# 1 Latent Class and Education

| | Latent Class | Aged 16 or under | Aged 17-18 | Aged 19-20 | Aged 21 or over | Total |
|---|---|---|---|---|---|---|
| 1 | Extensive political | 64 | 77 | 57 | 202 | 400 |
| 2 | row % | 16.0 | 19.2 | 14.2 | 50.5 | 21.3 |
| 3 | col % | 8.4 | 19.4 | 29.2 | 38.3 | |
| 4 | table % | 3.4 | 4.1 | 3.0 | 10.7 | |
| 5 | Extensive | 87 | 73 | 31 | 96 | 287 |
| 6 | row % | 30.3 | 25.4 | 10.8 | 33.4 | 15.2 |
| 7 | col % | 11.4 | 18.4 | 15.9 | 18.2 | |
| 8 | table % | 4.6 | 3.9 | 1.6 | 5.1 | |
| 9 | General (no social media) | 43 | 28 | 17 | 51 | 139 |
| 10 | row % | 30.9 | 20.1 | 12.2 | 36.7 | 7.4 |
| 11 | col % | 5.6 | 7.1 | 8.7 | 9.7 | |
| 12 | table % | 2.3 | 1.5 | 0.9 | 2.7 | |
| 13 | Social and media | 121 | 103 | 57 | 91 | 372 |
| 14 | row % | 32.5 | 27.7 | 15.3 | 24.5 | 19.8 |
| 15 | col % | 15.9 | 25.9 | 29.2 | 17.3 | |
| 16 | table % | 6.4 | 5.5 | 3.0 | 4.8 | |
| 17 | Social media limited | 115 | 37 | 12 | 24 | 188 |
| 18 | row % | 61.2 | 19.7 | 6.4 | 12.8 | 10.0 |
| 19 | col % | 15.1 | 9.3 | 6.2 | 4.6 | |
| 20 | table % | 6.1 | 2.0 | 0.6 | 1.3 | |
| 21 | Limited | 109 | 45 | 14 | 48 | 216 |
| 22 | row % | 50.5 | 20.8 | 6.5 | 22.2 | 11.5 |
| 23 | col % | 14.3 | 11.3 | 7.2 | 9.1 | |
| 24 | table % | 5.8 | 2.4 | 0.7 | 2.6 | |
| 25 | Non-users | 224 | 34 | 7 | 15 | 280 |
| 26 | row % | 80.0 | 12.1 | 2.5 | 5.4 | 14.9 |
| 27 | col % | 29.4 | 8.6 | 3.6 | 2.8 | |
| 28 | table % | 11.9 | 1.8 | 0.4 | 0.8 | |
| 29 | Total | 763 | 397 | 195 | 527 | 1882 |
| 30 | | 40.5 | 21.1 | 10.4 | 28.0 | |

|    | Latent Class | Low | Medium | High | Total |
|----|--------------|-----|--------|------|-------|
| 1  | Extensive political | 199 | 157 | 44 | 400 |
| 2  | row % | 49.8 | 39.2 | 11.0 | 21.3 |
| 3  | col % | 23.7 | 18.3 | 23.9 | |
| 4  | table % | 10.6 | 8.3 | 2.3 | |
| 5  | Extensive | 151 | 112 | 24 | 287 |
| 6  | row % | 52.6 | 39.0 | 8.4 | 15.2 |
| 7  | col % | 18.0 | 13.1 | 13.0 | |
| 8  | table % | 8.0 | 6.0 | 1.3 | |
| 9  | General (no social media) | 76 | 58 | 5 | 139 |
| 10 | row % | 54.7 | 41.7 | 3.6 | 7.4 |
| 11 | col % | 9.0 | 6.8 | 2.7 | |
| 12 | table % | 4.0 | 3.1 | 0.3 | |
| 13 | Social and media | 125 | 191 | 56 | 372 |
| 14 | row % | 33.6 | 51.3 | 15.1 | 19.8 |
| 15 | col % | 14.9 | 22.3 | 30.4 | |
| 16 | table % | 6.6 | 10.1 | 3.0 | |
| 17 | Social media limited | 70 | 106 | 12 | 188 |
| 18 | row % | 37.2 | 56.4 | 6.4 | 10.0 |
| 19 | col % | 8.3 | 12.4 | 6.5 | |
| 20 | table % | 3.7 | 5.6 | 0.6 | |
| 21 | Limited | 113 | 92 | 11 | 216 |
| 22 | row % | 52.3 | 42.6 | 5.1 | 11.5 |
| 23 | col % | 13.5 | 10.7 | 6.0 | |
| 24 | table % | 6.0 | 4.9 | 0.6 | |
| 25 | Non-users | 106 | 142 | 32 | 280 |
| 26 | row % | 37.9 | 50.7 | 11.4 | 14.9 |
| 27 | col % | 12.6 | 16.6 | 17.4 | |
| 28 | table % | 5.6 | 7.5 | 1.7 | |
| 29 | Total | 840 | 858 | 184 | 1882 |
| 30 |  | 44.6 | 45.6 | 9.8 | |

## 2 Latent Class and Deprivation

## 3 Latent Class and Health Impact

## 4 Latent Class and Household Type

## 5 Latent Class and Urban/Rural

## 6 Latent Class and NRS Social Grade

## 7 Latent Class and Age (Long)

## 8 Latent Class and Age (Short)

|  | Latent Class | 0 | 1 | Total |
|---|---|---|---|---|
| 1 | Extensive political | 375 | 25 | 400 |
| 2 | row % | 93.8 | 6.2 | 21.3 |
| 3 | col % | 24.0 | 7.8 | |
| 4 | table % | 19.9 | 1.3 | |
| 5 | Extensive | 249 | 38 | 287 |
| 6 | row % | 86.8 | 13.2 | 15.2 |
| 7 | col % | 16.0 | 11.8 | |
| 8 | table % | 13.2 | 2.0 | |
| 9 | General (no social media) | 121 | 18 | 139 |
| 10 | row % | 87.1 | 12.9 | 7.4 |
| 11 | col % | 7.8 | 5.6 | |
| 12 | table % | 6.4 | 1.0 | |
| 13 | Social and media | 338 | 34 | 372 |
| 14 | row % | 90.9 | 9.1 | 19.8 |
| 15 | col % | 21.7 | 10.6 | |
| 16 | table % | 18.0 | 1.8 | |
| 17 | Social media limited | 138 | 50 | 188 |
| 18 | row % | 73.4 | 26.6 | 10.0 |
| 19 | col % | 8.8 | 15.6 | |
| 20 | table % | 7.3 | 2.7 | |
| 21 | Limited | 166 | 50 | 216 |
| 22 | row % | 76.9 | 23.1 | 11.5 |
| 23 | col % | 10.6 | 15.6 | |
| 24 | table % | 8.8 | 2.7 | |
| 25 | Non-users | 174 | 106 | 280 |
| 26 | row % | 62.1 | 37.9 | 14.9 |
| 27 | col % | 11.1 | 33.0 | |
| 28 | table % | 9.2 | 5.6 | |
| 29 | Total | 1561 | 321 | 1882 |
| 30 | | 82.9 | 17.1 | |

| | Latent Class | 1 adult | 2 adults | 3+ adults | 1 adult & children | 2 adults & children |
|---|---|---|---|---|---|---|
| 1 | Extensive political | 43 | 106 | 67 | 28 | 122 |
| 2 | row % | 10.8 | 26.5 | 16.8 | 7.0 | 30.5 |
| 3 | col % | 11.1 | 17.0 | 22.6 | 29.8 | 33.6 |
| 4 | table % | 2.3 | 5.6 | 3.6 | 1.5 | 6.5 |
| 5 | Extensive | 35 | 105 | 42 | 23 | 67 |
| 6 | row % | 12.2 | 36.6 | 14.6 | 8.0 | 23.3 |
| 7 | col % | 9.0 | 16.8 | 14.1 | 24.5 | 18.5 |
| 8 | table % | 1.9 | 5.6 | 2.2 | 1.2 | 3.6 |
| 9 | General (no social media) | 28 | 64 | 20 | 4 | 15 |
| 10 | row % | 20.1 | 46.0 | 14.4 | 2.9 | 10.8 |
| 11 | col % | 7.2 | 10.3 | 6.7 | 4.3 | 4.1 |
| 12 | table % | 1.5 | 3.4 | 1.1 | 0.2 | 0.8 |
| 13 | Social and media | 30 | 80 | 98 | 22 | 107 |
| 14 | row % | 8.1 | 21.5 | 26.3 | 5.9 | 28.8 |
| 15 | col % | 7.7 | 12.8 | 33.0 | 23.4 | 29.5 |
| 16 | table % | 1.6 | 4.3 | 5.2 | 1.2 | 5.7 |
| 17 | Social media limited | 41 | 73 | 20 | 12 | 30 |
| 18 | row % | 21.8 | 38.8 | 10.6 | 6.4 | 16.0 |
| 19 | col % | 10.5 | 11.7 | 6.7 | 12.8 | 8.3 |
| 20 | table % | 2.2 | 3.9 | 1.1 | 0.6 | 1.6 |
| 21 | Limited | 75 | 90 | 27 | 3 | 15 |
| 22 | row % | 34.7 | 41.7 | 12.5 | 1.4 | 6.9 |
| 23 | col % | 19.3 | 14.4 | 9.1 | 3.2 | 4.1 |
| 24 | table % | 4.0 | 4.8 | 1.4 | 0.2 | 0.8 |
| 25 | Non-users | 137 | 106 | 23 | 2 | 7 |
| 26 | row % | 48.9 | 37.9 | 8.2 | 0.7 | 2.5 |
| 27 | col % | 35.2 | 17.0 | 7.7 | 2.1 | 1.9 |
| 28 | table % | 7.3 | 5.6 | 1.2 | 0.1 | 0.4 |
| 29 | Total | 389 | 624 | 297 | 94 | 363 |
| 30 | | 20.7 | 33.2 | 15.8 | 5.0 | 19.3 |

|    | Latent Class              | Urban | Rural | Total |
|----|---------------------------|-------|-------|-------|
| 1  | Extensive political       | 349   | 51    | 400   |
| 2  | row %                     | 87.2  | 12.8  | 21.3  |
| 3  | col %                     | 22.1  | 16.7  |       |
| 4  | table %                   | 18.5  | 2.7   |       |
| 5  | Extensive                 | 232   | 55    | 287   |
| 6  | row %                     | 80.8  | 19.2  | 15.2  |
| 7  | col %                     | 14.7  | 18.0  |       |
| 8  | table %                   | 12.3  | 2.9   |       |
| 9  | General (no social media) | 113   | 26    | 139   |
| 10 | row %                     | 81.3  | 18.7  | 7.4   |
| 11 | col %                     | 7.2   | 8.5   |       |
| 12 | table %                   | 6.0   | 1.4   |       |
| 13 | Social and media          | 320   | 52    | 372   |
| 14 | row %                     | 86.0  | 14.0  | 19.8  |
| 15 | col %                     | 20.3  | 17.0  |       |
| 16 | table %                   | 17.0  | 2.8   |       |
| 17 | Social media limited      | 144   | 44    | 188   |
| 18 | row %                     | 76.6  | 23.4  | 10.0  |
| 19 | col %                     | 9.1   | 14.4  |       |
| 20 | table %                   | 7.7   | 2.3   |       |
| 21 | Limited                   | 179   | 37    | 216   |
| 22 | row %                     | 82.9  | 17.1  | 11.5  |
| 23 | col %                     | 11.4  | 12.1  |       |
| 24 | table %                   | 9.5   | 2.0   |       |
| 25 | Non-users                 | 239   | 41    | 280   |
| 26 | row %                     | 85.4  | 14.6  | 14.9  |
| 27 | col %                     | 15.2  | 13.4  |       |
| 28 | table %                   | 12.7  | 2.2   |       |
| 29 | Total                     | 1576  | 306   | 1882  |
| 30 |                           | 83.7  | 16.3  |       |

|    | Latent Class              | AB   | C1   | C2   | DE   | Total |
|----|---------------------------|------|------|------|------|-------|
| 1  | Extensive political       | 137  | 154  | 67   | 42   | 400   |
| 2  | row %                     | 34.2 | 38.5 | 16.8 | 10.5 | 21.3  |
| 3  | col %                     | 34.7 | 25.5 | 17.6 | 8.4  |       |
| 4  | table %                   | 7.3  | 8.2  | 3.6  | 2.2  |       |
| 5  | Extensive                 | 68   | 104  | 55   | 60   | 287   |
| 6  | row %                     | 23.7 | 36.2 | 19.2 | 20.9 | 15.2  |
| 7  | col %                     | 17.2 | 17.2 | 14.4 | 12.0 |       |
| 8  | table %                   | 3.6  | 5.5  | 2.9  | 3.2  |       |
| 9  | General (no social media) | 50   | 42   | 24   | 23   | 139   |
| 10 | row %                     | 36.0 | 30.2 | 17.3 | 16.5 | 7.4   |
| 11 | col %                     | 12.7 | 7.0  | 6.3  | 4.6  |       |
| 12 | table %                   | 2.7  | 2.2  | 1.3  | 1.2  |       |
| 13 | Social and media          | 50   | 140  | 89   | 93   | 372   |
| 14 | row %                     | 13.4 | 37.6 | 23.9 | 25.0 | 19.8  |
| 15 | col %                     | 12.7 | 23.2 | 23.4 | 18.5 |       |
| 16 | table %                   | 2.7  | 7.4  | 4.7  | 4.9  |       |
| 17 | Social media limited      | 19   | 50   | 39   | 80   | 188   |
| 18 | row %                     | 10.1 | 26.6 | 20.7 | 42.6 | 10.0  |
| 19 | col %                     | 4.8  | 8.3  | 10.2 | 15.9 |       |
| 20 | table %                   | 1.0  | 2.7  | 2.1  | 4.3  |       |
| 21 | Limited                   | 43   | 58   | 42   | 73   | 216   |
| 22 | row %                     | 19.9 | 26.9 | 19.4 | 33.8 | 11.5  |
| 23 | col %                     | 10.9 | 9.6  | 11.0 | 14.5 |       |
| 24 | table %                   | 2.3  | 3.1  | 2.2  | 3.9  |       |
| 25 | Non-users                 | 28   | 56   | 65   | 131  | 280   |
| 26 | row %                     | 10.0 | 20.0 | 23.2 | 46.8 | 14.9  |
| 27 | col %                     | 7.1  | 9.3  | 17.1 | 26.1 |       |
| 28 | table %                   | 1.5  | 3.0  | 3.5  | 7.0  |       |
| 29 | Total                     | 395  | 604  | 381  | 502  | 1882  |
| 30 |                           | 21.0 | 32.1 | 20.2 | 26.7 |       |

|    | Latent Class             | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+  | Total |
|----|--------------------------|-------|-------|-------|-------|-------|-------|------|-------|
| 1  | Extensive political      | 51    | 93    | 105   | 77    | 56    | 14    | 4    | 400   |
| 2  | row %                    | 12.8  | 23.2  | 26.2  | 19.2  | 14.0  | 3.5   | 1.0  | 21.3  |
| 3  | col %                    | 20.7  | 36.3  | 32.6  | 28.3  | 18.1  | 6.3   | 1.6  |       |
| 4  | table %                  | 2.7   | 4.9   | 5.6   | 4.1   | 3.0   | 0.7   | 0.2  |       |
| 5  | Extensive                | 24    | 36    | 61    | 68    | 53    | 30    | 15   | 287   |
| 6  | row %                    | 8.4   | 12.5  | 21.3  | 23.7  | 18.5  | 10.5  | 5.2  | 15.2  |
| 7  | col %                    | 9.8   | 14.1  | 18.9  | 25.0  | 17.2  | 13.6  | 5.9  |       |
| 8  | table %                  | 1.3   | 1.9   | 3.2   | 3.6   | 2.8   | 1.6   | 0.8  |       |
| 9  | General (no social media)| 6     | 8     | 24    | 22    | 30    | 27    | 22   | 139   |
| 10 | row %                    | 4.3   | 5.8   | 17.3  | 15.8  | 21.6  | 19.4  | 15.8 | 7.4   |
| 11 | col %                    | 2.4   | 3.1   | 7.5   | 8.1   | 9.7   | 12.2  | 8.6  |       |
| 12 | table %                  | 0.3   | 0.4   | 1.3   | 1.2   | 1.6   | 1.4   | 1.2  |       |
| 13 | Social and media         | 141   | 85    | 72    | 39    | 24    | 5     | 6    | 372   |
| 14 | row %                    | 37.9  | 22.8  | 19.4  | 10.5  | 6.5   | 1.3   | 1.6  | 19.8  |
| 15 | col %                    | 57.3  | 33.2  | 22.4  | 14.3  | 7.8   | 2.3   | 2.3  |       |
| 16 | table %                  | 7.5   | 4.5   | 3.8   | 2.1   | 1.3   | 0.3   | 0.3  |       |
| 17 | Social media limited     | 14    | 22    | 31    | 28    | 37    | 29    | 27   | 188   |
| 18 | row %                    | 7.4   | 11.7  | 16.5  | 14.9  | 19.7  | 15.4  | 14.4 | 10.0  |
| 19 | col %                    | 5.7   | 8.6   | 9.6   | 10.3  | 12.0  | 13.1  | 10.5 |       |
| 20 | table %                  | 0.7   | 1.2   | 1.6   | 1.5   | 2.0   | 1.5   | 1.4  |       |
| 21 | Limited                  | 7     | 11    | 16    | 20    | 51    | 46    | 65   | 216   |
| 22 | row %                    | 3.2   | 5.1   | 7.4   | 9.3   | 23.6  | 21.3  | 30.1 | 11.5  |
| 23 | col %                    | 2.8   | 4.3   | 5.0   | 7.4   | 16.5  | 20.8  | 25.4 |       |
| 24 | table %                  | 0.4   | 0.6   | 0.9   | 1.1   | 2.7   | 2.4   | 3.5  |       |
| 25 | Non-users                | 3     | 1     | 13    | 18    | 58    | 70    | 117  | 280   |
| 26 | row %                    | 1.1   | 0.4   | 4.6   | 6.4   | 20.7  | 25.0  | 41.8 | 14.9  |
| 27 | col %                    | 1.2   | 0.4   | 4.0   | 6.6   | 18.8  | 31.7  | 45.7 |       |
| 28 | table %                  | 0.2   | 0.1   | 0.7   | 1.0   | 3.1   | 3.7   | 6.2  |       |
| 29 | Total                    | 246   | 256   | 322   | 272   | 309   | 221   | 256  | 1882  |
| 30 |                          | 13.1  | 13.6  | 17.1  | 14.5  | 16.4  | 11.7  | 13.6 |       |

|  | Latent Class | 16-34 | 35-54 | 55+ | Total |
|---|---|---|---|---|---|
| 1 | Extensive political | 144 | 182 | 74 | 400 |
| 2 | row % | 36.0 | 45.5 | 18.5 | 21.3 |
| 3 | col % | 28.7 | 30.6 | 9.4 | |
| 4 | table % | 7.7 | 9.7 | 3.9 | |
| 5 | Extensive | 60 | 129 | 98 | 287 |
| 6 | row % | 20.9 | 44.9 | 34.1 | 15.2 |
| 7 | col % | 12.0 | 21.7 | 12.5 | |
| 8 | table % | 3.2 | 6.9 | 5.2 | |
| 9 | General (no social media) | 14 | 46 | 79 | 139 |
| 10 | row % | 10.1 | 33.1 | 56.8 | 7.4 |
| 11 | col % | 2.8 | 7.7 | 10.1 | |
| 12 | table % | 0.7 | 2.4 | 4.2 | |
| 13 | Social and media | 226 | 111 | 35 | 372 |
| 14 | row % | 60.8 | 29.8 | 9.4 | 19.8 |
| 15 | col % | 45.0 | 18.7 | 4.5 | |
| 16 | table % | 12.0 | 5.9 | 1.9 | |
| 17 | Social media limited | 36 | 59 | 93 | 188 |
| 18 | row % | 19.1 | 31.4 | 49.5 | 10.0 |
| 19 | col % | 7.2 | 9.9 | 11.8 | |
| 20 | table % | 1.9 | 3.1 | 4.9 | |
| 21 | Limited | 18 | 36 | 162 | 216 |
| 22 | row % | 8.3 | 16.7 | 75.0 | 11.5 |
| 23 | col % | 3.6 | 6.1 | 20.6 | |
| 24 | table % | 1.0 | 1.9 | 8.6 | |
| 25 | Non-users | 4 | 31 | 245 | 280 |
| 26 | row % | 1.4 | 11.1 | 87.5 | 14.9 |
| 27 | col % | 0.8 | 5.2 | 31.2 | |
| 28 | table % | 0.2 | 1.6 | 13.0 | |
| 29 | Total | 502 | 594 | 786 | 1882 |
| 30 | | 26.7 | 31.6 | 41.8 | |