

# BBC Newsbeat – Teenagers and Social Media Survey

## METHODOLOGY NOTE

ComRes interviewed 1,015 British 15-18 year olds online between 21st and 28th August 2014. Data were weighted to be representative of all 15-18 year old Britons by age, gender and region. ComRes is a member of the British Polling Council and abides by its rules.

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# Youth Online Habits and Attitudes Survey

## Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q1 What are your favourite online sites and apps?

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Facebook	828	423	404	192	204	205	227	245	227	173	183	273	517	37	608	220	651	77	125	131
	82%	81%	82%	79%	81%	80%	86%	80%	83%	79%	84%	81%	85%	52%	81%	82%	81%	86%	84%	89%
Twitter	558	267	291	133	131	149	146	169	172	118	100	228	317	13	414	144	447	46	85	85
	55%	51%	59%	55%	52%	58%	55%	55%	63%	54%	46%	68%	52%	18%	55%	54%	56%	51%	57%	58%
Snapchat	527	236	291	119	132	139	136	182	136	104	105	232	280	15	383	144	417	38	90	84
	52%	45%	59%	49%	52%	54%	51%	59%	50%	48%	48%	69%	46%	21%	51%	54%	52%	42%	60%	57%
Instagram	482	192	290	118	129	125	110	152	136	111	84	214	258	10	341	141	392	34	75	72
	48%	37%	59%	49%	51%	49%	42%	50%	50%	50%	39%	64%	42%	14%	46%	53%	49%	37%	50%	49%
WhatsApp	396	201	195	101	86	104	105	116	108	82	90	153	223	20	275	121	307	41	62	64
	39%	39%	39%	42%	34%	41%	40%	38%	40%	38%	41%	46%	37%	27%	37%	45%	38%	45%	41%	44%
Tumblr	247	80	167	54	67	68	57	85	66	54	42	104	131	12	198	49	200	14	52	65
	24%	15%	34%	22%	27%	27%	22%	28%	24%	25%	19%	31%	22%	17%	27%	18%	25%	16%	35%	44%
Xbox Live	225	175	50	66	60	52	47	65	57	46	57	86	126	14	170	55	192	20	32	31
	22%	34%	10%	27%	24%	21%	18%	21%	21%	21%	26%	26%	21%	20%	23%	20%	24%	22%	21%	21%
Playstation Network	167	133	34	43	37	45	42	37	49	35	47	64	92	11	123	44	137	15	28	31
	16%	25%	7%	18%	15%	18%	16%	12%	18%	16%	22%	19%	15%	15%	16%	16%	17%	16%	19%	21%
Minecraft	163	116	47	54	43	33	32	51	42	37	33	57	96	10	121	41	138	10	30	27
	16%	22%	9%	22%	17%	13%	12%	17%	15%	17%	15%	17%	16%	14%	16%	15%	17%	11%	20%	18%
BBM	155	71	83	55	30	44	26	37	49	36	33	68	80	7	100	55	133	13	32	22
	15%	14%	17%	23%	12%	17%	10%	12%	18%	17%	15%	20%	13%	10%	13%	21%	17%	15%	22%	15%
Ask FM	93	55	37	34	23	22	14	18	31	22	21	46	46	1	68	25	84	6	24	27
	9%	11%	8%	14%	9%	9%	5%	6%	11%	10%	10%	14%	7%	1%	9%	9%	10%	7%	16%	18%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q1 What are your favourite online sites and apps?

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Other	99	51	48	17	35	25	23	29	22	25	23	32	49	18	84	15	87	5	15	15
	10%	10%	10%	7%	14%	10%	9%	9%	8%	11%	11%	9%	8%	25%	11%	5%	11%	6%	10%	10%

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q2 Why is being online important to you, if at all?

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
For interacting with individual people (chatting to friends, making new friends, looking up ex-boyfriends/girlfriends etc.)	708	346	362	167	176	184	181	226	182	150	150	268	409	31	531	177	567	55	108	109
	70%	66%	73%	69%	70%	72%	68%	74%	67%	68%	69%	80%	67%	43%	71%	66%	70%	61%	72%	74%
For social reasons	665	340	325	156	150	173	186	210	173	145	136	244	398	23	474	191	511	69	110	97
	66%	65%	66%	64%	60%	67%	70%	69%	64%	66%	63%	73%	66%	31%	63%	71%	63%	77%	74%	66%
For interacting with social groups (chatting in blogs/forums, finding things out, posting photos/videos, arranging events)	557	280	277	126	142	146	143	183	156	113	104	225	312	20	419	139	445	43	83	87
	55%	54%	56%	52%	57%	57%	54%	60%	57%	52%	48%	67%	51%	28%	56%	52%	55%	47%	56%	59%
For gaming	418	294	125	102	107	104	106	116	111	88	103	143	240	35	326	92	332	41	61	72
	41%	56%	25%	42%	43%	40%	40%	38%	41%	40%	47%	43%	40%	49%	44%	34%	41%	45%	41%	49%
For my work	228	117	111	41	57	65	65	80	58	50	40	69	136	22	171	57	184	16	41	38
	22%	22%	23%	17%	23%	25%	25%	26%	21%	23%	19%	21%	22%	31%	23%	21%	23%	18%	28%	26%
None of the above	13	6	7	2	4	3	5	3	4	5	2	-	8	6	10	4	11	2	-	-
	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	-	1%	8%	1%	1%	1%	2%	-	-

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

**Q3 How often are you online for social reasons (on social networking sites like Facebook or Instagram or gaming with other people online)?**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Every half hour	150	73	77	31	39	44	35	48	45	27	30	150	-	-	105	45	126	10	31	31
	15%	14%	16%	13%	15%	17%	13%	16%	16%	12%	14%	45%	-	-	14%	17%	16%	11%	21%	21%
Every hour	186	92	94	39	60	46	40	69	40	43	33	186	-	-	137	48	149	13	39	32
	18%	18%	19%	16%	24%	18%	15%	22%	15%	20%	15%	55%	-	-	18%	18%	19%	15%	26%	22%
5-10 times a day	437	213	224	105	98	112	123	132	118	93	94	-	437	-	322	116	338	41	56	56
	43%	41%	45%	43%	39%	44%	46%	43%	43%	42%	43%	-	72%	-	43%	43%	42%	46%	38%	38%
Once a day	171	102	69	51	33	38	48	40	48	41	42	-	171	-	127	44	135	19	17	19
	17%	20%	14%	21%	13%	15%	18%	13%	18%	19%	19%	-	28%	-	17%	16%	17%	21%	11%	13%
Not every day	48	25	23	12	16	9	11	11	15	11	11	-	-	48	40	8	39	5	5	7
	5%	5%	5%	5%	6%	3%	4%	4%	5%	5%	5%	-	-	67%	5%	3%	5%	6%	3%	5%
Hardly ever	18	12	7	4	3	5	6	7	3	3	5	-	-	18	11	7	13	1	1	1
	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	-	-	25%	1%	3%	2%	1%	1%	1%
I never go online for social reasons	6	5	1	1	2	2	1	-	3	1	2	-	-	6	6	-	5	1	-	-
	1%	1%	0%	0%	1%	1%	0%	-	1%	0%	1%	-	-	8%	1%	-	1%	1%	-	-

## Youth Online Habits and Attitudes Survey Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q5 Where are you mainly online, are you usually...

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
In a room by yourself	747	394	353	164	193	195	195	236	204	154	153	242	448	57	747	-	592	65	123	118
	74%	76%	71%	67%	77%	76%	74%	77%	75%	70%	70%	72%	74%	79%	100%	-	74%	72%	82%	80%
In a room with other people in	268	127	141	79	59	61	70	71	68	66	64	93	160	15	-	268	213	25	26	29
	26%	24%	29%	33%	23%	24%	26%	23%	25%	30%	30%	28%	26%	21%	-	100%	26%	28%	18%	20%

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

**Q6 Where are you mainly online? Please think about how much time you spend online rather than how often you check it.**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
In your bedroom on a computer or games console	361	228	133	88	88	92	93	104	96	73	89	99	227	36	331	30	288	32	56	58
	36%	44%	27%	36%	35%	36%	35%	34%	35%	33%	41%	29%	37%	50%	44%	11%	36%	35%	38%	39%
In a room in your house other than your bedroom (for example, on a family computer or a games console in the living room)	177	93	84	41	49	44	44	56	39	44	38	42	119	17	93	84	146	19	21	20
	17%	18%	17%	17%	19%	17%	16%	18%	14%	20%	17%	12%	20%	23%	12%	31%	18%	21%	14%	13%
On your phone wherever you may be at the time	455	184	271	109	110	117	118	145	123	99	88	188	250	17	312	142	353	39	66	63
	45%	35%	55%	45%	44%	46%	45%	47%	45%	45%	40%	56%	41%	24%	42%	53%	44%	43%	44%	42%
On a computer at school	14	11	3	5	4	1	4	2	9	2	1	4	8	2	6	8	14	-	6	4
	1%	2%	1%	2%	2%	0%	2%	1%	3%	1%	0%	1%	1%	3%	1%	3%	2%	-	4%	3%
On a computer at work	7	4	3	-	-	2	5	-	4	1	2	3	4	-	4	3	4	1	-	3
	1%	1%	1%	-	-	1%	2%	-	2%	0%	1%	1%	1%	-	1%	1%	1%	1%	-	2%

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

**Q7 When you are online in a room by yourself, checking social networking sites or gaming with other people other the internet, do you...?**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
not care whether you are alone or not	446	219	227	109	116	120	101	131	125	89	100	161	254	31	318	128	367	37	57	56
	44%	42%	46%	45%	46%	47%	38%	43%	46%	41%	46%	48%	42%	43%	43%	48%	46%	41%	39%	38%
feel more comfortable than when there are other people in the room too	267	165	102	72	66	64	64	78	76	54	58	103	152	12	198	68	225	17	46	50
	26%	32%	21%	30%	26%	25%	24%	26%	28%	25%	27%	31%	25%	17%	27%	26%	28%	18%	31%	34%
find it's easier to talk more openly	343	177	166	85	95	76	87	108	97	76	64	137	193	14	267	76	280	27	68	71
	34%	34%	34%	35%	38%	30%	33%	35%	36%	34%	29%	41%	32%	19%	36%	29%	35%	30%	46%	48%
notice the difference when someone walks in	271	150	121	54	67	80	69	103	77	44	47	100	157	14	214	57	209	25	56	58
	27%	29%	25%	22%	27%	31%	26%	34%	28%	20%	22%	30%	26%	19%	29%	21%	26%	27%	38%	39%
cut off from outside world	139	61	77	30	36	26	46	39	40	24	36	48	82	8	113	25	109	11	36	39
	14%	12%	16%	12%	14%	10%	18%	13%	15%	11%	16%	14%	14%	11%	15%	9%	14%	12%	24%	26%
feel more connected to people/groups	268	150	118	71	76	63	58	83	73	68	44	113	144	12	215	54	229	16	48	46
	26%	29%	24%	29%	30%	25%	22%	27%	27%	31%	20%	34%	24%	16%	29%	20%	28%	17%	33%	31%
feel less part of a group	58	29	29	14	17	10	17	15	19	12	12	19	35	4	46	12	45	5	19	18
	6%	5%	6%	6%	7%	4%	6%	5%	7%	5%	5%	6%	6%	5%	6%	4%	6%	6%	13%	12%
None of the above	76	31	46	16	13	22	25	22	20	20	14	13	51	12	53	24	52	10	5	8
	8%	6%	9%	7%	5%	8%	10%	7%	7%	9%	6%	4%	8%	16%	7%	9%	6%	11%	3%	5%

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q8a Which of the following do you have active accounts with, if any?

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Facebook	899	463	437	205	221	228	245	279	239	189	192	307	545	47	668	232	706	81	137	136
	89%	89%	88%	85%	88%	89%	93%	91%	88%	86%	89%	92%	90%	65%	89%	86%	88%	90%	92%	92%
Twitter	630	307	323	141	155	168	165	201	184	126	119	250	359	20	468	162	505	46	107	99
	62%	59%	65%	58%	62%	66%	62%	66%	68%	57%	55%	75%	59%	28%	63%	60%	63%	51%	72%	67%
Instagram	500	209	291	116	137	127	120	171	132	110	87	217	270	14	359	141	404	38	83	74
	49%	40%	59%	48%	54%	50%	45%	56%	49%	50%	40%	65%	44%	19%	48%	53%	50%	42%	56%	51%
Snapchat	585	262	323	122	147	155	161	209	147	121	108	245	318	22	435	150	455	40	98	87
	58%	50%	65%	50%	59%	60%	61%	68%	54%	55%	50%	73%	52%	31%	58%	56%	57%	44%	66%	59%
WhatsApp	463	225	238	115	102	119	127	141	130	89	104	192	250	21	326	137	359	43	76	72
	46%	43%	48%	47%	41%	46%	48%	46%	48%	41%	48%	57%	41%	29%	44%	51%	45%	47%	51%	49%
Ask FM	135	67	68	36	44	35	20	33	42	26	34	73	60	2	108	27	120	10	31	33
	13%	13%	14%	15%	18%	14%	8%	11%	16%	12%	15%	22%	10%	3%	14%	10%	15%	12%	21%	23%
BBM	198	97	101	62	48	48	40	53	56	44	46	91	102	5	131	67	167	19	38	28
	20%	19%	21%	26%	19%	19%	15%	17%	20%	20%	21%	27%	17%	7%	18%	25%	21%	21%	26%	19%
Tumblr	281	98	183	60	82	75	64	103	76	55	47	122	149	10	226	55	232	13	59	68
	28%	19%	37%	25%	33%	29%	24%	33%	28%	25%	22%	36%	25%	14%	30%	21%	29%	15%	40%	46%
Gaming platforms such as Xbox Live or Playstation Network	299	233	66	81	80	72	65	80	74	60	84	112	167	21	237	62	250	22	47	47
	29%	45%	13%	33%	32%	28%	25%	26%	27%	28%	39%	33%	27%	29%	32%	23%	31%	25%	31%	32%
None of these	23	19	5	8	4	7	4	6	5	5	7	-	11	13	16	8	19	3	2	3
	2%	4%	1%	3%	2%	3%	2%	2%	2%	2%	3%	-	2%	18%	2%	3%	2%	3%	1%	2%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

Facebook

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	898	448	450	213	228	226	231	277	240	189	192	309	542	47	667	231	713	78	137	136
Weighted base	899	463	437	205	221	228	245	279	239	189	192	307	545	47	668	232	706	81	137	136
Mean	369.52	365.78	373.48	325.13	409.16	382.67	358.66	339.22	341.18	382.11	436.44	401.14	366.13	201.19	366.22	379.00	359.72	402.28	364.60	388.84
Standard deviation	557.36	688.75	370.31	440.36	765.79	580.59	362.55	288.85	476.05	498.48	894.08	372.19	652.89	242.69	583.13	475.35	535.32	582.65	525.79	546.26
Standard error	36.42	62.75	34.73	60.25	100.89	75.38	45.39	33.87	60.32	71.13	126.38	41.61	54.80	69.54	44.24	61.17	39.49	126.50	88.20	91.85

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

Twitter

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	631	297	334	146	160	168	157	201	185	127	118	252	359	20	468	163	511	44	108	99
Weighted base	630	307	323	141	155	168	165	201	184	126	119	250	359	20	468	162	505	46	107	99
Mean	458.71	413.46	501.61	773.97	490.58	326.55	293.12	609.19	387.51	412.55	362.74	728.50	289.77	122.96	516.05	293.15	510.79	209.54	435.76	429.56
Standard deviation	2,177.88	2,802.31	1,338.02	4,190.28	1,547.61	530.92	615.44	3,556.07	990.40	1,157.00	850.90	3,340.40	674.27	220.73	2,505.51	525.96	2,418.12	222.65	1,363.17	1,166.01
Standard error	170.09	313.70	145.86	690.47	243.57	80.19	93.96	491.26	143.13	202.05	153.14	413.88	69.73	95.97	227.06	80.98	210.82	64.15	258.00	229.86

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

Instagram

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	504	202	302	122	142	126	114	172	133	112	87	220	271	13	361	143	411	37	84	75
Weighted base	500	209	291	116	137	127	120	171	132	110	87	217	270	14	359	141	404	38	83	74
Mean	343.62	362.50	330.03	325.11	494.78	378.06	152.81	350.63	308.20	237.98	517.78	408.41	306.15	53.96	358.24	306.54	367.55	160.58	553.05	520.78
Standard deviation	1,013.87	1,062.48	977.17	667.45	1,474.40	1,092.69	217.42	1,188.31	733.31	385.89	1,444.02	1,242.91	809.52	54.50	1,106.61	725.97	1,070.88	198.39	1,898.18	1,399.20
Standard error	88.84	143.92	112.29	121.24	247.16	189.89	38.91	177.97	125.04	72.08	303.84	165.45	96.58	28.98	114.50	119.65	104.46	62.82	407.96	317.77

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

Snapchat

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	588	253	335	128	154	153	153	209	149	122	108	247	319	22	437	151	463	39	99	89
Weighted base	585	262	323	122	147	155	161	209	147	121	108	245	318	22	435	150	455	40	98	87
Mean	56.54	72.45	43.60	49.38	56.82	84.30	34.99	43.14	48.89	34.90	116.84	55.43	58.80	36.36	61.02	43.58	44.52	46.80	42.56	39.27
Standard deviation	297.04	432.37	87.11	72.80	122.41	558.38	41.72	81.01	87.94	43.41	667.95	98.63	392.98	63.73	342.67	59.90	82.59	62.34	100.71	58.53
Standard error	24.07	52.32	9.51	12.92	19.76	87.94	6.45	10.98	14.23	7.74	125.71	12.36	43.18	26.55	32.21	9.57	7.59	19.27	19.94	12.28

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

**Q8b Roughly how many friends, followers or contacts do you have on each of the following...**

**Whatsapp**

**Base: All who have an account with site**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	464	217	247	120	105	118	121	139	130	91	104	194	250	20	326	138	364	41	77	72
Weighted base	463	225	238	115	102	119	127	141	130	89	104	192	250	21	326	137	359	43	76	72
Mean	64.88	93.50	37.81	49.14	38.33	120.36	48.56	58.89	43.01	48.64	114.39	57.29	73.51	30.80	71.72	48.61	45.76	31.33	48.36	43.21
Standard deviation	334.32	474.81	52.69	75.52	44.32	642.79	100.91	111.06	55.96	120.41	680.74	102.98	445.47	36.13	395.71	70.55	81.46	27.25	123.10	71.98
Standard error	30.44	62.01	6.69	13.82	8.59	115.52	17.53	18.35	9.62	25.01	131.08	14.55	55.19	15.60	42.95	11.80	8.43	8.18	27.67	16.59

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

AskFM

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	136	65	71	37	46	34	19	33	42	27	34	73	61	2	109	27	122	10	31	34
Weighted base	135	67	68	36	44	35	20	33	42	26	34	73	60	2	108	27	120	10	31	33
Mean	111.30	150.97	72.39	60.33	243.43	43.17	31.10	115.41	41.85	44.81	246.39	75.94	158.22		128.85	40.85	121.54	32.35	54.16	85.23
Standard deviation	601.60	813.10	255.71	94.55	1,033.23	87.64	45.38	365.74	52.16	57.79	1,135.90	252.32	856.18		670.70	52.69	636.41	39.37	97.80	166.61
Standard error	101.47	194.90	60.70	31.06	304.93	28.99	19.78	124.60	15.73	22.16	384.27	57.92	216.65		126.43	19.90	113.71	23.83	34.63	56.46

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

BBM

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	198	93	105	64	49	47	38	52	56	45	45	91	102	5	131	67	169	18	39	28
Weighted base	198	97	101	62	48	48	40	53	56	44	46	91	102	5	131	67	167	19	38	28
Mean	93.79	142.74	47.06	58.35	82.75	196.75	38.03	74.60	45.18	30.82	236.26	61.94	125.63	24.00	109.75	62.69	55.85	50.04	46.34	40.13
Standard deviation	506.13	716.40	79.42	87.12	209.77	990.82	57.80	203.78	44.86	31.99	1,017.14	155.84	687.64	17.09	609.35	174.47	127.46	72.67	76.01	52.08
Standard error	70.50	142.80	15.47	21.66	59.57	279.80	17.90	54.96	11.79	9.45	295.42	32.09	133.36	14.59	104.42	41.73	19.31	33.04	24.11	19.34

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

Tumblr

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	284	94	190	62	86	74	62	104	76	57	47	123	151	10	228	56	236	13	61	69
Weighted base	281	98	183	60	82	75	64	103	76	55	47	122	149	10	226	55	232	13	59	68
Mean	449.10	176.32	594.19	196.54	428.72	860.18	228.40	896.44	153.75	242.73	190.94	769.17	212.92	78.42	502.65	231.19	486.64	93.02	221.97	193.16
Standard deviation	3,271.51	523.66	4,023.55	475.44	2,214.22	5,823.47	615.27	5,351.07	422.03	471.95	376.65	4,921.08	496.09	115.42	3,642.10	467.40	3,586.46	193.07	505.66	362.00
Standard error	382.49	103.90	582.23	120.63	478.64	1,316.94	150.70	1,034.58	94.91	124.17	107.90	874.08	79.61	71.19	475.27	123.03	461.63	103.33	129.12	86.02

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q8b Roughly how many friends, followers or contacts do you have on each of the following...

Gaming platforms such as XBox Live or Playstation Network

Base: All who have an account with site

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	296	228	68	83	81	72	60	79	74	60	83	111	164	21	235	61	250	21	47	48
Weighted base	299	233	66	81	80	72	65	80	74	60	84	112	167	21	237	62	250	22	47	47
Mean	64.57	75.63	25.37	38.41	27.77	167.19	28.26	23.84	38.64	30.75	150.66	123.58	30.08	23.63	70.85	40.67	71.64	32.38	243.56	242.89
Standard deviation	574.28	649.53	35.07	43.82	26.72	1,158.52	28.46	24.53	48.82	26.10	1,076.92	935.49	34.49	24.82	644.64	50.33	627.38	34.86	1,435.84	1,427.28
Standard error	65.12	83.39	8.48	9.55	5.86	266.75	6.90	5.38	11.09	6.58	230.33	173.53	5.24	10.72	82.14	12.51	77.77	14.46	411.41	406.51

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

**Q9 Roughly how many of your friends on social media do you regularly meet with in person?**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
None	24	13	11	4	9	5	5	5	8	4	7	4	10	10	17	7	20	2	5	3
	2%	2%	2%	2%	4%	2%	2%	2%	3%	2%	3%	1%	2%	14%	2%	3%	2%	2%	3%	2%
A few	254	115	139	57	56	68	72	68	60	57	69	84	148	21	184	70	199	33	53	49
	25%	22%	28%	24%	22%	27%	27%	22%	22%	26%	32%	25%	24%	29%	25%	26%	25%	36%	36%	33%
Some	319	161	158	58	79	75	106	97	76	68	77	102	208	9	237	82	237	27	37	40
	31%	31%	32%	24%	32%	29%	40%	32%	28%	31%	36%	30%	34%	12%	32%	31%	29%	30%	25%	27%
About half	192	97	95	56	49	48	39	65	61	37	30	70	112	11	149	43	159	12	30	33
	19%	19%	19%	23%	20%	19%	15%	21%	22%	17%	14%	21%	18%	15%	20%	16%	20%	13%	20%	23%
Almost all	175	104	71	45	47	49	33	57	52	42	24	63	98	13	121	53	145	14	17	15
	17%	20%	14%	19%	19%	19%	13%	19%	19%	19%	11%	19%	16%	19%	16%	20%	18%	16%	11%	10%
All	45	29	16	20	8	10	6	16	11	8	9	10	27	7	34	11	39	2	6	6
	4%	6%	3%	8%	3%	4%	2%	5%	4%	4%	4%	3%	4%	10%	4%	4%	5%	2%	4%	4%
Don't know	7	2	5	2	2	1	3	-	4	3	1	2	4	1	5	2	6	-	1	1
	1%	0%	1%	1%	1%	0%	1%	-	1%	1%	0%	1%	1%	1%	1%	1%	1%	-	1%	1%

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q10 How do you feel when you don't check in regularly with your friends online?

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Like you might be missing out on something	387	179	208	91	100	101	95	128	109	77	73	165	213	9	287	100	319	23	75	65
	38%	34%	42%	38%	40%	40%	36%	42%	40%	35%	34%	49%	35%	12%	38%	37%	40%	26%	50%	44%
Not at all bothered	362	210	152	87	83	104	88	118	100	70	74	89	232	41	266	96	284	39	43	47
	36%	40%	31%	36%	33%	41%	33%	39%	37%	32%	34%	26%	38%	57%	36%	36%	35%	43%	29%	32%
A sense of curiosity	313	137	176	71	82	75	86	100	87	61	66	117	185	12	247	66	256	21	59	54
	31%	26%	36%	29%	33%	29%	32%	33%	32%	28%	30%	35%	30%	16%	33%	25%	32%	23%	40%	37%
Like you should be checking to see what's going on	289	130	159	65	87	73	63	84	85	66	54	139	143	7	210	79	251	16	46	49
	28%	25%	32%	27%	35%	29%	24%	27%	31%	30%	25%	41%	24%	10%	28%	30%	31%	17%	31%	33%
Disconnected	240	108	132	47	66	55	72	84	58	56	42	101	129	10	182	58	195	13	54	46
	24%	21%	27%	19%	26%	22%	27%	27%	21%	25%	19%	30%	21%	13%	24%	22%	24%	15%	37%	31%
Worried	57	26	31	8	14	17	19	15	19	11	13	35	21	1	42	15	47	5	20	20
	6%	5%	6%	3%	5%	7%	7%	5%	7%	5%	6%	10%	4%	1%	6%	6%	6%	6%	14%	14%
Stressed	38	15	23	8	5	8	17	10	13	6	8	18	19	1	26	12	31	3	11	8
	4%	3%	5%	3%	2%	3%	6%	3%	5%	3%	4%	5%	3%	1%	3%	5%	4%	3%	7%	5%
Upset	30	10	20	7	5	11	8	9	11	6	5	13	17	-	22	8	25	3	14	15
	3%	2%	4%	3%	2%	4%	3%	3%	4%	3%	2%	4%	3%	-	3%	3%	3%	3%	9%	10%
None of the above	52	32	20	13	11	13	15	8	17	14	13	12	31	10	33	19	39	5	4	3
	5%	6%	4%	5%	4%	5%	6%	3%	6%	6%	6%	3%	5%	13%	4%	7%	5%	5%	3%	2%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q11 How important if at all are each of the following to you personally -

The number of friends/followers I have online

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Very important	58	32	26	18	14	13	13	14	21	9	12	31	26	-	35	22	50	2	17	15
	6%	6%	5%	7%	6%	5%	5%	5%	8%	4%	6%	9%	4%	-	5%	8%	6%	2%	11%	10%
Fairly important	224	115	109	65	64	47	48	68	66	53	37	88	128	8	166	58	193	17	40	42
	22%	22%	22%	27%	26%	18%	18%	22%	24%	24%	17%	26%	21%	11%	22%	21%	24%	19%	27%	28%
Not very important	421	211	209	98	106	107	110	124	109	91	96	131	261	29	306	115	321	45	52	55
	41%	41%	42%	40%	42%	42%	41%	40%	40%	42%	44%	39%	43%	40%	41%	43%	40%	50%	35%	37%
Not at all important	306	164	143	60	67	88	92	100	73	63	71	86	187	34	235	71	235	26	40	34
	30%	31%	29%	25%	26%	34%	35%	32%	27%	29%	33%	26%	31%	48%	32%	27%	29%	28%	27%	23%
Don't know	7	-	7	3	1	1	2	1	2	3	1	-	6	1	4	3	6	-	-	1
	1%	-	1%	1%	0%	0%	1%	0%	1%	1%	0%	-	1%	1%	1%	1%	1%	-	-	1%
<b>Net: Important</b>	<b>281</b>	<b>146</b>	<b>135</b>	<b>82</b>	<b>78</b>	<b>60</b>	<b>61</b>	<b>82</b>	<b>88</b>	<b>62</b>	<b>49</b>	<b>119</b>	<b>155</b>	<b>8</b>	<b>202</b>	<b>80</b>	<b>243</b>	<b>19</b>	<b>56</b>	<b>57</b>
	<b>28%</b>	<b>28%</b>	<b>27%</b>	<b>34%</b>	<b>31%</b>	<b>23%</b>	<b>23%</b>	<b>27%</b>	<b>32%</b>	<b>28%</b>	<b>23%</b>	<b>35%</b>	<b>25%</b>	<b>11%</b>	<b>27%</b>	<b>30%</b>	<b>30%</b>	<b>21%</b>	<b>38%</b>	<b>39%</b>
<b>Net: Not important</b>	<b>727</b>	<b>375</b>	<b>352</b>	<b>158</b>	<b>172</b>	<b>195</b>	<b>202</b>	<b>224</b>	<b>182</b>	<b>154</b>	<b>167</b>	<b>216</b>	<b>448</b>	<b>63</b>	<b>541</b>	<b>186</b>	<b>556</b>	<b>71</b>	<b>92</b>	<b>89</b>
	<b>72%</b>	<b>72%</b>	<b>71%</b>	<b>65%</b>	<b>69%</b>	<b>76%</b>	<b>76%</b>	<b>73%</b>	<b>67%</b>	<b>70%</b>	<b>77%</b>	<b>65%</b>	<b>74%</b>	<b>88%</b>	<b>72%</b>	<b>69%</b>	<b>69%</b>	<b>79%</b>	<b>62%</b>	<b>61%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q11 How important if at all are each of the following to you personally -

The number of friends I have in person

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Very important	253	131	122	69	61	73	51	85	68	60	41	95	147	11	186	67	206	21	36	32
	25%	25%	25%	28%	24%	28%	19%	28%	25%	27%	19%	28%	24%	16%	25%	25%	26%	23%	24%	22%
Fairly important	418	213	205	98	107	93	120	121	116	85	96	126	261	31	303	116	324	35	56	49
	41%	41%	42%	40%	43%	36%	45%	40%	43%	39%	44%	38%	43%	44%	41%	43%	40%	38%	38%	33%
Not very important	247	127	120	57	62	61	68	80	61	51	56	87	140	21	185	62	201	21	36	44
	24%	24%	24%	24%	25%	24%	26%	26%	22%	23%	26%	26%	23%	29%	25%	23%	25%	23%	24%	30%
Not at all important	86	45	41	17	19	28	23	20	25	20	23	24	55	7	65	21	65	14	19	22
	9%	9%	8%	7%	8%	11%	9%	6%	9%	9%	10%	7%	9%	10%	9%	8%	8%	16%	13%	15%
Don't know	10	4	6	2	3	2	3	1	3	4	2	3	6	1	8	2	9	-	1	-
	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	-
<b>Net: Important</b>	<b>672</b>	<b>345</b>	<b>327</b>	<b>167</b>	<b>168</b>	<b>166</b>	<b>171</b>	<b>206</b>	<b>184</b>	<b>145</b>	<b>137</b>	<b>221</b>	<b>408</b>	<b>43</b>	<b>489</b>	<b>183</b>	<b>530</b>	<b>55</b>	<b>93</b>	<b>81</b>
	<b>66%</b>	<b>66%</b>	<b>66%</b>	<b>69%</b>	<b>67%</b>	<b>65%</b>	<b>65%</b>	<b>67%</b>	<b>68%</b>	<b>66%</b>	<b>63%</b>	<b>66%</b>	<b>67%</b>	<b>59%</b>	<b>65%</b>	<b>68%</b>	<b>66%</b>	<b>61%</b>	<b>62%</b>	<b>55%</b>
<b>Net: Not important</b>	<b>333</b>	<b>172</b>	<b>161</b>	<b>74</b>	<b>81</b>	<b>88</b>	<b>90</b>	<b>100</b>	<b>85</b>	<b>70</b>	<b>78</b>	<b>111</b>	<b>194</b>	<b>28</b>	<b>250</b>	<b>84</b>	<b>266</b>	<b>35</b>	<b>55</b>	<b>67</b>
	<b>33%</b>	<b>33%</b>	<b>33%</b>	<b>30%</b>	<b>32%</b>	<b>35%</b>	<b>34%</b>	<b>33%</b>	<b>31%</b>	<b>32%</b>	<b>36%</b>	<b>33%</b>	<b>32%</b>	<b>39%</b>	<b>33%</b>	<b>31%</b>	<b>33%</b>	<b>39%</b>	<b>37%</b>	<b>45%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q11 How important if at all are each of the following to you personally -  
 The number of likes/retweets/comments I get on when I post something online  
 Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Very important	67	36	31	17	15	22	13	13	26	17	11	37	28	2	42	24	58	5	14	10
	7%	7%	6%	7%	6%	9%	5%	4%	9%	8%	5%	11%	5%	3%	6%	9%	7%	6%	9%	7%
Fairly important	296	153	143	82	76	66	72	100	76	54	67	102	185	9	208	88	250	20	58	55
	29%	29%	29%	34%	30%	26%	27%	32%	28%	25%	31%	30%	30%	12%	28%	33%	31%	22%	39%	38%
Not very important	374	187	187	81	94	93	105	115	92	87	80	116	233	24	285	89	275	42	42	47
	37%	36%	38%	34%	37%	36%	40%	37%	34%	40%	37%	35%	38%	34%	38%	33%	34%	46%	28%	32%
Not at all important	270	142	128	60	65	73	73	78	77	59	55	77	157	36	203	67	214	24	34	34
	27%	27%	26%	25%	26%	28%	27%	26%	28%	27%	26%	23%	26%	50%	27%	25%	27%	26%	23%	23%
Don't know	9	4	5	3	2	2	2	1	2	2	4	3	5	1	9	-	8	-	2	1
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	-	1%	-	1%	1%
<b>Net: Important</b>	<b>363</b>	<b>188</b>	<b>174</b>	<b>99</b>	<b>91</b>	<b>88</b>	<b>85</b>	<b>113</b>	<b>101</b>	<b>70</b>	<b>78</b>	<b>139</b>	<b>213</b>	<b>11</b>	<b>250</b>	<b>112</b>	<b>308</b>	<b>25</b>	<b>71</b>	<b>65</b>
	<b>36%</b>	<b>36%</b>	<b>35%</b>	<b>41%</b>	<b>36%</b>	<b>35%</b>	<b>32%</b>	<b>37%</b>	<b>37%</b>	<b>32%</b>	<b>36%</b>	<b>41%</b>	<b>35%</b>	<b>15%</b>	<b>34%</b>	<b>42%</b>	<b>38%</b>	<b>27%</b>	<b>48%</b>	<b>44%</b>
<b>Net: Not important</b>	<b>643</b>	<b>329</b>	<b>315</b>	<b>141</b>	<b>159</b>	<b>165</b>	<b>178</b>	<b>193</b>	<b>168</b>	<b>147</b>	<b>135</b>	<b>193</b>	<b>390</b>	<b>60</b>	<b>487</b>	<b>156</b>	<b>489</b>	<b>66</b>	<b>75</b>	<b>81</b>
	<b>63%</b>	<b>63%</b>	<b>64%</b>	<b>58%</b>	<b>63%</b>	<b>65%</b>	<b>67%</b>	<b>63%</b>	<b>62%</b>	<b>67%</b>	<b>62%</b>	<b>58%</b>	<b>64%</b>	<b>84%</b>	<b>65%</b>	<b>58%</b>	<b>61%</b>	<b>73%</b>	<b>51%</b>	<b>55%</b>

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q11 How important if at all are each of the following to you personally -

Going out with friends

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Very important	373	177	196	79	87	106	101	128	98	75	71	154	207	12	272	101	284	28	52	45
	37%	34%	40%	33%	35%	41%	38%	42%	36%	34%	33%	46%	34%	16%	36%	38%	35%	31%	35%	31%
Fairly important	468	243	225	112	117	114	124	137	126	111	94	122	301	44	344	124	375	45	58	60
	46%	47%	46%	46%	47%	45%	47%	45%	46%	51%	43%	37%	50%	62%	46%	46%	47%	50%	39%	41%
Not very important	123	74	48	35	34	26	29	29	36	22	36	40	73	10	89	34	106	8	25	26
	12%	14%	10%	14%	13%	10%	11%	9%	13%	10%	16%	12%	12%	14%	12%	13%	13%	8%	17%	17%
Not at all important	44	27	17	13	14	10	7	10	10	8	16	18	21	5	37	6	35	9	14	15
	4%	5%	3%	5%	6%	4%	3%	3%	4%	4%	7%	5%	3%	7%	5%	2%	4%	9%	10%	10%
Don't know	8	1	7	4	-	-	4	3	2	2	1	1	6	1	4	4	5	1	-	1
	1%	0%	1%	2%	-	-	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	-	1%
<b>Net: Important</b>	<b>841</b>	<b>419</b>	<b>422</b>	<b>192</b>	<b>204</b>	<b>220</b>	<b>225</b>	<b>265</b>	<b>224</b>	<b>187</b>	<b>165</b>	<b>277</b>	<b>508</b>	<b>56</b>	<b>616</b>	<b>225</b>	<b>659</b>	<b>73</b>	<b>110</b>	<b>105</b>
	<b>83%</b>	<b>80%</b>	<b>85%</b>	<b>79%</b>	<b>81%</b>	<b>86%</b>	<b>85%</b>	<b>86%</b>	<b>82%</b>	<b>85%</b>	<b>76%</b>	<b>83%</b>	<b>84%</b>	<b>78%</b>	<b>83%</b>	<b>84%</b>	<b>82%</b>	<b>81%</b>	<b>74%</b>	<b>71%</b>
<b>Net: Not important</b>	<b>167</b>	<b>101</b>	<b>66</b>	<b>48</b>	<b>47</b>	<b>36</b>	<b>36</b>	<b>39</b>	<b>46</b>	<b>31</b>	<b>51</b>	<b>57</b>	<b>94</b>	<b>15</b>	<b>127</b>	<b>40</b>	<b>141</b>	<b>16</b>	<b>39</b>	<b>41</b>
	<b>16%</b>	<b>19%</b>	<b>13%</b>	<b>20%</b>	<b>19%</b>	<b>14%</b>	<b>13%</b>	<b>13%</b>	<b>17%</b>	<b>14%</b>	<b>24%</b>	<b>17%</b>	<b>16%</b>	<b>21%</b>	<b>17%</b>	<b>15%</b>	<b>18%</b>	<b>18%</b>	<b>26%</b>	<b>28%</b>

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q11 How important if at all are each of the following to you personally -

Regularly speaking to friends from home/school

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Very important	311	143	169	72	84	90	65	98	101	63	49	125	172	14	215	97	254	17	38	37
	31%	27%	34%	30%	33%	35%	25%	32%	37%	29%	23%	37%	28%	20%	29%	36%	32%	18%	25%	25%
Fairly important	549	292	257	133	136	126	153	161	129	126	132	161	342	46	413	136	425	56	71	73
	54%	56%	52%	55%	54%	49%	58%	53%	48%	58%	61%	48%	56%	64%	55%	51%	53%	62%	48%	50%
Not very important	113	69	44	28	21	28	36	38	28	23	24	33	71	8	87	26	91	12	29	29
	11%	13%	9%	12%	8%	11%	14%	12%	10%	10%	11%	10%	12%	12%	12%	10%	11%	14%	20%	19%
Not at all important	34	15	19	7	10	10	7	7	11	6	11	12	19	3	28	6	30	4	9	7
	3%	3%	4%	3%	4%	4%	3%	2%	4%	3%	5%	4%	3%	5%	4%	2%	4%	5%	6%	5%
Don't know	8	2	6	3	-	2	3	3	3	1	1	4	4	-	4	4	6	1	2	2
	1%	0%	1%	1%	-	1%	1%	1%	1%	0%	0%	1%	1%	-	1%	1%	1%	1%	1%	1%
<b>Net: Important</b>	<b>860</b>	<b>435</b>	<b>425</b>	<b>205</b>	<b>220</b>	<b>216</b>	<b>218</b>	<b>259</b>	<b>230</b>	<b>189</b>	<b>181</b>	<b>286</b>	<b>514</b>	<b>60</b>	<b>628</b>	<b>233</b>	<b>679</b>	<b>72</b>	<b>109</b>	<b>110</b>
	<b>85%</b>	<b>83%</b>	<b>86%</b>	<b>85%</b>	<b>88%</b>	<b>84%</b>	<b>82%</b>	<b>85%</b>	<b>85%</b>	<b>86%</b>	<b>83%</b>	<b>85%</b>	<b>85%</b>	<b>84%</b>	<b>84%</b>	<b>87%</b>	<b>84%</b>	<b>80%</b>	<b>73%</b>	<b>74%</b>
<b>Net: Not important</b>	<b>147</b>	<b>84</b>	<b>63</b>	<b>35</b>	<b>31</b>	<b>38</b>	<b>43</b>	<b>44</b>	<b>39</b>	<b>29</b>	<b>35</b>	<b>45</b>	<b>90</b>	<b>12</b>	<b>115</b>	<b>32</b>	<b>121</b>	<b>17</b>	<b>38</b>	<b>36</b>
	<b>14%</b>	<b>16%</b>	<b>13%</b>	<b>14%</b>	<b>12%</b>	<b>15%</b>	<b>16%</b>	<b>14%</b>	<b>14%</b>	<b>13%</b>	<b>16%</b>	<b>14%</b>	<b>15%</b>	<b>16%</b>	<b>15%</b>	<b>12%</b>	<b>15%</b>	<b>19%</b>	<b>26%</b>	<b>24%</b>

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q11 How important if at all are each of the following to you personally -  
 Regularly speaking to friends online, even if I've never met them  
 Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Very important	95	54	41	22	24	26	23	27	28	25	16	50	44	1	68	27	80	8	21	23
	9%	10%	8%	9%	9%	10%	9%	9%	10%	11%	7%	15%	7%	1%	9%	10%	10%	9%	14%	15%
Fairly important	326	173	153	79	81	87	79	79	88	79	81	121	188	18	254	72	269	26	50	45
	32%	33%	31%	33%	32%	34%	30%	26%	32%	36%	37%	36%	31%	25%	34%	27%	33%	29%	34%	30%
Not very important	315	161	154	79	84	76	75	102	86	68	58	102	192	20	220	95	248	35	41	45
	31%	31%	31%	32%	33%	30%	28%	33%	32%	31%	27%	31%	32%	28%	29%	35%	31%	39%	28%	31%
Not at all important	248	110	137	54	55	60	79	88	63	45	52	57	162	28	184	63	184	21	29	27
	24%	21%	28%	22%	22%	23%	30%	29%	23%	20%	24%	17%	27%	39%	25%	24%	23%	23%	19%	19%
Don't know	31	22	9	9	8	7	7	11	7	3	10	5	21	5	20	11	24	1	8	7
	3%	4%	2%	4%	3%	3%	3%	4%	2%	1%	5%	1%	4%	7%	3%	4%	3%	1%	6%	5%
<b>Net: Important</b>	<b>421</b>	<b>228</b>	<b>194</b>	<b>101</b>	<b>105</b>	<b>113</b>	<b>103</b>	<b>106</b>	<b>116</b>	<b>103</b>	<b>96</b>	<b>171</b>	<b>232</b>	<b>19</b>	<b>322</b>	<b>99</b>	<b>348</b>	<b>34</b>	<b>71</b>	<b>67</b>
	<b>42%</b>	<b>44%</b>	<b>39%</b>	<b>42%</b>	<b>42%</b>	<b>44%</b>	<b>39%</b>	<b>34%</b>	<b>43%</b>	<b>47%</b>	<b>44%</b>	<b>51%</b>	<b>38%</b>	<b>26%</b>	<b>43%</b>	<b>37%</b>	<b>43%</b>	<b>37%</b>	<b>48%</b>	<b>46%</b>
<b>Net: Not important</b>	<b>562</b>	<b>271</b>	<b>291</b>	<b>133</b>	<b>139</b>	<b>136</b>	<b>155</b>	<b>190</b>	<b>149</b>	<b>112</b>	<b>111</b>	<b>159</b>	<b>355</b>	<b>48</b>	<b>404</b>	<b>158</b>	<b>432</b>	<b>56</b>	<b>70</b>	<b>73</b>
	<b>55%</b>	<b>52%</b>	<b>59%</b>	<b>55%</b>	<b>55%</b>	<b>53%</b>	<b>58%</b>	<b>62%</b>	<b>55%</b>	<b>51%</b>	<b>51%</b>	<b>48%</b>	<b>58%</b>	<b>67%</b>	<b>54%</b>	<b>59%</b>	<b>54%</b>	<b>61%</b>	<b>47%</b>	<b>49%</b>

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q11 How important if at all are each of the following to you personally -

Checking social media as soon as I've got a notification

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Very important	141	70	71	35	34	32	39	42	45	31	23	77	63	1	96	44	116	8	37	28
	14%	13%	14%	14%	14%	13%	15%	14%	17%	14%	10%	23%	10%	1%	13%	16%	14%	9%	25%	19%
Fairly important	376	198	179	84	103	98	91	110	94	84	87	142	220	14	277	100	307	31	57	57
	37%	38%	36%	35%	41%	38%	34%	36%	35%	38%	40%	43%	36%	19%	37%	37%	38%	34%	38%	39%
Not very important	357	166	190	88	91	84	93	116	90	74	77	94	233	30	260	96	274	35	36	45
	35%	32%	39%	36%	36%	33%	35%	38%	33%	34%	35%	28%	38%	42%	35%	36%	34%	39%	24%	31%
Not at all important	135	85	50	33	23	39	40	40	39	28	28	20	89	26	109	26	102	15	18	18
	13%	16%	10%	14%	9%	15%	15%	13%	14%	13%	13%	6%	15%	36%	15%	10%	13%	17%	12%	12%
Don't know	7	2	5	4	-	2	1	-	4	1	2	2	4	1	5	2	6	1	1	-
	1%	0%	1%	1%	-	1%	0%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
<b>Net: Important</b>	<b>517</b>	<b>268</b>	<b>249</b>	<b>119</b>	<b>137</b>	<b>131</b>	<b>130</b>	<b>152</b>	<b>140</b>	<b>115</b>	<b>110</b>	<b>219</b>	<b>283</b>	<b>15</b>	<b>373</b>	<b>144</b>	<b>423</b>	<b>39</b>	<b>94</b>	<b>85</b>
	<b>51%</b>	<b>51%</b>	<b>50%</b>	<b>49%</b>	<b>54%</b>	<b>51%</b>	<b>49%</b>	<b>49%</b>	<b>51%</b>	<b>53%</b>	<b>51%</b>	<b>65%</b>	<b>46%</b>	<b>21%</b>	<b>50%</b>	<b>54%</b>	<b>53%</b>	<b>43%</b>	<b>63%</b>	<b>58%</b>
<b>Net: Not important</b>	<b>491</b>	<b>251</b>	<b>240</b>	<b>120</b>	<b>115</b>	<b>123</b>	<b>133</b>	<b>155</b>	<b>128</b>	<b>103</b>	<b>105</b>	<b>114</b>	<b>321</b>	<b>56</b>	<b>369</b>	<b>123</b>	<b>376</b>	<b>51</b>	<b>53</b>	<b>63</b>
	<b>48%</b>	<b>48%</b>	<b>49%</b>	<b>50%</b>	<b>46%</b>	<b>48%</b>	<b>50%</b>	<b>51%</b>	<b>47%</b>	<b>47%</b>	<b>48%</b>	<b>34%</b>	<b>53%</b>	<b>78%</b>	<b>49%</b>	<b>46%</b>	<b>47%</b>	<b>56%</b>	<b>36%</b>	<b>42%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

**Q12 Please select each of the following statements that applies to you.**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Talking to people online is easier than in person	435	231	204	104	128	103	99	133	115	92	96	174	246	15	329	105	367	30	89	90
	43%	44%	41%	43%	51%	40%	38%	43%	42%	42%	44%	52%	40%	21%	44%	39%	46%	33%	60%	61%
I have lots of friends/followers online that I've never met in person	381	179	202	81	100	100	100	108	101	88	83	158	216	7	284	97	308	35	72	73
	38%	34%	41%	33%	40%	39%	38%	35%	37%	40%	38%	47%	36%	10%	38%	36%	38%	39%	48%	50%
It is easier to say how I feel online than when talking to someone in person	371	176	195	81	105	100	84	118	100	79	74	161	200	9	293	77	309	30	80	90
	37%	34%	39%	34%	42%	39%	32%	38%	37%	36%	34%	48%	33%	13%	39%	29%	38%	33%	54%	61%
I don't speak to most of my online friends in person	269	131	138	50	69	73	78	68	75	62	64	102	157	11	205	64	219	24	61	55
	27%	25%	28%	21%	27%	28%	29%	22%	28%	28%	30%	30%	26%	15%	27%	24%	27%	27%	41%	37%
I prefer talking to people online than in person	200	97	103	49	65	41	44	55	50	52	43	94	99	6	149	50	171	15	52	52
	20%	19%	21%	20%	26%	16%	17%	18%	18%	24%	20%	28%	16%	8%	20%	19%	21%	17%	35%	36%
I would hate my parents to see my Facebook page	149	86	63	39	37	39	34	37	46	38	28	66	80	3	113	36	122	15	34	43
	15%	16%	13%	16%	15%	15%	13%	12%	17%	17%	13%	20%	13%	4%	15%	14%	15%	17%	23%	29%
My friends online know me better than people I know in person	131	57	74	34	35	31	31	38	34	28	30	67	63	1	97	35	110	12	43	35
	13%	11%	15%	14%	14%	12%	12%	12%	13%	13%	14%	20%	10%	1%	13%	13%	14%	13%	29%	24%
People I only speak to online aren't my real friends	121	65	56	27	25	35	35	33	42	21	25	39	68	15	88	33	99	8	26	21
	12%	12%	11%	11%	10%	14%	13%	11%	16%	10%	11%	12%	11%	21%	12%	12%	12%	9%	18%	14%
My friends online are worth more to me than people I know in person	75	39	36	22	23	17	13	15	20	16	23	35	37	3	62	14	69	5	30	31
	7%	8%	7%	9%	9%	6%	5%	5%	8%	7%	11%	11%	6%	4%	8%	5%	9%	6%	20%	21%
None of these	209	106	103	59	47	41	62	72	47	49	42	43	130	36	139	71	151	20	8	5
	21%	20%	21%	24%	19%	16%	23%	23%	17%	22%	19%	13%	21%	51%	19%	26%	19%	22%	6%	3%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

**Q13 Do each of the following statements apply to you or not -  
 I think some of my friends are addicted to online social networking sites**  
**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	634	328	306	165	157	149	163	198	166	132	139	220	367	46	464	170	499	58	108	102
	62%	63%	62%	68%	62%	58%	61%	64%	61%	60%	64%	66%	60%	65%	62%	63%	62%	64%	73%	69%
Does not apply to you	280	151	128	58	73	80	68	85	76	63	56	83	178	18	202	78	230	20	30	35
	28%	29%	26%	24%	29%	31%	26%	28%	28%	29%	26%	25%	29%	26%	27%	29%	29%	22%	20%	24%
Don't know	102	42	60	20	22	26	34	24	30	24	22	32	62	7	81	21	76	13	10	10
	10%	8%	12%	8%	9%	10%	13%	8%	11%	11%	10%	10%	10%	10%	11%	8%	9%	14%	7%	7%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

**Q13 Do each of the following statements apply to you or not -  
 I think I am addicted to social media**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	232	111	122	59	59	58	56	64	61	51	56	119	111	2	170	62	194	17	55	54
	23%	21%	25%	24%	23%	22%	21%	21%	22%	23%	26%	36%	18%	3%	23%	23%	24%	19%	37%	36%
Does not apply to you	697	372	325	161	173	173	189	226	190	136	146	187	445	65	514	183	541	63	84	83
	69%	71%	66%	66%	69%	68%	72%	74%	70%	62%	67%	56%	73%	90%	69%	68%	67%	70%	56%	56%
Don't know	86	39	47	23	19	25	19	17	21	32	16	28	52	5	63	23	69	11	10	11
	8%	7%	10%	9%	8%	10%	7%	5%	8%	15%	7%	8%	9%	7%	8%	9%	9%	12%	7%	7%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

**Q13 Do each of the following statements apply to you or not -  
 I post stuff online to try and get as many likes/retweets etc as possible**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	197	106	91	51	36	60	49	60	60	36	40	83	109	5	134	63	160	15	43	37
	19%	20%	18%	21%	14%	24%	18%	20%	22%	17%	18%	25%	18%	7%	18%	23%	20%	17%	29%	25%
Does not apply to you	751	384	367	172	199	180	200	227	193	165	166	232	454	64	560	191	590	70	100	101
	74%	74%	74%	71%	79%	70%	75%	74%	71%	75%	76%	69%	75%	89%	75%	71%	73%	78%	67%	68%
Don't know	68	32	36	20	16	15	16	19	19	18	12	20	45	3	53	15	55	5	6	10
	7%	6%	7%	8%	6%	6%	6%	6%	7%	8%	5%	6%	7%	4%	7%	6%	7%	6%	4%	7%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

**Q13 Do each of the following statements apply to you or not -  
 I often check my social media when I am out with friends or family**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	591	278	313	148	146	151	146	183	160	127	121	262	316	12	414	176	482	40	94	96
	58%	53%	63%	61%	58%	59%	55%	60%	59%	58%	56%	78%	52%	17%	55%	66%	60%	44%	63%	65%
Does not apply to you	373	218	155	85	93	87	108	114	90	84	84	61	256	56	292	81	281	48	51	43
	37%	42%	31%	35%	37%	34%	41%	37%	33%	38%	39%	18%	42%	78%	39%	30%	35%	54%	34%	29%
Don't know	51	25	26	10	12	18	11	9	22	8	12	12	35	4	40	11	42	2	4	9
	5%	5%	5%	4%	5%	7%	4%	3%	8%	4%	6%	3%	6%	6%	5%	4%	5%	2%	3%	6%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q13 Do each of the following statements apply to you or not -  
**My friends/family tell me I am online too much**  
 Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	373	201	172	113	86	86	88	111	98	85	79	154	200	18	277	96	311	27	79	77
	37%	39%	35%	46%	34%	34%	33%	36%	36%	39%	36%	46%	33%	25%	37%	36%	39%	30%	53%	52%
Does not apply to you	568	280	288	118	151	141	157	179	157	107	125	157	362	49	412	156	437	55	60	59
	56%	54%	58%	49%	60%	55%	59%	58%	58%	49%	57%	47%	60%	68%	55%	58%	54%	61%	40%	40%
Don't know	75	40	34	12	14	29	19	16	18	27	14	24	46	5	58	17	57	8	9	11
	7%	8%	7%	5%	6%	11%	7%	5%	6%	12%	6%	7%	7%	7%	8%	6%	7%	9%	6%	7%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

**Q13 Do each of the following statements apply to you or not -  
 I sometimes wish I could give up social media**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	256	122	135	60	66	60	70	82	59	60	56	87	152	17	189	68	203	20	60	53
	25%	23%	27%	25%	26%	23%	27%	27%	22%	27%	26%	26%	25%	24%	25%	25%	25%	22%	40%	36%
Does not apply to you	649	349	300	153	161	165	170	197	179	135	138	216	387	46	479	171	508	63	76	80
	64%	67%	61%	63%	64%	65%	64%	64%	66%	62%	64%	65%	64%	64%	64%	64%	63%	70%	51%	54%
Don't know	110	50	59	30	25	31	24	28	34	24	23	31	69	9	79	30	94	8	13	15
	11%	10%	12%	12%	10%	12%	9%	9%	13%	11%	11%	9%	11%	12%	11%	11%	12%	9%	9%	10%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

**Q13 Do each of the following statements apply to you or not -  
 I have met someone in person that I first met through social media**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	365	191	174	73	81	112	99	97	96	89	83	165	192	9	270	96	284	42	69	73
	36%	37%	35%	30%	32%	44%	37%	32%	35%	41%	38%	49%	32%	13%	36%	36%	35%	46%	46%	50%
Does not apply to you	612	310	301	159	162	135	156	199	162	122	128	156	394	61	453	159	487	47	72	66
	60%	60%	61%	66%	64%	53%	59%	65%	60%	56%	59%	47%	65%	85%	61%	59%	61%	52%	48%	45%
Don't know	38	20	18	11	8	9	10	11	13	7	6	14	22	2	24	14	33	2	8	8
	4%	4%	4%	4%	3%	4%	4%	4%	5%	3%	3%	4%	4%	3%	3%	5%	4%	2%	6%	5%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

**Q13 Do each of the following statements apply to you or not -  
 I hate it when I'm online and my parents come and look at what I'm doing**  
**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Applies to you	566	266	300	130	151	138	148	198	148	122	98	221	316	29	430	136	452	44	106	98
	56%	51%	61%	53%	60%	54%	56%	64%	55%	56%	45%	66%	52%	40%	58%	51%	56%	49%	71%	67%
Does not apply to you	410	232	178	106	93	108	103	98	115	85	112	106	264	40	287	123	325	42	40	48
	40%	44%	36%	43%	37%	42%	39%	32%	42%	39%	52%	32%	43%	55%	38%	46%	40%	46%	27%	33%
Don't know	39	24	15	7	8	10	14	11	9	12	8	8	28	3	30	9	28	4	3	1
	4%	5%	3%	3%	3%	4%	5%	4%	3%	5%	4%	2%	5%	4%	4%	3%	3%	5%	2%	1%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q14 How often, if ever, do you feel any of the following emotions -

Lonely

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	48	21	27	12	14	11	11	6	14	9	19	21	24	2	40	8	39	7	48	39
	5%	4%	5%	5%	5%	4%	4%	2%	5%	4%	9%	6%	4%	3%	5%	3%	5%	8%	32%	27%
Most of the time	101	37	64	24	18	26	33	34	21	22	24	48	48	4	83	18	84	7	101	48
	10%	7%	13%	10%	7%	10%	12%	11%	8%	10%	11%	14%	8%	6%	11%	7%	10%	8%	68%	32%
Sometimes	399	175	225	80	106	107	106	127	110	80	82	129	247	24	295	105	313	32	-	46
	39%	33%	46%	33%	42%	42%	40%	41%	40%	37%	38%	38%	41%	33%	39%	39%	39%	35%	-	31%
Hardly ever	287	164	123	75	75	66	72	104	61	68	55	73	189	25	208	80	224	31	-	9
	28%	32%	25%	31%	30%	26%	27%	34%	22%	31%	25%	22%	31%	35%	28%	30%	28%	34%	-	6%
Never	169	120	49	49	38	42	39	34	61	39	34	61	91	16	114	55	137	13	-	3
	17%	23%	10%	20%	15%	17%	15%	11%	23%	18%	16%	18%	15%	22%	15%	20%	17%	15%	-	2%
Don't know	11	4	7	3	1	3	4	2	5	1	3	2	8	1	8	3	8	-	-	2
	1%	1%	1%	1%	0%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%
<b>Net: At least most of the time</b>	<b>149</b>	<b>58</b>	<b>90</b>	<b>36</b>	<b>32</b>	<b>37</b>	<b>44</b>	<b>40</b>	<b>35</b>	<b>31</b>	<b>43</b>	<b>70</b>	<b>73</b>	<b>6</b>	<b>123</b>	<b>26</b>	<b>123</b>	<b>14</b>	<b>149</b>	<b>87</b>
	<b>15%</b>	<b>11%</b>	<b>18%</b>	<b>15%</b>	<b>13%</b>	<b>15%</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>14%</b>	<b>20%</b>	<b>21%</b>	<b>12%</b>	<b>9%</b>	<b>16%</b>	<b>10%</b>	<b>15%</b>	<b>16%</b>	<b>100%</b>	<b>59%</b>
<b>Net: At least sometimes</b>	<b>548</b>	<b>233</b>	<b>315</b>	<b>116</b>	<b>138</b>	<b>145</b>	<b>150</b>	<b>167</b>	<b>145</b>	<b>111</b>	<b>125</b>	<b>198</b>	<b>320</b>	<b>30</b>	<b>417</b>	<b>131</b>	<b>436</b>	<b>46</b>	<b>149</b>	<b>134</b>
	<b>54%</b>	<b>45%</b>	<b>64%</b>	<b>48%</b>	<b>55%</b>	<b>57%</b>	<b>57%</b>	<b>54%</b>	<b>53%</b>	<b>51%</b>	<b>57%</b>	<b>59%</b>	<b>53%</b>	<b>41%</b>	<b>56%</b>	<b>49%</b>	<b>54%</b>	<b>51%</b>	<b>100%</b>	<b>91%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q14 How often, if ever, do you feel any of the following emotions -

Depressed

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	42	16	26	10	12	8	12	1	10	14	17	23	15	4	36	6	34	5	34	42
	4%	3%	5%	4%	5%	3%	5%	0%	4%	6%	8%	7%	3%	6%	5%	2%	4%	6%	23%	28%
Most of the time	106	40	66	22	22	26	36	35	30	18	22	41	61	4	82	24	81	14	54	106
	10%	8%	13%	9%	9%	10%	14%	12%	11%	8%	10%	12%	10%	6%	11%	9%	10%	15%	36%	72%
Sometimes	318	143	175	60	78	92	89	107	82	62	67	111	190	17	240	78	247	26	42	-
	31%	27%	35%	25%	31%	36%	34%	35%	30%	28%	31%	33%	31%	23%	32%	29%	31%	29%	28%	-
Hardly ever	310	170	140	74	81	78	77	93	80	67	69	87	196	27	232	78	248	29	12	-
	30%	33%	28%	31%	32%	30%	29%	30%	29%	31%	32%	26%	32%	37%	31%	29%	31%	32%	8%	-
Never	226	145	81	74	56	51	46	68	66	55	37	71	136	19	145	81	184	16	7	-
	22%	28%	16%	30%	22%	20%	17%	22%	24%	25%	17%	21%	22%	27%	19%	30%	23%	18%	5%	-
Don't know	14	7	7	4	4	2	4	3	3	3	5	3	10	1	12	2	12	-	1	-
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	-	1%	-
<b>Net: At least most of the time</b>	<b>147</b>	<b>56</b>	<b>91</b>	<b>32</b>	<b>33</b>	<b>34</b>	<b>49</b>	<b>36</b>	<b>40</b>	<b>32</b>	<b>39</b>	<b>63</b>	<b>76</b>	<b>8</b>	<b>118</b>	<b>29</b>	<b>115</b>	<b>19</b>	<b>87</b>	<b>147</b>
	<b>15%</b>	<b>11%</b>	<b>19%</b>	<b>13%</b>	<b>13%</b>	<b>13%</b>	<b>18%</b>	<b>12%</b>	<b>15%</b>	<b>15%</b>	<b>18%</b>	<b>19%</b>	<b>12%</b>	<b>12%</b>	<b>16%</b>	<b>11%</b>	<b>14%</b>	<b>21%</b>	<b>59%</b>	<b>100%</b>
<b>Net: At least sometimes</b>	<b>465</b>	<b>199</b>	<b>266</b>	<b>91</b>	<b>111</b>	<b>126</b>	<b>138</b>	<b>143</b>	<b>122</b>	<b>94</b>	<b>106</b>	<b>175</b>	<b>266</b>	<b>25</b>	<b>358</b>	<b>107</b>	<b>362</b>	<b>45</b>	<b>129</b>	<b>147</b>
	<b>46%</b>	<b>38%</b>	<b>54%</b>	<b>38%</b>	<b>44%</b>	<b>49%</b>	<b>52%</b>	<b>47%</b>	<b>45%</b>	<b>43%</b>	<b>49%</b>	<b>52%</b>	<b>44%</b>	<b>35%</b>	<b>48%</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>87%</b>	<b>100%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q14 How often, if ever, do you feel any of the following emotions -

Happy

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	89	51	38	27	20	26	17	21	38	16	14	34	51	4	58	31	75	6	16	17
	9%	10%	8%	11%	8%	10%	6%	7%	14%	7%	6%	10%	8%	5%	8%	11%	9%	7%	11%	11%
Most of the time	550	288	262	136	143	135	135	174	145	128	102	185	320	45	395	154	426	49	31	24
	54%	55%	53%	56%	57%	53%	51%	57%	54%	58%	47%	55%	53%	62%	53%	57%	53%	54%	21%	16%
Sometimes	293	146	148	62	72	72	88	95	64	58	76	93	187	13	232	62	242	21	62	64
	29%	28%	30%	25%	29%	28%	33%	31%	24%	27%	35%	28%	31%	18%	31%	23%	30%	24%	42%	43%
Hardly ever	61	23	38	13	13	18	18	12	16	12	21	19	35	7	48	14	44	11	34	37
	6%	4%	8%	5%	5%	7%	7%	4%	6%	5%	10%	6%	6%	10%	6%	5%	5%	13%	23%	25%
Never	15	10	5	3	3	5	4	3	6	2	4	4	9	2	7	8	13	2	6	6
	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	3%	1%	3%	2%	2%	4%	4%
Don't know	7	3	4	3	1	1	2	2	2	2	1	-	6	1	7	-	4	1	-	-
	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	-	1%	1%	1%	-	0%	1%	-	-
<b>Net: At least most of the time</b>	<b>638</b>	<b>339</b>	<b>299</b>	<b>162</b>	<b>163</b>	<b>161</b>	<b>152</b>	<b>195</b>	<b>183</b>	<b>144</b>	<b>115</b>	<b>219</b>	<b>371</b>	<b>49</b>	<b>453</b>	<b>185</b>	<b>502</b>	<b>54</b>	<b>47</b>	<b>41</b>
	<b>63%</b>	<b>65%</b>	<b>61%</b>	<b>67%</b>	<b>65%</b>	<b>63%</b>	<b>57%</b>	<b>64%</b>	<b>67%</b>	<b>66%</b>	<b>53%</b>	<b>65%</b>	<b>61%</b>	<b>67%</b>	<b>61%</b>	<b>69%</b>	<b>62%</b>	<b>60%</b>	<b>32%</b>	<b>28%</b>
<b>Net: At least sometimes</b>	<b>931</b>	<b>485</b>	<b>447</b>	<b>224</b>	<b>235</b>	<b>232</b>	<b>240</b>	<b>290</b>	<b>247</b>	<b>203</b>	<b>191</b>	<b>312</b>	<b>558</b>	<b>62</b>	<b>685</b>	<b>247</b>	<b>744</b>	<b>76</b>	<b>109</b>	<b>104</b>
	<b>92%</b>	<b>93%</b>	<b>90%</b>	<b>92%</b>	<b>93%</b>	<b>91%</b>	<b>91%</b>	<b>95%</b>	<b>91%</b>	<b>93%</b>	<b>88%</b>	<b>93%</b>	<b>92%</b>	<b>86%</b>	<b>92%</b>	<b>92%</b>	<b>92%</b>	<b>84%</b>	<b>73%</b>	<b>71%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q14 How often, if ever, do you feel any of the following emotions -

Excited

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	56	32	24	18	15	12	11	8	25	18	6	24	26	6	38	18	48	4	13	13
	6%	6%	5%	7%	6%	5%	4%	3%	9%	8%	3%	7%	4%	8%	5%	7%	6%	4%	9%	9%
Most of the time	222	116	106	53	55	54	60	73	63	49	37	87	123	12	142	80	174	14	19	22
	22%	22%	21%	22%	22%	21%	23%	24%	23%	22%	17%	26%	20%	16%	19%	30%	22%	16%	13%	15%
Sometimes	571	291	280	134	138	148	152	175	146	117	133	172	356	43	427	145	448	57	59	59
	56%	56%	57%	55%	55%	58%	57%	57%	54%	53%	61%	51%	59%	59%	57%	54%	56%	63%	40%	40%
Hardly ever	138	64	73	28	37	38	35	46	30	30	31	45	85	7	121	17	114	11	51	48
	14%	12%	15%	12%	15%	15%	13%	15%	11%	14%	14%	13%	14%	10%	16%	6%	14%	12%	34%	32%
Never	20	13	7	5	6	4	5	3	6	2	9	7	10	3	11	9	16	3	7	6
	2%	3%	1%	2%	2%	2%	2%	1%	2%	1%	4%	2%	2%	4%	1%	4%	2%	3%	5%	4%
Don't know	8	4	4	4	1	1	2	2	2	4	1	-	7	1	8	-	5	1	-	-
	1%	1%	1%	2%	0%	0%	1%	1%	1%	2%	0%	-	1%	1%	1%	-	1%	1%	-	-
<b>Net: At least most of the time</b>	<b>278</b>	<b>148</b>	<b>130</b>	<b>72</b>	<b>70</b>	<b>66</b>	<b>70</b>	<b>81</b>	<b>88</b>	<b>66</b>	<b>43</b>	<b>111</b>	<b>149</b>	<b>18</b>	<b>181</b>	<b>97</b>	<b>222</b>	<b>18</b>	<b>32</b>	<b>35</b>
	<b>27%</b>	<b>28%</b>	<b>26%</b>	<b>29%</b>	<b>28%</b>	<b>26%</b>	<b>27%</b>	<b>26%</b>	<b>32%</b>	<b>30%</b>	<b>20%</b>	<b>33%</b>	<b>24%</b>	<b>25%</b>	<b>24%</b>	<b>36%</b>	<b>28%</b>	<b>20%</b>	<b>22%</b>	<b>24%</b>
<b>Net: At least sometimes</b>	<b>849</b>	<b>439</b>	<b>410</b>	<b>205</b>	<b>208</b>	<b>214</b>	<b>222</b>	<b>256</b>	<b>234</b>	<b>183</b>	<b>176</b>	<b>284</b>	<b>505</b>	<b>60</b>	<b>607</b>	<b>242</b>	<b>670</b>	<b>75</b>	<b>91</b>	<b>94</b>
	<b>84%</b>	<b>84%</b>	<b>83%</b>	<b>85%</b>	<b>83%</b>	<b>83%</b>	<b>84%</b>	<b>83%</b>	<b>86%</b>	<b>84%</b>	<b>81%</b>	<b>85%</b>	<b>83%</b>	<b>84%</b>	<b>81%</b>	<b>90%</b>	<b>83%</b>	<b>83%</b>	<b>61%</b>	<b>64%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q14 How often, if ever, do you feel any of the following emotions -

Angry

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	24	10	14	3	8	6	7	4	8	3	9	15	8	1	18	6	20	3	16	19
	2%	2%	3%	1%	3%	2%	3%	1%	3%	1%	4%	4%	1%	1%	2%	2%	2%	3%	11%	13%
Most of the time	75	29	45	15	18	13	29	20	19	24	12	31	40	3	59	16	59	7	33	34
	7%	6%	9%	6%	7%	5%	11%	6%	7%	11%	5%	9%	7%	4%	8%	6%	7%	8%	22%	23%
Sometimes	532	258	274	124	128	135	145	171	132	111	118	173	328	31	403	129	398	56	69	73
	52%	49%	56%	51%	51%	53%	55%	56%	49%	51%	54%	52%	54%	43%	54%	48%	50%	62%	46%	50%
Hardly ever	306	173	133	83	78	85	60	95	81	66	64	93	183	30	213	93	266	20	23	18
	30%	33%	27%	34%	31%	33%	23%	31%	30%	30%	29%	28%	30%	42%	28%	35%	33%	22%	15%	12%
Never	66	47	19	16	18	15	17	14	25	14	13	23	37	6	43	22	53	5	7	2
	6%	9%	4%	6%	7%	6%	6%	5%	9%	6%	6%	7%	6%	9%	6%	8%	7%	6%	4%	1%
Don't know	13	4	9	2	2	2	8	3	6	2	2	-	12	1	11	2	9	-	1	1
	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	-	2%	1%	1%	1%	1%	-	1%	1%
<b>Net: At least most of the time</b>	<b>98</b>	<b>40</b>	<b>59</b>	<b>18</b>	<b>26</b>	<b>18</b>	<b>36</b>	<b>24</b>	<b>28</b>	<b>27</b>	<b>21</b>	<b>46</b>	<b>49</b>	<b>4</b>	<b>77</b>	<b>21</b>	<b>79</b>	<b>10</b>	<b>49</b>	<b>53</b>
	<b>10%</b>	<b>8%</b>	<b>12%</b>	<b>8%</b>	<b>10%</b>	<b>7%</b>	<b>14%</b>	<b>8%</b>	<b>10%</b>	<b>12%</b>	<b>10%</b>	<b>14%</b>	<b>8%</b>	<b>6%</b>	<b>10%</b>	<b>8%</b>	<b>10%</b>	<b>11%</b>	<b>33%</b>	<b>36%</b>
<b>Net: At least sometimes</b>	<b>630</b>	<b>297</b>	<b>333</b>	<b>143</b>	<b>154</b>	<b>153</b>	<b>180</b>	<b>194</b>	<b>160</b>	<b>137</b>	<b>139</b>	<b>219</b>	<b>376</b>	<b>35</b>	<b>480</b>	<b>151</b>	<b>477</b>	<b>65</b>	<b>118</b>	<b>127</b>
	<b>62%</b>	<b>57%</b>	<b>67%</b>	<b>59%</b>	<b>61%</b>	<b>60%</b>	<b>68%</b>	<b>63%</b>	<b>59%</b>	<b>63%</b>	<b>64%</b>	<b>65%</b>	<b>62%</b>	<b>48%</b>	<b>64%</b>	<b>56%</b>	<b>59%</b>	<b>72%</b>	<b>79%</b>	<b>86%</b>

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Lonely

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	30	14	16	8	7	8	7	6	8	5	11	12	15	3	22	8	24	5	25	22
	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	5%	4%	2%	4%	3%	3%	3%	5%	17%	15%
Most of the time	50	26	24	11	9	13	17	16	15	7	12	21	26	3	42	8	38	7	35	23
	5%	5%	5%	5%	3%	5%	6%	5%	5%	3%	6%	6%	4%	4%	6%	3%	5%	8%	23%	15%
Sometimes	284	141	144	56	63	83	82	88	77	52	67	104	168	13	214	71	218	22	56	49
	28%	27%	29%	23%	25%	32%	31%	29%	28%	24%	31%	31%	28%	18%	29%	26%	27%	24%	38%	33%
Hardly ever	347	158	189	80	101	77	89	114	90	79	64	111	214	22	255	92	285	28	23	45
	34%	30%	38%	33%	40%	30%	34%	37%	33%	36%	30%	33%	35%	30%	34%	34%	35%	31%	16%	31%
Never	277	170	108	80	64	73	61	75	74	70	58	81	169	27	193	85	220	27	9	8
	27%	33%	22%	33%	26%	28%	23%	25%	27%	32%	27%	24%	28%	38%	26%	32%	27%	30%	6%	5%
Don't know	27	13	14	7	8	3	9	8	8	7	4	6	16	4	22	4	20	1	1	1
	3%	3%	3%	3%	3%	1%	4%	3%	3%	3%	2%	2%	3%	6%	3%	2%	2%	1%	1%	1%
<b>Net: At least most of the time</b>	<b>80</b>	<b>40</b>	<b>40</b>	<b>19</b>	<b>16</b>	<b>21</b>	<b>24</b>	<b>21</b>	<b>23</b>	<b>12</b>	<b>24</b>	<b>33</b>	<b>41</b>	<b>6</b>	<b>64</b>	<b>16</b>	<b>62</b>	<b>12</b>	<b>60</b>	<b>45</b>
	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>6%</b>	<b>8%</b>	<b>9%</b>	<b>7%</b>	<b>8%</b>	<b>5%</b>	<b>11%</b>	<b>10%</b>	<b>7%</b>	<b>8%</b>	<b>9%</b>	<b>6%</b>	<b>8%</b>	<b>13%</b>	<b>40%</b>	<b>30%</b>
<b>Net: At least sometimes</b>	<b>364</b>	<b>180</b>	<b>184</b>	<b>76</b>	<b>79</b>	<b>104</b>	<b>106</b>	<b>109</b>	<b>100</b>	<b>64</b>	<b>91</b>	<b>137</b>	<b>209</b>	<b>19</b>	<b>277</b>	<b>87</b>	<b>280</b>	<b>34</b>	<b>116</b>	<b>94</b>
	<b>36%</b>	<b>35%</b>	<b>37%</b>	<b>31%</b>	<b>31%</b>	<b>41%</b>	<b>40%</b>	<b>36%</b>	<b>37%</b>	<b>29%</b>	<b>42%</b>	<b>41%</b>	<b>34%</b>	<b>26%</b>	<b>37%</b>	<b>32%</b>	<b>35%</b>	<b>38%</b>	<b>78%</b>	<b>64%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Connected to my friends

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	131	73	58	35	36	31	29	41	32	30	27	59	68	4	101	29	106	8	26	24
	13%	14%	12%	14%	14%	12%	11%	13%	12%	14%	13%	18%	11%	5%	14%	11%	13%	9%	17%	17%
Most of the time	422	208	214	103	105	105	109	135	108	94	85	147	258	17	310	112	340	32	48	50
	42%	40%	43%	42%	42%	41%	41%	44%	40%	43%	39%	44%	42%	24%	42%	42%	42%	35%	33%	34%
Sometimes	324	168	156	69	79	87	88	101	95	62	67	90	209	25	236	88	249	32	49	48
	32%	32%	32%	29%	32%	34%	33%	33%	35%	28%	31%	27%	34%	35%	32%	33%	31%	35%	33%	32%
Hardly ever	80	43	38	16	18	22	25	19	18	23	20	31	38	12	57	23	64	10	17	15
	8%	8%	8%	6%	7%	9%	9%	6%	7%	10%	9%	9%	6%	17%	8%	9%	8%	11%	12%	10%
Never	38	19	18	14	5	10	9	5	12	8	13	7	22	9	23	15	29	6	8	9
	4%	4%	4%	6%	2%	4%	4%	2%	4%	4%	6%	2%	4%	12%	3%	6%	4%	7%	6%	6%
Don't know	20	10	10	6	8	2	4	6	7	3	5	2	13	5	19	1	16	2	-	1
	2%	2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	1%	2%	7%	3%	0%	2%	2%	-	1%
<b>Net: At least most of the time</b>	<b>553</b>	<b>281</b>	<b>271</b>	<b>138</b>	<b>141</b>	<b>135</b>	<b>138</b>	<b>176</b>	<b>140</b>	<b>124</b>	<b>112</b>	<b>206</b>	<b>326</b>	<b>21</b>	<b>411</b>	<b>142</b>	<b>446</b>	<b>40</b>	<b>74</b>	<b>74</b>
	<b>54%</b>	<b>54%</b>	<b>55%</b>	<b>57%</b>	<b>56%</b>	<b>53%</b>	<b>52%</b>	<b>57%</b>	<b>51%</b>	<b>57%</b>	<b>52%</b>	<b>61%</b>	<b>54%</b>	<b>29%</b>	<b>55%</b>	<b>53%</b>	<b>55%</b>	<b>44%</b>	<b>50%</b>	<b>50%</b>
<b>Net: At least sometimes</b>	<b>876</b>	<b>449</b>	<b>427</b>	<b>207</b>	<b>220</b>	<b>222</b>	<b>226</b>	<b>277</b>	<b>234</b>	<b>186</b>	<b>179</b>	<b>296</b>	<b>535</b>	<b>46</b>	<b>647</b>	<b>229</b>	<b>695</b>	<b>72</b>	<b>123</b>	<b>122</b>
	<b>86%</b>	<b>86%</b>	<b>87%</b>	<b>85%</b>	<b>88%</b>	<b>87%</b>	<b>85%</b>	<b>90%</b>	<b>86%</b>	<b>85%</b>	<b>82%</b>	<b>88%</b>	<b>88%</b>	<b>64%</b>	<b>87%</b>	<b>85%</b>	<b>86%</b>	<b>80%</b>	<b>83%</b>	<b>83%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q15 How often, if ever, do you feel any of the following emotions while you are online?

**Addicted****Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	40	20	20	7	7	12	14	7	13	10	9	26	14	-	27	12	33	3	17	17
	4%	4%	4%	3%	3%	5%	5%	2%	5%	5%	4%	8%	2%	-	4%	5%	4%	3%	11%	12%
Most of the time	103	54	49	24	30	19	30	25	30	21	28	51	46	6	81	22	87	6	34	33
	10%	10%	10%	10%	12%	7%	11%	8%	11%	9%	13%	15%	8%	8%	11%	8%	11%	7%	23%	22%
Sometimes	227	120	107	60	62	53	52	76	52	53	46	67	144	16	174	53	185	25	26	31
	22%	23%	22%	25%	25%	21%	20%	25%	19%	24%	21%	20%	24%	22%	23%	20%	23%	27%	17%	21%
Hardly ever	261	135	125	58	67	71	65	84	65	51	61	91	153	17	192	69	203	20	36	29
	26%	26%	25%	24%	27%	28%	24%	27%	24%	23%	28%	27%	25%	24%	26%	26%	25%	22%	24%	20%
Never	357	175	182	86	79	95	97	108	104	79	67	94	233	30	250	107	274	35	33	36
	35%	34%	37%	35%	31%	37%	37%	35%	38%	36%	31%	28%	38%	42%	33%	40%	34%	39%	22%	24%
Don't know	28	18	11	8	7	6	8	8	8	5	7	7	18	3	23	5	23	2	3	2
	3%	3%	2%	3%	3%	2%	3%	3%	3%	2%	3%	2%	3%	4%	3%	2%	3%	2%	2%	1%
<b>Net: At least most of the time</b>	<b>143</b>	<b>74</b>	<b>69</b>	<b>31</b>	<b>37</b>	<b>31</b>	<b>44</b>	<b>31</b>	<b>43</b>	<b>31</b>	<b>37</b>	<b>77</b>	<b>60</b>	<b>6</b>	<b>108</b>	<b>35</b>	<b>120</b>	<b>9</b>	<b>51</b>	<b>50</b>
	<b>14%</b>	<b>14%</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>	<b>12%</b>	<b>16%</b>	<b>10%</b>	<b>16%</b>	<b>14%</b>	<b>17%</b>	<b>23%</b>	<b>10%</b>	<b>8%</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>	<b>10%</b>	<b>34%</b>	<b>34%</b>
<b>Net: At least sometimes</b>	<b>369</b>	<b>193</b>	<b>176</b>	<b>91</b>	<b>99</b>	<b>84</b>	<b>95</b>	<b>108</b>	<b>95</b>	<b>84</b>	<b>83</b>	<b>144</b>	<b>204</b>	<b>22</b>	<b>282</b>	<b>88</b>	<b>306</b>	<b>34</b>	<b>77</b>	<b>81</b>
	<b>36%</b>	<b>37%</b>	<b>36%</b>	<b>38%</b>	<b>39%</b>	<b>33%</b>	<b>36%</b>	<b>35%</b>	<b>35%</b>	<b>38%</b>	<b>38%</b>	<b>43%</b>	<b>33%</b>	<b>31%</b>	<b>38%</b>	<b>33%</b>	<b>38%</b>	<b>37%</b>	<b>52%</b>	<b>55%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Q15 How often, if ever, do you feel any of the following emotions while you are online?

**Jealous**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	20	10	10	3	3	6	8	4	7	2	7	9	11	-	13	7	16	3	12	10
	2%	2%	2%	1%	1%	2%	3%	1%	3%	1%	3%	3%	2%	-	2%	3%	2%	3%	8%	7%
Most of the time	97	46	51	22	22	27	26	32	26	23	17	52	41	3	72	24	74	9	30	28
	10%	9%	10%	9%	9%	10%	10%	10%	9%	10%	8%	15%	7%	5%	10%	9%	9%	10%	20%	19%
Sometimes	350	149	201	77	91	83	99	123	86	79	61	121	211	17	257	93	274	29	55	57
	34%	29%	41%	32%	36%	33%	37%	40%	32%	36%	28%	36%	35%	24%	34%	35%	34%	32%	37%	39%
Hardly ever	277	150	126	69	65	76	67	80	77	51	69	90	172	15	215	62	225	21	35	33
	27%	29%	26%	28%	26%	30%	25%	26%	28%	23%	32%	27%	28%	20%	29%	23%	28%	23%	24%	22%
Never	252	157	95	66	67	61	58	64	71	58	59	61	157	34	171	81	200	28	15	17
	25%	30%	19%	27%	27%	24%	22%	21%	26%	27%	27%	18%	26%	47%	23%	30%	25%	31%	10%	12%
Don't know	20	9	11	7	4	3	7	5	5	5	5	2	15	3	19	1	16	1	2	2
	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%	1%	2%	4%	3%	0%	2%	1%	1%	1%
<b>Net: At least most of the time</b>	<b>117</b>	<b>56</b>	<b>61</b>	<b>25</b>	<b>25</b>	<b>33</b>	<b>34</b>	<b>35</b>	<b>33</b>	<b>25</b>	<b>24</b>	<b>61</b>	<b>53</b>	<b>3</b>	<b>85</b>	<b>31</b>	<b>90</b>	<b>12</b>	<b>42</b>	<b>38</b>
	<b>11%</b>	<b>11%</b>	<b>12%</b>	<b>10%</b>	<b>10%</b>	<b>13%</b>	<b>13%</b>	<b>12%</b>	<b>12%</b>	<b>11%</b>	<b>11%</b>	<b>18%</b>	<b>9%</b>	<b>5%</b>	<b>11%</b>	<b>12%</b>	<b>11%</b>	<b>13%</b>	<b>28%</b>	<b>26%</b>
<b>Net: At least sometimes</b>	<b>466</b>	<b>204</b>	<b>262</b>	<b>101</b>	<b>116</b>	<b>116</b>	<b>133</b>	<b>158</b>	<b>119</b>	<b>104</b>	<b>85</b>	<b>182</b>	<b>264</b>	<b>20</b>	<b>342</b>	<b>124</b>	<b>364</b>	<b>40</b>	<b>97</b>	<b>96</b>
	<b>46%</b>	<b>39%</b>	<b>53%</b>	<b>42%</b>	<b>46%</b>	<b>45%</b>	<b>50%</b>	<b>52%</b>	<b>44%</b>	<b>48%</b>	<b>39%</b>	<b>54%</b>	<b>43%</b>	<b>28%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>	<b>45%</b>	<b>65%</b>	<b>65%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Happy

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	89	51	37	28	24	24	13	21	27	23	18	44	42	3	62	26	76	4	17	13
	9%	10%	8%	12%	9%	9%	5%	7%	10%	11%	8%	13%	7%	4%	8%	10%	9%	4%	11%	8%
Most of the time	447	240	207	109	117	116	106	142	126	100	79	159	258	30	324	123	355	41	50	45
	44%	46%	42%	45%	46%	45%	40%	46%	46%	45%	37%	47%	42%	42%	43%	46%	44%	46%	34%	30%
Sometimes	379	188	192	77	91	92	119	117	86	80	96	99	251	29	281	98	297	33	52	58
	37%	36%	39%	32%	36%	36%	45%	38%	31%	37%	44%	30%	41%	41%	38%	37%	37%	36%	35%	40%
Hardly ever	56	25	31	15	12	16	13	17	18	11	10	17	36	3	48	9	46	5	21	22
	6%	5%	6%	6%	5%	6%	5%	6%	7%	5%	5%	5%	6%	4%	6%	3%	6%	5%	14%	15%
Never	25	12	13	9	5	6	5	4	9	3	9	9	11	5	13	12	19	5	9	10
	2%	2%	3%	4%	2%	2%	2%	1%	3%	1%	4%	3%	2%	6%	2%	4%	2%	6%	6%	6%
Don't know	19	6	13	5	4	3	8	6	6	2	5	7	10	2	18	1	12	2	-	-
	2%	1%	3%	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%	3%	2%	0%	1%	2%	-	-
<b>Net: At least most of the time</b>	<b>536</b>	<b>291</b>	<b>245</b>	<b>137</b>	<b>140</b>	<b>139</b>	<b>120</b>	<b>163</b>	<b>153</b>	<b>123</b>	<b>97</b>	<b>202</b>	<b>300</b>	<b>33</b>	<b>387</b>	<b>149</b>	<b>431</b>	<b>45</b>	<b>67</b>	<b>57</b>
	<b>53%</b>	<b>56%</b>	<b>50%</b>	<b>56%</b>	<b>56%</b>	<b>54%</b>	<b>45%</b>	<b>53%</b>	<b>56%</b>	<b>56%</b>	<b>45%</b>	<b>60%</b>	<b>49%</b>	<b>46%</b>	<b>52%</b>	<b>56%</b>	<b>54%</b>	<b>50%</b>	<b>45%</b>	<b>39%</b>
<b>Net: At least sometimes</b>	<b>915</b>	<b>478</b>	<b>437</b>	<b>214</b>	<b>231</b>	<b>231</b>	<b>239</b>	<b>280</b>	<b>238</b>	<b>203</b>	<b>193</b>	<b>301</b>	<b>551</b>	<b>62</b>	<b>668</b>	<b>247</b>	<b>728</b>	<b>78</b>	<b>119</b>	<b>116</b>
	<b>90%</b>	<b>92%</b>	<b>88%</b>	<b>88%</b>	<b>92%</b>	<b>90%</b>	<b>90%</b>	<b>91%</b>	<b>88%</b>	<b>93%</b>	<b>89%</b>	<b>90%</b>	<b>91%</b>	<b>86%</b>	<b>89%</b>	<b>92%</b>	<b>90%</b>	<b>86%</b>	<b>80%</b>	<b>78%</b>

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Excited

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	57	35	22	17	15	13	12	14	17	17	8	33	24	-	39	18	45	4	13	13
	6%	7%	4%	7%	6%	5%	5%	5%	6%	8%	4%	10%	4%	-	5%	7%	6%	4%	9%	9%
Most of the time	237	127	110	59	59	54	65	71	52	66	48	84	139	14	174	63	191	16	31	29
	23%	24%	22%	24%	23%	21%	25%	23%	19%	30%	22%	25%	23%	19%	23%	23%	24%	18%	21%	20%
Sometimes	498	263	234	112	127	130	129	157	133	99	109	154	305	38	360	137	394	49	60	65
	49%	51%	47%	46%	50%	51%	49%	51%	49%	45%	50%	46%	50%	53%	48%	51%	49%	54%	40%	44%
Hardly ever	146	54	92	32	31	43	39	47	43	25	31	44	93	8	117	28	111	15	33	33
	14%	10%	19%	13%	12%	17%	15%	15%	16%	12%	14%	13%	15%	11%	16%	11%	14%	16%	22%	22%
Never	59	34	25	17	15	13	13	13	20	8	17	14	36	9	37	22	50	4	12	8
	6%	6%	5%	7%	6%	5%	5%	4%	7%	4%	8%	4%	6%	13%	5%	8%	6%	5%	8%	5%
Don't know	19	9	11	6	5	3	6	5	7	4	4	6	10	3	19	-	14	2	-	-
	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	4%	3%	-	2%	2%	-	-
<b>Net: At least most of the time</b>	<b>294</b>	<b>162</b>	<b>132</b>	<b>76</b>	<b>74</b>	<b>67</b>	<b>77</b>	<b>85</b>	<b>69</b>	<b>83</b>	<b>57</b>	<b>117</b>	<b>163</b>	<b>14</b>	<b>213</b>	<b>81</b>	<b>237</b>	<b>20</b>	<b>44</b>	<b>41</b>
	<b>29%</b>	<b>31%</b>	<b>27%</b>	<b>31%</b>	<b>29%</b>	<b>26%</b>	<b>29%</b>	<b>28%</b>	<b>25%</b>	<b>38%</b>	<b>26%</b>	<b>35%</b>	<b>27%</b>	<b>19%</b>	<b>29%</b>	<b>30%</b>	<b>29%</b>	<b>22%</b>	<b>30%</b>	<b>28%</b>
<b>Net: At least sometimes</b>	<b>791</b>	<b>425</b>	<b>366</b>	<b>188</b>	<b>200</b>	<b>197</b>	<b>206</b>	<b>242</b>	<b>202</b>	<b>182</b>	<b>166</b>	<b>271</b>	<b>469</b>	<b>51</b>	<b>574</b>	<b>218</b>	<b>631</b>	<b>69</b>	<b>104</b>	<b>106</b>
	<b>78%</b>	<b>82%</b>	<b>74%</b>	<b>77%</b>	<b>80%</b>	<b>77%</b>	<b>78%</b>	<b>79%</b>	<b>74%</b>	<b>83%</b>	<b>76%</b>	<b>81%</b>	<b>77%</b>	<b>71%</b>	<b>77%</b>	<b>81%</b>	<b>78%</b>	<b>77%</b>	<b>70%</b>	<b>72%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Q15 How often, if ever, do you feel any of the following emotions while you are online?

**Stressed**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	16	8	8	4	4	4	4	2	7	3	4	8	6	2	13	3	14	2	12	11
	2%	2%	2%	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%	3%	2%	1%	2%	2%	8%	8%
Most of the time	60	25	35	15	14	11	20	16	18	11	16	27	31	2	46	14	43	9	26	29
	6%	5%	7%	6%	5%	4%	8%	5%	7%	5%	7%	8%	5%	3%	6%	5%	5%	10%	17%	20%
Sometimes	254	128	126	47	52	75	80	90	57	47	60	83	156	15	188	66	197	23	48	44
	25%	25%	25%	19%	21%	29%	30%	29%	21%	21%	28%	25%	26%	20%	25%	25%	24%	25%	32%	30%
Hardly ever	378	188	190	99	95	96	89	110	105	88	75	122	231	25	290	88	303	34	36	45
	37%	36%	38%	41%	38%	37%	34%	36%	39%	40%	35%	36%	38%	35%	39%	33%	38%	38%	24%	30%
Never	285	159	126	73	80	68	63	83	78	66	59	88	171	27	191	94	233	21	25	18
	28%	31%	26%	30%	32%	27%	24%	27%	29%	30%	27%	26%	28%	37%	26%	35%	29%	23%	17%	12%
Don't know	21	12	9	5	7	2	8	6	7	4	4	7	12	2	18	3	15	1	2	-
	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%	1%	-
<b>Net: At least most of the time</b>	<b>76</b>	<b>33</b>	<b>43</b>	<b>19</b>	<b>17</b>	<b>15</b>	<b>24</b>	<b>18</b>	<b>25</b>	<b>14</b>	<b>19</b>	<b>35</b>	<b>37</b>	<b>4</b>	<b>59</b>	<b>17</b>	<b>57</b>	<b>11</b>	<b>38</b>	<b>41</b>
	<b>7%</b>	<b>6%</b>	<b>9%</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>	<b>9%</b>	<b>6%</b>	<b>9%</b>	<b>6%</b>	<b>9%</b>	<b>10%</b>	<b>6%</b>	<b>5%</b>	<b>8%</b>	<b>6%</b>	<b>7%</b>	<b>13%</b>	<b>25%</b>	<b>28%</b>
<b>Net: At least sometimes</b>	<b>330</b>	<b>162</b>	<b>168</b>	<b>66</b>	<b>70</b>	<b>90</b>	<b>104</b>	<b>108</b>	<b>82</b>	<b>61</b>	<b>79</b>	<b>118</b>	<b>194</b>	<b>18</b>	<b>247</b>	<b>83</b>	<b>254</b>	<b>34</b>	<b>86</b>	<b>84</b>
	<b>33%</b>	<b>31%</b>	<b>34%</b>	<b>27%</b>	<b>28%</b>	<b>35%</b>	<b>39%</b>	<b>35%</b>	<b>30%</b>	<b>28%</b>	<b>36%</b>	<b>35%</b>	<b>32%</b>	<b>26%</b>	<b>33%</b>	<b>31%</b>	<b>32%</b>	<b>38%</b>	<b>58%</b>	<b>57%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Worried

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	23	12	11	6	6	4	7	3	10	4	6	13	6	4	18	5	19	2	12	15
	2%	2%	2%	2%	2%	2%	3%	1%	4%	2%	3%	4%	1%	5%	2%	2%	2%	2%	8%	10%
Most of the time	39	22	17	10	12	7	11	9	13	5	12	15	22	2	32	7	32	6	21	24
	4%	4%	4%	4%	5%	3%	4%	3%	5%	2%	6%	4%	4%	3%	4%	3%	4%	7%	14%	16%
Sometimes	268	134	135	60	58	72	78	80	73	58	56	91	159	17	206	62	210	26	50	54
	26%	26%	27%	25%	23%	28%	29%	26%	27%	27%	26%	27%	26%	24%	28%	23%	26%	28%	34%	36%
Hardly ever	368	185	183	90	96	92	90	129	86	82	72	122	226	20	266	102	300	25	40	34
	36%	36%	37%	37%	38%	36%	34%	42%	32%	37%	33%	36%	37%	28%	36%	38%	37%	28%	27%	23%
Never	289	154	135	71	70	76	72	76	84	62	67	83	180	26	201	88	222	30	21	19
	28%	30%	27%	29%	28%	30%	27%	25%	31%	28%	31%	25%	30%	36%	27%	33%	28%	34%	14%	13%
Don't know	27	15	12	7	9	4	8	9	6	8	4	10	14	3	23	4	22	1	4	2
	3%	3%	3%	3%	3%	2%	3%	3%	2%	4%	2%	3%	2%	4%	3%	2%	3%	1%	3%	1%
<b>Net: At least most of the time</b>	<b>62</b>	<b>34</b>	<b>28</b>	<b>15</b>	<b>18</b>	<b>11</b>	<b>18</b>	<b>12</b>	<b>23</b>	<b>9</b>	<b>18</b>	<b>28</b>	<b>28</b>	<b>6</b>	<b>50</b>	<b>12</b>	<b>51</b>	<b>8</b>	<b>33</b>	<b>39</b>
	<b>6%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>7%</b>	<b>4%</b>	<b>8%</b>	<b>4%</b>	<b>8%</b>	<b>8%</b>	<b>5%</b>	<b>8%</b>	<b>7%</b>	<b>4%</b>	<b>6%</b>	<b>9%</b>	<b>22%</b>	<b>26%</b>
<b>Net: At least sometimes</b>	<b>330</b>	<b>168</b>	<b>163</b>	<b>76</b>	<b>76</b>	<b>83</b>	<b>95</b>	<b>92</b>	<b>96</b>	<b>67</b>	<b>75</b>	<b>120</b>	<b>188</b>	<b>23</b>	<b>256</b>	<b>74</b>	<b>261</b>	<b>34</b>	<b>84</b>	<b>93</b>
	<b>33%</b>	<b>32%</b>	<b>33%</b>	<b>31%</b>	<b>30%</b>	<b>33%</b>	<b>36%</b>	<b>30%</b>	<b>35%</b>	<b>31%</b>	<b>34%</b>	<b>36%</b>	<b>31%</b>	<b>32%</b>	<b>34%</b>	<b>28%</b>	<b>32%</b>	<b>38%</b>	<b>56%</b>	<b>63%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Absolutes/col percents

**Q15 How often, if ever, do you feel any of the following emotions while you are online?**

**Bullied**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	12	7	5	4	1	1	6	5	3	2	2	7	5	-	11	1	9	3	9	11
	1%	1%	1%	2%	0%	0%	2%	2%	1%	1%	1%	2%	1%	-	1%	0%	1%	3%	6%	7%
Most of the time	22	16	7	9	3	9	2	2	12	4	4	11	11	-	15	7	20	2	12	11
	2%	3%	1%	4%	1%	3%	1%	1%	4%	2%	2%	3%	2%	-	2%	3%	3%	2%	8%	7%
Sometimes	70	38	32	27	18	11	15	16	22	20	12	26	40	5	45	25	62	4	23	24
	7%	7%	7%	11%	7%	4%	6%	5%	8%	9%	6%	8%	7%	7%	6%	9%	8%	5%	15%	16%
Hardly ever	208	103	105	45	60	48	55	72	55	38	43	72	129	7	164	43	165	13	39	39
	20%	20%	21%	19%	24%	19%	21%	24%	20%	17%	20%	22%	21%	10%	22%	16%	20%	15%	26%	26%
Never	682	345	337	151	163	186	180	206	173	152	150	216	410	55	492	189	532	67	65	61
	67%	66%	68%	62%	65%	73%	68%	67%	64%	69%	69%	64%	68%	77%	66%	71%	66%	74%	44%	41%
Don't know	21	13	8	7	7	1	6	6	6	3	6	3	13	5	19	2	17	1	1	2
	2%	2%	2%	3%	3%	0%	2%	2%	2%	2%	3%	1%	2%	7%	3%	1%	2%	1%	1%	1%
<b>Net: At least most of the time</b>	<b>34</b>	<b>23</b>	<b>12</b>	<b>13</b>	<b>4</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>15</b>	<b>6</b>	<b>6</b>	<b>18</b>	<b>16</b>	<b>-</b>	<b>26</b>	<b>8</b>	<b>29</b>	<b>5</b>	<b>21</b>	<b>22</b>
	<b>3%</b>	<b>4%</b>	<b>2%</b>	<b>5%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>6%</b>	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>-</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>5%</b>	<b>14%</b>	<b>15%</b>
<b>Net: At least sometimes</b>	<b>105</b>	<b>61</b>	<b>44</b>	<b>39</b>	<b>21</b>	<b>21</b>	<b>23</b>	<b>23</b>	<b>37</b>	<b>26</b>	<b>18</b>	<b>44</b>	<b>56</b>	<b>5</b>	<b>71</b>	<b>33</b>	<b>91</b>	<b>9</b>	<b>44</b>	<b>46</b>
	<b>10%</b>	<b>12%</b>	<b>9%</b>	<b>16%</b>	<b>9%</b>	<b>8%</b>	<b>9%</b>	<b>8%</b>	<b>14%</b>	<b>12%</b>	<b>9%</b>	<b>13%</b>	<b>9%</b>	<b>7%</b>	<b>10%</b>	<b>12%</b>	<b>11%</b>	<b>10%</b>	<b>30%</b>	<b>31%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Important

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	38	24	14	16	6	9	7	10	13	9	6	24	13	1	24	15	34	2	10	11
	4%	5%	3%	7%	2%	4%	3%	3%	5%	4%	3%	7%	2%	1%	3%	5%	4%	2%	7%	7%
Most of the time	124	75	49	37	33	23	31	24	39	30	31	47	73	4	96	28	102	8	27	25
	12%	14%	10%	15%	13%	9%	12%	8%	14%	14%	14%	14%	12%	5%	13%	10%	13%	8%	18%	17%
Sometimes	400	221	179	92	108	102	97	133	101	88	77	131	244	24	288	112	324	33	32	37
	39%	42%	36%	38%	43%	40%	37%	43%	37%	40%	36%	39%	40%	33%	39%	42%	40%	37%	21%	25%
Hardly ever	252	112	140	49	59	63	81	80	58	51	63	81	150	21	193	59	192	23	47	47
	25%	22%	28%	20%	24%	25%	30%	26%	21%	23%	29%	24%	25%	29%	26%	22%	24%	26%	32%	32%
Never	151	70	81	37	35	48	31	42	48	28	33	38	95	18	109	42	115	20	31	26
	15%	13%	16%	15%	14%	19%	12%	14%	18%	13%	15%	11%	16%	25%	15%	16%	14%	22%	21%	17%
Don't know	50	18	31	12	10	10	18	18	12	13	7	13	33	4	36	14	38	5	2	3
	5%	4%	6%	5%	4%	4%	7%	6%	4%	6%	3%	4%	5%	6%	5%	5%	5%	5%	1%	2%
<b>Net: At least most of the time</b>	<b>163</b>	<b>100</b>	<b>63</b>	<b>53</b>	<b>39</b>	<b>33</b>	<b>38</b>	<b>34</b>	<b>53</b>	<b>39</b>	<b>37</b>	<b>72</b>	<b>86</b>	<b>5</b>	<b>120</b>	<b>42</b>	<b>136</b>	<b>9</b>	<b>37</b>	<b>35</b>
	<b>16%</b>	<b>19%</b>	<b>13%</b>	<b>22%</b>	<b>15%</b>	<b>13%</b>	<b>14%</b>	<b>11%</b>	<b>19%</b>	<b>18%</b>	<b>17%</b>	<b>21%</b>	<b>14%</b>	<b>7%</b>	<b>16%</b>	<b>16%</b>	<b>17%</b>	<b>10%</b>	<b>25%</b>	<b>24%</b>
<b>Net: At least sometimes</b>	<b>562</b>	<b>321</b>	<b>241</b>	<b>145</b>	<b>147</b>	<b>135</b>	<b>135</b>	<b>167</b>	<b>154</b>	<b>127</b>	<b>114</b>	<b>203</b>	<b>330</b>	<b>29</b>	<b>408</b>	<b>154</b>	<b>460</b>	<b>43</b>	<b>69</b>	<b>72</b>
	<b>55%</b>	<b>62%</b>	<b>49%</b>	<b>60%</b>	<b>58%</b>	<b>53%</b>	<b>51%</b>	<b>54%</b>	<b>57%</b>	<b>58%</b>	<b>53%</b>	<b>61%</b>	<b>54%</b>	<b>40%</b>	<b>55%</b>	<b>58%</b>	<b>57%</b>	<b>47%</b>	<b>46%</b>	<b>49%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Self-conscious

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	47	22	25	14	10	5	17	10	13	14	10	21	24	2	30	17	34	4	23	25
	5%	4%	5%	6%	4%	2%	6%	3%	5%	6%	5%	6%	4%	3%	4%	6%	4%	4%	15%	17%
Most of the time	132	64	68	32	22	40	38	43	41	23	25	57	71	4	102	30	103	9	35	38
	13%	12%	14%	13%	9%	16%	14%	14%	15%	11%	12%	17%	12%	5%	14%	11%	13%	10%	23%	26%
Sometimes	328	160	168	68	91	83	86	115	89	59	66	102	209	17	249	79	267	24	38	46
	32%	31%	34%	28%	36%	33%	32%	37%	33%	27%	30%	30%	34%	24%	33%	29%	33%	27%	26%	31%
Hardly ever	228	114	114	54	59	54	60	66	53	55	54	68	139	21	173	55	179	25	28	25
	22%	22%	23%	22%	23%	21%	23%	22%	20%	25%	25%	20%	23%	29%	23%	21%	22%	28%	19%	17%
Never	254	146	109	66	63	68	57	66	69	63	56	79	150	25	171	84	202	24	23	12
	25%	28%	22%	27%	25%	27%	22%	22%	26%	29%	26%	24%	25%	35%	23%	31%	25%	27%	16%	8%
Don't know	26	16	10	7	6	5	8	7	7	6	7	9	14	3	22	4	20	4	2	2
	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%	3%	2%	4%	3%	1%	2%	5%	1%	1%
<b>Net: At least most of the time</b>	<b>179</b>	<b>86</b>	<b>93</b>	<b>47</b>	<b>33</b>	<b>45</b>	<b>55</b>	<b>53</b>	<b>54</b>	<b>37</b>	<b>35</b>	<b>78</b>	<b>95</b>	<b>6</b>	<b>132</b>	<b>47</b>	<b>137</b>	<b>13</b>	<b>57</b>	<b>63</b>
	<b>18%</b>	<b>17%</b>	<b>19%</b>	<b>19%</b>	<b>13%</b>	<b>18%</b>	<b>21%</b>	<b>17%</b>	<b>20%</b>	<b>17%</b>	<b>16%</b>	<b>23%</b>	<b>16%</b>	<b>8%</b>	<b>18%</b>	<b>17%</b>	<b>17%</b>	<b>14%</b>	<b>39%</b>	<b>43%</b>
<b>Net: At least sometimes</b>	<b>507</b>	<b>246</b>	<b>261</b>	<b>115</b>	<b>124</b>	<b>128</b>	<b>140</b>	<b>168</b>	<b>142</b>	<b>96</b>	<b>101</b>	<b>180</b>	<b>304</b>	<b>23</b>	<b>381</b>	<b>125</b>	<b>404</b>	<b>37</b>	<b>96</b>	<b>109</b>
	<b>50%</b>	<b>47%</b>	<b>53%</b>	<b>47%</b>	<b>49%</b>	<b>50%</b>	<b>53%</b>	<b>55%</b>	<b>52%</b>	<b>44%</b>	<b>46%</b>	<b>54%</b>	<b>50%</b>	<b>32%</b>	<b>51%</b>	<b>47%</b>	<b>50%</b>	<b>41%</b>	<b>64%</b>	<b>74%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Q15 How often, if ever, do you feel any of the following emotions while you are online?

Angry

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	20	12	8	3	4	5	9	2	8	3	7	13	6	1	16	4	15	3	17	17
	2%	2%	2%	1%	2%	2%	3%	1%	3%	1%	3%	4%	1%	1%	2%	1%	2%	3%	11%	12%
Most of the time	40	20	20	11	6	13	9	9	11	11	9	19	18	3	31	9	31	4	15	15
	4%	4%	4%	5%	2%	5%	4%	3%	4%	5%	4%	6%	3%	4%	4%	3%	4%	5%	10%	10%
Sometimes	354	180	174	79	93	90	92	110	91	85	67	125	211	18	263	91	276	35	53	55
	35%	34%	35%	32%	37%	35%	35%	36%	33%	39%	31%	37%	35%	25%	35%	34%	34%	38%	36%	38%
Hardly ever	367	183	184	85	90	91	100	123	97	65	82	106	233	28	272	95	292	27	43	44
	36%	35%	37%	35%	36%	36%	38%	40%	36%	30%	38%	32%	38%	39%	36%	35%	36%	30%	29%	30%
Never	218	118	99	60	55	54	49	59	60	51	48	69	128	20	149	69	178	19	20	15
	21%	23%	20%	25%	22%	21%	18%	19%	22%	23%	22%	21%	21%	28%	20%	26%	22%	22%	13%	10%
Don't know	17	8	9	5	4	3	6	4	6	3	4	3	12	2	16	1	12	2	1	1
	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	3%	2%	0%	1%	2%	1%	1%
<b>Net: At least most of the time</b>	<b>60</b>	<b>32</b>	<b>28</b>	<b>14</b>	<b>10</b>	<b>18</b>	<b>18</b>	<b>11</b>	<b>19</b>	<b>15</b>	<b>16</b>	<b>32</b>	<b>24</b>	<b>4</b>	<b>47</b>	<b>13</b>	<b>46</b>	<b>7</b>	<b>32</b>	<b>32</b>
	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>4%</b>	<b>7%</b>	<b>7%</b>	<b>3%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>9%</b>	<b>4%</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>8%</b>	<b>21%</b>	<b>21%</b>
<b>Net: At least sometimes</b>	<b>414</b>	<b>212</b>	<b>202</b>	<b>93</b>	<b>103</b>	<b>108</b>	<b>110</b>	<b>121</b>	<b>110</b>	<b>100</b>	<b>83</b>	<b>157</b>	<b>235</b>	<b>22</b>	<b>310</b>	<b>104</b>	<b>323</b>	<b>42</b>	<b>85</b>	<b>87</b>
	<b>41%</b>	<b>41%</b>	<b>41%</b>	<b>38%</b>	<b>41%</b>	<b>42%</b>	<b>42%</b>	<b>39%</b>	<b>40%</b>	<b>46%</b>	<b>38%</b>	<b>47%</b>	<b>39%</b>	<b>30%</b>	<b>41%</b>	<b>39%</b>	<b>40%</b>	<b>46%</b>	<b>57%</b>	<b>59%</b>

## Youth Online Habits and Attitudes Survey

### Online Fieldwork: 21st – 28th August 2014

Q15 How often, if ever, do you feel any of the following emotions while you are online?

**Depressed**

**Base: All respondents**

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
All the time	23	12	11	6	4	6	7	2	7	4	10	14	6	3	17	6	18	4	20	21
	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	5%	4%	1%	4%	2%	2%	2%	4%	14%	14%
Most of the time	50	19	31	10	11	12	16	15	12	11	12	25	24	1	39	11	42	6	31	40
	5%	4%	6%	4%	4%	5%	6%	5%	4%	5%	6%	8%	4%	1%	5%	4%	5%	7%	21%	27%
Sometimes	257	118	139	57	58	66	75	81	72	46	58	90	157	10	201	56	200	22	58	60
	25%	23%	28%	23%	23%	26%	28%	27%	26%	21%	27%	27%	26%	14%	27%	21%	25%	24%	39%	41%
Hardly ever	313	159	154	70	78	76	90	100	77	76	60	100	190	23	233	80	237	30	24	16
	31%	31%	31%	29%	31%	30%	34%	32%	28%	35%	28%	30%	31%	32%	31%	30%	29%	33%	16%	11%
Never	349	202	148	93	94	91	71	102	100	78	69	100	218	32	237	112	288	28	15	9
	34%	39%	30%	38%	37%	36%	27%	33%	37%	36%	32%	30%	36%	44%	32%	42%	36%	31%	10%	6%
Don't know	23	11	11	7	7	4	5	7	4	4	8	6	14	3	20	3	20	1	1	2
	2%	2%	2%	3%	3%	2%	2%	2%	1%	2%	4%	2%	2%	4%	3%	1%	2%	1%	1%	1%
<b>Net: At least most of the time</b>	<b>73</b>	<b>31</b>	<b>42</b>	<b>16</b>	<b>15</b>	<b>18</b>	<b>23</b>	<b>17</b>	<b>19</b>	<b>15</b>	<b>22</b>	<b>39</b>	<b>30</b>	<b>4</b>	<b>56</b>	<b>17</b>	<b>60</b>	<b>10</b>	<b>51</b>	<b>61</b>
	<b>7%</b>	<b>6%</b>	<b>9%</b>	<b>7%</b>	<b>6%</b>	<b>7%</b>	<b>9%</b>	<b>5%</b>	<b>7%</b>	<b>7%</b>	<b>10%</b>	<b>12%</b>	<b>5%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>	<b>7%</b>	<b>11%</b>	<b>34%</b>	<b>41%</b>
<b>Net: At least sometimes</b>	<b>330</b>	<b>149</b>	<b>181</b>	<b>73</b>	<b>73</b>	<b>85</b>	<b>99</b>	<b>98</b>	<b>91</b>	<b>60</b>	<b>80</b>	<b>130</b>	<b>186</b>	<b>14</b>	<b>257</b>	<b>73</b>	<b>260</b>	<b>32</b>	<b>109</b>	<b>121</b>
	<b>32%</b>	<b>29%</b>	<b>37%</b>	<b>30%</b>	<b>29%</b>	<b>33%</b>	<b>37%</b>	<b>32%</b>	<b>33%</b>	<b>28%</b>	<b>37%</b>	<b>39%</b>	<b>31%</b>	<b>19%</b>	<b>34%</b>	<b>27%</b>	<b>32%</b>	<b>35%</b>	<b>73%</b>	<b>82%</b>

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q16 For each of the following, do you think you feel them more when you are online or when you are not online?

Lonely

Base: All feeling this emotion

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	363	174	189	80	81	102	100	108	100	65	90	137	207	19	275	88	282	33	116	93
Weighted base	364	180	184	76	79	104	106	109	100	64	91	137	209	19	277	87	280	34	116	94
Feel more when I'm online	146	78	68	28	35	46	37	45	43	26	32	50	85	11	112	34	117	8	39	29
	40%	43%	37%	37%	44%	45%	35%	42%	43%	41%	35%	37%	41%	58%	41%	39%	42%	23%	34%	31%
Feel more when I'm not online	218	103	115	47	44	57	69	64	57	38	59	87	123	8	165	53	163	26	77	65
	60%	57%	63%	63%	56%	55%	65%	58%	57%	59%	65%	63%	59%	42%	59%	61%	58%	77%	66%	69%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q16 For each of the following, do you think you feel them more when you are online or when you are not online?

Depressed

Base: All feeling this emotion

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	328	144	184	76	75	84	93	98	90	60	80	130	184	14	255	73	261	30	109	121
Weighted base	330	149	181	73	73	85	99	98	91	60	80	130	186	14	257	73	260	32	109	121
Feel more when I'm online	108	56	51	22	26	26	35	33	30	21	24	38	65	5	83	25	84	11	31	32
	33%	38%	28%	30%	35%	30%	35%	34%	33%	34%	30%	29%	35%	34%	32%	34%	32%	35%	28%	27%
Feel more when I'm not online	222	93	129	51	48	59	64	65	61	40	56	91	122	9	174	48	176	21	78	89
	67%	62%	72%	70%	65%	70%	65%	66%	67%	66%	70%	71%	65%	66%	68%	66%	68%	65%	72%	73%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q16 For each of the following, do you think you feel them more when you are online or when you are not online?

Happy

Base: All feeling this emotion

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	914	462	452	222	238	229	225	278	239	204	193	303	549	62	668	246	735	75	121	116
Weighted base	915	478	437	214	231	231	239	280	238	203	193	301	551	62	668	247	728	78	119	116
Feel more when I'm online	346	193	152	79	91	77	99	104	87	71	84	144	185	16	264	81	281	30	75	72
	38%	40%	35%	37%	39%	33%	42%	37%	37%	35%	43%	48%	34%	26%	40%	33%	39%	38%	63%	62%
Feel more when I'm not online	569	285	284	135	140	154	140	176	151	133	110	157	366	46	404	166	447	49	44	44
	62%	60%	65%	63%	61%	67%	58%	63%	63%	65%	57%	52%	66%	74%	60%	67%	61%	62%	37%	38%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q16 For each of the following, do you think you feel them more when you are online or when you are not online?

Excited

Base: All feeling this emotion

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	790	411	379	195	206	195	194	240	202	183	165	272	466	52	573	217	637	66	104	106
Weighted base	791	425	366	188	200	197	206	242	202	182	166	271	469	51	574	218	631	69	104	106
Feel more when I'm online	320	185	135	72	88	75	86	95	83	68	75	131	178	11	246	74	258	29	61	67
	40%	43%	37%	38%	44%	38%	42%	39%	41%	37%	45%	48%	38%	21%	43%	34%	41%	42%	59%	63%
Feel more when I'm not online	471	240	231	116	113	122	120	147	119	114	91	140	291	40	328	143	373	40	43	40
	60%	57%	63%	62%	56%	62%	58%	61%	59%	63%	55%	52%	62%	79%	57%	66%	59%	58%	41%	37%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q16 For each of the following, do you think you feel them more when you are online or when you are not online?

Angry

Base: All feeling this emotion

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	414	205	209	97	105	108	104	120	108	102	84	158	234	22	310	104	326	41	85	87
Weighted base	414	212	202	93	103	108	110	121	110	100	83	157	235	22	310	104	323	42	85	87
Feel more when I'm online	157	89	68	34	37	44	41	48	36	39	34	59	90	8	122	35	125	18	26	28
	38%	42%	34%	37%	36%	41%	38%	40%	33%	39%	41%	38%	38%	36%	39%	33%	39%	44%	31%	32%
Feel more when I'm not online	257	123	134	58	66	64	69	73	74	61	49	98	145	14	188	69	198	23	58	59
	62%	58%	66%	63%	64%	59%	62%	60%	67%	61%	59%	62%	62%	64%	61%	67%	61%	56%	69%	68%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q19 - Do you agree or disagree with each of the following statements?

I'm more connected and happier online than I am in real life

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Agree	257	144	113	66	69	59	63	63	63	60	71	117	131	9	192	65	216	22	71	71
	25%	28%	23%	27%	27%	23%	24%	21%	23%	27%	32%	35%	21%	13%	26%	24%	27%	24%	48%	48%
Disagree	555	274	281	120	137	149	149	179	154	117	106	153	357	45	392	163	426	52	43	39
	55%	53%	57%	49%	54%	58%	56%	58%	57%	53%	49%	46%	59%	62%	52%	61%	53%	57%	29%	27%
Don't know	203	103	99	57	45	48	52	65	54	42	41	65	120	18	162	40	163	17	34	37
	20%	20%	20%	23%	18%	19%	20%	21%	20%	19%	19%	19%	20%	25%	22%	15%	20%	19%	23%	25%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q19 - Do you agree or disagree with each of the following statements?

Having most of my social life online makes me feel lonely and cut-off

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Agree	134	67	67	28	32	40	34	43	39	24	28	48	74	12	103	31	106	12	36	28
	13%	13%	14%	12%	13%	16%	13%	14%	14%	11%	13%	14%	12%	16%	14%	12%	13%	13%	24%	19%
Disagree	706	373	333	176	176	176	178	208	182	162	154	239	427	40	515	190	567	62	87	93
	70%	72%	67%	72%	70%	69%	67%	68%	67%	74%	71%	71%	70%	56%	69%	71%	70%	69%	59%	63%
Don't know	175	81	94	39	44	40	53	56	51	33	36	49	107	20	129	47	131	16	25	26
	17%	16%	19%	16%	18%	16%	20%	18%	19%	15%	16%	15%	18%	28%	17%	17%	16%	18%	17%	18%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Q19 - Do you agree or disagree with each of the following statements?

I like being in a room by myself when I'm online connecting with my friends

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Agree	518	274	244	118	145	139	116	164	139	106	108	188	298	32	453	65	429	40	103	99
	51%	53%	49%	49%	58%	54%	44%	54%	51%	48%	50%	56%	49%	45%	61%	24%	53%	45%	69%	67%
Disagree	331	167	164	83	70	77	102	96	87	77	70	99	206	26	176	156	251	30	24	30
	33%	32%	33%	34%	28%	30%	39%	31%	32%	35%	32%	29%	34%	36%	24%	58%	31%	34%	16%	20%
Don't know	166	80	85	42	37	41	46	46	45	36	39	48	104	14	118	48	124	20	21	19
	16%	15%	17%	17%	15%	16%	17%	15%	17%	16%	18%	14%	17%	19%	16%	18%	15%	22%	14%	13%

**Youth Online Habits and Attitudes Survey**  
**Online Fieldwork: 21st – 28th August 2014**

Absolutes/col percents

Q19 - Do you agree or disagree with each of the following statements?

I like being around my family when I'm online connecting with my friends

Base: All respondents

	Total	Gender		Age				SEG				Social media use			Where online		Education		Feel at least most of time	
		Male	Female	15	16	17	18	AB	C1	C2	DE	More than every hour	At least once a day	Less than daily	By themselves	With other people	At school/college	Not in education	Lonely	Depressed
Unweighted base	1,015	504	511	252	259	254	250	305	273	220	217	337	606	72	747	268	813	87	150	148
Weighted base	1,015	521	494	243	252	256	265	307	272	219	217	335	608	72	747	268	805	90	149	147
Agree	202	102	100	48	44	44	65	51	59	48	44	66	126	10	93	109	147	23	13	18
	20%	20%	20%	20%	18%	17%	25%	16%	22%	22%	20%	20%	21%	14%	12%	41%	18%	26%	9%	12%
Disagree	564	297	267	127	148	143	145	181	154	113	116	187	339	38	465	99	450	48	102	98
	56%	57%	54%	53%	59%	56%	55%	59%	57%	52%	53%	56%	56%	53%	62%	37%	56%	53%	69%	66%
Don't know	249	122	127	67	59	69	55	75	59	58	57	82	143	24	189	60	208	19	33	32
	25%	23%	26%	28%	23%	27%	21%	24%	22%	27%	26%	25%	24%	33%	25%	22%	26%	21%	22%	21%