%	10%	9%	8%	5%	11%	*37%*	*11%*	10%	*13%*	-
Myspace	*3%*	3%	4%	5%	4%	2%	4%	*7%*	*25%*	4%	*10%*	-
Snapchat	*77%*	31%	49%	43%	32%	26%	38%	*54%*	*29%*	64%	*47%*	4%
Pinterest	-	3%	2%	1%	3%	3%	2%	-	-	-	*37%*	-
None of these	*3%*	10%	8%	7%	6%	11%	10%	*9%*	*5%*	4%	*6%*	53%

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	Use Most Days											
	Vine	Facebook	Instagram	Whats App	Google+	YouTube	Twitter	Tumblr	Myspace	Snapchat	Pinterest	None of these
Which, if any, of the following do you currently follow (i.e. so that they appear in your "news feed") on social media websites such as Facebook, Twitter, Instagram, Google+, YouTube etc.? (Please tick all that apply)												
Unweighted base	*7*	182	68	*48*	*33*	211	52	*8*	*4*	57	*5*	122
Base: All GB children aged 8 to 15 online	*7*	181	65	*47*	*30*	210	53	*9*	*4*	56	*5*	125
Banks	*12%*	3%	2%	*8%*	*6%*	3%	2%	-	-	1%	-	1%
Fashion brands/ companies	*33%*	24%	37%	*42%*	*18%*	16%	31%	*43%*	*56%*	48%	*81%*	3%
Magazines	-	11%	12%	*19%*	*12%*	8%	11%	*27%*	-	12%	*19%*	1%
Food & drink brands/ companies	-	16%	12%	*25%*	*6%*	10%	22%	*16%*	*22%*	16%	*44%*	3%
Newspapers	*25%*	5%	4%	*11%*	*3%*	4%	7%	-	*22%*	3%	*15%*	1%
Music artists or bands	*56%*	52%	72%	*68%*	*30%*	34%	69%	*62%*	*78%*	71%	*64%*	8%
Sport personalities or teams	*42%*	24%	19%	*27%*	*22%*	20%	37%	-	*53%*	23%	-	5%
TV shows	*45%*	39%	35%	*53%*	*31%*	31%	40%	*45%*	*56%*	44%	*81%*	7%
Actors	*56%*	34%	50%	*62%*	*27%*	22%	52%	*37%*	*78%*	44%	*81%*	3%
None of these	-	21%	13%	*12%*	*42%*	42%	11%	*10%*	-	14%	-	73%
Don't know/ can't recall	-	9%	4%	*2%*	-	6%	3%	-	-	5%	-	12%
Which, if any, of the following social media websites would you describe as <u>cool</u>? (Please tick all that apply)												
Unweighted base	*7*	182	68	*48*	*33*	211	52	*8*	*4*	57	*5*	122
Base: All GB children aged 8 to 15 online	*7*	181	65	*47*	*30*	210	53	*9*	*4*	56	*5*	125
Vine	*56%*	10%	18%	*17%*	*8%*	7%	14%	*16%*	-	22%	-	2%
Facebook	*37%*	63%	29%	*59%*	*48%*	43%	35%	*39%*	*78%*	35%	*70%*	20%
Instagram	*64%*	28%	80%	*52%*	*25%*	24%	41%	*47%*	*78%*	65%	*64%*	9%
Whats App	*63%*	26%	28%	*68%*	*20%*	18%	33%	*11%*	*53%*	26%	*51%*	8%
Google+	*31%*	7%	5%	*7%*	*59%*	13%	7%	-	*44%*	3%	*18%*	2%
YouTube	*45%*	50%	41%	*52%*	*64%*	73%	47%	*59%*	*56%*	50%	*85%*	38%
Twitter	*44%*	22%	32%	*34%*	*27%*	23%	67%	*31%*	-	23%	*81%*	8%
Tumblr	*18%*	5%	12%	*11%*	*6%*	5%	7%	*63%*	*22%*	8%	*30%*	2%
Myspace	-	3%	6%	*5%*	*6%*	2%	6%	*11%*	*56%*	2%	*19%*	1%
Snapchat	*69%*	30%	56%	*32%*	*20%*	24%	43%	*70%*	*25%*	81%	*64%*	11%
Pinterest	-	3%	1%	*2%*	*12%*	2%	3%	-	-	-	*18%*	3%
None of these	-	10%	5%	*6%*	*3%*	10%	8%	-	-	4%	-	39%

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	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
Which, if any, of the following do you think are more suited to people who are over the age of 18? (Please tick all that apply)											
Unweighted base	508	264	244	57	54	67	69	69	56	70	66
Base: All GB children aged 8 to 15 online	508	260	248	60	61	63	63	63	64	65	68
Vine	11%	11%	11%	13%	8%	15%	12%	5%	18%	5%	9%
Facebook	32%	30%	34%	45%	45%	49%	28%	29%	28%	10%	23%
Instagram	11%	10%	11%	15%	9%	10%	12%	13%	15%	7%	4%
Whats App	10%	9%	10%	8%	12%	15%	15%	4%	18%	1%	6%
Google+	14%	12%	17%	6%	12%	14%	10%	16%	30%	13%	15%
YouTube	9%	10%	7%	6%	11%	12%	3%	15%	12%	4%	6%
Twitter	30%	25%	35%	31%	41%	44%	42%	25%	18%	14%	24%
Tumblr	11%	10%	13%	13%	8%	17%	14%	5%	19%	5%	11%
Myspace	12%	10%	14%	8%	11%	19%	19%	6%	20%	5%	8%
Snapchat	12%	12%	11%	16%	15%	17%	11%	7%	14%	6%	9%
Pinterest	11%	11%	12%	12%	6%	13%	15%	7%	16%	7%	16%
None of these	6%	6%	7%	3%	5%	3%	5%	10%	3%	13%	7%
Don't know	37%	42%	33%	39%	43%	28%	31%	36%	34%	54%	35%
Which, if any, of the following do you think you could happily live without? (Please tick all that apply)											
Unweighted base	445	236	209	*43*	*30*	59	66	64	52	65	66
Base: Those who selected a social media website at IPC_q1	441	230	210	*45*	*34*	56	60	58	59	60	68
Vine	66%	63%	70%	*70%*	*71%*	76%	63%	62%	64%	61%	67%
Facebook	44%	47%	42%	*57%*	*60%*	63%	40%	32%	52%	27%	37%
Instagram	51%	54%	48%	*63%*	*57%*	70%	46%	39%	53%	41%	49%
Whats App	54%	56%	52%	*58%*	*63%*	73%	48%	44%	56%	49%	47%
Google	54%	46%	61%	*51%*	*53%*	62%	52%	45%	60%	55%	51%
YouTube	17%	17%	17%	*24%*	*26%*	17%	10%	15%	21%	10%	18%
Twitter	57%	52%	62%	*57%*	*63%*	76%	57%	44%	62%	49%	51%
Tumblr	66%	65%	69%	*64%*	*67%*	76%	60%	65%	72%	64%	63%
MySpace	69%	65%	74%	*67%*	*71%*	81%	61%	67%	75%	63%	70%
SnapChat	54%	57%	51%	*63%*	*67%*	76%	56%	42%	54%	44%	39%
Pinterest	67%	65%	68%	*59%*	*71%*	78%	61%	60%	77%	64%	63%
None of these – I couldn't happily live without any of them	11%	12%	9%	*14%*	*10%*	9%	18%	13%	3%	9%	8%

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	Social Grade		Region				
	ABC1	C2DE	North/ Scotland	Midlands/Wales	East	London	South
Which, if any, of the following do you think are more suited to people who are over the age of 18? (Please tick all that apply)							
Unweighted base	311	197	182	94	51	59	122
Base: All GB children aged 8 to 15 online	309	199	170	112	50	59	117
Vine	9%	13%	11%	11%	15%	12%	9%
Facebook	30%	35%	29%	30%	26%	39%	36%
Instagram	9%	14%	9%	13%	9%	18%	8%
Whats App	8%	13%	11%	8%	9%	17%	7%
Google+	16%	12%	11%	15%	18%	20%	14%
YouTube	7%	11%	9%	7%	8%	14%	7%
Twitter	28%	33%	29%	24%	27%	30%	37%
Tumblr	11%	12%	12%	15%	11%	15%	6%
Myspace	10%	14%	13%	8%	14%	16%	12%
Snapchat	10%	14%	11%	16%	6%	17%	8%
Pinterest	11%	12%	13%	9%	11%	18%	8%
None of these	7%	6%	6%	6%	8%	6%	7%
Don't know	37%	39%	42%	37%	38%	29%	35%
Which, if any, of the following do you think you could happily live without? (Please tick all that apply)							
Unweighted base	279	166	158	80	*44*	55	108
Base: Those who selected a social media website at IPC_q1	274	167	146	95	*42*	55	102
Vine	68%	64%	69%	62%	*73%*	49%	72%
Facebook	47%	41%	52%	36%	*36%*	38%	49%
Instagram	55%	46%	52%	54%	*46%*	38%	57%
Whats App	57%	48%	56%	51%	*61%*	42%	56%
Google	56%	49%	57%	54%	*55%*	34%	58%
YouTube	17%	16%	17%	13%	*16%*	15%	22%
Twitter	58%	55%	61%	52%	*50%*	43%	66%
Tumblr	69%	62%	71%	61%	*71%*	50%	72%
MySpace	71%	66%	71%	69%	*73%*	53%	75%
SnapChat	56%	51%	57%	50%	*53%*	53%	54%
Pinterest	68%	63%	70%	62%	*77%*	49%	71%
None of these – I couldn't happily live without any of them	8%	15%	8%	11%	*11%*	20%	9%

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	Parents Working Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other
Which, if any, of the following do you think are more suited to people who are over the age of 18? (Please tick all that apply)								
Unweighted base	345	69	*6*	*13*	*5*	*25*	*38*	*7*
Base: All GB children aged 8 to 15 online	344	70	*6*	*12*	*5*	*26*	*39*	*6*
Vine	10%	8%	*19%*	*8%*	*28%*	*21%*	*17%*	-
Facebook	31%	39%	*33%*	*39%*	-	*36%*	*34%*	-
Instagram	10%	11%	-	-	-	*12%*	*22%*	*13%*
Whats App	10%	9%	-	*22%*	-	*16%*	*10%*	-
Google+	16%	8%	*19%*	*9%*	-	*13%*	*21%*	-
YouTube	9%	8%	-	*7%*	-	*12%*	*7%*	*13%*
Twitter	31%	34%	*19%*	*16%*	-	*31%*	*29%*	-
Tumblr	12%	8%	*19%*	-	*18%*	*17%*	*13%*	-
Myspace	13%	8%	*19%*	-	-	*18%*	*11%*	-
Snapchat	11%	7%	*49%*	*9%*	-	*8%*	*27%*	*13%*
Pinterest	11%	12%	*19%*	*8%*	*18%*	*17%*	*15%*	-
None of these	7%	8%	-	-	-	*3%*	*3%*	-
Don't know	37%	37%	*37%*	*29%*	*54%*	*52%*	*26%*	*87%*
Which, if any, of the following do you think you could happily live without? (Please tick all that apply)								
Unweighted base	304	61	*5*	*12*	*4*	*22*	*34*	*3*
Base: Those who selected a social media website at IPC_q1	299	61	*4*	*11*	*4*	*22*	*36*	*3*
Vine	66%	66%	*81%*	*76%*	*100%*	*54%*	*64%*	*67%*
Facebook	45%	49%	*62%*	*32%*	-	*56%*	*29%*	*67%*
Instagram	53%	50%	*81%*	*47%*	*23%*	*37%*	*44%*	*67%*
Whats App	53%	51%	*81%*	*75%*	*100%*	*47%*	*54%*	*37%*
Google	54%	58%	*64%*	*39%*	*44%*	*42%*	*60%*	*37%*
YouTube	17%	25%	*23%*	-	-	*8%*	*15%*	-
Twitter	57%	65%	*45%*	*32%*	*44%*	*41%*	*57%*	*100%*
Tumblr	69%	66%	*64%*	*64%*	*44%*	*54%*	*55%*	*67%*
MySpace	69%	69%	*81%*	*62%*	*78%*	*58%*	*75%*	*67%*
SnapChat	55%	55%	*100%*	*58%*	*42%*	*51%*	*41%*	*67%*
Pinterest	67%	70%	*81%*	*55%*	*44%*	*54%*	*66%*	*67%*
None of these – I couldn't happily live without any of them	11%	12%	-	-	-	*24%*	*7%*	-

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	Parents Marital Status						
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Which, if any, of the following do you think are more suited to people who are over the age of 18? (Please tick all that apply)							
Unweighted base	319	78	*13*	*28*	*5*	*39*	*2*
Base: All GB children aged 8 to 15 online	316	80	*13*	*29*	*6*	*40*	*2*
Vine	11%	13%	-	*6%*	*23%*	*2%*	*58%*
Facebook	31%	29%	*17%*	*19%*	*61%*	*43%*	*42%*
Instagram	10%	10%	*9%*	*6%*	-	*17%*	-
Whats App	10%	13%	*19%*	*8%*	-	*2%*	-
Google+	15%	16%	*33%*	*10%*	*20%*	*8%*	-
YouTube	8%	9%	*6%*	*3%*	*20%*	*13%*	-
Twitter	28%	32%	*39%*	*16%*	*86%*	*35%*	-
Tumblr	11%	22%	-	*3%*	*23%*	*8%*	-
Myspace	11%	16%	-	*6%*	*23%*	*11%*	*58%*
Snapchat	10%	18%	*9%*	*12%*	-	*15%*	-
Pinterest	11%	13%	*13%*	*17%*	-	*8%*	*58%*
None of these	7%	6%	*14%*	-	-	*2%*	-
Don't know	40%	37%	*14%*	*49%*	*14%*	*31%*	-
Which, if any, of the following do you think you could happily live without? (Please tick all that apply)							
Unweighted base	278	67	*12*	*25*	*5*	*35*	*2*
Base: Those who selected a social media website at IPC_q1	272	67	*13*	*26*	*6*	*36*	*2*
Vine	66%	73%	*57%*	*53%*	*75%*	*61%*	*100%*
Facebook	45%	41%	*63%*	*35%*	*55%*	*43%*	*42%*
Instagram	54%	55%	*43%*	*24%*	*53%*	*48%*	*100%*
Whats App	58%	49%	*31%*	*39%*	*38%*	*48%*	*100%*
Google	56%	59%	*29%*	*45%*	*65%*	*46%*	*58%*
YouTube	18%	15%	*15%*	*12%*	*25%*	*13%*	-
Twitter	58%	60%	*40%*	*49%*	*100%*	*48%*	*100%*
Tumblr	68%	70%	*64%*	*56%*	*75%*	*52%*	*100%*
MySpace	70%	72%	*64%*	*64%*	*100%*	*62%*	*100%*
SnapChat	57%	58%	*43%*	*42%*	*53%*	*41%*	*100%*
Pinterest	68%	68%	*62%*	*51%*	*75%*	*63%*	*100%*
None of these – I couldn't happily live without any of them	12%	9%	*8%*	*4%*	-	*12%*	-

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	Ever Use											
	Vine	Facebook	Instagram	Whats App	Google+	YouTube	Twitter	Tumblr	Myspace	Snapchat	Pinterest	None of these
Which, if any, of the following do you think are more suited to people who are over the age of 18? (Please tick all that apply)												
Unweighted base	*34*	250	116	109	105	376	106	*29*	*22*	109	*18*	63
Base: All GB children aged 8 to 15 online	*34*	248	114	108	105	371	107	*31*	*21*	109	*21*	67
Vine	*17%*	10%	12%	11%	15%	11%	11%	*15%*	*15%*	11%	*18%*	8%
Facebook	*25%*	19%	29%	24%	36%	35%	22%	*30%*	*35%*	24%	*34%*	37%
Instagram	*7%*	10%	4%	8%	15%	11%	5%	*10%*	*14%*	8%	*31%*	9%
Whats App	*17%*	9%	12%	8%	18%	11%	9%	*9%*	*4%*	10%	*19%*	8%
Google+	*33%*	16%	23%	25%	16%	15%	23%	*39%*	*24%*	24%	*22%*	15%
YouTube	*22%*	9%	9%	11%	12%	8%	13%	*10%*	*15%*	10%	*9%*	12%
Twitter	*15%*	22%	24%	16%	37%	32%	15%	*10%*	*19%*	23%	*31%*	28%
Tumblr	*5%*	9%	14%	7%	17%	12%	10%	*17%*	-	12%	*9%*	11%
Myspace	*14%*	8%	7%	9%	15%	12%	7%	*4%*	-	10%	*6%*	12%
Snapchat	*9%*	9%	9%	7%	15%	13%	5%	*16%*	*5%*	7%	*29%*	10%
Pinterest	*15%*	12%	11%	11%	16%	11%	13%	*11%*	*3%*	13%	*8%*	11%
None of these	*7%*	8%	9%	10%	7%	7%	10%	*14%*	*9%*	8%	*16%*	6%
Don't know	*14%*	39%	30%	34%	24%	33%	37%	*11%*	*27%*	32%	*10%*	51%
Which, if any, of the following do you think you could happily live without? (Please tick all that apply)												
Unweighted base	*34*	250	116	109	105	376	106	*29*	*22*	109	*18*	-
Base: Those who selected a social media website at IPC_q1	*34*	248	114	108	105	371	107	*31*	*21*	109	*21*	-
Vine	*40%*	58%	63%	53%	64%	69%	51%	*53%*	*59%*	67%	*65%*	-
Facebook	*24%*	25%	36%	27%	51%	47%	32%	*45%*	*27%*	29%	*32%*	-
Instagram	*32%*	43%	21%	30%	46%	54%	31%	*40%*	*17%*	35%	*58%*	-
Whats App	*37%*	46%	41%	25%	55%	57%	34%	*40%*	*29%*	48%	*65%*	-
Google	*59%*	50%	52%	53%	33%	56%	49%	*65%*	*23%*	56%	*53%*	-
YouTube	*20%*	15%	12%	13%	15%	17%	10%	*25%*	*19%*	12%	*25%*	-
Twitter	*36%*	49%	49%	40%	53%	59%	31%	*40%*	*24%*	53%	*47%*	-
Tumblr	*51%*	62%	62%	58%	63%	70%	52%	*40%*	*46%*	69%	*58%*	-
MySpace	*71%*	66%	69%	62%	65%	72%	63%	*66%*	*33%*	78%	*66%*	-
SnapChat	*25%*	43%	37%	32%	54%	56%	34%	*34%*	*21%*	26%	*45%*	-
Pinterest	*62%*	62%	67%	58%	62%	70%	54%	*65%*	*45%*	72%	*42%*	-
None of these – I couldn't happily live without any of them	*8%*	12%	9%	12%	9%	10%	10%	*6%*	*9%*	5%	*10%*	-

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	Use Most Days											
	Vine	Facebook	Instagram	Whats App	Google+	YouTube	Twitter	Tumblr	Myspace	Snapchat	Pinterest	None of these
Which, if any, of the following do you think are more suited to people who are over the age of 18? (Please tick all that apply)												
Unweighted base	*7*	182	68	*48*	*33*	211	52	*8*	*4*	57	*5*	122
Base: All GB children aged 8 to 15 online	*7*	181	65	*47*	*30*	210	53	*9*	*4*	56	*5*	125
Vine	*25%*	10%	12%	*11%*	*9%*	11%	11%	*10%*	-	11%	*44%*	12%
Facebook	*26%*	17%	33%	*24%*	*51%*	39%	30%	*54%*	-	19%	*51%*	37%
Instagram	*12%*	10%	4%	*8%*	*24%*	9%	4%	*11%*	*31%*	3%	*19%*	13%
Whats App	*31%*	9%	13%	*12%*	*30%*	15%	13%	*11%*	-	14%	*36%*	10%
Google+	*11%*	16%	20%	*25%*	*16%*	16%	19%	*31%*	*31%*	24%	-	12%
YouTube	*57%*	10%	11%	*18%*	*16%*	9%	18%	*11%*	*31%*	11%	*36%*	11%
Twitter	*11%*	21%	20%	*18%*	*57%*	31%	13%	*10%*	*22%*	25%	*18%*	35%
Tumblr	-	11%	6%	*11%*	*15%*	13%	7%	*27%*	-	8%	-	12%
Myspace	*30%*	8%	8%	*9%*	*24%*	12%	7%	*15%*	-	11%	-	15%
Snapchat	-	9%	6%	*8%*	*18%*	14%	7%	*17%*	-	3%	-	13%
Pinterest	-	11%	15%	*16%*	*24%*	13%	12%	*10%*	-	15%	*32%*	10%
None of these	*18%*	7%	11%	*15%*	*6%*	8%	10%	*11%*	*47%*	12%	*19%*	6%
Don't know	-	40%	31%	*30%*	*10%*	29%	41%	*10%*	-	32%	-	44%
Which, if any, of the following do you think you could happily live without? (Please tick all that apply)												
Unweighted base	*7*	182	68	*48*	*33*	211	52	*8*	*4*	57	*5*	59
Base: Those who selected a social media website at IPC_q1	*7*	181	65	*47*	*30*	210	53	*9*	*4*	56	*5*	58
Vine	*43%*	56%	60%	*48%*	*57%*	70%	40%	*52%*	*22%*	65%	*44%*	79%
Facebook	*11%*	22%	31%	*27%*	*63%*	49%	37%	*46%*	-	23%	*19%*	68%
Instagram	*42%*	46%	17%	*28%*	*51%*	59%	23%	*63%*	-	34%	*19%*	68%
Whats App	*11%*	45%	41%	*14%*	*60%*	62%	35%	*73%*	-	47%	*66%*	64%
Google	*44%*	51%	58%	*56%*	*14%*	56%	45%	*68%*	*31%*	59%	*15%*	66%
YouTube	*30%*	16%	13%	*21%*	*27%*	12%	14%	*43%*	*53%*	11%	*36%*	33%
Twitter	*11%*	49%	46%	*40%*	*54%*	62%	17%	*52%*	*31%*	53%	-	67%
Tumblr	*26%*	62%	60%	*55%*	*49%*	72%	41%	*43%*	*53%*	67%	*15%*	73%
MySpace	*44%*	67%	70%	*56%*	*50%*	74%	54%	*68%*	-	77%	*44%*	78%
SnapChat	*11%*	42%	35%	*38%*	*54%*	58%	28%	*52%*	*22%*	18%	-	70%
Pinterest	*44%*	62%	61%	*58%*	*58%*	71%	45%	*89%*	*53%*	66%	*19%*	75%
None of these – I couldn't happily live without any of them	*12%*	10%	12%	*12%*	*6%*	8%	15%	*11%*	*25%*	5%	*19%*	15%

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	Total	Gender		Age							
	Base	Male	Female	8	9	10	11	12	13	14	15
Thinking specifically about Facebook… How important, if at all, is it to you that only people that you are "friends" with can see your profile (i.e. personal information, pictures etc.)?											
Unweighted base	250	137	113	*11*	*8*	*13*	*27*	*41*	*39*	54	57
Base: All GB children aged 8 to 15 online that ever use facebook	248	133	115	*12*	*9*	*12*	*24*	*39*	*43*	50	59
Very important	45%	35%	57%	*54%*	*50%*	*31%*	*45%*	*50%*	*45%*	53%	35%
Fairly important	39%	44%	34%	*34%*	*23%*	*30%*	*49%*	*36%*	*38%*	39%	45%
Not very important	10%	12%	7%	*12%*	-	*31%*	*3%*	*8%*	*10%*	7%	13%
Not at all important	4%	7%	-	-	*14%*	*8%*	*3%*	*5%*	*4%*	2%	4%
Don't know	2%	2%	2%	-	*13%*	-	-	*2%*	*3%*	-	3%
Which ONE of the following is your favourite thing about Facebook?											
Unweighted base	250	137	113	*11*	*8*	*13*	*27*	*41*	*39*	54	57
Base: All GB children aged 8 to 15 online that ever use facebook	248	133	115	*12*	*9*	*12*	*24*	*39*	*43*	50	59
I can talk to my friends on Facebook messenger	32%	37%	25%	*30%*	*23%*	*16%*	*37%*	*26%*	*38%*	21%	43%
I can tell friends what I'm doing/ where I've been on my status	6%	5%	7%	-	*12%*	*7%*	*17%*	*3%*	*2%*	5%	6%
I can tell friends how I'm feeling on my status	6%	7%	5%	*18%*	-	-	*7%*	*15%*	*2%*	2%	5%
I can share photos/ see friends photos	10%	8%	13%	*16%*	-	-	*7%*	*11%*	*9%*	11%	14%
I can "be friends with" famous people	2%	4%	-	*8%*	-	-	*4%*	*5%*	*2%*	2%	-
I can keep up to date with my favourite brand and products (i.e. through "liking" them)	4%	3%	5%	-	-	*15%*	*3%*	*2%*	*4%*	4%	4%
I can see what my friends are doing/ where they've been	20%	17%	24%	*20%*	*13%*	*40%*	*16%*	*23%*	*17%*	30%	12%
Other	4%	2%	6%	-	*13%*	-	-	*4%*	*3%*	9%	-
Don't know	5%	6%	4%	*8%*	*13%*	*7%*	*6%*	*9%*	*6%*	-	3%
Nothing – I don't have a favourite thing about Facebook	11%	12%	11%	-	*26%*	*16%*	*3%*	*2%*	*15%*	17%	12%

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	Social Grade		Region				
	ABC1	C2DE	North/ Scotland	Midlands/Wales	East	London	South
Thinking specifically about Facebook… How important, if at all, is it to you that only people that you are "friends" with can see your profile (i.e. personal information, pictures etc.)?							
Unweighted base	151	99	83	*47*	*29*	*29*	62
Base: All GB children aged 8 to 15 online that ever use facebook	149	99	75	*59*	*27*	*30*	58
Very important	50%	38%	51%	*49%*	*49%*	*24%*	42%
Fairly important	36%	44%	36%	*35%*	*41%*	*42%*	45%
Not very important	9%	11%	4%	*12%*	*6%*	*23%*	9%
Not at all important	5%	3%	7%	*4%*	-	*3%*	2%
Don't know	1%	4%	1%	-	*3%*	*8%*	2%
Which ONE of the following is your favourite thing about Facebook?							
Unweighted base	151	99	83	*47*	*29*	*29*	62
Base: All GB children aged 8 to 15 online that ever use facebook	149	99	75	*59*	*27*	*30*	58
I can talk to my friends on Facebook messenger	30%	35%	31%	*40%*	*42%*	*26%*	23%
I can tell friends what I'm doing/ where I've been on my status	4%	8%	6%	*8%*	*6%*	*6%*	4%
I can tell friends how I'm feeling on my status	7%	4%	3%	*4%*	*3%*	*7%*	11%
I can share photos/ see friends photos	11%	10%	12%	*13%*	-	*6%*	12%
I can "be friends with" famous people	2%	2%	3%	-	*6%*	*3%*	2%
I can keep up to date with my favourite brand and products (i.e. through "liking" them)	5%	1%	4%	*4%*	*7%*	*3%*	3%
I can see what my friends are doing/ where they've been	18%	24%	27%	*15%*	*20%*	*18%*	19%
Other	4%	3%	2%	*3%*	*4%*	*8%*	4%
Don't know	4%	6%	2%	*5%*	*6%*	*11%*	4%
Nothing – I don't have a favourite thing about Facebook	14%	7%	11%	*8%*	*5%*	*12%*	19%

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	Parents Working Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other
Thinking specifically about Facebook… How important, if at all, is it to you that only people that you are "friends" with can see your profile (i.e. personal information, pictures etc.)?								
Unweighted base	178	*29*	*1*	*7*	*3*	*9*	*22*	*1*
Base: All GB children aged 8 to 15 online that ever use facebook	176	*29*	*1*	*6*	*3*	*9*	*23*	*1*
Very important	45%	*52%*	-	*72%*	-	*30%*	*44%*	*100%*
Fairly important	42%	*37%*	-	*28%*	*57%*	*22%*	*32%*	-
Not very important	8%	*3%*	*100%*	-	*43%*	*11%*	*24%*	-
Not at all important	4%	*3%*	-	-	-	*23%*	-	-
Don't know	2%	*4%*	-	-	-	*14%*	-	-
Which ONE of the following is your favourite thing about Facebook?								
Unweighted base	178	*29*	*1*	*7*	*3*	*9*	*22*	*1*
Base: All GB children aged 8 to 15 online that ever use facebook	176	*29*	*1*	*6*	*3*	*9*	*23*	*1*
I can talk to my friends on Facebook messenger	33%	*13%*	-	*16%*	*73%*	*42%*	*47%*	-
I can tell friends what I'm doing/ where I've been on my status	6%	*8%*	-	-	-	-	*8%*	-
I can tell friends how I'm feeling on my status	6%	*8%*	-	*14%*	*27%*	-	-	-
I can share photos/ see friends photos	10%	*16%*	*100%*	*12%*	-	-	*9%*	-
I can "be friends with" famous people	2%	*3%*	-	*15%*	-	-	-	-
I can keep up to date with my favourite brand and products (i.e. through "liking" them)	3%	*3%*	-	*26%*	-	*11%*	-	-
I can see what my friends are doing/ where they've been	21%	*32%*	-	-	-	*11%*	*13%*	-
Other	3%	*6%*	-	-	-	-	*7%*	*100%*
Don't know	5%	*3%*	-	-	-	*14%*	*9%*	-
Nothing – I don't have a favourite thing about Facebook	12%	*8%*	-	*16%*	-	*22%*	*7%*	-

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	Parents Marital Status						
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Thinking specifically about Facebook… How important, if at all, is it to you that only people that you are "friends" with can see your profile (i.e. personal information, pictures etc.)?							
Unweighted base	154	*39*	*9*	*17*	*2*	*19*	*1*
Base: All GB children aged 8 to 15 online that ever use facebook	152	*38*	*9*	*17*	*3*	*19*	*1*
Very important	47%	*43%*	*31%*	*38%*	*100%*	*38%*	-
Fairly important	40%	*40%*	*60%*	*35%*	-	*41%*	*100%*
Not very important	9%	*8%*	-	*13%*	-	*21%*	-
Not at all important	4%	*9%*	*9%*	-	-	-	-
Don't know	1%	-	-	*14%*	-	-	-
Which ONE of the following is your favourite thing about Facebook?							
Unweighted base	154	*39*	*9*	*17*	*2*	*19*	*1*
Base: All GB children aged 8 to 15 online that ever use facebook	152	*38*	*9*	*17*	*3*	*19*	*1*
I can talk to my friends on Facebook messenger	31%	*38%*	*31%*	*30%*	-	*28%*	-
I can tell friends what I'm doing/ where I've been on my status	5%	*10%*	-	-	*45%*	*6%*	-
I can tell friends how I'm feeling on my status	5%	*7%*	-	-	-	*16%*	-
I can share photos/ see friends photos	12%	*4%*	*9%*	*10%*	-	*9%*	*100%*
I can "be friends with" famous people	3%	-	-	-	-	*5%*	-
I can keep up to date with my favourite brand and products (i.e. through "liking" them)	5%	*5%*	-	-	-	-	-
I can see what my friends are doing/ where they've been	20%	*21%*	*20%*	*25%*	*55%*	*16%*	-
Other	4%	-	*10%*	*9%*	-	-	-
Don't know	4%	*2%*	-	*12%*	-	*14%*	-
Nothing – I don't have a favourite thing about Facebook	10%	*12%*	*30%*	*13%*	-	*6%*	-

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	Ever Use											
	Vine	Facebook	Instagram	Whats App	Google+	YouTube	Twitter	Tumblr	Myspace	Snapchat	Pinterest	None of these
Thinking specifically about Facebook… How important, if at all, is it to you that only people that you are "friends" with can see your profile (i.e. personal information, pictures etc.)?												
Unweighted base	*28*	250	79	84	60	198	90	*23*	*19*	88	*14*	-
Base: All GB children aged 8 to 15 online that ever use facebook	*27*	248	79	84	60	195	90	*25*	*19*	89	*16*	-
Very important	*31%*	45%	54%	50%	46%	48%	46%	*43%*	*35%*	49%	*67%*	-
Fairly important	*40%*	39%	30%	33%	34%	38%	38%	*26%*	*45%*	35%	*12%*	-
Not very important	*20%*	10%	8%	13%	12%	9%	11%	*18%*	*8%*	10%	*21%*	-
Not at all important	*6%*	4%	3%	-	3%	4%	2%	*9%*	*5%*	3%	-	-
Don't know	*3%*	2%	4%	4%	5%	2%	4%	*4%*	*7%*	3%	-	-
Which ONE of the following is your favourite thing about Facebook?												
Unweighted base	*28*	250	79	84	60	198	90	*23*	*19*	88	*14*	-
Base: All GB children aged 8 to 15 online that ever use facebook	*27*	248	79	84	60	195	90	*25*	*19*	89	*16*	-
I can talk to my friends on Facebook messenger	*32%*	32%	26%	21%	29%	30%	30%	*25%*	*24%*	27%	*35%*	-
I can tell friends what I'm doing/ where I've been on my status	-	6%	2%	7%	5%	6%	6%	-	-	3%	-	-
I can tell friends how I'm feeling on my status	*3%*	6%	3%	8%	8%	6%	3%	*15%*	*21%*	5%	*16%*	-
I can share photos/ see friends photos	*13%*	10%	12%	10%	16%	9%	10%	*10%*	-	12%	*14%*	-
I can "be friends with" famous people	-	2%	2%	2%	1%	2%	2%	*3%*	*10%*	-	-	-
I can keep up to date with my favourite brand and products (i.e. through "liking" them)	*7%*	4%	2%	6%	6%	4%	6%	*10%*	*10%*	2%	*6%*	-
I can see what my friends are doing/ where they've been	*23%*	20%	28%	26%	16%	22%	22%	*7%*	*19%*	27%	*7%*	-
Other	-	4%	3%	3%	3%	4%	2%	-	-	3%	*13%*	-
Don't know	*7%*	5%	5%	6%	-	4%	4%	-	-	2%	-	-
Nothing – I don't have a favourite thing about Facebook	*17%*	11%	16%	11%	16%	13%	14%	*29%*	*17%*	18%	*8%*	-

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	Use Most Days											
	Vine	Facebook	Instagram	Whats App	Google+	YouTube	Twitter	Tumblr	Myspace	Snapchat	Pinterest	None of these
Thinking specifically about Facebook… How important, if at all, is it to you that only people that you are "friends" with can see your profile (i.e. personal information, pictures etc.)?												
Unweighted base	*4*	182	*45*	*35*	*15*	105	*40*	*6*	*3*	*46*	*5*	*11*
Base: All GB children aged 8 to 15 online that ever use facebook	*4*	181	*44*	*34*	*14*	104	*40*	*7*	*3*	*45*	*5*	*10*
Very important	-	46%	*47%*	*55%*	*61%*	49%	*51%*	*33%*	*60%*	*49%*	*52%*	*39%*
Fairly important	*53%*	39%	*32%*	*32%*	*26%*	33%	*31%*	*25%*	*40%*	*35%*	*19%*	*44%*
Not very important	-	9%	*13%*	*9%*	*7%*	11%	*14%*	*20%*	-	*9%*	*30%*	*9%*
Not at all important	*24%*	3%	*6%*	-	-	6%	*2%*	*22%*	-	*4%*	-	*9%*
Don't know	*23%*	2%	*2%*	*4%*	*7%*	1%	*2%*	-	-	*3%*	-	-
Which ONE of the following is your favourite thing about Facebook?												
Unweighted base	*4*	182	*45*	*35*	*15*	105	*40*	*6*	*3*	*46*	*5*	*11*
Base: All GB children aged 8 to 15 online that ever use facebook	*4*	181	*44*	*34*	*14*	104	*40*	*7*	*3*	*45*	*5*	*10*
I can talk to my friends on Facebook messenger	*24%*	31%	*24%*	*20%*	*22%*	36%	*31%*	*41%*	*28%*	*26%*	*30%*	*29%*
I can tell friends what I'm doing/ where I've been on my status	-	7%	*2%*	*11%*	*15%*	3%	*8%*	-	-	*2%*	-	-
I can tell friends how I'm feeling on my status	-	7%	*6%*	*14%*	*20%*	8%	*7%*	*28%*	*72%*	*7%*	*52%*	-
I can share photos/ see friends photos	-	10%	*15%*	*7%*	*17%*	8%	*17%*	*12%*	-	*10%*	*18%*	*10%*
I can "be friends with" famous people	-	2%	-	-	-	2%	*2%*	-	-	-	-	*9%*
I can keep up to date with my favourite brand and products (i.e. through "liking" them)	*24%*	3%	-	*7%*	*7%*	3%	-	-	-	*2%*	-	*17%*
I can see what my friends are doing/ where they've been	*52%*	23%	*32%*	*28%*	*6%*	22%	*19%*	-	-	*30%*	-	-
Other	-	2%	*6%*	*7%*	-	3%	-	-	-	-	-	*20%*
Don't know	-	5%	*4%*	*3%*	-	2%	*5%*	-	-	*2%*	-	*7%*
Nothing – I don't have a favourite thing about Facebook	-	9%	*12%*	*4%*	*14%*	14%	*11%*	*19%*	-	*23%*	-	*9%*

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