

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

QD1. NATION	1
Base : All respondents	
QD1/ QD2. NATION/ REGION	5
Base : All respondents	
QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
AGE GROUP AND GENDER OF CHILD	20
Base : All respondents	
GENDER OF CHILD	24
Base : All respondents	
C1A/B/C. CHILD'S SCHOOL YEAR	28
Base : All respondents	
Q1. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)	32
Base : All respondents	
Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY	36
Base : All respondents	
Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY	44
Base : All respondents	
Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)	52
Base : Those whose child watches any of the TV and online services at least monthly	
Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST WEEKLY	59
Base : All respondents	
Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST MONTHLY	64
Base : All respondents	
Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST WEEKLY	69
Base : All respondents	
Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST MONTHLY	73
Base : All respondents	
Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST WEEKLY	77
Base : All respondents	
Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST MONTHLY	81
Base : All respondents	
Q8. Which of these does your child use to listen to these radio stations? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)	85
Base : Those whose child listens to any of the radio stations at least monthly	
Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY	89
Base : All respondents	
Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY	93
Base : All respondents	
Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	97
Base : All respondents	

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Q11. You said you use the Newsround website AND watch the Newsround TV programme on CBBC or BBC iPlayer... Is one of these better in your opinion? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	109
Base : Those aged 8-16 who ever use the Newsround site and who watch Newsround on CBBC or on the BBC iPlayer	
Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY	113
Base : All respondents	
Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY	121
Base : All respondents	
BBC SERVICES USED WEEKLY	129
Base : All respondents	
Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING	133
Base : All respondents	
Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	149
Base : All respondents	
Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)	157
Base : Those aged 8-16 who use YouTube at least weekly	
Q17A. Please give a star rating to show how much you think they like Netflix. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	165
Base : Those whose child watches Netflix at least weekly	
Q17B. Please give a star rating to show how much you think they like BBC TV channels or BBC iPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	169
Base : Those whose child watches any BBC TV channels (including CBBC or CBeebies) or BBC iPlayer at least weekly	
Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	173
Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly	
Q17D. Please give a star rating to show how much you think they like Channel 4 channels or All4. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	177
Base : Those whose child watches any Channel 4 channels or All4 at least weekly	
Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	181
Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly	
Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	185
Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly	
Q17G. Please give a star rating to show how much you think they like Amazon Prime Video. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	189
Base : Those whose child watches Amazon Prime Video at least weekly	
Q17H. Please give a star rating to show how much you think they like YouTube (including YouTube Kids). (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	193
Base : Those whose child watches YouTube (including YouTube Kids) at least weekly	
Q17I. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	197
Base : Those whose child watches Disney+ at least weekly	
Q17J. Please give a star rating to show how much you think they like Britbox. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	201
Base : Those whose child watches Britbox at least weekly	
Q17K. Please give a star rating to show how much you think they like Apple TV+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	205
Base : Those whose child watches Apple TV+ at least weekly	
Q17L. Please give a star rating to show how much you think they like Cartoon Network. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	209
Base : Those whose child watches Cartoon Network at least weekly	
Q17M. Please give a star rating to show how much you think they like Nickelodeon/ Nick Jr. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	213
Base : Those whose child watches Nickelodeon/ Nick Jr at least weekly	

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	217
Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly	
Q18A. Please give a star rating to show how much you think they like BBC Radio stations. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	221
Base : Those whose child listens to BBC Radio stations at least weekly	
Q18B. Please give a star rating to show how much you think they like Any Absolute radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	225
Base : Those whose child listens to Any Absolute radio at least weekly	
Q18C. Please give a star rating to show how much you think they like Any Capital radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	229
Base : Those whose child listens to Any Capital radio at least weekly	
Q18D. Please give a star rating to show how much you think they like Any Heart radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	233
Base : Those whose child listens to Any Heart radio at least weekly	
Q18E. Please give a star rating to show how much you think they like Any Smooth radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	237
Base : Those whose child listens to Any Smooth radio at least weekly	
Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	241
Base : Those whose child listens to Any Kiss radio at least weekly	
Q18G. Please give a star rating to show how much you think they like Any Magic radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	245
Base : Those whose child listens to Any Magic radio at least weekly	
Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	249
Base : Those whose child listens to BBC Sounds at least weekly	
Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	253
Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly	
Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	257
Base : Those whose child listens to Google Podcasts at least weekly	
Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	261
Base : Those whose child listens to Global Player at least weekly	
Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	265
Base : Those whose child listens to RadioPlayer at least weekly	
Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	269
Base : Those whose child listens to Spotify at least weekly	
Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	273
Base : Those whose child listens to Deezer at least weekly	
Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	277
Base : Those whose child listens to Amazon Music at least weekly	
Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	281
Base : Those whose child listens to Tidal at least weekly	
Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	285
Base : Those whose child listens to YouTube Music at least weekly	
Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	289
Base : Those whose child listens to SoundCloud at least weekly	
Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	293
Base : Those whose child uses the BBC News site/ app at least weekly	

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	297
Base : Those whose child uses the BBC Sport site/ app at least weekly	
Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	301
Base : Those whose child uses the BBC Bitesize site/ app at least weekly	
Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	305
Base : Those whose child uses the BBC Newsround site at least weekly	
Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	309
Base : Those whose child uses the CBeebies site/ app at least weekly	
Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	313
Base : Those whose child uses the CBBC site at least weekly	
Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	317
Base : Those whose child uses the BBC Own It site at least weekly	
Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	321
Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website	
Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	325
Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website	
SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY	329
Base : All 8-16 year olds	
Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)	333
Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website	
Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	341
Base : All parents of children aged 4-7 and all children aged 8-16	
Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	345
Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework	
Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	349
Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework	
Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	353
Base : Those whose child watches CBeebies at least weekly	
Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	357
Base : Those whose child watches CBeebies at least weekly	
Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	361
Base : Those whose child watches CBeebies at least weekly	
Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	365
Base : Those whose child watches CBeebies at least weekly	
Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	369
Base : Those whose child watches CBeebies at least weekly	
Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	373
Base : Those whose child watches CBBC at least weekly	

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	377
Base : Those whose child watches CBBC at least weekly	
Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	381
Base : Those whose child watches CBBC at least weekly	
Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	385
Base : Those whose child watches CBBC at least weekly	
Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	389
Base : Those whose child watches CBBC at least weekly	
Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	393
Base : All respondents	
Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	397
Base : All parents of children aged 3-7	
Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)	401
Base : All respondents	
Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	413
Base : All 8-16 year olds	
Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	417
Base : All 8-16 year olds	
Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	421
Base : All 8-16 year olds	
Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	425
Base : All 8-16 year olds	
Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	429
Base : All parents of children aged 3-7	
Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	433
Base : All parents of children aged 3-7	
Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	437
Base : All parents of children aged 3-7	
Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	441
Base : All parents of children aged 3-7	
Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	445
Base : All respondents	
Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	449
Base : All respondents	
Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	453
Base : All respondents	

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	457
Base : All respondents	
Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	461
Base : All respondents	
Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	465
Base : All parents of children aged 3-7	
Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)	469
Base : All respondents	
Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)	480
Base : All respondents	
Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)	489
Base : All respondents	
Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)	497
Base : All parents of 8-16 year olds	

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1. NATION

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
England	3699	1310	1056	1333	1853	1846	660	650	527	529	666	667	355	1836	1475
	82%	82%	82%	83%	82%	82%	82%	81%	82%	82%	83%	83%	80%	82%	84%
Wales	223	82	65	76	112	110	43	39	32	33	37	39	17	115	87
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	5%
Scotland	401	146	115	139	199	202	68	78	59	55	71	68	52	202	137
	9%	9%	9%	9%	9%	9%	8%	10%	9%	9%	9%	9%	12%	9%	8%
													c		
Northern Ireland	178	69	50	60	86	92	32	36	24	26	30	30	22	88	65
	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1. NATION

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
England	3699	3699	-	-	-	1070	895	754	970	2073	539	1601	167	2584	1115
	82%	100%	-%	-%	-%	85%	80%	80%	83%	84%	82%	84%	84%	84%	79%
		bcd				bc				f		f		f	
Wales	223	-	-	223	-	48	59	51	64	106	35	80	9	137	86
	5%	-%	-%	100%	-%	4%	5%	5%	6%	4%	5%	4%	5%	4%	6%
				abd										ace	
Scotland	401	-	401	-	-	96	110	94	100	193	52	163	17	253	147
	9%	-%	100%	-%	-%	8%	10%	10%	9%	8%	8%	9%	8%	8%	10%
			acd											ae	
Northern Ireland	178	-	-	-	178	47	48	46	36	96	28	71	6	118	60
	4%	-%	-%	-%	100%	4%	4%	5%	3%	4%	4%	4%	3%	4%	4%
				abc											

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1. NATION

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
England	3699	963	666	1307	2391	304	1025	1040	2659	1649	1659	2157	1268	274
	82%	84%	84%	84%	81%	81%	83%	83%	82%	84%	80%	84%	81%	77%
		d		d						b		c		
Wales	223	45	31	64	159	12	44	44	179	79	118	114	86	22
	5%	4%	4%	4%	5%	3%	4%	4%	5%	4%	6%	4%	6%	6%
									bc		a			
Scotland	401	87	66	121	279	47	118	120	281	158	203	215	145	41
	9%	8%	8%	8%	9%	12%	10%	10%	9%	8%	10%	8%	9%	11%
						d								
Northern Ireland	178	50	32	64	114	13	41	43	135	76	84	95	63	20
	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%	4%	4%	4%	6%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1. NATION

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
England	3699	1749	1334	617	2979	695	713	2746
	82%	84%	82%	79%	80%	92%	83%	82%
		c				a		
Wales	223	89	90	44	204	18	46	164
	5%	4%	5%	6%	5%	2%	5%	5%
					b			
Scotland	401	170	146	85	369	31	61	322
	9%	8%	9%	11%	10%	4%	7%	10%
				a	b			a
Northern Ireland	178	75	66	37	163	14	38	133
	4%	4%	4%	5%	4%	2%	4%	4%
					b			

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 2

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
North East	165	63	54	48	78	87	31	32	23	31	24	24	19	86	54
	4%	4%	4%	3%	3%	4%	4%	4%	4%	5%	3%	3%	4%	4%	3%
Yorkshire and Humberside	361	119	98	143	190	170	56	63	56	42	77	66	32	164	161
	8%	7%	8%	9%	8%	8%	7%	8%	9%	6%	10%	8%	7%	7%	9%
											d				
North West	481	143	146	192	244	236	66	77	74	72	104	87	43	224	214
	11%	9%	11%	12%	11%	11%	8%	10%	11%	11%	13%	11%	10%	10%	12%
			a	a							a				b
West Midlands	401	150	101	150	200	200	73	76	51	50	76	74	37	195	167
	9%	9%	8%	9%	9%	9%	9%	9%	8%	8%	9%	9%	8%	9%	9%
East Midlands	312	138	76	98	151	160	69	69	32	44	51	47	24	171	110
	7%	9%	6%	6%	7%	7%	9%	9%	5%	7%	6%	6%	5%	8%	6%
		bc					c	c							
East of England	414	164	137	113	188	226	73	92	66	70	49	64	55	234	122
	9%	10%	11%	7%	8%	10%	9%	11%	10%	11%	6%	8%	12%	10%	7%
		c	c				e	ef	e	e			c	c	
South West	343	109	105	130	157	186	49	59	49	55	58	71	27	169	146
	8%	7%	8%	8%	7%	8%	6%	7%	8%	9%	7%	9%	6%	8%	8%
South East	610	220	171	219	306	304	123	97	73	98	110	109	54	303	245
	14%	14%	13%	14%	14%	14%	15%	12%	11%	15%	14%	14%	12%	14%	14%
							c			c					
London	614	204	170	240	338	277	118	86	104	66	116	125	62	290	258
	14%	13%	13%	15%	15%	12%	15%	11%	16%	10%	14%	16%	14%	13%	15%
					b		bd		bd		bd	bd			
SUMMARY															
England	3699	1310	1056	1333	1853	1846	660	650	527	529	666	667	355	1836	1475
	82%	82%	82%	83%	82%	82%	82%	81%	82%	82%	83%	83%	80%	82%	84%
Wales	223	82	65	76	112	110	43	39	32	33	37	39	17	115	87
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	5%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD					SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Scotland	401	146	115	139	199	202	68	78	59	55	71	68	52	202	137
	9%	9%	9%	9%	9%	9%	8%	10%	9%	9%	9%	9%	12%	9%	8%
													c		
Northern Ireland	178	69	50	60	86	92	32	36	24	26	30	30	22	88	65
	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
North East	165	165	-	-	-	33	34	41	57	83	11	63	3	104	61
	4%	4%	-%	-%	-%	3%	3%	4%	5%	3%	2%	3%	2%	3%	4%
		bcd						a	ab	b		b		b	b
Yorkshire and Humberside	361	361	-	-	-	94	79	72	115	177	47	139	17	226	134
	8%	10%	-%	-%	-%	7%	7%	8%	10%	7%	7%	7%	8%	7%	10%
		bcd							b					ace	
North West	481	481	-	-	-	127	118	87	147	250	75	202	17	319	162
	11%	13%	-%	-%	-%	10%	11%	9%	13%	10%	12%	11%	8%	10%	12%
		bcd							c						
West Midlands	401	401	-	-	-	98	95	92	115	227	60	175	16	281	120
	9%	11%	-%	-%	-%	8%	9%	10%	10%	9%	9%	9%	8%	9%	8%
		bcd													
East Midlands	312	312	-	-	-	86	75	68	80	185	52	137	18	222	89
	7%	8%	-%	-%	-%	7%	7%	7%	7%	8%	8%	7%	9%	7%	6%
		bcd													
East of England	414	414	-	-	-	120	103	82	109	253	49	156	16	302	112
	9%	11%	-%	-%	-%	10%	9%	9%	9%	10%	8%	8%	8%	10%	8%
		bcd								bcf					
South West	343	343	-	-	-	77	82	94	88	191	67	126	19	241	102
	8%	9%	-%	-%	-%	6%	7%	10%	8%	8%	10%	7%	10%	8%	7%
		bcd						a			cf				
South East	610	610	-	-	-	181	158	128	142	345	80	249	18	427	182
	14%	16%	-%	-%	-%	14%	14%	14%	12%	14%	12%	13%	9%	14%	13%
		bcd													
London	614	614	-	-	-	254	152	90	116	362	97	354	43	462	153
	14%	17%	-%	-%	-%	20%	14%	10%	10%	15%	15%	18%	21%	15%	11%
		bcd				bcd	cd			f	f	abef	abef	f	
SUMMARY															
England	3699	3699	-	-	-	1070	895	754	970	2073	539	1601	167	2584	1115
	82%	100%	-%	-%	-%	85%	80%	80%	83%	84%	82%	84%	84%	84%	79%
		bcd				bc				f		f		f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Wales	223	-	-	223	-	48	59	51	64	106	35	80	9	137	86
	5%	-%	-%	100%	-%	4%	5%	5%	6%	4%	5%	4%	5%	4%	6%
				abd											ace
Scotland	401	-	401	-	-	96	110	94	100	193	52	163	17	253	147
	9%	-%	100%	-%	-%	8%	10%	10%	9%	8%	8%	9%	8%	8%	10%
			acd												ae
Northern Ireland	178	-	-	-	178	47	48	46	36	96	28	71	6	118	60
	4%	-%	-%	-%	100%	4%	4%	5%	3%	4%	4%	4%	3%	4%	4%
				abc											

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 2

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
North East	165	41	30	57	107	13	41	42	122	66	78	95	53	17
	4%	4%	4%	4%	4%	3%	3%	3%	4%	3%	4%	4%	3%	5%
Yorkshire and Humberside	361	95	54	122	238	20	88	89	271	156	169	195	129	37
	8%	8%	7%	8%	8%	5%	7%	7%	8%	8%	8%	8%	8%	10%
North West	481	88	76	140	340	42	135	135	346	222	209	282	158	41
	11%	8%	10%	9%	12%	11%	11%	11%	11%	11%	10%	11%	10%	12%
					ac									
West Midlands	401	107	75	146	255	27	121	122	279	192	164	221	154	25
	9%	9%	9%	9%	9%	7%	10%	10%	9%	10%	8%	9%	10%	7%
East Midlands	312	98	59	125	187	29	92	94	218	117	164	183	107	22
	7%	9%	7%	8%	6%	8%	8%	8%	7%	6%	8%	7%	7%	6%
		d									a			
East of England	414	137	76	173	241	30	92	92	322	155	209	233	141	41
	9%	12%	10%	11%	8%	8%	8%	7%	10%	8%	10%	9%	9%	11%
		d		d					bc		a			
South West	343	69	55	103	239	26	81	85	258	151	163	192	125	25
	8%	6%	7%	7%	8%	7%	7%	7%	8%	8%	8%	7%	8%	7%
					a									
South East	610	160	92	201	408	47	149	151	459	264	288	358	213	39
	14%	14%	12%	13%	14%	12%	12%	12%	14%	13%	14%	14%	14%	11%
London	614	168	149	239	376	70	225	229	385	325	216	398	189	27
	14%	15%	19%	15%	13%	19%	18%	18%	12%	17%	10%	15%	12%	8%
			ad	d		d	d	d		b		bc	c	
SUMMARY														
England	3699	963	666	1307	2391	304	1025	1040	2659	1649	1659	2157	1268	274
	82%	84%	84%	84%	81%	81%	83%	83%	82%	84%	80%	84%	81%	77%
		d		d						b		c		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Wales	223	45	31	64	159	12	44	44	179	79	118	114	86	22
	5%	4%	4%	4%	5%	3%	4%	4%	5%	4%	6%	4%	6%	6%
Scotland	401	87	66	121	279	47	118	120	281	158	203	215	145	41
	9%	8%	8%	8%	9%	12%	10%	10%	9%	8%	10%	8%	9%	11%
Northern Ireland	178	50	32	64	114	13	41	43	135	76	84	95	63	20
	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%	4%	4%	4%	6%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
North East	165 4%	77 4%	63 4%	24 3%	150 4% b	15 2%	31 4%	125 4%
Yorkshire and Humberside	361 8%	154 7%	147 9%	59 8%	298 8%	62 8%	77 9%	256 8%
North West	481 11%	231 11%	174 11%	75 10%	401 11%	78 10%	91 11%	362 11%
West Midlands	401 9%	182 9%	156 10%	62 8%	313 8%	86 11% a	66 8%	292 9%
East Midlands	312 7%	137 7%	122 7%	53 7%	265 7%	45 6%	70 8%	229 7%
East of England	414 9%	186 9%	151 9%	78 10%	370 10% b	42 6%	78 9%	313 9%
South West	343 8%	157 8%	111 7%	74 10% b	311 8% b	30 4%	75 9%	254 8%
South East	610 14%	288 14%	229 14%	93 12%	545 15% b	64 8%	131 15%	444 13%
London	614 14%	336 16% bc	181 11%	97 12%	326 9%	273 36% a	93 11%	472 14% a
SUMMARY								
England	3699 82%	1749 84% c	1334 82%	617 79%	2979 80%	695 92% a	713 83%	2746 82%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

Base : All respondents

	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Wales	223	89	90	44	204	18	46	164
	5%	4%	5%	6%	5%	2%	5%	5%
					b			
Scotland	401	170	146	85	369	31	61	322
	9%	8%	9%	11%	10%	4%	7%	10%
				a	b			a
Northern Ireland	178	75	66	37	163	14	38	133
	4%	4%	4%	5%	4%	2%	4%	4%
					b			

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 3

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
A	253 6%	70 4%	76 6%	107 7% a	133 6%	120 5%	38 5%	32 4%	44 7% b	32 5%	51 6% b	56 7% b	15 3%	124 6%	113 6% a
B	1007 22%	372 23%	284 22%	351 22%	492 22%	515 23%	182 23%	190 24%	143 22%	141 22%	166 21%	185 23%	90 20%	521 23%	385 22%
C1	1112 25%	420 26%	305 24%	387 24%	551 24%	561 25%	206 26%	214 27%	151 24%	154 24%	194 24%	193 24%	137 31% bc	545 24%	420 24%
C2	945 21%	325 20%	268 21%	352 22%	476 21%	469 21%	158 20%	167 21%	139 22%	129 20%	179 22%	173 22%	83 19%	464 21%	391 22%
D	702 16%	237 15%	215 17%	251 16%	359 16%	343 15%	122 15%	115 14%	100 16%	115 18%	138 17%	114 14%	63 14%	354 16%	275 16%
E	468 10%	176 11%	133 10%	158 10%	232 10%	235 10%	95 12%	81 10%	62 10%	71 11%	74 9%	84 10%	56 13%	225 10%	178 10%
Don't know	13 *%	8 *%	4 *%	2 *%	7 *%	7 *%	2 *%	5 1%	3 *%	1 *%	1 *%	* *%	1 *%	9 *%	3 *%
SUMMARY															
AB	1260 28%	442 27%	360 28%	458 28%	625 28%	635 28%	221 27%	221 28%	187 29%	173 27%	218 27%	240 30%	105 23%	645 29% a	498 28%
DE	1170 26%	413 26%	348 27%	409 25%	591 26%	579 26%	217 27%	196 24%	162 25%	185 29%	212 26%	198 25%	120 27%	579 26%	453 26%
ABC1	2372 53%	862 54%	666 52%	844 53%	1176 52%	1196 53%	426 53%	435 54%	338 53%	328 51%	411 51%	433 54%	242 54%	1190 53%	918 52%
C2DE	2115 47%	738 46%	616 48%	761 47%	1067 47%	1048 47%	375 47%	363 45%	302 47%	314 49%	391 49%	370 46%	203 46%	1043 47%	844 48%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
A	253 6%	227 6%	14 4%	5 2%	6 3%	253 20%	- -%	- -%	- -%	173 7%	75 12%	157 8%	31 16%	202 7%	51 4%
		bc				bcd				f	acef	ef	acef	f	
B	1007 22%	843 23%	81 20%	42 19%	41 23%	1007 80%	- -%	- -%	- -%	588 24%	179 27%	485 25%	55 27%	744 24%	263 19%
		c				bcd				f	f	f	f	f	
C1	1112 25%	895 24%	110 28%	59 27%	48 27%	- -%	1112 100%	- -%	- -%	648 26%	177 27%	446 23%	38 19%	785 25%	327 23%
							acd			cdf	d				
C2	945 21%	754 20%	94 23%	51 23%	46 26%	- -%	- -%	945 100%	- -%	488 20%	137 21%	380 20%	40 20%	634 21%	311 22%
					a			abd							
D	702 16%	574 16%	77 19%	34 15%	17 10%	- -%	- -%	- -%	702 60%	321 13%	61 9%	261 14%	31 15%	433 14%	270 19%
		d	ad	d					abc	b		b	b	b	abce
E	468 10%	396 11%	23 6%	30 14%	19 11%	- -%	- -%	- -%	468 40%	240 10%	24 4%	182 10%	5 2%	284 9%	183 13%
		b		ab	b				abc	bd		bd		bd	abcde
Don't know	13 *%	10 *%	1 *%	* *%	2 1%	- -%	- -%	- -%	- -%	9 *%	1 *%	5 *%	- -%	9 *%	4 *%

SUMMARY

AB	1260 28%	1070 29%	96 24%	48 21%	47 26%	1260 100%	- -%	- -%	- -%	762 31%	254 39%	642 33%	86 43%	946 31%	314 22%
		bc				bcd				f	acef	ef	acef	f	
DE	1170 26%	970 26%	100 25%	64 29%	36 20%	- -%	- -%	- -%	1170 100%	561 23%	84 13%	443 23%	36 18%	717 23%	453 32%
		d		d					abc	b		b		b	abcde
ABC1	2372 53%	1964 53%	206 51%	107 48%	94 53%	1260 100%	1112 100%	- -%	- -%	1410 57%	431 66%	1087 57%	123 62%	1731 56%	640 45%
		c				cd	cd			f	acef	f	f	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
C2DE	2115	1724	194	115	82	-	-	945	1170	1049	222	823	76	1351	764
	47%	47%	48%	52%	46%	-%	-%	100%	100%	42%	34%	43%	38%	44%	54%
				a				ab	ab	b		b		b	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 3

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
A	253 6%	72 6%	74 9%	110 7%	144 5%	36 10%	125 10%	126 10%	127 4%	145 7%	93 5%	182 7%	62 4%	9 2%
			ad	d		d	d	d		b		bc		
B	1007 22%	277 24%	217 27%	380 24%	627 21%	111 30%	358 29%	363 29%	644 20%	480 24%	434 21%	624 24%	310 20%	73 20%
			d	d		d	d	d		b		b		
C1	1112 25%	286 25%	188 24%	382 25%	730 25%	83 22%	255 21%	260 21%	852 26%	476 24%	512 25%	642 25%	399 26%	70 20%
									bc			c	c	
C2	945 21%	224 20%	162 20%	309 20%	636 22%	72 19%	251 20%	254 20%	691 21%	417 21%	438 21%	517 20%	347 22%	81 23%
D	702 16%	141 12%	88 11%	201 13%	502 17%	53 14%	155 13%	158 13%	544 17%	281 14%	346 17%	359 14%	280 18%	64 18%
				abc					bc		a		a	
E	468 10%	138 12%	63 8%	167 11%	300 10%	19 5%	82 7%	85 7%	383 12%	159 8%	232 11%	248 10%	159 10%	61 17%
		b		b					abc		a			ab
Don't know	13 *%	6 1%	3 *%	8 1%	5 *%	- -%	1 *%	1 *%	12 *%	3 *%	9 *%	8 *%	5 *%	- -%
				d										
SUMMARY														
AB	1260 28%	349 30%	292 37%	489 31%	771 26%	148 39%	482 39%	488 39%	772 24%	625 32%	527 26%	806 31%	372 24%	81 23%
		d	acd	d		d	d	d		b		bc		
DE	1170 26%	280 24%	151 19%	368 24%	802 27%	72 19%	237 19%	243 20%	927 28%	441 22%	578 28%	607 24%	439 28%	124 35%
		b		b	bc				abc		a		a	ab
ABC1	2372 53%	635 55%	480 60%	871 56%	1501 51%	231 61%	738 60%	749 60%	1623 50%	1101 56%	1038 50%	1449 56%	771 49%	152 42%
		d	ad	d		d	d	d		b		bc	c	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%	a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
C2DE	2115	504	313	677	1438	145	488	497	1618	857	1016	1124	786	205
	47%	44%	39%	44%	49%	39%	40%	40%	50%	44%	49%	44%	50%	58%
				abc					abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
A	253 6%	166 8% bc	59 4%	28 4%	183 5%	69 9% a	48 6%	187 6%
B	1007 22%	538 26% bc	318 19%	150 19%	794 21%	204 27% a	151 18%	800 24% a
C1	1112 25%	535 26%	384 23%	193 25%	910 25%	193 26%	196 23%	861 26%
C2	945 21%	419 20%	351 21%	175 22%	841 23% b	101 13%	179 21%	719 21%
D	702 16%	262 13%	317 19% a	124 16% a	587 16%	113 15%	133 16%	518 15%
E	468 10%	156 7%	204 12% a	108 14% a	391 11%	74 10%	149 17% b	272 8%
Don't know	13 *%	7 *%	3 *%	4 *%	9 *%	4 1%	2 *%	9 *%
SUMMARY								
AB	1260 28%	705 34% bc	377 23%	178 23%	978 26%	273 36% a	198 23%	987 29% a
DE	1170 26%	417 20%	521 32% a	232 30% a	978 26%	186 25%	282 33% b	790 23%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
ABC1	2372	1240	761	371	1888	466	395	1847
	53%	60%	47%	47%	51%	61%	46%	55%
		bc				a		a
C2DE	2115	836	871	407	1818	288	461	1509
	47%	40%	53%	52%	49%	38%	54%	45%
			a	a	b		b	

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

AGE GROUP AND GENDER OF CHILD

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Boy, aged 3-7	804	804	-	-	804	-	804	-	-	-	-	-	222	571	-
	18%	50%	-%	-%	36%	-%	100%	-%	-%	-%	-%	-%	50%	25%	-%
		bc			b		bcdef						bc	c	
Boy, aged 8-11	643	-	643	-	643	-	-	-	643	-	-	-	-	552	82
	14%	-%	50%	-%	29%	-%	-%	-%	100%	-%	-%	-%	-%	25%	5%
			ac		b				abdef					ac	a
Boy, aged 12-16	804	-	-	804	804	-	-	-	-	-	804	-	-	-	795
	18%	-%	-%	50%	36%	-%	-%	-%	-%	-%	100%	-%	-%	-%	45%
				ab	b						abcdf				ab
Girl, aged 3-7	804	804	-	-	-	804	-	804	-	-	-	-	223	569	-
	18%	50%	-%	-%	-%	36%	-%	100%	-%	-%	-%	-%	50%	25%	-%
		bc			a			acdef					bc	c	
Girl, aged 8-11	643	-	643	-	-	643	-	-	-	643	-	-	-	550	86
	14%	-%	50%	-%	-%	29%	-%	-%	-%	100%	-%	-%	-%	25%	5%
			ac			a				abcef				ac	a
Girl, aged 12-16	804	-	-	804	-	804	-	-	-	-	-	804	-	-	801
	18%	-%	-%	50%	-%	36%	-%	-%	-%	-%	-%	100%	-%	-%	45%
				ab		a						abcde			ab

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 4

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

AGE GROUP AND GENDER OF CHILD

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Boy, aged 3-7	804	660	68	43	32	221	206	158	217	521	105	309	24	591	213
	18%	18%	17%	19%	18%	18%	19%	17%	19%	21% bcdf	16%	16%	12%	19% cdf	15%
Boy, aged 8-11	643	527	59	32	24	187	151	139	162	317	108	281	34	424	219
	14%	14%	15%	14%	14%	15%	14%	15%	14%	13% a	17%	15%	17%	14%	16% a
Boy, aged 12-16	804	666	71	37	30	218	194	179	212	376	126	411	44	537	267
	18%	18%	18%	17%	17%	17%	17%	19%	18%	15% a	19%	21% ae	22% a	17% a	19% a
Girl, aged 3-7	804	650	78	39	36	221	214	167	196	520	83	290	21	584	220
	18%	18%	20%	17%	20%	18%	19%	18%	17%	21% bcdf	13%	15%	10%	19% bcdf	16%
Girl, aged 8-11	643	529	55	33	26	173	154	129	185	323	79	259	20	415	228
	14%	14%	14%	15%	14%	14%	14%	14%	16%	13% abcde	12%	14%	10%	13%	16% abcde
Girl, aged 12-16	804	667	68	39	30	240	193	173	198	411	153	366	57	542	261
	18%	18%	17%	17%	17%	19%	17%	18%	17%	17% acef	23% acef	19%	28% acef	18%	19%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 4

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

AGE GROUP AND GENDER OF CHILD

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Boy, aged 3-7	804	379	150	434	370	27	182	182	621	172	441	471	264	68
	18%	33%	19%	28%	13%	7%	15%	15%	19%	9%	21%	18%	17%	19%
		bcd	d	bd			a	a	abc		a			
Boy, aged 8-11	643	103	136	189	454	76	255	259	384	363	260	372	221	50
	14%	9%	17%	12%	15%	20%	21%	21%	12%	19%	13%	14%	14%	14%
			ac	a	ac	d	d	d		b				
Boy, aged 12-16	804	49	84	110	693	80	198	203	601	446	336	456	293	54
	18%	4%	11%	7%	24%	21%	16%	16%	18%	23%	16%	18%	19%	15%
			ac	a	abc	bc				b				
Girl, aged 3-7	804	428	153	460	343	20	131	132	672	134	480	461	267	75
	18%	37%	19%	30%	12%	5%	11%	11%	21%	7%	23%	18%	17%	21%
		bcd	d	bd			a	a	abc		a			
Girl, aged 8-11	643	115	173	224	419	84	237	242	401	335	268	349	250	44
	14%	10%	22%	14%	14%	22%	19%	19%	12%	17%	13%	14%	16%	12%
			acd	a	a	d	d	d		b			a	
Girl, aged 12-16	804	71	99	139	665	88	223	228	575	511	278	472	267	65
	18%	6%	12%	9%	23%	24%	18%	18%	18%	26%	13%	18%	17%	18%
			ac	a	abc	bcd				b				

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

AGE GROUP AND GENDER OF CHILD

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Boy, aged 3-7	804 18%	363 17%	299 18%	142 18%	660 18%	142 19%	153 18%	579 17%
Boy, aged 8-11	643 14%	303 15%	221 14%	119 15%	513 14%	125 17%	138 16%	473 14%
Boy, aged 12-16	804 18%	389 19%	277 17%	138 18%	681 18%	117 15%	186 22% b	572 17%
Girl, aged 3-7	804 18%	336 16%	323 20% a	144 18%	677 18%	121 16%	119 14%	643 19% a
Girl, aged 8-11	643 14%	300 14%	219 13%	124 16%	534 14%	104 14%	93 11%	514 15% a
Girl, aged 12-16	804 18%	391 19% c	296 18%	116 15%	651 18%	148 20%	169 20%	584 17%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

GENDER OF CHILD

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Boy	2250	804	643	804	2250	-	804	-	643	-	804	-	222	1123	877
	50%	50%	50%	50%	100%	-%	100%	-%	100%	-%	100%	-%	50%	50%	50%
					b		bdf		bdf		bdf				
Girl	2250	804	643	804	-	2250	-	804	-	643	-	804	223	1119	887
	50%	50%	50%	50%	-%	100%	-%	100%	-%	100%	-%	100%	50%	50%	50%
						a		ace		ace		ace			

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

GENDER OF CHILD

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Boy	2250	1853	199	112	86	625	551	476	591	1214	339	1001	102	1552	698
	50%	50%	50%	50%	48%	50%	50%	50%	51%	49%	52%	52%	51%	50%	50%
Girl	2250	1846	202	110	92	635	561	469	579	1254	315	915	97	1540	710
	50%	50%	50%	50%	52%	50%	50%	50%	49%	51%	48%	48%	49%	50%	50%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

GENDER OF CHILD

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Boy	2250	531	370	734	1516	183	636	644	1606	981	1037	1299	778	173
	50%	46%	47%	47%	52%	49%	52%	52%	49%	50%	50%	50%	50%	48%
					abc									
Girl	2250	614	425	823	1427	192	591	602	1648	980	1026	1282	784	184
	50%	54%	53%	53%	48%	51%	48%	48%	51%	50%	50%	50%	50%	52%
		d	d	d										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

GENDER OF CHILD

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Boy	2250	1055	796	398	1854	384	477	1624
	50%	51%	49%	51%	50%	51%	56%	48%
							b	
Girl	2250	1027	839	384	1862	374	380	1741
	50%	49%	51%	49%	50%	49%	44%	52%
								a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
PRE SCHOOL	446	446	-	-	222	223	222	223	-	-	-	-	446	-	-
	10%	28%	-%	-%	10%	10%	28%	28%	-%	-%	-%	-%	100%	-%	-%
		bc					cdef	cdef					bc		
PRIMARY	2242	1140	1102	-	1123	1119	571	569	552	550	-	-	-	2242	-
	50%	71%	86%	-%	50%	50%	71%	71%	86%	85%	-%	-%	-%	100%	-%
		c	ac				ef	ef	abef	abef				ac	
SECONDARY	1764	-	168	1596	877	887	-	-	82	86	795	801	-	-	1764
	39%	-%	13%	99%	39%	39%	-%	-%	13%	13%	99%	100%	-%	-%	100%
			a	ab					ab	ab	abcd	abcd			ab
REFUSED	49	21	16	11	28	20	10	11	9	7	9	2	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	-%	-%
							f	f	f						

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 6

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
PRE SCHOOL	446	355	52	17	22	105	137	83	120	316	46	175	11	346	100
	10%	10%	13%	8%	12%	8%	12%	9%	10%	13%	7%	9%	6%	11%	7%
			ac		c		ac			bcd		f		bcd	
PRIMARY	2242	1836	202	115	88	645	545	464	579	1268	306	894	82	1542	700
	50%	50%	50%	52%	49%	51%	49%	49%	49%	51%	47%	47%	41%	50%	50%
										cd				cd	d
SECONDARY	1764	1475	137	87	65	498	420	391	453	860	297	830	106	1174	590
	39%	40%	34%	39%	37%	40%	38%	41%	39%	35%	45%	43%	53%	38%	42%
		b								ae	ae	ae	acef	a	ae
REFUSED	49	33	9	3	3	12	10	7	19	25	5	17	*	30	19
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%
			a												

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
PRE SCHOOL	446	271	69	284	161	10	55	55	391	12	111	268	136	42
	10%	24%	9%	18%	5%	3%	4%	4%	12%	1%	5%	10%	9%	12%
		bcd	d	bd					abc		a			
PRIMARY	2242	730	509	972	1270	181	697	707	1534	886	1246	1271	796	174
	50%	64%	64%	62%	43%	48%	57%	57%	47%	45%	60%	49%	51%	49%
		d	d	d			ad	ad			a			
SECONDARY	1764	132	210	283	1481	183	462	471	1292	1046	677	1010	617	137
	39%	12%	26%	18%	50%	49%	38%	38%	40%	53%	33%	39%	39%	38%
			ac	a	abc	bcd				b				
REFUSED	49	11	8	17	31	2	13	13	36	17	29	31	13	5
	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
PRE SCHOOL	446	215	154	77	370	74	65	353
	10%	10%	9%	10%	10%	10%	8%	10%
								a
PRIMARY	2242	1005	821	416	1840	389	390	1710
	50%	48%	50%	53%	50%	51%	46%	51%
				a				a
SECONDARY	1764	846	636	282	1463	290	391	1273
	39%	41%	39%	36%	39%	38%	46%	38%
		c					b	
REFUSED	49	17	24	8	44	5	12	29
	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q1. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Yes	4448	1581	1279	1587	2218	2229	789	792	637	642	792	795	435	2221	1744
	99%	98%	99%	99%	99%	99%	98%	99%	99%	100%	99%	99%	98%	99%	99%
			a						abcef					a	
No	51	26	7	18	32	19	14	12	6	1	11	7	10	21	18
	1%	2%	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	2%	1%	1%
		b					d	d	d		d		bc		
Don't know	2	-	-	2	-	2	-	-	-	-	-	2	-	-	2
	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q1. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Yes	4448	3653	396	221	177	1247	1099	936	1153	2443	646	1887	196	3057	1391
	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	98%	98%	99%	99%
No	51	44	4	1	1	11	13	9	17	25	8	29	4	35	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
Don't know	2	2	-	-	-	2	-	-	-	-	-	-	-	-	2
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q1. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Yes	4448	1135	788	1541	2907	369	1205	1224	3223	1937	2045	2551	1541	355
	99%	99%	99%	99%	99%	98%	98%	98%	99%	99%	99%	99%	99%	99%
No	51	10	7	16	35	6	21	21	30	23	18	27	21	2
	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%
Don't know	2	-	-	-	2	-	2	2	-	2	-	2	-	-
	*%	-%	-%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q1. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Yes	4448	2055	1616	777	3677	745	846	3337
	99%	99%	99%	99%	99%	98%	99%	99%
No	51	26	20	5	37	13	11	28
	1%	1%	1%	1%	1%	2%	1%	1%
Don't know	2	2	-	-	2	-	-	-
	0%	0%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Netflix	3411	1144	964	1303	1675	1735	562	581	484	481	629	673	302	1656	1425
	76%	71%	75%	81%	74%	77%	70%	72%	75%	75%	78%	84%	68%	74%	81%
			a	ab					a		ab	abcde		a	ab
YouTube (including YouTube Kids)	2958	1020	916	1022	1537	1422	519	501	468	448	549	473	293	1498	1137
	66%	63%	71%	64%	68%	63%	65%	62%	73%	70%	68%	59%	66%	67%	64%
			ac		b		f		abf	bf	bf				
Disney+	2377	936	702	739	1115	1263	438	499	326	377	351	388	258	1272	832
	53%	58%	55%	46%	50%	56%	54%	62%	51%	59%	44%	48%	58%	57%	47%
		c	c			a	ef	acef	e	cef			c	c	
Amazon Prime Video	1558	498	420	640	786	771	253	244	200	220	333	307	134	712	698
	35%	31%	33%	40%	35%	34%	32%	30%	31%	34%	41%	38%	30%	32%	40%
				ab							abcd	abc			ab
BBC iPlayer (including BBC iPlayer Kids)	1215	494	276	446	574	641	250	244	126	150	198	247	145	591	468
	27%	31%	21%	28%	26%	28%	31%	30%	20%	23%	25%	31%	33%	26%	27%
		b		b		a	cde	cde			c	cde	bc		
Sky On Demand or Sky Go or Sky Kids	858	263	220	376	452	406	141	122	110	110	202	174	73	384	393
	19%	16%	17%	23%	20%	18%	17%	15%	17%	17%	25%	22%	16%	17%	22%
				ab							abcd	bcd			ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	478	92	126	261	243	235	53	39	68	57	122	139	22	176	277
	11%	6%	10%	16%	11%	10%	7%	5%	11%	9%	15%	17%	5%	8%	16%
			a	ab					ab	b	abcd	abcd		a	ab
All4 (previously 4OD)	340	68	82	190	165	175	33	35	48	34	84	106	18	121	199
	8%	4%	6%	12%	7%	8%	4%	4%	7%	5%	10%	13%	4%	5%	11%
			a	ab					ab		abd	abcd			ab
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	309	107	91	111	151	158	56	51	53	38	41	70	31	153	122
	7%	7%	7%	7%	7%	7%	7%	6%	8%	6%	5%	9%	7%	7%	7%
									e			e			

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
NOW	301	82	81	138	147	153	41	41	41	40	66	72	22	130	146
	7%	5%	6%	9% ab	7%	7%	5%	5%	6%	6%	8% ab	9% ab	5%	6%	8% ab
My5 (previously Demand 5)	237	74	50	113	118	119	40	35	28	22	50	62	27	89	116
	5%	5%	4%	7% ab	5%	5%	5%	4%	4%	3%	6% d	8% abcd	6%	4%	7% b
Apple TV+	148	28	32	88	83	65	19	9	20	12	44	44	9	45	91
	3%	2%	3%	5% ab	4%	3%	2%	1%	3% b	2%	5% abcd	5% abcd	2%	2%	5% ab
BritBox	75	20	15	40	45	30	13	7	9	6	22	18	6	28	41
	2%	1%	1%	2% ab	2%	1%	2%	1%	1%	1%	3% bd	2% b	1%	1%	2% b
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4376	1572	1248	1556	2184	2192	789	784	625	623	771	786	437	2189	1705
	97%	98%	97%	97%	97%	97%	98% e	98%	97%	97%	96%	98%	98%	98%	97%
NONE OF THESE	124	35	38	51	66	58	15	20	18	20	33	18	8	53	59
	3%	2%	3%	3%	3%	3%	2%	2%	3%	3%	4% a	2%	2%	2%	3%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Netflix	3411	2776	322	172	141	958	873	709	863	1857	520	1475	163	2354	1056
	76%	75%	80%	77%	79%	76%	79%	75%	74%	75%	80%	77%	82%	76%	75%
			a				d				af		af		
YouTube (including YouTube Kids)	2958	2423	265	147	123	842	720	622	768	1674	457	1295	139	2076	882
	66%	66%	66%	66%	69%	67%	65%	66%	66%	68%	70%	68%	70%	67%	63%
										f	f	f		f	
Disney+	2377	1922	241	117	97	686	612	490	586	1388	367	1055	123	1705	672
	53%	52%	60%	53%	54%	54%	55%	52%	50%	56%	56%	55%	62%	55%	48%
			ac				d			f	f	f	f	f	
Amazon Prime Video	1558	1291	132	75	60	523	396	296	340	957	303	781	124	1153	405
	35%	35%	33%	33%	34%	42%	36%	31%	29%	39%	46%	41%	62%	37%	29%
						bcd	d			f	acef	ef	abcef	f	
BBC iPlayer (including BBC iPlayer Kids)	1215	1032	95	53	35	396	331	232	253	1215	297	735	124	1215	-
	27%	28%	24%	24%	20%	31%	30%	25%	22%	49%	45%	38%	62%	39%	-%
		bcd				cd	cd			cef	cef	f	abcef	f	
Sky On Demand or Sky Go or Sky Kids	858	692	88	44	33	292	204	181	178	538	163	471	67	672	186
	19%	19%	22%	20%	19%	23%	18%	19%	15%	22%	25%	25%	34%	22%	13%
						bcd		d		f	f	aef	abcef	f	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	478	419	23	16	19	154	82	105	137	403	147	320	66	440	38
	11%	11%	6%	7%	11%	12%	7%	11%	12%	16%	22%	17%	33%	14%	3%
		bc			b	b		b	b	ef	acef	ef	abcef	f	
All4 (previously 4OD)	340	287	27	15	11	120	75	76	68	296	101	240	54	316	24
	8%	8%	7%	7%	6%	9%	7%	8%	6%	12%	15%	13%	27%	10%	2%
						bd				f	aef	ef	abcef	f	
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	309	261	26	8	15	96	72	66	75	223	78	186	30	265	44
	7%	7%	6%	3%	8%	8%	6%	7%	6%	9%	12%	10%	15%	9%	3%
		c	c		c					f	aef	f	acef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%	a	b	c	d		a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
NOW	301	252	23	17	8	72	82	70	77	204	62	183	44	246	55
	7%	7%	6%	8%	4%	6%	7%	7%	7%	8%	9%	10%	22%	8%	4%
				d						f	f	f	abcef	f	
My5 (previously Demand 5)	237	196	23	8	10	93	45	46	53	204	70	162	41	216	21
	5%	5%	6%	4%	6%	7%	4%	5%	5%	8%	11%	8%	21%	7%	1%
						bcd				f	ef	f	abcef	f	
Apple TV+	148	128	8	6	6	65	38	29	16	117	45	108	24	131	17
	3%	3%	2%	3%	3%	5%	3%	3%	1%	5%	7%	6%	12%	4%	1%
						cd	d	d		f	aef	ef	abcef	f	
BritBox	75	67	5	2	1	39	11	18	7	63	30	65	22	73	2
	2%	2%	1%	1%	1%	3%	1%	2%	1%	3%	5%	3%	11%	2%	**%
						bd		d		f	aef	ef	abcef	f	
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4376	3593	393	215	175	1240	1081	916	1129	2437	646	1882	198	3041	1335
	97%	97%	98%	97%	98%	98%	97%	97%	97%	99%	99%	98%	99%	98%	95%
						bcd				f	f	f	f	f	
NONE OF THESE	124	105	8	7	3	20	31	29	41	31	8	33	1	51	73
	3%	3%	2%	3%	2%	2%	3%	3%	3%	1%	1%	2%	1%	2%	5%
							a	a	a						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Netflix	3411	839	600	1143	2267	296	922	937	2473	1541	1536	1926	1200	284
	76%	73%	75%	73%	77%	79%	75%	75%	76%	79%	74%	75%	77%	80%
					ac					b				
YouTube (including YouTube Kids)	2958	788	554	1059	1899	277	823	839	2120	1321	1323	1703	1031	224
	66%	69%	70%	68%	65%	74%	67%	67%	65%	67%	64%	66%	66%	63%
		d	d	d		bcd				b				
Disney+	2377	691	462	907	1470	220	673	686	1691	1042	1069	1411	800	166
	53%	60%	58%	58%	50%	59%	55%	55%	52%	53%	52%	55%	51%	47%
		d	d	d		d						bc		
Amazon Prime Video	1558	403	335	565	993	165	512	519	1039	744	668	954	490	113
	35%	35%	42%	36%	34%	44%	42%	42%	32%	38%	32%	37%	31%	32%
			acd			d	d	d		b		b		
BBC iPlayer (including BBC iPlayer Kids)	1215	507	383	684	531	168	445	456	760	591	484	965	224	27
	27%	44%	48%	44%	18%	45%	36%	37%	23%	30%	23%	37%	14%	7%
		d	d	d		bcd	d	d		b		bc	c	
Sky On Demand or Sky Go or Sky Kids	858	246	195	332	526	116	311	315	543	442	340	555	253	50
	19%	22%	25%	21%	18%	31%	25%	25%	17%	23%	16%	21%	16%	14%
		d	d	d		bcd	d	d		b		bc		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	478	126	149	201	277	84	229	231	247	290	157	366	92	20
	11%	11%	19%	13%	9%	22%	19%	19%	8%	15%	8%	14%	6%	6%
			acd	d		d	d	d		b		bc		
All4 (previously 4OD)	340	84	114	148	192	69	176	180	160	221	100	263	61	17
	8%	7%	14%	9%	7%	18%	14%	14%	5%	11%	5%	10%	4%	5%
			acd	d		d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	309	102	71	132	177	42	124	125	184	155	117	200	97	12
	7%	9%	9%	8%	6%	11%	10%	10%	6%	8%	6%	8%	6%	3%
		d	d	d		d	d	d		b		c	c	
NOW	301	79	84	120	180	54	128	133	168	174	102	192	85	23
	7%	7%	11%	8%	6%	14%	10%	11%	5%	9%	5%	7%	5%	6%
			acd			bd	d	d		b		b		
My5 (previously Demand 5)	237	90	78	127	110	48	119	120	117	131	80	178	44	15
	5%	8%	10%	8%	4%	13%	10%	10%	4%	7%	4%	7%	3%	4%
		d	d	d		d	d	d		b		b		
Apple TV+	148	34	61	70	78	34	81	82	66	98	39	108	36	5
	3%	3%	8%	5%	3%	9%	7%	7%	2%	5%	2%	4%	2%	1%
			acd	d		d	d	d		b		bc		
BritBox	75	29	31	38	37	31	56	56	18	59	12	65	5	4
	2%	3%	4%	2%	1%	8%	5%	5%	1%	3%	1%	3%	1%	1%
		d	d	d		bcd	d	d		b		b	*	b
SUMMARY														
ANY OF THESE TV AND ONLINE SERVICES	4376	1134	781	1535	2841	369	1202	1221	3155	1916	1998	2530	1503	343
	97%	99%	98%	99%	97%	98%	98%	98%	97%	98%	97%	98%	96%	96%
		d	d	d								bc		
NONE OF THESE	124	10	14	21	103	6	25	26	98	46	66	51	59	14
	3%	1%	2%	1%	3%	2%	2%	2%	3%	2%	3%	2%	4%	4%
					abc								a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Netflix	3411	1556	1274	580	2858	534	638	2568
	76%	75%	78%	74%	77%	70%	74%	76%
			a		b			
YouTube (including YouTube Kids)	2958	1367	1075	516	2370	571	569	2222
	66%	66%	66%	66%	64%	75%	66%	66%
						a		
Disney+	2377	1119	828	430	2032	333	427	1818
	53%	54%	51%	55%	55%	44%	50%	54%
					b			a
Amazon Prime Video	1558	811	524	222	1304	247	281	1185
	35%	39%	32%	28%	35%	33%	33%	35%
		bc						
BBC iPlayer (including BBC iPlayer Kids)	1215	876	180	159	1010	202	216	917
	27%	42%	11%	20%	27%	27%	25%	27%
		bc		b				
Sky On Demand or Sky Go or Sky Kids	858	456	254	149	736	120	145	668
	19%	22%	16%	19%	20%	16%	17%	20%
		b		b	b			
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	478	312	106	60	407	70	96	354
	11%	15%	6%	8%	11%	9%	11%	11%
		bc						
All4 (previously 4OD)	340	241	58	41	281	57	71	249
	8%	12%	4%	5%	8%	7%	8%	7%
		bc						

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	309 7%	174 8% bc	89 5%	46 6%	261 7%	47 6%	53 6%	247 7%
NOW	301 7%	159 8% c	104 6%	38 5%	256 7%	43 6%	67 8%	214 6%
My5 (previously Demand 5)	237 5%	145 7% bc	60 4%	32 4%	190 5%	46 6%	44 5%	179 5%
Apple TV+	148 3%	98 5% bc	40 2%	11 1%	116 3%	32 4%	26 3%	107 3%
BritBox	75 2%	59 3% bc	11 1%	5 1%	56 2%	19 2%	17 2%	48 1%
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4376 97%	2043 98% bc	1582 97%	752 96%	3615 97%	740 98%	830 97%	3274 97%
NONE OF THESE	124 3%	39 2%	54 3% a	30 4% a	101 3%	18 2%	27 3%	91 3%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Netflix	3701	1256	1051	1393	1837	1864	616	640	529	522	691	702	329	1816	1524
	82%	78%	82%	87%	82%	83%	77%	80%	82%	81%	86%	87%	74%	81%	86%
			a	ab				a	a	abd	abcd		a	ab	
YouTube (including YouTube Kids)	3122	1088	945	1089	1610	1511	548	539	485	460	577	511	307	1578	1203
	69%	68%	73%	68%	72%	67%	68%	67%	75%	72%	72%	64%	69%	70%	68%
			ac		b				abf	f	f				
Disney+	2777	1067	825	885	1324	1453	510	557	392	433	421	463	288	1467	1001
	62%	66%	64%	55%	59%	65%	63%	69%	61%	67%	52%	58%	65%	65%	57%
		c	c			a	ef	acef	e	cef			c	c	
Amazon Prime Video	2013	640	538	835	1027	986	324	316	271	268	432	402	165	920	912
	45%	40%	42%	52%	46%	44%	40%	39%	42%	42%	54%	50%	37%	41%	52%
				ab							abcd	abcd			ab
BBC iPlayer (including BBC iPlayer Kids)	1625	619	377	629	761	865	313	306	166	211	281	348	169	775	668
	36%	38%	29%	39%	34%	38%	39%	38%	26%	33%	35%	43%	38%	35%	38%
		b		b		a	cd	c		c	c	cde			b
Sky On Demand or Sky Go or Sky Kids	994	300	263	432	525	470	162	138	134	128	228	204	79	451	454
	22%	19%	20%	27%	23%	21%	20%	17%	21%	20%	28%	25%	18%	20%	26%
				ab							abcd	abd			ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	655	142	161	352	313	342	74	68	79	82	161	191	33	245	374
	15%	9%	13%	22%	14%	15%	9%	9%	12%	13%	20%	24%	7%	11%	21%
			a	ab					b	ab	abcd	abcd		a	ab
All4 (previously 4OD)	513	109	116	288	248	265	49	60	62	55	137	151	30	177	303
	11%	7%	9%	18%	11%	12%	6%	7%	10%	9%	17%	19%	7%	8%	17%
			a	ab					a		abcd	abcd			ab
NOW	415	106	114	194	203	212	52	55	56	58	95	100	29	176	206
	9%	7%	9%	12%	9%	9%	6%	7%	9%	9%	12%	12%	6%	8%	12%
			a	ab							ab	abcd			ab

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	355 8%	116 7%	103 8%	137 9%	173 8%	183 8%	60 7%	56 7%	57 9%	46 7%	56 7%	81 10% be	32 7%	166 7%	152 9%
My5 (previously Demand 5)	354 8%	110 7%	77 6%	167 10% ab	170 8%	184 8%	54 7%	56 7%	39 6%	38 6%	77 10% cd	90 11% abcd	39 9% b	134 6%	176 10% b
Apple TV+	223 5%	46 3%	51 4%	126 8% ab	123 5%	100 4%	29 4%	16 2%	33 5% bd	18 3%	60 7% abd	66 8% abcd	13 3%	72 3%	132 8% ab
BritBox	93 2%	22 1%	23 2%	49 3% ab	54 2%	39 2%	13 2%	8 1%	14 2%	9 1%	27 3% bd	22 3% b	8 2%	34 2%	51 3% b
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4454 99%	1596 99%	1269 99%	1590 99%	2227 99%	2227 99%	800 100%	796 99%	636 99%	633 99%	792 99%	798 99%	441 99%	2222 99%	1744 99%
NONE OF THESE	46 1%	12 1%	17 1%	18 1%	23 1%	23 1%	4 *%	8 1%	7 1%	9 1%	12 1%	6 1%	5 1%	19 1%	20 1%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Netflix	3701 82%	3021 82%	339 85%	187 84%	154 86%	1028 82%	948 85% ad	776 82%	940 80%	1986 80%	556 85% ae	1561 81%	169 85%	2519 81%	1181 84% a
YouTube (including YouTube Kids)	3122 69%	2557 69%	280 70%	154 69%	131 74%	890 71%	777 70%	656 69%	794 68%	1776 72% f	488 75% f	1369 71% f	152 76% f	2197 71% f	925 66%
Disney+	2777 62%	2245 61%	277 69% ac	141 64%	113 63%	809 64% d	707 64% d	579 61%	676 58%	1557 63% f	428 65% f	1197 62%	142 71% acef	1948 63% f	829 59%
Amazon Prime Video	2013 45%	1650 45%	180 45%	107 48%	76 43%	668 53% bcd	513 46% cd	379 40%	452 39%	1178 48% f	368 56% acef	957 50% f	135 68% abcef	1450 47% f	563 40%
BBC iPlayer (including BBC iPlayer Kids)	1625 36%	1371 37% bd	130 32%	73 33%	51 29%	542 43% cd	444 40% cd	307 32%	329 28%	1447 59% cef	374 57% cef	914 48% f	138 69% abcef	1526 49% f	100 7%
Sky On Demand or Sky Go or Sky Kids	994 22%	804 22%	99 25%	53 24%	38 21%	343 27% bcd	238 21% d	213 22% d	197 17%	626 25% f	194 30% aef	541 28% aef	81 40% abcef	777 25% f	218 15%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	655 15%	568 15% bc	36 9%	24 11%	27 15% b	218 17% bc	140 13%	125 13%	172 15%	533 22% ef	185 28% acef	419 22% ef	81 40% abcef	587 19% f	68 5%
All4 (previously 4OD)	513 11%	430 12%	43 11%	22 10%	18 10%	171 14% d	135 12% d	107 11% d	99 8%	413 17% f	147 23% acef	347 18% ef	72 36% abcef	462 15% f	51 4%
NOW	415 9%	341 9%	36 9%	25 11%	13 7%	108 9%	115 10%	83 9%	109 9%	271 11% f	90 14% ef	242 13% ef	56 28% abcef	326 11% f	89 6%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	355 8%	299 8%	32 8%	9 4%	16 9%	109 9%	85 8%	76 8%	85 7%	247 10%	84 13%	218 11%	34 17%	301 10%	54 4%
		c	c		c					f	aef	f	acef	f	
My5 (previously Demand 5)	354 8%	297 8%	32 8%	12 6%	13 7%	126 10%	81 7%	70 7%	77 7%	296 12%	102 16%	235 12%	64 32%	318 10%	36 3%
		c				bcd				f	acef	ef	abcef	f	
Apple TV+	223 5%	192 5%	14 4%	9 4%	8 4%	95 8%	60 5%	41 4%	27 2%	163 7%	65 10%	157 8%	37 19%	193 6%	30 2%
						bcd	d	d		f	aef	ef	abcef	f	
BritBox	93 2%	82 2%	7 2%	3 1%	1 1%	46 4%	17 2%	19 2%	11 1%	77 3%	37 6%	81 4%	28 14%	90 3%	3 **%
						bcd				f	aef	ef	abcef	f	
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4454 99%	3658 99%	398 99%	221 99%	178 100%	1255 100%	1101 99%	936 99%	1151 98%	2458 100%	651 99%	1903 99%	199 100%	3074 99%	1381 98%
						d				f	f	f		f	
NONE OF THESE	46 1%	41 1%	3 1%	2 1%	* **%	5 **%	11 1%	9 1%	19 2%	10 **%	3 1%	13 1%	1 **%	18 1%	27 2%
									a						abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Netflix	3701	893	644	1222	2478	313	986	1001	2700	1660	1679	2082	1314	305
	82%	78%	81%	79%	84%	83%	80%	80%	83%	85%	81%	81%	84%	85%
					abc				bc	b			a	
YouTube (including YouTube Kids)	3122	840	581	1123	1999	286	866	882	2240	1399	1396	1805	1086	231
	69%	73%	73%	72%	68%	76%	71%	71%	69%	71%	68%	70%	70%	65%
		d	d	d		d				b				
Disney+	2777	773	515	1026	1751	254	771	785	1991	1230	1246	1631	945	201
	62%	68%	65%	66%	59%	68%	63%	63%	61%	63%	60%	63%	60%	56%
		d	d	d		d						c		
Amazon Prime Video	2013	496	407	702	1311	210	619	630	1383	959	869	1212	663	138
	45%	43%	51%	45%	45%	56%	50%	51%	43%	49%	42%	47%	42%	39%
			acd			d	d	d		b		bc		
BBC iPlayer (including BBC iPlayer Kids)	1625	591	463	806	819	209	556	568	1057	816	647	1230	347	48
	36%	52%	58%	52%	28%	56%	45%	46%	32%	42%	31%	48%	22%	13%
		d	acd	d		bcd	d	d		b		bc	c	
Sky On Demand or Sky Go or Sky Kids	994	282	228	386	608	133	367	371	623	532	381	641	290	63
	22%	25%	29%	25%	21%	35%	30%	30%	19%	27%	18%	25%	19%	18%
		d	d	d		d	d	d		b		bc		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	655	165	198	272	383	102	284	288	367	396	219	489	137	30
	15%	14%	25%	17%	13%	27%	23%	23%	11%	20%	11%	19%	9%	8%
			acd	ad		d	d	d		b		bc		
All4 (previously 4OD)	513	126	168	213	300	95	247	251	262	323	160	378	111	25
	11%	11%	21%	14%	10%	25%	20%	20%	8%	16%	8%	15%	7%	7%
			acd	d		bcd	d	d		b		bc		
NOW	415	100	108	154	261	66	169	174	241	239	148	262	123	30
	9%	9%	14%	10%	9%	18%	14%	14%	7%	12%	7%	10%	8%	8%
			acd			d	d	d		b		b		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	355	108	81	146	210	51	144	146	210	190	127	227	113	16
	8%	9%	10%	9%	7%	14%	12%	12%	6%	10%	6%	9%	7%	4%
		d	d	d		d	d	d		b		c		
My5 (previously Demand 5)	354	121	114	177	178	72	168	170	184	197	120	262	70	22
	8%	11%	14%	11%	6%	19%	14%	14%	6%	10%	6%	10%	5%	6%
		d	ad	d		bcd	d	d		b		bc		
Apple TV+	223	51	83	97	126	52	117	122	101	144	64	165	51	8
	5%	4%	10%	6%	4%	14%	10%	10%	3%	7%	3%	6%	3%	2%
			acd	d		bcd	d	d		b		bc		
BritBox	93	35	39	47	46	36	69	69	24	68	19	78	10	5
	2%	3%	5%	3%	2%	10%	6%	6%	1%	3%	1%	3%	1%	1%
		d	cd	d		bcd	d	d		b		b		
SUMMARY														
ANY OF THESE TV AND ONLINE SERVICES	4454	1140	791	1549	2906	374	1223	1242	3212	1946	2038	2563	1543	348
	99%	100%	99%	99%	99%	100%	100%	100%	99%	99%	99%	99%	99%	98%
		d		d		d	d	d				c		
NONE OF THESE	46	5	5	8	38	1	5	5	41	15	25	18	19	9
	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	2%
					ac				bc					a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Netflix	3701 82%	1676 80%	1391 85% ac	633 81%	3096 83% b	584 77%	704 82%	2783 83%
YouTube (including YouTube Kids)	3122 69%	1457 70%	1120 68%	545 70%	2515 68%	589 78% a	610 71%	2336 69%
Disney+	2777 62%	1304 63%	973 59%	500 64%	2371 64% b	393 52%	513 60%	2112 63%
Amazon Prime Video	2013 45%	1016 49% bc	674 41%	323 41%	1695 46% b	309 41%	379 44%	1530 45%
BBC iPlayer (including BBC iPlayer Kids)	1625 36%	1093 52% bc	301 18%	231 30% b	1353 36%	269 36%	290 34%	1234 37%
Sky On Demand or Sky Go or Sky Kids	994 22%	528 25% b	295 18%	171 22% b	846 23% b	143 19%	174 20%	764 23%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	655 15%	416 20% bc	151 9%	88 11%	556 15%	98 13%	135 16%	481 14%
All4 (previously 4OD)	513 11%	338 16% bc	106 6%	69 9%	432 12%	77 10%	99 12%	381 11%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
NOW	415 9%	220 11% bc	136 8%	59 8%	351 9%	62 8%	93 11%	297 9%
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	355 8%	200 10% bc	101 6%	55 7%	297 8%	55 7%	65 8%	279 8%
My5 (previously Demand 5)	354 8%	224 11% bc	83 5%	48 6%	295 8%	58 8%	65 8%	269 8%
Apple TV+	223 5%	148 7% bc	53 3%	22 3%	177 5%	44 6%	49 6%	155 5%
BritBox	93 2%	70 3% bc	17 1%	6 1%	70 2%	23 3%	24 3%	59 2%
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4454 99%	2072 99% bc	1614 99%	768 98%	3678 99%	750 99%	851 99%	3328 99%
NONE OF THESE	46 1%	11 1%	21 1% a	14 2% a	38 1%	7 1%	7 1%	38 1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child watches any of the TV and online services at least monthly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4530	1566	1462	1502	2261	2269	787	779	732	730	742	760	479	2333	1667
Effective Weighted Sample	3827	1305	1263	1290	1911	1916	655	650	633	630	640	651	403	1957	1431
Total	4454	1596	1269	1590	2227	2227	800	796	636	633	792	798	441	2222	1744
TV set	3980	1437	1154	1388	1994	1986	715	722	578	576	700	688	398	2017	1527
	89%	90%	91%	87%	90%	89%	89%	91%	91%	91%	88%	86%	90%	91%	88%
		c	c					f	f	f				c	
Tablet (like an iPad)	2080	978	625	478	946	1134	459	519	278	347	209	268	264	1253	542
	47%	61%	49%	30%	42%	51%	57%	65%	44%	55%	26%	34%	60%	56%	31%
		bc	c			a	cef	acdef	ef	cef		e	c	c	
Mobile phone	1731	475	451	804	905	826	244	231	232	219	429	376	166	677	867
	39%	30%	36%	51%	41%	37%	30%	29%	37%	35%	54%	47%	38%	30%	50%
			a	ab	b				ab	b	abcdf	abcd	b		ab
Laptop	932	177	242	513	434	498	102	75	117	124	215	298	42	334	550
	21%	11%	19%	32%	19%	22%	13%	9%	18%	20%	27%	37%	9%	15%	32%
			a	ab		a			ab	ab	abcd	abcde		a	ab
Games console	811	190	266	355	544	267	136	54	167	98	241	114	33	364	409
	18%	12%	21%	22%	24%	12%	17%	7%	26%	16%	30%	14%	7%	16%	23%
			a	a	b		b		abdf	b	abdf	b		a	ab
Desktop computer	254	44	72	138	164	90	24	20	43	29	98	40	9	94	149
	6%	3%	6%	9%	7%	4%	3%	3%	7%	5%	12%	5%	2%	4%	9%
			a	ab	b				ab	b	abcdf	b		a	ab
Any other device	11	5	3	3	6	5	3	2	1	1	2	2	1	7	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	2	1	-	1	1	1	1	-	-	-	-	1	1	-	1
	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%
													b		
SUMMARY															
ONLY WATCH ON A TV SET	965	340	291	334	490	476	179	161	157	134	153	181	97	491	367
	22%	21%	23%	21%	22%	21%	22%	20%	25%	21%	19%	23%	22%	22%	21%
									e						

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child watches any of the TV and online services at least monthly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4530	1566	1462	1502	2261	2269	787	779	732	730	742	760	479	2333	1667
Effective Weighted Sample	3827	1305	1263	1290	1911	1916	655	650	633	630	640	651	403	1957	1431
Total	4454	1596	1269	1590	2227	2227	800	796	636	633	792	798	441	2222	1744
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	473	158	115	201	233	240	84	73	57	58	91	110	42	205	216
	11%	10%	9%	13%	10%	11%	11%	9%	9%	9%	12%	14%	10%	9%	12%
				ab								bcd			b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child watches any of the TV and online services at least monthly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4530	3019	601	601	309	1423	1153	965	978	2461	687	1900	200	3086	1444
Effective Weighted Sample	3827	2835	576	596	293	1245	995	819	819	2093	587	1617	171	2624	1204
Total	4454	3658	398	221	178	1255	1101	936	1151	2458	651	1903	199	3074	1381
TV set	3980	3263	365	196	156	1143	987	844	997	2239	595	1702	184	2773	1207
	89%	89%	92%	89%	88%	91%	90%	90%	87%	91%	91%	89%	93%	90%	87%
						d	d	d		f	f			f	
Tablet (like an iPad)	2080	1686	192	104	97	602	537	407	530	1236	313	909	96	1491	588
	47%	46%	48%	47%	55%	48%	49%	43%	46%	50%	48%	48%	48%	49%	43%
					ac	c	c			f	f	f		f	
Mobile phone	1731	1430	146	88	66	480	402	365	479	956	304	846	98	1238	492
	39%	39%	37%	40%	37%	38%	37%	39%	42%	39%	47%	44%	49%	40%	36%
						b			b	ae	ae	ae	ae	f	
Laptop	932	780	71	45	37	360	213	167	192	589	219	560	98	737	194
	21%	21%	18%	20%	21%	29%	19%	18%	17%	24%	34%	29%	50%	24%	14%
						bcd				f	ae	ae	abce	f	
Games console	811	655	73	51	32	195	189	178	247	409	139	385	54	559	252
	18%	18%	18%	23%	18%	16%	17%	19%	21%	17%	21%	20%	27%	18%	18%
				ab		a	a		ab	a	a		ace		
Desktop computer	254	213	19	15	7	103	53	48	49	149	67	151	39	183	70
	6%	6%	5%	7%	4%	8%	5%	5%	4%	6%	10%	8%	19%	6%	5%
						bcd					ae	ae	abce		
Any other device	11	10	1	1	-	5	2	1	3	5	1	4	-	6	5
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%
Don't know	2	1	1	-	-	-	1	-	1	1	-	1	-	1	1
	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	*%	-%	*%	*%
SUMMARY															
ONLY WATCH ON A TV SET	965	801	92	42	30	259	247	226	228	510	116	337	33	629	336
	22%	22%	23%	19%	17%	21%	22%	24%	20%	21%	18%	18%	17%	20%	24%
			d					d		c				c	abcde
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	473	394	32	25	22	111	113	92	153	218	56	200	15	300	173
	11%	11%	8%	11%	12%	9%	10%	10%	13%	9%	9%	10%	7%	10%	13%
		b			b				abc						abe

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child watches any of the TV and online services at least monthly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4530	1134	818	1564	2966	389	1266	1286	3244	1955	2082	2582	1580	368
Effective Weighted Sample	3827	963	699	1327	2500	335	1090	1108	2722	1680	1739	2197	1326	304
Total	4454	1140	791	1549	2906	374	1223	1242	3212	1946	2038	2563	1543	348
TV set	3980	1045	723	1411	2568	346	1105	1124	2856	1723	1829	2305	1367	308
	89%	92%	91%	91%	88%	93%	90%	90%	89%	89%	90%	90%	89%	88%
		d	d	d		d								
Tablet (like an iPad)	2080	688	449	886	1194	193	556	569	1511	844	981	1197	731	152
	47%	60%	57%	57%	41%	52%	45%	46%	47%	43%	48%	47%	47%	44%
		d	d	d						a				
Mobile phone	1731	403	318	558	1173	181	505	519	1211	859	671	1004	583	143
	39%	35%	40%	36%	40%	48%	41%	42%	38%	44%	33%	39%	38%	41%
		a	a	ac	ac	bcd	d	d		b				
Laptop	932	192	228	316	615	136	386	394	538	575	289	615	259	58
	21%	17%	29%	20%	21%	36%	32%	32%	17%	30%	14%	24%	17%	17%
			acd	a	a	d	d	d		b		bc		
Games console	811	158	162	251	560	101	270	275	536	433	324	450	281	80
	18%	14%	20%	16%	19%	27%	22%	22%	17%	22%	16%	18%	18%	23%
			ac		ac	d	d	d		b				a
Desktop computer	254	54	66	90	164	50	122	125	129	169	68	164	72	18
	6%	5%	8%	6%	6%	13%	10%	10%	4%	9%	3%	6%	5%	5%
			acd			d	d	d		b		b		
Any other device	11	2	1	2	10	2	2	2	9	2	9	3	7	1
	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
											a		a	
Don't know	2	1	-	1	1	-	1	1	1	1	1	2	-	-
	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%
SUMMARY														
ONLY WATCH ON A TV SET	965	217	133	293	672	61	251	254	711	366	498	551	341	74
	22%	19%	17%	19%	23%	16%	21%	20%	22%	19%	24%	21%	22%	21%
					abc				a		a			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child watches any of the TV and online services at least monthly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4530	1134	818	1564	2966	389	1266	1286	3244	1955	2082	2582	1580	368
Effective Weighted Sample	3827	963	699	1327	2500	335	1090	1108	2722	1680	1739	2197	1326	304
Total	4454	1140	791	1549	2906	374	1223	1242	3212	1946	2038	2563	1543	348
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	473	94	68	136	337	28	117	117	356	222	209	257	176	41
	11%	8%	9%	9%	12%	7%	10%	9%	11%	11%	10%	10%	11%	12%
				abc					a					

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child watches any of the TV and online services at least monthly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4530	2105	1634	791	3828	680	847	3423
Effective Weighted Sample	3827	1800	1370	658	3214	599	714	2896
Total	4454	2072	1614	768	3678	750	851	3328
TV set	3980 89%	1854 89%	1421 88%	705 92% b	3310 90% b	649 86%	732 86%	3017 91% a
Tablet (like an iPad)	2080 47%	968 47%	745 46%	366 48%	1708 46%	360 48%	404 48%	1558 47%
Mobile phone	1731 39%	823 40%	616 38%	292 38%	1382 38%	333 44% a	360 42% b	1239 37%
Laptop	932 21%	539 26% bc	264 16%	128 17%	685 19%	240 32% a	192 23%	682 20%
Games console	811 18%	372 18%	304 19%	135 18%	697 19% b	110 15%	201 24% b	559 17%
Desktop computer	254 6%	150 7% bc	66 4%	37 5%	194 5%	57 8% a	50 6%	184 6%
Any other device	11 *%	3 *%	8 *%	1 *%	11 *%	- -%	3 *%	7 *%
Don't know	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	1 *%
SUMMARY								
ONLY WATCH ON A TV SET	965 22%	445 21%	345 21%	175 23%	824 22% b	134 18%	138 16%	765 23% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child watches any of the TV and online services at least monthly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4530	2105	1634	791	3828	680	847	3423
Effective Weighted Sample	3827	1800	1370	658	3214	599	714	2896
Total	4454	2072	1614	768	3678	750	851	3328
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	473	217	193	63	366	102	119	310
	11%	10%	12%	8%	10%	14%	14%	9%
			c			a	b	

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 11

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1634 36%	648 40% bc	411 32%	575 36% b	821 36%	813 36%	320 40% cd	328 41% cd	212 33%	198 31%	289 36%	287 36%	188 42% bc	802 36%	629 36%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1508 34%	433 27%	430 33% a	645 40% ab	783 35%	725 32%	214 27%	219 27%	229 36% ab	201 31%	340 42% abcd	305 38% abd	104 23%	703 31% a	688 39% ab
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1128 25%	261 16%	301 23% a	566 35% ab	557 25%	571 25%	140 17%	120 15%	159 25% ab	143 22% ab	258 32% abcd	308 38% abcde	50 11%	461 21% a	609 35% ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	762 17%	149 9%	205 16% a	409 25% ab	376 17%	386 17%	73 9%	76 9%	108 17% ab	97 15% ab	195 24% abcd	214 27% abcd	29 6%	282 13% a	445 25% ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	607 13%	207 13%	140 11%	261 16% ab	308 14%	300 13%	109 14%	97 12%	72 11%	68 11%	127 16% cd	134 17% bcd	59 13%	261 12%	281 16% b
SUMMARY															
ANY OF THESE TV CHANNELS	2893 64%	1006 63%	785 61%	1103 69% ab	1455 65%	1439 64%	506 63%	499 62%	407 63%	378 59%	541 67% d	561 70% abcd	276 62%	1396 62%	1198 68% ab
NONE OF THESE	1607 36%	602 37% c	500 39% c	505 31%	795 35%	811 36%	297 37% f	304 38% f	235 37% f	265 41% ef	262 33%	242 30%	170 38% c	846 38% c	566 32%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 11

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1634	1365	136	69	64	522	462	325	322	1634	379	950	144	1634	-
	36%	37%	34%	31%	36%	41%	42%	34%	28%	66%	58%	50%	72%	53%	-%
		c				cd	cd	d		bcef	cef	f	bcef	cf	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1508	1222	144	79	63	497	351	328	331	926	253	838	106	1180	328
	34%	33%	36%	36%	35%	39%	32%	35%	28%	38%	39%	44%	53%	38%	23%
						bcd		d		f	f	abef	abcef	f	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1128	973	65	44	46	334	267	249	277	898	271	670	113	988	140
	25%	26%	16%	20%	26%	27%	24%	26%	24%	36%	41%	35%	57%	32%	10%
		bc			bc					ef	acef	ef	abcef	f	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	762	636	69	27	30	245	184	160	171	631	205	495	98	686	76
	17%	17%	17%	12%	17%	19%	17%	17%	15%	26%	31%	26%	49%	22%	5%
		c	c			d				ef	acef	ef	abcef	f	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	607	501	51	25	30	192	146	127	141	517	158	404	84	560	47
	13%	14%	13%	11%	17%	15%	13%	13%	12%	21%	24%	21%	42%	18%	3%
					c	d				ef	ef	ef	abcef	f	
SUMMARY															
ANY OF THESE TV CHANNELS	2893	2396	241	134	122	904	732	585	667	2104	514	1558	183	2439	455
	64%	65%	60%	60%	68%	72%	66%	62%	57%	85%	79%	81%	92%	79%	32%
		bc			bc	bcd	d	d		bcef	f	ef	abcef	f	
NONE OF THESE	1607	1302	159	89	56	356	380	360	503	365	140	357	16	653	953
	36%	35%	40%	40%	32%	28%	34%	38%	43%	15%	21%	19%	8%	21%	68%
			ad	ad			a	a	abc	d	ad	ad		acd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 11

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1634 36%	690 60%	508 64%	929 60%	705 24%	220 58%	579 47%	590 47%	1044 32%	795 41%	655 32%	1291 50%	313 20%	30 8%
		d	d	d		bcd	d	d		b		bc	c	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1508 34%	395 34%	327 41%	562 36%	946 32%	188 50%	549 45%	559 45%	950 29%	776 40%	614 30%	958 37%	464 30%	86 24%
			acd	d		d	d	d		b		bc	c	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1128 25%	296 26%	315 40%	459 30%	669 23%	154 41%	439 36%	444 36%	684 21%	633 32%	429 21%	786 30%	294 19%	48 13%
			acd	d		d	d	d		b		bc	c	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	762 17%	205 18%	238 30%	322 21%	441 15%	124 33%	351 29%	357 29%	406 12%	473 24%	255 12%	532 21%	190 12%	40 11%
		d	acd	d		d	d	d		b		bc		
Any channel 5 channels - Like Channel 5, 5USA, 5Star	607 13%	219 19%	190 24%	315 20%	293 10%	114 30%	282 23%	284 23%	323 10%	320 16%	235 11%	438 17%	141 9%	28 8%
		d	ad	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE TV CHANNELS	2893 64%	940 82%	685 86%	1286 83%	1607 55%	318 85%	1000 81%	1015 81%	1878 58%	1420 72%	1186 57%	1964 76%	790 51%	139 39%
		d	acd	d		d	d	d		b		bc	c	
NONE OF THESE	1607 36%	205 18%	111 14%	270 17%	1336 45%	58 15%	227 19%	231 19%	1375 42%	541 28%	878 43%	616 24%	772 49%	218 61%
		b		b	abc				abc	a		a	a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1634 36%	1140 55% bc	266 16%	228 29% b	1339 36%	288 38%	283 33%	1255 37% a
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1508 34%	803 39% bc	468 29%	238 30%	1226 33%	275 36%	288 34%	1128 34%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1128 25%	675 32% bc	290 18%	163 21%	946 25%	174 23%	207 24%	847 25%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	762 17%	485 23% bc	182 11%	96 12%	633 17%	125 16%	138 16%	580 17%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	607 13%	395 19% bc	135 8%	78 10%	508 14%	95 13%	124 14%	445 13%
SUMMARY								
ANY OF THESE TV CHANNELS	2893 64%	1682 81% bc	774 47%	437 56% b	2381 64%	495 65%	554 65%	2149 64%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO	
Significance Level: 95%	a	b	c	a	b	a	b	
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
NONE OF THESE	1607	400	862	345	1334	263	304	1217
	36%	19%	53%	44%	36%	35%	35%	36%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 12

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1963	743	525	694	971	992	367	376	264	261	340	354	203	977	766
	44%	46%	41%	43%	43%	44%	46%	47%	41%	41%	42%	44%	46%	44%	43%
		b						cd							
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1697	489	489	718	869	828	240	250	255	234	374	344	116	796	771
	38%	30%	38%	45%	39%	37%	30%	31%	40%	36%	47%	43%	26%	36%	44%
			a	ab					ab	ab	abcd	abd		a	ab
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1414	317	386	710	698	716	171	146	197	189	330	381	61	573	769
	31%	20%	30%	44%	31%	32%	21%	18%	31%	29%	41%	47%	14%	26%	44%
			a	ab					ab	ab	abcd	abcde		a	ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1009	214	266	529	481	527	100	113	133	133	248	281	45	380	576
	22%	13%	21%	33%	21%	23%	13%	14%	21%	21%	31%	35%	10%	17%	33%
			a	ab					ab	ab	abcd	abcd		a	ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	776	253	181	342	394	383	134	119	95	86	164	178	72	327	370
	17%	16%	14%	21%	17%	17%	17%	15%	15%	13%	20%	22%	16%	15%	21%
				ab							bcd	abcd			ab
SUMMARY															
ANY OF THESE TV CHANNELS	3280	1131	904	1245	1632	1648	563	568	461	443	608	637	305	1593	1356
	73%	70%	70%	77%	73%	73%	70%	71%	72%	69%	76%	79%	68%	71%	77%
				ab							abd	abcd			ab
NONE OF THESE	1220	476	382	363	618	602	241	235	182	199	196	167	141	649	408
	27%	30%	30%	23%	27%	27%	30%	29%	28%	31%	24%	21%	32%	29%	23%
		c	c				ef	ef	f	ef			c	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 12

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1963 44%	1640 44%	168 42%	84 38%	71 40%	640 51%	549 49%	384 41%	385 33%	1756 71%	437 67%	1082 57%	156 78%	1851 60%	111 8%
		c				cd	cd	d		bcef	cef	f	abcef	cf	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1697 38%	1376 37%	161 40%	89 40%	70 39%	567 45%	393 35%	369 39%	366 31%	1014 41%	286 44%	921 48%	121 61%	1301 42%	395 28%
						bcd		d		f	f	aef	abcef	f	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1414 31%	1204 33%	94 24%	57 26%	59 33%	440 35%	343 31%	302 32%	327 28%	1049 42%	303 46%	802 42%	124 62%	1184 38%	230 16%
		bc			bc	bd				ef	ef	ef	abcef	f	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1009 22%	847 23%	87 22%	38 17%	36 20%	323 26%	259 23%	209 22%	215 18%	788 32%	261 40%	621 32%	110 55%	878 28%	130 9%
		c	c			d	d			ef	acef	ef	abcef	f	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	776 17%	645 17%	63 16%	33 15%	35 20%	232 18%	193 17%	175 19%	176 15%	632 26%	191 29%	487 25%	99 49%	694 22%	82 6%
						d				ef	ef	ef	abcef	f	
SUMMARY															
ANY OF THESE TV CHANNELS	3280 73%	2713 73%	280 70%	153 69%	134 75%	1021 81%	827 74%	675 71%	751 64%	2209 89%	560 86%	1686 88%	191 96%	2649 86%	631 45%
		c			c	bcd	d	d		bef	f	ef	abcef	f	
NONE OF THESE	1220 27%	986 27%	120 30%	70 31%	44 25%	239 19%	285 26%	270 29%	419 36%	259 11%	94 14%	229 12%	8 4%	443 14%	777 55%
				ad			a	a	abc	d	ad	d		acd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 12

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1963 44%	736 64%	566 71%	1013 65%	949 32%	258 69%	681 55%	693 56%	1269 39%	979 50%	781 38%	1503 58%	420 27%	40 11%
		d	acd	d		bcd	d	d		b		bc	c	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1697 38%	436 38%	363 46%	623 40%	1074 36%	214 57%	620 50%	629 50%	1068 33%	877 45%	689 33%	1063 41%	531 34%	102 29%
			acd	d		bcd	d	d		b		bc		
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1414 31%	343 30%	371 47%	543 35%	870 30%	191 51%	526 43%	534 43%	880 27%	797 41%	536 26%	950 37%	395 25%	68 19%
			acd	ad		bcd	d	d		b		bc	c	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1009 22%	258 23%	306 38%	416 27%	593 20%	161 43%	437 36%	443 36%	565 17%	612 31%	344 17%	686 27%	273 17%	49 14%
			acd	ad		bcd	d	d		b		bc		
Any channel 5 channels - Like Channel 5, 5USA, 5Star	776 17%	266 23%	235 30%	383 25%	394 13%	137 36%	343 28%	347 28%	429 13%	415 21%	290 14%	553 21%	181 12%	42 12%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE TV CHANNELS	3280 73%	988 86%	732 92%	1365 88%	1915 65%	344 92%	1093 89%	1109 89%	2171 67%	1602 82%	1359 66%	2179 84%	933 60%	167 47%
		d	acd	d		d	d	d		b		bc	c	
NONE OF THESE	1220 27%	156 14%	63 8%	191 12%	1029 35%	31 8%	134 11%	138 11%	1082 33%	359 18%	704 34%	401 16%	629 40%	190 53%
		b		b	abc				abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1963 44%	1309 63% bc	360 22%	294 38% b	1624 44%	331 44%	344 40%	1507 45% a
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1697 38%	895 43% bc	532 33%	270 34%	1384 37%	305 40%	320 37%	1271 38%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1414 31%	814 39% bc	374 23%	226 29% b	1192 32% b	212 28%	263 31%	1059 31%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1009 22%	619 30% bc	245 15%	145 19% b	845 23%	159 21%	196 23%	758 23%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	776 17%	486 23% bc	174 11%	116 15% b	652 18%	120 16%	155 18%	575 17%
SUMMARY								
ANY OF THESE TV CHANNELS	3280 73%	1837 88% bc	921 56%	522 67% b	2716 73%	546 72%	625 73%	2448 73%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
NONE OF THESE	1220	246	715	260	1000	212	232	918
	27%	12%	44%	33%	27%	28%	27%	27%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
CBeebies	1145 25%	807 50% bc	218 17% c	120 7%	531 24%	614 27% a	379 47% cdef	428 53% acdef	103 16% ef	115 18% ef	49 6%	71 9%	271 61% bc	730 33% c	132 7%
Nickelodeon/Nick Jr	1023 23%	382 24% c	360 28% ac	280 17%	538 24%	485 22%	212 26% bef	171 21%	183 28% bef	178 28% bef	144 18%	137 17%	98 22%	602 27% ac	318 18%
Cartoon Network	831 18%	261 16%	307 24% ac	264 16%	464 21% b	367 16% bf	155 19%	106 13%	165 26% abef	142 22% bf	145 18% b	119 15%	59 13%	470 21% ac	297 17%
CBBC	795 18%	303 19% c	309 24% ac	183 11%	370 16%	425 19% a	150 19% ef	153 19% ef	136 21% ef	173 27% abcef	84 10%	99 12%	69 15%	509 23% ac	210 12%
CITV	662 15%	255 16% c	248 19% ac	159 10%	359 16% b	303 13% ef	143 18% ef	112 14% f	133 21% bef	115 18% ef	84 10%	76 9%	55 12%	418 19% ac	184 10%
Channel 5's Milkshake	588 13%	361 22% bc	141 11% c	87 5%	273 12%	315 14%	174 22% cdef	186 23% cdef	63 10% ef	77 12% ef	36 4%	51 6%	116 26% bc	373 17% c	94 5%
POP/ Tiny Pop/ Pop Max	439 10%	230 14% bc	134 10% c	75 5%	213 9%	226 10%	129 16% cdef	102 13% cef	59 9% ef	76 12% ef	26 3%	49 6% e	75 17% bc	278 12% c	84 5%
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2415 54%	1146 71% bc	740 58% c	528 33%	1229 55%	1186 53%	592 74% cdef	554 69% cdef	371 58% ef	370 58% ef	266 33%	262 33%	340 76% bc	1452 65% c	601 34%
NONE OF THESE	2085 46%	461 29%	545 42% a	1079 67% ab	1021 45%	1064 47%	211 26% ab	250 31%	272 42% ab	273 42% ab	537 67% abcd	541 67% abcd	106 24%	790 35% a	1163 66% ab

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
CBeebies	1145	963	87	45	50	349	286	224	280	1145	199	656	65	1145	-
	25%	26%	22%	20%	28%	28%	26%	24%	24%	46%	30%	34%	33%	37%	-%
		bc			bc	c				bcdef	f	f	f	bf	
Nickelodeon/Nick Jr	1023	854	81	49	39	348	196	225	252	708	189	664	90	863	160
	23%	23%	20%	22%	22%	28%	18%	24%	22%	29%	29%	35%	45%	28%	11%
						bd		b	b	f	f	abef	abcef	f	
Cartoon Network	831	687	76	31	38	290	177	169	195	553	167	542	83	700	132
	18%	19%	19%	14%	21%	23%	16%	18%	17%	22%	25%	28%	42%	23%	9%
		c	c		c	bcd				f	f	aef	abcef	f	
CBBC	795	666	66	31	32	292	188	162	151	795	182	543	88	795	-
	18%	18%	16%	14%	18%	23%	17%	17%	13%	32%	28%	28%	44%	26%	-%
		c				bcd	d	d		bcef	f	f	abcef	f	
CITV	662	563	48	22	30	197	133	159	173	546	139	421	64	605	57
	15%	15%	12%	10%	17%	16%	12%	17%	15%	22%	21%	22%	32%	20%	4%
		bc			bc	b		b		ef	f	f	abcef	f	
Channel 5's Milkshake	588	491	46	25	26	172	134	136	145	493	116	324	49	536	52
	13%	13%	12%	11%	15%	14%	12%	14%	12%	20%	18%	17%	24%	17%	4%
										cef	f	f	bcef	f	
POP/ Tiny Pop/ Pop Max	439	370	39	16	14	145	81	84	128	367	73	300	43	411	28
	10%	10%	10%	7%	8%	12%	7%	9%	11%	15%	11%	16%	22%	13%	2%
		c				b			b	bf	f	bef	abcef	f	
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2415	2022	197	104	92	733	553	512	608	1852	403	1365	153	2117	298
	54%	55%	49%	47%	52%	58%	50%	54%	52%	75%	62%	71%	77%	68%	21%
		bc				bd				bcef	f	bf	bef	bf	
NONE OF THESE	2085	1677	204	119	86	527	558	433	562	616	251	551	46	975	1110
	46%	45%	51%	53%	48%	42%	50%	46%	48%	25%	38%	29%	23%	32%	79%
			a	a			a		a		acde	a		ad	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
CBeebies	1145	1145	383	1145	-	90	345	347	798	362	547	824	250	71
	25%	100%	48%	74%	-%	24%	28%	28%	25%	18%	26%	32%	16%	20%
		bcd	d	bd			d	d		a	bc			
Nickelodeon/Nick Jr	1023	371	319	527	496	167	478	483	541	574	346	680	292	51
	23%	32%	40%	34%	17%	44%	39%	39%	17%	29%	17%	26%	19%	14%
		d	acd	d		d	d	d		b		bc		
Cartoon Network	831	260	279	405	427	130	414	416	415	490	272	563	229	39
	18%	23%	35%	26%	14%	35%	34%	33%	13%	25%	13%	22%	15%	11%
		d	acd	d		d	d	d		b		bc		
CBBC	795	383	795	795	-	166	439	442	353	463	253	604	165	27
	18%	33%	100%	51%	-%	44%	36%	35%	11%	24%	12%	23%	11%	7%
		d	acd	ad		bcd	d	d		b		bc		
CITV	662	309	327	452	210	113	338	341	321	369	230	444	178	39
	15%	27%	41%	29%	7%	30%	28%	27%	10%	19%	11%	17%	11%	11%
		d	acd	d		d	d	d		b		bc		
Channel 5's Milkshake	588	387	203	437	151	71	219	221	367	243	239	411	144	33
	13%	34%	26%	28%	5%	19%	18%	18%	11%	12%	12%	16%	9%	9%
		bcd	d	d		d	d	d				bc		
POP/ Tiny Pop/ Pop Max	439	277	186	326	113	63	206	209	231	224	142	305	107	27
	10%	24%	23%	21%	4%	17%	17%	17%	7%	11%	7%	12%	7%	8%
		d	d	d		d	d	d		b		bc		
SUMMARY														
ANY OF THESE CHILDREN'S TV CHANNELS	2415	1145	795	1556	858	278	931	938	1476	1100	989	1612	665	137
	54%	100%	100%	100%	29%	74%	76%	75%	45%	56%	48%	62%	43%	38%
		d	d	d		d	d	d		b		bc		
NONE OF THESE	2085	-	-	-	2085	98	297	308	1777	862	1074	968	897	220
	46%	-%	-%	-%	71%	26%	24%	25%	55%	44%	52%	38%	57%	62%
				abc					abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
CBeebies	1145 25%	711 34% bc	266 16%	168 21% b	927 25%	216 29%	194 23%	876 26%
Nickelodeon/Nick Jr	1023 23%	586 28% bc	280 17%	157 20%	772 21%	239 32% a	210 25%	734 22%
Cartoon Network	831 18%	493 24% bc	212 13%	126 16%	616 17%	204 27% a	171 20%	598 18%
CBBC	795 18%	564 27% bc	126 8%	105 13% b	624 17%	166 22% a	160 19%	577 17%
CITV	662 15%	395 19% bc	165 10%	102 13% b	535 14%	124 16%	129 15%	490 15%
Channel 5's Milkshake	588 13%	357 17% bc	152 9%	79 10%	495 13%	90 12%	118 14%	431 13%
POP/ Tiny Pop/ Pop Max	439 10%	265 13% bc	111 7%	64 8%	314 8%	122 16% a	94 11%	306 9%
SUMMARY								
ANY OF THESE CHILDREN'S TV CHANNELS	2415 54%	1381 66% bc	655 40%	379 48% b	1919 52%	479 63% a	477 56%	1763 52%
NONE OF THESE	2085 46%	702 34%	980 60% ac	403 52% a	1796 48% b	278 37%	380 44%	1602 48%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
CBeebies	1351 30%	935 58% bc	267 21% c	149 9%	624 28%	727 32% a	439 55% cdef	496 62% acdef	123 19% ef	144 22% ef	62 8%	87 11%	308 69% bc	864 39% c	164 9%
Nickelodeon/Nick Jr	1218 27%	453 28% c	434 34% ac	331 21%	623 28%	595 26%	243 30% ef	210 26% ef	215 33% bef	219 34% bef	165 20%	166 21%	114 26%	713 32% ac	383 22%
Cartoon Network	1001 22%	309 19%	369 29% ac	323 20%	560 25% b	441 20%	180 22% bf	129 16%	199 31% abef	169 26% bf	180 22% bf	143 18%	71 16%	563 25% ac	359 20% a
CBBC	998 22%	382 24% c	380 30% ac	236 15%	455 20%	543 24% a	182 23% ef	200 25% ef	172 27% ef	208 32% abcef	102 13%	134 17% e	79 18%	635 28% ac	274 16%
CITV	824 18%	312 19% c	303 24% ac	209 13%	438 19%	386 17%	174 22% bef	139 17% ef	157 24% bef	146 23% bef	107 13%	101 13%	60 14%	519 23% ac	239 14%
Channel 5's Milkshake	712 16%	433 27% bc	173 13% c	107 7%	335 15%	378 17%	214 27% cdef	219 27% cdef	74 12% ef	99 15% cef	47 6%	60 7%	136 31% bc	453 20% c	115 7%
POP/ Tiny Pop/ Pop Max	544 12%	272 17% bc	172 13% c	99 6%	260 12%	284 13%	151 19% cef	121 15% ef	73 11% ef	100 15% cef	35 4%	64 8% e	80 18% c	349 16% c	112 6%
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2766 61%	1281 80% bc	851 66% c	634 39%	1373 61%	1393 62%	648 81% cdef	633 79% cdef	420 65% ef	431 67% ef	305 38%	329 41%	378 85% bc	1639 73% c	721 41%
NONE OF THESE	1734 39%	326 20%	435 34% a	973 61% ab	877 39%	857 38%	156 19%	171 21%	222 35% ab	212 33% ab	499 62% abcd	474 59% abcd	68 15%	603 27% a	1043 59% ab

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
CBeebies	1351 30%	1129 31% c	107 27%	58 26%	57 32%	400 32%	337 30%	263 28%	345 29%	1234 50% bcdef	226 35% f	733 38% f	77 38% f	1269 41% bf	82 6%
Nickelodeon/Nick Jr	1218 27%	1013 27%	99 25%	61 27%	45 25%	398 32% bd	251 23%	273 29% b	290 25%	811 33% f	226 35% f	741 39% aef	102 51% abcef	1000 32% f	217 15%
Cartoon Network	1001 22%	828 22% c	89 22%	40 18%	44 24% c	345 27% bcd	218 20%	206 22%	229 20%	653 26% f	208 32% aef	633 33% aef	99 50% abcef	826 27% f	175 12%
CBBC	998 22%	834 23% c	84 21%	41 18%	39 22%	348 28% bcd	245 22% d	199 21%	202 17%	911 37% cef	225 34% f	628 33% f	96 48% abcef	942 30% f	56 4%
CITV	824 18%	697 19% c	62 16%	29 13%	36 20% c	245 19% b	172 15%	185 20% b	221 19%	638 26% f	173 26% f	498 26% f	76 38% abcef	723 23% f	101 7%
Channel 5's Milkshake	712 16%	587 16%	62 15%	32 14%	32 18%	205 16%	178 16%	157 17%	171 15%	573 23% cef	142 22% f	382 20% f	56 28% cef	639 21% f	74 5%
POP/ Tiny Pop/ Pop Max	544 12%	457 12% c	49 12%	20 9%	18 10%	179 14% bc	108 10%	104 11%	151 13% b	440 18% f	104 16% f	357 19% ef	53 27% abcef	497 16% f	47 3%
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2766 61%	2310 62% bc	228 57%	122 55%	107 60%	820 65% bd	645 58%	588 62%	702 60%	1966 80% bcef	454 69% f	1462 76% bf	165 83% bef	2300 74% bf	466 33%
NONE OF THESE	1734 39%	1389 38%	173 43% a	101 45% a	72 40%	440 35%	467 42% a	357 38%	468 40% a	502 20%	200 31% acde	453 24% a	35 17%	792 26% ad	942 67% abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
CBeebies	1351 30%	1145 100%	413 52%	1174 75%	177 6%	110 29%	403 33%	407 33%	944 29%	446 23%	630 31%	956 37%	316 20%	79 22%
		bcd	d	bd			d	d		a		bc		
Nickelodeon/Nick Jr	1218 27%	410 36%	358 45%	592 38%	626 21%	192 51%	546 44%	552 44%	666 20%	663 34%	428 21%	777 30%	377 24%	63 18%
		d	acd	d		bcd	d	d		b		bc	c	
Cartoon Network	1001 22%	303 27%	311 39%	461 30%	540 18%	162 43%	483 39%	487 39%	514 16%	586 30%	329 16%	665 26%	283 18%	52 15%
		d	acd	d		d	d	d		b		bc		
CBBC	998 22%	429 37%	795 100%	841 54%	157 5%	188 50%	506 41%	511 41%	487 15%	573 29%	327 16%	748 29%	216 14%	34 9%
		d	acd	ad		bcd	d	d		b		bc	c	
CITV	824 18%	355 31%	362 45%	517 33%	307 10%	138 37%	398 32%	402 32%	423 13%	450 23%	299 14%	541 21%	237 15%	47 13%
		d	acd	d		d	d	d		b		bc		
Channel 5's Milkshake	712 16%	431 38%	234 29%	500 32%	212 7%	84 22%	257 21%	261 21%	451 14%	297 15%	289 14%	499 19%	173 11%	40 11%
		bcd	d	d		d	d	d				bc		
POP/ Tiny Pop/ Pop Max	544 12%	309 27%	222 28%	383 25%	161 5%	83 22%	254 21%	259 21%	284 9%	285 15%	178 9%	377 15%	135 9%	32 9%
		d	d	d		d	d	d		b		bc		
SUMMARY														
ANY OF THESE CHILDREN'S TV CHANNELS	2766 61%	1145 100%	795 100%	1556 100%	1210 41%	308 82%	1010 82%	1020 82%	1746 54%	1250 64%	1138 55%	1807 70%	805 52%	154 43%
		d	d	d		d	d	d		b		bc	c	
NONE OF THESE	1734 39%	- -%	- -%	- -%	1734 59%	68 18%	218 18%	227 18%	1507 46%	711 36%	926 45%	774 30%	757 48%	203 57%
				abc					abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
CBeebies	1351 30%	802 39% bc	337 21%	212 27% b	1102 30%	247 33%	231 27%	1033 31% a
Nickelodeon/Nick Jr	1218 27%	669 32% bc	356 22%	193 25%	925 25%	280 37% a	240 28%	882 26%
Cartoon Network	1001 22%	585 28% bc	267 16%	149 19%	743 20%	246 32% a	207 24%	717 21%
CBBC	998 22%	676 32% bc	183 11%	139 18% b	800 22%	192 25% a	202 24%	727 22%
CITV	824 18%	483 23% bc	213 13%	128 16% b	671 18%	150 20%	158 18%	615 18%
Channel 5's Milkshake	712 16%	424 20% bc	183 11%	105 13%	604 16%	102 14%	135 16%	528 16%
POP/ Tiny Pop/ Pop Max	544 12%	334 16% bc	133 8%	77 10%	393 11%	147 19% a	120 14% b	377 11%
SUMMARY								
ANY OF THESE CHILDREN'S TV CHANNELS	2766 61%	1521 73% bc	791 48%	454 58% b	2216 60%	531 70% a	523 61%	2045 61%
NONE OF THESE	1734 39%	561 27%	844 52% ac	328 42% a	1500 40% b	227 30%	334 39%	1320 39%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Any Heart radio station	895	233	286	376	418	477	120	113	136	150	162	214	61	411	413
	20%	14%	22%	23%	19%	21%	15%	14%	21%	23%	20%	27%	14%	18%	23%
			a	a		a		ab	ab	ab	ab	abce		a	ab
Any Capital radio station	829	211	236	381	384	444	111	101	107	129	166	215	52	352	420
	18%	13%	18%	24%	17%	20%	14%	13%	17%	20%	21%	27%	12%	16%	24%
			a	ab		a		b	ab	ab	ab	abcde		a	ab
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	654	188	188	279	339	315	105	83	108	79	126	153	46	306	297
	15%	12%	15%	17%	15%	14%	13%	10%	17%	12%	16%	19%	10%	14%	17%
			a	a					bd		b	abd			ab
Any Kiss radio station	581	151	172	258	275	306	81	70	79	93	115	142	40	257	279
	13%	9%	13%	16%	12%	14%	10%	9%	12%	15%	14%	18%	9%	11%	16%
			a	a					b	ab	ab	abc			ab
Any Absolute radio station	264	79	71	114	137	128	37	42	44	27	55	58	24	109	125
	6%	5%	6%	7%	6%	6%	5%	5%	7%	4%	7%	7%	5%	5%	7%
				a					d		d	ad			b
Any Magic radio station	225	74	60	91	98	127	28	46	27	33	43	49	18	109	95
	5%	5%	5%	6%	4%	6%	4%	6%	4%	5%	5%	6%	4%	5%	5%
												a			
Any Smooth radio station	202	54	63	85	101	101	26	28	38	25	37	48	15	91	94
	4%	3%	5%	5%	5%	4%	3%	3%	6%	4%	5%	6%	3%	4%	5%
				a					ab			ab			
SUMMARY															
ANY OF THESE RADIO STATIONS	2158	638	623	897	1044	1115	329	309	308	315	406	491	157	1003	980
	48%	40%	48%	56%	46%	50%	41%	38%	48%	49%	51%	61%	35%	45%	56%
			a	ab		a			ab	ab	ab	abcde		a	ab
NONE OF THESE	2342	969	663	710	1206	1135	474	495	335	328	397	313	288	1239	784
	52%	60%	52%	44%	54%	50%	59%	62%	52%	51%	49%	39%	65%	55%	44%
		bc	c		b		cdef	cdef	f	f	f		bc	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Any Heart radio station	895	776	46	58	15	286	195	210	203	562	203	522	89	707	188
	20%	21%	11%	26%	9%	23%	18%	22%	17%	23%	31%	27%	45%	23%	13%
		bd		abd		bd		bd		f	aef	aef	abcef	f	
Any Capital radio station	829	715	60	37	17	237	202	173	216	504	179	477	70	627	201
	18%	19%	15%	16%	9%	19%	18%	18%	18%	20%	27%	25%	35%	20%	14%
		bd	d	d						f	aef	aef	acef	f	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	654	539	52	35	28	254	177	137	84	486	654	421	119	654	-
	15%	15%	13%	16%	16%	20%	16%	15%	7%	20%	100%	22%	60%	21%	-%
						bcd	d	d		f	acdef	f	acef	f	
Any Kiss radio station	581	518	21	29	13	171	126	137	146	350	140	365	54	457	124
	13%	14%	5%	13%	7%	14%	11%	15%	12%	14%	21%	19%	27%	15%	9%
		bd		bd				b		f	aef	aef	acef	f	
Any Absolute radio station	264	216	32	10	7	105	59	50	50	183	91	176	57	223	42
	6%	6%	8%	4%	4%	8%	5%	5%	4%	7%	14%	9%	29%	7%	3%
			cd			bcd				f	acef	aef	abcef	f	
Any Magic radio station	225	192	16	6	12	89	39	56	41	167	68	168	46	197	28
	5%	5%	4%	3%	6%	7%	3%	6%	4%	7%	10%	9%	23%	6%	2%
		c			c	bd		bd		f	aef	aef	abcef	f	
Any Smooth radio station	202	175	13	7	7	69	36	50	46	153	67	155	44	180	23
	4%	5%	3%	3%	4%	6%	3%	5%	4%	6%	10%	8%	22%	6%	2%
						b		b		f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE RADIO STATIONS	2158	1838	156	106	58	672	526	472	486	1308	654	1197	182	1715	443
	48%	50%	39%	47%	33%	53%	47%	50%	42%	53%	100%	63%	91%	55%	31%
		bd		bd		bd	d	d		f	acdef	aef	acef	f	
NONE OF THESE	2342	1861	244	117	120	588	586	473	684	1160	-	718	18	1377	965
	52%	50%	61%	53%	67%	47%	53%	50%	58%	47%	-%	37%	9%	45%	69%
			ac		ac		a		abc	bcd		bd	b	bcd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Any Heart radio station	895 20%	224 20%	225 28% acd	351 23% d	544 18%	153 41% bcd	363 30% d	367 29% d	528 16%	498 25% b	325 16%	601 23% bc	240 15%	54 15%
Any Capital radio station	829 18%	205 18%	201 25% acd	312 20% d	517 18%	111 29% d	304 25% d	306 25% d	522 16%	491 25% b	275 13%	544 21% bc	228 15%	56 16%
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	654 15%	199 17% d	182 23% acd	286 18% d	369 13%	120 32% bcd	294 24% d	299 24% d	355 11%	406 21% b	207 10%	508 20% bc	131 8% c	15 4%
Any Kiss radio station	581 13%	144 13%	143 18% acd	219 14%	362 12%	95 25% d	251 20% d	254 20% d	327 10%	345 18% b	188 9%	377 15% bc	170 11%	34 10%
Any Absolute radio station	264 6%	81 7% d	78 10% ad	119 8% d	145 5%	63 17% bcd	142 12% d	143 11% d	122 4%	163 8% b	82 4%	192 7% bc	58 4%	14 4%
Any Magic radio station	225 5%	85 7% d	73 9% d	119 8% d	107 4%	50 13% d	124 10% d	125 10% d	100 3%	141 7% b	69 3%	157 6% b	54 3%	15 4%
Any Smooth radio station	202 4%	69 6% d	61 8% d	97 6% d	105 4%	48 13% d	125 10% d	126 10% d	76 2%	125 6% b	60 3%	153 6% bc	40 3%	8 2%
SUMMARY														
ANY OF THESE RADIO STATIONS	2158 48%	540 47% acd	465 58% acd	794 51% d	1364 46%	262 70% d	808 66% d	818 66% d	1341 41%	1172 60% b	815 39%	1406 54% bc	618 40%	134 38%
NONE OF THESE	2342 52%	605 53% b	331 42%	762 49% b	1579 54% bc	113 30%	419 34%	429 34%	1913 59% abc	790 40%	1248 61% a	1174 46%	945 60% a	223 62% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Any Heart radio station	895 20%	507 24% bc	263 16%	125 16%	769 21% b	121 16%	169 20%	672 20%
Any Capital radio station	829 18%	445 21% bc	254 16%	130 17%	682 18%	145 19%	148 17%	621 18%
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	654 15%	436 21% bc	125 8%	93 12% b	524 14%	127 17%	125 15%	482 14%
Any Kiss radio station	581 13%	325 16% bc	167 10%	89 11%	472 13%	108 14%	146 17% b	401 12%
Any Absolute radio station	264 6%	176 8% bc	63 4%	26 3%	222 6%	39 5%	60 7%	185 5%
Any Magic radio station	225 5%	147 7% bc	53 3%	26 3%	172 5%	53 7% a	42 5%	162 5%
Any Smooth radio station	202 4%	135 6% bc	53 3%	14 2%	163 4%	38 5%	56 7% b	136 4%
SUMMARY								
ANY OF THESE RADIO STATIONS	2158 48%	1181 57% bc	663 41%	315 40%	1833 49% b	316 42%	442 52% b	1574 47%
NONE OF THESE	2342 52%	902 43%	973 59% a	467 60% a	1883 51%	441 58% a	416 48%	1792 53% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Any Heart radio station	1012	275	326	410	470	542	140	136	156	170	174	236	73	473	453
	22%	17%	25%	26%	21%	24%	17%	17%	24%	26%	22%	29%	16%	21%	26%
			a	a		a			ab	abe	ab	abce		a	ab
Any Capital radio station	911	237	257	417	430	481	128	109	115	142	187	230	60	387	458
	20%	15%	20%	26%	19%	21%	16%	14%	18%	22%	23%	29%	14%	17%	26%
			a	ab					b	ab	abc	abcde			ab
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	734	209	207	318	382	353	111	98	123	84	148	171	54	333	343
	16%	13%	16%	20%	17%	16%	14%	12%	19%	13%	18%	21%	12%	15%	19%
			a	ab					abd		abd	abd			ab
Any Kiss radio station	659	170	191	297	313	346	88	82	88	104	137	160	44	288	322
	15%	11%	15%	19%	14%	15%	11%	10%	14%	16%	17%	20%	10%	13%	18%
			a	ab						ab	ab	abc			ab
Any Absolute radio station	300	87	84	129	150	150	39	48	50	34	61	68	25	128	141
	7%	5%	7%	8%	7%	7%	5%	6%	8%	5%	8%	8%	6%	6%	8%
				a					a		a	ad			b
Any Magic radio station	264	89	69	106	115	149	35	55	29	40	52	54	21	129	112
	6%	6%	5%	7%	5%	7%	4%	7%	4%	6%	6%	7%	5%	6%	6%
						a		a							
Any Smooth radio station	244	66	71	107	126	118	33	33	43	28	50	57	18	107	116
	5%	4%	6%	7%	6%	5%	4%	4%	7%	4%	6%	7%	4%	5%	7%
				a					ab			abd			ab
SUMMARY															
ANY OF THESE RADIO STATIONS	2350	692	686	972	1141	1208	348	345	342	343	452	520	173	1093	1062
	52%	43%	53%	60%	51%	54%	43%	43%	53%	53%	56%	65%	39%	49%	60%
			a	ab					ab	ab	ab	abcde		a	ab
NONE OF THESE	2150	915	600	635	1109	1042	456	459	300	300	352	283	272	1149	702
	48%	57%	47%	40%	49%	46%	57%	57%	47%	47%	44%	35%	61%	51%	40%
		bc	c				cdef	cdef	f	f	f		bc	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Any Heart radio station	1012	881	51	63	17	324	214	226	245	611	217	583	94	783	229
	22%	24%	13%	28%	10%	26%	19%	24%	21%	25%	33%	30%	47%	25%	16%
		bd		abd		bd		b		f	aef	aef	abcef	f	
Any Capital radio station	911	783	67	41	19	264	225	192	228	549	193	526	78	686	225
	20%	21%	17%	18%	11%	21%	20%	20%	19%	22%	30%	27%	39%	22%	16%
		bd	d	d						f	aef	aef	abcef	f	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	734	603	60	40	31	286	197	151	98	537	654	471	125	717	17
	16%	16%	15%	18%	18%	23%	18%	16%	8%	22%	100%	25%	62%	23%	1%
						bcd	d	d		f	acdef	af	acef	f	
Any Kiss radio station	659	586	26	33	14	191	146	160	161	392	161	408	60	519	140
	15%	16%	7%	15%	8%	15%	13%	17%	14%	16%	25%	21%	30%	17%	10%
		bd		bd				b		f	aef	aef	acef	f	
Any Absolute radio station	300	245	35	12	8	117	65	58	59	207	103	198	63	250	50
	7%	7%	9%	5%	4%	9%	6%	6%	5%	8%	16%	10%	31%	8%	4%
			cd			bcd				f	acef	aef	abcef	f	
Any Magic radio station	264	225	19	8	12	103	47	65	49	195	78	192	51	228	36
	6%	6%	5%	3%	7%	8%	4%	7%	4%	8%	12%	10%	26%	7%	3%
		c			c	bd		bd		f	aef	aef	abcef	f	
Any Smooth radio station	244	210	16	9	9	85	54	55	50	174	75	178	49	207	37
	5%	6%	4%	4%	5%	7%	5%	6%	4%	7%	11%	9%	25%	7%	3%
						d				f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE RADIO STATIONS	2350	2004	168	113	64	726	567	515	536	1390	654	1292	186	1833	517
	52%	54%	42%	51%	36%	58%	51%	55%	46%	56%	100%	67%	93%	59%	37%
		bd		bd		bd	d	d		f	acdef	aef	acef	af	
NONE OF THESE	2150	1694	233	109	114	534	544	430	634	1078	-	624	14	1259	891
	48%	46%	58%	49%	64%	42%	49%	45%	54%	44%	-%	33%	7%	41%	63%
			ac		ac		a		abc	bcde		bd	b	bcd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Any Heart radio station	1012	254	242	387	625	166	402	407	605	564	364	663	283	66
	22%	22%	30%	25%	21%	44%	33%	33%	19%	29%	18%	26%	18%	19%
			acd	d		bcd	d	d		b		bc		
Any Capital radio station	911	223	223	339	572	123	341	344	568	536	306	596	257	58
	20%	20%	28%	22%	19%	33%	28%	28%	17%	27%	15%	23%	16%	16%
			acd	d		d	d	d		b		bc		
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	734	223	209	323	411	132	322	328	407	453	235	564	154	17
	16%	20%	26%	21%	14%	35%	26%	26%	12%	23%	11%	22%	10%	5%
		d	acd	d		bcd	d	d		b		bc	c	
Any Kiss radio station	659	166	156	244	414	101	274	279	380	392	216	432	190	36
	15%	14%	20%	16%	14%	27%	22%	22%	12%	20%	10%	17%	12%	10%
			acd			d	d	d		b		bc		
Any Absolute radio station	300	88	88	132	168	67	162	165	134	186	93	215	68	17
	7%	8%	11%	8%	6%	18%	13%	13%	4%	9%	5%	8%	4%	5%
		d	ad	d		bcd	d	d		b		bc		
Any Magic radio station	264	96	88	138	127	57	146	147	117	164	83	191	57	16
	6%	8%	11%	9%	4%	15%	12%	12%	4%	8%	4%	7%	4%	5%
		d	d	d		d	d	d		b		b		
Any Smooth radio station	244	76	70	110	133	56	149	150	93	156	67	180	52	12
	5%	7%	9%	7%	5%	15%	12%	12%	3%	8%	3%	7%	3%	3%
		d	d	d		d	d	d		b		bc		
SUMMARY														
ANY OF THESE RADIO STATIONS	2350	580	501	850	1499	278	868	879	1471	1272	890	1518	686	145
	52%	51%	63%	55%	51%	74%	71%	70%	45%	65%	43%	59%	44%	41%
			acd	d		d	d	d		b		bc		
NONE OF THESE	2150	565	294	706	1444	97	359	368	1783	690	1173	1062	876	212
	48%	49%	37%	45%	49%	26%	29%	30%	55%	35%	57%	41%	56%	59%
		b		b	bc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Any Heart radio station	1012 22%	568 27% bc	297 18%	147 19%	871 23% b	136 18%	206 24%	734 22%
Any Capital radio station	911 20%	489 23% bc	279 17%	143 18%	757 20%	151 20%	173 20%	674 20%
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	734 16%	483 23% bc	148 9%	104 13% b	585 16%	146 19% a	139 16%	544 16%
Any Kiss radio station	659 15%	370 18% bc	187 11%	102 13%	534 14%	122 16%	158 18% b	461 14%
Any Absolute radio station	300 7%	195 9% bc	75 5%	30 4%	252 7%	44 6%	70 8% b	205 6%
Any Magic radio station	264 6%	172 8% bc	60 4%	32 4%	204 5%	60 8% a	53 6%	184 5%
Any Smooth radio station	244 5%	158 8% bc	65 4%	21 3%	194 5%	47 6%	68 8% b	164 5%
SUMMARY								
ANY OF THESE RADIO STATIONS	2350 52%	1276 61% bc	718 44%	355 45%	1987 53% b	350 46%	483 56% b	1707 51%
NONE OF THESE	2150 48%	806 39%	917 56% a	427 55% a	1729 47%	408 54% a	375 44%	1658 49% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q8. Which of these does your child use to listen to these radio stations? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child listens to any of the radio stations at least monthly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	2341	651	776	914	1131	1210	323	328	387	389	421	493	184	1126	1009
Effective Weighted Sample	2000	555	678	785	968	1032	277	278	337	341	363	422	158	960	867
Total	2350	692	686	972	1141	1208	348	345	342	343	452	520	173	1093	1062
Radio set (DAB/FM/AM at home or in a car)	1576	469	489	618	764	812	225	244	248	241	291	327	119	759	684
	67%	68%	71% c	64%	67%	67%	65%	71% f	72% aef	70% f	64%	63%	68%	69% c	64%
Smart speaker (like Alexa or Google Home)	866	246	238	382	394	472	115	131	111	127	168	214	57	389	414
	37%	36%	35%	39%	34%	39% a	33%	38%	32%	37%	37%	41% ac	33%	36%	39%
Mobile phone	828	184	180	463	409	419	104	80	91	89	214	249	53	276	491
	35%	27%	26% ab	48% ab	36%	35%	30%	23%	27%	26%	47% abcd	48% abcd	31%	25%	46% ab
TV set	311	105	79	127	141	170	49	56	35	45	57	69	29	142	141
	13%	15%	12%	13%	12%	14%	14%	16% c	10%	13%	13%	13%	16%	13%	13%
Tablet (like an iPad)	271	94	69	108	121	150	50	45	30	39	41	67	23	128	115
	12%	14%	10%	11%	11%	12%	14% ce	13%	9%	11%	9%	13%	13%	12%	11%
Laptop	183	44	43	96	84	99	25	19	23	21	37	60	14	68	102
	8%	6%	6% ab	10% ab	7%	8%	7%	5%	7%	6%	8%	11% bcd	8%	6%	10% b
Desktop computer	111	31	23	57	67	44	17	14	13	11	37	19	9	39	62
	5%	4%	3% b	6% b	6% b	4%	5%	4%	4%	3%	8% bcdf	4%	5%	4%	6% b
Any other device	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1
	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%
Don't know	11	3	6	3	4	7	2	1	2	4	-	3	-	9	3
	*%	*%	1%	*%	*%	1%	*%	*%	1%	1%	-%	1%	-%	1%	*%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q8. Which of these does your child use to listen to these radio stations? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child listens to any of the radio stations at least monthly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2341	1664	256	309	112	815	576	508	438	1376	690	1282	187	1821	520
Effective Weighted Sample	2000	1566	246	307	105	711	500	438	376	1176	590	1096	160	1556	444
Total	2350	2004	168	113	64	726	567	515	536	1390	654	1292	186	1833	517
Radio set (DAB/FM/AM at home or in a car)	1576 67%	1343 67%	112 67%	77 68%	44 68%	479 66%	393 69%	354 69%	347 65%	952 69%	482 74%	815 63%	127 68%	1234 67%	342 66%
										c	acef			c	
Smart speaker (like Alexa or Google Home)	866 37%	733 37%	63 38%	43 38%	27 43%	275 38%	217 38%	196 38%	177 33%	547 39%	269 41%	492 38%	100 54%	688 38%	179 35%
										f			abcef		
Mobile phone	828 35%	704 35%	57 34%	37 33%	29 46%	291 40%	183 32%	173 34%	179 34%	552 40%	248 38%	609 47%	117 63%	712 39%	115 22%
					abc	bcd				f	f	abef	abcef	f	
TV set	311 13%	274 14%	18 10%	9 8%	11 17%	99 14%	61 11%	65 13%	86 16%	238 17%	99 15%	237 18%	63 34%	281 15%	31 6%
					c				b	f	f	ef	abcef	f	
Tablet (like an iPad)	271 12%	227 11%	19 11%	11 10%	14 23%	85 12%	58 10%	54 10%	73 14%	214 15%	93 14%	222 17%	50 27%	249 14%	23 4%
					abc					f	f	ef	abcef	f	
Laptop	183 8%	159 8%	12 7%	7 6%	5 7%	76 10%	33 6%	37 7%	37 7%	144 10%	69 11%	155 12%	47 25%	170 9%	13 3%
						b				f	f	ef	abcef	f	
Desktop computer	111 5%	98 5%	7 4%	2 2%	4 7%	46 6%	19 3%	26 5%	20 4%	90 6%	44 7%	98 8%	36 19%	104 6%	7 1%
					c	b				f	f	f	abcef	f	
Any other device	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%
Don't know	11 *%	9 *%	1 *%	2 1%	- -%	3 *%	3 *%	3 *%	3 1%	5 *%	3 *%	5 *%	- -%	8 *%	3 1%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q8. Which of these does your child use to listen to these radio stations? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child listens to any of the radio stations at least monthly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2341	566	511	843	1498	284	886	897	1444	1269	889	1502	697	142
Effective Weighted Sample	2000	486	439	723	1277	246	765	775	1226	1090	754	1287	589	124
Total	2350	580	501	850	1499	278	868	879	1471	1272	890	1518	686	145
Radio set (DAB/FM/AM at home or in a car)	1576	406	363	597	979	207	551	559	1016	832	615	1012	463	100
	67%	70%	72%	70%	65%	74%	63%	64%	69%	65%	69%	67%	67%	69%
			d	d		bc			bc					
Smart speaker (like Alexa or Google Home)	866	218	199	326	541	118	322	326	540	491	315	569	249	48
	37%	38%	40%	38%	36%	42%	37%	37%	37%	39%	35%	37%	36%	33%
Mobile phone	828	201	206	318	509	137	432	437	390	526	239	598	192	38
	35%	35%	41%	37%	34%	49%	50%	50%	27%	41%	27%	39%	28%	26%
			ad			d	d	d		b		bc		
TV set	311	116	117	171	141	65	159	162	149	203	81	231	63	17
	13%	20%	23%	20%	9%	24%	18%	18%	10%	16%	9%	15%	9%	12%
		d	d	d		d	d	d		b		b		
Tablet (like an iPad)	271	101	101	148	123	60	160	161	110	175	71	208	56	7
	12%	17%	20%	17%	8%	22%	18%	18%	7%	14%	8%	14%	8%	5%
		d	d	d		d	d	d		b		bc		
Laptop	183	62	77	102	82	51	123	124	59	135	33	139	41	4
	8%	11%	15%	12%	5%	18%	14%	14%	4%	11%	4%	9%	6%	3%
		d	ad	d		d	d	d		b		bc		
Desktop computer	111	47	49	69	42	44	84	86	25	84	12	86	21	3
	5%	8%	10%	8%	3%	16%	10%	10%	2%	7%	1%	6%	3%	2%
		d	d	d		bcd	d	d		b		b		
Any other device	1	-	-	-	1	-	-	-	1	1	-	1	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%
Don't know	11	2	2	4	8	-	3	3	9	7	5	5	6	1
	*%	*%	*%	*%	1%	-%	*%	*%	1%	1%	1%	*%	1%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q8. Which of these does your child use to listen to these radio stations? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those whose child listens to any of the radio stations at least monthly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2341	1276	703	362	2007	322	469	1725
Effective Weighted Sample	2000	1093	600	307	1706	284	400	1475
Total	2350	1276	718	355	1987	350	483	1707
Radio set (DAB/FM/AM at home or in a car)	1576 67%	828 65%	489 68%	259 73% a	1349 68%	222 63%	316 65%	1159 68%
Smart speaker (like Alexa or Google Home)	866 37%	488 38%	249 35%	129 36%	763 38% b	101 29%	179 37%	647 38%
Mobile phone	828 35%	533 42% bc	201 28%	93 26%	653 33%	167 48% a	178 37%	561 33%
TV set	311 13%	198 16% b	73 10%	41 11%	257 13%	51 15%	77 16% b	204 12%
Tablet (like an iPad)	271 12%	186 15% bc	51 7%	35 10%	204 10%	65 19% a	71 15% b	172 10%
Laptop	183 8%	134 11% bc	31 4%	18 5%	127 6%	54 15% a	32 7%	132 8%
Desktop computer	111 5%	83 7% b	14 2%	13 4%	76 4%	34 10% a	18 4%	82 5%
Any other device	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%
Don't know	11 *%	7 1%	4 1%	1 *%	11 1%	- -%	1 *%	9 1%

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

Table 18

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
BBC Bitesize site/ app	693	105	234	354	348	345	61	44	120	114	167	187	16	299	371
	15%	7%	18%	22%	15%	15%	8%	5%	19%	18%	21%	23%	4%	13%	21%
			a	ab					ab	ab	ab	abcd		a	ab
CBeebies site/ app	681	455	155	72	324	357	221	234	75	79	28	43	146	450	79
	15%	28%	12%	4%	14%	16%	27%	29%	12%	12%	4%	5%	33%	20%	4%
		bc	c				cdef	cdef	ef	ef			bc	c	
BBC News site/ app	528	79	107	342	290	238	51	29	69	38	171	172	22	148	355
	12%	5%	8%	21%	13%	11%	6%	4%	11%	6%	21%	21%	5%	7%	20%
			a	ab	b		b		abd	b	abcd	abcd			ab
BBC Sport site/ app	473	53	120	300	338	135	36	17	86	34	216	84	8	148	313
	11%	3%	9%	19%	15%	6%	4%	2%	13%	5%	27%	11%	2%	7%	18%
			a	ab	b		b		abd	b	abcdef	abd		a	ab
CBBC site	447	160	168	120	215	233	79	81	81	87	55	65	34	280	131
	10%	10%	13%	7%	10%	10%	10%	10%	13%	13%	7%	8%	8%	12%	7%
		c	ac					e	ef	aef				ac	
BBC Newsround site	375	47	160	168	183	192	27	20	76	84	80	88	10	181	183
	8%	3%	12%	10%	8%	9%	3%	3%	12%	13%	10%	11%	2%	8%	10%
			a	a					ab	ab	ab	ab		a	ab
BBC Own It site	91	25	20	46	41	51	15	10	9	12	17	29	7	36	48
	2%	2%	2%	3%	2%	2%	2%	1%	1%	2%	2%	4%	2%	2%	3%
				ab								bc			b
SUMMARY															
ANY OF THESE SITES/ APPS	1916	599	540	777	1001	915	309	290	281	259	411	366	175	894	830
	43%	37%	42%	48%	44%	41%	38%	36%	44%	40%	51%	46%	39%	40%	47%
			a	ab	b				b		abcdef	ab			ab
NONE OF THESE	2584	1008	746	830	1249	1335	495	514	362	384	393	438	271	1348	934
	57%	63%	58%	52%	56%	59%	62%	64%	56%	60%	49%	54%	61%	60%	53%
		bc	c			a	ef	cef	e	e		e	c	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
BBC Bitesize site/ app	693 15%	585 16% c	59 15%	27 12%	21 12%	243 19% bcd	168 15%	134 14%	147 13%	489 20% f	182 28% aef	693 36% abef	84 42% abef	693 22% af	- -%
CBeebies site/ app	681 15%	579 16% bc	50 12%	25 11%	27 15%	222 18% bc	153 14%	120 13%	181 15%	603 24% f	144 22% f	681 36% abef	56 28% f	681 22% f	- -%
BBC News site/ app	528 12%	442 12% c	49 12% c	19 8%	18 10%	197 16% bcd	131 12%	96 10%	105 9%	411 17% f	202 31% aef	528 28% aef	89 44% abcef	528 17% f	- -%
BBC Sport site/ app	473 11%	388 10%	45 11%	18 8%	22 13% c	194 15% bcd	105 9% d	95 10% d	79 7%	338 14% f	142 22% aef	473 25% aef	77 38% abcef	473 15% f	- -%
CBBC site	447 10%	379 10% c	33 8%	16 7%	19 11%	172 14% bcd	99 9%	77 8%	99 8%	396 16% f	121 19% ef	447 23% abef	70 35% abcef	447 14% f	- -%
BBC Newsround site	375 8%	304 8% c	47 12% acd	12 5%	13 7%	148 12% bcd	83 7%	72 8%	72 6%	285 12% f	120 18% aef	375 20% aef	66 33% abcef	375 12% f	- -%
BBC Own It site	91 2%	79 2%	4 1%	4 2%	4 2%	36 3% bd	15 1%	24 2%	14 1%	76 3% f	40 6% aef	91 5% aef	40 20% abcef	91 3% f	- -%
SUMMARY															
ANY OF THESE SITES/ APPS	1916 43%	1601 43% c	163 41%	80 36%	71 40%	642 51% bcd	446 40%	380 40%	443 38%	1399 57% f	421 64% af	1916 100% abdef	177 89% abef	1916 62% af	- -%
NONE OF THESE	2584 57%	2097 57%	238 59%	143 64% a	107 60%	618 49%	666 60% a	565 60% a	727 62% a	1069 43% bcde	233 36% cd	- -%	22 11% c	1176 38% cd	1408 100% abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
BBC Bitesize site/ app	693	170	211	283	410	168	399	407	286	650	29	535	134	24
	15%	15%	27%	18%	14%	45%	32%	33%	9%	33%	1%	21%	9%	7%
			acd	ad		bcd	d	d		b		bc		
CBeebies site/ app	681	496	247	557	125	80	293	295	386	287	264	520	136	26
	15%	43%	31%	36%	4%	21%	24%	24%	12%	15%	13%	20%	9%	7%
		bcd	d	bd		d	d	d		b		bc		
BBC News site/ app	528	115	153	203	325	124	316	319	209	366	135	438	84	6
	12%	10%	19%	13%	11%	33%	26%	26%	6%	19%	7%	17%	5%	2%
			acd	a		bcd	d	d		b		bc	c	
BBC Sport site/ app	473	97	133	171	302	100	247	251	222	324	130	366	101	7
	11%	8%	17%	11%	10%	27%	20%	20%	7%	17%	6%	14%	6%	2%
			acd	a		bcd	d	d		b		bc	c	
CBBC site	447	201	297	345	103	135	320	323	124	311	92	356	83	9
	10%	18%	37%	22%	3%	36%	26%	26%	4%	16%	4%	14%	5%	3%
		d	acd	ad		bcd	d	d		b		bc	c	
BBC Newsround site	375	90	166	192	184	375	356	375	-	296	60	302	71	3
	8%	8%	21%	12%	6%	100%	29%	30%	-%	15%	3%	12%	5%	1%
			acd	ad		bcd	d	d		b		bc	c	
BBC Own It site	91	34	39	53	38	32	73	75	16	78	5	79	12	-
	2%	3%	5%	3%	1%	8%	6%	6%	*%	4%	*%	3%	1%	-%
		d	ad	d		d	d	d		b		bc		
SUMMARY														
ANY OF THESE SITES/ APPS	1916	656	543	934	982	375	945	964	952	1200	533	1425	428	63
	43%	57%	68%	60%	33%	100%	77%	77%	29%	61%	26%	55%	27%	18%
		d	acd	d		bcd	d	d		b		bc	c	
NONE OF THESE	2584	488	252	623	1962	-	283	283	2302	762	1531	1156	1134	295
	57%	43%	32%	40%	67%	-%	23%	23%	71%	39%	74%	45%	73%	82%
		b		b	abc		a	a	abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
BBC Bitesize site/ app	693 15%	482 23% bc	121 7%	90 12% b	527 14%	161 21% a	146 17%	507 15%
CBeebies site/ app	681 15%	447 21% bc	147 9%	88 11%	523 14%	158 21% a	137 16%	486 14%
BBC News site/ app	528 12%	408 20% bc	70 4%	51 6% b	388 10%	135 18% a	111 13%	374 11%
BBC Sport site/ app	473 11%	337 16% bc	78 5%	58 7% b	365 10%	106 14% a	81 9%	358 11%
CBBC site	447 10%	331 16% bc	75 5%	42 5%	325 9%	120 16% a	108 13% b	290 9%
BBC Newsround site	375 8%	268 13% bc	44 3%	64 8% b	295 8%	78 10%	68 8%	274 8%
BBC Own It site	91 2%	80 4% bc	7 *%	4 1%	70 2%	21 3%	18 2%	61 2%
SUMMARY								
ANY OF THESE SITES/ APPS	1916 43%	1263 61% bc	392 24%	261 33% b	1506 41%	398 53% a	390 46% b	1375 41%
NONE OF THESE	2584 57%	819 39%	1244 76% ac	521 67% a	2210 59% b	360 47%	467 54%	1991 59% a

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR THREE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2022 AND MARCH 2023.

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
BBC Bitesize site/ app	1037 23%	148 9%	375 29% a	514 32% a	508 23%	529 24%	85 11%	63 8%	193 30% ab	182 28% ab	229 29% ab	285 35% abcde	18 4%	452 20% a	561 32% ab
CBeebies site/ app	933 21%	631 39% bc	206 16% c	96 6%	438 19%	494 22%	297 37% cdef	334 42% cdef	98 15% ef	108 17% ef	43 5%	52 7%	190 43% bc	629 28% c	107 6%
BBC News site/ app	612 14%	96 6%	128 10% a	387 24% ab	340 15% b	272 12%	65 8% b	31 4%	81 13% abd	47 7% b	194 24% abcd	193 24% abcd	24 5%	179 8%	405 23% ab
CBBC site	570 13%	194 12% c	223 17% ac	153 10%	270 12%	300 13%	94 12%	100 12% e	107 17% abef	116 18% abef	68 8%	85 11%	37 8%	357 16% ac	172 10%
BBC Sport site/ app	527 12%	56 3%	135 11% a	336 21% ab	378 17% b	149 7%	37 5% b	18 2%	100 16% abd	35 5% b	241 30% abcdf	95 12% abd	8 2%	162 7% a	351 20% ab
BBC Newsround site	446 10%	55 3%	196 15% ac	195 12% a	211 9%	235 10%	31 4%	24 3%	93 14% ab	103 16% abe	88 11% ab	107 13% ab	11 2%	217 10% a	215 12% ab
BBC Own It site	109 2%	32 2%	26 2%	52 3% a	51 2%	58 3%	20 3%	12 1%	11 2%	15 2%	20 3%	31 4% bc	9 2%	45 2%	54 3% b
SUMMARY															
ANY OF THESE SITES/ APPS	2459 55%	806 50%	715 56% a	938 58% a	1244 55%	1215 54%	404 50%	402 50%	371 58% ab	344 54% ab	469 58% ab	469 58% ab	218 49%	1195 53%	1027 58% ab
NONE OF THESE	2041 45%	802 50% bc	571 44%	669 42%	1006 45%	1035 46%	400 50% cef	402 50% cef	272 42%	299 46%	334 42%	335 42%	228 51% c	1047 47% c	737 42%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
BBC Bitesize site/ app	1037	871	89	41	35	345	266	199	226	666	243	792	93	915	121
	23%	24%	22%	19%	20%	27%	24%	21%	19%	27%	37%	41%	47%	30%	9%
		c				cd	d			f	aef	aef	abef	af	
CBeebies site/ app	933	785	77	37	34	293	223	171	241	789	171	734	67	881	52
	21%	21%	19%	17%	19%	23%	20%	18%	21%	32%	26%	38%	34%	28%	4%
		c				c				bef	f	abef	f	f	
BBC News site/ app	612	516	53	23	20	235	150	111	114	453	220	572	94	586	26
	14%	14%	13%	10%	11%	19%	14%	12%	10%	18%	34%	30%	47%	19%	2%
		c				bcd	d			f	aef	aef	abcef	f	
CBBC site	570	481	44	23	22	213	129	102	124	482	140	493	80	540	30
	13%	13%	11%	10%	12%	17%	12%	11%	11%	20%	21%	26%	40%	17%	2%
						bcd				f	ef	abef	abcef	f	
BBC Sport site/ app	527	432	50	22	23	206	121	107	93	364	149	500	78	514	13
	12%	12%	12%	10%	13%	16%	11%	11%	8%	15%	23%	26%	39%	17%	1%
						bcd	d	d		f	aef	aef	abcef	f	
BBC Newsround site	446	360	55	17	14	173	101	90	81	319	129	406	71	423	23
	10%	10%	14%	8%	8%	14%	9%	10%	7%	13%	20%	21%	36%	14%	2%
			acd			bcd				f	aef	aef	abcef	f	
BBC Own It site	109	92	6	7	4	45	20	26	16	85	48	105	42	106	3
	2%	2%	2%	3%	2%	4%	2%	3%	1%	3%	7%	5%	21%	3%	*%
						bd				f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE SITES/ APPS	2459	2045	215	109	90	792	601	493	566	1682	482	1916	182	2223	236
	55%	55%	54%	49%	50%	63%	54%	52%	48%	68%	74%	100%	91%	72%	17%
		c				bcd	d			f	af	abdef	abef	af	
NONE OF THESE	2041	1654	186	114	88	468	511	452	604	786	172	-	17	869	1172
	45%	45%	46%	51%	50%	37%	46%	48%	52%	32%	26%	-%	9%	28%	83%
				a			a	a	ab	bcde	cd		c	cd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
BBC Bitesize site/ app	1037	214	280	369	668	206	497	507	530	965	52	756	245	35
	23%	19%	35%	24%	23%	55%	40%	41%	16%	49%	3%	29%	16%	10%
			acd	a	a	bcd	d	d		b		bc	c	
CBeebies site/ app	933	631	299	712	220	96	342	344	588	362	401	690	204	39
	21%	55%	38%	46%	7%	25%	28%	28%	18%	18%	19%	27%	13%	11%
		bcd	d	bd		d	d	d				bc		
BBC News site/ app	612	130	169	226	386	135	354	358	254	423	156	498	104	10
	14%	11%	21%	15%	13%	36%	29%	29%	8%	22%	8%	19%	7%	3%
			acd	a		bcd	d	d		b		bc	c	
CBBC site	570	230	345	408	162	146	378	383	188	396	123	444	114	12
	13%	20%	43%	26%	6%	39%	31%	31%	6%	20%	6%	17%	7%	3%
		d	acd	ad		bcd	d	d		b		bc	c	
BBC Sport site/ app	527	101	141	181	346	105	265	269	258	366	141	404	116	8
	12%	9%	18%	12%	12%	28%	22%	22%	8%	19%	7%	16%	7%	2%
			acd	a	a	bcd	d	d		b		bc	c	
BBC Newsround site	446	96	183	210	236	375	390	410	36	345	76	340	99	7
	10%	8%	23%	13%	8%	100%	32%	33%	1%	18%	4%	13%	6%	2%
			acd	ad		bcd	d	d		b		bc	c	
BBC Own It site	109	39	43	60	49	38	86	88	21	90	7	93	16	-
	2%	3%	5%	4%	2%	10%	7%	7%	1%	5%	1%	4%	1%	-%
		d	ad	d		d	d	d		b		bc		
SUMMARY														
ANY OF THESE SITES/ APPS	2459	785	614	1106	1352	375	1034	1053	1405	1505	724	1748	621	90
	55%	69%	77%	71%	46%	100%	84%	84%	43%	77%	35%	68%	40%	25%
		d	acd	d		bcd	d	d		b		bc	c	
NONE OF THESE	2041	360	182	450	1591	-	193	193	1848	456	1339	833	942	267
	45%	31%	23%	29%	54%	-%	16%	16%	57%	23%	65%	32%	60%	75%
		b		b	abc		a	a	abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
BBC Bitesize site/ app	1037 23%	664 32% bc	200 12%	173 22% b	816 22%	216 28% a	214 25%	764 23%
CBeebies site/ app	933 21%	593 28% bc	211 13%	129 16% b	734 20%	198 26% a	191 22%	666 20%
BBC News site/ app	612 14%	456 22% bc	91 6%	65 8% b	453 12%	154 20% a	128 15%	434 13%
CBBC site	570 13%	414 20% bc	94 6%	63 8% b	419 11%	148 19% a	139 16% b	370 11%
BBC Sport site/ app	527 12%	374 18% bc	86 5%	67 9% b	411 11%	114 15% a	97 11%	391 12%
BBC Newsround site	446 10%	307 15% bc	66 4%	73 9% b	353 10%	90 12%	77 9%	331 10%
BBC Own It site	109 2%	90 4% bc	13 1%	6 1%	81 2%	28 4% a	24 3%	70 2%
SUMMARY								
ANY OF THESE SITES/ APPS	2459 55%	1535 74% bc	552 34%	372 48% b	1968 53%	479 63% a	496 58% b	1783 53%
NONE OF THESE	2041 45%	547 26%	1084 66% ac	410 52% a	1747 47% b	279 37%	362 42%	1583 47% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Most days	502	117	207	178	261	241	72	45	114	92	74	104	28	281	190
	11%	7%	16%	11%	12%	11%	9%	6%	18%	14%	9%	13%	6%	13%	11%
			ac	a			b		abef	abe	b	abe		a	a
Weekly	725	196	286	243	375	350	110	86	141	145	124	119	27	416	272
	16%	12%	22%	15%	17%	16%	14%	11%	22%	23%	15%	15%	6%	19%	15%
			ac	a					abef	abef	b	b		ac	a
Less often	939	221	299	419	447	492	115	106	136	162	196	224	50	415	465
	21%	14%	23%	26%	20%	22%	14%	13%	21%	25%	24%	28%	11%	19%	26%
			a	a					ab	ab	ab	abc		a	ab
Never	2236	1044	448	745	1118	1118	487	556	231	216	400	345	334	1068	807
	50%	65%	35%	46%	50%	50%	61%	69%	36%	34%	50%	43%	75%	48%	46%
		bc		b			cdef	acdef			cdf	cd	bc		
Don't know	97	30	47	21	49	49	19	11	20	27	10	11	7	61	29
	2%	2%	4%	1%	2%	2%	2%	1%	3%	4%	1%	1%	2%	3%	2%
			ac						bef	bef				c	
SUMMARY															
WATCH WEEKLY	1227	313	493	422	636	591	182	131	255	237	198	223	55	697	462
	27%	19%	38%	26%	28%	26%	23%	16%	40%	37%	25%	28%	12%	31%	26%
			ac	a			b		abef	abef	b	ab		ac	a
EVER WATCHES	2166	534	791	841	1083	1083	297	237	392	400	394	447	105	1113	927
	48%	33%	62%	52%	48%	48%	37%	29%	61%	62%	49%	56%	23%	50%	53%
			ac	a			b		abe	abef	ab	abe		a	a
DOES NOT WATCH	2334	1073	494	766	1167	1167	506	567	251	243	409	356	341	1129	836
	52%	67%	38%	48%	52%	52%	63%	71%	39%	38%	51%	44%	77%	50%	47%
		bc		b			cdef	acdef			cdf	d	bc		
SUMMARY FOR WEEKLY USE															
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	356	46	151	159	175	181	27	19	72	79	76	84	10	171	174
	8%	3%	12%	10%	8%	8%	3%	2%	11%	12%	9%	10%	2%	8%	10%
			a	a					ab	ab	ab	ab		a	ab

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	19	1	9	9	8	11	-	1	4	5	4	5	-	10	9
	*%	*%	1%	1%	*%	*%	-%	*%	1%	1%	1%	1%	-%	*%	1%
			a	a					a	a		a			
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	871	267	342	262	461	410	155	112	183	159	123	140	45	526	289
	19%	17%	27%	16%	20%	18%	19%	14%	29%	25%	15%	17%	10%	23%	16%
			ac				b	abef	abef					ac	a
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3253	1293	784	1176	1606	1648	621	672	384	401	601	575	391	1534	1292
	72%	80%	61%	73%	71%	73%	77%	84%	60%	62%	75%	72%	88%	68%	73%
		bc		b			cdf	acdef			cd	cd	bc		b
SUMMARY FOR EVER USE															
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	435	55	189	192	206	230	31	24	88	101	86	105	11	211	211
	10%	3%	15%	12%	9%	10%	4%	3%	14%	16%	11%	13%	2%	9%	12%
			ac	a					ab	abe	ab	ab		a	ab
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	11	*	7	3	6	5	-	*	4	3	1	2	-	6	4
	*%	*%	1%	*%	*%	*%	-%	*%	1%	*%	*%	*%	-%	*%	*%
			a						a						
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1731	479	602	650	877	854	267	213	303	299	308	342	94	901	717
	38%	30%	47%	40%	39%	38%	33%	26%	47%	47%	38%	43%	21%	40%	41%
			ac	a			b		abe	abe	b	ab		a	a

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2323	1073	488	763	1161	1162	506	567	247	241	408	354	341	1123	832
	52%	67%	38%	47%	52%	52%	63%	71%	38%	37%	51%	44%	77%	50%	47%
		bc		b			cdef	acdef			cdf	cd	bc		

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Most days	502	428	40	17	17	194	105	97	105	357	132	404	71	458	44
	11%	12%	10%	8%	10%	15%	9%	10%	9%	14%	20%	21%	36%	15%	3%
		c				bcd				f	aef	aef	abcef	f	
Weekly	725	597	78	26	24	289	150	154	132	501	162	541	69	650	76
	16%	16%	20%	12%	14%	23%	14%	16%	11%	20%	25%	28%	34%	21%	5%
		c	acd			bcd		d		f	aef	aef	abef	f	
Less often	939	775	86	46	33	235	231	213	257	567	144	431	35	705	234
	21%	21%	21%	21%	18%	19%	21%	23%	22%	23%	22%	23%	18%	23%	17%
						a				f	f	f		f	
Never	2236	1820	188	130	99	521	608	458	645	1006	207	513	24	1226	1010
	50%	49%	47%	58%	55%	41%	55%	48%	55%	41%	32%	27%	12%	40%	72%
				ab	ab	ac	a	a	ac	bcd	cd	d		bcd	abcde
Don't know	97	79	9	4	5	22	18	22	31	37	8	27	1	53	45
	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	1%	*	2%	3%
															abcde
SUMMARY															
WATCH WEEKLY	1227	1025	118	44	41	482	255	251	237	858	294	945	139	1108	120
	27%	28%	29%	20%	23%	38%	23%	27%	20%	35%	45%	49%	70%	36%	9%
		c	c			bcd		d		f	aef	aef	abcef	f	
EVER WATCHES	2166	1799	204	89	74	718	486	464	494	1425	439	1376	175	1813	353
	48%	49%	51%	40%	42%	57%	44%	49%	42%	58%	67%	72%	88%	59%	25%
		cd	cd			bcd		bd		f	aef	abef	abcef	f	
DOES NOT WATCH	2334	1899	197	133	104	542	626	481	676	1044	215	540	25	1279	1055
	52%	51%	49%	60%	58%	43%	56%	51%	58%	42%	33%	28%	12%	41%	75%
				ab	ab	ac	a	a	ac	bcd	cd	d		bcd	abcde
SUMMARY FOR WEEKLY USE															
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	356	289	45	12	11	142	78	70	66	272	116	356	62	356	-
	8%	8%	11%	5%	6%	11%	7%	7%	6%	11%	18%	19%	31%	12%	-%
		c	acd			bcd				f	aef	aef	abcef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
	a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	19	15	2	*	2	6	5	2	6	13	5	19	4	19	-
	%	%	%	%	1%	%	%	%	1%	1%	1%	1%	2%	1%	-%
										f	f	f	af	f	
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	871	736	73	32	31	341	177	181	171	586	179	588	77	751	120
	19%	20%	18%	14%	17%	27%	16%	19%	15%	24%	27%	31%	39%	24%	9%
		c				bcd		d		f	f	aef	abcef	f	
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3253	2659	281	179	135	772	852	691	927	1597	355	952	56	1965	1288
	72%	72%	70%	80%	76%	61%	77%	73%	79%	65%	54%	50%	28%	64%	91%
				ab			a	a	ac	bcd	d	d		bcd	abcde
SUMMARY FOR EVER USE															
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	435	351	55	16	13	170	99	88	78	316	125	401	71	416	20
	10%	9%	14%	7%	7%	14%	9%	9%	7%	13%	19%	21%	35%	13%	1%
			acd			bcd		d		f	aef	aef	abcef	f	
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	11	8	-	1	1	3	3	1	3	4	4	4	1	7	4
	%	%	-%	%	1%	%	%	%	%	%	1%	%	%	%	%
				b											
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1731	1448	149	73	61	547	387	376	416	1109	314	974	104	1397	334
	38%	39%	37%	33%	34%	43%	35%	40%	36%	45%	48%	51%	52%	45%	24%
		c				bd		b		f	f	aef	f	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2323	1891	197	132	103	539	623	479	673	1040	212	536	24	1272	1051
	52%	51%	49%	59%	58%	43%	56%	51%	58%	42%	32%	28%	12%	41%	75%
				ab	ab		ac	a	ac	bcd	cd	d		bcd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Most days	502	139	190	252	250	194	502	502	-	368	97	399	98	6
	11%	12%	24%	16%	8%	52%	41%	40%	-%	19%	5%	15%	6%	2%
		d	acd	ad		bcd	d	d		b		bc	c	
Weekly	725	206	249	346	379	162	725	725	-	499	171	523	185	18
	16%	18%	31%	22%	13%	43%	59%	58%	-%	25%	8%	20%	12%	5%
		d	acd	ad		d	ad	ad		b		bc	c	
Less often	939	196	174	295	644	15	-	15	924	510	362	602	290	47
	21%	17%	22%	19%	22%	4%	-%	1%	28%	26%	18%	23%	19%	13%
			a		ac	bc		b	abc	b		bc	c	
Never	2236	593	174	645	1591	1	-	1	2235	553	1384	1007	948	281
	50%	52%	22%	41%	54%	1%	-%	1%	69%	28%	67%	39%	61%	79%
		bc		b	bc				abc		a		a	ab
Don't know	97	11	8	18	79	3	-	3	94	31	49	49	42	6
	2%	1%	1%	1%	3%	1%	-%	1%	3%	2%	2%	2%	3%	2%
					abc	b			abc					
SUMMARY														
WATCH WEEKLY	1227	345	439	599	629	356	1227	1227	-	868	268	921	282	24
	27%	30%	55%	38%	21%	95%	100%	98%	-%	44%	13%	36%	18%	7%
		d	acd	ad		d	acd	ad		b		bc	c	
EVER WATCHES	2166	541	613	893	1273	371	1227	1242	924	1377	630	1524	572	71
	48%	47%	77%	57%	43%	99%	100%	100%	28%	70%	31%	59%	37%	20%
		d	acd	ad		d	ad	d		b		bc	c	
DOES NOT WATCH	2334	604	182	663	1671	4	-	4	2329	584	1433	1057	990	287
	52%	53%	23%	43%	57%	1%	-%	1%	72%	30%	69%	41%	63%	80%
		bc		b	abc	b			abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
SUMMARY FOR WEEKLY USE														
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	356	88	163	187	169	356	356	356	-	283	55	287	67	3
	8%	8%	20%	12%	6%	95%	29%	29%	-%	14%	3%	11%	4%	1%
		d	acd	ad		bcd	d	d		b		bc	c	
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	19	2	3	5	15	19	-	19	-	13	5	15	4	-
	*%	*%	*%	*%	*%	5%	-%	2%	-%	1%	*%	1%	*%	-%
						bcd		bd						
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	871	257	276	412	459	-	871	871	-	585	213	635	216	21
	19%	22%	35%	26%	16%	-%	71%	70%	-%	30%	10%	25%	14%	6%
		d	acd	ad			ad	ad		b		bc	c	
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3253	798	353	953	2300	-	-	-	3253	1081	1791	1644	1276	334
	72%	70%	44%	61%	78%	-%	-%	-%	100%	55%	87%	64%	82%	93%
		bc		b	abc				abc		a		a	ab
SUMMARY FOR EVER USE														
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	435	96	183	210	226	371	390	405	30	338	74	336	93	7
	10%	8%	23%	13%	8%	99%	32%	33%	1%	17%	4%	13%	6%	2%
			acd	ad		bcd	d	d		b		bc	c	
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	11	-	-	-	11	4	-	4	6	6	2	4	6	*
	*%	-%	-%	-%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%
					c	bd								

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1731	445	429	684	1047	-	837	837	894	1039	556	1188	479	64
	38%	39%	54%	44%	36%	-%	68%	67%	27%	53%	27%	46%	31%	18%
			acd	ad			ad	ad	a	b		bc	c	
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2323	604	182	663	1660	-	-	-	2323	578	1431	1053	984	286
	52%	53%	23%	43%	56%	-%	-%	-%	71%	29%	69%	41%	63%	80%
		bc		b	bc				abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Most days	502 11%	359 17% bc	72 4%	71 9% b	366 10%	128 17% a	113 13% b	340 10%
Weekly	725 16%	486 23% bc	136 8%	103 13% b	589 16%	131 17%	150 18%	521 15%
Less often	939 21%	497 24% b	279 17%	163 21% b	759 20%	171 23%	179 21%	702 21%
Never	2236 50%	708 34%	1103 67% ac	425 54% a	1928 52% b	306 40%	401 47%	1727 51% a
Don't know	97 2%	32 2%	45 3% a	20 3%	74 2%	21 3%	15 2%	75 2%
SUMMARY								
WATCH WEEKLY	1227 27%	845 41% bc	208 13%	175 22% b	955 26%	259 34% a	263 31% b	862 26%
EVER WATCHES	2166 48%	1342 64% bc	487 30%	338 43% b	1713 46%	430 57% a	442 52% b	1564 46%
DOES NOT WATCH	2334 52%	741 36%	1149 70% ac	444 57% a	2002 54% b	327 43%	416 48%	1802 54% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
SUMMARY FOR WEEKLY USE								
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	356 8%	255 12% bc	41 2%	60 8% b	280 8%	74 10%	65 8%	263 8%
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	19 *%	13 1% b	3 *%	3 *%	15 *%	4 1%	3 *%	11 *%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	871 19%	590 28% bc	167 10%	114 15% b	675 18%	185 24% a	198 23% b	598 18%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3253 72%	1224 59%	1425 87% ac	604 77% a	2746 74% b	495 65%	591 69%	2493 74% a
SUMMARY FOR EVER USE								
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	435 10%	304 15% bc	60 4%	71 9% b	345 9%	88 12%	75 9%	323 10%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	11 *%	3 *%	5 *%	2 *%	9 *%	2 *%	1 *%	7 *%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1731 38%	1038 50% bc	426 26%	267 34% b	1369 37%	342 45% a	367 43% b	1240 37%
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2323 52%	738 35%	1143 70% ac	442 57% a	1993 54% b	326 43%	414 48%	1794 53% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q11. You said you use the Newsround website AND watch the Newsround TV programme on CBBC or BBC iPlayer... Is one of these better in your opinion? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those aged 8-16 who ever use the Newsround site and who watch Newsround on CBBC or on the BBC iPlayer

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	410	-	231	179	190	220	-	-	106	125	84	95	-	206	201
Effective Weighted Sample	351	-	199	157	165	186	-	-	92	108	75	83	-	178	175
Total	381	-	189	192	175	206	-	-	88	101	86	105	-	168	211
Newsround website	112	-	49	63	53	59	-	-	20	29	33	30	-	43	67
	29%	-%	26%	33%	30%	29%	-%	-%	22%	29%	38%	28%	-%	26%	32%
											c				
Newsround TV programme	184	-	95	89	85	100	-	-	47	48	38	51	-	86	99
	48%	-%	50%	46%	48%	48%	-%	-%	53%	48%	44%	49%	-%	51%	47%
No difference	69	-	33	36	32	37	-	-	16	17	16	20	-	29	40
	18%	-%	18%	19%	18%	18%	-%	-%	19%	17%	18%	19%	-%	17%	19%
Don't know	16	-	11	5	5	11	-	-	5	6	-	5	-	11	5
	4%	-%	6%	2%	3%	5%	-%	-%	6%	6%	-%	4%	-%	6%	2%
									e	e					

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q11. You said you use the Newsround website AND watch the Newsround TV programme on CBBC or BBC iPlayer... Is one of these better in your opinion? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those aged 8-16 who ever use the Newsround site and who watch Newsround on CBBC or on the BBC iPlayer

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	c	d	e	~f
Unweighted total	410	266	84	42	18	169	99	77	65	279	115	372	58	389	21
Effective Weighted Sample	351	250	81	42	18	149	86	65	55	243	99	320	49	334	17
Total	381	304	51	15	10	148	88	72	72	270	107	349	60	362	18
Newsround website	112	95	11	4	2	41	26	19	27	82	33	108	23	110	1
	29%	31%	21%	29%	15%	27%	29%	26%	37%	31%	30%	31%	39%	30%	6%
Newsround TV programme	184	148	24	7	5	77	45	30	32	131	55	169	24	175	9
	48%	49%	47%	45%	53%	52%	51%	41%	45%	48%	51%	48%	40%	48%	50%
No difference	69	51	12	4	2	27	10	21	11	49	17	63	11	64	5
	18%	17%	23%	23%	23%	18%	11%	28%	15%	18%	16%	18%	19%	18%	26%
								b							
Don't know	16	9	5	*	1	3	7	3	2	8	3	10	2	13	3
	4%	3%	10%	3%	10%	2%	8%	5%	3%	3%	3%	3%	3%	3%	17%
			a				a								

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q11. You said you use the Newsround website AND watch the Newsround TV programme on CBBC or BBC iPlayer... Is one of these better in your opinion? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those aged 8-16 who ever use the Newsround site and who watch Newsround on CBBC or on the BBC iPlayer

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total	410	71	154	174	236	344	363	378	32	321	74	302	100	8
Effective Weighted Sample	351	63	134	152	200	296	311	324	27	277	62	260	84	7
Total	381	71	149	169	212	324	338	352	29	304	65	286	88	7
Newsround website	112	28	44	51	61	103	103	109	3	98	12	95	15	1
	29%	40%	29%	30%	29%	32%	31%	31%	10%	32%	18%	33%	17%	20%
						d	d	d		b		b		
Newsround TV programme	184	28	72	83	102	156	164	172	12	145	35	131	49	4
	48%	40%	48%	49%	48%	48%	49%	49%	43%	48%	54%	46%	56%	57%
No difference	69	13	30	31	38	56	60	61	8	51	12	52	16	1
	18%	18%	20%	19%	18%	17%	18%	17%	26%	17%	19%	18%	18%	10%
Don't know	16	1	4	4	12	9	10	10	6	9	6	7	8	1
	4%	1%	3%	2%	6%	3%	3%	3%	20%	3%	9%	3%	9%	13%
									abc		a		a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q11. You said you use the Newsround website AND watch the Newsround TV programme on CBBC or BBC iPlayer... Is one of these better in your opinion? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those aged 8-16 who ever use the Newsround site and who watch Newsround on CBBC or on the BBC iPlayer

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	410	275	59	76	342	66	69	310
Effective Weighted Sample	351	236	50	65	291	59	60	264
Total	381	262	53	66	305	73	68	281
Newsround website	112 29%	82 31%	10 19%	20 30%	82 27%	28 39%	24 36%	78 28%
Newsround TV programme	184 48%	123 47%	31 58%	31 47%	154 50%	29 40%	29 43%	138 49%
No difference	69 18%	47 18%	11 20%	12 18%	55 18%	14 18%	14 20%	52 18%
Don't know	16 4%	10 4%	2 4%	4 6%	14 4%	2 3%	1 1%	13 5%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Spotify	1900	439	465	996	894	1005	207	232	225	239	462	534	114	713	1061
	42%	27%	36%	62%	40%	45%	26%	29%	35%	37%	57%	66%	26%	32%	60%
			a	ab		a			ab	ab	abcd	abcde		a	ab
YouTube Music	1382	395	408	579	712	671	214	181	191	217	307	272	107	625	633
	31%	25%	32%	36%	32%	30%	27%	23%	30%	34%	38%	34%	24%	28%	36%
			a	ab					b	ab	abc	ab			ab
Amazon Music	907	236	284	387	426	481	109	128	130	153	187	200	64	414	420
	20%	15%	22%	24%	19%	21%	14%	16%	20%	24%	23%	25%	14%	18%	24%
			a	a					ab	ab	ab	abc		a	ab
Apple Music or Apple Podcasts	524	122	142	260	269	255	66	55	82	60	121	139	31	205	282
	12%	8%	11%	16%	12%	11%	8%	7%	13%	9%	15%	17%	7%	9%	16%
			a	ab					abd		abd	abcd			ab
SoundCloud	255	57	60	138	145	110	40	17	31	28	74	64	16	90	148
	6%	4%	5%	9%	6%	5%	5%	2%	5%	4%	9%	8%	4%	4%	8%
				ab	b		b		b	b	abcd	abcd			ab
BBC Sounds	199	45	54	100	102	97	24	21	34	20	44	57	11	82	106
	4%	3%	4%	6%	5%	4%	3%	3%	5%	3%	5%	7%	2%	4%	6%
			a	ab					ab		abd	abd			ab
Deezer	153	36	42	75	80	73	16	19	23	19	41	35	14	56	83
	3%	2%	3%	5%	4%	3%	2%	2%	4%	3%	5%	4%	3%	2%	5%
				a							ab	a			b
Google Podcasts	86	25	21	40	53	33	16	9	15	6	21	19	10	36	40
	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	3%	2%	2%	2%	2%
									d		bd	d			
GlobalPlayer	85	25	25	36	41	44	14	11	13	11	14	22	7	39	38
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%
RadioPlayer	60	20	18	22	38	22	12	9	11	7	16	6	7	28	24
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%
Tidal	44	10	15	19	24	19	4	6	10	5	10	9	5	17	22
	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%
									a						

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3213	899	927	1387	1554	1658	436	464	445	482	674	713	233	1437	1511
	71%	56%	72%	86%	69%	74%	54%	58%	69%	75%	84%	89%	52%	64%	86%
			a	ab		a			ab	abc	abcd	abcde		a	ab
NONE OF THESE	1287	708	359	221	696	592	368	340	198	161	130	91	212	805	253
	29%	44%	28%	14%	31%	26%	46%	42%	31%	25%	16%	11%	48%	36%	14%
		bc	c		b		cdef	cdef	def	ef	f		bc	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Spotify	1900	1544	185	92	79	578	485	397	437	1089	384	960	123	1400	499
	42%	42%	46%	41%	44%	46%	44%	42%	37%	44%	59%	50%	62%	45%	35%
			a			d	d			f	acef	aef	acef	f	
YouTube Music	1382	1119	124	69	70	381	305	292	403	801	265	774	88	1030	352
	31%	30%	31%	31%	39%	30%	27%	31%	34%	32%	40%	40%	44%	33%	25%
					abc				ab	f	aef	aef	aef	f	
Amazon Music	907	739	79	53	36	293	228	199	185	528	193	442	71	662	244
	20%	20%	20%	24%	20%	23%	21%	21%	16%	21%	30%	23%	35%	21%	17%
				a		d	d	d		f	acef	f	acef	f	
Apple Music or Apple Podcasts	524	435	49	22	17	174	120	105	125	322	118	309	57	410	114
	12%	12%	12%	10%	10%	14%	11%	11%	11%	13%	18%	16%	28%	13%	8%
						bd				f	aef	aef	abcef	f	
SoundCloud	255	207	24	9	16	94	49	52	60	182	86	195	59	229	26
	6%	6%	6%	4%	9%	7%	4%	5%	5%	7%	13%	10%	30%	7%	2%
					ac	bd				f	acef	aef	abcef	f	
BBC Sounds	199	167	17	9	6	86	38	40	36	177	119	177	199	199	-
	4%	5%	4%	4%	4%	7%	3%	4%	3%	7%	18%	9%	100%	6%	-%
						bcd				f	acef	aef	abcef	f	
Deezer	153	133	9	6	5	66	17	35	35	105	44	117	29	134	19
	3%	4%	2%	3%	3%	5%	2%	4%	3%	4%	7%	6%	15%	4%	1%
						bd		b	b	f	aef	aef	abcef	f	
Google Podcasts	86	75	5	3	3	43	15	10	18	76	35	77	25	85	1
	2%	2%	1%	1%	2%	3%	1%	1%	2%	3%	5%	4%	13%	3%	0%
						bcd				f	aef	ef	abcef	f	
GlobalPlayer	85	78	2	3	3	37	17	18	14	66	31	77	24	83	2
	2%	2%	1%	1%	1%	3%	2%	2%	1%	3%	5%	4%	12%	3%	0%
		b				bd				f	aef	aef	abcef	f	
RadioPlayer	60	50	3	4	3	24	9	19	7	53	28	53	24	59	1
	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	4%	3%	12%	2%	0%
						bd		bd		f	aef	f	abcef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Tidal	44	37	2	2	2	20	7	12	5	34	20	41	15	42	2
	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	3%	2%	8%	1%	*%
						bd				f	aef	f	abcef	f	
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3213	2629	298	156	130	955	787	681	784	1804	581	1579	199	2323	890
	71%	71%	74%	70%	73%	76%	71%	72%	67%	73%	89%	82%	100%	75%	63%
						bd		d		f	acef	aef	abcef	f	
NONE OF THESE	1287	1069	103	66	48	305	325	264	386	665	73	336	-	769	518
	29%	29%	26%	30%	27%	24%	29%	28%	33%	27%	11%	18%	-%	25%	37%
							a		ac	bcd	d	bd		bcd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Spotify	1900	414	354	593	1307	215	595	605	1295	1021	742	1184	594	122
	42%	36%	45%	38%	44%	57%	48%	48%	40%	52%	36%	46%	38%	34%
			ac		ac	bcd	d	d		b		bc		
YouTube Music	1382	358	281	495	888	155	459	464	918	735	513	860	409	113
	31%	31%	35%	32%	30%	41%	37%	37%	28%	37%	25%	33%	26%	32%
			d			d	d	d		b		b		
Amazon Music	907	202	194	309	598	102	299	303	603	434	393	561	293	52
	20%	18%	24%	20%	20%	27%	24%	24%	19%	22%	19%	22%	19%	15%
			acd			d	d	d		b		bc		
Apple Music or Apple Podcasts	524	130	148	203	321	77	203	207	317	312	169	340	154	30
	12%	11%	19%	13%	11%	20%	17%	17%	10%	16%	8%	13%	10%	8%
			acd			d	d	d		b		bc		
SoundCloud	255	77	86	118	137	58	146	148	107	172	58	192	52	12
	6%	7%	11%	8%	5%	15%	12%	12%	3%	9%	3%	7%	3%	3%
		d	acd	d		d	d	d		b		bc		
BBC Sounds	199	65	88	114	86	66	139	143	56	154	35	173	24	2
	4%	6%	11%	7%	3%	18%	11%	11%	2%	8%	2%	7%	2%	1%
		d	acd	d		bcd	d	d		b		bc		
Deezer	153	53	50	76	77	37	97	98	56	103	38	105	33	15
	3%	5%	6%	5%	3%	10%	8%	8%	2%	5%	2%	4%	2%	4%
		d	d	d		d	d	d		b		b		b
Google Podcasts	86	33	43	55	31	36	69	69	17	64	13	71	15	-
	2%	3%	5%	4%	1%	10%	6%	5%	1%	3%	1%	3%	1%	-%
		d	acd	d		bcd	d	d		b		bc		
GlobalPlayer	85	32	41	49	37	32	68	68	18	60	21	73	9	3
	2%	3%	5%	3%	1%	8%	6%	5%	1%	3%	1%	3%	1%	1%
		d	acd	d		bcd	d	d		b		bc		
RadioPlayer	60	30	35	45	15	20	49	49	10	47	6	50	8	1
	1%	3%	4%	3%	1%	5%	4%	4%	0%	2%	0%	2%	1%	0%
		d	d	d		d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Tidal	44	18	22	26	17	17	37	37	6	32	7	37	6	1
	1%	2%	3%	2%	1%	5%	3%	3%	*%	2%	*%	1%	*%	*%
		d	d	d		d	d	d		b		b		
SUMMARY														
ANY OF THESE AUDIO STREAMING SERVICES	3213	730	610	1061	2151	334	1000	1017	2196	1614	1330	1933	1048	231
	71%	64%	77%	68%	73%	89%	82%	82%	68%	82%	64%	75%	67%	65%
			ac	a	ac	bcd	d	d		b		bc		
NONE OF THESE	1287	414	185	495	792	42	227	230	1057	348	733	647	514	126
	29%	36%	23%	32%	27%	11%	18%	18%	32%	18%	36%	25%	33%	35%
		bcd		bd			a	a	abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Spotify	1900 42%	975 47% bc	630 39%	295 38%	1577 42%	311 41%	374 44%	1419 42%
YouTube Music	1382 31%	685 33% b	471 29%	225 29%	1077 29%	295 39% a	306 36% b	997 30%
Amazon Music	907 20%	493 24% bc	272 17%	141 18%	787 21% b	118 16%	202 24% b	654 19%
Apple Music or Apple Podcasts	524 12%	291 14% bc	165 10%	68 9%	419 11%	100 13%	110 13%	381 11%
SoundCloud	255 6%	167 8% bc	55 3%	32 4%	179 5%	73 10% a	61 7% b	170 5%
BBC Sounds	199 4%	166 8% bc	16 1%	18 2% b	153 4%	44 6%	36 4%	152 5%
Deezer	153 3%	102 5% bc	35 2%	16 2%	118 3%	34 4%	37 4%	99 3%
Google Podcasts	86 2%	69 3% bc	10 1%	6 1%	59 2%	27 4% a	27 3% b	48 1%
GlobalPlayer	85 2%	67 3% bc	12 1%	6 1%	61 2%	23 3% a	23 3%	56 2%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
RadioPlayer	60 1%	47 2% bc	8 1%	4 1%	41 1%	19 2% a	11 1%	36 1%
Tidal	44 1%	35 2% bc	7 *%	2 *%	29 1%	15 2% a	13 2% b	24 1%
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3213 71%	1592 76% bc	1108 68%	513 66%	2665 72%	526 69%	659 77% b	2360 70%
NONE OF THESE	1287 29%	491 24%	528 32% a	269 34% a	1051 28%	232 31%	199 23%	1005 30% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Spotify	2078	501	524	1053	994	1084	241	260	253	270	500	553	129	808	1128
	46%	31%	41%	66%	44%	48%	30%	32%	39%	42%	62%	69%	29%	36%	64%
			a	ab		a			ab	ab	abcd	abcde		a	ab
YouTube Music	1524	449	454	620	787	736	244	205	212	242	331	290	114	711	682
	34%	28%	35%	39%	35%	33%	30%	25%	33%	38%	41%	36%	25%	32%	39%
			a	a			b		b	ab	abc	ab		a	ab
Amazon Music	1020	271	314	435	480	540	125	146	146	168	209	226	67	466	477
	23%	17%	24%	27%	21%	24%	16%	18%	23%	26%	26%	28%	15%	21%	27%
			a	a		a			ab	ab	ab	abc		a	ab
Apple Music or Apple Podcasts	579	138	154	288	301	278	73	65	88	66	140	148	38	224	311
	13%	9%	12%	18%	13%	12%	9%	8%	14%	10%	17%	18%	8%	10%	18%
			a	ab					ab		abd	abcd			ab
SoundCloud	315	68	66	181	175	140	46	23	34	32	95	86	23	98	193
	7%	4%	5%	11%	8%	6%	6%	3%	5%	5%	12%	11%	5%	4%	11%
				ab			b		b	b	abcd	abcd			ab
BBC Sounds	240	56	62	122	126	114	32	24	37	25	56	65	14	97	128
	5%	4%	5%	8%	6%	5%	4%	3%	6%	4%	7%	8%	3%	4%	7%
				ab					b		abd	abd			ab
Deezer	179	42	46	91	96	83	22	20	26	20	48	43	14	65	99
	4%	3%	4%	6%	4%	4%	3%	2%	4%	3%	6%	5%	3%	3%	6%
				ab							abd	abd			ab
Google Podcasts	109	33	27	49	62	47	21	12	18	9	23	25	11	44	52
	2%	2%	2%	3%	3%	2%	3%	2%	3%	1%	3%	3%	3%	2%	3%
												d			
GlobalPlayer	98	27	29	42	46	52	14	13	16	13	17	25	7	46	44
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
RadioPlayer	69	25	19	24	45	23	16	9	11	8	18	7	7	35	26
	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%
					b						f				

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD					SCHOOL YEAR			
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Tidal	56	13	17	26	32	24	6	8	11	6	16	10	5	21	29
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
											a				
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3433	989	993	1451	1678	1754	485	504	482	511	711	739	253	1564	1584
	76%	62%	77%	90%	75%	78%	60%	63%	75%	80%	89%	92%	57%	70%	90%
			a	ab		a			ab	ab	abcd	abcde		a	ab
NONE OF THESE	1067	618	292	157	572	496	319	299	161	132	92	65	192	678	180
	24%	38%	23%	10%	25%	22%	40%	37%	25%	20%	11%	8%	43%	30%	10%
		bc	c		b		cdef	cdef	ef	ef	f		bc	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Spotify	2078 46%	1689 46%	204 51% ac	100 45%	85 48%	640 51% cd	525 47% d	428 45%	480 41%	1177 48% f	407 62% acef	1026 54% aef	130 65% acef	1511 49% f	567 40%
YouTube Music	1524 34%	1234 33%	138 34%	77 34%	75 42% abc	430 34%	337 30%	322 34%	432 37% b	875 35% f	287 44% aef	840 44% aef	97 49% aef	1127 36% f	396 28%
Amazon Music	1020 23%	831 22%	87 22%	58 26%	45 25%	335 27% bd	256 23% d	216 23% d	212 18%	589 24% f	215 33% acef	494 26% f	81 41% acef	745 24% f	275 20%
Apple Music or Apple Podcasts	579 13%	478 13%	51 13%	28 13%	22 12%	198 16% bcd	136 12%	117 12%	129 11%	346 14% f	128 20% aef	339 18% aef	59 29% abcef	449 15% f	130 9%
SoundCloud	315 7%	255 7%	30 8%	11 5%	18 10% ac	113 9% bd	68 6%	64 7%	70 6%	215 9% f	97 15% aef	234 12% aef	62 31% abcef	275 9% f	40 3%
BBC Sounds	240 5%	199 5%	22 5%	11 5%	7 4%	101 8% bcd	49 4%	51 5% d	39 3%	208 8% f	135 21% acef	206 11% aef	199 100% abcef	236 8% f	4 **%
Deezer	179 4%	153 4%	13 3%	7 3%	6 4%	76 6% bd	23 2%	39 4% b	41 3%	122 5% f	51 8% aef	137 7% aef	36 18% abcef	155 5% f	24 2%
Google Podcasts	109 2%	97 3% b	5 1%	3 2%	3 2%	53 4% bcd	19 2%	15 2%	22 2%	97 4% f	42 6% aef	100 5% ef	31 16% abcef	107 3% f	2 **%
GlobalPlayer	98 2%	89 2% b	3 1%	3 1%	3 1%	44 4% bd	18 2%	20 2%	15 1%	75 3% f	35 5% aef	88 5% aef	30 15% abcef	96 3% f	2 **%
RadioPlayer	69 2%	57 2%	4 1%	5 2%	3 2%	31 2% bd	10 1%	19 2% d	7 1%	61 2% f	31 5% aef	62 3% ef	28 14% abcef	67 2% f	2 **%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Tidal	56	47	3	3	2	22	11	18	5	45	24	52	19	53	3
	1%	1%	1%	2%	1%	2%	1%	2%	*%	2%	4%	3%	10%	2%	*%
						d		d		f	aef	ef	abcef	f	
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3433	2807	319	169	138	1025	840	724	834	1901	595	1641	199	2446	986
	76%	76%	80%	76%	77%	81%	76%	77%	71%	77%	91%	86%	100%	79%	70%
			a			bcd	d	d		f	acef	aef	abcef	f	
NONE OF THESE	1067	892	81	54	40	235	271	221	336	568	59	275	-	646	422
	24%	24%	20%	24%	23%	19%	24%	23%	29%	23%	9%	14%	-%	21%	30%
		b					a	a	abc	bcd	d	bd		bcd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Spotify	2078	459	381	652	1425	225	641	654	1424	1105	816	1283	655	140
	46%	40%	48%	42%	48%	60%	52%	52%	44%	56%	40%	50%	42%	39%
			ac		ac	bcd	d	d		b		bc		
YouTube Music	1524	393	307	538	985	170	497	503	1021	815	566	935	461	127
	34%	34%	39%	35%	33%	45%	40%	40%	31%	42%	27%	36%	30%	36%
			d			d	d	d		b		b		b
Amazon Music	1020	231	218	346	674	118	339	343	677	494	441	625	328	67
	23%	20%	27%	22%	23%	31%	28%	28%	21%	25%	21%	24%	21%	19%
			acd			d	d	d		b		bc		
Apple Music or Apple Podcasts	579	142	156	218	361	81	222	226	353	344	184	373	173	33
	13%	12%	20%	14%	12%	22%	18%	18%	11%	18%	9%	14%	11%	9%
			acd			d	d	d		b		bc		
SoundCloud	315	89	100	139	175	67	179	181	134	216	71	230	71	14
	7%	8%	13%	9%	6%	18%	15%	15%	4%	11%	3%	9%	5%	4%
		d	acd	d		d	d	d		b		bc		
BBC Sounds	240	75	100	130	110	71	162	166	74	184	43	207	28	5
	5%	7%	13%	8%	4%	19%	13%	13%	2%	9%	2%	8%	2%	1%
		d	acd	d		bcd	d	d		b		bc		
Deezer	179	58	60	85	93	44	111	112	67	123	43	125	38	16
	4%	5%	8%	5%	3%	12%	9%	9%	2%	6%	2%	5%	2%	4%
		d	ad	d		d	d	d		b		b		
Google Podcasts	109	43	56	70	39	44	89	89	20	83	15	88	21	-
	2%	4%	7%	5%	1%	12%	7%	7%	1%	4%	1%	3%	1%	-%
		d	acd	d		bcd	d	d		b		bc	c	
GlobalPlayer	98	37	49	57	41	36	80	80	18	72	21	82	13	3
	2%	3%	6%	4%	1%	10%	7%	6%	1%	4%	1%	3%	1%	1%
		d	acd	d		d	d	d		b		bc		
RadioPlayer	69	32	40	51	18	23	56	57	11	53	10	59	8	1
	2%	3%	5%	3%	1%	6%	5%	5%	0%	3%	0%	2%	1%	0%
		d	acd	d		d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Tidal	56	23	27	33	23	22	48	48	8	42	9	46	9	1
	1%	2%	3%	2%	1%	6%	4%	4%	*%	2%	*%	2%	1%	*%
		d	d	d		d	d	d		b		b		
SUMMARY														
ANY OF THESE AUDIO STREAMING SERVICES	3433	782	637	1125	2307	343	1049	1066	2367	1709	1433	2052	1126	256
	76%	68%	80%	72%	78%	91%	85%	85%	73%	87%	69%	80%	72%	72%
			ac	a	ac	bcd	d	d		b		bc		
NONE OF THESE	1067	363	159	431	636	33	179	181	886	252	630	529	437	102
	24%	32%	20%	28%	22%	9%	15%	15%	27%	13%	31%	20%	28%	28%
		bcd		bd			a	a	abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Spotify	2078 46%	1056 51% bc	691 42%	331 42%	1723 46%	340 45%	414 48%	1549 46%
YouTube Music	1524 34%	756 36% bc	519 32%	249 32%	1191 32%	322 43% a	333 39% b	1102 33%
Amazon Music	1020 23%	547 26% bc	310 19%	163 21%	882 24% b	136 18%	232 27% b	730 22%
Apple Music or Apple Podcasts	579 13%	323 16% bc	180 11%	77 10%	463 12%	109 14%	121 14%	419 12%
SoundCloud	315 7%	203 10% bc	72 4%	40 5%	222 6%	87 12% a	78 9% b	208 6%
BBC Sounds	240 5%	197 9% bc	18 1%	24 3% b	186 5%	51 7%	48 6%	179 5%
Deezer	179 4%	121 6% bc	40 2%	18 2%	142 4%	36 5%	45 5% b	116 3%
Google Podcasts	109 2%	88 4% bc	13 1%	8 1%	79 2%	30 4% a	34 4% b	62 2%
GlobalPlayer	98 2%	77 4% bc	13 1%	8 1%	71 2%	26 3% a	27 3% b	64 2%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
RadioPlayer	69 2%	54 3% bc	10 1%	4 1%	48 1%	21 3% a	14 2%	42 1%
Tidal	56 1%	46 2% bc	8 1%	2 *%	39 1%	17 2% a	14 2%	34 1%
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3433 76%	1696 81% bc	1184 72%	553 71%	2857 77% b	552 73%	704 82% b	2521 75%
NONE OF THESE	1067 24%	387 19%	452 28% a	229 29% a	859 23%	206 27% a	154 18%	844 25% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

BBC SERVICES USED WEEKLY

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
BBC IPLAYER OR BBC TV CHANNELS	2468	1042	640	787	1214	1254	521	520	317	323	376	411	316	1268	860
	55%	65%	50%	49%	54%	56%	65%	65%	49%	50%	47%	51%	71%	57%	49%
		bc					cdef	cdef					bc	c	
BBC RADIO STATIONS	654	188	188	279	339	315	105	83	108	79	126	153	46	306	297
	15%	12%	15%	17%	15%	14%	13%	10%	17%	12%	16%	19%	10%	14%	17%
			a	a					bd		b	abd			ab
BBC APPS/ SITES	1916	599	540	777	1001	915	309	290	281	259	411	366	175	894	830
	43%	37%	42%	48%	44%	41%	38%	36%	44%	40%	51%	46%	39%	40%	47%
			a	ab	b				b		abcdf	ab			ab
BBC SOUNDS	199	45	54	100	102	97	24	21	34	20	44	57	11	82	106
	4%	3%	4%	6%	5%	4%	3%	3%	5%	3%	5%	7%	2%	4%	6%
			a	ab					ab		abd	abd			ab
ANY BBC SERVICES	3092	1174	838	1079	1552	1540	591	584	424	415	537	542	346	1542	1174
	69%	73%	65%	67%	69%	68%	74%	73%	66%	64%	67%	67%	78%	69%	67%
		bc					cdef	cdef					bc		
NONE OF THESE	1408	433	447	528	698	710	213	220	219	228	267	261	100	700	590
	31%	27%	35%	33%	31%	32%	26%	27%	34%	36%	33%	33%	22%	31%	33%
			a	a					ab	ab	ab	ab		a	a

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

BBC SERVICES USED WEEKLY

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
BBC IPLAYER OR BBC TV CHANNELS	2468	2073	193	106	96	762	648	488	561	2468	486	1399	177	2468	-
	55%	56%	48%	48%	54%	60%	58%	52%	48%	100%	74%	73%	89%	80%	-%
		bc				cd	cd			bcdef	f	f	bcef	bcf	
BBC RADIO STATIONS	654	539	52	35	28	254	177	137	84	486	654	421	119	654	-
	15%	15%	13%	16%	16%	20%	16%	15%	7%	20%	100%	22%	60%	21%	-%
						bcd	d	d		f	acdef	f	acef	f	
BBC APPS/ SITES	1916	1601	163	80	71	642	446	380	443	1399	421	1916	177	1916	-
	43%	43%	41%	36%	40%	51%	40%	40%	38%	57%	64%	100%	89%	62%	-%
		c				bcd				f	af	abdef	abef	af	
BBC SOUNDS	199	167	17	9	6	86	38	40	36	177	119	177	199	199	-
	4%	5%	4%	4%	4%	7%	3%	4%	3%	7%	18%	9%	100%	6%	-%
						bcd				f	acef	aef	abcef	f	
ANY BBC SERVICES	3092	2584	253	137	118	946	785	634	717	2468	654	1916	199	3092	-
	69%	70%	63%	61%	66%	75%	71%	67%	61%	100%	100%	100%	100%	100%	-%
		bc				bcd	d	d		f	f	f	f	f	
NONE OF THESE	1408	1115	147	86	60	314	327	311	453	-	-	-	-	-	1408
	31%	30%	37%	39%	34%	25%	29%	33%	39%	-%	-%	-%	-%	-%	100%
			a	a			a	a	abc						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

BBC SERVICES USED WEEKLY

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
BBC IPLAYER OR BBC TV CHANNELS	2468	1145	795	1556	912	285	858	871	1597	1154	1008	1787	572	109
	55%	100%	100%	100%	31%	76%	70%	70%	49%	59%	49%	69%	37%	30%
		d	d	d		bcd	d	d		b		bc	c	
BBC RADIO STATIONS	654	199	182	286	369	120	294	299	355	406	207	508	131	15
	15%	17%	23%	18%	13%	32%	24%	24%	11%	21%	10%	20%	8%	4%
		d	acd	d		bcd	d	d		b		bc	c	
BBC APPS/ SITES	1916	656	543	934	982	375	945	964	952	1200	533	1425	428	63
	43%	57%	68%	60%	33%	100%	77%	77%	29%	61%	26%	55%	27%	18%
		d	acd	d		bcd	d	d		b		bc	c	
BBC SOUNDS	199	65	88	114	86	66	139	143	56	154	35	173	24	2
	4%	6%	11%	7%	3%	18%	11%	11%	2%	8%	2%	7%	2%	1%
		d	acd	d		bcd	d	d		b		bc		
ANY BBC SERVICES	3092	1145	795	1556	1535	375	1108	1127	1965	1549	1198	2155	800	137
	69%	100%	100%	100%	52%	100%	90%	90%	60%	79%	58%	84%	51%	38%
		d	d	d		bcd	d	d		b		bc	c	
NONE OF THESE	1408	-	-	-	1408	-	120	120	1288	412	866	425	763	220
	31%	-%	-%	-%	48%	-%	10%	10%	40%	21%	42%	16%	49%	62%
				abc			a	a	abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

BBC SERVICES USED WEEKLY

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
BBC IPLAYER OR BBC TV CHANNELS	2468 55%	1563 75% bc	534 33%	372 48% b	2018 54%	438 58%	462 54%	1833 54%
BBC RADIO STATIONS	654 15%	436 21% bc	125 8%	93 12% b	524 14%	127 17%	125 15%	482 14%
BBC APPS/ SITES	1916 43%	1263 61% bc	392 24%	261 33% b	1506 41%	398 53% a	390 46% b	1375 41%
BBC SOUNDS	199 4%	166 8% bc	16 1%	18 2% b	153 4%	44 6%	36 4%	152 5%
ANY BBC SERVICES	3092 69%	1829 88% bc	761 47%	501 64% b	2523 68%	551 73% a	586 68%	2295 68%
NONE OF THESE	1408 31%	253 12%	874 53% ac	281 36% a	1192 32% b	207 27%	271 32%	1070 32%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
ANY BBC CHANNELS	1634	648	411	575	821	813	320	328	212	198	289	287	188	802	629
	36%	40%	32%	36%	36%	36%	40%	41%	33%	31%	36%	36%	42%	36%	36%
		bc		b			cd	cd					bc		
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1215	494	276	446	574	641	250	244	126	150	198	247	145	591	468
	27%	31%	21%	28%	26%	28%	31%	30%	20%	23%	25%	31%	33%	26%	27%
		b		b		a	cde	cde			c	cde	bc		
CBEEBIES	1145	807	218	120	531	614	379	428	103	115	49	71	271	730	132
	25%	50%	17%	7%	24%	27%	47%	53%	16%	18%	6%	9%	61%	33%	7%
		bc	c			a	cdef	acdef	ef	ef			bc	c	
CBBC	795	303	309	183	370	425	150	153	136	173	84	99	69	509	210
	18%	19%	24%	11%	16%	19%	19%	19%	21%	27%	10%	12%	15%	23%	12%
		c	ac			a	ef	ef	ef	abcef				ac	
BBC SERVICES															
ANY BBC SERVICES WATCHED WEEKLY	2468	1042	640	787	1214	1254	521	520	317	323	376	411	316	1268	860
	55%	65%	50%	49%	54%	56%	65%	65%	49%	50%	47%	51%	71%	57%	49%
		bc					cdef	cdef					bc	c	
ANY ITV/ STV/ UTV CHANNELS	1128	261	301	566	557	571	140	120	159	143	258	308	50	461	609
	25%	16%	23%	35%	25%	25%	17%	15%	25%	22%	32%	38%	11%	21%	35%
			a	ab					ab	ab	abcd	abcde		a	ab
CITV	662	255	248	159	359	303	143	112	133	115	84	76	55	418	184
	15%	16%	19%	10%	16%	13%	18%	14%	21%	18%	10%	9%	12%	19%	10%
		c	ac		b		ef	f	bef	ef				ac	
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+) STV PLAYER/ STV PLAYER VIP	478	92	126	261	243	235	53	39	68	57	122	139	22	176	277
	11%	6%	10%	16%	11%	10%	7%	5%	11%	9%	15%	17%	5%	8%	16%
			a	ab					ab	b	abcd	abcd		a	ab

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
ITV SERVICES															
ANY ITV SERVICES WATCHED WEEKLY	1581	418	460	704	804	778	233	184	238	222	332	372	86	721	765
	35%	26%	36%	44%	36%	35%	29%	23%	37%	34%	41%	46%	19%	32%	43%
			a	ab			b		ab	ab	abd	abcd		a	ab
ANY CHANNEL 4 CHANNELS	762	149	205	409	376	386	73	76	108	97	195	214	29	282	445
	17%	9%	16%	25%	17%	17%	9%	9%	17%	15%	24%	27%	6%	13%	25%
			a	ab					ab	ab	abcd	abcd		a	ab
ALL4	340	68	82	190	165	175	33	35	48	34	84	106	18	121	199
	8%	4%	6%	12%	7%	8%	4%	4%	7%	5%	10%	13%	4%	5%	11%
			a	ab					ab		abd	abcd			ab
CHANNEL 4 SERVICES															
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863	180	228	456	426	437	88	91	120	108	218	238	39	321	495
	19%	11%	18%	28%	19%	19%	11%	11%	19%	17%	27%	30%	9%	14%	28%
			a	ab					ab	ab	abcd	abcd		a	ab
ANY CHANNEL 5 CHANNELS	607	207	140	261	308	300	109	97	72	68	127	134	59	261	281
	13%	13%	11%	16%	14%	13%	14%	12%	11%	11%	16%	17%	13%	12%	16%
				ab							cd	bcd			b
CHANNEL 5'S MILKSHAKE	588	361	141	87	273	315	174	186	63	77	36	51	116	373	94
	13%	22%	11%	5%	12%	14%	22%	23%	10%	12%	4%	6%	26%	17%	5%
		bc	c				cdef	cdef	ef	ef		6%	bc	c	
MY5	237	74	50	113	118	119	40	35	28	22	50	62	27	89	116
	5%	5%	4%	7%	5%	5%	5%	4%	4%	3%	6%	8%	6%	4%	7%
				ab							d	abcd			b
CHANNEL 5 SERVICES															
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1020	435	247	338	494	526	220	216	117	130	158	180	130	518	363
	23%	27%	19%	21%	22%	23%	27%	27%	18%	20%	20%	22%	29%	23%	21%
		bc					cdef	cde					bc		

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
ANY SKY CHANNELS	1508	433	430	645	783	725	214	219	229	201	340	305	104	703	688
	34%	27%	33%	40%	35%	32%	27%	27%	36%	31%	42%	38%	23%	31%	39%
			a	ab					ab		abcd	abd		a	ab
SKY ON-DEMAND OR SKY GO OR SKY KIDS	858	263	220	376	452	406	141	122	110	110	202	174	73	384	393
	19%	16%	17%	23%	20%	18%	17%	15%	17%	17%	25%	22%	16%	17%	22%
				ab							abcd	bcd			ab
NOW	301	82	81	138	147	153	41	41	41	40	66	72	22	130	146
	7%	5%	6%	9%	7%	7%	5%	5%	6%	6%	8%	9%	5%	6%	8%
				ab							ab	ab			ab
SKY SERVICES															
ANY SKY SERVICES WATCHED WEEKLY	1785	525	505	755	922	863	265	260	264	241	392	362	134	829	806
	40%	33%	39%	47%	41%	38%	33%	32%	41%	37%	49%	45%	30%	37%	46%
			a	ab					ab		abcd	abd		a	ab
NETFLIX	3411	1144	964	1303	1675	1735	562	581	484	481	629	673	302	1656	1425
	76%	71%	75%	81%	74%	77%	70%	72%	75%	75%	78%	84%	68%	74%	81%
			a	ab					a		ab	abcde		a	ab
YOUTUBE (INCLUDING YOUTUBE KIDS)	2958	1020	916	1022	1537	1422	519	501	468	448	549	473	293	1498	1137
	66%	63%	71%	64%	68%	63%	65%	62%	73%	70%	68%	59%	66%	67%	64%
			ac		b		f		abf	bf	bf				
DISNEY+	2377	936	702	739	1115	1263	438	499	326	377	351	388	258	1272	832
	53%	58%	55%	46%	50%	56%	54%	62%	51%	59%	44%	48%	58%	57%	47%
		c	c			a	ef	acef	e	cef			c	c	
AMAZON PRIME VIDEO	1558	498	420	640	786	771	253	244	200	220	333	307	134	712	698
	35%	31%	33%	40%	35%	34%	32%	30%	31%	34%	41%	38%	30%	32%	40%
				ab							abcd	abc			ab
NICKELODEON/ NICK JR	1023	382	360	280	538	485	212	171	183	178	144	137	98	602	318
	23%	24%	28%	17%	24%	22%	26%	21%	28%	28%	18%	17%	22%	27%	18%
		c	ac				bef		bef	bef				ac	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
CARTOON NETWORK	831	261	307	264	464	367	155	106	165	142	145	119	59	470	297
	18%	16%	24%	16%	21%	16%	19%	13%	26%	22%	18%	15%	13%	21%	17%
			ac		b		bf		abef	bf	b			ac	
POP/ TINY POP/ POP MAX	439	230	134	75	213	226	129	102	59	76	26	49	75	278	84
	10%	14%	10%	5%	9%	10%	16%	13%	9%	12%	3%	6%	17%	12%	5%
		bc	c				cdef	cef	ef	ef		e	bc	c	
NONE OF THESE	68	16	18	34	37	31	7	9	8	9	21	13	5	23	40
	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	2%
				a							ab				b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
ANY BBC CHANNELS	1634	1365	136	69	64	522	462	325	322	1634	379	950	144	1634	-
	36%	37%	34%	31%	36%	41%	42%	34%	28%	66%	58%	50%	72%	53%	-%
		c				cd	cd	d		bcef	cef	f	bcef	cf	
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1215	1032	95	53	35	396	331	232	253	1215	297	735	124	1215	-
	27%	28%	24%	24%	20%	31%	30%	25%	22%	49%	45%	38%	62%	39%	-%
		bcd				cd	cd			cef	cef	f	abcef	f	
CBEEBIES	1145	963	87	45	50	349	286	224	280	1145	199	656	65	1145	-
	25%	26%	22%	20%	28%	28%	26%	24%	24%	46%	30%	34%	33%	37%	-%
		bc			bc	c				bcd	f	f	f	bf	
CBBC	795	666	66	31	32	292	188	162	151	795	182	543	88	795	-
	18%	18%	16%	14%	18%	23%	17%	17%	13%	32%	28%	28%	44%	26%	-%
		c				bcd	d	d		bcef	f	f	abcef	f	
BBC SERVICES															
ANY BBC SERVICES WATCHED WEEKLY	2468	2073	193	106	96	762	648	488	561	2468	486	1399	177	2468	-
	55%	56%	48%	48%	54%	60%	58%	52%	48%	100%	74%	73%	89%	80%	-%
		bc				cd	cd			bcd	f	f	bcef	bcf	
ANY ITV/ STV/ UTV CHANNELS	1128	973	65	44	46	334	267	249	277	898	271	670	113	988	140
	25%	26%	16%	20%	26%	27%	24%	26%	24%	36%	41%	35%	57%	32%	10%
		bc			bc					ef	acef	ef	abcef	f	
CITV	662	563	48	22	30	197	133	159	173	546	139	421	64	605	57
	15%	15%	12%	10%	17%	16%	12%	17%	15%	22%	21%	22%	32%	20%	4%
		bc			bc	b		b		ef	f	f	abcef	f	
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	478	419	23	16	19	154	82	105	137	403	147	320	66	440	38
	11%	11%	6%	7%	11%	12%	7%	11%	12%	16%	22%	17%	33%	14%	3%
		bc			b	b		b	b	ef	acef	ef	abcef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
ITV SERVICES															
ANY ITV SERVICES WATCHED WEEKLY	1581	1353	101	61	67	467	355	346	412	1247	346	930	136	1389	192
	35%	37%	25%	27%	38%	37%	32%	37%	35%	51%	53%	49%	68%	45%	14%
		bc			bc	b		b		ef	ef	ef	abcef	f	
ANY CHANNEL 4 CHANNELS	762	636	69	27	30	245	184	160	171	631	205	495	98	686	76
	17%	17%	17%	12%	17%	19%	17%	17%	15%	26%	31%	26%	49%	22%	5%
		c	c			d				ef	acef	ef	abcef	f	
ALL4	340	287	27	15	11	120	75	76	68	296	101	240	54	316	24
	8%	8%	7%	7%	6%	9%	7%	8%	6%	12%	15%	13%	27%	10%	2%
						bd				f	aef	ef	abcef	f	
CHANNEL 4 SERVICES															
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863	723	76	32	32	276	210	185	190	708	222	557	104	778	85
	19%	20%	19%	14%	18%	22%	19%	20%	16%	29%	34%	29%	52%	25%	6%
		c	c			d				ef	acef	ef	abcef	f	
ANY CHANNEL 5 CHANNELS	607	501	51	25	30	192	146	127	141	517	158	404	84	560	47
	13%	14%	13%	11%	17%	15%	13%	13%	12%	21%	24%	21%	42%	18%	3%
					c	d				ef	ef	ef	abcef	f	
CHANNEL 5'S MILKSHAKE	588	491	46	25	26	172	134	136	145	493	116	324	49	536	52
	13%	13%	12%	11%	15%	14%	12%	14%	12%	20%	18%	17%	24%	17%	4%
										cef	f	f	bcef	f	
MY5	237	196	23	8	10	93	45	46	53	204	70	162	41	216	21
	5%	5%	6%	4%	6%	7%	4%	5%	5%	8%	11%	8%	21%	7%	1%
						bcd				f	ef	f	abcef	f	
CHANNEL 5 SERVICES															
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1020	848	83	44	45	319	235	217	248	848	221	620	107	924	96
	23%	23%	21%	20%	25%	25%	21%	23%	21%	34%	34%	32%	54%	30%	7%
					c	bd				ef	f	f	abcef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
ANY SKY CHANNELS	1508	1222	144	79	63	497	351	328	331	926	253	838	106	1180	328
	34%	33%	36%	36%	35%	39%	32%	35%	28%	38%	39%	44%	53%	38%	23%
						bcd		d		f	f	abef	abcef	f	
SKY ON-DEMAND OR SKY GO OR SKY KIDS	858	692	88	44	33	292	204	181	178	538	163	471	67	672	186
	19%	19%	22%	20%	19%	23%	18%	19%	15%	22%	25%	25%	34%	22%	13%
						bcd		d		f	f	aef	abcef	f	
NOW	301	252	23	17	8	72	82	70	77	204	62	183	44	246	55
	7%	7%	6%	8%	4%	6%	7%	7%	7%	8%	9%	10%	22%	8%	4%
				d						f	f	f	abcef	f	
SKY SERVICES															
ANY SKY SERVICES WATCHED WEEKLY	1785	1451	168	94	72	560	422	400	400	1085	302	960	124	1380	405
	40%	39%	42%	42%	41%	44%	38%	42%	34%	44%	46%	50%	62%	45%	29%
						bd		d		f	f	aef	abcef	f	
NETFLIX	3411	2776	322	172	141	958	873	709	863	1857	520	1475	163	2354	1056
	76%	75%	80%	77%	79%	76%	79%	75%	74%	75%	80%	77%	82%	76%	75%
			a				d				af		af		
YOUTUBE (INCLUDING YOUTUBE KIDS)	2958	2423	265	147	123	842	720	622	768	1674	457	1295	139	2076	882
	66%	66%	66%	66%	69%	67%	65%	66%	66%	68%	70%	68%	70%	67%	63%
										f	f	f		f	
DISNEY+	2377	1922	241	117	97	686	612	490	586	1388	367	1055	123	1705	672
	53%	52%	60%	53%	54%	54%	55%	52%	50%	56%	56%	55%	62%	55%	48%
			ac				d			f	f	f	f	f	
AMAZON PRIME VIDEO	1558	1291	132	75	60	523	396	296	340	957	303	781	124	1153	405
	35%	35%	33%	33%	34%	42%	36%	31%	29%	39%	46%	41%	62%	37%	29%
						bcd	d			f	acef	ef	abcef	f	
NICKELODEON/ NICK JR	1023	854	81	49	39	348	196	225	252	708	189	664	90	863	160
	23%	23%	20%	22%	22%	28%	18%	24%	22%	29%	29%	35%	45%	28%	11%
						bd		b	b	f	f	abef	abcef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
CARTOON NETWORK	831	687	76	31	38	290	177	169	195	553	167	542	83	700	132
	18%	19%	19%	14%	21%	23%	16%	18%	17%	22%	25%	28%	42%	23%	9%
		c	c		c	bcd				f	f	aef	abcef	f	
POP/ TINY POP/ POP MAX	439	370	39	16	14	145	81	84	128	367	73	300	43	411	28
	10%	10%	10%	7%	8%	12%	7%	9%	11%	15%	11%	16%	22%	13%	2%
		c				b			b	bf	f	bef	abcef	f	
NONE OF THESE	68	56	6	4	1	12	16	19	19	-	4	12	1	15	54
	2%	2%	2%	2%	1%	1%	1%	2%	2%	-%	1%	1%	*%	*%	4%
						a		a		a	a	a	a	a	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
ANY BBC CHANNELS	1634	690	508	929	705	220	579	590	1044	795	655	1291	313	30
	36%	60%	64%	60%	24%	58%	47%	47%	32%	41%	32%	50%	20%	8%
		d	d	d		bcd	d	d		b		bc	c	
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1215	507	383	684	531	168	445	456	760	591	484	965	224	27
	27%	44%	48%	44%	18%	45%	36%	37%	23%	30%	23%	37%	14%	7%
		d	d	d		bcd	d	d		b		bc	c	
CBEEBIES	1145	1145	383	1145	-	90	345	347	798	362	547	824	250	71
	25%	100%	48%	74%	-%	24%	28%	28%	25%	18%	26%	32%	16%	20%
		bcd	d	bd			d	d			a	bc		
CBBC	795	383	795	795	-	166	439	442	353	463	253	604	165	27
	18%	33%	100%	51%	-%	44%	36%	35%	11%	24%	12%	23%	11%	7%
		d	acd	ad		bcd	d	d		b		bc		
BBC SERVICES														
ANY BBC SERVICES WATCHED WEEKLY	2468	1145	795	1556	912	285	858	871	1597	1154	1008	1787	572	109
	55%	100%	100%	100%	31%	76%	70%	70%	49%	59%	49%	69%	37%	30%
		d	d	d		bcd	d	d		b		bc	c	
ANY ITV/ STV/ UTV CHANNELS	1128	296	315	459	669	154	439	444	684	633	429	786	294	48
	25%	26%	40%	30%	23%	41%	36%	36%	21%	32%	21%	30%	19%	13%
			acd	d		d	d	d		b		bc	c	
CITV	662	309	327	452	210	113	338	341	321	369	230	444	178	39
	15%	27%	41%	29%	7%	30%	28%	27%	10%	19%	11%	17%	11%	11%
		d	acd	d		d	d	d		b		bc		
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	478	126	149	201	277	84	229	231	247	290	157	366	92	20
	11%	11%	19%	13%	9%	22%	19%	19%	8%	15%	8%	14%	6%	6%
			acd	d		d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
ITV SERVICES														
ANY ITV SERVICES WATCHED WEEKLY	1581 35%	480 42%	487 61%	728 47%	854 29%	211 56%	637 52%	642 52%	939 29%	873 44%	602 29%	1074 42%	426 27%	82 23%
		d	acd	ad		d	d	d		b		bc		
ANY CHANNEL 4 CHANNELS	762 17%	205 18%	238 30%	322 21%	441 15%	124 33%	351 29%	357 29%	406 12%	473 24%	255 12%	532 21%	190 12%	40 11%
		d	acd	d		d	d	d		b		bc		
ALL4	340 8%	84 7%	114 14%	148 9%	192 7%	69 18%	176 14%	180 14%	160 5%	221 11%	100 5%	263 10%	61 4%	17 5%
			acd	d		d	d	d		b		bc		
CHANNEL 4 SERVICES														
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863 19%	229 20%	260 33%	360 23%	502 17%	134 36%	395 32%	401 32%	462 14%	530 27%	285 14%	605 23%	214 14%	43 12%
		d	acd	d		d	d	d		b		bc		
ANY CHANNEL 5 CHANNELS	607 13%	219 19%	190 24%	315 20%	293 10%	114 30%	282 23%	284 23%	323 10%	320 16%	235 11%	438 17%	141 9%	28 8%
		d	ad	d		bcd	d	d		b		bc		
CHANNEL 5'S MILKSHAKE	588 13%	387 34%	203 26%	437 28%	151 5%	71 19%	219 18%	221 18%	367 11%	243 12%	239 12%	411 16%	144 9%	33 9%
		bcd	d	d		d	d	d				bc		
MY5	237 5%	90 8%	78 10%	127 8%	110 4%	48 13%	119 10%	120 10%	117 4%	131 7%	80 4%	178 7%	44 3%	15 4%
		d	d	d		d	d	d		b		b		
CHANNEL 5 SERVICES														
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1020 23%	459 40%	319 40%	592 38%	428 15%	145 39%	429 35%	433 35%	587 18%	498 25%	400 19%	705 27%	259 17%	56 16%
		d	d	d		d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
ANY SKY CHANNELS	1508	395	327	562	946	188	549	559	950	776	614	958	464	86
	34%	34%		36%	32%	50%	45%	45%	29%	40%	30%	37%	30%	24%
			acd	d		d	d	d		b		bc	c	
SKY ON-DEMAND OR SKY GO OR SKY KIDS	858	246	195	332	526	116	311	315	543	442	340	555	253	50
	19%	22%	25%	21%	18%	31%	25%	25%	17%	23%	16%	21%	16%	14%
		d	d	d		bcd	d	d		b		bc		
NOW	301	79	84	120	180	54	128	133	168	174	102	192	85	23
	7%	7%	11%	8%	6%	14%	10%	11%	5%	9%	5%	7%	5%	6%
			acd			bd	d	d		b		b		
SKY SERVICES														
ANY SKY SERVICES WATCHED WEEKLY	1785	466	380	655	1130	220	635	648	1137	911	726	1117	556	112
	40%	41%	48%	42%	38%	59%	52%	52%	35%	46%	35%	43%	36%	31%
			acd	d		bcd	d	d		b		bc		
NETFLIX	3411	839	600	1143	2267	296	922	937	2473	1541	1536	1926	1200	284
	76%	73%	75%	73%	77%	79%	75%	75%	76%	79%	74%	75%	77%	80%
					ac					b				
YOUTUBE (INCLUDING YOUTUBE KIDS)	2958	788	554	1059	1899	277	823	839	2120	1321	1323	1703	1031	224
	66%	69%	70%	68%	65%	74%	67%	67%	65%	67%	64%	66%	66%	63%
		d	d	d		bcd				b				
DISNEY+	2377	691	462	907	1470	220	673	686	1691	1042	1069	1411	800	166
	53%	60%	58%	58%	50%	59%	55%	55%	52%	53%	52%	55%	51%	47%
		d	d	d		d						bc		
AMAZON PRIME VIDEO	1558	403	335	565	993	165	512	519	1039	744	668	954	490	113
	35%	35%	42%	36%	34%	44%	42%	42%	32%	38%	32%	37%	31%	32%
			acd			d	d	d		b		b		
NICKELODEON/ NICK JR	1023	371	319	527	496	167	478	483	541	574	346	680	292	51
	23%	32%	40%	34%	17%	44%	39%	39%	17%	29%	17%	26%	19%	14%
		d	acd	d		d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
CARTOON NETWORK	831	260	279	405	427	130	414	416	415	490	272	563	229	39
	18%	23%	35%	26%	14%	35%	34%	33%	13%	25%	13%	22%	15%	11%
		d	acd	d		d	d	d		b		bc		
POP/ TINY POP/ POP MAX	439	277	186	326	113	63	206	209	231	224	142	305	107	27
	10%	24%	23%	21%	4%	17%	17%	17%	7%	11%	7%	12%	7%	8%
		d	d	d		d	d	d		b		bc		
NONE OF THESE	68	-	-	-	68	4	10	10	58	22	37	20	37	11
	2%	-%	-%	-%	2%	1%	1%	1%	2%	1%	2%	1%	2%	3%
					abc				bc				a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
ANY BBC CHANNELS	1634 36%	1140 55% bc	266 16%	228 29% b	1339 36%	288 38%	283 33%	1255 37% a
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1215 27%	876 42% bc	180 11%	159 20% b	1010 27%	202 27%	216 25%	917 27%
CBEEBIES	1145 25%	711 34% bc	266 16%	168 21% b	927 25%	216 29%	194 23%	876 26%
CBBC	795 18%	564 27% bc	126 8%	105 13% b	624 17%	166 22% a	160 19%	577 17%
BBC SERVICES								
ANY BBC SERVICES WATCHED WEEKLY	2468 55%	1563 75% bc	534 33%	372 48% b	2018 54%	438 58%	462 54%	1833 54%
ANY ITV/ STV/ UTV CHANNELS	1128 25%	675 32% bc	290 18%	163 21%	946 25%	174 23%	207 24%	847 25%
CITV	662 15%	395 19% bc	165 10%	102 13% b	535 14%	124 16%	129 15%	490 15%
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+) STV PLAYER/ STV PLAYER VIP	478 11%	312 15% bc	106 6%	60 8%	407 11%	70 9%	96 11%	354 11%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
ITV SERVICES								
ANY ITV SERVICES WATCHED WEEKLY	1581 35%	932 45% bc	419 26%	231 30%	1308 35%	265 35%	303 35%	1170 35%
ANY CHANNEL 4 CHANNELS	762 17%	485 23% bc	182 11%	96 12%	633 17%	125 16%	138 16%	580 17%
ALL4	340 8%	241 12% bc	58 4%	41 5%	281 8%	57 7%	71 8%	249 7%
CHANNEL 4 SERVICES								
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863 19%	552 26% bc	201 12%	110 14%	718 19%	140 18%	161 19%	649 19%
ANY CHANNEL 5 CHANNELS	607 13%	395 19% bc	135 8%	78 10%	508 14%	95 13%	124 14%	445 13%
CHANNEL 5'S MILKSHAKE	588 13%	357 17% bc	152 9%	79 10%	495 13%	90 12%	118 14%	431 13%
MY5	237 5%	145 7% bc	60 4%	32 4%	190 5%	46 6%	44 5%	179 5%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
CHANNEL 5 SERVICES								
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1020 23%	629 30% bc	258 16%	133 17%	855 23%	156 21%	203 24%	749 22%
ANY SKY CHANNELS	1508 34%	803 39% bc	468 29%	238 30%	1226 33%	275 36%	288 34%	1128 34%
SKY ON-DEMAND OR SKY GO OR SKY KIDS	858 19%	456 22% b	254 16%	149 19% b	736 20% b	120 16%	145 17%	668 20%
NOW	301 7%	159 8% c	104 6%	38 5%	256 7%	43 6%	67 8%	214 6%
SKY SERVICES								
ANY SKY SERVICES WATCHED WEEKLY	1785 40%	926 44% bc	578 35%	281 36%	1472 40%	304 40%	345 40%	1334 40%
NETFLIX	3411 76%	1556 75%	1274 78% a	580 74%	2858 77% b	534 70%	638 74%	2568 76%
YOUTUBE (INCLUDING YOUTUBE KIDS)	2958 66%	1367 66%	1075 66%	516 66%	2370 64%	571 75% a	569 66%	2222 66%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
DISNEY+	2377 53%	1119 54%	828 51%	430 55%	2032 55% b	333 44%	427 50%	1818 54% a
AMAZON PRIME VIDEO	1558 35%	811 39% bc	524 32%	222 28%	1304 35%	247 33%	281 33%	1185 35%
NICKELODEON/ NICK JR	1023 23%	586 28% bc	280 17%	157 20%	772 21%	239 32% a	210 25%	734 22%
CARTOON NETWORK	831 18%	493 24% bc	212 13%	126 16%	616 17%	204 27% a	171 20%	598 18%
POP/ TINY POP/ POP MAX	439 10%	265 13% bc	111 7%	64 8%	314 8%	122 16% a	94 11%	306 9%
NONE OF THESE	68 2%	17 1%	32 2% a	19 2% a	57 2%	11 1%	16 2%	50 1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Netflix	1703	441	462	800	776	927	215	226	217	245	344	455	105	719	863
	38%	27%	36%	50%	35%	41%	27%	28%	34%	38%	43%	57%	24%	32%	49%
			a	ab		a			ab	ab	abc	abcde		a	ab
YouTube	1231	533	396	303	702	529	280	252	218	177	204	99	157	711	347
	27%	33%	31%	19%	31%	24%	35%	31%	34%	28%	25%	12%	35%	32%	20%
		c	c		b		def	ef	def	f	f		c	c	
Disney+	623	282	180	160	245	378	112	170	67	113	66	95	85	351	184
	14%	18%	14%	10%	11%	17%	14%	21%	10%	18%	8%	12%	19%	16%	10%
		bc	c		a		e	acef		cef		e	c	c	
Sky channels (including from NOW)	227	47	62	118	145	82	35	12	43	19	68	50	11	86	127
	5%	3%	5%	7%	6%	4%	4%	2%	7%	3%	8%	6%	3%	4%	7%
			a	ab	b		b		bd		abd	bd			ab
BBC	156	84	32	40	73	83	38	46	16	16	18	22	23	87	40
	3%	5%	2%	2%	3%	4%	5%	6%	3%	2%	2%	3%	5%	4%	2%
		bc					cde	cdef					c	c	
Amazon Prime Video	129	45	31	53	67	62	22	22	16	15	29	24	12	61	56
	3%	3%	2%	3%	3%	3%	3%	3%	2%	2%	4%	3%	3%	3%	3%
Nickelodeon/ Nick Jr	72	39	19	14	36	35	20	19	10	9	6	7	12	44	15
	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%
		c					ef	ef					c	c	
Cartoon Network	66	25	30	11	50	16	19	6	22	8	9	2	4	48	12
	1%	2%	2%	1%	2%	1%	2%	1%	3%	1%	1%	*	1%	2%	1%
		c	c		b		bf		bdef	f	f			c	
ITV/ STV/ UTV	58	10	13	34	26	32	4	7	9	4	13	22	2	19	36
	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	2%	3%	1%	1%	2%
				ab								abd			ab
POP/ Tiny Pop/ Pop Max	51	36	11	4	30	21	24	12	4	7	2	2	14	32	3
	1%	2%	1%	*	1%	1%	3%	2%	1%	1%	*	*	3%	1%	*
		bc	c				cdef	ef		f			bc	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Channel 4	23 1%	13 1%	3 *% b	8 1%	14 1%	9 *%	7 1% d	6 1%	2 *%	1 *%	6 1%	3 *%	1 *%	14 1%	8 *%
Channel 5	20 *%	11 1%	4 *%	5 *%	13 1%	7 *%	7 1% f	4 1%	2 *%	2 *%	5 1%	* *%	6 1% bc	7 *%	6 *%
None of these	98 2%	31 2%	22 2%	45 3%	53 2%	45 2%	17 2%	14 2%	8 1%	14 2%	28 3% c	17 2%	8 2%	37 2%	51 3% b
Don't know	44 1%	11 1%	21 2% ac	12 1%	19 1%	25 1%	4 *%	7 1%	9 1%	13 2% af	6 1%	5 1%	3 1%	25 1%	14 1%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Netflix	1703	1380	165	85	73	470	444	356	428	875	258	698	61	1133	570
	38%	37%	41%	38%	41%	37%	40%	38%	37%	35%	39%	36%	31%	37%	40%
											d				acde
YouTube	1231	1018	100	64	50	303	310	272	343	588	137	441	32	764	467
	27%	28%	25%	29%	28%	24%	28%	29%	29%	24%	21%	23%	16%	25%	33%
						a	a	a	a	d		d		d	abcde
Disney+	623	506	58	32	26	175	165	107	174	376	91	269	28	452	171
	14%	14%	15%	14%	15%	14%	15%	11%	15%	15%	14%	14%	14%	15%	12%
						c			c	f				f	
Sky channels (including from NOW)	227	182	26	10	9	79	46	62	40	147	52	142	19	188	39
	5%	5%	6%	5%	5%	6%	4%	7%	3%	6%	8%	7%	9%	6%	3%
						bd		bd		f	f	f	f	f	
BBC	156	134	12	6	4	57	37	26	36	156	37	94	25	156	-
	3%	4%	3%	3%	2%	4%	3%	3%	3%	6%	6%	5%	13%	5%	-%
						c				f	f	f	abcef	f	
Amazon Prime Video	129	110	10	6	3	45	21	26	37	83	25	68	9	95	34
	3%	3%	2%	3%	2%	4%	2%	3%	3%	3%	4%	4%	4%	3%	2%
						b									
Nickelodeon/ Nick Jr	72	55	7	5	4	24	8	14	23	47	6	40	6	57	14
	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	3%	2%	1%
						b			b	f		f	bf		
Cartoon Network	66	57	5	1	3	24	18	13	10	41	13	39	5	52	14
	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%
												f			
ITV/ STV/ UTV	58	53	1	2	2	20	11	11	16	41	10	32	5	50	8
	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	1%	2%	3%	2%	1%
		b								f		f	f	f	
POP/ Tiny Pop/ Pop Max	51	45	4	2	1	19	5	12	15	42	4	33	3	47	5
	1%	1%	1%	1%	*%	2%	*%	1%	1%	2%	1%	2%	1%	2%	*%
						b		b	b	f		f		f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Channel 4	23 1%	19 1%	2 1%	2 1%	1 1%	9 1%	4 *%	4 *%	6 1%	17 f	9 f	19 f	4 f	22 f	1 *%
Channel 5	20 *%	19 1%	1 *%	1 *%	- -%	10 1%	6 1%	2 *%	3 *%	15 1%	2 *%	13 f	2 1%	18 f	2 *%
None of these	98 2%	84 2%	7 2%	5 2%	2 1%	18 1%	23 2%	29 3% a	25 2%	17 1%	7 1%	17 1%	1 *%	33 1%	65 5% abcde
Don't know	44 1%	38 1%	3 1%	2 1%	* *%	6 1%	12 1%	11 1%	13 1%	25 1%	4 1%	10 1%	- -%	25 1%	18 1% c

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Netflix	1703	340	237	485	1218	148	423	432	1271	803	767	944	612	147
	38%	30%	30%	31%	41%	39%	34%	35%	39%	41%	37%	37%	39%	41%
					abc				bc	b				
YouTube	1231	304	187	394	837	75	265	267	964	451	614	634	480	117
	27%	27%	23%	25%	28%	20%	22%	21%	30%	23%	30%	25%	31%	33%
					bc				abc	a			a	a
Disney+	623	199	115	251	372	44	161	162	461	249	298	372	215	36
	14%	17%	14%	16%	13%	12%	13%	13%	14%	13%	14%	14%	14%	10%
		d		d								c		
Sky channels (including from NOW)	227	50	61	82	145	40	101	101	126	138	78	162	56	9
	5%	4%	8%	5%	5%	11%	8%	8%	4%	7%	4%	6%	4%	3%
			acd			d	d	d		b		bc		
BBC	156	93	68	120	36	17	50	55	101	66	66	135	21	-
	3%	8%	9%	8%	1%	5%	4%	4%	3%	3%	3%	5%	1%	-%
		d	d	d								bc	c	
Amazon Prime Video	129	31	29	45	84	12	41	42	87	52	65	75	39	15
	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%
Nickelodeon/ Nick Jr	72	31	18	41	30	11	36	36	36	32	32	50	19	2
	2%	3%	2%	3%	1%	3%	3%	3%	1%	2%	2%	2%	1%	1%
		d	d	d		d	d	d						
Cartoon Network	66	21	15	26	39	8	42	42	24	39	20	47	17	1
	1%	2%	2%	2%	1%	2%	3%	3%	1%	2%	1%	2%	1%	*%
						d	d	d		b				
ITV/ STV/ UTV	58	12	16	23	35	5	27	27	31	40	15	44	11	2
	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%
							d	d		b		b		
POP/ Tiny Pop/ Pop Max	51	35	20	39	12	3	23	24	28	15	20	32	14	5
	1%	3%	3%	3%	*%	1%	2%	2%	1%	1%	1%	1%	1%	2%
		d	d	d			d	d						

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Channel 4	23 1%	8 1%	8 1%	12 1%	12 *%	2 1%	16 1% d	16 1% d	7 *%	16 1% b	5 *%	15 1%	6 *%	3 1%
Channel 5	20 *%	6 1%	6 1%	11 1%	9 *%	2 1%	13 1% d	13 1% d	7 *%	10 1%	5 *%	16 1% b	2 *%	2 *%
None of these	98 2%	7 1%	5 1%	11 1%	87 3% abc	4 1%	14 1%	14 1%	84 3% bc	28 1%	60 3% a	30 1%	56 4% a	12 3% a
Don't know	44 1%	8 1%	10 1%	17 1%	27 1%	4 1%	16 1%	16 1%	27 1%	23 1%	17 1%	25 1%	14 1%	5 1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Netflix	1703 38%	764 37%	657 40% a	282 36%	1477 40% b	215 28%	314 37%	1286 38%
YouTube	1231 27%	456 22%	516 32% a	260 33% a	957 26%	272 36% a	237 28%	928 28%
Disney+	623 14%	298 14%	215 13%	109 14%	511 14%	106 14%	107 12%	484 14%
Sky channels (including from NOW)	227 5%	144 7% bc	49 3%	34 4%	185 5%	42 6%	44 5%	169 5%
BBC	156 3%	138 7% bc	8 *%	10 1% b	135 4%	19 3%	32 4%	116 3%
Amazon Prime Video	129 3%	71 3% c	44 3%	14 2%	109 3%	18 2%	26 3%	92 3%
Nickelodeon/ Nick Jr	72 2%	38 2%	21 1%	13 2%	60 2%	11 2%	14 2%	44 1%
Cartoon Network	66 1%	39 2% b	14 1%	13 2%	45 1%	20 3% a	17 2%	44 1%
ITV/ STV/ UTV	58 1%	39 2% b	12 1%	7 1%	49 1%	9 1%	16 2%	36 1%
POP/ Tiny Pop/ Pop Max	51 1%	27 1%	20 1%	5 1%	36 1%	14 2%	8 1%	38 1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Channel 4	23 1%	14 1%	8 *%	1 *%	17 *%	7 1%	5 1%	16 *%
Channel 5	20 *%	15 1%	4 *%	1 *%	14 *%	4 1%	6 1%	12 *%
None of these	98 2%	22 1%	53 3%	23 3%	82 2%	15 2%	23 3%	70 2%
Don't know	44 1%	17 1%	16 1%	11 1%	37 1%	5 1%	8 1%	30 1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	2006	-	1045	961	1045	961	-	-	539	506	506	455	-	904	1080
Effective Weighted Sample	1719	-	905	830	898	821	-	-	465	439	442	388	-	783	934
Total	1938	-	916	1022	1017	921	-	-	468	448	549	473	-	781	1137
YouTubers/ influencers/ specific mentions	418	-	240	179	195	223	-	-	105	134	90	89	-	205	209
	22%	-%	26%	17%	19%	24%	-%	-%	22%	30%	16%	19%	-%	26%	18%
			c		a			e	cef					c	
Gaming/ gamer videos	408	-	235	173	293	115	-	-	162	73	131	43	-	203	202
	21%	-%	26%	17%	29%	13%	-%	-%	35%	16%	24%	9%	-%	26%	18%
			c		b			def	f	df				c	
TV shows/ movies/ cartoons/ anime	235	-	117	117	112	123	-	-	53	64	59	59	-	104	127
	12%	-%	13%	11%	11%	13%	-%	-%	11%	14%	11%	12%	-%	13%	11%
Funny videos	175	-	69	106	91	84	-	-	39	30	52	55	-	53	121
	9%	-%	8%	10%	9%	9%	-%	-%	8%	7%	9%	12%	-%	7%	11%
				b							d			b	
Sports/ fitness/ dancing	143	-	44	99	128	15	-	-	38	6	90	9	-	41	101
	7%	-%	5%	10%	13%	2%	-%	-%	8%	1%	16%	2%	-%	5%	9%
				b	b				df		cdf			b	
Music videos	136	-	32	104	52	84	-	-	10	21	42	62	-	26	108
	7%	-%	3%	10%	5%	9%	-%	-%	2%	5%	8%	13%	-%	3%	10%
				b	a				c	c	cde			b	
Short videos/ compilation videos/ TikToks	118	-	69	49	52	66	-	-	24	45	27	22	-	58	57
	6%	-%	8%	5%	5%	7%	-%	-%	5%	10%	5%	5%	-%	7%	5%
			c							cef				c	
Tutorials	87	-	35	52	22	65	-	-	9	25	13	39	-	26	58
	4%	-%	4%	5%	2%	7%	-%	-%	2%	6%	2%	8%	-%	3%	5%
					a				ce		ce				
Animal videos	74	-	47	27	26	48	-	-	16	31	11	16	-	43	31
	4%	-%	5%	3%	3%	5%	-%	-%	3%	7%	2%	3%	-%	6%	3%
			c		a				cef					c	
Videos - no further detail	66	-	27	39	32	34	-	-	12	14	19	19	-	22	44
	3%	-%	3%	4%	3%	4%	-%	-%	3%	3%	3%	4%	-%	3%	4%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	2006	-	1045	961	1045	961	-	-	539	506	506	455	-	904	1080
Effective Weighted Sample	1719	-	905	830	898	821	-	-	465	439	442	388	-	783	934
Total	1938	-	916	1022	1017	921	-	-	468	448	549	473	-	781	1137
Vlogs/ blogs	52	-	18	35	21	32	-	-	7	10	13	21	-	15	37
	3%	-%	2%	3%	2%	3%	-%	-%	2%	2%	2%	4%	-%	2%	3%
												c			
Education content/ documentaries	52	-	18	34	31	21	-	-	14	4	17	17	-	14	37
	3%	-%	2%	3%	3%	2%	-%	-%	3%	1%	3%	4%	-%	2%	3%
									d		d	d			
Everything	26	-	14	12	12	14	-	-	6	8	6	6	-	10	14
	1%	-%	1%	1%	1%	1%	-%	-%	1%	2%	1%	1%	-%	1%	1%
Unboxing/ review videos	20	-	12	7	7	13	-	-	5	8	2	5	-	12	7
	1%	-%	1%	1%	1%	1%	-%	-%	1%	2%	*%	1%	-%	2%	1%
										e					
Eating challenges/ challenges	16	-	11	5	7	9	-	-	6	5	*	4	-	11	5
	1%	-%	1%	*%	1%	1%	-%	-%	1%	1%	*%	1%	-%	1%	*%
									e					c	
Other	63	-	30	33	37	26	-	-	16	13	20	13	-	28	35
	3%	-%	3%	3%	4%	3%	-%	-%	3%	3%	4%	3%	-%	4%	3%
Nothing	260	-	105	154	136	124	-	-	60	45	76	79	-	91	166
	13%	-%	11%	15%	13%	13%	-%	-%	13%	10%	14%	17%	-%	12%	15%
				b								d			

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2006	1368	265	235	138	649	479	443	432	1029	363	931	112	1365	641
Effective Weighted Sample	1719	1290	254	233	134	570	415	380	372	890	311	803	98	1178	540
Total	1938	1604	170	86	77	571	449	418	497	1010	341	914	112	1337	601
YouTubers/ influencers/ specific mentions	418	348	37	18	15	101	106	98	113	201	59	166	9	267	152
	22%	22%	22%	21%	20%	18%	24%	23%	23%	20%	17%	18%	8%	20%	25%
							a	a		d	d	d		d	abcde
Gaming/ gamer videos	408	329	44	21	15	114	107	79	108	178	52	164	16	261	147
	21%	20%	26%	24%	20%	20%	24%	19%	22%	18%	15%	18%	14%	20%	24%
															abcde
TV shows/ movies/ cartoons/ anime	235	201	18	6	9	85	48	42	59	125	53	122	16	168	66
	12%	13%	11%	7%	12%	15%	11%	10%	12%	12%	15%	13%	14%	13%	11%
		c				bc									
Funny videos	175	138	21	8	9	54	40	41	41	88	34	78	13	119	56
	9%	9%	12%	9%	11%	9%	9%	10%	8%	9%	10%	8%	11%	9%	9%
Sports/ fitness/ dancing	143	113	16	6	8	34	39	35	35	68	32	89	12	111	32
	7%	7%	10%	7%	10%	6%	9%	8%	7%	7%	10%	10%	11%	8%	5%
											f	af	f	f	
Music videos	136	108	12	9	7	38	37	31	30	86	37	67	16	105	31
	7%	7%	7%	11%	9%	7%	8%	7%	6%	9%	11%	7%	14%	8%	5%
				a						f	f		cef	f	
Short videos/ compilation videos/ TikToks	118	100	10	4	3	32	28	23	34	64	15	46	2	80	38
	6%	6%	6%	5%	4%	6%	6%	5%	7%	6%	4%	5%	2%	6%	6%
Tutorials	87	66	8	7	5	31	20	22	13	53	16	37	7	63	23
	4%	4%	5%	9%	7%	5%	5%	5%	3%	5%	5%	4%	6%	5%	4%
				a		d									
Animal videos	74	58	10	2	3	16	18	14	26	41	19	39	6	51	23
	4%	4%	6%	3%	4%	3%	4%	3%	5%	4%	6%	4%	5%	4%	4%
Videos - no further detail	66	57	4	3	2	20	14	17	14	28	13	29	1	44	22
	3%	4%	2%	4%	2%	4%	3%	4%	3%	3%	4%	3%	1%	3%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	2006	1368	265	235	138	649	479	443	432	1029	363	931	112	1365	641
Effective Weighted Sample	1719	1290	254	233	134	570	415	380	372	890	311	803	98	1178	540
Total	1938	1604	170	86	77	571	449	418	497	1010	341	914	112	1337	601
Vlogs/ blogs	52 3%	42 3%	7 4%	2 2%	2 2%	11 2%	16 4%	12 3%	14 3%	24 2%	8 2%	19 2%	2 2%	27 2%	26 4% ce
Education content/ documentaries	52 3%	37 2%	9 5% a	4 4%	2 2%	14 3%	10 2%	10 2%	18 4%	31 3%	17 5% ef	31 3%	5 4%	38 3%	14 2%
Everything	26 1%	21 1%	1 1%	1 2%	2 2%	6 1%	7 1%	7 2%	5 1%	15 2%	5 1%	8 1%	2 2%	16 1%	10 2%
Unboxing/ review videos	20 1%	15 1%	3 2%	1 1%	* 1%	6 1%	4 1%	6 2%	3 1%	10 1%	3 1%	11 1%	2 2%	14 1%	6 1%
Eating challenges/ challenges	16 1%	14 1%	- -%	1 2% b	- -%	7 1%	2 *%	4 1%	3 1%	11 1%	3 1%	5 1%	1 1%	12 1%	4 1%
Other	63 3%	56 3%	3 2%	3 3%	1 2%	24 4%	11 3%	16 4%	12 2%	40 4%	13 4%	30 3%	9 8% cef	47 3%	17 3%
Nothing	260 13%	228 14% bc	16 9%	8 9%	8 10%	93 16% c	58 13%	43 10%	64 13%	154 15% f	54 16% f	149 16% f	25 22% ef	195 15% f	65 11%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2006	263	376	509	1497	256	682	697	1309	1166	767	1157	712	137
Effective Weighted Sample	1719	232	327	445	1274	221	599	611	1108	1007	652	997	605	116
Total	1938	255	351	485	1454	244	648	663	1275	1139	732	1136	675	128
YouTubers/ influencers/ specific mentions	418	47	74	98	320	52	127	129	289	237	170	227	167	23
	22%	18%	21%	20%	22%	21%	20%	20%	23%	21%	23%	20%	25%	18%
Gaming/ gamer videos	408	48	62	91	317	57	126	130	278	242	148	213	164	30
	21%	19%	18%	19%	22%	23%	19%	20%	22%	21%	20%	19%	24%	24%
TV shows/ movies/ cartoons/ anime	235	36	54	69	165	38	89	91	144	141	87	148	66	20
	12%	14%	15%	14%	11%	16%	14%	14%	11%	12%	12%	13%	10%	16%
Funny videos	175	26	32	42	133	15	42	43	132	96	75	102	54	19
	9%	10%	9%	9%	9%	6%	7%	6%	10%	8%	10%	9%	8%	15%
Sports/ fitness/ dancing	143	7	13	17	126	14	34	35	108	76	60	85	50	8
	7%	3%	4%	4%	9%	6%	5%	5%	8%	7%	8%	8%	7%	6%
Music videos	136	18	18	31	105	15	50	50	87	79	56	82	46	8
	7%	7%	5%	6%	7%	6%	8%	7%	7%	7%	8%	7%	7%	6%
Short videos/ compilation videos/ TikToks	118	17	24	33	85	14	37	37	81	62	51	60	50	8
	6%	7%	7%	7%	6%	6%	6%	6%	6%	5%	7%	5%	7%	6%
Tutorials	87	10	16	21	65	8	20	20	66	50	33	50	28	9
	4%	4%	4%	4%	4%	3%	3%	3%	5%	4%	5%	4%	4%	7%
Animal videos	74	16	17	24	50	18	26	30	44	42	28	41	29	3
	4%	6%	5%	5%	3%	7%	4%	4%	3%	4%	4%	4%	4%	3%
Videos - no further detail	66	5	8	11	54	7	20	20	45	33	29	37	25	3
	3%	2%	2%	2%	4%	3%	3%	3%	4%	3%	4%	3%	4%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
Significance Level: 95%														
Unweighted total	2006	263	376	509	1497	256	682	697	1309	1166	767	1157	712	137
Effective Weighted Sample	1719	232	327	445	1274	221	599	611	1108	1007	652	997	605	116
Total	1938	255	351	485	1454	244	648	663	1275	1139	732	1136	675	128
Vlogs/ blogs	52 3%	4 2%	8 2%	12 2%	41 3%	4 2%	17 3%	17 3%	35 3%	29 3%	21 3%	28 3%	23 3%	1 1%
Education content/ documentaries	52 3%	4 2%	9 3%	11 2%	41 3%	8 3%	17 3%	17 3%	35 3%	36 3%	15 2%	33 3%	13 2%	5 4%
Everything	26 1%	4 2%	9 2%	12 2%	14 1%	- -%	8 1%	8 1%	18 1%	15 1%	11 1%	17 1%	8 1%	1 1%
Unboxing/ review videos	20 1%	6 2%	6 2%	8 2%	12 1%	5 2%	7 1%	7 1%	12 1%	14 1%	4 1%	10 1%	8 1%	2 1%
Eating challenges/ challenges	16 1%	4 2%	5 1%	6 1%	9 1%	2 1%	7 1%	7 1%	8 1%	7 1%	6 1%	6 1%	8 1%	1 1%
Other	63 3%	12 5%	19 5%	24 5%	39 3%	11 4%	23 4%	24 4%	39 3%	33 3%	27 4%	37 3%	21 3%	5 4%
Nothing	260 13%	44 17%	54 15%	78 16%	182 13%	37 15%	124 19%	125 19%	134 11%	176 15%	79 11%	167 15%	79 12%	13 10%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2006	975	688	343	1658	337	401	1510
Effective Weighted Sample	1719	840	587	291	1409	303	343	1293
Total	1938	952	661	325	1552	374	393	1442
YouTubers/ influencers/ specific mentions	418 22%	172 18%	165 25% a	81 25% a	356 23% b	62 17%	88 22%	310 21%
Gaming/ gamer videos	408 21%	189 20%	151 23%	68 21%	346 22% b	60 16%	89 23%	304 21%
TV shows/ movies/ cartoons/ anime	235 12%	124 13%	72 11%	38 12%	169 11%	63 17% a	50 13%	177 12%
Funny videos	175 9%	89 9%	65 10%	21 7%	148 10%	25 7%	36 9%	129 9%
Sports/ fitness/ dancing	143 7%	73 8%	42 6%	28 9%	117 8%	25 7%	23 6%	116 8%
Music videos	136 7%	75 8%	42 6%	19 6%	108 7%	29 8%	27 7%	101 7%
Short videos/ compilation videos/ TikToks	118 6%	50 5%	45 7%	23 7%	88 6%	29 8%	30 8%	80 6%
Tutorials	87 4%	44 5%	33 5%	9 3%	71 5%	15 4%	20 5%	67 5%
Animal videos	74 4%	35 4%	22 3%	16 5%	60 4%	13 3%	11 3%	60 4%
Videos - no further detail	66 3%	29 3%	24 4%	12 4%	56 4%	9 2%	20 5%	43 3%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : Those aged 8-16 who use YouTube at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2006	975	688	343	1658	337	401	1510
Effective Weighted Sample	1719	840	587	291	1409	303	343	1293
Total	1938	952	661	325	1552	374	393	1442
Vlogs/ blogs	52 3%	23 2%	21 3%	8 3%	40 3%	11 3%	11 3%	40 3%
Education content/ documentaries	52 3%	30 3%	13 2%	9 3%	39 3%	13 3%	10 2%	37 3%
Everything	26 1%	11 1%	12 2%	4 1%	24 2%	1 *%	- -%	25 2% a
Unboxing/ review videos	20 1%	7 1%	10 1%	3 1%	17 1%	3 1%	3 1%	16 1%
Eating challenges/ challenges	16 1%	7 1%	6 1%	3 1%	8 1%	8 2% a	2 *%	14 1%
Other	63 3%	34 4%	24 4%	5 2%	47 3%	16 4%	11 3%	48 3%
Nothing	260 13%	147 15% b	74 11%	38 12%	204 13%	53 14%	53 13%	185 13%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17A. Please give a star rating to show how much you think they like Netflix. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Netflix at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	3490	1132	1118	1240	1708	1782	562	570	554	564	592	648	331	1754	1373	
Effective Weighted Sample	2947	941	967	1064	1450	1497	468	473	483	484	511	553	279	1473	1176	
Total	3411	1144	964	1303	1675	1735	562	581	484	481	629	673	302	1656	1425	
1 star	(1.0)	2	*	2	2	1	-	-	*	-	1	1	-	-	2	
		%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	
2 stars	(2.0)	10	2	6	6	4	-	2	2	-	4	2	-	4	6	
		%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	%.0	1%.0	%.0	%.0	%.0	%.0	
3 stars	(3.0)	232	94	60	78	120	112	55	39	31	29	34	44	25	119	86
		7%.0	8%.0	6%.0	6%.0	7%.0	6%.0	10%.0	7%.0	6%.0	6%.0	5%.0	7%.0	8%.0	7%.0	6%.0
4 stars	(4.0)	1057	366	295	396	544	513	172	195	159	136	213	183	98	525	431
		31%.0	32%.0	31%.0	30%.0	32%.0	30%.0	31%.0	33%.0	33%.0	28%.0	34%.0	27%.0	33%.0	32%.0	30%.0
5 stars	(5.0)	2109	681	607	820	1004	1104	336	345	292	315	376	444	179	1008	900
		62%.0	60%.0	63%.0	63%.0	60%.0	64%.0	60%.0	59%.0	60%.0	66%.0	60%.0	66%.0	59%.0	61%.0	63%.0
RATING OF 4-5 OUT OF 5		3166	1048	902	1216	1548	1618	508	540	451	451	590	627	277	1533	1331
		93%.0	92%.0	94%.0	93%.0	92%.0	93%.0	90%.0	93%.0	93%.0	94%.0	94%.0	93%.0	92%.0	93%.0	93%.0
Mean score	4.5	4.5	4.6	4.6	4.5	4.6	4.5	4.5	4.5	4.6	4.5	4.6	4.5	4.5	4.6	
						a				a		a				
Standard deviation	.64	.65	.62	.64	.65	.63	.67	.64	.64	.60	.65	.64	.64	.64	.64	
Standard error	.01	.02	.02	.02	.02	.01	.03	.03	.03	.03	.03	.03	.04	.02	.02	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17A. Please give a star rating to show how much you think they like Netflix. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Netflix at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	3490	2291	485	467	247	1093	922	736	732	1875	558	1480	165	2380	1110	
Effective Weighted Sample	2947	2155	465	463	236	952	795	624	616	1591	474	1259	141	2021	927	
Total	3411	2776	322	172	141	958	873	709	863	1857	520	1475	163	2354	1056	
1 star	(1.0)	2 *%	1 *%	- -%	- -%	1 1% a	- -%	- -%	2 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
2 stars	(2.0)	10 *%	10 *%	1 *%	- -%	- -%	3 *%	- -%	5 1% b	2 *%	6 *%	2 *%	5 *%	1 1%	6 *%	4 *%
3 stars	(3.0)	232 7%	197 7%	17 5%	11 6%	7 5%	63 7%	54 6%	47 7%	68 8%	128 7%	40 8%	81 6%	15 9%	152 6%	81 8% c
4 stars	(4.0)	1057 31%	865 31%	100 31%	50 29%	41 29%	306 32%	280 32%	221 31%	245 28%	566 31%	142 27%	459 31%	48 29%	740 31%	317 30%
5 stars	(5.0)	2109 62%	1703 61%	203 63%	111 65%	92 65%	585 61%	540 62%	434 61%	547 63%	1156 62%	336 65%	929 63%	99 61%	1456 62%	653 62%
RATING OF 4-5 OUT OF 5		3166 93%	2568 93%	304 94%	161 94%	133 94%	891 93%	819 94%	656 92%	793 92%	1723 93%	478 92%	1388 94% f	147 90%	2196 93%	970 92%
Mean score		4.5	4.5	4.6	4.6	4.6	4.5	4.6	4.5	4.5	4.5	4.6	4.6	4.5	4.5	4.5
Standard deviation		.64	.65	.60	.61	.66	.63	.61	.68	.65	.64	.65	.62	.69	.63	.66
Standard error		.01	.01	.03	.03	.04	.02	.02	.03	.02	.01	.03	.02	.05	.01	.02

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17A. Please give a star rating to show how much you think they like Netflix. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Netflix at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	3490	845	623	1165	2325	312	970	986	2504	1558	1575	1959	1236	295	
Effective Weighted Sample	2947	716	531	986	1962	268	836	850	2100	1337	1316	1669	1034	244	
Total	3411	839	600	1143	2267	296	922	937	2473	1541	1536	1926	1200	284	
1 star	(1.0)	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	2 *%	1 *%	1 *%	1 *%	1 *%	* *%
2 stars	(2.0)	10 *%	2 *%	2 *%	4 *%	7 *%	- -%	5 1%	5 1%	5 *%	7 *%	2 *%	3 *%	5 *%	2 1%
3 stars	(3.0)	232 7%	62 7%	42 7%	79 7%	153 7%	22 7%	56 6%	56 6%	176 7%	93 6%	111 7%	83 4%	118 10% a	31 11% a
4 stars	(4.0)	1057 31%	253 30%	178 30%	347 30%	710 31%	79 27%	270 29%	273 29%	784 32%	459 30%	505 33%	539 28%	437 36% ac	82 29%
5 stars	(5.0)	2109 62%	522 62%	378 63%	713 62%	1395 62%	195 66%	591 64%	602 64%	1506 61%	981 64% b	918 60%	1300 68% bc	640 53%	169 59%
RATING OF 4-5 OUT OF 5	3166 93%	775 92%	556 93%	1061 93%	2105 93%	274 93%	860 93%	875 93%	2290 93%	1440 93%	1422 93%	1839 95% bc	1076 90%	251 88%	
Mean score	4.5	4.5	4.6	4.5	4.5	4.6	4.6	4.6	4.5	4.6	4.5	4.6 bc	4.4	4.5	
Standard deviation	.64	.64	.64	.64	.64	.62	.64	.63	.64	.64	.64	.58	.69	.73	
Standard error	.01	.02	.03	.02	.01	.04	.02	.02	.01	.02	.02	.01	.02	.04	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17A. Please give a star rating to show how much you think they like Netflix. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Netflix at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	3490	1600	1280	610	2991	484	643	2658
Effective Weighted Sample	2947	1368	1072	508	2510	427	541	2248
Total	3411	1556	1274	580	2858	534	638	2568
1 star	(1.0)	2	2	-	2	-	1	2
		0.1%	0.2%	0%	0.1%	0%	0.2%	0.1%
2 stars	(2.0)	10	5	-	5	3	3	3
		0.3%	0.1%	0%	0.2%	0.1%	0.2%	0.1%
3 stars	(3.0)	232	85	103	44	177	53	164
		7%	5%	8%	8%	6%	8%	6%
4 stars	(4.0)	1057	462	394	202	881	171	805
		31%	30%	31%	35%	31%	28%	31%
5 stars	(5.0)	2109	1005	769	334	1792	400	1595
		62%	65%	60%	58%	63%	63%	62%
RATING OF 4-5 OUT OF 5		3166	1466	1164	536	2673	478	2399
		93%	94%	91%	92%	94%	91%	93%
Mean score		4.5	4.6	4.5	4.5	4.6	4.5	4.6
Standard deviation		.64	.61	.68	.63	.63	.70	.68
Standard error		.01	.02	.02	.03	.01	.03	.01

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17B. Please give a star rating to show how much you think they like BBC TV channels or BBC iPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any BBC TV channels (including CBBC or CBeebies) or BBC iPlayer at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	2470	1013	730	727	1226	1244	512	501	364	366	350	377	339	1297	805	
Effective Weighted Sample	2101	850	637	631	1042	1060	429	422	315	322	306	326	287	1095	699	
Total	2468	1042	640	787	1214	1254	521	520	317	323	376	411	316	1268	860	
1 star	(1.0)	100 4%	61 6%	27 4%	12 2%	55 4%	45 4%	32 6%	29 6%	15 5%	12 4%	8 2%	4 1%	22 7%	61 5%	15 2%
			c	c				ef	ef	f	f		c	c		
2 stars	(2.0)	156 6%	75 7%	36 6%	44 6%	70 6%	85 7%	34 7%	41 8%	13 4%	24 7%	24 6%	21 5%	22 7%	81 6%	49 6%
									c							
3 stars	(3.0)	727 29%	290 28%	191 30%	246 31%	365 30%	362 29%	145 28%	145 28%	96 30%	95 30%	124 33%	122 30%	78 25%	376 30%	267 31%
															a	
4 stars	(4.0)	900 36%	340 33%	239 37%	321 41%	430 35%	469 37%	173 33%	167 32%	112 35%	127 39%	145 39%	176 43%	93 30%	449 35%	348 40%
					a						b	ab			ab	
5 stars	(5.0)	586 24%	275 26%	146 23%	164 21%	294 24%	292 23%	136 26%	139 27%	81 26%	65 20%	76 20%	88 21%	100 32%	300 24%	181 21%
			c						de					bc		
RATING OF 4-5 OUT OF 5		1486 60%	615 59%	386 60%	485 62%	724 60%	761 61%	309 59%	306 59%	194 61%	192 59%	221 59%	264 64%	193 61%	749 59%	529 62%
Mean score		3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.7	3.8	3.7	3.7	3.7
Standard deviation		1.03	1.12	1.02	.90	1.04	1.02	1.12	1.12	1.03	1.00	.93	.87	1.18	1.06	.91
Standard error		.02	.04	.04	.03	.03	.03	.05	.05	.05	.05	.05	.05	.06	.03	.03

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17B. Please give a star rating to show how much you think they like BBC TV channels or BBC iPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any BBC TV channels (including CBBC or CBeebies) or BBC iPlayer at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	-f	
Significance Level: 95%																
Unweighted total		2470	1718	292	291	169	861	661	486	453	2470	507	1395	176	2470	-
Effective Weighted Sample		2101	1610	279	289	160	756	574	416	385	2101	433	1189	151	2101	-
Total		2468	2073	193	106	96	762	648	488	561	2468	486	1399	177	2468	-
1 star	(1.0)	100	86	4	6	4	17	22	23	36	100	6	34	3	100	-
		4%	4%	2%	5%	4%	2%	3%	5%	6%	4%	1%	2%	1%	4%	-%
					b			a	ab	bc				bc		
2 stars	(2.0)	156	126	14	9	7	40	39	25	51	156	11	62	3	156	-
		6%	6%	7%	8%	7%	5%	6%	5%	9%	6%	2%	4%	2%	6%	-%
									ac	bcd				bcd		
3 stars	(3.0)	727	605	61	27	33	201	201	156	165	727	105	342	17	727	-
		29%	29%	32%	26%	35%	26%	31%	32%	29%	29%	22%	24%	10%	29%	-%
					c			a		bcd	d	d		bcd		
4 stars	(4.0)	900	758	65	42	34	298	257	169	174	900	215	578	77	900	-
		36%	37%	34%	40%	36%	39%	40%	35%	31%	36%	44%	41%	43%	36%	-%
							d	d			ae	ae				
5 stars	(5.0)	586	498	49	22	16	206	129	115	133	586	149	382	78	586	-
		24%	24%	25%	21%	17%	27%	20%	24%	24%	24%	31%	27%	44%	24%	-%
				d			b				ae	ae	abce			
RATING OF 4-5 OUT OF 5		1486	1256	114	65	51	504	386	284	308	1486	364	960	155	1486	-
		60%	61%	59%	61%	53%	66%	60%	58%	55%	60%	75%	69%	87%	60%	-%
							bcd				ace	ae	abce			
Mean score		3.7	3.7	3.7	3.6	3.5	3.8	3.7	3.7	3.6	3.7	4.0	3.9	4.3	3.7	-
							bcd				ace	ae	abce			
Standard deviation		1.03	1.03	.99	1.07	1.01	.96	.97	1.04	1.14	1.03	.85	.95	.81	1.03	-
Standard error		.02	.02	.06	.06	.08	.03	.04	.05	.05	.02	.04	.03	.06	.02	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17B. Please give a star rating to show how much you think they like BBC TV channels or BBC iPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any BBC TV channels (including CBBC or CBeebies) or BBC iPlayer at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	2470	1139	822	1571	899	287	876	889	1581	1151	1001	1794	572	104
Effective Weighted Sample	2101	967	702	1334	768	250	760	771	1332	995	841	1531	482	89
Total	2468	1145	795	1556	912	285	858	871	1597	1154	1008	1787	572	109
1 star	(1.0)	100	76	16	82	17	18	18	82	21	60	18	35	46
		4%	7%	2%	5%	2%	1%	2%	5%	2%	6%	1%	6%	42%
			bd		bd				abc		a		a	ab
2 stars	(2.0)	156	84	40	104	52	29	29	127	52	83	39	89	28
		6%	7%	5%	7%	6%	3%	3%	8%	4%	8%	2%	16%	26%
			b						abc		a		a	ab
3 stars	(3.0)	727	287	216	410	317	52	192	194	533	300	341	413	290
		29%	25%	27%	26%	35%	18%	22%	22%	33%	26%	34%	23%	51%
					abc				abc		a		ac	22%
4 stars	(4.0)	900	397	299	560	340	125	355	363	537	486	330	775	117
		36%	35%	38%	36%	37%	44%	41%	42%	34%	42%	33%	43%	20%
							d	d	d		b		bc	c
5 stars	(5.0)	586	301	225	401	185	96	264	268	318	296	194	542	41
		24%	26%	28%	26%	20%	34%	31%	31%	20%	26%	19%	30%	7%
			d	d	d		d	d	d		b		bc	3%
RATING OF 4-5 OUT OF 5		1486	698	524	960	525	222	619	631	855	781	525	1317	157
		60%	61%	66%	62%	58%	78%	72%	72%	54%	68%	52%	74%	28%
				ad			d	d	d		b		bc	c
Mean score		3.7	3.7	3.9	3.7	3.7	4.1	4.0	4.0	3.6	3.9	3.5	4.0	3.1
				acd			d	d	d		b		bc	c
Standard deviation		1.03	1.14	.95	1.08	.92	.85	.92	.92	1.06	.92	1.07	.84	.94
Standard error		.02	.03	.03	.03	.03	.05	.03	.03	.03	.03	.03	.02	.04
Columns Tested:														

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17B. Please give a star rating to show how much you think they like BBC TV channels or BBC iPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any BBC TV channels (including CBBC or CBeebies) or BBC iPlayer at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	2470	1582	507	381	2062	396	449	1857	
Effective Weighted Sample	2101	1354	431	318	1743	349	381	1580	
Total	2468	1563	534	372	2018	438	462	1833	
1 star	(1.0)	100 4%	17 1%	71 13%	12 3%	85 4%	15 3%	22 5%	74 4%
			ac	a					
2 stars	(2.0)	156 6%	33 2%	98 18%	24 6%	132 7%	23 5%	36 8%	111 6%
			ac	a					
3 stars	(3.0)	727 29%	351 22%	221 41%	155 42%	609 30%	112 26%	139 30%	534 29%
			a	a					
4 stars	(4.0)	900 36%	664 43%	106 20%	129 35%	723 36%	171 39%	153 33%	687 37%
			bc	b					
5 stars	(5.0)	586 24%	497 32%	38 7%	52 14%	470 23%	116 27%	112 24%	427 23%
			bc	b					
RATING OF 4-5 OUT OF 5	1486 60%	1161 74%	144 27%	181 49%	1192 59%	287 66%	265 57%	1114 61%	
			bc	b		a			
Mean score	3.7	4.0 bc	2.9	3.5 b	3.7	3.8 a	3.6	3.7	
Standard deviation	1.03	.85	1.09	.93	1.03	1.00	1.08	1.02	
Standard error	.02	.02	.05	.05	.02	.05	.05	.02	

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY	
		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																
Unweighted total	1547	388	511	648	784	763	214	174	267	244	303	345	86	739	713	
Effective Weighted Sample	1327	326	449	564	671	655	181	144	232	217	265	299	74	627	620	
Total	1581	418	460	704	804	778	233	184	238	222	332	372	86	721	765	
1 star	(1.0)	51	18	25	8	29	22	12	6	12	13	6	2	6	34	12
		3%	4%	5%	1%	4%	3%	5%	3%	5%	6%	2%	1%	7%	5%	2%
		c	c				ef	f	ef	ef			c	c		
2 stars	(2.0)	134	50	44	40	77	57	33	17	24	20	20	20	8	81	44
		8%	12%	10%	6%	10%	7%	14%	9%	10%	9%	6%	5%	10%	11%	6%
		c	c				ef	f	f	f				c	c	
3 stars	(3.0)	572	153	160	259	284	288	81	72	81	79	122	137	23	266	278
		36%	37%	35%	37%	35%	37%	35%	39%	34%	36%	37%	37%	27%	37%	36%
4 stars	(4.0)	553	122	144	287	273	279	69	53	71	73	133	154	31	211	309
		35%	29%	31%	41%	34%	36%	30%	28%	30%	33%	40%	41%	36%	29%	40%
					ab						abc	abcd			b	
5 stars	(5.0)	272	75	87	110	140	132	38	37	50	37	51	58	18	129	122
		17%	18%	19%	16%	17%	17%	16%	20%	21%	17%	15%	16%	21%	18%	16%
RATING OF 4-5 OUT OF 5		824	197	231	397	413	411	108	89	121	110	184	212	49	340	431
		52%	47%	50%	56%	51%	53%	46%	48%	51%	49%	56%	57%	57%	47%	56%
					ab							a	a		b	
Mean score	3.5	3.4	3.5	3.6	3.5	3.6	3.4	3.5	3.5	3.5	3.5	3.6	3.7	3.5	3.4	3.6
				ab								a	ad			b
Standard deviation	.98	1.05	1.07	.85	1.00	.95	1.08	1.02	1.08	1.06	.88	.83		1.12	1.05	.87
Standard error	.02	.05	.05	.03	.04	.03	.07	.08	.07	.07	.05	.04		.12	.04	.03

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	1547	1115	149	165	118	525	352	349	320	1220	361	907	131	1355	192	
Effective Weighted Sample	1327	1045	141	164	113	463	309	297	282	1047	308	778	114	1162	165	
Total	1581	1353	101	61	67	467	355	346	412	1247	346	930	136	1389	192	
1 star	(1.0)	51 3%	43 3%	3 3%	1 2%	4 6%	7 2%	10 3%	18 5%	16 4%	34 3%	5 1%	17 2%	- -%	36 3%	15 8%
								a							abcde	
2 stars	(2.0)	134 8%	112 8%	10 10%	7 11%	5 7%	38 8%	25 7%	33 10%	39 9%	111 9%	26 7%	70 7%	12 9%	122 9%	12 6%
3 stars	(3.0)	572 36%	485 36%	38 38%	24 39%	25 37%	165 35%	156 44%	125 36%	126 31%	454 36%	122 35%	306 33%	30 22%	502 36%	70 36%
								acd			d	d	d		d	d
4 stars	(4.0)	553 35%	477 35%	32 31%	19 32%	24 36%	175 37%	124 35%	114 33%	141 34%	424 34%	129 37%	339 36%	56 41%	478 34%	74 39%
5 stars	(5.0)	272 17%	235 17%	17 17%	10 17%	9 14%	82 18%	40 11%	57 16%	91 22%	224 18%	65 19%	198 21%	38 28%	250 18%	21 11%
							b			b	f	f	f	abef	f	
RATING OF 4-5 OUT OF 5		824 52%	712 53%	49 49%	30 49%	33 50%	256 55%	164 46%	171 49%	232 56%	648 52%	194 56%	536 58%	94 69%	728 52%	96 50%
							b			b		ae	abcef			
Mean score		3.5	3.6	3.5	3.5	3.5	3.6	3.4	3.5	3.6	3.6	3.6	3.7	3.9	3.6	3.4
							bc			b		f	aef	abcef	f	
Standard deviation		.98	.98	.99	.97	1.01	.92	.89	1.04	1.05	.97	.92	.95	.92	.97	1.02
Standard error		.02	.03	.08	.08	.09	.04	.05	.06	.06	.03	.05	.03	.08	.03	.07

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	1547	464	490	718	829	204	635	641	906	852	588	1040	427	80	
Effective Weighted Sample	1327	398	423	615	711	180	550	556	772	739	499	897	361	68	
Total	1581	480	487	728	854	211	637	642	939	873	602	1074	426	82	
1 star	(1.0)	51 3%	21 4%	15 3%	27 4%	24 3%	2 1%	13 2%	13 2%	38 4%	20 2%	29 5%	13 1%	19 4%	19 23%
									bc		a		a	ab	
2 stars	(2.0)	134 8%	55 11%	47 10%	79 11%	55 6%	13 6%	40 6%	40 6%	94 10%	56 6%	64 11%	61 6%	55 13%	18 22%
			d		d				bc		a		a	a	
3 stars	(3.0)	572 36%	167 35%	174 36%	255 35%	317 37%	60 28%	183 29%	185 29%	387 41%	304 35%	238 40%	347 32%	206 48%	20 24%
									abc				ac		
4 stars	(4.0)	553 35%	159 33%	155 32%	233 32%	319 37%	82 39%	241 38%	244 38%	309 33%	323 37%	191 32%	415 39%	117 28%	20 25%
					c								bc		
5 stars	(5.0)	272 17%	79 16%	96 20%	133 18%	139 16%	53 25%	160 25%	160 25%	111 12%	171 20%	80 13%	238 22%	29 7%	5 6%
						d	d	d		b		bc			
RATING OF 4-5 OUT OF 5		824 52%	237 49%	251 52%	366 50%	458 54%	136 64%	401 63%	404 63%	420 45%	493 57%	271 45%	653 61%	146 34%	25 30%
						d	d	d		b		bc			
Mean score	3.5	3.5	3.6	3.5	3.6	3.8	3.8	3.8	3.4	3.7	3.4	3.7	3.2	2.7	
					a	d	d	d		b		bc	c		
Standard deviation	.98	1.03	1.01	1.03	.93	.92	.96	.96	.96	.94	1.00	.91	.90	1.24	
Standard error	.02	.05	.05	.04	.03	.06	.04	.04	.03	.03	.04	.03	.04	.14	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	1547	908	403	236	1308	232	293	1155	
Effective Weighted Sample	1327	785	343	200	1115	207	250	991	
Total	1581	932	419	231	1308	265	303	1170	
1 star	(1.0)	51 3%	12 1%	28 7%	10 4%	45 3%	6 2%	6 2%	44 4%
			a	a					
2 stars	(2.0)	134 8%	58 6%	58 14%	18 8%	114 9%	20 7%	29 9%	93 8%
			ac						
3 stars	(3.0)	572 36%	305 33%	178 43%	89 39%	479 37%	90 34%	103 34%	438 37%
			a						
4 stars	(4.0)	553 35%	353 38%	119 28%	80 35%	447 34%	100 38%	103 34%	415 35%
			b						
5 stars	(5.0)	272 17%	203 22%	35 8%	34 15%	223 17%	49 19%	63 21%	179 15%
			bc	b			b		
RATING OF 4-5 OUT OF 5		824 52%	556 60%	154 37%	114 49%	670 51%	150 56%	166 55%	594 51%
			bc	b					
Mean score		3.5	3.7 bc	3.2	3.5 b	3.5	3.6	3.6	3.5
Standard deviation		.98	.92	1.00	.98	.99	.94	.98	.97
Standard error		.02	.03	.05	.06	.03	.06	.06	.03

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17D. Please give a star rating to show how much you think they like Channel 4 channels or All4. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 4 channels or All4 at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	848	172	250	426	423	425	85	87	134	116	204	222	40	335	467	
Effective Weighted Sample	729	145	219	369	364	366	73	72	117	103	177	192	36	285	405	
Total	863	180	228	456	426	437	88	91	120	108	218	238	39	321	495	
1 star	(1.0)	13 2%	5 3%	6 3%	2 *%	9 2%	4 1%	5 5%	1 1%	5 4%	2 2%	- -%	2 1%	1 3%	8 2%	5 1%
2 stars	(2.0)	62 7%	19 11%	19 8%	24 5%	30 7%	33 7%	10 11%	10 11%	9 7%	10 9%	11 5%	13 5%	2 5%	29 9%	31 6%
3 stars	(3.0)	286 33%	65 36%	73 32%	148 33%	143 34%	143 33%	31 35%	34 38%	39 33%	34 32%	73 34%	75 31%	15 38%	107 33%	161 33%
4 stars	(4.0)	334 39%	43 24%	94 41%	196 43%	151 35%	184 42%	17 19%	27 29%	46 38%	48 45%	88 40%	109 46%	10 26%	113 35%	209 42%
5 stars	(5.0)	166 19%	46 25%	35 15%	85 19%	93 22%	73 17%	26 30%	20 21%	21 18%	14 13%	46 21%	40 17%	11 27%	65 20%	89 18%
RATING OF 4-5 OUT OF 5	500 58%	89 50%	129 57%	282 62%	244 57%	257 59%	43 49%	46 51%	67 56%	62 58%	133 61%	148 62%	21 53%	178 55%	298 60%	
Mean score	3.7	3.6	3.6	3.7 b	3.7	3.7	3.6	3.6	3.6	3.6	3.6	3.8	3.7	3.7	3.6	3.7
Standard deviation	.92	1.08	.94	.83	.96	.87	1.18	.97	.99	.89	.84	.83	1.04	.98	.87	
Standard error	.03	.08	.06	.04	.05	.04	.13	.10	.09	.08	.06	.06	.16	.05	.04	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17D. Please give a star rating to show how much you think they like Channel 4 channels or All4. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 4 channels or All4 at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total		848	593	113	86	56	311	206	178	150	694	236	547	100	765	83
Effective Weighted Sample		729	559	107	85	54	272	182	154	131	599	200	471	86	659	71
Total		863	723	76	32	32	276	210	185	190	708	222	557	104	778	85
1 star	(1.0)	13	13	1	-	-	1	4	2	6	11	1	2	-	11	3
		2%	2%	1%	-%	-%	*%	2%	1%	3%	2%	*%	*%	-%	1%	3%
										a					bc	
2 stars	(2.0)	62	51	8	2	1	16	21	14	12	49	12	34	8	52	11
		7%	7%	11%	7%	3%	6%	10%	8%	6%	7%	5%	6%	8%	7%	13%
															bc	
3 stars	(3.0)	286	236	28	9	13	84	84	63	53	242	64	175	21	260	26
		33%	33%	37%	30%	40%	31%	40%	34%	28%	34%	29%	31%	21%	33%	31%
								ad			d		d		d	
4 stars	(4.0)	334	279	27	16	12	119	69	78	68	258	90	213	42	298	37
		39%	39%	35%	52%	38%	43%	33%	42%	36%	36%	41%	38%	41%	38%	43%
					ab		b									
5 stars	(5.0)	166	145	12	4	6	57	32	27	50	147	56	133	32	158	8
		19%	20%	16%	12%	18%	20%	15%	15%	26%	21%	25%	24%	31%	20%	10%
										bc	f	f	f	aef	f	
RATING OF 4-5 OUT OF 5		500	424	39	20	18	175	101	105	118	405	146	346	74	455	45
		58%	59%	51%	63%	56%	64%	48%	57%	62%	57%	66%	62%	71%	59%	53%
							b			b		a		aef		
Mean score		3.7	3.7	3.5	3.7	3.7	3.8	3.5	3.6	3.8	3.7	3.8	3.8	3.9	3.7	3.4
							b			b	f	aef	af	aef	f	
Standard deviation		.92	.93	.92	.78	.81	.85	.93	.87	1.02	.93	.87	.89	.91	.91	.95
Standard error		.03	.04	.09	.08	.11	.05	.06	.07	.08	.04	.06	.04	.09	.03	.10

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17D. Please give a star rating to show how much you think they like Channel 4 channels or All4. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 4 channels or All4 at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	848	224	265	359	489	131	394	400	448	515	281	584	219	45	
Effective Weighted Sample	729	193	228	308	421	115	343	349	381	447	239	506	186	38	
Total	863	229	260	360	502	134	395	401	462	530	285	605	214	43	
1 star	(1.0)	13 2%	5 2%	2 1%	6 2%	7 1%	- -%	2 1%	2 1%	11 2%	2 *%	10 4%	3 *%	10 5%	1 3%
										bc	a	a	a		
2 stars	(2.0)	62 7%	26 11%	20 8%	33 9%	29 6%	3 3%	20 5%	20 5%	43 9%	28 5%	31 11%	29 5%	25 12%	8 18%
			d							abc	a	a	a	a	
3 stars	(3.0)	286 33%	77 34%	76 29%	112 31%	174 35%	33 25%	105 27%	108 27%	179 39%	169 32%	102 36%	186 31%	87 41%	14 32%
										abc			a		
4 stars	(4.0)	334 39%	76 33%	95 36%	128 36%	206 41%	56 42%	169 43%	171 43%	163 35%	221 42%	98 34%	248 41%	73 34%	13 29%
								d	d						
5 stars	(5.0)	166 19%	45 20%	67 26%	81 22%	85 17%	41 31%	99 25%	100 25%	66 14%	110 21%	45 16%	140 23%	18 9%	8 19%
				d			d	d	d				b		
RATING OF 4-5 OUT OF 5	500 58%	120 53%	162 62%	209 58%	291 58%	98 73%	269 68%	272 68%	229 50%	331 62%	142 50%	388 64%	92 43%	21 48%	
			a			d	d	d		b		bc			
Mean score	3.7	3.6	3.8 a	3.7	3.7	4.0 d	3.9 d	3.9 d	3.5	3.8 b	3.5	3.8 bc	3.3	3.4	
Standard deviation	.92	1.00	.94	.98	.88	.81	.86	.86	.93	.85	1.00	.86	.95	1.08	
Standard error	.03	.07	.06	.05	.04	.07	.04	.04	.04	.04	.06	.04	.06	.16	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17D. Please give a star rating to show how much you think they like Channel 4 channels or All4. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 4 channels or All4 at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	848	537	197	114	716	128	156	647	
Effective Weighted Sample	729	463	169	98	613	113	132	558	
Total	863	552	201	110	718	140	161	649	
1 star	(1.0)	13 2%	6 1%	7 4%	- -%	10 1%	3 2%	3 2%	10 2%
2 stars	(2.0)	62 7%	31 6%	23 11%	9 8%	44 6%	18 13%	18 11%	40 6%
3 stars	(3.0)	286 33%	164 30%	81 40%	42 38%	243 34%	41 29%	51 31%	219 34%
4 stars	(4.0)	334 39%	220 40%	68 34%	47 43%	283 39%	50 36%	42 26%	273 42%
5 stars	(5.0)	166 19%	131 24%	23 11%	13 12%	138 19%	27 19%	48 30%	107 16%
RATING OF 4-5 OUT OF 5		500 58%	351 64%	90 45%	59 54%	421 59%	77 55%	90 56%	380 59%
Mean score		3.7	3.8 bc	3.4	3.6	3.7	3.6	3.7	3.7
Standard deviation		.92	.90	.95	.80	.90	1.02	1.07	.88
Standard error		.03	.04	.07	.07	.03	.09	.09	.03

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	1021	433	274	314	497	524	219	214	130	144	148	166	146	525	340	
Effective Weighted Sample	872	363	240	274	425	447	185	178	112	127	130	144	124	445	297	
Total	1020	435	247	338	494	526	220	216	117	130	158	180	130	518	363	
1 star	(1.0)	61 6%	35 8%	20 8%	6 2%	28 6%	33 6%	21 9%	14 7%	5 4%	14 11%	2 1%	4 2%	10 8%	41 8%	9 3%
2 stars	(2.0)	104 10%	50 11%	29 12%	26 8%	50 10%	53 10%	18 8%	31 14%	15 13%	13 10%	17 11%	9 5%	10 8%	65 12%	29 8%
3 stars	(3.0)	332 33%	126 29%	77 31%	130 38%	164 33%	168 32%	68 31%	58 27%	36 31%	41 31%	61 39%	69 38%	37 28%	158 31%	133 37%
4 stars	(4.0)	316 31%	131 30%	74 30%	110 33%	149 30%	167 32%	62 28%	69 32%	34 29%	41 31%	53 33%	57 32%	36 28%	161 31%	117 32%
5 stars	(5.0)	207 20%	93 21%	48 19%	66 20%	103 21%	105 20%	51 23%	43 20%	26 23%	21 16%	25 16%	41 23%	37 29%	93 18%	74 20%
RATING OF 4-5 OUT OF 5	523 51%	225 52%	122 50%	176 52%	251 51%	272 52%	113 51%	112 52%	60 52%	62 47%	78 50%	98 54%	73 56%	254 49%	192 53%	
Mean score	3.5	3.5	3.4	3.6 b	3.5	3.5	3.5	3.4	3.5	3.3	3.5	3.7 bd	3.6	3.4	3.6 b	
Standard deviation	1.10	1.18	1.16	.94	1.10	1.11	1.20	1.16	1.11	1.19	.93	.96	1.20	1.15	.98	
Standard error	.03	.06	.07	.05	.05	.05	.08	.08	.10	.10	.08	.07	.10	.05	.05	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	1021	701	124	118	78	357	242	218	203	845	228	622	105	919	102	
Effective Weighted Sample	872	659	118	117	74	314	208	189	175	722	196	534	91	786	87	
Total	1020	848	83	44	45	319	235	217	248	848	221	620	107	924	96	
1 star	(1.0)	61 6%	49 6%	5 6%	3 6%	4 9%	11 4%	11 5%	23 10% ab	16 6%	46 5% d	12 6% d	20 3%	1 *% d	49 5% d	11 12% acde
2 stars	(2.0)	104 10%	89 10%	7 8%	6 13%	2 5%	27 8%	27 11%	27 12%	23 9%	91 11% c	16 7%	44 7%	5 5%	95 10% c	9 9%
3 stars	(3.0)	332 33%	274 32%	32 38%	15 34%	12 26%	95 30%	97 41% acd	69 32%	71 29%	277 33%	74 33%	196 32%	27 25%	297 32%	35 37%
4 stars	(4.0)	316 31%	261 31%	24 28%	14 33%	17 38%	122 38% bcd	66 28%	54 25%	73 29%	252 30%	74 34%	213 34%	42 39%	289 31%	27 28%
5 stars	(5.0)	207 20%	175 21%	16 19%	6 14%	10 22%	63 20%	34 14%	44 20%	66 26% b	182 21%	45 20%	147 24%	32 30% ef	194 21%	14 14%
RATING OF 4-5 OUT OF 5		523 51%	436 51%	39 47%	20 47%	27 60%	186 58% bc	100 42%	99 45%	138 56% b	434 51%	119 54%	360 58% aef	74 69% abcef	482 52%	41 43%
Mean score		3.5	3.5	3.5	3.3	3.6	3.6 bc	3.4	3.3	3.6 bc	3.5 f	3.6 f	3.7 aef	3.9 abcef	3.5 f	3.2
Standard deviation		1.10	1.10	1.08	1.08	1.16	1.01	1.01	1.23	1.16	1.11	1.06	1.01	.89	1.09	1.17
Standard error		.03	.04	.10	.10	.13	.05	.07	.08	.08	.04	.07	.04	.09	.04	.12

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	1021	461	330	598	423	140	429	433	588	490	401	697	267	57	
Effective Weighted Sample	872	393	282	509	363	123	373	376	496	425	337	602	222	48	
Total	1020	459	319	592	428	145	429	433	587	498	400	705	259	56	
1 star	(1.0)	61 6%	37 8%	17 5%	42 7%	19 4%	5 3%	14 3%	14 3%	47 8%	20 4%	31 8%	22 3%	28 11%	11 19%
			d							bc		a		a	a
2 stars	(2.0)	104 10%	57 12%	37 11%	67 11%	37 9%	10 7%	27 6%	28 6%	76 13%	41 8%	54 14%	52 7%	45 18%	6 11%
										bc		a		a	
3 stars	(3.0)	332 33%	134 29%	89 28%	174 29%	158 37%	43 30%	115 27%	115 27%	217 37%	156 31%	148 37%	206 29%	108 41%	19 33%
						abc				bc				a	
4 stars	(4.0)	316 31%	135 29%	98 31%	179 30%	137 32%	45 31%	155 36%	157 36%	159 27%	171 34%	108 27%	249 35%	53 21%	14 25%
								d	d		b		b		
5 stars	(5.0)	207 20%	97 21%	78 24%	130 22%	77 18%	42 29%	118 28%	119 28%	88 15%	110 22%	59 15%	176 25%	25 9%	7 12%
				d			d	d	d		b		bc		
RATING OF 4-5 OUT OF 5		523 51%	232 51%	177 55%	309 52%	214 50%	87 60%	274 64%	276 64%	247 42%	281 56%	167 42%	425 60%	78 30%	20 37%
							d	d	d		b		bc		
Mean score		3.5	3.4	3.6	3.5	3.5	3.8	3.8	3.8	3.3	3.6	3.3	3.7	3.0	3.0
							d	d	d		b		bc		
Standard deviation		1.10	1.18	1.14	1.16	1.02	1.05	1.02	1.02	1.12	1.04	1.11	1.02	1.10	1.27
Standard error		.03	.06	.06	.05	.05	.09	.05	.05	.05	.05	.06	.04	.07	.17

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	1021	628	255	138	874	140	197	757	
Effective Weighted Sample	872	541	216	115	741	125	170	644	
Total	1020	629	258	133	855	156	203	749	
1 star	(1.0)	61 6%	23 4%	30 12% a	8 6%	55 6%	5 3%	11 5%	47 6%
2 stars	(2.0)	104 10%	54 9%	34 13%	15 11%	84 10%	20 13%	22 11%	75 10%
3 stars	(3.0)	332 33%	189 30%	91 35%	52 39%	292 34% b	36 23%	59 29%	261 35%
4 stars	(4.0)	316 31%	208 33%	67 26%	41 31%	261 30%	53 34%	67 33%	222 30%
5 stars	(5.0)	207 20%	155 25% bc	36 14%	17 13%	164 19%	42 27% a	43 21%	144 19%
RATING OF 4-5 OUT OF 5		523 51%	362 58% bc	103 40%	58 44%	425 50%	95 61% a	111 54%	366 49%
Mean score		3.5	3.7 bc	3.2	3.3	3.5	3.7 a	3.5	3.5
Standard deviation		1.10	1.05	1.18	1.03	1.10	1.11	1.11	1.10
Standard error		.03	.04	.07	.09	.04	.09	.08	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	1842	531	590	721	954	888	275	256	307	283	372	349	152	895	779	
Effective Weighted Sample	1552	438	509	617	804	748	225	214	266	243	320	297	129	748	666	
Total	1785	525	505	755	922	863	265	260	264	241	392	362	134	829	806	
1 star	(1.0)	55 3%	21 4%	13 3%	21 3%	23 2%	32 4%	10 4%	11 4%	3 1%	10 4%	10 3%	11 3%	5 4%	26 3%	23 3%
2 stars	(2.0)	74 4%	28 5%	22 4%	23 3%	36 4%	37 4%	18 7%	11 4%	10 4%	12 5%	8 2%	15 4%	6 5%	43 5%	25 3%
3 stars	(3.0)	380 21%	128 24%	94 19%	158 21%	172 19%	208 24%	58 22%	70 27%	49 18%	45 19%	65 17%	93 26%	29 21%	178 21%	170 21%
4 stars	(4.0)	656 37%	203 39%	175 35%	277 37%	361 39%	295 34%	109 41%	94 36%	92 35%	83 34%	159 41%	118 33%	53 40%	300 36%	296 37%
5 stars	(5.0)	620 35%	144 27%	200 40%	276 37%	330 36%	290 34%	70 27%	74 28%	110 42%	91 38%	150 38%	126 35%	40 30%	283 34%	293 36%
RATING OF 4-5 OUT OF 5		1276 71%	347 66%	376 74%	553 73%	691 75%	585 68%	180 68%	168 65%	202 76%	174 72%	309 79%	244 67%	94 70%	583 70%	588 73%
Mean score	4.0	3.8	4.0	4.0	4.0	3.9	3.8	3.8	4.1	4.0	4.1	3.9	3.9	3.9	4.0	
Standard deviation	1.00	1.03	1.00	.97	.96	1.04	1.02	1.04	.93	1.07	.92	1.01	1.02	1.02	.98	
Standard error	.02	.04	.04	.04	.03	.03	.06	.06	.05	.06	.05	.05	.08	.03	.04	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total		1842	1207	250	257	128	650	433	417	339	1113	331	981	128	1415	427
Effective Weighted Sample		1552	1133	237	255	122	564	373	352	285	936	275	828	107	1191	361
Total		1785	1451	168	94	72	560	422	400	400	1085	302	960	124	1380	405
1 star	(1.0)	55	49	1	4	1	14	12	11	18	28	7	15	1	35	20
		3%	3%	1%	4%	1%	2%	3%	3%	4%	3%	2%	2%	1%	3%	5%
			b		b											ace
2 stars	(2.0)	74	59	4	6	4	19	19	14	22	33	8	24	4	45	29
		4%	4%	3%	7%	6%	3%	5%	3%	6%	3%	3%	3%	3%	3%	7%
					b											abce
3 stars	(3.0)	380	311	33	19	17	115	106	85	73	221	57	168	20	285	95
		21%	21%	19%	21%	24%	21%	25%	21%	18%	20%	19%	18%	16%	21%	23%
								d								c
4 stars	(4.0)	656	533	66	34	22	217	167	136	132	405	115	370	35	516	140
		37%	37%	40%	36%	31%	39%	40%	34%	33%	37%	38%	39%	28%	37%	35%
												d				
5 stars	(5.0)	620	499	63	31	27	195	118	153	154	399	115	382	65	499	121
		35%	34%	38%	32%	38%	35%	28%	38%	39%	37%	38%	40%	52%	36%	30%
							b		b	b	f	f	f	abcef	f	
RATING OF 4-5 OUT OF 5		1276	1032	130	65	50	412	284	290	286	804	230	753	100	1015	261
		71%	71%	77%	69%	69%	74%	67%	72%	72%	74%	76%	78%	80%	74%	64%
				c			b				f	f	aef	f	f	
Mean score		4.0	3.9	4.1	3.9	4.0	4.0	3.9	4.0	4.0	4.0	4.1	4.1	4.3	4.0	3.8
				ac			b		b		f	f	aef	aef	f	
Standard deviation		1.00	1.01	.86	1.08	1.00	.96	.97	.99	1.10	.96	.94	.89	.90	.96	1.10
Standard error		.02	.03	.05	.07	.09	.04	.05	.05	.06	.03	.05	.03	.08	.03	.05

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	1842	475	412	685	1157	222	663	676	1166	929	752	1141	586	115	
Effective Weighted Sample	1552	398	345	573	979	191	568	579	974	794	626	967	488	96	
Total	1785	466	380	655	1130	220	635	648	1137	911	726	1117	556	112	
1 star	(1.0)	55 3%	13 3%	8 2%	15 2%	40 4%	3 2%	7 1%	8 1%	47 4%	19 2%	26 4%	18 2%	23 4%	14 12%
									bc				a	ab	
2 stars	(2.0)	74 4%	11 2%	4 1%	14 2%	60 5%	10 5%	18 3%	19 3%	55 5%	26 3%	44 6%	21 2%	45 8%	8 7%
					abc							a	a	a	
3 stars	(3.0)	380 21%	110 24%	57 15%	137 21%	243 22%	40 18%	106 17%	110 17%	270 24%	158 17%	195 27%	189 17%	162 29%	29 26%
			b		b	b			bc		a		a	a	
4 stars	(4.0)	656 37%	175 38%	146 38%	250 38%	406 36%	70 32%	233 37%	234 36%	422 37%	354 39%	242 33%	419 38%	209 38%	28 25%
										b			c	c	
5 stars	(5.0)	620 35%	156 33%	164 43%	240 37%	380 34%	96 44%	272 43%	276 43%	344 30%	354 39%	220 30%	469 42%	118 21%	33 30%
				acd			d	d	d		b		bc		
RATING OF 4-5 OUT OF 5	1276 71%	331 71%	310 82%	490 75%	786 70%	166 75%	505 79%	510 79%	766 67%	708 78%	461 64%	888 80%	326 59%	61 55%	
			acd	d		d	d	d		b		bc			
Mean score	4.0	4.0	4.2	4.0	3.9	4.1	4.2	4.2	3.8	4.1	3.8	4.2	3.6	3.5	
			acd	d		d	d	d		b		bc			
Standard deviation	1.00	.96	.89	.93	1.04	.97	.88	.90	1.04	.93	1.05	.89	1.03	1.32	
Standard error	.02	.04	.04	.04	.03	.07	.03	.03	.03	.03	.04	.03	.04	.12	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	1842	959	579	304	1557	278	352	1391	
Effective Weighted Sample	1552	808	491	253	1299	248	295	1173	
Total	1785	926	578	281	1472	304	345	1334	
1 star	(1.0)	55 3%	16 2%	35 6%	4 1%	51 3%	4 1%	11 3%	40 3%
				ac					
2 stars	(2.0)	74 4%	20 2%	41 7%	12 4%	65 4%	9 3%	13 4%	54 4%
				a					
3 stars	(3.0)	380 21%	157 17%	156 27%	68 24%	311 21%	69 23%	83 24%	279 21%
				a	a				
4 stars	(4.0)	656 37%	362 39%	195 34%	99 35%	532 36%	118 39%	106 31%	509 38%
								a	
5 stars	(5.0)	620 35%	371 40%	151 26%	98 35%	513 35%	105 34%	132 38%	451 34%
			b	b					
RATING OF 4-5 OUT OF 5	1276 71%	734 79%	346 60%	197 70%	1045 71%	223 73%	238 69%	960 72%	
			bc	b					
Mean score	4.0	4.1 bc	3.7	4.0 b	3.9	4.0	4.0	4.0	
Standard deviation	1.00	.89	1.12	.95	1.02	.90	1.04	.99	
Standard error	.02	.03	.05	.05	.03	.05	.06	.03	

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17G. Please give a star rating to show how much you think they like Amazon Prime Video. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Amazon Prime Video at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	1590	489	482	619	795	795	249	240	231	251	315	304	142	752	681	
Effective Weighted Sample	1353	412	424	528	681	673	212	200	204	220	271	257	122	640	582	
Total	1558	498	420	640	786	771	253	244	200	220	333	307	134	712	698	
1 star	(1.0)	2	1	1	-	2	1	1	-	*	1	-	-	-	2	*
		0.3%	0.2%	0.2%	0.0%	0.3%	0.1%	0.4%	0.0%	0.5%	0.3%	0.3%	0.0%	0.0%	0.3%	0.5%
2 stars	(2.0)	35	14	11	10	17	18	9	5	5	6	3	7	2	21	12
		2.3%	3.3%	2.6%	1.6%	2.2%	2.3%	3.6%	2.1%	2.5%	1.8%	1.0%	2.3%	1.4%	3.0%	1.7%
3 stars	(3.0)	283	99	69	115	132	151	47	52	28	41	57	58	34	122	126
		18.1%	20.0%	10.8%	18.1%	16.9%	19.7%	18.6%	21.3%	14.0%	18.6%	17.1%	19.0%	25.4%	17.2%	18.2%
4 stars	(4.0)	621	194	176	251	296	325	94	101	78	98	125	127	52	296	268
		40.5%	39.1%	27.6%	39.2%	37.7%	42.1%	37.2%	41.4%	39.0%	45.4%	37.6%	41.4%	39.0%	41.8%	38.6%
5 stars	(5.0)	616	189	163	264	339	277	103	87	89	74	148	116	47	270	292
		40.2%	38.1%	25.5%	41.2%	43.2%	35.9%	40.7%	36.1%	44.5%	22.2%	45.0%	37.8%	35.1%	38.1%	42.0%
RATING OF 4-5 OUT OF 5	1237	383	339	515	635	602	196	187	167	172	273	243	98	566	560	
	79%	77%	81%	80%	81%	78%	77%	77%	83%	78%	82%	79%	73%	80%	80%	
Mean score	4.2	4.1	4.2	4.2	4.2	4.1	4.1	4.1	4.1	4.2	4.1	4.3	4.1	4.1	4.1	4.2
					b					d		bd				
Standard deviation	.81	.84	.81	.78	.81	.80	.87	.80	.80	.80	.81	.77	.80	.81	.82	.79
Standard error	.02	.04	.04	.03	.03	.03	.06	.05	.05	.05	.05	.04	.05	.07	.03	.03

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17G. Please give a star rating to show how much you think they like Amazon Prime Video. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Amazon Prime Video at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	1590	1080	201	202	107	589	406	303	290	974	315	783	120	1169	421	
Effective Weighted Sample	1353	1016	193	201	103	518	350	258	244	831	271	673	104	1000	354	
Total	1558	1291	132	75	60	523	396	296	340	957	303	781	124	1153	405	
1 star	(1.0)	2 *%	1 *%	- -%	1 1% a	* 1% a	- -%	1 *%	1 *%	* *%	2 *%	* *%	- -%	* *%	2 *%	* *%
2 stars	(2.0)	35 2%	27 2%	4 3%	4 5% a	1 1% a	11 2%	12 3%	3 1%	9 3%	22 2%	7 2%	16 2%	2 2%	26 2%	9 2%
3 stars	(3.0)	283 18%	230 18% c	33 25% ac	9 12% c	12 19% c	82 16% d	86 22% d	53 18% d	62 18% d	148 16% d	49 16% d	131 17% d	19 15% d	202 18% d	81 20% d
4 stars	(4.0)	621 40%	515 40% b	55 41% b	31 42% b	20 34% b	240 46% b	167 42% b	114 38% b	101 30% ab	378 39% f	127 42% f	310 40% f	46 37% f	454 39% f	167 41% f
5 stars	(5.0)	616 40%	517 40% b	40 31% b	31 41% b	27 45% b	191 36% b	131 33% b	125 42% b	168 49% ab	408 43% f	119 39% f	325 42% f	57 46% f	468 41% f	147 36% f
RATING OF 4-5 OUT OF 5		1237 79%	1033 80% b	95 72% b	62 83% b	48 79% b	430 82% b	298 75% b	238 81% b	269 79% b	785 82% f	246 81% f	635 81% f	102 83% f	923 80% f	314 78% f
Mean score		4.2	4.2 b	4.0	4.2 b	4.2 b	4.2 b	4.0	4.2 b	4.3 b	4.2 f	4.2	4.2	4.3	4.2	4.1
Standard deviation		.81	.80	.83	.89	.85	.76	.83	.79	.85	.80	.80	.79	.80	.81	.81
Standard error		.02	.02	.06	.06	.08	.03	.04	.05	.05	.03	.04	.03	.07	.02	.04

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17G. Please give a star rating to show how much you think they like Amazon Prime Video. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Amazon Prime Video at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	1590	410	355	583	1007	166	527	533	1057	753	690	965	503	122	
Effective Weighted Sample	1353	350	304	498	856	145	458	464	890	653	578	828	424	102	
Total	1558	403	335	565	993	165	512	519	1039	744	668	954	490	113	
1 star	(1.0)	2 *%	1 *%	2 *%	2 *%	1 *%	- -%	- -%	- -%	2 *%	* *%	2 *%	* *%	* *%	2 2%
2 stars	(2.0)	35 2%	12 3%	9 3%	15 3%	20 2%	2 1%	8 2%	8 2%	27 3%	14 2%	20 3%	13 1%	16 3%	6 6%
3 stars	(3.0)	283 18%	70 17%	49 15%	89 16%	193 19%	23 14%	79 15%	80 16%	202 19%	126 17%	126 19%	145 15%	117 24%	21 18%
4 stars	(4.0)	621 40%	143 36%	124 37%	214 38%	408 41%	56 34%	202 39%	206 40%	415 40%	304 41%	265 40%	373 39%	209 43%	39 35%
5 stars	(5.0)	616 40%	177 44%	150 45%	244 43%	371 37%	84 51%	222 43%	224 43%	391 38%	300 40%	255 38%	423 44%	148 30%	45 40%
RATING OF 4-5 OUT OF 5		1237 79%	320 79%	275 82%	458 81%	779 78%	140 85%	424 83%	430 83%	807 78%	604 81%	520 78%	796 83%	357 73%	84 74%
Mean score		4.2	4.2	4.2	4.2	4.1	4.3 d	4.2 d	4.2 d	4.1	4.2	4.1	4.3 bc	4.0	4.1
Standard deviation		.81	.85	.83	.83	.80	.76	.77	.77	.83	.78	.84	.76	.82	.97
Standard error		.02	.04	.04	.03	.03	.06	.03	.03	.03	.03	.03	.02	.04	.09

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17G. Please give a star rating to show how much you think they like Amazon Prime Video. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Amazon Prime Video at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	1590	819	532	239	1359	226	288	1215
Effective Weighted Sample	1353	706	446	202	1147	202	242	1038
Total	1558	811	524	222	1304	247	281	1185
1 star	(1.0)	2	2	*	2	-	*	2
		-%	-%	-%	-%	-%	-%	-%
2 stars	(2.0)	35	17	6	33	3	7	25
		2%	3%	3%	2%	1%	3%	2%
			a					
3 stars	(3.0)	283	108	46	235	46	49	219
		18%	21%	21%	18%	19%	17%	18%
			a					
4 stars	(4.0)	621	214	97	521	99	103	483
		40%	41%	44%	40%	40%	37%	41%
5 stars	(5.0)	616	183	73	513	99	122	457
		40%	35%	33%	39%	40%	43%	39%
			bc					
RATING OF 4-5 OUT OF 5	1237	670	397	170	1034	198	225	940
	79%	83%	76%	77%	79%	80%	80%	79%
		b						
Mean score	4.2	4.3	4.1	4.1	4.2	4.2	4.2	4.2
		bc						
Standard deviation	.81	.77	.85	.81	.82	.77	.82	.80
Standard error	.02	.03	.04	.05	.02	.05	.05	.02

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17H. Please give a star rating to show how much you think they like YouTube (including YouTube Kids). (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches YouTube (including YouTube Kids) at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	3020	1014	1045	961	1565	1455	520	494	539	506	506	455	316	1591	1080	
Effective Weighted Sample	2554	838	905	830	1327	1227	430	408	465	439	442	388	265	1333	934	
Total	2958	1020	916	1022	1537	1422	519	501	468	448	549	473	293	1498	1137	
1 star	(1.0)	1	-	*	1	-	1	-	-	-	*	-	1	-	*	1
		100%	0%	100%	100%	0%	100%	0%	0%	0%	100%	0%	100%	0%	100%	100%
2 stars	(2.0)	17	7	2	8	10	7	4	4	1	1	5	2	1	9	8
		1%	1%	100%	1%	1%	1%	1%	1%	100%	100%	1%	100%	100%	1%	1%
3 stars	(3.0)	195	81	45	69	93	103	36	46	25	20	32	37	24	95	76
		7%	8%	5%	7%	6%	7%	7%	9%	5%	5%	6%	8%	8%	6%	7%
4 stars	(4.0)	715	231	167	317	342	373	107	125	85	81	150	167	66	291	346
		24%	23%	18%	31%	22%	26%	21%	25%	18%	18%	27%	35%	23%	19%	30%
5 stars	(5.0)	2029	700	702	628	1092	937	373	327	357	345	362	266	202	1103	706
		69%	69%	77%	61%	71%	66%	72%	65%	76%	77%	66%	56%	69%	74%	62%
RATING OF 4-5 OUT OF 5		2745	931	869	945	1434	1311	480	451	442	426	512	433	268	1394	1052
		93%	91%	95%	92%	93%	92%	92%	90%	95%	95%	93%	92%	92%	93%	93%
Mean score	4.6	4.6	4.7	4.5	4.6	4.6	4.6	4.6	4.5	4.7	4.7	4.6	4.5	4.6	4.7	4.5
Standard deviation	.64	.67	.57	.66	.62	.66	.64	.69	.57	.57	.65	.67	.65	.62	.66	
Standard error	.01	.02	.02	.02	.02	.02	.03	.03	.02	.03	.03	.03	.04	.02	.02	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17H. Please give a star rating to show how much you think they like YouTube (including YouTube Kids). (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches YouTube (including YouTube Kids) at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total		3020	2002	402	402	214	946	757	654	657	1684	486	1301	139	2093	927
Effective Weighted Sample		2554	1884	387	399	203	830	652	553	551	1433	415	1111	119	1783	771
Total		2958	2423	265	147	123	842	720	622	768	1674	457	1295	139	2076	882
1 star	(1.0)	1	-	1	-	*	-	1	*	-	-	-	1	-	1	*
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
				a		a										
2 stars	(2.0)	17	15	1	1	*	3	2	6	6	8	2	6	-	10	7
		1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%
3 stars	(3.0)	195	162	17	9	7	57	56	24	57	114	30	77	12	131	64
		7%	7%	7%	6%	6%	7%	8%	4%	7%	7%	7%	6%	8%	6%	7%
							c	c		c						
4 stars	(4.0)	715	588	63	34	30	223	167	156	170	427	128	335	31	522	193
		24%	24%	24%	23%	24%	26%	23%	25%	22%	26%	28%	26%	22%	25%	22%
											f	f				
5 stars	(5.0)	2029	1658	182	104	85	559	495	436	536	1125	297	877	97	1412	617
		69%	68%	69%	70%	69%	66%	69%	70%	70%	67%	65%	68%	69%	68%	70%
RATING OF 4-5 OUT OF 5		2745	2246	245	138	115	782	662	591	706	1553	425	1212	127	1935	810
		93%	93%	93%	93%	94%	93%	92%	95%	92%	93%	93%	94%	92%	93%	92%
									bd							
Mean score		4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6
Standard deviation		.64	.64	.66	.62	.65	.63	.65	.62	.66	.64	.64	.63	.64	.63	.66
Standard error		.01	.01	.03	.03	.04	.02	.02	.02	.03	.02	.03	.02	.05	.01	.02

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17H. Please give a star rating to show how much you think they like YouTube (including YouTube Kids). (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches YouTube (including YouTube Kids) at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	3020	785	579	1076	1944	286	851	867	2153	1342	1351	1721	1062	237	
Effective Weighted Sample	2554	664	496	913	1640	247	737	751	1804	1154	1131	1465	891	197	
Total	2958	788	554	1059	1899	277	823	839	2120	1321	1323	1703	1031	224	
1 star	(1.0)	1	-	-	-	1	-	-	-	1	1	-	*	-	1
		*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%
2 stars	(2.0)	17	6	3	7	10	*	4	4	13	6	8	4	10	3
		1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%
													a	a	a
3 stars	(3.0)	195	64	35	79	117	15	48	50	146	72	102	81	95	19
		7%	8%	6%	7%	6%	5%	6%	6%	7%	5%	8%	5%	9%	9%
												a	a	a	a
4 stars	(4.0)	715	179	133	250	465	72	210	213	502	328	321	428	240	48
		24%	23%	24%	24%	25%	26%	26%	25%	24%	25%	24%	25%	23%	21%
5 stars	(5.0)	2029	538	383	724	1305	190	561	572	1458	915	893	1190	686	153
		69%	68%	69%	68%	69%	68%	68%	68%	69%	69%	67%	70%	67%	68%
RATING OF 4-5 OUT OF 5		2745	717	516	974	1771	262	770	785	1960	1242	1213	1618	926	200
		93%	91%	93%	92%	93%	95%	94%	94%	92%	94%	92%	95%	90%	90%
										b		bc			
Mean score		4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6
													b		
Standard deviation		.64	.67	.63	.65	.63	.59	.62	.62	.65	.62	.66	.58	.70	.74
Standard error		.01	.02	.03	.02	.01	.03	.02	.02	.01	.02	.02	.01	.02	.05

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17H. Please give a star rating to show how much you think they like YouTube (including YouTube Kids). (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches YouTube (including YouTube Kids) at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	3020	1395	1090	535	2487	519	571	2296
Effective Weighted Sample	2554	1192	917	445	2083	461	479	1945
Total	2958	1367	1075	516	2370	571	569	2222
1 star	(1.0)	1	1	-	1	-	-	1
		0.03%	0.03%	0.00%	0.03%	0.00%	0.00%	0.03%
2 stars	(2.0)	17	9	2	12	3	4	10
		0.57%	0.27%	0.06%	0.51%	0.12%	0.70%	0.45%
3 stars	(3.0)	195	79	25	160	35	37	145
		6.59%	2.98%	0.95%	6.75%	1.23%	6.53%	6.52%
4 stars	(4.0)	715	246	116	571	141	127	548
		24.17%	10.78%	4.57%	24.09%	5.27%	22.32%	24.66%
5 stars	(5.0)	2029	741	372	1626	392	401	1518
		68.22%	29.23%	12.00%	68.22%	15.78%	70.45%	68.16%
RATING OF 4-5 OUT OF 5		2745	986	488	2197	532	528	2066
		92.97%	38.21%	18.72%	92.97%	23.17%	92.97%	92.97%
Mean score		4.6	4.6	4.7	4.6	4.6	4.6	4.6
				a				
Standard deviation		.64	.67	.59	.64	.63	.64	.63
Standard error		.01	.02	.03	.01	.03	.03	.01

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q171. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Disney+ at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	2460	933	823	704	1137	1323	432	501	377	446	328	376	291	1346	804	
Effective Weighted Sample	2076	778	713	603	967	1109	362	416	328	385	285	318	245	1132	688	
Total	2377	936	702	739	1115	1263	438	499	326	377	351	388	258	1272	832	
1 star	(1.0)	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	
2 stars	(2.0)	12 1%	3 *%	3 *%	6 1%	9 1%	3 *%	3 1%	1 *%	1 *%	2 1%	6 2% bf	* *%	1 1%	2 *% b	8 1% b
3 stars	(3.0)	164 7%	60 6%	40 6%	63 9%	73 7%	91 7%	30 7%	30 6%	17 5%	24 6%	26 7%	37 10% c	17 6%	76 6%	69 8%
4 stars	(4.0)	694 29%	266 28%	190 27%	238 32% b	373 33% b	320 25% b	130 30% d	136 27% d	109 33% d	81 22% d	134 38% abdf	104 27%	72 28%	355 28%	263 32%
5 stars	(5.0)	1507 63% c	607 65% c	469 67% c	431 58%	660 59%	847 67% a	275 63% e	332 67% e	200 61% e	269 72% acef	186 53% e	246 63% e	168 65%	839 66% c	491 59%
RATING OF 4-5 OUT OF 5	2201 93%	873 93%	659 94% c	669 91%	1033 93%	1168 92%	405 93%	468 94%	308 95% f	351 93%	320 91%	349 90%	240 93%	1194 94% c	754 91%	
Mean score	4.6	4.6 c	4.6 c	4.5	4.5	4.6 a	4.5 e	4.6 e	4.6 e	4.6 aef	4.4	4.5	4.6	4.6 c	4.5	
Standard deviation	.65	.63	.62	.69	.66	.64	.65	.61	.61	.63	.70	.69	.64	.61	.70	
Standard error	.01	.02	.02	.03	.02	.02	.03	.03	.03	.03	.04	.04	.04	.02	.02	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q171. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Disney+ at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2460	1605	366	318	171	798	650	502	506	1417	395	1070	122	1744	716
Effective Weighted Sample	2076	1505	351	316	163	695	560	428	422	1201	335	909	105	1478	599
Total	2377	1922	241	117	97	686	612	490	586	1388	367	1055	123	1705	672
1 star	(1.0)	1	-	1	-	-	1	-	-	-	-	1	-	1	-
		*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%
			a												
2 stars	(2.0)	12	11	1	*	8	2	1	1	5	3	9	2	9	3
		1%	1%	*%	*%	1%	*%	*%	*%	*%	1%	1%	2%	1%	*%
				a									a		
3 stars	(3.0)	164	128	21	8	6	54	41	26	43	91	33	73	6	117
		7%	7%	9%	7%	7%	8%	7%	5%	7%	7%	9%	7%	5%	7%
4 stars	(4.0)	694	555	78	32	28	194	198	170	129	384	104	296	35	486
		29%	29%	32%	27%	29%	28%	32%	35%	22%	28%	28%	28%	29%	28%
							d	d	ad						
5 stars	(5.0)	1507	1228	140	77	62	429	370	293	413	907	227	677	79	1092
		63%	64%	58%	66%	64%	63%	60%	60%	70%	65%	62%	64%	65%	64%
			b		b				abc						
RATING OF 4-5 OUT OF 5		2201	1783	218	108	91	623	568	463	542	1291	331	973	114	1578
		93%	93%	91%	93%	93%	91%	93%	95%	92%	93%	90%	92%	93%	93%
									a						
Mean score		4.6	4.6	4.5	4.6	4.6	4.5	4.5	4.5	4.6	4.6	4.5	4.6	4.6	4.6
			b		b					abc					
Standard deviation		.65	.64	.70	.64	.62	.69	.65	.61	.63	.63	.69	.67	.67	.65
Standard error		.01	.02	.04	.04	.05	.02	.03	.03	.03	.02	.03	.02	.06	.02

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q171. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Disney+ at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	2460	702	493	936	1524	236	709	722	1738	1073	1098	1455	828	177	
Effective Weighted Sample	2076	596	419	793	1283	203	610	622	1456	919	920	1231	696	149	
Total	2377	691	462	907	1470	220	673	686	1691	1042	1069	1411	800	166	
1 star	(1.0)	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%
															a
2 stars	(2.0)	12 1%	- -%	3 1%	3 *%	9 1%	2 1%	6 1%	6 1%	6 *%	3 *%	7 1%	2 *%	8 1%	2 1%
				a											a
3 stars	(3.0)	164 7%	39 6%	27 6%	51 6%	113 8%	12 6%	34 5%	34 5%	130 8%	74 7%	77 7%	75 5%	73 9%	15 9%
										bc					a
4 stars	(4.0)	694 29%	170 25%	117 25%	239 26%	454 31%	69 31%	196 29%	200 29%	493 29%	298 29%	325 30%	374 27%	271 34%	49 29%
						abc									a
5 stars	(5.0)	1507 63%	482 70%	315 68%	614 68%	893 61%	137 62%	436 65%	446 65%	1061 63%	667 64%	660 62%	959 68%	448 56%	99 60%
			d	d	d								bc		
RATING OF 4-5 OUT OF 5		2201 93%	652 94%	431 93%	853 94%	1348 92%	206 93%	633 94%	646 94%	1555 92%	964 93%	985 92%	1334 95%	719 90%	148 89%
			d		d								bc		
Mean score	4.6	4.6	4.6	4.6	4.5	4.5	4.6	4.6	4.5	4.6	4.5	4.6	4.4	4.5	
			d	d	d								bc		
Standard deviation	.65	.59	.63	.61	.67	.65	.63	.63	.65	.65	.66	.59	.70	.76	
Standard error	.01	.02	.03	.02	.02	.04	.02	.02	.02	.02	.02	.02	.02	.06	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q171. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Disney+ at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	2460	1161	841	458	2152	297	434	1902
Effective Weighted Sample	2076	990	708	378	1806	264	365	1609
Total	2377	1119	828	430	2032	333	427	1818
1 star	(1.0)	1 *%	- %	1 *%	- %	1 *%	- %	1 *%
2 stars	(2.0)	12 1%	4 *%	9 1%	- %	10 *%	2 1%	12 1%
3 stars	(3.0)	164 7%	71 6%	63 8%	30 7%	140 7%	24 7%	22 5%
4 stars	(4.0)	694 29%	284 25%	281 34%	128 30%	603 30%	89 27%	121 28%
5 stars	(5.0)	1507 63%	760 68%	474 57%	273 63%	1277 63%	218 66%	1139 63%
RATING OF 4-5 OUT OF 5		2201 93%	1044 93%	756 91%	400 93%	1881 93%	307 92%	404 95%
Mean score		4.6	4.6 b	4.5	4.6 b	4.5	4.6	4.5
Standard deviation		.65	.62	.69	.62	.65	.66	.66
Standard error		.01	.02	.02	.03	.01	.04	.02

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17J. Please give a star rating to show how much you think they like Britbox. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Britbox at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 ~b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL ~a	PRIMARY ~b	SECONDARY c
Significance Level: 95%															
Unweighted total	71	20	16	35	41	30	13	7	10	6	18	17	6	29	36
Effective Weighted Sample	63	18	14	31	37	26	12	6	9	6	17	15	6	25	32
Total	75	20	15	40	45	30	13	7	9	6	22	18	6	28	41
1 star	(1.0)	1	-	-	1	-	1	-	-	-	-	-	1	-	-
		1%	6%	-%	2%	-%	8%	-%	-%	-%	-%	-%	18%	-%	-%
2 stars	(2.0)	2	-	1	2	-	1	-	-	-	1	-	-	1	1
		3%	4%	-%	5%	-%	6%	-%	-%	-%	6%	-%	-%	3%	3%
3 stars	(3.0)	18	-	14	9	9	3	1	-	-	7	8	1	3	14
		24%	17%	-%	20%	29%	19%	14%	-%	-%	30%	44%	15%	9%	35%
4 stars	(4.0)	26	10	11	19	7	5	1	8	2	6	4	3	13	11
		35%	29%	65%	43%	24%	37%	12%	84%	33%	29%	25%	43%	47%	26%
5 stars	(5.0)	27	5	13	13	14	4	5	2	4	8	5	1	11	14
		36%	44%	35%	29%	47%	29%	74%	16%	67%	35%	31%	24%	41%	35%
RATING OF 4-5 OUT OF 5		54	15	24	32	21	9	6	9	6	14	10	4	24	25
		72%	73%	100%	72%	71%	67%	86%	100%	100%	64%	56%	66%	88%	61%
Mean score	4.0	4.0	4.4	3.9	3.9	4.2	3.7	4.6	4.2	4.7	3.9	3.9	3.5	4.3	3.9
Standard deviation	.93	1.16	.49	.91	.96	.87	1.23	.78	.39	.52	.96	.88	1.47	.75	.92
Standard error	.11	.26	.12	.15	.15	.16	.34	.29	.12	.21	.23	.21	.60	.14	.15

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17J. Please give a star rating to show how much you think they like Britbox. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Britbox at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 ~b	C2 ~c	DE ~d	TV a	RADIO ~b	APPS c	SOUNDS ~d	ANY e	NONE ~f
Significance Level: 95%															
Unweighted total	71	56	8	5	2	40	10	16	5	61	28	63	21	69	2
Effective Weighted Sample	63	53	8	5	2	36	9	14	5	53	25	55	18	61	2
Total	75	67	5	2	1	39	11	18	7	63	30	65	22	73	2
1 star	(1.0)	1	1	-	-	-	-	1	-	1	-	1	-	1	-
		1%	2%	-%	-%	-%	-%	6%	-%	2%	-%	2%	-%	2%	-%
2 stars	(2.0)	2	2	-	-	2	-	-	-	2	-	1	-	2	-
		3%	3%	-%	-%	5%	-%	-%	-%	3%	-%	2%	-%	3%	-%
3 stars	(3.0)	18	17	-	1	11	3	2	1	14	7	14	5	18	-
		24%	26%	-%	39%	29%	31%	12%	18%	23%	24%	22%	23%	25%	-%
4 stars	(4.0)	26	22	2	1	14	7	4	2	21	9	25	7	26	-
		35%	33%	50%	40%	36%	62%	23%	22%	34%	31%	38%	31%	36%	-%
5 stars	(5.0)	27	25	2	*	12	1	10	4	24	14	24	10	25	2
		36%	36%	50%	21%	30%	7%	59%	60%	38%	45%	36%	46%	35%	100%
RATING OF 4-5 OUT OF 5		54	47	5	1	25	8	15	6	45	23	49	17	52	2
		72%	70%	100%	61%	66%	69%	82%	82%	72%	76%	75%	77%	71%	100%
Mean score		4.0	4.0	4.5	3.8	4.0	3.9	3.8	4.3	4.0	4.2	4.1	4.2	4.0	5.0
Standard deviation		.93	.95	.56	1.12	.91	.59	1.12	.84	.96	.82	.91	.82	.93	-
Standard error		.11	.13	.20	.50	.14	.19	.28	.37	.12	.15	.11	.18	.11	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17J. Please give a star rating to show how much you think they like Britbox. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Britbox at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		~a	b	c	d	a	b	c	~d	a	~b	a	~b	~c
Unweighted total	71	29	32	39	32	30	54	54	17	55	12	61	6	4
Effective Weighted Sample	63	25	28	34	29	26	48	48	15	49	10	55	5	4
Total	75	29	31	38	37	31	56	56	18	59	12	65	5	4
1 star	(1.0)	1	-	-	-	1	1	1	-	-	-	1	-	-
		1%	-%	-%	-%	3%	4%	2%	2%	-%	-%	2%	-%	-%
2 stars	(2.0)	2	-	1	1	1	1	1	1	1	1	1	1	-
		3%	-%	4%	3%	4%	2%	2%	4%	2%	7%	2%	16%	-%
3 stars	(3.0)	18	4	5	6	12	7	12	5	13	4	15	*	3
		24%	13%	16%	16%	32%	24%	22%	30%	22%	34%	23%	7%	59%
4 stars	(4.0)	26	9	10	11	16	9	18	8	22	4	21	4	2
		35%	33%	31%	29%	42%	28%	33%	44%	37%	35%	32%	77%	41%
5 stars	(5.0)	27	16	15	20	8	13	23	4	23	3	27	-	-
		36%	55%	49%	52%	21%	41%	41%	23%	39%	25%	42%	-%	-%
				d	d									
RATING OF 4-5 OUT OF 5	54	25	25	30	23	21	41	41	12	44	7	48	4	2
	72%	87%	80%	80%	63%	68%	74%	74%	66%	76%	59%	73%	77%	41%
Mean score	4.0	4.4	4.3	4.3	3.8	4.0	4.1	4.1	3.8	4.1	3.8	4.1	3.6	3.4
			d	d										
Standard deviation	.93	.72	.88	.87	.92	1.08	.95	.95	.84	.83	.94	.94	.84	.56
Standard error	.11	.13	.16	.14	.16	.20	.13	.13	.20	.11	.27	.12	.34	.28

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17J. Please give a star rating to show how much you think they like Britbox. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Britbox at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	~b	~c	a	~b	~a	b
Significance Level: 95%									
Unweighted total		71	56	10	5	55	16	17	47
Effective Weighted Sample		63	49	10	5	48	15	15	42
Total		75	59	11	5	56	19	17	48
1 star	(1.0)	1	-	1	-	1	-	-	1
		1%	0%	10%	0%	2%	0%	0%	2%
2 stars	(2.0)	2	1	1	-	2	-	1	1
		3%	2%	7%	0%	4%	0%	7%	2%
3 stars	(3.0)	18	9	6	2	15	3	3	13
		24%	16%	56%	49%	26%	17%	19%	28%
4 stars	(4.0)	26	23	3	-	18	8	8	17
		35%	40%	27%	0%	32%	44%	46%	35%
5 stars	(5.0)	27	25	-	2	20	7	5	16
		36%	42%	0%	51%	36%	39%	27%	34%
RATING OF 4-5 OUT OF 5		54	48	3	2	38	15	13	33
		72%	82%	27%	51%	68%	83%	73%	68%
Mean score		4.0	4.2	3.0	4.0	4.0	4.2	3.9	4.0
Standard deviation		.93	.79	.90	1.12	.98	.73	.90	.95
Standard error		.11	.11	.28	.50	.13	.18	.22	.14

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17K. Please give a star rating to show how much you think they like Apple TV+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Apple TV+ at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	~c	~d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	145	28	37	80	79	66	18	10	20	17	41	39	10	49	84
Effective Weighted Sample	123	24	32	68	68	55	15	9	17	16	36	33	9	41	72
Total	148	28	32	88	83	65	19	9	20	12	44	44	9	45	91
1 star	(1.0)	1	1	-	-	1	-	-	-	1	-	-	-	-	1
		1%	3%	-%	-%	2%	-%	-%	-%	9%	-%	-%	-%	-%	1%
2 stars	(2.0)	7	2	4	5	2	*	-	1	1	3	1	*	2	4
		4%	5%	5%	6%	3%	3%	-%	6%	5%	7%	3%	5%	4%	5%
3 stars	(3.0)	37	8	21	24	13	7	1	6	2	11	10	2	13	21
		25%	29%	24%	29%	20%	36%	16%	29%	16%	26%	22%	24%	28%	23%
4 stars	(4.0)	55	13	33	28	27	6	2	10	4	12	21	2	18	34
		37%	41%	37%	33%	41%	33%	26%	48%	30%	27%	48%	24%	41%	37%
5 stars	(5.0)	49	8	29	27	22	6	5	3	5	18	12	4	12	30
		33%	26%	34%	32%	34%	29%	58%	17%	41%	40%	27%	46%	28%	33%
RATING OF 4-5 OUT OF 5	103	20	22	62	55	49	12	8	13	9	30	32	7	31	64
		70%	67%	71%	65%	75%	62%	84%	65%	71%	67%	74%	70%	68%	71%
Mean score	4.0	4.1	3.8	4.0	3.9	4.0	3.9	4.4	3.8	3.9	4.0	4.0	4.1	3.9	4.0
Standard deviation	.91	.88	1.00	.89	.91	.91	.88	.79	.81	1.29	.98	.80	1.01	.85	.93
Standard error	.08	.17	.16	.10	.10	.11	.21	.25	.18	.31	.15	.13	.32	.12	.10

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17K. Please give a star rating to show how much you think they like Apple TV+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Apple TV+ at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	~c	~d	a	b	~c	~d	a	b	c	~d	e	~f
Significance Level: 95%															
Unweighted total	145	105	13	15	12	71	37	26	11	113	40	104	21	126	19
Effective Weighted Sample	123	98	12	15	12	63	31	21	10	96	35	88	18	107	16
Total	148	128	8	6	6	65	38	29	16	117	45	108	24	131	17
1 star	(1.0)	1	1	-	-	-	1	-	-	1	1	-	-	1	-
		1%	1%	~%	~%	~%	3%	~%	~%	1%	2%	~%	~%	1%	~%
2 stars	(2.0)	7	5	1	-	1	4	2	1	4	1	6	-	6	1
		4%	4%	7%	~%	18%	6%	5%	2%	3%	3%	5%	~%	4%	7%
3 stars	(3.0)	37	35	1	1	*	12	16	5	5	28	7	25	32	5
		25%	27%	6%	26%	8%	18%	42%	16%	31%	24%	17%	23%	24%	30%
							a								
4 stars	(4.0)	55	46	4	2	3	26	10	11	8	43	18	38	47	8
		37%	36%	42%	40%	55%	40%	26%	38%	47%	37%	41%	35%	36%	46%
5 stars	(5.0)	49	42	4	2	1	23	9	13	4	41	17	40	46	3
		33%	33%	44%	34%	19%	36%	24%	43%	23%	35%	37%	37%	35%	17%
RATING OF 4-5 OUT OF 5		103	87	7	4	4	49	19	24	11	84	35	77	92	11
		70%	68%	87%	74%	74%	76%	50%	82%	69%	72%	78%	72%	71%	63%
							b								
Mean score		4.0	4.0	4.2	4.1	3.7	4.1	3.6	4.2	3.9	4.0	4.1	4.0	4.0	3.7
							b								
Standard deviation		.91	.91	.91	.85	1.05	.89	1.00	.80	.75	.90	.93	.90	.92	.84
Standard error		.08	.09	.25	.22	.30	.11	.16	.16	.23	.08	.15	.09	.08	.19

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17K. Please give a star rating to show how much you think they like Apple TV+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Apple TV+ at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	~a	b	c	d	a	b	a	b	~c	
Unweighted total	145	36	63	70	75	29	80	81	64	97	38	103	35	7	
Effective Weighted Sample	123	30	52	59	65	26	68	69	54	82	33	87	30	6	
Total	148	34	61	70	78	34	81	82	66	98	39	108	36	5	
1 star	(1.0)	1 1%	1 3%	1 2%	1 1%	- -%	- -%	- -%	- -%	1 2%	- -%	1 3%	- -%	- -%	1 20%
2 stars	(2.0)	7 4%	2 6%	2 3%	2 3%	5 6%	1 3%	4 5%	5 6%	1 2%	5 5%	2 5%	6 6%	* 1%	- -%
3 stars	(3.0)	37 25%	6 18%	10 16%	13 18%	24 31%	5 15%	15 18%	15 18%	22 34%	27 28%	9 22%	24 22%	12 35%	1 28%
4 stars	(4.0)	55 37%	7 19%	24 40%	24 35%	30 39%	8 22%	30 36%	30 36%	25 38%	34 35%	16 40%	38 35%	16 44%	1 26%
5 stars	(5.0)	49 33%	19 54%	24 39%	30 43%	19 24%	20 60%	33 40%	33 40%	16 24%	32 33%	11 30%	40 37%	7 20%	1 25%
RATING OF 4-5 OUT OF 5	103 70%	25 73%	48 79%	54 77%	49 63%	28 82%	62 76%	62 75%	41 62%	66 67%	27 70%	78 72%	23 64%	3 51%	
Mean score	4.0	4.2	4.1	4.1 d	3.8	4.4	4.1	4.1	3.8	4.0	3.9	4.0	3.8	3.4	
Standard deviation	.91	1.12	.92	.92	.87	.86	.89	.91	.89	.89	.99	.91	.77	1.56	
Standard error	.08	.19	.12	.11	.10	.16	.10	.10	.11	.09	.16	.09	.13	.59	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17K. Please give a star rating to show how much you think they like Apple TV+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Apple TV+ at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP ~b	YES ~a	NO b
Significance Level: 95%	Total							
Unweighted total	145	96	37	12	118	27	26	104
Effective Weighted Sample	123	81	32	10	100	23	22	88
Total	148	98	40	11	116	32	26	107
1 star	(1.0)	1 1%	- -	1 3%	- -	1 1%	- -	1 1%
2 stars	(2.0)	7 4%	5 5%	2 5%	- -	5 4%	2 5%	5 5%
3 stars	(3.0)	37 25%	25 25%	9 23%	4 33%	27 23%	11 33%	31 29%
4 stars	(4.0)	55 37%	33 33%	19 47%	3 30%	42 36%	13 39%	37 35%
5 stars	(5.0)	49 33%	36 37%	9 22%	4 37%	41 36%	7 23%	32 30%
RATING OF 4-5 OUT OF 5	103 70%	69 70%	27 69%	7 67%	84 72%	20 62%	21 82%	69 65%
Mean score	4.0	4.0	3.8	4.0	4.0	3.8	4.1	3.9
Standard deviation	.91	.90	.93	.88	.92	.86	.75	.93
Standard error	.08	.09	.15	.25	.08	.16	.15	.09

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17L. Please give a star rating to show how much you think they like Cartoon Network. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Cartoon Network at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	855	256	347	252	475	380	156	100	177	170	142	110	60	501	288
Effective Weighted Sample	733	217	304	218	407	326	131	87	158	147	121	97	51	431	248
Total	831	261	307	264	464	367	155	106	165	142	145	119	59	470	297
1 star	(1.0)	4	*	1	2	2	2	*	-	1	1	1	-	1	2
		1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%
2 stars	(2.0)	30	6	5	20	12	18	3	3	3	2	6	1	9	20
		4%	2%	2%	7%	3%	5%	2%	3%	2%	1%	4%	2%	2%	7%
				ab								abcd			b
3 stars	(3.0)	192	49	66	77	108	84	29	20	33	32	46	14	90	88
		23%	19%	21%	29%	23%	23%	19%	19%	20%	23%	32%	24%	19%	30%
				ab							abc				b
4 stars	(4.0)	282	97	97	89	159	124	52	45	59	37	48	22	158	99
		34%	37%	31%	34%	34%	34%	34%	42%	36%	26%	33%	37%	34%	33%
									d						
5 stars	(5.0)	323	109	139	76	183	140	71	38	69	70	44	22	213	88
		39%	42%	45%	29%	40%	38%	46%	36%	42%	49%	30%	37%	45%	29%
			c	c			ef			f	ef			c	
RATING OF 4-5 OUT OF 5		606	206	235	165	342	264	122	83	128	108	92	44	371	187
		73%	79%	77%	62%	74%	72%	79%	78%	78%	75%	63%	74%	79%	63%
			c	c			ef		ef	ef	ef			c	
Mean score		4.1	4.2	4.2	3.8	4.1	4.0	4.2	4.1	4.2	4.2	3.9	4.1	4.2	3.8
			c	c			ef		f	ef	ef			c	
Standard deviation		.90	.82	.85	.96	.87	.92	.83	.81	.84	.88	.92	.83	.83	.95
Standard error		.03	.05	.05	.06	.04	.05	.07	.08	.06	.07	.08	.11	.04	.06

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17L. Please give a star rating to show how much you think they like Cartoon Network. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Cartoon Network at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE	
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total	855	585	116	84	70	326	177	178	173	569	177	542	87	710	145	
Effective Weighted Sample	733	550	112	83	67	288	155	154	145	488	151	468	74	610	123	
Total	831	687	76	31	38	290	177	169	195	553	167	542	83	700	132	
1 star	(1.0)	4	2	1	*	-	3	1	-	*	2	-	1	-	2	2
		%.0	%.0	2%	1%	-%	1%	%.0	-%	%.0	%.0	-%	%.0	-%	%.0	2%
2 stars	(2.0)	30	23	3	2	1	10	8	6	5	21	7	12	3	23	7
		4%	3%	4%	6%	4%	4%	5%	4%	3%	4%	4%	2%	4%	3%	5%
3 stars	(3.0)	192	153	17	12	11	62	45	34	51	111	35	117	13	152	40
		23%	22%	22%	38%	28%	21%	25%	20%	26%	20%	21%	22%	16%	22%	30%
					ab										acde	
4 stars	(4.0)	282	235	30	9	10	108	53	58	62	197	59	188	20	246	36
		34%	34%	39%	28%	25%	37%	30%	34%	32%	36%	35%	35%	25%	35%	27%
5 stars	(5.0)	323	274	25	8	16	107	70	70	76	223	66	225	46	277	46
		39%	40%	33%	27%	42%	37%	39%	41%	39%	40%	40%	41%	55%	40%	35%
			c			c							abcef			
RATING OF 4-5 OUT OF 5		606	509	55	17	25	215	123	128	138	420	125	412	66	523	82
		73%	74%	72%	55%	68%	74%	70%	76%	71%	76%	75%	76%	80%	75%	63%
			c	c							f	f	f	f	f	
Mean score		4.1	4.1	4.0	3.7	4.1	4.1	4.0	4.1	4.1	4.1	4.1	4.1	4.3	4.1	3.9
			c			c					f	f	f	f	f	
Standard deviation		.90	.88	.95	.98	.94	.90	.94	.87	.88	.88	.87	.85	.89	.87	1.01
Standard error		.03	.04	.09	.11	.11	.05	.07	.07	.07	.04	.07	.04	.10	.03	.08

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17L. Please give a star rating to show how much you think they like Cartoon Network. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Cartoon Network at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	855	267	296	419	436	132	423	425	430	494	290	575	237	43	
Effective Weighted Sample	733	230	253	358	375	116	369	371	363	431	243	494	202	37	
Total	831	260	279	405	427	130	414	416	415	490	272	563	229	39	
1 star	(1.0)	4 *%	1 *%	1 *%	3 1%	1 *%	3 1%	3 1%	1 *%	1 *%	3 1%	1 *%	3 1%	- -%	
													a		
2 stars	(2.0)	30 4%	8 3%	6 2%	10 2%	20 5%	2 2%	5 1%	5 1%	25 6%	11 2%	17 6%	15 3%	13 6%	2 5%
										bc	a		a		
3 stars	(3.0)	192 23%	53 20%	57 20%	83 20%	109 26%	23 18%	69 17%	69 16%	123 30%	111 23%	65 24%	107 19%	70 30%	15 38%
										abc			a	a	
4 stars	(4.0)	282 34%	87 33%	92 33%	137 34%	146 34%	53 41%	148 36%	148 36%	135 32%	160 33%	97 36%	199 35%	73 32%	11 27%
5 stars	(5.0)	323 39%	112 43%	124 44%	175 43%	149 35%	51 39%	190 46%	192 46%	131 32%	206 42%	90 33%	242 43%	70 30%	12 29%
			d	d	d		d	d	d	b		b			
RATING OF 4-5 OUT OF 5		606 73%	199 76%	216 77%	311 77%	294 69%	105 80%	338 82%	340 82%	266 64%	367 75%	187 69%	441 78%	143 62%	22 57%
			d	d	d	d	d	d	d			bc			
Mean score	4.1	4.2 d	4.2 d	4.2 d	4.0	4.2 d	4.3 d	4.3 d	3.9	4.1 b	3.9	4.2 bc	3.8	3.8	
Standard deviation	.90	.87	.86	.85	.92	.81	.82	.82	.93	.86	.96	.84	.97	.93	
Standard error	.03	.05	.05	.04	.04	.07	.04	.04	.05	.04	.06	.04	.06	.14	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17L. Please give a star rating to show how much you think they like Cartoon Network. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Cartoon Network at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	855	497	225	133	658	187	171	626	
Effective Weighted Sample	733	430	190	113	556	170	147	539	
Total	831	493	212	126	616	204	171	598	
1 star	(1.0)	4	3	1	3	1	1	2	
		*%	1%	1%	-%	*%	1%	*%	
2 stars	(2.0)	30	11	15	4	22	8	3	25
		4%	2%	7%	3%	4%	4%	2%	4%
			a						
3 stars	(3.0)	192	90	68	34	155	32	45	129
		23%	18%	32%	27%	25%	15%	26%	22%
			a	a	b				
4 stars	(4.0)	282	175	67	41	215	65	44	221
		34%	35%	32%	32%	35%	32%	26%	37%
									a
5 stars	(5.0)	323	215	62	47	223	98	77	220
		39%	44%	29%	37%	36%	48%	45%	37%
			b				a		
RATING OF 4-5 OUT OF 5	606	389	129	88	437	163	121	442	
	73%	79%	61%	70%	71%	80%	71%	74%	
		bc				a			
Mean score	4.1	4.2	3.8	4.0	4.0	4.2	4.1	4.1	
		b		b		a			
Standard deviation	.90	.85	.95	.88	.89	.90	.92	.88	
Standard error	.03	.04	.06	.08	.03	.07	.07	.04	

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17M. Please give a star rating to show how much you think they like Nickelodeon/ Nick Jr. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Nickelodeon/ Nick Jr at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	1050	375	412	263	547	503	211	164	204	208	132	131	110	632	301
Effective Weighted Sample	887	310	358	228	466	421	173	136	180	178	117	111	92	531	261
Total	1023	382	360	280	538	485	212	171	183	178	144	137	98	602	318
1 star	(1.0)	5	-	3	2	4	-	-	1	2	1	1	-	3	2
		1%	-%	1%	1%	*%	1%	-%	-%	*%	1%	1%	-%	1%	1%
2 stars	(2.0)	41	7	10	23	21	20	4	3	7	4	10	2	14	25
		4%	2%	3%	8%	4%	4%	2%	2%	4%	2%	7%	2%	2%	8%
				ab						abd	abcd			ab	
3 stars	(3.0)	229	77	78	74	109	121	33	43	38	40	37	19	124	86
		22%	20%	22%	26%	20%	25%	16%	25%	21%	23%	27%	19%	21%	27%
									a		a	a			b
4 stars	(4.0)	377	145	130	101	205	172	79	66	72	58	54	39	221	115
		37%	38%	36%	36%	38%	35%	37%	39%	39%	33%	38%	39%	37%	36%
5 stars	(5.0)	371	154	138	79	202	169	96	58	65	73	42	39	240	90
		36%	40%	38%	28%	38%	35%	45%	34%	35%	41%	29%	40%	40%	28%
			c	c			ef			ef			c	c	
RATING OF 4-5 OUT OF 5	748	299	268	181	407	341	175	124	137	131	96	85	78	461	206
	73%	78%	74%	64%	76%	70%	82%	73%	75%	74%	67%	62%	79%	77%	65%
			c	c			bef		f	f			c	c	
Mean score	4.0	4.2	4.1	3.8	4.1	4.0	4.3	4.1	4.1	4.1	3.9	3.8	4.2	4.1	3.8
			c	c			bcef		f	f	ef		c	c	
Standard deviation	.89	.80	.89	.96	.87	.91	.79	.81	.87	.92	.93	.99	.80	.85	.94
Standard error	.03	.04	.04	.06	.04	.04	.05	.06	.06	.06	.08	.09	.08	.03	.05

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17M. Please give a star rating to show how much you think they like Nickelodeon/ Nick Jr. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Nickelodeon/ Nick Jr at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE	
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total	1050	716	125	136	73	390	208	231	219	724	199	668	90	879	171	
Effective Weighted Sample	887	671	121	135	72	342	178	194	183	613	171	572	77	748	139	
Total	1023	854	81	49	39	348	196	225	252	708	189	664	90	863	160	
1 star	(1.0)	5	4	1	1	-	4	1	*	-	3	1	2	*	3	2
		1%	*%	1%	2%	-%	1%	1%	*%	-%	*%	*%	*%	*%	*%	1%
2 stars	(2.0)	41	35	2	2	2	13	8	12	8	30	12	24	5	36	5
		4%	4%	3%	4%	4%	4%	4%	5%	3%	4%	7%	4%	6%	4%	3%
3 stars	(3.0)	229	182	24	12	11	68	53	50	56	148	43	143	5	193	36
		22%	21%	29%	25%	28%	19%	27%	22%	22%	21%	23%	22%	6%	22%	23%
							a			d	d	d		d	d	
4 stars	(4.0)	377	319	25	20	12	142	70	78	87	262	68	250	35	319	58
		37%	37%	31%	41%	31%	41%	36%	35%	35%	37%	36%	38%	39%	37%	36%
5 stars	(5.0)	371	313	29	14	14	122	64	84	101	264	65	245	44	312	59
		36%	37%	36%	29%	37%	35%	33%	37%	40%	37%	34%	37%	49%	36%	37%
														abce		
RATING OF 4-5 OUT OF 5		748	632	54	35	27	263	134	162	189	527	133	495	79	631	117
		73%	74%	67%	70%	68%	76%	68%	72%	75%	74%	70%	74%	88%	73%	73%
														abcef		
Mean score		4.0	4.1	4.0	3.9	4.0	4.0	4.0	4.0	4.1	4.1	4.0	4.1	4.3	4.0	4.0
														abcef		
Standard deviation		.89	.88	.91	.92	.91	.89	.90	.91	.86	.89	.94	.87	.86	.89	.91
Standard error		.03	.03	.08	.08	.11	.04	.06	.06	.06	.03	.07	.03	.09	.03	.07

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17M. Please give a star rating to show how much you think they like Nickelodeon/ Nick Jr. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Nickelodeon/ Nick Jr at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	1050	383	339	546	504	167	493	498	552	580	366	688	308	54	
Effective Weighted Sample	887	324	287	460	427	147	425	430	458	500	300	588	253	46	
Total	1023	371	319	527	496	167	478	483	541	574	346	680	292	51	
1 star	(1.0)	5 1%	2 1%	2 1%	3 1%	2 *%	1 *%	1 *%	1 *%	4 1%	2 *%	4 1%	2 *%	1 *%	2 4%
															ab
2 stars	(2.0)	41 4%	12 3%	14 4%	20 4%	21 4%	6 4%	20 4%	20 4%	20 4%	28 5%	12 3%	22 3%	13 4%	6 11%
															a
3 stars	(3.0)	229 22%	78 21%	53 16%	104 20%	125 25%	33 20%	87 18%	88 18%	141 26%	131 23%	79 23%	124 18%	90 31%	15 30%
						bc				bc				a	a
4 stars	(4.0)	377 37%	124 33%	129 40%	196 37%	181 37%	67 40%	185 39%	188 39%	189 35%	217 38%	125 36%	254 37%	111 38%	12 24%
5 stars	(5.0)	371 36%	155 42%	122 38%	205 39%	166 33%	61 36%	185 39%	185 38%	186 34%	197 34%	126 37%	278 41%	77 26%	16 31%
			d									b			
RATING OF 4-5 OUT OF 5		748 73%	279 75%	251 79%	401 76%	347 70%	127 76%	370 77%	373 77%	375 69%	415 72%	251 73%	532 78%	188 64%	28 55%
			d	d	d		d	d					bc		
Mean score	4.0	4.1 d	4.1 d	4.1 d	4.0	4.1	4.1 d	4.1 d	4.0	4.0	4.0	4.2 bc	3.9	3.7	
Standard deviation	.89	.90	.87	.88	.90	.86	.87	.87	.91	.89	.91	.86	.87	1.15	
Standard error	.03	.05	.05	.04	.04	.07	.04	.04	.04	.04	.05	.03	.05	.16	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17M. Please give a star rating to show how much you think they like Nickelodeon/ Nick Jr. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Nickelodeon/ Nick Jr at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	1050	597	286	167	818	222	210	768	
Effective Weighted Sample	887	511	238	139	682	197	178	648	
Total	1023	586	280	157	772	239	210	734	
1 star	(1.0)	5 1%	2 *% 1%	3 1%	- -%	5 1%	- -%	- -%	5 1%
2 stars	(2.0)	41 4%	21 4%	14 5%	5 3%	34 4%	5 2%	9 4%	25 3%
3 stars	(3.0)	229 22%	111 19%	76 27%	43 27%	185 24%	43 18%	43 21%	172 23%
4 stars	(4.0)	377 37%	217 37%	104 37%	56 36%	272 35%	100 42%	74 35%	279 38%
5 stars	(5.0)	371 36%	236 40% b	83 30%	52 34%	277 36%	91 38%	85 40%	254 35%
RATING OF 4-5 OUT OF 5	748 73%	452 77% b	187 67%	109 69%	549 71%	191 80% a	158 75%	533 73%	
Mean score	4.0	4.1 b	3.9	4.0	4.0	4.2 a	4.1	4.0	
Standard deviation	.89	.87	.93	.86	.91	.79	.87	.88	
Standard error	.03	.04	.05	.07	.03	.05	.06	.03	

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 ~e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	436	223	145	68	213	223	128	95	60	85	25	43	75	282	77	
Effective Weighted Sample	373	187	129	59	181	192	106	82	54	75	22	37	64	240	67	
Total	439	230	134	75	213	226	129	102	59	76	26	49	75	278	84	
1 star	(1.0)	6	1	3	2	4	2	1	-	1	2	2	1	-	4	2
		1%	1%	2%	3%	2%	1%	1%	-%	2%	2%	6%	1%	-%	2%	3%
2 stars	(2.0)	10	1	6	2	5	6	-	1	4	2	*	2	-	7	3
		2%	1%	5%	3%	2%	2%	-%	1%	7%	3%	2%	4%	-%	2%	4%
				a						a		a				
3 stars	(3.0)	101	44	35	22	45	56	28	16	11	25	6	16	12	64	24
		23%	19%	26%	29%	21%	25%	22%	15%	18%	33%	23%	32%	16%	23%	29%
											b	b				
4 stars	(4.0)	154	92	40	22	72	82	48	44	16	24	8	14	32	96	26
		35%	40%	30%	29%	34%	36%	38%	43%	27%	32%	32%	28%	43%	34%	31%
5 stars	(5.0)	168	91	50	27	87	81	51	41	27	23	9	17	31	107	29
		38%	40%	37%	36%	41%	36%	39%	40%	46%	30%	36%	35%	41%	39%	34%
RATING OF 4-5 OUT OF 5		322	184	90	48	159	162	99	85	43	47	18	31	63	203	55
		73%	80%	67%	65%	75%	72%	77%	83%	73%	62%	68%	63%	84%	73%	65%
			bc				d	df					c			
Mean score	4.1	4.2	3.9	3.9	4.1	4.0	4.1	4.2	4.1	3.9	3.9	3.9	4.3	4.1	3.9	
		bc					d	d					c			
Standard deviation	.91	.79	1.01	1.02	.94	.89	.83	.75	1.07	.97	1.13	.97	.72	.92	1.01	
Standard error	.04	.05	.08	.12	.06	.06	.07	.08	.14	.10	.23	.15	.08	.05	.11	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	~d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total		436	307	59	45	25	159	84	82	109	366	75	289	43	403	33
Effective Weighted Sample		373	287	57	45	24	140	75	71	91	314	64	251	36	347	26
Total		439	370	39	16	14	145	81	84	128	367	73	300	43	411	28
1 star	(1.0)	6	4	2	*	-	3	2	-	1	5	2	6	-	6	-
		1%	1%	5%	2%	~%	2%	3%	~%	1%	1%	3%	2%	~%	2%	~%
2 stars	(2.0)	10	7	2	*	*	3	3	2	3	8	*	6	*	9	1
		2%	2%	5%	2%	3%	2%	3%	2%	2%	2%	*%	2%	1%	2%	3%
3 stars	(3.0)	101	81	13	3	3	33	23	20	24	82	15	58	6	88	13
		23%	22%	34%	20%	24%	23%	28%	24%	19%	22%	21%	19%	13%	21%	45%
																abcde
4 stars	(4.0)	154	132	12	5	5	55	35	25	39	136	28	104	16	150	4
		35%	36%	31%	31%	39%	38%	43%	30%	30%	37%	39%	35%	38%	36%	14%
											f	f	f	f	f	
5 stars	(5.0)	168	146	10	7	5	50	18	37	62	136	27	125	21	157	10
		38%	39%	26%	45%	34%	34%	22%	44%	48%	37%	37%	42%	48%	38%	37%
					b				b	ab						
RATING OF 4-5 OUT OF 5		322	277	22	12	10	105	53	62	101	272	56	229	37	307	15
		73%	75%	57%	76%	73%	73%	66%	74%	79%	74%	76%	76%	86%	75%	52%
			b		b						f	f	f	f	f	
Mean score		4.1	4.1	3.7	4.1	4.0	4.0	3.8	4.2	4.2	4.1	4.1	4.1	4.3	4.1	3.9
			b		b				b	b				f		
Standard deviation		.91	.89	1.06	.98	.88	.94	.93	.86	.86	.90	.91	.93	.74	.91	.98
Standard error		.04	.05	.14	.15	.18	.07	.10	.10	.08	.05	.11	.05	.11	.05	.17

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	436	276	192	326	110	61	202	205	231	222	144	298	115	23	
Effective Weighted Sample	373	234	165	278	95	54	175	178	195	194	120	258	94	21	
Total	439	277	186	326	113	63	206	209	231	224	142	305	107	27	
1 star	(1.0)	6 1%	3 1%	4 2%	5 2%	1 1%	3 5%	6 3%	6 3%	* *%	3 1%	3 2%	4 1%	2 2%	- -%
2 stars	(2.0)	10 2%	6 2%	5 3%	7 2%	3 3%	1 2%	4 2%	4 2%	6 2%	6 3%	4 3%	3 1%	6 6%	1 3%
3 stars	(3.0)	101 23%	60 22%	38 20%	68 21%	33 29%	11 17%	38 19%	38 18%	63 27%	50 22%	37 26%	59 19%	35 33%	7 26%
4 stars	(4.0)	154 35%	99 36%	67 36%	125 38%	28 25%	17 26%	65 32%	67 32%	87 38%	82 36%	41 29%	113 37%	34 32%	7 24%
5 stars	(5.0)	168 38%	109 39%	72 39%	121 37%	47 42%	31 50%	92 45%	93 44%	75 33%	84 37%	56 40%	126 41%	29 27%	13 46%
RATING OF 4-5 OUT OF 5		322 73%	208 75%	139 75%	246 75%	75 67%	48 76%	157 76%	160 77%	162 70%	165 74%	97 69%	239 78%	63 59%	19 70%
Mean score		4.1	4.1	4.1	4.1	4.0	4.1	4.1	4.1	4.0	4.1	4.0	4.2 b	3.8	4.1
Standard deviation		.91	.89	.95	.89	.97	1.08	.99	.98	.84	.91	1.00	.87	.99	.93
Standard error		.04	.05	.07	.05	.09	.14	.07	.07	.06	.06	.08	.05	.09	.19

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	436	263	110	63	324	109	91	308	
Effective Weighted Sample	373	227	93	53	275	96	78	264	
Total	439	265	111	64	314	122	94	306	
1 star	(1.0)	6 1%	4 1%	2 2%	1 1%	5 2%	1 1%	2 2%	4 1%
2 stars	(2.0)	10 2%	2 1%	6 6%	2 2%	7 2%	3 3%	2 2%	8 3%
3 stars	(3.0)	101 23%	54 20%	27 24%	21 32%	81 26%	20 16%	20 21%	74 24%
4 stars	(4.0)	154 35%	97 37%	32 29%	25 40%	106 34%	46 38%	43 45%	100 33%
5 stars	(5.0)	168 38%	108 41%	44 40%	16 25%	115 37%	52 42%	28 30%	121 39%
RATING OF 4-5 OUT OF 5		322 73%	205 77%	75 68%	41 64%	221 70%	98 80%	71 75%	220 72%
Mean score		4.1	4.1	4.0	3.8	4.0	4.2	4.0	4.1
Standard deviation		.91	.86	1.03	.86	.93	.87	.87	.92
Standard error		.04	.05	.10	.11	.05	.08	.09	.05

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18A. Please give a star rating to show how much you think they like BBC Radio stations. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Radio stations at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY	
		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																
Unweighted total	690	191	218	281	361	329	106	85	127	91	128	153	55	328	302	
Effective Weighted Sample	590	163	192	238	308	282	91	72	110	82	109	130	48	282	256	
Total	654	188	188	279	339	315	105	83	108	79	126	153	46	306	297	
1 star	(1.0)	15	9	4	2	7	8	6	3	1	3	-	2	3	9	3
		2%	5%	2%	1%	2%	3%	5%	4%	1%	4%	-%	1%	8%	3%	1%
			c				e	e	e	e			c			
2 stars	(2.0)	53	25	17	11	31	22	14	11	10	7	7	4	4	36	13
		8%	13%	9%	4%	9%	7%	14%	13%	9%	9%	6%	2%	8%	12%	4%
			c	c				f	f	f	f				c	
3 stars	(3.0)	215	57	65	93	118	97	35	21	37	29	46	47	16	94	104
		33%	30%	35%	33%	35%	31%	34%	26%	34%	36%	37%	31%	34%	31%	35%
4 stars	(4.0)	223	53	52	117	114	109	30	23	32	20	51	66	15	87	120
		34%	28%	28%	42%	34%	35%	29%	28%	30%	25%	41%	43%	32%	29%	40%
					ab						d	abcd			b	
5 stars	(5.0)	148	43	49	56	69	79	20	23	28	21	21	35	9	80	58
		23%	23%	26%	20%	20%	25%	19%	28%	26%	26%	17%	23%	19%	26%	19%
RATING OF 4-5 OUT OF 5		371	96	101	173	183	188	50	47	61	41	73	101	23	168	177
		57%	51%	54%	62%	54%	60%	47%	56%	56%	51%	58%	66%	51%	55%	60%
					a							ad				
Mean score	3.7	3.5	3.7	3.8	3.6	3.7	3.4	3.6	3.7	3.6	3.7	3.8	3.5	3.6	3.7	
				a					a		a	a				
Standard deviation	.99	1.13	1.03	.84	.98	1.00	1.11	1.16	.99	1.09	.82	.85	1.12	1.08	.86	
Standard error	.04	.08	.07	.05	.05	.06	.11	.13	.09	.11	.07	.07	.15	.06	.05	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18A. Please give a star rating to show how much you think they like BBC Radio stations. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Radio stations at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND		AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total		690	467	80	96	47	290	184	144	71	507	690	442	122	690	-
Effective Weighted Sample		590	440	77	95	44	253	159	122	61	433	590	379	104	590	-
Total		654	539	52	35	28	254	177	137	84	486	654	421	119	654	-
1 star	(1.0)	15	15	1	-	-	6	6	1	2	9	15	4	-	15	-
		2%	3%	1%	-%	-%	2%	4%	1%	2%	2%	2%	1%	-%	2%	-%
2 stars	(2.0)	53	45	4	1	3	14	18	16	4	34	53	21	5	53	-
		8%	8%	8%	4%	10%	6%	10%	12%	5%	7%	8%	5%	4%	8%	-%
3 stars	(3.0)	215	169	22	12	12	77	59	45	33	156	215	126	28	215	-
		33%	31%	42%	35%	42%	30%	33%	33%	39%	32%	33%	30%	23%	33%	-%
4 stars	(4.0)	223	182	17	15	9	99	60	42	21	167	223	150	40	223	-
		34%	34%	33%	41%	34%	39%	34%	31%	25%	34%	34%	36%	34%	34%	-%
5 stars	(5.0)	148	128	9	7	4	59	33	32	25	120	148	119	46	148	-
		23%	24%	17%	20%	14%	23%	19%	23%	29%	25%	23%	28%	39%	23%	-%
													be	abce		
RATING OF 4-5 OUT OF 5		371	311	26	21	13	158	93	74	46	287	371	270	86	371	-
		57%	58%	49%	61%	48%	62%	53%	54%	55%	59%	57%	64%	72%	57%	-%
													be	abe		
Mean score		3.7	3.7	3.6	3.8	3.5	3.8	3.5	3.6	3.7	3.7	3.7	3.9	4.1	3.7	-
							b						be	abce		
Standard deviation		.99	1.01	.90	.82	.87	.95	1.03	1.00	1.01	.97	.99	.92	.89	.99	-
Standard error		.04	.05	.10	.08	.13	.06	.08	.08	.12	.04	.04	.04	.08	.04	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18A. Please give a star rating to show how much you think they like BBC Radio stations. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Radio stations at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	690	202	197	301	389	122	311	316	374	425	221	533	142	15	
Effective Weighted Sample	590	174	168	257	333	107	268	272	317	365	186	457	119	13	
Total	654	199	182	286	369	120	294	299	355	406	207	508	131	15	
1 star	(1.0)	15 2%	8 4%	1 1%	8 3%	7 2%	2 2%	2 1%	2 1%	13 4%	3 1%	11 5%	9 2%	2 2%	4 23%
2 stars	(2.0)	53 8%	16 8%	16 9%	24 9%	29 8%	6 5%	21 7%	21 7%	32 9%	23 6%	25 12%	26 5%	24 19%	3 18%
3 stars	(3.0)	215 33%	58 29%	47 26%	82 29%	133 36%	29 24%	69 23%	72 24%	143 40%	132 32%	70 34%	145 29%	65 50%	4 28%
4 stars	(4.0)	223 34%	55 28%	60 33%	84 30%	138 38%	48 40%	110 37%	111 37%	112 32%	141 35%	69 33%	187 37%	34 26%	2 14%
5 stars	(5.0)	148 23%	63 31%	57 31%	86 30%	62 17%	35 29%	93 31%	94 31%	54 15%	107 26%	32 15%	141 28%	5 4%	3 17%
RATING OF 4-5 OUT OF 5		371 57%	117 59%	118 65%	171 60%	200 54%	83 69%	202 69%	204 68%	167 47%	248 61%	101 49%	328 64%	39 30%	5 31%
Mean score	3.7	3.7	3.9	3.8	3.6	3.9	3.9	3.9	3.5	3.8	3.4	3.8	3.1	2.8	
Standard deviation	.99	1.11	.98	1.06	.92	.94	.94	.94	.98	.92	1.06	.95	.81	1.43	
Standard error	.04	.08	.07	.06	.05	.08	.05	.05	.05	.04	.07	.04	.07	.37	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18A. Please give a star rating to show how much you think they like BBC Radio stations. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Radio stations at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	690	460	126	104	569	118	128	518	
Effective Weighted Sample	590	392	109	89	484	104	109	441	
Total	654	436	125	93	524	127	125	482	
1 star	(1.0)	15 2%	7 2%	6 5% a	2 3%	11 2%	4 3%	- -%	15 3%
2 stars	(2.0)	53 8%	25 6%	20 16% a	8 8%	48 9%	5 4%	9 7%	40 8%
3 stars	(3.0)	215 33%	126 29%	48 39%	40 43% a	183 35% b	30 24%	42 34%	156 32%
4 stars	(4.0)	223 34%	158 36%	33 26%	32 35%	174 33%	48 38%	32 26%	176 36% a
5 stars	(5.0)	148 23%	120 27% bc	18 14%	11 11%	109 21%	40 31% a	42 33% b	95 20%
RATING OF 4-5 OUT OF 5		371 57%	277 64% bc	51 40%	43 46%	282 54%	88 69% a	74 59%	271 56%
Mean score		3.7	3.8 bc	3.3	3.4	3.6	3.9 a	3.9 b	3.6
Standard deviation		.99	.95	1.05	.90	.98	1.00	.97	1.00
Standard error		.04	.04	.09	.09	.04	.09	.09	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18B. Please give a star rating to show how much you think they like Any Absolute radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Absolute radio at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	~a	b	c	
Unweighted total	269	77	80	112	137	132	36	41	48	32	53	59	27	113	124	
Effective Weighted Sample	232	67	70	96	119	113	31	35	42	29	46	50	23	98	107	
Total	264	79	71	114	137	128	37	42	44	27	55	58	24	109	125	
1 star	(1.0)	7	4	1	1	4	3	2	1	-	1	1	-	1	4	1
		2%	5%	2%	1%	3%	2%	7%	3%	-%	5%	3%	-%	5%	4%	1%
2 stars	(2.0)	13	9	2	2	5	8	3	6	-	2	2	1	3	8	2
		5%	11%	3%	2%	4%	7%	9%	14%	-%	7%	3%	1%	11%	8%	2%
			bc						cf					c		
3 stars	(3.0)	55	22	13	19	25	30	9	13	9	4	7	12	7	24	24
		21%	28%	19%	17%	18%	23%	24%	31%	20%	15%	13%	21%	28%	22%	19%
									e							
4 stars	(4.0)	103	24	30	49	54	48	13	10	18	12	23	26	6	37	54
		39%	30%	42%	43%	40%	38%	36%	24%	40%	45%	42%	45%	27%	34%	43%
5 stars	(5.0)	87	21	25	41	49	39	9	11	18	7	22	20	7	36	44
		33%	26%	35%	36%	36%	30%	25%	27%	40%	27%	39%	34%	29%	33%	35%
RATING OF 4-5 OUT OF 5		190	44	55	91	103	87	22	22	35	20	45	46	14	73	98
		72%	56%	77%	80%	75%	68%	61%	51%	80%	73%	82%	78%	56%	67%	78%
				a	a					b		ab	b			
Mean score		3.9	3.6	4.1	4.1	4.0	3.9	3.6	3.6	4.2	3.8	4.1	4.1	3.6	3.9	4.1
				a	a					ab		ab	ab			
Standard deviation		.98	1.14	.90	.85	.97	.99	1.15	1.13	.76	1.08	.94	.76	1.18	1.08	.85
Standard error		.06	.13	.10	.08	.08	.09	.19	.18	.11	.19	.13	.10	.23	.10	.08

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18B. Please give a star rating to show how much you think they like Any Absolute radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Absolute radio at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	269	182	48	26	13	110	66	54	39	184	93	180	55	225	44	
Effective Weighted Sample	232	172	46	26	12	98	57	45	35	157	81	155	48	193	39	
Total	264	216	32	10	7	105	59	50	50	183	91	176	57	223	42	
1 star	(1.0)	7 2%	7 3%	- -%	- -%	- -%	4 4%	- -%	1 3%	1 3%	3 1%	1 2%	3 2%	- -%	5 2%	1 3%
2 stars	(2.0)	13 5%	11 5%	1 4%	* 4%	1 15%	3 3%	4 8%	- -%	6 11% c	11 6%	4 4%	6 4%	1 1%	12 6%	1 2%
3 stars	(3.0)	55 21%	41 19%	9 28%	3 35%	1 17%	13 12%	16 27% a	19 37% ad	7 14%	33 18%	14 15%	29 17%	13 23%	44 20%	11 26%
4 stars	(4.0)	103 39%	87 40%	10 30%	4 42%	2 34%	43 41%	26 44%	14 28%	20 40%	76 42%	44 48%	72 41%	23 39%	88 40%	14 34%
5 stars	(5.0)	87 33%	71 33%	12 38%	2 19%	2 34%	42 40% b	12 21%	16 33%	16 32%	61 33%	28 31%	66 37%	21 36%	73 33%	14 35%
RATING OF 4-5 OUT OF 5	190 72%	157 73%	22 69%	6 61%	5 68%	85 81% bc	38 65%	30 60%	36 72%	137 75%	72 79%	138 78%	43 76%	161 72%	29 69%	
Mean score	3.9	3.9	4.0	3.8	3.9	4.1 b	3.8	3.9	3.9	4.0	4.0	4.1	4.1	3.9	4.0	
Standard deviation	.98	1.00	.91	.85	1.13	.99	.87	.97	1.07	.94	.88	.91	.80	.98	.99	
Standard error	.06	.07	.13	.17	.31	.09	.11	.13	.17	.07	.09	.07	.11	.07	.15	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18B. Please give a star rating to show how much you think they like Any Absolute radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Absolute radio at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	269	81	77	118	151	59	144	145	124	163	85	194	60	15	
Effective Weighted Sample	232	69	68	103	130	53	125	126	107	141	74	168	52	13	
Total	264	81	78	119	145	63	142	143	122	163	82	192	58	14	
1 star	(1.0)	7 2%	3 3%	- -%	3 2%	4 3%	3 4%	3 2%	3 2%	4 3%	3 2%	3 3%	3 1%	3 5%	1 9%
2 stars	(2.0)	13 5%	9 11%	3 4%	9 7%	5 3%	1 1%	2 2%	2 2%	11 9%	3 2%	7 9%	10 5%	4 6%	- -%
3 stars	(3.0)	55 21%	18 22%	11 14%	23 19%	32 22%	13 20%	25 18%	26 18%	29 24%	26 16%	20 25%	33 17%	18 31%	3 24%
4 stars	(4.0)	103 39%	21 26%	36 46%	44 37%	59 40%	17 28%	50 35%	50 35%	52 43%	69 42%	30 37%	80 42%	17 29%	5 36%
5 stars	(5.0)	87 33%	32 39%	27 35%	41 34%	46 32%	29 47%	62 43%	62 43%	26 21%	62 38%	21 26%	66 34%	17 29%	4 31%
RATING OF 4-5 OUT OF 5	190 72%	53 65%	63 81%	85 71%	105 72%	47 75%	112 79%	112 78%	78 64%	131 80%	51 63%	146 76%	34 58%	9 68%	
Mean score	3.9	3.9	4.1	3.9	4.0	4.1	4.2	4.2	3.7	4.1	3.7	4.0	3.7	3.8	
Standard deviation	.98	1.15	.81	1.02	.95	1.05	.91	.91	1.00	.87	1.05	.92	1.10	1.18	
Standard error	.06	.13	.09	.09	.08	.14	.08	.08	.09	.07	.11	.07	.14	.31	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18B. Please give a star rating to show how much you think they like Any Absolute radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Absolute radio at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	269	179	63	27	232	34	60	192	
Effective Weighted Sample	232	154	54	25	200	30	51	166	
Total	264	176	63	26	222	39	60	185	
1 star	(1.0)	7 2%	1 4%	2 10%	3 10%	5 2%	1 3%	- -%	7 4%
2 stars	(2.0)	13 5%	9 5%	4 6%	1 3%	10 4%	3 8%	6 9%	8 4%
3 stars	(3.0)	55 21%	32 18%	16 25%	7 29%	48 22%	5 12%	13 21%	41 22%
4 stars	(4.0)	103 39%	71 40%	22 34%	10 40%	86 39%	16 42%	22 36%	69 37%
5 stars	(5.0)	87 33%	64 36%	19 31%	4 17%	73 33%	14 35%	20 33%	61 33%
RATING OF 4-5 OUT OF 5	190 72%	134 76%	41 65%	15 57%	159 71%	30 77%	42 69%	130 70%	
Mean score	3.9	4.1	3.8	3.5	3.9	4.0	3.9	3.9	
Standard deviation	.98	.90	1.07	1.15	.97	1.04	.96	1.02	
Standard error	.06	.07	.13	.22	.06	.18	.12	.07	

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18C. Please give a star rating to show how much you think they like Any Capital radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Capital radio at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY	
		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																
Unweighted total	807	194	264	349	367	440	96	98	122	142	149	200	52	362	389	
Effective Weighted Sample	691	167	232	299	314	377	83	84	106	126	129	170	46	310	334	
Total	829	211	236	381	384	444	111	101	107	129	166	215	52	352	420	
1 star	(1.0)	5	3	1	1	3	2	2	1	-	1	1	-	3	1	1
		1%	2%	*%	*%	1%	*%	2%	1%	-%	*%	1%	-%	5%	*%	*%
													bc			
2 stars	(2.0)	36	20	7	10	16	19	12	7	2	5	2	7	5	19	11
		4%	9%	3%	3%	4%	4%	11%	7%	2%	4%	1%	3%	10%	6%	3%
			bc					cdef	e				c			
3 stars	(3.0)	206	61	51	94	112	94	30	31	28	24	55	39	15	87	102
		25%	29%	22%	25%	29%	21%	27%	31%	26%	18%	33%	18%	29%	25%	24%
						b		df				df				
4 stars	(4.0)	287	67	80	140	122	165	36	31	35	45	51	89	15	113	156
		35%	32%	34%	37%	32%	37%	32%	31%	33%	35%	31%	42%	29%	32%	37%
5 stars	(5.0)	295	60	98	136	131	164	31	30	43	55	57	79	14	131	150
		36%	29%	41%	36%	34%	37%	28%	30%	40%	43%	34%	37%	27%	37%	36%
				a							a					
RATING OF 4-5 OUT OF 5		581	127	178	276	252	329	67	61	78	100	108	169	29	243	306
		70%	60%	75%	73%	66%	74%	60%	61%	73%	77%	65%	78%	56%	69%	73%
				a	a		a				abe		abe			a
Mean score		4.0	3.8	4.1	4.1	3.9	4.1	3.7	3.8	4.1	4.2	4.0	4.1	3.6	4.0	4.1
			a		a				ab	ab		ab			a	a
Standard deviation		.91	1.02	.87	.85	.94	.89	1.05	.98	.84	.88	.89	.82	1.14	.94	.85
Standard error		.03	.07	.05	.05	.05	.04	.11	.10	.08	.07	.07	.06	.16	.05	.04

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18C. Please give a star rating to show how much you think they like Any Capital radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Capital radio at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	807	587	91	99	30	261	203	169	173	477	181	467	67	608	199	
Effective Weighted Sample	691	551	86	98	28	225	176	148	150	410	154	397	58	520	171	
Total	829	715	60	37	17	237	202	173	216	504	179	477	70	627	201	
1 star	(1.0)	5 1%	3 *%	1 1%	* 1%	1 3%	1 *%	1 *%	3 2%	* *%	3 1%	- -%	2 *%	- -%	3 1%	2 1%
2 stars	(2.0)	36 4%	28 4%	5 8%	2 6%	1 6%	9 4%	9 4%	9 5%	9 4%	21 4%	7 4%	21 4%	1 2%	27 4%	9 4%
3 stars	(3.0)	206 25%	181 25%	17 28%	6 17%	2 13%	47 20%	65 32%	41 24%	54 25%	114 23%	46 26%	105 22%	11 16%	151 24%	55 28%
4 stars	(4.0)	287 35%	245 34%	18 31%	17 45% ab	7 41%	99 42% bd	58 29%	66 38%	65 30%	178 35%	62 34%	162 34%	25 36%	216 34%	71 35%
5 stars	(5.0)	295 36%	257 36%	20 33%	11 30%	6 38%	81 34%	69 34%	55 32%	88 41%	187 37%	64 36%	188 39%	32 46%	230 37%	65 32%
RATING OF 4-5 OUT OF 5		581 70%	502 70%	38 64%	28 76%	13 78%	179 76% b	127 63%	120 70%	153 71%	366 73%	126 70%	350 73%	58 82% f	446 71%	136 67%
Mean score		4.0	4.0	3.9	4.0	4.0	4.1	3.9	3.9	4.1	4.0	4.0	4.1	4.3 f	4.0	3.9
Standard deviation		.91	.90	1.00	.92	1.04	.85	.93	.96	.92	.91	.88	.91	.80	.91	.92
Standard error		.03	.04	.11	.09	.19	.05	.07	.07	.07	.04	.07	.04	.10	.04	.07

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18C. Please give a star rating to show how much you think they like Any Capital radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Capital radio at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	807	187	199	294	513	110	303	306	501	480	269	522	230	55	
Effective Weighted Sample	691	164	171	256	435	94	261	263	428	412	229	445	197	49	
Total	829	205	201	312	517	111	304	306	522	491	275	544	228	56	
1 star	(1.0)	5 1%	3 1%	3 1%	2 1%	2 *%	1 -%	1 *%	1 *%	4 1%	1 *%	1 *%	2 *%	2 1%	1 1%
2 stars	(2.0)	36 4%	14 7%	9 5%	17 5%	19 4%	9 *%	9 3%	27 5%	14 3%	18 6%	19 3%	12 5%	5 10%	
3 stars	(3.0)	206 25%	53 26%	34 17%	68 22%	138 27%	20 18%	60 20%	61 20%	145 28%	105 21%	85 31%	114 21%	75 33%	17 30%
4 stars	(4.0)	287 35%	62 30%	74 37%	109 35%	178 34%	35 31%	103 34%	104 34%	183 35%	167 34%	103 38%	189 35%	81 36%	17 30%
5 stars	(5.0)	295 36%	73 36%	80 40%	115 37%	180 35%	55 d	131 d	132 d	163 31%	204 b	68 25%	220 b	58 25%	16 29%
RATING OF 4-5 OUT OF 5	581 70%	135 66%	155 77%	224 72%	358 69%	90 d	234 d	235 d	346 66%	371 b	172 62%	409 bc	139 61%	33 60%	
Mean score	4.0	3.9	4.1	4.0	4.0	4.3 d	4.2 d	4.2 d	3.9	4.1 b	3.8	4.1 bc	3.8	3.8	
Standard deviation	.91	1.01	.94	.95	.89	.78	.86	.86	.93	.87	.90	.88	.92	1.02	
Standard error	.03	.07	.07	.06	.04	.07	.05	.05	.04	.04	.05	.04	.06	.14	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18C. Please give a star rating to show how much you think they like Any Capital radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Capital radio at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	807	433	250	124	678	127	145	611	
Effective Weighted Sample	691	368	215	108	577	113	124	522	
Total	829	445	254	130	682	145	148	621	
1 star	(1.0)	5 1%	1 *%	2 1%	2 1%	4 1%	1 1%	3 1%	
2 stars	(2.0)	36 4%	17 4%	11 4%	8 6%	29 4%	7 5%	27 4%	
3 stars	(3.0)	206 25%	88 20%	76 30%	42 33%	160 24%	46 32%	157 25%	
4 stars	(4.0)	287 35%	156 35%	94 37%	37 29%	238 35%	48 33%	209 34%	
5 stars	(5.0)	295 36%	183 41%	71 28%	41 31%	251 37%	43 29%	225 36%	
RATING OF 4-5 OUT OF 5		581 70%	338 76%	165 65%	78 60%	489 72%	91 62%	101 68%	434 70%
Mean score		4.0	4.1 bc	3.9	3.8	4.0	3.9	3.9	4.0
Standard deviation		.91	.88	.90	.99	.91	.93	.92	.91
Standard error		.03	.04	.06	.09	.03	.08	.08	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18D. Please give a star rating to show how much you think they like Any Heart radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Heart radio at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	899	219	320	360	418	481	111	108	152	168	155	205	59	431	399	
Effective Weighted Sample	760	184	277	305	356	404	95	89	131	146	133	173	51	363	339	
Total	895	233	286	376	418	477	120	113	136	150	162	214	61	411	413	
1 star	(1.0)	11 1%	4 2%	6 2% c	1 *%	6 1%	5 1%	1 1%	3 3%	4 3% e	1 1%	- -%	1 *%	1 2% c	9 2% c	1 *%
2 stars	(2.0)	45 5%	20 9% bc	12 4%	13 3%	23 5%	22 5%	12 10% de	8 7%	7 5%	5 3%	4 2%	9 4%	7 11% c	26 6%	13 3%
3 stars	(3.0)	211 24%	64 27%	72 25%	76 20%	104 25%	107 22%	36 30%	28 25%	35 26%	36 24%	33 20%	43 20%	12 20%	111 27%	87 21%
4 stars	(4.0)	361 40%	79 34%	115 40%	168 45% a	168 40%	194 41%	36 30%	42 38%	53 39%	62 41%	78 48% a	90 42%	21 35%	146 35%	187 45% b
5 stars	(5.0)	266 30%	66 28%	82 28%	118 32%	117 28%	148 31%	35 29%	31 27%	35 26%	46 31%	47 29%	71 33%	19 32%	120 29%	125 30%
RATING OF 4-5 OUT OF 5		627 70%	145 62%	197 69%	286 76% ab	285 68%	342 72%	71 59%	73 65%	89 65%	108 72% a	125 77% abc	161 75% a	41 67%	266 65%	312 76% b
Mean score	3.9	3.8	3.9	4.0 ab	3.9	4.0	3.8	3.8	3.8	4.0	4.0 abc	4.0 ac	3.8	3.8	4.0 b	
Standard deviation	.92	1.02	.94	.82	.93	.91	1.02	1.01	1.00	.87	.77	.86	1.08	.99	.81	
Standard error	.03	.07	.05	.04	.05	.04	.10	.10	.08	.07	.06	.06	.14	.05	.04	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18D. Please give a star rating to show how much you think they like Any Heart radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Heart radio at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND ~d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	899	644	68	158	29	324	203	201	171	561	214	519	85	706	193	
Effective Weighted Sample	760	607	65	157	28	281	174	173	144	475	183	445	74	600	160	
Total	895	776	46	58	15	286	195	210	203	562	203	522	89	707	188	
1 star	(1.0)	11 1%	11 1%	- -%	* 1%	- -%	4 2%	2 1%	1 1%	3 2%	1 *%	2 1%	4 1%	- -%	6 1%	5 3%
2 stars	(2.0)	45 5%	39 5%	3 6%	3 5%	1 6%	15 5%	8 4%	12 6%	11 5%	19 3%	12 6%	21 4%	1 1%	29 4%	17 9%
3 stars	(3.0)	211 24%	179 23%	14 30%	15 25%	4 27%	60 21%	53 27%	46 22%	53 26%	117 21%	36 18%	115 22%	15 17%	153 22%	59 31%
4 stars	(4.0)	361 40%	313 40%	20 44%	21 37%	7 45%	119 42%	87 44%	94 45%	61 30%	245 44%	84 41%	212 41%	36 40%	297 42%	64 34%
5 stars	(5.0)	266 30%	234 30%	9 20%	19 32%	3 23%	88 31%	46 23%	57 27%	75 37%	180 32%	69 34%	169 32%	37 42%	222 31%	43 23%
RATING OF 4-5 OUT OF 5		627 70%	547 71%	29 64%	40 69%	10 67%	208 72%	132 68%	151 72%	136 67%	425 76%	153 75%	382 73%	73 82%	520 74%	108 57%
Mean score		3.9	3.9	3.8	4.0	3.8	4.0	3.8	3.9	4.0	4.0	4.0	4.0	4.2	4.0	3.7
Standard deviation		.92	.92	.84	.92	.87	.93	.86	.88	.99	.83	.92	.88	.78	.88	1.02
Standard error		.03	.04	.10	.07	.16	.05	.06	.06	.08	.03	.06	.04	.08	.03	.07

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18D. Please give a star rating to show how much you think they like Any Heart radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Heart radio at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	899	214	223	344	555	149	363	367	532	500	329	594	254	51	
Effective Weighted Sample	760	183	190	293	468	131	314	318	443	428	274	507	210	44	
Total	895	224	225	351	544	153	363	367	528	498	325	601	240	54	
1 star	(1.0)	11 1%	* *%	1 *%	10 *%	1 1%	5 1%	5 1%	6 1%	4 1%	6 2%	1 *%	6 2%	4 8%	
													a	a	
2 stars	(2.0)	45 5%	8 3%	6 3%	11 3%	34 6%	3 2%	9 2%	9 2%	36 7%	14 3%	25 8%	21 3%	17 7%	7 13%
									abc		a		a	a	
3 stars	(3.0)	211 24%	47 21%	40 18%	72 20%	140 26%	33 21%	74 20%	75 20%	136 26%	110 22%	87 27%	124 21%	72 30%	15 28%
					b								a		
4 stars	(4.0)	361 40%	98 44%	93 41%	151 43%	211 39%	56 37%	148 41%	150 41%	211 40%	210 42%	129 40%	245 41%	98 41%	19 35%
5 stars	(5.0)	266 30%	71 32%	84 38%	117 33%	149 27%	60 39%	127 35%	128 35%	138 26%	160 32%	79 24%	210 35%	48 20%	9 16%
				d		d	d	d		b		bc			
RATING OF 4-5 OUT OF 5		627 70%	169 75%	177 79%	267 76%	360 66%	116 76%	276 76%	278 76%	349 66%	370 74%	207 64%	455 76%	145 60%	27 51%
			d	d	d	d	d	d		b		bc			
Mean score	3.9	4.0	4.1	4.1	3.8	4.1	4.1	4.1	3.8	4.0	3.8	4.1	3.7	3.4	
		d	d	d		d	d	d		b		bc			
Standard deviation	.92	.83	.83	.83	.96	.86	.88	.87	.94	.85	.97	.84	.95	1.14	
Standard error	.03	.06	.06	.04	.04	.07	.05	.05	.04	.04	.05	.03	.06	.16	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18D. Please give a star rating to show how much you think they like Any Heart radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Heart radio at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	899	496	262	141	784	110	169	680
Effective Weighted Sample	760	425	220	115	657	99	141	576
Total	895	507	263	125	769	121	169	672
1 star	(1.0)	11	7	3	9	2	2	8
		1%	3%	2%	1%	2%	1%	1%
			a	a				
2 stars	(2.0)	45	21	6	43	2	11	33
		5%	8%	4%	6%	1%	7%	5%
			a					
3 stars	(3.0)	211	72	37	190	21	28	170
		24%	27%	30%	25%	17%	17%	25%
			a	a				a
4 stars	(4.0)	361	100	44	307	51	79	264
		40%	38%	35%	40%	42%	47%	39%
5 stars	(5.0)	266	62	36	219	46	48	197
		30%	24%	29%	28%	38%	29%	29%
			b			a		
RATING OF 4-5 OUT OF 5	627	385	163	80	526	97	127	460
	70%	76%	62%	64%	68%	80%	75%	69%
		bc				a		
Mean score	3.9	4.0	3.7	3.8	3.9	4.1	3.9	3.9
		bc				a		
Standard deviation	.92	.84	1.00	.97	.92	.87	.92	.92
Standard error	.03	.04	.06	.08	.03	.08	.07	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18E. Please give a star rating to show how much you think they like Any Smooth radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Smooth radio at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 ~d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	200	51	65	84	99	101	25	26	38	27	36	48	14	92	92	
Effective Weighted Sample	173	44	58	71	86	87	22	22	33	25	31	40	13	80	78	
Total	202	54	63	85	101	101	26	28	38	25	37	48	15	91	94	
2 stars	(2.0)	11 6%	3 5%	7 11% c	2 2%	7 7%	4 4%	2 9%	* 1%	5 12% e	2 10%	- -%	2 3%	1 8%	7 8%	3 3%
3 stars	(3.0)	40 20%	15 28%	10 15% 15 18%	19 19%	21 21%	7 28%	8 27%	4 12%	5 21%	7 20%	8 17%	5 37%	17 19%	17 18%	
4 stars	(4.0)	82 41%	17 32%	26 42% 38 45%	45 45%	37 36%	9 33%	9 32%	17 45%	10 39%	20 53%	18 38%	4 26%	33 36%	43 45%	
5 stars	(5.0)	69 34%	19 35%	20 31% 30 35%	30 30%	39 38%	8 30%	11 39%	12 32%	8 31%	10 27%	20 42%	4 29%	33 37%	31 33%	
RATING OF 4-5 OUT OF 5	151 75%	36 67%	46 74%	68 80%	75 74%	76 75%	16 63%	20 71%	29 77%	17 69%	30 80%	39 80%	8 55%	66 73%	74 79%	
Mean score	4.0	4.0	3.9	4.1	4.0	4.1	3.8	4.1	4.0	3.9	4.1	4.2	3.8	4.0	4.1	
Standard deviation	.87	.92	.96	.77	.87	.87	.97	.86	.97	.97	.69	.84	.99	.94	.80	
Standard error	.06	.13	.12	.08	.09	.09	.19	.17	.16	.19	.11	.12	.26	.10	.08	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18E. Please give a star rating to show how much you think they like Any Smooth radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Smooth radio at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f	
Significance Level: 95%																
Unweighted total	200	146	21	20	13	78	38	47	37	152	63	151	40	177	23	
Effective Weighted Sample	173	138	21	20	13	68	33	41	33	131	57	131	35	153	20	
Total	202	175	13	7	7	69	36	50	46	153	67	155	44	180	23	
2 stars	(2.0)	11 6%	10 6%	1 4%	1 9%	- -%	6 8%	1 2%	2 4%	3 5%	8 5%	3 4%	8 5%	- -%	9 5%	3 12%
3 stars	(3.0)	40 20%	34 20%	2 18%	2 30%	1 16%	10 15%	10 27%	14 29%	6 12%	30 19%	15 22%	28 18%	7 16%	33 19%	7 29%
4 stars	(4.0)	82 41%	70 40%	5 39%	3 44%	4 60%	29 43%	17 48%	18 35%	18 38%	61 40%	29 43%	64 41%	18 41%	74 41%	8 38%
5 stars	(5.0)	69 34%	61 35%	5 38%	1 16%	2 23%	24 34%	8 23%	16 32%	20 44%	54 36%	21 31%	56 36%	19 43%	64 36%	5 21%
RATING OF 4-5 OUT OF 5	151 75%	131 75%	10 77%	4 60%	6 84%	53 77%	26 71%	34 67%	38 82%	116 76%	50 74%	120 77%	37 84%	138 77%	13 59%	
Mean score	4.0	4.0	4.1	3.7	4.1	4.0	3.9	4.0	4.2	4.1	4.0	4.1	4.3	4.1	3.7	
Standard deviation	.87	.88	.89	.92	.67	.92	.77	.89	.87	.86	.83	.86	.73	.86	.96	
Standard error	.06	.07	.19	.21	.19	.10	.12	.13	.14	.07	.11	.07	.12	.06	.20	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18E. Please give a star rating to show how much you think they like Any Smooth radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Smooth radio at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	200	66	60	93	107	44	121	122	78	124	59	148	44	8	
Effective Weighted Sample	173	58	53	82	91	39	106	107	66	107	51	129	37	7	
Total	202	69	61	97	105	48	125	126	76	125	60	153	40	8	
2 stars	(2.0)	11	4	3	4	7	2	6	6	5	6	3	6	2	2
		6%	7%	5%	5%	6%	4%	5%	5%	7%	5%	5%	4%	6%	30%
3 stars	(3.0)	40	12	9	18	22	10	20	20	20	16	18	24	15	1
		20%	18%	14%	18%	21%	21%	16%	16%	26%	13%	30%	15%	37%	17%
											a	a	a		
4 stars	(4.0)	82	22	27	37	45	12	50	50	32	56	23	62	17	4
		41%	33%	44%	38%	43%	24%	40%	40%	42%	45%	38%	40%	41%	46%
5 stars	(5.0)	69	29	22	38	31	25	49	50	19	46	16	62	6	1
		34%	43%	36%	39%	29%	51%	40%	40%	24%	37%	27%	40%	16%	8%
						d	d	d				b	b		
RATING OF 4-5 OUT OF 5	151	52	49	75	76	36	99	100	51	102	39	123	23	5	
	75%	75%	81%	77%	72%	75%	79%	79%	67%	82%	66%	80%	57%	54%	
							b	b		b		b			
Mean score	4.0	4.1	4.1	4.1	4.0	4.2	4.1	4.1	3.8	4.1	3.9	4.2	3.7	3.3	
						d	d	d				b			
Standard deviation	.87	.93	.85	.87	.88	.93	.86	.86	.88	.83	.87	.84	.82	1.05	
Standard error	.06	.11	.11	.09	.08	.14	.08	.08	.10	.07	.11	.07	.12	.37	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18E. Please give a star rating to show how much you think they like Any Smooth radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Smooth radio at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	200	131	53	16	165	34	56	133	
Effective Weighted Sample	173	113	46	14	142	31	49	115	
Total	202	135	53	14	163	38	56	136	
2 stars	(2.0)	11	7	2	10	1	1	10	
		6%	5%	4%	6%	3%	2%	7%	
3 stars	(3.0)	40	25	12	34	6	7	33	
		20%	19%	23%	21%	16%	12%	24%	
4 stars	(4.0)	82	57	21	63	18	28	50	
		41%	42%	39%	39%	48%	50%	37%	
5 stars	(5.0)	69	46	18	56	13	20	44	
		34%	34%	34%	34%	33%	35%	32%	
RATING OF 4-5 OUT OF 5		151	103	39	119	31	48	94	
		75%	76%	73%	73%	81%	85%	69%	
							b		
Mean score		4.0	4.1	4.0	3.9	4.0	4.1	4.2	3.9
Standard deviation		.87	.85	.87	1.12	.90	.79	.73	.92
Standard error		.06	.07	.12	.28	.07	.14	.10	.08

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Kiss radio at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted total	544	129	176	239	259	285	69	60	80	96	110	129	36	244	260	
Effective Weighted Sample	466	112	156	201	222	244	60	52	70	86	92	108	33	211	218	
Total	581	151	172	258	275	306	81	70	79	93	115	142	40	257	279	
1 star	(1.0)	6	1	1	4	4	2	1	-	1	-	1	2	1	1	4
		1%	1%	1%	1%	1%	1%	2%	-%	1%	-%	1%	2%	4%	*%	1%
2 stars	(2.0)	34	15	13	6	21	13	9	6	9	4	3	3	5	22	7
		6%	10%	8%	2%	8%	4%	11%	8%	12%	4%	2%	2%	12%	8%	3%
			c	c			ef		ef				c	c		
3 stars	(3.0)	140	48	29	63	64	76	34	14	5	24	25	38	11	62	66
		24%	32%	17%	24%	23%	25%	42%	20%	7%	25%	21%	27%	27%	24%	24%
			b				bcdef		c		c	c	c			
4 stars	(4.0)	208	45	68	96	103	106	19	25	39	29	44	51	11	91	102
		36%	30%	40%	37%	37%	35%	24%	36%	50%	31%	38%	36%	28%	36%	37%
										ad						
5 stars	(5.0)	193	42	61	90	84	109	17	25	24	37	43	47	12	81	100
		33%	28%	35%	35%	30%	36%	21%	35%	30%	39%	37%	33%	30%	32%	36%
											a	a				
RATING OF 4-5 OUT OF 5	401	87	129	185	187	214	37	50	63	66	87	99	23	172	202	
	69%	57%	75%	72%	68%	70%	45%	72%	80%	70%	75%	69%	58%	67%	72%	
			a	a			a	a	a	a	a	a				
Mean score	3.9	3.7	4.0	4.0	3.9	4.0	3.5	4.0	4.0	4.0	4.1	4.1	4.0	3.7	3.9	4.0
			a	a			a	a	a	a	a	a				a
Standard deviation	.95	1.00	.94	.90	.98	.92	1.01	.95	.99	.91	.89	.92	1.14	.96	.91	
Standard error	.04	.09	.07	.06	.06	.05	.12	.12	.11	.09	.08	.08	.19	.06	.06	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Kiss radio at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE	
		a	b	c	~d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total	544	410	31	80	23	189	120	128	106	329	140	338	51	427	117	
Effective Weighted Sample	466	388	30	79	22	161	105	112	96	282	121	291	43	367	99	
Total	581	518	21	29	13	171	126	137	146	350	140	365	54	457	124	
1 star	(1.0)	6	6	-	-	-	2	1	3	-	3	1	3	-	5	1
		1%	1%	-%	-%	-%	1%	1%	2%	-%	1%	1%	1%	-%	1%	1%
2 stars	(2.0)	34	31	-	1	2	7	7	9	11	24	5	19	2	28	5
		6%	6%	-%	5%	13%	4%	5%	6%	8%	7%	4%	5%	3%	6%	4%
3 stars	(3.0)	140	123	6	8	4	40	30	33	36	81	31	82	4	104	36
		24%	24%	28%	27%	28%	23%	24%	24%	25%	23%	22%	23%	8%	23%	29%
										d	d	d		d	d	
4 stars	(4.0)	208	181	9	13	5	66	47	48	48	116	53	138	25	164	44
		36%	35%	44%	45%	38%	39%	37%	35%	33%	33%	38%	38%	46%	36%	36%
5 stars	(5.0)	193	177	6	7	3	56	41	46	50	126	49	124	23	156	37
		33%	34%	28%	24%	21%	33%	33%	33%	35%	36%	35%	34%	42%	34%	30%
RATING OF 4-5 OUT OF 5		401	358	15	20	8	122	88	93	98	242	103	262	48	320	81
		69%	69%	72%	69%	59%	71%	70%	68%	67%	69%	73%	72%	89%	70%	65%
													abcef			
Mean score		3.9	3.9	4.0	3.9	3.7	4.0	4.0	3.9	3.9	4.0	4.0	4.0	4.3	4.0	3.9
														aef		
Standard deviation		.95	.96	.77	.84	.99	.92	.93	1.00	.95	.97	.89	.91	.75	.96	.91
Standard error		.04	.05	.14	.09	.21	.07	.08	.09	.09	.05	.08	.05	.11	.05	.08

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Kiss radio at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	544	131	132	200	344	83	239	242	302	323	182	347	166	31	
Effective Weighted Sample	466	115	113	175	291	74	206	209	257	278	154	300	137	28	
Total	581	144	143	219	362	95	251	254	327	345	188	377	170	34	
1 star	(1.0)	6 1%	1 1%	1 1%	1 1%	5 1%	1 1%	3 1%	3 1%	4 1%	2 1%	3 1%	2 1%	4 2%	- -%
2 stars	(2.0)	34 6%	14 10% d	13 9% d	19 9% d	14 4%	4 4%	13 5%	13 5%	21 6%	16 5%	12 6%	13 4%	15 9% a	5 15% a
3 stars	(3.0)	140 24%	38 26%	27 19%	53 24%	87 24%	10 11%	47 19%	48 19%	92 28% abc	79 23%	47 25%	80 21%	52 30% a	8 24%
4 stars	(4.0)	208 36%	39 27%	54 38%	74 34%	134 37%	36 38%	95 38%	96 38%	112 34%	123 36%	74 40%	131 35%	62 36%	16 47%
5 stars	(5.0)	193 33%	51 36%	47 33%	71 32%	122 34%	43 45% d	94 37%	94 37%	98 30%	125 36%	52 28%	150 40% bc	38 22%	5 14%
RATING OF 4-5 OUT OF 5	401 69%	91 63%	102 71%	145 66%	256 71%	79 84% d	188 75% d	190 75% d	211 64%	248 72%	127 67%	281 75% b	100 58%	21 61%	
Mean score	3.9	3.9	3.9	3.9	4.0	4.2 d	4.1 d	4.1 d	3.9	4.0	3.9	4.1 bc	3.7	3.6	
Standard deviation	.95	1.04	.99	.99	.93	.89	.93	.93	.96	.92	.94	.90	.99	.92	
Standard error	.04	.09	.09	.07	.05	.10	.06	.06	.06	.05	.07	.05	.08	.17	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Kiss radio at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		544	302	158	84	447	96	135	379
Effective Weighted Sample		466	261	133	72	381	84	114	326
Total		581	325	167	89	472	108	146	401
1 star	(1.0)	6 1%	3 1%	2 1%	1 1%	6 1%	- -%	2 2%	4 1%
2 stars	(2.0)	34 6%	11 3%	17 10% a	6 7%	28 6%	6 6%	8 5%	24 6%
3 stars	(3.0)	140 24%	75 23%	48 29%	17 19%	114 24%	26 24%	37 25%	93 23%
4 stars	(4.0)	208 36%	109 34%	62 37%	38 42%	169 36%	39 37%	55 37%	147 37%
5 stars	(5.0)	193 33%	127 39% b	39 23%	27 31%	155 33%	36 34%	45 31%	134 33%
RATING OF 4-5 OUT OF 5		401 69%	235 73% b	100 60%	65 73%	324 69%	76 70%	99 68%	280 70%
Mean score		3.9	4.1 b	3.7	3.9	3.9	4.0	3.9	4.0
Standard deviation		.95	.91	.98	.94	.96	.90	.95	.94
Standard error		.04	.05	.08	.10	.05	.09	.08	.05

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18G. Please give a star rating to show how much you think they like Any Magic radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Magic radio at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 b	BOY 8-11 ~c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	219	74	64	81	95	124	29	45	27	37	39	42	21	110	85	
Effective Weighted Sample	190	62	57	72	83	107	24	38	24	32	35	37	18	95	76	
Total	225	74	60	91	98	127	28	46	27	33	43	49	18	109	95	
1 star	(1.0)	5 2%	1 2%	4 6% c	- -%	1 1%	4 3%	- -%	1 3%	1 5%	2 7%	- -%	- -%	- -%	4 3%	1 1%
2 stars	(2.0)	10 4%	7 10% b	- -%	3 3%	6 7%	3 3%	4 14%	3 7%	- -%	- -%	3 6%	- -%	3 15%	4 4%	3 3%
3 stars	(3.0)	60 27%	19 26%	13 22%	28 30%	23 24%	37 29%	8 28%	11 25%	7 25%	6 19%	9 20%	19 39%	4 24%	27 25%	28 29%
4 stars	(4.0)	80 35%	22 29%	18 31%	39 43%	36 36%	44 35%	7 24%	15 32%	7 25%	12 35%	22 51%	18 36%	6 32%	31 28%	41 43% b
5 stars	(5.0)	72 32%	25 34%	25 41% c	22 24%	32 32%	40 31%	10 34%	15 33%	12 45%	13 38%	10 23%	12 25%	5 29%	43 40% c	23 24%
RATING OF 4-5 OUT OF 5	151 67%	47 63%	43 72%	61 67%	67 69%	84 66%	17 59%	30 66%	19 70%	24 74%	32 74%	30 61%	11 61%	74 68%	64 67%	
Mean score	3.9	3.8	4.0	3.9	3.9	3.9	3.8	3.9	4.1	4.0	3.9	3.9	3.7	4.0	3.9	
Standard deviation	.97	1.06	1.09	.80	.97	.97	1.08	1.05	1.08	1.12	.82	.80	1.07	1.06	.85	
Standard error	.07	.12	.14	.09	.10	.09	.20	.16	.21	.18	.13	.12	.23	.10	.09	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18G. Please give a star rating to show how much you think they like Any Magic radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Magic radio at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	219	157	25	17	20	92	36	59	32	164	66	163	44	189	30	
Effective Weighted Sample	190	149	24	17	18	81	31	51	29	143	58	142	37	165	26	
Total	225	192	16	6	12	89	39	56	41	167	68	168	46	197	28	
1 star	(1.0)	5 2%	5 3%	- -%	- -%	- -%	1 1%	1 3%	- -%	3 6%	1 1%	2 3%	1 1%	- -%	4 2%	1 4%
2 stars	(2.0)	10 4%	7 4%	1 7%	- -%	1 10%	3 3%	1 2%	4 6%	2 6%	6 4%	3 5%	5 3%	1 3%	9 4%	1 4%
3 stars	(3.0)	60 27%	49 26%	6 35%	3 45%	2 17%	25 28%	9 22%	14 25%	12 29%	43 25%	20 30%	41 24%	12 26%	50 25%	10 36%
4 stars	(4.0)	80 35%	71 37%	5 30%	1 21%	3 26%	37 41%	18 47%	16 29%	8 19%	64 38%	22 33%	63 37%	17 37%	71 36%	8 29%
5 stars	(5.0)	72 32%	60 31%	4 28%	2 34%	5 47%	23 26%	10 26%	22 39%	16 39%	53 32%	20 30%	58 35%	15 34%	64 32%	8 27%
RATING OF 4-5 OUT OF 5	151 67%	130 68%	9 58%	3 55%	8 73%	60 68%	28 73%	38 68%	24 59%	118 70%	43 62%	121 72%	32 71%	135 69%	16 56%	
Mean score	3.9	3.9	3.8	3.9	4.1	3.9	3.9	4.0	3.8	4.0	3.8	4.0	4.0	3.9	3.7	
Standard deviation	.97	.97	.96	.96	1.07	.89	.90	.96	1.21	.88	1.03	.88	.86	.95	1.07	
Standard error	.07	.08	.19	.23	.24	.09	.15	.12	.21	.07	.13	.07	.13	.07	.19	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18G. Please give a star rating to show how much you think they like Any Magic radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Magic radio at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	219	84	77	119	100	45	121	123	96	134	68	153	54	12	
Effective Weighted Sample	190	72	66	103	88	40	104	106	84	117	60	133	46	12	
Total	225	85	73	119	107	50	124	125	100	141	69	157	54	15	
1 star	(1.0)	5 2%	1 1%	1 1%	1 1%	4 4%	1 3%	1 1%	1 1%	4 3%	1 1%	4 5%	- -%	1 2%	4 24%
2 stars	(2.0)	10 4%	2 2%	1 2%	3 3%	7 6%	1 3%	3 2%	3 2%	7 7%	3 2%	4 5%	4 3%	4 8%	1 7%
3 stars	(3.0)	60 27%	23 27%	12 16%	30 26%	29 27%	8 17%	32 26%	32 26%	28 28%	35 25%	21 30%	37 24%	20 37%	3 18%
4 stars	(4.0)	80 35%	27 32%	31 42%	44 37%	35 33%	19 38%	45 36%	46 37%	34 34%	49 34%	25 37%	57 36%	19 35%	4 25%
5 stars	(5.0)	72 32%	32 37%	29 39%	40 34%	32 30%	20 40%	42 34%	43 34%	28 28%	53 38%	16 23%	58 37%	10 18%	4 26%
RATING OF 4-5 OUT OF 5	151 67%	59 70%	59 81%	84 71%	67 63%	39 78%	87 71%	89 71%	62 62%	102 72%	41 59%	115 73%	29 53%	7 50%	
Mean score	3.9	4.0	4.2 d	4.0	3.8	4.1	4.0	4.0	3.8	4.1 b	3.7	4.1 b	3.6	3.2	
Standard deviation	.97	.92	.85	.88	1.05	.96	.89	.89	1.05	.89	1.05	.85	.96	1.56	
Standard error	.07	.10	.10	.08	.11	.14	.08	.08	.11	.08	.13	.07	.13	.45	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18G. Please give a star rating to show how much you think they like Any Magic radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Magic radio at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	219	141	52	26	172	47	42	157
Effective Weighted Sample	190	123	46	22	148	43	37	137
Total	225	147	53	26	172	53	42	162
1 star	(1.0)	5	4	1	5	-	-	5
		2%	7%	5%	3%	-%	-%	3%
			a					
2 stars	(2.0)	10	4	-	7	3	2	7
		4%	8%	-%	4%	5%	4%	4%
3 stars	(3.0)	60	13	11	48	12	11	41
		27%	25%	43%	28%	23%	26%	25%
4 stars	(4.0)	80	20	8	57	23	14	62
		35%	37%	29%	33%	44%	34%	38%
5 stars	(5.0)	72	12	6	57	15	15	47
		32%	23%	23%	33%	28%	36%	29%
RATING OF 4-5 OUT OF 5		151	32	13	113	38	29	109
		67%	60%	52%	66%	72%	70%	67%
Mean score		3.9	3.6	3.7	3.9	3.9	4.0	3.9
			b					
Standard deviation		.97	1.13	1.01	1.00	.85	.90	.98
Standard error		.07	.16	.20	.08	.12	.14	.08

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 ~d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	201	46	61	94	103	98	23	23	38	23	42	52	12	87	101
Effective Weighted Sample	172	36	54	83	89	83	19	18	33	21	38	45	10	73	89
Total	199	45	54	100	102	97	24	21	34	20	44	57	11	82	106
1 star	(1.0)	4	2	1	2	1	-	-	1	1	1	-	-	2	1
		2%	5%	1%	2%	1%	-%	-%	4%	6%	2%	-%	-%	3%	1%
2 stars	(2.0)	9	1	4	2	6	*	4	-	1	2	2	2	2	5
		4%	9%	1%	2%	7%	1%	18%	-%	4%	5%	3%	16%	3%	4%
3 stars	(3.0)	34	9	18	21	13	4	4	6	2	10	7	1	13	20
		17%	18%	16%	20%	14%	17%	18%	18%	12%	24%	13%	13%	15%	19%
4 stars	(4.0)	80	18	39	36	44	14	9	12	7	10	29	5	34	40
		40%	51%	38%	35%	45%	59%	41%	35%	33%	22%	51%	49%	42%	37%
5 stars	(5.0)	73	24	39	41	33	5	5	15	9	20	19	2	30	40
		37%	44%	39%	40%	33%	22%	23%	43%	46%	47%	33%	22%	37%	38%
			a												
RATING OF 4-5 OUT OF 5	153	33	42	78	77	76	20	13	27	16	30	47	8	64	80
	77%	73%	78%	77%	75%	78%	81%	64%	78%	78%	69%	84%	71%	79%	76%
Mean score	4.1	3.9	4.1	4.1	4.1	4.0	4.0	3.7	4.1	4.1	4.1	4.1	3.8	4.1	4.1
Standard deviation	.94	.87	1.04	.90	.95	.92	.69	1.04	.98	1.15	1.06	.76	1.02	.96	.92
Standard error	.07	.13	.13	.09	.09	.09	.14	.22	.16	.24	.16	.11	.29	.10	.09

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f	
Significance Level: 95%																
Unweighted total	201	140	25	25	11	97	37	37	30	176	122	178	201	201	-	
Effective Weighted Sample	172	131	23	25	11	84	32	32	26	151	104	154	172	172	-	
Total	199	167	17	9	6	86	38	40	36	177	119	177	199	199	-	
1 star	(1.0)	4 2%	4 2%	- -%	- -%	- -%	- -%	1 3%	1 3%	1 3%	4 2%	1 1%	4 2%	4 2%	4 2%	- -%
2 stars	(2.0)	9 4%	9 5%	- -%	* 4%	- -%	5 5%	3 8%	1 3%	- -%	7 4%	5 4%	7 4%	9 4%	9 4%	- -%
3 stars	(3.0)	34 17%	27 16%	4 26%	2 25%	1 11%	15 18%	6 17%	7 17%	6 16%	32 18%	22 18%	30 17%	34 17%	34 17%	- -%
4 stars	(4.0)	80 40%	69 41%	6 33%	3 34%	2 33%	37 43%	19 50%	12 30%	12 32%	71 40%	49 41%	70 40%	80 40%	80 40%	- -%
5 stars	(5.0)	73 37%	59 35%	7 41%	3 38%	4 56%	28 33%	8 22%	19 47%	17 49%	64 36%	43 36%	67 38%	73 37%	73 37%	- -%
RATING OF 4-5 OUT OF 5	153 77%	128 77%	12 74%	7 71%	6 89%	66 77%	27 71%	31 78%	29 81%	135 76%	91 77%	137 77%	153 77%	153 77%	- -%	
Mean score	4.1	4.0	4.1	4.1	4.4	4.0	3.8	4.2	4.2	4.0	4.1	4.1	4.1	4.1	-	
Standard deviation	.94	.95	.83	.93	.75	.86	1.00	.99	.96	.94	.89	.94	.94	.94	-	
Standard error	.07	.08	.17	.19	.23	.09	.16	.16	.17	.07	.08	.07	.07	.07	-	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	~b	~c	
Unweighted total	201	61	90	112	89	62	143	147	54	157	34	172	27	2	
Effective Weighted Sample	172	52	77	95	77	53	122	125	47	135	29	149	21	2	
Total	199	65	88	114	86	66	139	143	56	154	35	173	24	2	
1 star	(1.0)	4	-	1	1	2	-	2	2	1	2	1	2	1	-
		2%	-%	1%	1%	3%	-%	2%	2%	2%	3%	1%	5%	-%	
2 stars	(2.0)	9	4	4	6	3	2	4	4	5	7	1	6	3	-
		4%	6%	5%	5%	3%	3%	3%	3%	9%	5%	2%	4%	11%	-%
3 stars	(3.0)	34	10	12	20	15	12	24	24	10	27	6	25	9	1
		17%	16%	14%	17%	17%	18%	17%	17%	18%	18%	16%	14%	37%	25%
4 stars	(4.0)	80	29	33	44	36	20	52	55	25	58	17	68	10	2
		40%	45%	37%	38%	42%	30%	37%	38%	45%	38%	47%	40%	40%	75%
5 stars	(5.0)	73	21	38	43	30	32	57	58	15	59	11	72	1	-
		37%	33%	43%	38%	35%	49%	41%	41%	26%	38%	32%	41%	6%	-%
						d									
RATING OF 4-5 OUT OF 5	153	51	70	87	66	52	109	113	40	117	28	140	11	2	
	77%	78%	80%	76%	77%	79%	78%	79%	71%	76%	78%	81%	47%	75%	
Mean score	4.1	4.1	4.1	4.1	4.0	4.3	4.1	4.1	3.8	4.1	4.0	4.2	3.3	3.8	
						d									
Standard deviation	.94	.86	.94	.93	.95	.85	.91	.90	.99	.94	.95	.89	.96	.57	
Standard error	.07	.11	.10	.09	.10	.11	.08	.07	.14	.07	.16	.07	.19	.41	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		Total	YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		201	168	14	19	158	41	37	153
Effective Weighted Sample		172	143	12	17	134	36	32	130
Total		199	166	16	18	153	44	36	152
1 star	(1.0)	4 2%	2 1%	1 8%	- -%	1 1%	2 5%	1 4%	1 1%
2 stars	(2.0)	9 4%	7 4%	1 6%	1 5%	7 5%	2 4%	2 6%	7 4%
3 stars	(3.0)	34 17%	26 16%	4 23%	5 27%	29 19%	5 12%	2 7%	30 20%
4 stars	(4.0)	80 40%	65 39%	7 45%	8 47%	62 40%	17 39%	7 20%	70 46% a
5 stars	(5.0)	73 37%	66 40%	3 18%	4 22%	54 35%	17 40%	23 64% b	44 29%
RATING OF 4-5 OUT OF 5		153 77%	131 79%	10 63%	12 68%	116 76%	35 79%	30 84%	114 75%
Mean score		4.1	4.1	3.6	3.9	4.0	4.0	4.3 b	4.0
Standard deviation		.94	.91	1.14	.83	.90	1.08	1.09	.86
Standard error		.07	.07	.31	.19	.07	.17	.18	.07

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	523	116	157	250	261	262	60	56	88	69	113	137	34	211	270	
Effective Weighted Sample	444	96	138	213	223	221	51	46	78	61	96	116	29	180	231	
Total	524	122	142	260	269	255	66	55	82	60	121	139	31	205	282	
1 star	(1.0)	1	-	1	-	1	-	-	-	1	-	-	-	-	1	-
		*%	-%	1%	-%	*%	-%	-%	-%	1%	-%	-%	-%	-%	*%	-%
2 stars	(2.0)	7	2	3	2	3	5	-	2	2	1	1	1	-	4	3
		1%	2%	2%	1%	1%	2%	-%	3%	2%	2%	*%	1%	-%	2%	1%
3 stars	(3.0)	75	18	16	41	47	28	13	5	13	3	21	20	3	28	43
		14%	15%	11%	16%	18%	11%	19%	9%	16%	5%	18%	14%	9%	13%	15%
						b		d		d		d				
4 stars	(4.0)	189	48	48	94	102	88	31	16	28	20	42	52	19	71	98
		36%	39%	34%	36%	38%	34%	47%	30%	34%	33%	35%	37%	60%	34%	35%
													bc			
5 stars	(5.0)	252	54	74	123	117	135	22	32	38	36	56	67	10	103	138
		48%	45%	52%	47%	43%	53%	34%	58%	46%	60%	47%	48%	31%	50%	49%
						a		a		a						
RATING OF 4-5 OUT OF 5		441	102	122	217	219	222	54	48	66	56	99	118	28	173	235
		84%	84%	86%	83%	81%	87%	81%	87%	81%	93%	82%	85%	91%	84%	84%
											c					
Mean score		4.3	4.3	4.3	4.3	4.2	4.4	4.1	4.4	4.2	4.5	4.3	4.3	4.2	4.3	4.3
						a		ac								
Standard deviation		.77	.77	.81	.76	.79	.75	.72	.80	.87	.70	.77	.75	.60	.80	.77
Standard error		.03	.07	.06	.05	.05	.05	.09	.11	.09	.08	.07	.06	.10	.06	.05

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%																
Unweighted total		523	358	74	60	31	195	121	106	101	319	121	300	57	402	121
Effective Weighted Sample		444	335	71	59	30	168	107	90	87	272	103	256	50	342	102
Total		524	435	49	22	17	174	120	105	125	322	118	309	57	410	114
1 star	(1.0)	1	1	-	-	-	-	1	-	-	1	1	1	-	1	-
		*%	*%	-%	-%	-%	-%	1%	-%	-%	*%	1%	*%	-%	*%	-%
2 stars	(2.0)	7	6	-	-	1	3	-	3	1	5	1	5	1	5	3
		1%	1%	-%	-%	6% b	2%	-%	2%	1%	1%	1%	1%	2%	1%	2%
3 stars	(3.0)	75	60	9	5	1	22	22	14	16	41	21	43	8	57	18
		14%	14%	19%	21%	6%	13%	18%	14%	13%	13%	18%	14%	14%	14%	16%
4 stars	(4.0)	189	157	18	8	6	70	47	32	41	108	35	106	17	142	47
		36%	36%	37%	35%	35%	40%	39%	30%	32%	34%	30%	34%	30%	35%	41%
5 stars	(5.0)	252	211	22	10	9	78	51	56	67	167	60	155	31	205	46
		48%	48%	44%	45%	53%	45%	42%	54%	53%	52%	51%	50%	55%	50%	40%
RATING OF 4-5 OUT OF 5		441	368	40	18	15	148	98	88	107	275	95	261	48	348	93
		84%	85%	81%	79%	88%	85%	81%	84%	86%	86%	81%	84%	84%	85%	81%
Mean score		4.3	4.3	4.3	4.2	4.4	4.3	4.2	4.4	4.4	4.4	4.3	4.3	4.4	4.3	4.2
Standard deviation		.77	.77	.76	.79	.86	.76	.78	.81	.75	.77	.84	.78	.81	.77	.79
Standard error		.03	.04	.09	.10	.16	.05	.07	.08	.07	.04	.08	.05	.11	.04	.07

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	523	128	148	202	321	75	198	202	321	306	176	338	154	31	
Effective Weighted Sample	444	109	128	173	271	66	173	177	267	262	149	289	130	26	
Total	524	130	148	203	321	77	203	207	317	312	169	340	154	30	
1 star	(1.0)	1 *%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	
2 stars	(2.0)	7 1%	2 1%	3 2%	3 2%	4 1%	3 4%	5 2%	5 2%	3 1%	6 2%	1 1%	3 1%	2 1%	
													7% a	2	
3 stars	(3.0)	75 14%	15 11%	16 10%	26 13%	49 15%	9 12%	27 13%	27 13%	48 15%	45 14%	26 15%	31 9%	41 27% a	3 9%
4 stars	(4.0)	189 36%	46 35%	46 31%	67 33%	122 38%	22 29%	62 31%	65 31%	124 39%	106 34%	61 36%	121 36%	53 35%	15 49%
5 stars	(5.0)	252 48%	67 52%	82 56%	106 52%	146 45%	42 55%	108 53%	110 53%	142 45%	155 50%	80 47%	185 54% b	56 37%	11 35%
RATING OF 4-5 OUT OF 5		441 84%	113 87%	128 87%	173 85%	268 84%	65 84%	171 84%	175 85%	266 84%	262 84%	141 83%	306 90% b	109 71%	25 84%
Mean score		4.3	4.4	4.4	4.3	4.3	4.4	4.3	4.3	4.3	4.3	4.3	4.4 bc	4.1	4.1
Standard deviation		.77	.74	.80	.79	.76	.85	.82	.81	.75	.79	.79	.70	.85	.85
Standard error		.03	.07	.07	.06	.04	.10	.06	.06	.04	.04	.06	.04	.07	.15

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	523	291	160	72	431	88	109	384
Effective Weighted Sample	444	248	137	60	364	77	91	328
Total	524	291	165	68	419	100	110	381
1 star	(1.0)	1	1	-	-	1	-	-
		*%	*%	-%	-%	1%	-%	-%
2 stars	(2.0)	7	4	-	5	3	1	6
		1%	3%	-%	1%	3%	1%	2%
3 stars	(3.0)	75	37	9	64	9	15	55
		14%	23%	14%	15%	10%	14%	14%
4 stars	(4.0)	189	63	25	151	36	34	144
		36%	38%	37%	36%	36%	31%	38%
5 stars	(5.0)	252	60	34	199	51	59	175
		48%	36%	49%	48%	51%	54%	46%
RATING OF 4-5 OUT OF 5		441	123	59	350	87	94	320
		84%	74%	86%	84%	87%	85%	84%
Mean score		4.3	4.1	4.4	4.3	4.3	4.4	4.3
Standard deviation		.77	.85	.72	.76	.82	.77	.77
Standard error		.03	.07	.08	.04	.09	.07	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 ~b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	83	24	25	34	52	31	16	8	17	8	19	15	9	39	34
Effective Weighted Sample	72	21	22	30	46	26	14	7	15	7	17	14	8	34	30
Total	86	25	21	40	53	33	16	9	15	6	21	19	10	36	40
2 stars	(2.0)	2	*	-	1	1	*	-	*	-	-	1	-	*	1
		2%	2%	-%	4%	3%	1%	-%	5%	-%	-%	7%	-%	1%	4%
3 stars	(3.0)	8	-	3	5	6	3	-	-	3	1	3	2	-	3
		10%	-%	15%	13%	11%	8%	-%	-%	16%	12%	16%	10%	-%	9%
4 stars	(4.0)	32	8	7	17	23	9	6	1	6	1	10	7	3	12
		38%	31%	33%	44%	44%	28%	39%	17%	41%	12%	50%	37%	31%	33%
5 stars	(5.0)	43	17	11	16	22	21	10	7	7	5	6	10	7	20
		50%	67%	52%	39%	42%	63%	61%	78%	42%	76%	27%	53%	69%	57%
RATING OF 4-5 OUT OF 5	75	24	18	33	45	30	16	8	13	5	16	17	10	32	33
		88%	98%	85%	83%	86%	91%	100%	95%	84%	88%	77%	90%	100%	90%
Mean score	4.4	4.6	4.4	4.2	4.3	4.5	4.6	4.7	4.3	4.6	4.0	4.4	4.7	4.5	4.2
Standard deviation	.75	.60	.75	.81	.77	.71	.50	.78	.74	.75	.86	.68	.49	.72	.81
Standard error	.08	.12	.15	.14	.11	.13	.13	.28	.18	.26	.20	.18	.16	.12	.14

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 ~b	C2 ~c	DE ~d	TV a	RADIO b	APPS c	SOUNDS ~d	ANY e	NONE ~f	
Significance Level: 95%																
Unweighted total	83	62	8	7	6	44	16	9	14	73	34	75	24	81	2	
Effective Weighted Sample	72	58	8	7	6	39	14	8	12	64	30	65	20	70	2	
Total	86	75	5	3	3	43	15	10	18	76	35	77	25	85	1	
2 stars	(2.0)	2	1	-	-	*	1	-	*	-	2	-	2	-	2	-
		2%	2%	-%	-%	14%	3%	-%	4%	-%	3%	-%	2%	-%	2%	-%
3 stars	(3.0)	8	7	1	1	-	6	1	-	1	8	4	8	2	8	1
		10%	10%	12%	27%	-%	15%	10%	-%	3%	10%	11%	10%	9%	9%	65%
4 stars	(4.0)	32	27	1	1	3	16	8	2	6	29	13	28	7	32	*
		38%	36%	24%	44%	86%	38%	57%	18%	32%	38%	36%	36%	27%	38%	35%
5 stars	(5.0)	43	39	3	1	-	19	5	8	11	37	19	40	16	43	-
		50%	52%	64%	29%	-%	44%	33%	77%	64%	49%	54%	51%	64%	51%	-%
RATING OF 4-5 OUT OF 5		75	66	4	2	3	35	13	10	17	67	31	68	23	75	*
		88%	88%	88%	73%	86%	82%	90%	96%	97%	87%	89%	88%	91%	89%	35%
Mean score		4.4	4.4	4.5	4.0	3.7	4.2	4.2	4.7	4.6	4.3	4.4	4.4	4.6	4.4	3.4
Standard deviation		.75	.74	.79	.95	.84	.83	.64	.73	.57	.77	.69	.77	.66	.75	1.23
Standard error		.08	.09	.28	.36	.34	.13	.16	.24	.15	.09	.12	.09	.13	.08	.87

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	~d	a	~b	a	~b	~c
Unweighted total	83	33	42	54	29	34	66	66	17	61	13	66	17	-
Effective Weighted Sample	72	28	36	46	26	29	57	57	15	53	11	57	15	-
Total	86	33	43	55	31	36	69	69	17	64	13	71	15	-
2 stars	(2.0)	2	2	*	2	-	2	2	2	-	*	1	-	2
		2%	6%	1%	3%	-%	5%	3%	3%	-%	1%	12%	-%	13%
3 stars	(3.0)	8	4	5	6	2	4	7	7	2	7	1	5	4
		10%	11%	12%	12%	7%	11%	10%	10%	10%	11%	11%	7%	24%
4 stars	(4.0)	32	8	15	17	15	10	22	22	10	26	4	28	4
		38%	23%	35%	31%	49%	27%	32%	32%	58%	40%	30%	40%	28%
5 stars	(5.0)	43	20	22	29	14	20	38	38	6	31	6	38	5
		50%	60%	52%	54%	45%	56%	55%	55%	32%	48%	48%	53%	36%
RATING OF 4-5 OUT OF 5		75	27	37	46	29	30	60	60	16	56	10	66	10
		88%	83%	87%	85%	93%	84%	87%	87%	90%	88%	77%	93%	63%
Mean score		4.4	4.4	4.4	4.4	4.4	4.3	4.4	4.4	4.2	4.4	4.1	4.5	3.9
Standard deviation		.75	.91	.75	.83	.62	.89	.78	.78	.63	.71	1.06	.63	1.08
Standard error		.08	.16	.12	.11	.12	.15	.10	.10	.15	.09	.29	.08	.26

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP ~b	YES ~a	NO b
Significance Level: 95%	Total							
Unweighted total	83	67	11	5	59	24	24	49
Effective Weighted Sample	72	57	10	5	50	22	21	42
Total	86	69	10	6	59	27	27	48
2 stars	(2.0)	2	-	-	2	-	-	2
		2%	-%	-%	3%	-%	-%	4%
3 stars	(3.0)	8	1	-	7	2	5	4
		10%	6%	-%	11%	7%	18%	8%
4 stars	(4.0)	32	4	2	21	11	8	20
		38%	42%	41%	35%	43%	31%	43%
5 stars	(5.0)	43	5	4	30	13	14	22
		50%	52%	59%	51%	50%	51%	46%
RATING OF 4-5 OUT OF 5	75	60	10	6	51	25	22	42
	88%	86%	94%	100%	86%	93%	82%	88%
Mean score	4.4	4.3	4.5	4.6	4.3	4.4	4.3	4.3
Standard deviation	.75	.79	.64	.54	.81	.63	.78	.79
Standard error	.08	.10	.19	.24	.10	.13	.16	.11

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Significance Level: 95%															
Unweighted total	83	25	27	31	43	40	15	10	15	12	13	18	8	41	33
Effective Weighted Sample	72	21	24	27	36	36	13	9	12	11	11	16	7	36	29
Total	85	25	25	36	41	44	14	11	13	11	14	22	7	39	38
1 star	(1.0)	1	-	-	-	1	-	1	-	-	-	-	-	1	-
		1%	3%	-%	-%	2%	-%	6%	-%	-%	-%	-%	-%	2%	-%
2 stars	(2.0)	1	-	-	1	-	1	-	-	-	-	-	*	*	-
		1%	3%	-%	2%	-%	5%	-%	-%	-%	-%	-%	4%	1%	-%
3 stars	(3.0)	10	4	4	5	5	2	1	2	2	1	2	-	7	4
		12%	11%	16%	13%	12%	15%	6%	14%	18%	10%	11%	-%	17%	10%
4 stars	(4.0)	31	9	14	18	12	5	3	6	3	7	7	1	15	15
		36%	31%	37%	44%	28%	37%	24%	44%	29%	50%	30%	13%	37%	39%
5 stars	(5.0)	43	12	18	17	26	6	7	6	6	6	13	6	17	20
		50%	52%	51%	42%	58%	43%	64%	43%	53%	40%	59%	83%	44%	51%
RATING OF 4-5 OUT OF 5		74	21	32	35	38	11	10	12	9	13	19	7	32	34
		86%	84%	89%	86%	87%	80%	88%	86%	82%	90%	89%	96%	81%	90%
Mean score		4.3	4.3	4.4	4.3	4.4	4.2	4.4	4.3	4.3	4.3	4.5	4.7	4.2	4.4
Standard deviation		.79	.98	.74	.68	.74	.89	1.11	.72	.80	.66	.70	.73	.88	.67
Standard error		.09	.20	.14	.12	.11	.23	.35	.19	.23	.18	.17	.26	.14	.12

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	~c	~d	a	~b	~c	~d	a	~b	c	~d	e	~f
Significance Level: 95%															
Unweighted total	83	66	4	8	5	39	17	16	11	63	29	73	22	81	2
Effective Weighted Sample	72	61	4	8	5	34	15	14	10	54	25	63	19	70	2
Total	85	78	2	3	3	37	17	18	14	66	31	77	24	83	2
1 star	(1.0)	1	-	1	-	-	-	1	-	1	-	1	-	1	-
		1%	-%	29%	-%	-%	-%	4%	-%	1%	-%	1%	-%	1%	-%
2 stars	(2.0)	1	-	-	1	*	-	-	*	*	-	*	-	1	-
		1%	-%	-%	24%	1%	-%	-%	2%	*%	-%	*%	-%	1%	-%
3 stars	(3.0)	10	9	1	*	7	2	1	-	10	5	9	3	10	-
		12%	12%	23%	12%	-%	20%	13%	4%	16%	16%	12%	11%	12%	-%
4 stars	(4.0)	31	28	-	1	12	8	6	5	20	8	28	6	29	1
		36%	36%	-%	52%	41%	32%	46%	35%	31%	25%	36%	26%	35%	58%
5 stars	(5.0)	43	40	1	*	17	7	10	9	34	18	39	15	42	1
		50%	52%	48%	12%	59%	46%	41%	57%	52%	59%	51%	63%	51%	42%
RATING OF 4-5 OUT OF 5		74	68	1	2	3	29	15	16	14	54	26	67	22	72
		86%	88%	48%	64%	100%	79%	87%	92%	98%	83%	84%	87%	89%	100%
Mean score		4.3	4.4	3.4	3.5	4.6	4.2	4.3	4.4	4.6	4.3	4.4	4.4	4.5	4.3
Standard deviation		.79	.70	2.23	1.23	.63	.81	.70	.92	.64	.84	.76	.78	.70	.72
Standard error		.09	.09	1.12	.43	.28	.13	.17	.23	.19	.11	.14	.09	.15	.51

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	b	c	~d	a	~b	a	~b	~c
Unweighted total	83	30	37	44	39	27	64	64	19	56	21	69	11	3
Effective Weighted Sample	72	27	33	39	33	24	55	55	17	48	19	61	8	3
Total	85	32	41	49	37	32	68	68	18	60	21	73	9	3
1 star	(1.0)	1	1	1	1	-	1	1	-	-	1	1	-	-
		1%	2%	2%	1%	-%	1%	1%	-%	-%	3%	1%	-%	-%
2 stars	(2.0)	1	-	-	-	1	*	*	*	-	*	1	-	-
		1%	-%	-%	-%	2%	*%	*%	2%	-%	2%	1%	-%	-%
3 stars	(3.0)	10	3	4	4	7	7	7	3	6	4	8	2	1
		12%	10%	10%	8%	18%	11%	11%	18%	10%	22%	11%	18%	21%
4 stars	(4.0)	31	9	12	16	15	23	23	7	22	9	25	4	2
		36%	28%	31%	33%	40%	34%	34%	42%	37%	41%	34%	41%	79%
5 stars	(5.0)	43	19	24	28	15	23	36	7	32	7	39	4	-
		50%	60%	58%	58%	41%	71%	54%	38%	53%	32%	54%	40%	-%
RATING OF 4-5 OUT OF 5		74	28	36	44	29	30	59	14	54	15	64	8	2
		86%	88%	89%	91%	80%	94%	88%	81%	90%	73%	87%	82%	79%
Mean score		4.3	4.4	4.4	4.5	4.2	4.7	4.4	4.2	4.4	4.0	4.4	4.2	3.8
Standard deviation		.79	.85	.81	.77	.80	.59	.78	.80	.67	.97	.79	.78	.51
Standard error		.09	.16	.13	.12	.13	.11	.10	.18	.09	.21	.10	.23	.30

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	~b	~c	a	~b	~a	b
Significance Level: 95%									
Unweighted total		83	64	13	6	63	19	22	55
Effective Weighted Sample		72	55	11	6	53	17	19	47
Total		85	67	12	6	61	23	23	56
1 star	(1.0)	1	-	1	-	1	-	-	1
		1%	-%	6%	-%	1%	-%	-%	1%
2 stars	(2.0)	1	*	*	-	*	*	*	*
		1%	*%	3%	-%	1%	1%	1%	1%
3 stars	(3.0)	10	9	-	1	7	4	4	7
		12%	14%	-%	15%	11%	16%	16%	12%
4 stars	(4.0)	31	24	5	2	23	6	9	18
		36%	36%	41%	29%	38%	26%	37%	32%
5 stars	(5.0)	43	33	6	3	30	13	11	30
		50%	50%	51%	56%	49%	56%	45%	54%
RATING OF 4-5 OUT OF 5		74	57	11	5	54	19	19	48
		86%	85%	92%	85%	88%	82%	83%	86%
Mean score		4.3	4.3	4.3	4.4	4.3	4.4	4.3	4.4
Standard deviation		.79	.74	1.07	.80	.79	.82	.79	.82
Standard error		.09	.09	.30	.33	.10	.19	.17	.11

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	a	~b	~a	~b	~c	~d	~e	~f	~a	b	~c
Significance Level: 95%															
Unweighted total	63	22	21	20	41	22	14	8	12	9	15	5	8	32	22
Effective Weighted Sample	53	18	19	17	35	18	11	7	10	8	13	4	6	27	19
Total	60	20	18	22	38	22	12	9	11	7	16	6	7	28	24
1 star	(1.0)	*	*	-	*	-	*	-	-	-	-	-	*	-	-
		1%	2%	-%	1%	-%	3%	-%	-%	-%	-%	-%	5%	-%	-%
2 stars	(2.0)	3	*	1	2	1	*	-	*	1	1	-	*	*	2
		5%	2%	8%	5%	5%	3%	-%	3%	14%	7%	-%	4%	1%	9%
3 stars	(3.0)	8	4	2	4	4	2	2	-	2	3	-	1	5	3
		14%	20%	9%	11%	18%	16%	27%	-%	22%	16%	-%	7%	17%	11%
4 stars	(4.0)	20	6	8	15	5	4	2	6	2	6	1	2	12	7
		34%	28%	43%	40%	22%	31%	25%	55%	26%	38%	15%	23%	41%	29%
5 stars	(5.0)	28	10	7	16	12	5	4	4	3	6	5	4	12	12
		47%	48%	40%	43%	55%	47%	49%	42%	38%	40%	85%	60%	41%	51%
RATING OF 4-5 OUT OF 5		48	15	15	18	31	17	9	6	10	5	12	6	23	19
		81%	76%	83%	84%	83%	77%	78%	73%	97%	64%	78%	100%	83%	80%
Mean score		4.2	4.2	4.2	4.3	4.2	4.3	4.2	4.2	4.3	3.9	4.1	4.9	4.3	4.2
Standard deviation		.91	.97	.91	.88	.90	.94	1.06	.89	.69	1.16	.93	.39	1.21	.98
Standard error		.11	.21	.20	.20	.14	.20	.28	.32	.20	.39	.24	.17	.43	.21

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB ~a	C1 ~b	C2 ~c	DE ~d	TV a	RADIO ~b	APPS c	SOUNDS ~d	ANY e	NONE ~f	
Significance Level: 95%																
Unweighted total	63	43	5	10	5	29	9	19	5	53	28	53	23	61	2	
Effective Weighted Sample	53	40	5	10	5	25	8	15	5	46	24	45	20	51	2	
Total	60	50	3	4	3	24	9	19	7	53	28	53	24	59	1	
1 star	(1.0)	*	-	-	-	*	-	-	*	-	-	-	*	-	*	-
		1%	-%	-%	-%	15%	-%	-%	2%	-%	-%	-%	1%	-%	1%	-%
2 stars	(2.0)	3	2	-	1	-	*	-	2	-	2	1	2	1	3	-
		5%	4%	-%	19%	-%	1%	-%	13%	-%	5%	4%	5%	4%	5%	-%
3 stars	(3.0)	8	7	1	1	-	3	1	3	-	7	3	7	1	8	-
		14%	13%	18%	32%	-%	14%	9%	14%	-%	13%	11%	12%	3%	14%	-%
4 stars	(4.0)	20	18	1	1	1	7	6	5	2	19	9	17	10	20	*
		34%	35%	19%	20%	46%	31%	64%	26%	34%	36%	34%	32%	40%	34%	37%
5 stars	(5.0)	28	24	2	1	1	13	2	8	4	25	14	27	13	27	1
		47%	48%	63%	30%	39%	54%	27%	44%	66%	47%	51%	50%	52%	47%	63%
RATING OF 4-5 OUT OF 5		48	42	2	2	2	21	8	13	7	44	24	44	23	47	1
		81%	83%	82%	49%	85%	84%	91%	71%	100%	83%	85%	83%	93%	80%	100%
Mean score		4.2	4.3	4.4	3.6	4.0	4.4	4.2	4.0	4.7	4.3	4.3	4.3	4.4	4.2	4.6
Standard deviation		.91	.85	.96	1.28	1.65	.79	.61	1.17	.52	.86	.83	.90	.77	.91	2.33
Standard error		.11	.13	.43	.41	.74	.15	.20	.27	.23	.12	.16	.12	.16	.12	1.65

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		~a	b	c	~d	~a	b	c	~d	a	~b	a	~b	~c
Unweighted total	63	26	33	42	21	19	49	50	13	48	8	50	11	2
Effective Weighted Sample	53	24	29	37	17	17	42	43	10	41	7	42	9	2
Total	60	30	35	45	15	20	49	49	10	47	6	50	8	1
1 star	(1.0)	*	-	-	-	*	-	*	*	-	-	*	-	-
		1%	-%	-%	-%	3%	-%	1%	1%	-%	-%	1%	-%	-%
2 stars	(2.0)	3	-	1	1	2	-	1	1	1	2	-	2	1
		5%	-%	3%	2%	11%	-%	3%	3%	14%	5%	-%	3%	13%
3 stars	(3.0)	8	6	-	6	2	2	5	5	3	6	2	5	3
		14%	20%	-%	13%	16%	11%	11%	11%	27%	13%	26%	11%	35%
					b									
4 stars	(4.0)	20	8	14	16	4	6	16	17	4	17	3	18	2
		34%	26%	40%	37%	25%	29%	32%	33%	35%	35%	42%	36%	25%
5 stars	(5.0)	28	16	20	21	7	12	26	26	2	22	2	25	2
		47%	54%	57%	48%	45%	61%	53%	52%	24%	47%	32%	49%	27%
RATING OF 4-5 OUT OF 5		48	24	34	38	11	18	41	42	6	39	5	43	4
		81%	80%	97%	84%	70%	89%	85%	85%	59%	82%	74%	85%	52%
Mean score		4.2	4.3	4.5	4.3	4.0	4.5	4.3	4.3	3.7	4.2	4.1	4.3	3.7
Standard deviation		.91	.80	.67	.79	1.18	.70	.86	.85	1.04	.87	.83	.86	1.08
Standard error		.11	.16	.12	.12	.26	.16	.12	.12	.29	.13	.29	.12	.33

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
		a	~b	~c	a	~b	~a	b
Significance Level: 95%								
Unweighted total	63	47	11	5	45	18	14	38
Effective Weighted Sample	53	39	10	5	38	15	11	32
Total	60	47	8	4	41	19	11	36
1 star	(1.0)	*	-	-	*	-	-	-
		1%	-%	-%	1%	-%	-%	-%
2 stars	(2.0)	3	-	-	*	2	*	*
		5%	-%	-%	1%	13%	3%	1%
3 stars	(3.0)	8	3	-	5	3	2	4
		14%	33%	-%	12%	17%	14%	12%
4 stars	(4.0)	20	2	2	16	4	4	13
		34%	27%	48%	40%	21%	39%	35%
5 stars	(5.0)	28	3	2	19	9	5	19
		47%	39%	52%	46%	49%	44%	52%
RATING OF 4-5 OUT OF 5		48	6	4	35	13	9	31
		81%	67%	100%	86%	70%	83%	87%
Mean score		4.2	4.1	4.5	4.3	4.1	4.2	4.4
Standard deviation		.91	.91	.57	.80	1.11	.84	.74
Standard error		.11	.27	.25	.12	.26	.22	.12

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY	
		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																
Unweighted total	1929	441	549	939	917	1012	209	232	272	277	436	503	132	770	1012	
Effective Weighted Sample	1637	369	474	809	771	866	172	197	231	243	375	434	111	651	870	
Total	1900	439	465	996	894	1005	207	232	225	239	462	534	114	713	1061	
1 star	(1.0)	7	5	-	2	6	2	3	2	-	-	2	-	3	2	2
		*%	1%	-%	*%	1%	*%	2%	1%	-%	-%	*%	-%	2%	*%	*%
			bc					f					bc			
2 stars	(2.0)	17	5	4	8	10	7	1	4	2	2	7	1	*	7	10
		1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	*%	*%	1%	1%
3 stars	(3.0)	224	79	57	88	111	113	37	42	31	25	42	45	25	104	94
		12%	18%	12%	9%	12%	11%	18%	18%	14%	11%	9%	8%	22%	15%	9%
			bc	c				def	def	f				c	c	
4 stars	(4.0)	569	144	149	276	276	294	66	78	72	77	138	138	44	229	291
		30%	33%	32%	28%	31%	29%	32%	34%	32%	32%	30%	26%	38%	32%	27%
									f					c	c	
5 stars	(5.0)	1082	206	254	622	493	589	100	106	120	134	273	350	43	371	664
		57%	47%	55%	62%	55%	59%	48%	46%	53%	56%	59%	65%	38%	52%	63%
				a	ab						b	ab	abcd		a	ab
RATING OF 4-5 OUT OF 5	1651	350	403	898	769	883	166	184	192	211	411	488	86	600	955	
	87%	80%	87%	90%	86%	88%	80%	79%	85%	88%	89%	91%	76%	84%	90%	
			a	a						ab	ab	abc		a	ab	
Mean score	4.4	4.2	4.4	4.5	4.4	4.5	4.2	4.2	4.4	4.4	4.5	4.6	4.1	4.3	4.5	
			a	ab					b	ab	ab	abcde		a	ab	
Standard deviation	.76	.86	.74	.71	.79	.73	.87	.85	.75	.72	.76	.66	.91	.79	.71	
Standard error	.02	.04	.03	.02	.03	.02	.06	.06	.05	.04	.04	.03	.08	.03	.02	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	1929	1270	277	246	136	648	494	410	374	1096	403	954	124	1410	519	
Effective Weighted Sample	1637	1196	264	244	130	564	429	344	317	932	343	817	106	1201	437	
Total	1900	1544	185	92	79	578	485	397	437	1089	384	960	123	1400	499	
1 star	(1.0)	7 *%	7 *%	1 *%	- -%	- -%	2 *%	2 1%	3 1%	- -%	3 *%	2 1%	3 *%	1 1%	5 *%	2 *%
2 stars	(2.0)	17 1%	12 1%	2 1%	1 1%	1 1%	6 1%	6 1%	2 *%	3 1%	11 1%	4 1%	8 1%	1 1%	13 1%	4 1%
3 stars	(3.0)	224 12%	190 12%	17 9%	11 12%	7 8%	57 10%	56 12%	40 10%	70 16% ac	125 11%	36 9%	111 12%	13 11%	166 12%	58 12%
4 stars	(4.0)	569 30%	469 30% c	56 30%	21 23%	23 30%	200 35% cd	156 32% d	111 28%	101 23%	339 31%	107 28%	277 29%	38 31%	427 30%	142 28%
5 stars	(5.0)	1082 57%	865 56%	110 59%	59 64% a	48 61%	312 54%	265 55%	242 61% a	264 60%	611 56%	235 61%	561 58%	70 57%	789 56%	293 59%
RATING OF 4-5 OUT OF 5	1651 87%	1334 86%	166 89%	80 87%	71 90%	512 89% d	420 87%	353 89% d	364 83%	950 87%	342 89%	838 87%	108 88%	1216 87%	435 87%	
Mean score	4.4	4.4	4.5	4.5	4.5	4.4	4.4	4.5	4.4	4.4	4.5	4.4	4.4	4.4	4.4	
Standard deviation	.76	.77	.74	.74	.71	.74	.78	.75	.78	.75	.75	.75	.77	.76	.76	
Standard error	.02	.02	.04	.05	.06	.03	.04	.04	.04	.02	.04	.02	.07	.02	.03	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	1929	419	367	609	1320	218	608	619	1310	1014	768	1181	624	124	
Effective Weighted Sample	1637	358	314	519	1118	189	525	535	1103	872	645	1008	524	106	
Total	1900	414	354	593	1307	215	595	605	1295	1021	742	1184	594	122	
1 star	(1.0)	7 *%	2 *%	1 *%	2 *%	5 *%	- -%	4 1%	4 1%	3 *%	1 *%	4 1%	1 *%	4 1%	2 2%
													a	a	
2 stars	(2.0)	17 1%	2 1%	3 1%	4 1%	13 1%	1 1%	4 1%	4 1%	13 1%	6 1%	11 1%	6 1%	11 2%	- -%
													a	a	
3 stars	(3.0)	224 12%	63 15%	45 13%	82 14%	142 11%	18 8%	65 11%	66 11%	158 12%	96 9%	100 13%	117 10%	83 14%	24 19%
			d								a	a	a	a	
4 stars	(4.0)	569 30%	138 33%	111 31%	196 33%	373 29%	54 25%	168 28%	172 28%	397 31%	282 28%	255 34%	341 29%	194 33%	35 28%
											a	a	a	a	
5 stars	(5.0)	1082 57%	209 50%	193 55%	308 52%	774 59%	142 66%	353 59%	358 59%	724 56%	637 62%	372 50%	719 61%	302 51%	61 50%
					ac	ac	d	d	d	b	b	bc	bc	bc	
RATING OF 4-5 OUT OF 5	1651 87%	347 84%	305 86%	505 85%	1147 88%	196 91%	521 88%	531 88%	1121 87%	919 90%	627 84%	1060 90%	496 83%	96 79%	
					a					b	b	bc	bc	bc	
Mean score	4.4	4.3	4.4	4.4	4.5	4.6	4.4	4.5	4.4	4.5	4.3	4.5	4.3	4.2	
					ac	d	d	d	d	b	b	bc	bc	bc	
Standard deviation	.76	.79	.77	.77	.76	.67	.77	.77	.76	.70	.80	.70	.83	.91	
Standard error	.02	.04	.04	.03	.02	.05	.03	.03	.02	.02	.03	.02	.03	.08	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	1929	982	629	318	1644	274	377	1447
Effective Weighted Sample	1637	839	534	265	1385	246	318	1231
Total	1900	975	630	295	1577	311	374	1419
1 star	(1.0)	7	6	-	6	1	2	4
		0.4%	1.0%	0.0%	0.4%	0.3%	0.5%	0.3%
2 stars	(2.0)	17	6	5	16	1	4	11
		0.9%	1.0%	1.7%	1.0%	0.3%	1.1%	0.8%
3 stars	(3.0)	224	96	42	178	40	43	170
		11.8%	10.0%	14.2%	11.3%	12.9%	11.5%	12.0%
4 stars	(4.0)	569	290	88	472	97	85	443
		29.9%	30.0%	30.0%	30.0%	31.2%	22.7%	31.2%
5 stars	(5.0)	1082	581	160	906	172	240	791
		56.8%	60.0%	54.2%	57.3%	55.3%	64.2%	56.0%
RATING OF 4-5 OUT OF 5		1651	871	248	1378	269	324	1234
		87.1%	89.0%	84.0%	87.3%	86.5%	86.6%	87.0%
Mean score		4.4	4.5	4.4	4.4	4.4	4.5	4.4
			bc					
Standard deviation		.76	.71	.82	.79	.76	.78	.75
Standard error		.02	.02	.03	.04	.02	.04	.02

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	150	33	49	68	80	70	18	15	25	24	37	31	13	60	76	
Effective Weighted Sample	130	29	43	60	70	60	15	14	23	21	33	27	11	52	67	
Total	153	36	42	75	80	73	16	19	23	19	41	35	14	56	83	
1 star	(1.0)	3	1	1	1	1	-	-	-	1	1	-	-	-	3	
		2%	3%	2%	2%	2%	-%	-%	-%	7%	3%	-%	-%	-%	3%	
2 stars	(2.0)	5	2	1	3	1	*	1	1	*	1	-	-	3	1	
		3%	4%	2%	4%	2%	2%	5%	6%	3%	4%	-%	-%	6%	2%	
3 stars	(3.0)	24	7	11	12	12	3	3	4	4	5	5	4	8	11	
		16%	17%	14%	15%	17%	18%	15%	16%	19%	13%	16%	32%	15%	13%	
4 stars	(4.0)	60	14	33	34	27	10	4	9	5	15	18	5	19	36	
		39%	38%	44%	42%	36%	59%	21%	40%	24%	37%	51%	39%	35%	43%	
5 stars	(5.0)	62	18	29	30	32	4	11	9	9	18	11	4	25	32	
		40%	42%	38%	37%	43%	22%	59%	38%	47%	43%	33%	30%	45%	39%	
RATING OF 4-5 OUT OF 5	122	29	32	62	64	58	13	15	18	13	32	29	10	44	68	
		80%	80%	82%	80%	80%	80%	80%	79%	71%	80%	84%	68%	79%	82%	
Mean score	4.1	4.2	4.1	4.2	4.1	4.2	4.0	4.3	4.1	4.0	4.1	4.2	4.0	4.2	4.1	
Standard deviation	.91	.85	1.04	.86	.91	.91	.72	.93	.89	1.22	1.00	.69	.81	.90	.93	
Standard error	.07	.15	.15	.10	.10	.11	.17	.24	.18	.25	.16	.12	.23	.12	.11	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 ~b	C2 c	DE ~d	TV a	RADIO b	APPS c	SOUNDS ~d	ANY e	NONE ~f	
Significance Level: 95%																
Unweighted total	150	111	14	16	9	71	20	31	28	104	40	112	27	130	20	
Effective Weighted Sample	130	105	14	16	9	62	17	27	25	89	35	98	24	112	18	
Total	153	133	9	6	5	66	17	35	35	105	44	117	29	134	19	
1 star	(1.0)	3 2%	3 2%	- -%	- -%	- -%	- -%	1 7%	- -%	1 4%	3 3%	- -%	3 2%	- -%	3 2%	- -%
2 stars	(2.0)	5 3%	4 3%	- -%	* 7%	* 9%	3 4%	- -%	* 1%	1 4%	5 4%	1 2%	4 4%	- -%	5 3%	- -%
3 stars	(3.0)	24 16%	19 15%	2 20%	1 24%	1 26%	13 19%	2 9%	4 12%	6 16%	16 15%	6 14%	19 16%	2 6%	20 15%	4 20%
4 stars	(4.0)	60 39%	52 39%	3 34%	2 36%	3 55%	30 46%	10 55%	10 29%	10 30%	45 42%	20 46%	46 39%	14 49%	55 41%	5 27%
5 stars	(5.0)	62 40%	55 41%	4 45%	2 32%	1 10%	20 31%	5 28%	20 58%	16 47%	37 36%	16 37%	46 39%	13 45%	51 38%	10 53%
RATING OF 4-5 OUT OF 5	122 80%	107 81%	7 80%	4 69%	3 65%	51 77%	15 83%	30 87%	26 76%	82 78%	36 84%	92 78%	27 94%	106 80%	16 80%	
Mean score	4.1	4.2	4.2	3.9	3.7	4.0	4.0	4.4	4.1	4.0	4.2	4.1	4.4	4.1	4.3	
Standard deviation	.91	.91	.82	1.01	.87	.82	1.05	.76	1.07	.96	.76	.95	.61	.92	.81	
Standard error	.07	.09	.22	.25	.29	.10	.23	.14	.20	.09	.12	.09	.12	.08	.18	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	150	49	52	74	76	32	95	96	54	101	37	99	37	14	
Effective Weighted Sample	130	42	45	63	67	29	84	84	46	88	32	87	31	13	
Total	153	53	50	76	77	37	97	98	56	103	38	105	33	15	
1 star	(1.0)	3 2%	- -%	3 5%	3 3%	- -%	3 7%	3 3%	3 3%	- -%	3 3%	- -%	1 1%	1 4%	- -%
2 stars	(2.0)	5 3%	5 9%	* 1%	5 6%	- -%	1 4%	4 4%	4 4%	* 1%	2 2%	1 4%	1 1%	3 10%	- -%
			d	d	d							a	a		
3 stars	(3.0)	24 16%	6 10%	7 13%	8 10%	16 21%	2 6%	12 13%	13 14%	11 19%	13 13%	7 18%	12 11%	7 22%	5 32%
4 stars	(4.0)	60 39%	22 41%	18 36%	32 42%	28 37%	10 27%	37 39%	37 38%	23 41%	45 44%	13 34%	41 39%	14 42%	5 35%
5 stars	(5.0)	62 40%	21 40%	23 45%	29 38%	33 42%	21 57%	40 41%	40 41%	21 39%	40 39%	17 44%	49 47%	8 23%	5 33%
												b	b		
RATING OF 4-5 OUT OF 5	122 80%	43 81%	41 81%	61 80%	61 79%	31 83%	78 80%	78 79%	44 80%	85 82%	29 78%	91 86%	21 64%	10 68%	
Mean score	4.1	4.1	4.1	4.1	4.2	4.2	4.1	4.1	4.2	4.1	4.2	4.3 b	3.7	4.0	
Standard deviation	.91	.92	1.04	1.02	.77	1.19	.98	.98	.77	.91	.87	.82 b	1.06	.83	
Standard error	.07	.13	.14	.12	.09	.21	.10	.10	.10	.09	.14	.08	.17	.22	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	150	97	37	16	117	32	35	99
Effective Weighted Sample	130	85	31	14	101	28	31	86
Total	153	102	35	16	118	34	37	99
1 star	(1.0)	3 2%	- -	- -	3 2%	- -	1 3%	1 1%
2 stars	(2.0)	5 3%	2 2%	3 8%	- -	4 4%	* 1%	1 3%
3 stars	(3.0)	24 16%	12 12%	9 25%	3 19%	4 12%	5 13%	17 17%
4 stars	(4.0)	60 39%	44 43%	11 32%	6 35%	16 47%	17 46%	37 38%
5 stars	(5.0)	62 40%	42 41%	12 36%	7 45%	13 40%	13 35%	41 41%
RATING OF 4-5 OUT OF 5	122 80%	86 84%	23 68%	13 81%	92 78%	29 86%	30 81%	78 79%
Mean score	4.1	4.2	4.0	4.3	4.1	4.2	4.1	4.2
Standard deviation	.91	.90	.97	.79	.95	.72	.96	.89
Standard error	.07	.09	.16	.20	.09	.13	.16	.09

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	956	238	338	380	443	513	108	130	154	184	181	199	69	460	417	
Effective Weighted Sample	807	197	293	325	378	429	92	106	133	160	156	169	60	386	356	
Total	907	236	284	387	426	481	109	128	130	153	187	200	64	414	420	
1 star	(1.0)	4	-	2	1	3	1	-	-	2	1	1	-	-	2	1
		*%	-%	1%	*%	1%	*%	-%	-%	1%	1%	1%	-%	-%	1%	*%
2 stars	(2.0)	12	6	2	4	5	6	1	4	1	1	3	1	5	5	
		1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	*%	2%	1%	1%
3 stars	(3.0)	134	39	34	61	70	64	22	17	17	17	31	29	59	64	
		15%	17%	12%	16%	17%	13%	20%	14%	13%	11%	17%	15%	15%	14%	15%
								d								
4 stars	(4.0)	358	97	117	144	176	182	41	56	62	56	73	71	170	161	
		40%	41%	41%	37%	41%	38%	38%	44%	48%	36%	39%	35%	37%	41%	38%
										df						
5 stars	(5.0)	399	94	128	177	171	228	44	50	48	79	78	99	177	189	
		44%	40%	45%	46%	40%	47%	41%	39%	37%	52%	42%	49%	45%	43%	45%
							a				bc		c			
RATING OF 4-5 OUT OF 5	758	191	245	321	347	410	86	106	110	135	151	170	53	347	349	
	84%	81%	86%	83%	82%	85%	79%	83%	85%	88%	81%	85%	82%	84%	83%	
Mean score	4.3	4.2	4.3	4.3	4.2	4.3	4.2	4.2	4.2	4.4	4.2	4.3	4.3	4.2	4.3	
						a				bce						
Standard deviation	.78	.79	.77	.78	.80	.76	.80	.80	.79	.75	.82	.74	.80	.78	.78	
Standard error	.03	.05	.04	.04	.04	.03	.08	.07	.06	.06	.06	.05	.10	.04	.04	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	956	627	123	145	61	340	240	212	163	546	211	462	72	688	268
Effective Weighted Sample	807	590	119	144	57	296	207	176	137	464	178	393	61	584	223
Total	907	739	79	53	36	293	228	199	185	528	193	442	71	662	244
1 star	(1.0)	4	2	1	*	-	2	*	2	1	-	2	-	2	2
		*%	*%	1%	1%	-%	-%	1%	*%	1%	-%	*%	-%	*%	1%
2 stars	(2.0)	12	8	1	1	2	4	3	3	2	7	5	6	1	10
		1%	1%	1%	2%	5%	1%	1%	1%	1%	1%	3%	1%	2%	1%
3 stars	(3.0)	134	102	16	10	5	43	35	31	26	78	25	69	6	101
		15%	14%	21%	19%	14%	15%	15%	15%	14%	15%	13%	16%	9%	15%
4 stars	(4.0)	358	300	32	18	9	122	90	83	63	211	77	174	25	259
		40%	41%	41%	34%	24%	42%	39%	42%	34%	40%	40%	39%	36%	39%
5 stars	(5.0)	399	326	29	23	21	124	99	82	93	231	86	192	38	291
		44%	44%	37%	44%	57%	42%	43%	41%	50%	44%	45%	43%	53%	44%
RATING OF 4-5 OUT OF 5		758	626	61	41	29	247	188	165	156	442	163	366	63	549
		84%	85%	77%	78%	80%	84%	83%	83%	84%	84%	84%	83%	89%	83%
Mean score		4.3	4.3	4.1	4.2	4.3	4.3	4.2	4.2	4.3	4.3	4.3	4.2	4.4	4.2
Standard deviation		.78	.76	.84	.87	.92	.75	.81	.77	.81	.77	.79	.79	.74	.79
Standard error		.03	.03	.08	.07	.12	.04	.05	.05	.06	.03	.05	.04	.09	.03

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
		a	b	c	d	a	b	c	d	a	b	a	b	c	
Significance Level: 95%															
Unweighted total	956	205	211	324	632	110	316	321	635	461	410	576	324	56	
Effective Weighted Sample	807	176	178	275	533	96	272	277	531	393	343	493	267	47	
Total	907	202	194	309	598	102	299	303	603	434	393	561	293	52	
1 star	(1.0)	4 *%	- -%	- -%	- -%	4 1%	- -%	- -%	- -%	4 1%	2 *%	2 *%	* *%	1 *%	2 5%
														ab	
2 stars	(2.0)	12 1%	4 2%	3 1%	5 2%	6 1%	- -%	4 1%	4 1%	8 1%	6 1%	5 1%	8 1%	2 1%	2 3%
3 stars	(3.0)	134 15%	31 16%	29 15%	51 16%	83 14%	12 12%	38 13%	39 13%	95 16%	54 12%	72 18%	65 12%	63 21%	6 12%
												a	a		
4 stars	(4.0)	358 40%	87 43%	80 41%	127 41%	231 39%	40 39%	114 38%	116 38%	242 40%	172 40%	156 40%	216 39%	121 41%	22 41%
5 stars	(5.0)	399 44%	81 40%	82 42%	126 41%	273 46%	50 50%	143 48%	144 47%	255 42%	200 46%	159 41%	272 48%	107 36%	20 39%
												b	b		
RATING OF 4-5 OUT OF 5		758 84%	167 83%	161 83%	253 82%	505 84%	90 88%	257 86%	260 86%	497 82%	372 86%	315 80%	488 87%	228 78%	42 80%
Mean score		4.3	4.2	4.2	4.2	4.3	4.4	4.3	4.3	4.2	4.3	4.2	4.3	4.1	4.1
Standard deviation		.78	.76	.76	.77	.79	.69	.75	.75	.80	.78	.80	.74	.79	1.03
Standard error		.03	.05	.05	.04	.03	.07	.04	.04	.03	.04	.04	.03	.04	.14

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	956	508	290	158	843	111	205	699
Effective Weighted Sample	807	436	240	132	707	98	173	590
Total	907	493	272	141	787	118	202	654
1 star	(1.0)	4	2	-	4	-	1	2
		*%	1%	-%	*%	-%	1%	*%
2 stars	(2.0)	12	4	1	9	3	1	8
		1%	1%	1%	1%	2%	1%	1%
3 stars	(3.0)	134	40	23	116	18	33	95
		15%	15%	16%	15%	15%	16%	14%
4 stars	(4.0)	358	116	58	313	43	79	264
		40%	43%	41%	40%	37%	39%	40%
5 stars	(5.0)	399	109	60	344	55	88	285
		44%	40%	42%	44%	46%	44%	44%
RATING OF 4-5 OUT OF 5		758	226	118	658	98	166	549
		84%	83%	83%	84%	83%	82%	84%
Mean score		4.3	4.2	4.2	4.3	4.3	4.2	4.3
Standard deviation		.78	.80	.74	.78	.80	.79	.77
Standard error		.03	.05	.06	.03	.08	.06	.03

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 ~b	12-16 ~c	BOY ~a	GIRL ~b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL ~a	PRIMARY ~b	SECONDARY ~c
Significance Level: 95%															
Unweighted total	44	11	15	18	26	18	5	6	10	5	11	7	4	19	21
Effective Weighted Sample	38	9	14	15	23	16	5	5	10	5	9	6	4	17	18
Total	44	10	15	19	24	19	4	6	10	5	10	9	5	17	22
1 star	(1.0)	1	-	1	1	-	-	-	-	-	1	-	-	-	1
		3%	-%	7%	5%	-%	-%	-%	-%	-%	12%	-%	-%	-%	6%
3 stars	(3.0)	7	2	2	3	4	2	1	1	1	-	2	1	4	3
		17%	34%	15%	14%	20%	64%	16%	11%	22%	-%	23%	14%	23%	14%
4 stars	(4.0)	20	8	9	13	7	1	2	7	1	5	4	2	6	11
		45%	29%	54%	53%	36%	26%	31%	71%	17%	44%	50%	53%	38%	49%
5 stars	(5.0)	15	5	7	7	8	*	3	2	3	5	2	2	7	7
		35%	36%	36%	28%	44%	10%	53%	18%	61%	43%	28%	34%	40%	31%
RATING OF 4-5 OUT OF 5		35	13	16	19	15	1	5	9	4	9	7	4	13	18
		80%	66%	85%	80%	80%	36%	84%	89%	78%	88%	77%	86%	77%	81%
Mean score	4.1	4.0	4.2	4.1	4.0	4.2	3.5	4.4	4.1	4.4	4.1	4.1	4.2	4.2	4.0
Standard deviation	.89	.89	.68	1.06	.97	.79	.79	.81	.57	.93	1.31	.75	.74	.80	1.01
Standard error	.13	.27	.18	.25	.19	.19	.35	.33	.18	.41	.39	.28	.37	.18	.22

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB ~a	C1 ~b	C2 ~c	DE ~d	TV a	RADIO ~b	APPS c	SOUNDS ~d	ANY e	NONE ~f
Significance Level: 95%															
Unweighted total	44	31	4	5	4	21	7	12	4	33	20	40	15	41	3
Effective Weighted Sample	38	30	4	5	4	19	6	10	4	29	17	35	13	36	2
Total	44	37	2	2	2	20	7	12	5	34	20	41	15	42	2
1 star	(1.0)	1	1	-	-	1	-	-	-	1	-	1	-	1	-
		3%	4%	-%	-%	7%	-%	-%	-%	4%	-%	3%	-%	3%	-%
3 stars	(3.0)	7	6	1	-	4	1	3	-	4	3	6	-	6	1
		17%	17%	28%	-%	20%	9%	24%	-%	13%	14%	16%	-%	15%	55%
4 stars	(4.0)	20	17	1	1	11	5	1	3	16	8	18	6	19	1
		45%	45%	49%	58%	56%	72%	9%	51%	48%	42%	44%	40%	45%	45%
5 stars	(5.0)	15	13	1	1	3	1	8	3	12	9	15	9	15	-
		35%	34%	23%	42%	17%	19%	67%	49%	35%	44%	37%	60%	36%	-%
RATING OF 4-5 OUT OF 5		35	30	2	2	15	6	9	5	28	17	33	15	34	1
		80%	80%	72%	100%	73%	91%	76%	100%	83%	86%	81%	100%	82%	45%
Mean score		4.1	4.1	3.9	4.4	3.8	4.1	4.4	4.5	4.1	4.3	4.1	4.6	4.1	3.4
Standard deviation		.89	.92	.93	.72	1.15	.98	.56	.89	.56	.92	.71	.91	.51	.71
Standard error		.13	.16	.46	.32	.21	.21	.26	.28	.16	.16	.14	.13	.14	.41

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q191. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES ~a	CBBC ~b	EITHER ~c	NEITHER ~d	WEBSITE ~a	IPLAYER/ CBBC b	EITHER c	NO ~d	YES a	NO ~b	LIKE a	NEUTRAL ~b	DISLIKE ~c	
Significance Level: 95%															
Unweighted total	44	17	20	24	20	15	36	36	8	32	8	37	6	1	
Effective Weighted Sample	38	15	18	21	17	13	32	32	7	28	7	32	5	1	
Total	44	18	22	26	17	17	37	37	6	32	7	37	6	1	
1 star	(1.0)	1 3%	1 7%	- -%	1 5%	- -%	1 8%	1 3%	1 3%	- -%	1 4%	- -%	1 4%	- -%	- -%
3 stars	(3.0)	7 17%	3 15%	3 13%	4 14%	4 21%	1 4%	5 13%	5 13%	3 45%	4 12%	3 37%	4 12%	2 35%	1 100%
4 stars	(4.0)	20 45%	5 28%	9 39%	11 40%	9 53%	8 45%	18 48%	18 48%	2 31%	16 48%	2 31%	17 45%	3 56%	- -%
5 stars	(5.0)	15 35%	9 50%	11 48%	11 41%	4 26%	8 44%	14 36%	14 36%	1 24%	11 35%	2 32%	15 40%	1 9%	- -%
RATING OF 4-5 OUT OF 5		35 80%	14 78%	19 87%	21 81%	13 79%	15 88%	31 84%	31 84%	3 55%	27 84%	4 63%	31 85%	4 65%	- -%
Mean score	4.1	4.1	4.4	4.1	4.0	4.2	4.1	4.1	3.8	4.1	4.0	4.2	3.7	3.0	
Standard deviation	.89	1.15	.71	1.01	.71	1.09	.90	.90	.88	.92	.90	.91	.67	-	
Standard error	.13	.28	.16	.21	.16	.28	.15	.15	.31	.16	.32	.15	.28	-	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	~b	~c	a	~b	~a	~b
Significance Level: 95%									
Unweighted total		44	35	7	2	31	13	14	25
Effective Weighted Sample		38	30	6	2	26	12	12	21
Total		44	35	7	2	29	15	13	24
1 star	(1.0)	1	1	-	-	-	1	-	1
		3%	4%	-%	-%	-%	9%	-%	5%
3 stars	(3.0)	7	5	2	1	6	1	4	2
		17%	13%	29%	47%	22%	7%	29%	10%
4 stars	(4.0)	20	15	5	-	11	8	6	11
		45%	42%	71%	-%	40%	56%	42%	46%
5 stars	(5.0)	15	14	-	1	11	4	4	9
		35%	41%	-%	53%	38%	29%	29%	38%
RATING OF 4-5 OUT OF 5		35	29	5	1	22	13	10	21
		80%	83%	71%	53%	78%	84%	71%	84%
Mean score		4.1	4.2	3.7	4.1	4.2	4.0	4.0	4.1
Standard deviation		.89	.94	.49	1.47	.77	1.10	.79	1.00
Standard error		.13	.16	.18	1.04	.14	.31	.21	.20

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	1400	384	469	547	713	687	202	182	221	248	290	257	115	665	605	
Effective Weighted Sample	1179	317	402	470	601	578	169	148	188	214	249	221	97	552	520	
Total	1382	395	408	579	712	671	214	181	191	217	307	272	107	625	633	
1 star	(1.0)	4	-	3	1	3	1	-	-	2	1	1	-	-	3	1
		*%	-%	1%	*%	*%	*%	-%	-%	1%	1%	*%	-%	-%	1%	*%
2 stars	(2.0)	26	11	9	5	13	13	7	4	3	6	3	2	2	18	5
		2%	3%	2%	1%	2%	2%	3%	2%	1%	3%	1%	1%	2%	3%	1%
			c											c		
3 stars	(3.0)	178	60	41	76	89	89	33	28	19	23	37	39	18	74	84
		13%	15%	10%	13%	12%	13%	15%	15%	10%	10%	12%	14%	17%	12%	13%
			b													
4 stars	(4.0)	472	130	135	207	246	227	75	55	68	68	103	104	27	218	222
		34%	33%	33%	36%	35%	34%	35%	31%	35%	31%	34%	38%	26%	35%	35%
5 stars	(5.0)	702	194	219	289	361	340	100	94	99	120	162	127	59	312	321
		51%	49%	54%	50%	51%	51%	47%	52%	52%	55%	53%	47%	55%	50%	51%
RATING OF 4-5 OUT OF 5		1174	324	354	496	607	567	174	149	167	187	266	230	86	529	543
		85%	82%	87%	86%	85%	85%	82%	82%	88%	86%	86%	85%	81%	85%	86%
Mean score		4.3	4.3	4.4	4.3	4.3	4.3	4.3	4.3	4.4	4.4	4.4	4.3	4.3	4.3	4.4
Standard deviation		.79	.82	.82	.75	.79	.79	.83	.82	.80	.83	.76	.74	.84	.83	.75
Standard error		.02	.04	.04	.03	.03	.03	.06	.06	.05	.05	.04	.05	.08	.03	.03

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f	
Significance Level: 95%																
Unweighted total	1400	909	183	187	121	421	318	308	350	792	277	757	87	1016	384	
Effective Weighted Sample	1179	856	175	186	114	366	277	259	290	674	236	649	74	867	313	
Total	1382	1119	124	69	70	381	305	292	403	801	265	774	88	1030	352	
1 star	(1.0)	4 *%	4 *%	- -%	- -%	- -%	- -%	2 1%	1 *%	1 *%	2 *%	1 *%	2 *%	1 1%	2 *%	2 1%
2 stars	(2.0)	26 2%	23 2%	- -%	1 2%	1 2%	13 3%	2 1%	4 1%	8 2%	9 1%	3 1%	10 1%	- -%	15 1%	11 3%
3 stars	(3.0)	178 13%	140 13%	21 17%	9 14%	7 11%	50 13%	36 12%	38 13%	53 13%	95 12%	24 9%	92 12%	8 9%	121 12%	57 16%
4 stars	(4.0)	472 34%	382 34%	50 40%	21 31%	20 28%	135 35%	140 46%	95 33%	102 25%	282 35%	86 32%	250 32%	25 29%	350 34%	122 35%
5 stars	(5.0)	702 51%	570 51%	54 43%	36 53%	42 60%	183 48%	125 41%	153 53%	238 59%	414 52%	151 57%	420 54%	54 61%	542 53%	159 45%
RATING OF 4-5 OUT OF 5	1174 85%	952 85%	103 83%	58 84%	62 88%	318 83%	265 87%	249 85%	340 85%	696 87%	237 89%	670 87%	79 90%	892 87%	282 80%	
Mean score	4.3	4.3	4.3	4.4	4.5	4.3	4.3	4.4	4.4	4.4	4.4	4.4	4.5	4.4	4.2	
Standard deviation	.79	.80	.73	.80	.76	.82	.73	.79	.81	.75	.73	.76	.77	.76	.87	
Standard error	.02	.03	.05	.06	.07	.04	.04	.04	.04	.03	.04	.03	.08	.02	.04	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	1400	351	292	495	905	154	460	464	936	720	542	853	429	118	
Effective Weighted Sample	1179	300	248	420	759	134	401	404	775	619	447	725	356	98	
Total	1382	358	281	495	888	155	459	464	918	735	513	860	409	113	
1 star	(1.0)	4 *%	- -%	1 *%	1 *%	3 *%	- -%	1 *%	1 *%	3 *%	- -%	4 1% a	2 *%	2 *%	- -%
2 stars	(2.0)	26 2%	2 1%	3 1%	3 1%	22 3% c	3 2%	9 2%	9 2%	17 2%	14 2%	11 2%	12 1%	8 2%	6 5% a
3 stars	(3.0)	178 13%	52 15%	35 13%	69 14%	109 12% c	12 8%	47 10%	47 10%	131 14% ac	90 12%	72 14%	76 9%	77 19% a	25 22% a
4 stars	(4.0)	472 34%	120 33%	99 35%	166 34%	306 35%	54 35%	143 31%	146 32%	326 36%	246 34%	187 36%	300 35%	134 33%	39 35%
5 stars	(5.0)	702 51%	184 51%	143 51%	256 52%	446 50%	87 56%	259 56% d	260 56% d	441 48%	385 52%	240 47%	470 55% bc	189 46%	43 38%
RATING OF 4-5 OUT OF 5	1174 85%	303 85%	242 86%	422 85%	753 85%	141 91% d	402 88%	407 88%	767 84%	631 86%	426 83%	770 89% bc	323 79%	82 73%	
Mean score	4.3	4.4	4.4	4.4	4.3	4.5 d	4.4 d	4.4 d	4.3	4.4 b	4.3	4.4 bc	4.2	4.1	
Standard deviation	.79	.75	.76	.75	.81	.71	.77	.77	.80	.77	.83	.73	.85	.90	
Standard error	.02	.04	.04	.03	.03	.06	.04	.04	.03	.03	.04	.03	.04	.08	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	1400	687	477	236	1125	267	308	1015
Effective Weighted Sample	1179	587	398	193	934	238	259	857
Total	1382	685	471	225	1077	295	306	997
1 star	(1.0)	4	1	2	1	3	1	2
		0.3%	0.1%	0.2%	0.1%	1.0%	0.3%	0.2%
						a		
2 stars	(2.0)	26	7	10	9	25	7	19
		1.9%	0.5%	0.7%	0.4%	0.8%	0.5%	0.6%
				a	b	*		
3 stars	(3.0)	178	73	72	33	145	42	128
		12.9%	5.3%	5.2%	2.4%	10.6%	3.0%	2.9%
				a				
4 stars	(4.0)	472	235	154	83	371	86	360
		34.2%	17.3%	11.5%	6.1%	27.3%	6.4%	25.6%
								a
5 stars	(5.0)	702	369	234	99	535	170	487
		50.8%	26.7%	17.2%	7.1%	39.1%	12.7%	36.9%
			c					
RATING OF 4-5 OUT OF 5		1174	604	388	182	906	256	847
		85.0%	43.8%	28.5%	13.3%	66.0%	18.3%	59.7%
			bc					
Mean score		4.3	4.4	4.3	4.2	4.3	4.4	4.3
			bc					
Standard deviation		.79	.73	.83	.86	.80	.77	.79
Standard error		.02	.03	.04	.06	.02	.05	.02

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	252	52	66	134	143	109	37	15	34	32	72	62	16	90	144	
Effective Weighted Sample	215	45	58	113	122	93	31	13	30	29	62	52	14	78	122	
Total	255	57	60	138	145	110	40	17	31	28	74	64	16	90	148	
2 stars	(2.0)	5	2	1	2	3	2	-	-	1	1	1	1	3	2	
		2%	4%	2%	1%	2%	2%	-%	-%	4%	1%	2%	4%	3%	1%	
3 stars	(3.0)	49	12	7	30	26	24	9	3	3	4	14	17	4	13	33
		19%	21%	12%	22%	18%	21%	22%	17%	11%	14%	18%	26%	23%	15%	22%
4 stars	(4.0)	97	22	23	52	56	41	14	8	14	9	28	24	3	38	56
		38%	39%	38%	37%	39%	37%	35%	48%	45%	30%	38%	37%	20%	42%	38%
5 stars	(5.0)	104	21	28	55	61	43	15	6	14	15	32	23	9	36	58
		41%	36%	48%	40%	42%	40%	37%	35%	44%	51%	43%	36%	53%	40%	39%
RATING OF 4-5 OUT OF 5	201	43	51	106	117	84	29	14	28	23	60	47	12	74	114	
		79%	76%	86%	77%	80%	77%	73%	83%	89%	82%	81%	73%	73%	82%	77%
Mean score	4.2	4.1	4.3	4.2	4.2	4.1	4.0	4.2	4.3	4.3	4.2	4.1	4.2	4.2	4.2	4.2
Standard deviation	.81	.85	.77	.80	.80	.82	.91	.72	.67	.87	.77	.82	.95	.80	.80	.80
Standard error	.05	.12	.09	.07	.07	.08	.15	.19	.12	.15	.09	.10	.24	.08	.07	.07

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	252	166	35	23	28	100	48	53	51	176	84	190	56	222	30
Effective Weighted Sample	215	157	33	23	27	87	41	44	45	151	71	164	48	191	24
Total	255	207	24	9	16	94	49	52	60	182	86	195	59	229	26
2 stars	(2.0)	5	4	1	-	1	3	1	-	3	2	3	3	4	1
		2%	2%	2%	~%	4%	1%	6%	2%	~%	1%	2%	1%	4%	2%
3 stars	(3.0)	49	44	2	1	2	8	9	9	33	21	37	7	46	3
		19%	21%	10%	13%	13%	25%	15%	17%	15%	18%	24%	19%	12%	20%
4 stars	(4.0)	97	76	9	6	6	30	22	22	67	33	78	22	86	11
		38%	37%	37%	66%	38%	32%	44%	42%	39%	37%	39%	40%	37%	43%
5 stars	(5.0)	104	83	12	2	7	39	17	20	79	30	77	27	93	11
		41%	40%	50%	22%	45%	41%	35%	39%	46%	43%	35%	40%	46%	43%
RATING OF 4-5 OUT OF 5	201	159	21	8	13	69	39	42	51	146	63	155	49	179	22
		79%	77%	88%	87%	83%	74%	79%	80%	85%	80%	74%	80%	84%	78%
Mean score	4.2	4.2	4.4	4.1	4.2	4.1	4.1	4.2	4.3	4.2	4.1	4.2	4.3	4.2	4.3
Standard deviation	.81	.82	.77	.62	.84	.83	.86	.80	.72	.79	.82	.78	.84	.81	.77
Standard error	.05	.06	.13	.13	.16	.08	.12	.11	.10	.06	.09	.06	.11	.05	.14

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	252	76	87	117	135	51	144	147	105	170	61	183	55	14	
Effective Weighted Sample	215	65	75	101	115	45	125	127	88	146	51	159	45	12	
Total	255	77	86	118	137	58	146	148	107	172	58	192	52	12	
2 stars	(2.0)	5 2%	2 2%	3 3%	3 2%	2 2%	1 2%	3 2%	3 2%	2 2%	3 2%	2 4%	2 1%	3 5%	- -%
3 stars	(3.0)	49 19%	12 16%	11 12%	20 17%	29 21%	8 14%	21 14%	21 14%	29 27% bc	32 19%	12 21%	25 13%	20 39% a	4 35%
4 stars	(4.0)	97 38%	21 27%	32 37%	40 34%	57 41%	20 34%	63 43%	64 43%	33 31%	76 44% b	15 25%	78 41%	15 29%	4 32%
5 stars	(5.0)	104 41%	42 55% d	40 47%	55 47%	49 36%	29 50%	59 41%	61 41%	43 40%	62 36%	29 50%	86 45% b	14 27%	4 34%
RATING OF 4-5 OUT OF 5	201 79%	63 82%	72 84%	95 80%	106 77%	49 84%	122 84% d	125 84% d	76 71%	138 80%	44 75%	164 86% b	29 56%	8 65%	
Mean score	4.2	4.4	4.3	4.2	4.1	4.3	4.2	4.2	4.1	4.1	4.2	4.3 b	3.8	4.0	
Standard deviation	.81	.82	.81	.82	.79	.78	.76	.76	.87	.77	.91	.73	.92	.86	
Standard error	.05	.09	.09	.08	.07	.11	.06	.06	.08	.06	.12	.05	.12	.23	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	252	160	58	34	186	63	63	169	
Effective Weighted Sample	215	137	49	30	157	56	55	142	
Total	255	167	55	32	179	73	61	170	
2 stars	(2.0)	5 2%	2 1%	2 3%	2 5%	2 1%	3 4%	1 1%	4 3%
3 stars	(3.0)	49 19%	25 15%	17 30%	7 23%	34 19%	13 18%	11 17%	29 17%
4 stars	(4.0)	97 38%	70 42%	19 35%	8 24%	70 39%	26 36%	25 41%	66 39%
5 stars	(5.0)	104 41%	71 42%	18 32%	15 48%	73 41%	31 42%	25 41%	71 42%
RATING OF 4-5 OUT OF 5	201 79%	141 84%	37 67%	23 72%	143 80%	57 78%	50 82%	137 80%	
Mean score	4.2	4.3 b	4.0	4.1	4.2	4.2	4.2	4.2	
Standard deviation	.81	.74	.87	.96	.78	.85	.76	.81	
Standard error	.05	.06	.11	.16	.06	.11	.10	.06	

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	511	72	122	317	280	231	44	28	77	45	159	158	23	152	332	
Effective Weighted Sample	438	62	106	273	241	197	38	24	66	40	138	135	20	129	286	
Total	528	79	107	342	290	238	51	29	69	38	171	172	22	148	355	
1 star	(1.0)	8 1%	3 4%	3 3%	2 *%	6 2%	2 1%	3 6%	- -%	2 2%	1 3%	1 1%	* *%	1 7%	4 3%	2 *%
			c				ef							c		
2 stars	(2.0)	24 5%	5 7%	4 4%	15 4%	13 4%	12 5%	4 7%	2 6%	3 4%	2 4%	7 4%	8 5%	3 13%	6 4%	16 4%
3 stars	(3.0)	141 27%	12 15%	24 23%	105 31%	71 24%	70 29%	9 18%	3 10%	15 21%	10 25%	47 27%	58 34%	4 17%	29 20%	108 30%
				a											b	
4 stars	(4.0)	194 37%	23 28%	35 33%	137 40%	105 36%	89 37%	15 29%	8 27%	21 30%	14 38%	70 41%	67 39%	7 32%	46 31%	139 39%
5 stars	(5.0)	161 30%	36 46%	40 38%	84 25%	95 33%	66 28%	20 39%	17 58%	29 43%	11 29%	46 27%	38 22%	7 32%	63 42%	91 26%
			c	c			f			ef				c		
RATING OF 4-5 OUT OF 5		355 67%	59 74%	76 71%	221 65%	201 69%	155 65%	34 68%	24 85%	50 73%	25 67%	116 68%	105 61%	14 63%	109 73%	229 65%
Mean score		3.9	4.1	4.0	3.8	3.9	3.9	3.9	4.4	4.1	3.9	3.9	3.8	3.7	4.1	3.8
							f			c				c		
Standard deviation		.94	1.12	1.00	.86	.96	.90	1.20	.89	1.00	1.01	.87	.86	1.26	1.02	.87
Standard error		.04	.13	.09	.05	.06	.06	.18	.17	.11	.15	.07	.07	.26	.08	.05

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	-f	
Significance Level: 95%																
Unweighted total		511	355	73	50	33	213	123	93	82	399	208	511	89	511	-
Effective Weighted Sample		438	334	69	49	32	185	108	79	71	342	180	438	77	438	-
Total		528	442	49	19	18	197	131	96	105	411	202	528	89	528	-
1 star	(1.0)	8	7	-	-	1	2	1	5	-	5	1	8	-	8	-
		1%	2%	-%	-%	5%	1%	1%	5%	-%	1%	1%	1%	-%	1%	-%
								a								
2 stars	(2.0)	24	19	4	1	*	8	8	5	2	17	4	24	2	24	-
		5%	4%	8%	4%	3%	4%	7%	6%	2%	4%	2%	5%	3%	5%	-%
3 stars	(3.0)	141	119	10	8	4	55	33	26	27	102	52	141	13	141	-
		27%	27%	20%	42%	24%	28%	25%	27%	25%	25%	26%	27%	15%	27%	-%
					ab								d		d	
4 stars	(4.0)	194	159	23	7	5	66	62	33	32	153	80	194	32	194	-
		37%	36%	47%	36%	29%	34%	48%	35%	31%	37%	39%	37%	36%	37%	-%
								ad								
5 stars	(5.0)	161	137	13	4	7	65	27	26	44	134	64	161	42	161	-
		30%	31%	26%	19%	39%	33%	20%	27%	42%	33%	32%	30%	47%	30%	-%
							b			b				abce		
RATING OF 4-5 OUT OF 5		355	297	36	10	12	131	89	59	76	287	144	355	73	355	-
		67%	67%	73%	54%	68%	67%	68%	62%	72%	70%	71%	67%	82%	67%	-%
				c										ace		
Mean score		3.9	3.9	3.9	3.7	3.9	3.9	3.8	3.7	4.1	4.0	4.0	3.9	4.3	3.9	-
										bc				abce		
Standard deviation		.94	.94	.88	.84	1.13	.93	.86	1.08	.87	.92	.86	.94	.81	.94	-
Standard error		.04	.05	.10	.12	.20	.06	.08	.11	.10	.05	.06	.04	.09	.04	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	511	111	150	199	312	118	308	312	199	349	132	419	86	6	
Effective Weighted Sample	438	97	129	172	266	103	269	272	166	300	112	359	73	5	
Total	528	115	153	203	325	124	316	319	209	366	135	438	84	6	
1 star	(1.0)	8 1%	3 3%	3 2%	4 2%	4 1%	4 1%	6 2%	6 2%	2 1%	2 1%	3 2%	3 4%	1 20%	
2 stars	(2.0)	24 5%	5 4%	6 4%	8 4%	16 5%	6 5%	13 4%	13 4%	11 5%	12 3%	10 7%	12 3%	- 15% a	
3 stars	(3.0)	141 27%	21 19%	35 23%	44 21%	97 30%	21 17%	63 20%	63 20%	78 37%	91 25%	43 32%	104 24%	36 43% a	1 10%
4 stars	(4.0)	194 37%	39 34%	48 32%	68 34%	126 39%	43 34%	117 37%	120 38%	75 36%	144 39%	41 30%	165 38%	25 29%	4 71%
5 stars	(5.0)	161 30%	48 41% d	60 39% d	80 39% d	81 25%	53 43% d	116 37% d	118 37% d	43 21%	116 32%	37 28%	153 35% b	8 9%	- -%
RATING OF 4-5 OUT OF 5	355 67%	86 75% d	108 71%	148 73% d	207 64%	96 77% d	234 74% d	237 74% d	118 56%	261 71% b	78 58%	319 73% b	32 38%	4 71%	
Mean score	3.9	4.1 d	4.0 d	4.0 d	3.8	4.1 d	4.0 d	4.0 d	3.7	4.0 b	3.7	4.0 b	3.3	3.3	
Standard deviation	.94	1.00	.99	.96	.91	.92	.95	.95	.88	.87	1.02	.88	.94	1.30	
Standard error	.04	.09	.08	.07	.05	.08	.05	.05	.06	.05	.09	.04	.10	.53	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO	
Significance Level: 95%	Total	a	b	c	a	b	a	b	
Unweighted total	511	388	71	52	390	117	106	366	
Effective Weighted Sample	438	333	61	43	330	105	91	313	
Total	528	408	70	51	388	135	111	374	
1 star	(1.0)	8	4	3	5	2	-	7	
		1%	1%	5%	1%	2%	-%	2%	
			a						
2 stars	(2.0)	24	13	8	15	10	6	17	
		5%	3%	11%	4%	7%	5%	5%	
			a						
3 stars	(3.0)	141	92	29	108	32	30	100	
		27%	23%	42%	28%	24%	27%	27%	
			a	a					
4 stars	(4.0)	194	157	22	150	41	39	140	
		37%	39%	31%	39%	30%	36%	37%	
5 stars	(5.0)	161	142	7	110	50	35	109	
		30%	35%	11%	28%	37%	32%	29%	
			b						
RATING OF 4-5 OUT OF 5		355	299	29	27	260	91	74	249
		67%	73%	42%	54%	67%	67%	67%	
			bc						
Mean score		3.9	4.0	3.3	3.7	3.9	3.9	3.9	
			bc						
Standard deviation		.94	.89	.98	.95	.91	1.03	.90	.95
Standard error		.04	.04	.12	.13	.05	.10	.09	.05

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	474	49	140	285	341	133	34	15	101	39	206	79	9	162	298	
Effective Weighted Sample	404	41	123	244	291	113	28	13	89	35	177	67	8	137	256	
Total	473	53	120	300	338	135	36	17	86	34	216	84	8	148	313	
2 stars	(2.0)	12 2%	3 6%	5 4%	4 1%	6 2%	6 4%	2 6%	1 8%	1 1%	4 11%	3 1%	1 1%	- -%	8 6%	4 1%
			c							cef				c		
3 stars	(3.0)	82 17%	3 5%	25 21%	54 18%	55 16%	26 20%	2 5%	1 5%	19 22%	6 18%	34 16%	19 23%	- -%	22 15%	59 19%
				a	a					a			a			
4 stars	(4.0)	182 38%	23 42%	42 35%	117 39%	130 38%	52 38%	15 43%	7 41%	30 34%	12 37%	85 39%	32 38%	5 69%	52 35%	123 39%
5 stars	(5.0)	198 42%	25 46%	48 40%	126 42%	147 43%	51 38%	17 47%	8 45%	36 42%	11 34%	94 43%	32 38%	2 31%	67 45%	127 41%
RATING OF 4-5 OUT OF 5		380 80%	47 89%	90 75%	243 81%	277 82%	103 76%	32 90%	15 87%	66 76%	24 71%	179 83%	64 76%	8 100%	119 80%	250 80%
Mean score	4.2	4.3	4.1	4.2	4.2	4.1	4.3	4.2	4.2	3.9	4.2	4.1	4.3	4.2	4.2	4.2
Standard deviation	.81	.84	.87	.77	.78	.86	.81	.91	.82	.99	.77	.80	.49	.89	.78	
Standard error	.04	.12	.07	.05	.04	.07	.14	.23	.08	.16	.05	.09	.16	.07	.05	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE -f	
Significance Level: 95%																
Unweighted total	474	316	69	50	39	207	108	97	62	339	146	474	77	474	-	
Effective Weighted Sample	404	298	65	50	38	181	92	81	54	288	125	404	68	404	-	
Total	473	388	45	18	22	194	105	95	79	338	142	473	77	473	-	
2 stars	(2.0)	12 2%	12 3%	- -%	- -%	- -%	8 4%	- -%	1 1%	3 4%	10 3%	4 3%	12 2%	1 1%	12 2%	- -%
3 stars	(3.0)	82 17%	58 15%	11 24%	4 24%	9 38% a	32 16%	15 14%	16 17%	19 24%	47 14%	17 12%	82 17%	9 12%	82 17%	- -%
4 stars	(4.0)	182 38%	153 39% d	18 40%	6 31%	5 23%	79 40%	42 40%	34 35%	27 35%	134 40%	52 37%	182 38%	29 38%	182 38%	- -%
5 stars	(5.0)	198 42%	165 43%	16 36%	8 45%	9 39%	76 39%	48 46%	44 47%	29 37%	147 43%	70 49%	198 42%	37 48%	198 42%	- -%
RATING OF 4-5 OUT OF 5	380 80%	318 82% d	34 76%	14 76%	14 62%	155 80%	91 86% d	78 82%	57 72%	281 83%	122 86%	380 80%	66 87%	380 80%	- -%	
Mean score	4.2	4.2	4.1	4.2	4.0	4.1	4.3 d	4.3	4.1	4.2	4.3	4.2	4.3	4.2	-	
Standard deviation	.81	.81	.77	.83	.90	.84	.71	.77	.88	.80	.78	.81	.73	.81	-	
Standard error	.04	.05	.09	.12	.14	.06	.07	.08	.11	.04	.06	.04	.08	.04	-	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC				
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE		
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c		
Unweighted total	474	93	135	170	304	98	253	258	216	323	133	359	106	9		
Effective Weighted Sample	404	81	116	147	257	86	219	223	181	278	111	309	88	7		
Total	473	97	133	171	302	100	247	251	222	324	130	366	101	7		
2 stars	(2.0)	12 2%	8 8%	5 4%	8 5%	4 1%	1 1%	6 2%	6 2%	6 3%	6 2%	4 3%	7 2%	5 5%	- -%	
3 stars	(3.0)	82 17%	13 13%	12 9%	22 13%	59 20%	4 b	10 10%	40 16%	41 16%	41 18%	54 17%	25 19%	50 14%	29 28%	3 45%
4 stars	(4.0)	182 38%	33 34%	60 45%	68 39%	114 38%	42 42%	98 40%	101 40%	81 36%	129 40%	45 35%	145 40%	35 35%	1 13%	
5 stars	(5.0)	198 42%	43 45%	56 42%	73 43%	125 41%	47 47%	103 42%	104 41%	95 43%	135 42%	56 43%	164 45%	32 32%	3 43%	
RATING OF 4-5 OUT OF 5	380 80%	76 78%	116 87%	141 82%	239 79%	89 89%	201 81%	205 82%	175 79%	264 82%	101 78%	309 84%	67 67%	4 55%		
Mean score	4.2	4.1	4.3	4.2	4.2	4.4	4.2	4.2	4.2	4.2	4.2	4.3 b	3.9	4.0		
Standard deviation	.81	.95	.77	.84	.79	.69	.80	.79	.83	.78	.85	.77	.89	1.01		
Standard error	.04	.10	.07	.06	.05	.07	.05	.05	.06	.04	.07	.04	.09	.34		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%	Total								
Unweighted total	474	333	82	59	374	98	81	360	
Effective Weighted Sample	404	285	69	50	315	87	68	306	
Total	473	337	78	58	365	106	81	358	
2 stars	(2.0)	12 2%	8 2%	3 4%	1 1%	8 2%	4 3%	- -%	10 3%
3 stars	(3.0)	82 17%	54 16%	18 23%	10 16%	65 18%	16 15%	14 18%	62 17%
4 stars	(4.0)	182 38%	121 36%	26 33%	35 59%	138 38%	43 40%	26 33%	143 40%
5 stars	(5.0)	198 42%	154 46%	31 39%	14 23%	153 42%	43 41%	40 49%	143 40%
RATING OF 4-5 OUT OF 5		380 80%	276 82%	56 72%	48 82%	291 80%	86 81%	66 82%	286 80%
Mean score		4.2	4.3	4.1	4.0	4.2	4.2	4.3	4.2
Standard deviation		.81	.80	.90	.67	.81	.82	.76	.81
Standard error		.04	.04	.10	.09	.04	.08	.08	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	695	103	261	331	347	348	61	42	131	130	155	176	22	317	347	
Effective Weighted Sample	597	85	227	289	299	297	50	34	115	113	136	153	17	271	304	
Total	693	105	234	354	348	345	61	44	120	114	167	187	16	299	371	
1 star	(1.0)	2	1	-	1	1	2	-	1	-	-	1	1	1	-	1
		*%	1%	-%	*%	*%	*%	-%	2%	-%	-%	*%	*%	5%	-%	*%
2 stars	(2.0)	33	2	10	20	19	14	1	1	9	1	8	12	-	11	20
		5%	2%	4%	6%	5%	4%	2%	2%	8%	1%	5%	6%	-%	4%	5%
										d		d				
3 stars	(3.0)	174	26	56	92	98	76	13	13	32	25	54	38	2	72	98
		25%	24%	24%	26%	28%	22%	21%	29%	26%	22%	32%	21%	15%	24%	26%
										f		f				
4 stars	(4.0)	278	40	99	139	127	151	25	16	45	54	58	81	7	127	143
		40%	38%	42%	39%	37%	44%	40%	36%	37%	48%	35%	43%	43%	42%	39%
										e		e				
5 stars	(5.0)	206	36	68	101	103	103	22	14	34	34	46	55	6	90	108
		30%	34%	29%	29%	30%	30%	36%	31%	29%	30%	28%	30%	37%	30%	29%
RATING OF 4-5 OUT OF 5		484	77	167	240	230	254	47	30	79	88	104	136	13	216	252
		70%	73%	71%	68%	66%	74%	76%	68%	66%	77%	63%	73%	80%	72%	68%
							a			e		e				
Mean score	3.9	4.0	4.0	3.9	3.9	4.0	4.1	3.9	3.9	4.1	3.8	3.9	4.1	4.0	3.9	
							e			e		e				
Standard deviation	.87	.86	.84	.90	.90	.85	.82	.92	.92	.74	.90	.89	1.01	.83	.90	
Standard error	.03	.08	.05	.05	.05	.05	.10	.14	.08	.07	.07	.07	.21	.05	.05	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total		695	488	92	76	39	271	172	135	117	492	190	695	85	695	-
Effective Weighted Sample		597	461	87	76	37	235	152	115	103	423	165	597	74	597	-
Total		693	585	59	27	21	243	168	134	147	489	182	693	84	693	-
1 star	(1.0)	2	1	1	-	-	1	1	1	-	1	1	2	-	2	-
		*%	*%	2%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%
			a													
2 stars	(2.0)	33	27	3	1	1	10	9	6	8	13	4	33	2	33	-
		5%	5%	5%	5%	6%	4%	5%	5%	5%	3%	2%	5%	2%	5%	-%
3 stars	(3.0)	174	140	19	10	5	58	48	31	37	113	40	174	7	174	-
		25%	24%	33%	38%	22%	24%	29%	23%	25%	23%	22%	25%	9%	25%	-%
				a							d	d	d		d	
4 stars	(4.0)	278	241	22	8	7	108	69	52	49	208	83	278	33	278	-
		40%	41%	36%	30%	34%	45%	41%	39%	33%	43%	45%	40%	40%	40%	-%
5 stars	(5.0)	206	176	14	7	8	66	42	44	54	154	56	206	42	206	-
		30%	30%	24%	26%	37%	27%	25%	33%	37%	32%	30%	30%	50%	30%	-%
									b					abce		
RATING OF 4-5 OUT OF 5		484	417	36	16	15	174	111	96	103	362	138	484	75	484	-
		70%	71%	60%	57%	72%	72%	66%	72%	70%	74%	76%	70%	90%	70%	-%
			bc											abce		
Mean score		3.9	4.0	3.7	3.8	4.0	3.9	3.8	4.0	4.0	4.0	4.0	3.9	4.4	3.9	-
			b											abce		
Standard deviation		.87	.86	.96	.91	.93	.84	.87	.89	.91	.82	.80	.87	.72	.87	-
Standard error		.03	.04	.10	.10	.15	.05	.07	.08	.08	.04	.06	.03	.08	.03	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	695	172	223	293	402	171	409	417	278	645	31	532	138	25	
Effective Weighted Sample	597	148	190	249	348	149	355	362	236	556	27	457	119	21	
Total	693	170	211	283	410	168	399	407	286	650	29	535	134	24	
1 star	(1.0)	2 *%	1 1%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 1%	1 *%	- -%	- -%	1 1%	1 6%
2 stars	(2.0)	33 5%	2 1%	3 1%	3 1%	30 7% abc	5 3%	15 4%	16 4%	16 6%	32 5%	1 4%	14 3%	15 11% a	3 15%
3 stars	(3.0)	174 25%	35 20%	44 21%	63 22%	111 27%	29 17%	84 21%	86 21%	89 31% abc	163 25%	9 31%	114 21%	54 40% a	7 28%
4 stars	(4.0)	278 40%	68 40%	85 40%	115 41%	163 40%	66 39%	170 43%	172 42%	106 37%	258 40%	15 52%	231 43% b	43 32%	4 16%
5 stars	(5.0)	206 30%	63 37% d	78 37% d	100 35% d	105 26%	69 41% d	128 32%	132 32%	74 26%	196 30%	4 12%	176 33% b	21 16%	8 36%
RATING OF 4-5 OUT OF 5	484 70%	132 78% d	163 77% d	216 76% d	268 65%	135 80% d	298 75% d	304 75% d	180 63%	454 70%	19 65%	407 76% b	65 48%	12 51%	
Mean score	3.9	4.1 d	4.1 d	4.1 d	3.8	4.2 d	4.0 d	4.0 d	3.8	3.9	3.7	4.1 b	3.5	3.6	
Standard deviation	.87	.83	.81	.81	.90	.81	.84	.84	.90	.87	.74	.80	.91	1.30	
Standard error	.03	.06	.05	.05	.04	.06	.04	.04	.05	.03	.13	.03	.08	.26	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	695	486	121	88	546	145	140	516
Effective Weighted Sample	597	418	102	77	464	130	121	443
Total	693	482	121	90	527	161	146	507
1 star	(1.0)	2	1	1	1	-	1	1
		.*%	.*%	1%	.*%	-%	1%	.*%
2 stars	(2.0)	33	15	16	29	4	5	28
		5%	3%	13%	5%	2%	3%	5%
				ac				
3 stars	(3.0)	174	105	45	142	31	46	120
		25%	22%	38%	27%	19%	31%	24%
				a				
4 stars	(4.0)	278	202	33	213	63	55	207
		40%	42%	27%	40%	39%	38%	41%
			b					
				b				
5 stars	(5.0)	206	159	26	142	63	39	150
		30%	33%	21%	27%	39%	27%	30%
			b			a		
RATING OF 4-5 OUT OF 5	484	361	58	64	355	126	94	357
	70%	75%	48%	71%	67%	78%	65%	70%
		b		b		a		
Mean score	3.9	4.0	3.5	3.9	3.9	4.1	3.9	3.9
		b		b		a		
Standard deviation	.87	.83	1.00	.76	.88	.81	.87	.88
Standard error	.03	.04	.09	.08	.04	.07	.07	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	390	42	194	154	190	200	24	18	89	105	77	77	9	209	170	
Effective Weighted Sample	336	37	167	137	166	170	21	16	78	90	69	68	8	178	150	
Total	375	47	160	168	183	192	27	20	76	84	80	88	10	181	183	
1 star	(1.0)	2	1	1	-	1	1	1	-	-	1	-	-	1	1	-
		1%	2%	1%	-%	1%	1%	4%	-%	-%	1%	-%	-%	11%	1%	-%
2 stars	(2.0)	12	-	7	6	8	5	-	-	4	3	4	2	-	5	7
		3%	-%	4%	3%	4%	2%	-%	-%	5%	4%	5%	2%	-%	3%	4%
3 stars	(3.0)	79	5	34	40	35	44	4	*	12	22	18	22	-	32	46
		21%	10%	21%	24%	19%	23%	16%	2%	16%	26%	22%	25%	-%	18%	25%
4 stars	(4.0)	135	13	58	64	72	63	10	3	29	29	33	30	4	62	68
		36%	28%	36%	38%	39%	33%	37%	16%	38%	35%	41%	35%	44%	34%	37%
5 stars	(5.0)	147	28	60	59	67	80	12	17	31	29	25	34	4	80	61
		39%	60%	38%	35%	37%	41%	44%	81%	41%	35%	31%	39%	45%	44%	33%
			bc												c	
RATING OF 4-5 OUT OF 5	282	42	118	123	140	143	22	20	60	58	58	65	9	143	129	
	75%	88%	74%	73%	76%	74%	80%	98%	79%	69%	72%	73%	89%	79%	71%	
Mean score	4.1	4.4	4.1	4.0	4.1	4.1	4.2	4.8	4.2	4.0	4.0	4.1	4.1	4.2	4.0	
		bc														
Standard deviation	.88	.86	.90	.85	.88	.88	.98	.47	.86	.94	.87	.84	1.26	.87	.86	
Standard error	.04	.13	.06	.07	.06	.06	.20	.11	.09	.09	.10	.10	.42	.06	.07	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND ~d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f	
Significance Level: 95%																
Unweighted total	390	259	75	34	22	161	90	74	65	287	122	390	62	390	-	
Effective Weighted Sample	336	244	72	34	21	142	79	63	55	250	107	336	53	336	-	
Total	375	304	47	12	13	148	83	72	72	285	120	375	66	375	-	
1 star	(1.0)	2	2	-	*	-	1	-	1	-	1	1	2	-	2	-
		1%	1%	-%	3%	-%	1%	-%	2%	-%	*%	1%	1%	-%	1%	-%
2 stars	(2.0)	12	9	3	*	-	6	2	1	3	9	4	12	2	12	-
		3%	3%	7%	3%	-%	4%	2%	2%	4%	3%	3%	3%	3%	3%	-%
3 stars	(3.0)	79	65	9	4	1	23	23	16	17	57	21	79	8	79	-
		21%	21%	19%	30%	8%	16%	28%	22%	23%	20%	18%	21%	12%	21%	-%
4 stars	(4.0)	135	105	20	3	7	60	30	26	19	94	44	135	20	135	-
		36%	34%	44%	25%	55%	41%	37%	36%	26%	33%	36%	36%	30%	36%	-%
5 stars	(5.0)	147	123	14	5	5	57	28	28	34	122	50	147	37	147	-
		39%	41%	31%	40%	37%	39%	33%	39%	47%	43%	42%	39%	56%	39%	-%
RATING OF 4-5 OUT OF 5		282	228	35	8	12	117	58	54	52	217	94	282	56	282	-
		75%	75%	74%	64%	92%	79%	70%	75%	72%	76%	78%	75%	86%	75%	-%
Mean score		4.1	4.1	4.0	4.0	4.3	4.1	4.0	4.1	4.1	4.2	4.2	4.1	4.4	4.1	-
														ce		
Standard deviation		.88	.88	.88	1.08	.63	.88	.84	.90	.93	.88	.88	.88	.80	.88	-
Standard error		.04	.05	.10	.18	.13	.07	.09	.10	.11	.05	.08	.04	.10	.04	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	~d	a	b	a	b	~c	
Unweighted total	390	89	168	192	198	390	370	390	-	303	67	308	78	4	
Effective Weighted Sample	336	78	147	168	168	336	318	336	-	262	56	266	66	4	
Total	375	90	166	192	184	375	356	375	-	296	60	302	71	3	
1 star	(1.0)	2 1%	- -%	- -%	- -%	2 1%	2 1%	2 1%	2 1%	- -%	- -%	1 2% a	2 1%	- -%	- -%
2 stars	(2.0)	12 3%	- -%	5 3%	5 3%	7 4%	12 3%	11 3%	12 3%	- -%	8 3%	3 5%	7 2%	6 8% a	- -%
3 stars	(3.0)	79 21%	16 18%	32 19%	38 20%	41 22%	79 21%	74 21%	79 21%	- -%	61 21%	16 27%	53 18%	25 35% a	1 22%
4 stars	(4.0)	135 36%	23 25%	49 29%	54 28%	81 44% abc	135 36%	124 35%	135 36%	- -%	104 35%	23 38%	109 36%	24 34%	2 58%
5 stars	(5.0)	147 39%	51 57% d	80 48% d	94 49% d	53 29%	147 39%	145 41%	147 39%	- -%	123 42%	17 29%	131 43% b	16 22%	1 20%
RATING OF 4-5 OUT OF 5	282 75%	74 82%	129 77%	148 77%	134 73%	282 75%	269 76%	282 75%	- -%	227 77%	40 67%	240 79% b	40 57%	2 78%	
Mean score	4.1	4.4 d	4.2 d	4.2 d	4.0	4.1	4.1	4.1	-	4.2 b	3.9	4.2 b	3.7	4.0	
Standard deviation	.88	.78	.87	.87	.88	.88	.88	.88	-	.84	.96	.85	.91	.80	
Standard error	.04	.08	.07	.06	.06	.04	.05	.04	-	.05	.12	.05	.10	.40	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	390	275	47	68	320	68	66	291
Effective Weighted Sample	336	237	40	59	273	62	58	249
Total	375	268	44	64	295	78	68	274
1 star	(1.0)	2	1	1	2	*	-	2
		1%	*%	3%	1%	*%	-%	1%
			a					
2 stars	(2.0)	12	5	6	12	-	4	6
		3%	2%	13%	4%	-%	6%	2%
			a					
3 stars	(3.0)	79	48	10	21	65	13	19
		21%	18%	23%	33%	22%	17%	27%
				a				19%
4 stars	(4.0)	135	97	14	24	113	21	17
		36%	36%	33%	38%	38%	27%	25%
								38%
5 stars	(5.0)	147	118	12	17	102	43	28
		39%	44%	28%	26%	35%	56%	42%
			c				a	40%
RATING OF 4-5 OUT OF 5	282	215	27	40	215	64	45	213
	75%	80%	61%	64%	73%	82%	67%	78%
		bc						
Mean score	4.1	4.2	3.7	3.9	4.0	4.4	4.0	4.1
		bc				a		
Standard deviation	.88	.82	1.12	.84	.89	.80	.97	.86
Standard error	.04	.05	.16	.10	.05	.10	.12	.05

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 ~e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	677	438	172	67	324	353	212	226	84	88	28	39	151	443	75	
Effective Weighted Sample	575	368	154	58	272	304	176	192	74	80	24	34	128	376	65	
Total	681	455	155	72	324	357	221	234	75	79	28	43	146	450	79	
1 star	(1.0)	5 1%	1 *% a	4 3% a	- -%	2 1%	3 1%	1 1%	- -%	1 1%	3 4% ab	- -%	- -%	- -%	5 1%	- -%
2 stars	(2.0)	9 1%	4 1%	5 3%	1 1%	5 1%	5 1%	3 1%	1 *%	2 3%	3 4% b	- -%	1 2%	1 *%	8 2%	1 1%
3 stars	(3.0)	111 16%	69 15%	25 16%	18 25%	46 14%	65 18%	28 13%	41 17%	11 14%	14 18%	8 28%	10 23%	15 10%	76 17%	20 25% a
4 stars	(4.0)	251 37%	156 34% bc	65 42% bc	30 42%	131 40%	120 34%	81 37%	75 32%	35 47% b	30 37%	14 50%	16 37%	40 28%	176 39% a	34 43% a
5 stars	(5.0)	305 45%	226 50% bc	56 36%	23 32%	141 43%	164 46%	108 49%	118 50% c	27 35%	30 37%	6 22%	17 38%	90 62% bc	185 41%	24 31%
RATING OF 4-5 OUT OF 5		556 82%	382 84%	121 78%	53 74%	271 84%	284 80%	189 85% d	193 82%	62 82%	59 75%	21 72%	33 75%	130 90% bc	361 80%	58 74%
Mean score		4.2	4.3 bc	4.1	4.0	4.2	4.2	4.3 d	4.3 d	4.1	4.0	3.9	4.1	4.5 bc	4.2	4.0
Standard deviation		.82	.78	.94	.79	.80	.85	.79	.77	.82	1.03	.72	.84	.69	.85	.78
Standard error		.03	.04	.07	.10	.04	.05	.05	.05	.09	.11	.14	.13	.06	.04	.09

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total		677	484	75	69	49	249	156	124	144	601	151	677	60	677	-
Effective Weighted Sample		575	449	72	69	46	219	138	107	121	510	130	575	49	575	-
Total		681	579	50	25	27	222	153	120	181	603	144	681	56	681	-
1 star	(1.0)	5	5	-	-	-	1	3	1	-	4	3	5	-	5	-
		1%	1%	-%	-%	-%	1%	2%	1%	-%	1%	2%	1%	-%	1%	-%
2 stars	(2.0)	9	6	1	1	1	2	2	4	2	6	3	9	1	9	-
		1%	1%	2%	3%	4%	1%	1%	3%	1%	1%	2%	1%	2%	1%	-%
3 stars	(3.0)	111	90	12	4	6	34	20	21	34	92	16	111	8	111	-
		16%	16%	24%	14%	20%	16%	13%	18%	19%	15%	11%	16%	13%	16%	-%
4 stars	(4.0)	251	219	14	7	10	86	56	48	61	212	53	251	20	251	-
		37%	38%	29%	29%	36%	39%	37%	40%	33%	35%	37%	37%	35%	37%	-%
5 stars	(5.0)	305	258	22	13	11	99	72	46	85	289	69	305	28	305	-
		45%	45%	45%	54%	39%	44%	47%	38%	47%	48%	48%	45%	49%	45%	-%
RATING OF 4-5 OUT OF 5		556	478	37	20	21	185	128	94	146	501	121	556	48	556	-
		82%	82%	74%	82%	76%	83%	84%	78%	80%	83%	84%	82%	84%	82%	-%
Mean score		4.2	4.2	4.2	4.3	4.1	4.3	4.3	4.1	4.3	4.3	4.3	4.2	4.3	4.2	-
Standard deviation		.82	.82	.88	.86	.87	.79	.87	.87	.79	.81	.90	.82	.79	.82	-
Standard error		.03	.04	.10	.10	.12	.05	.07	.08	.07	.03	.07	.03	.10	.03	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	677	491	259	556	121	80	297	299	378	287	264	514	138	25	
Effective Weighted Sample	575	417	217	470	105	70	257	259	317	252	219	439	115	21	
Total	681	496	247	557	125	80	293	295	386	287	264	520	136	26	
1 star	(1.0)	5 1%	1 *%	3 1%	3 1%	2 2%	4 1%	4 1%	1 *%	2 1%	3 1%	1 *%	3 2%	1 3%	
						d							a		
2 stars	(2.0)	9 1%	2 *%	4 2%	5 1%	4 3%	5 2%	5 2%	4 1%	4 1%	5 2%	4 1%	4 3%	1 5%	
						ac							a		
3 stars	(3.0)	111 16%	69 14%	40 16%	82 15%	29 23%	40 14%	41 14%	70 18%	50 18%	50 19%	62 12%	44 33%	5 19%	
						ac							a		
4 stars	(4.0)	251 37%	171 35%	79 32%	191 34%	60 48%	30 38%	119 40%	120 41%	131 34%	116 40%	99 38%	190 37%	50 37%	11 42%
						abc									
5 stars	(5.0)	305 45%	253 51%	121 49%	275 49%	30 24%	34 43%	125 43%	125 42%	180 47%	115 40%	106 40%	263 51%	34 25%	8 31%
			d	d	d								b		
RATING OF 4-5 OUT OF 5		556 82%	424 85%	200 81%	466 84%	90 72%	64 81%	244 83%	245 83%	311 81%	231 80%	206 78%	453 87%	84 62%	19 73%
			d		d								b		
Mean score	4.2	4.4 d	4.3 d	4.3 d	3.9	4.2	4.2	4.2	4.3	4.2	4.1	4.4 b	3.8	3.9	
Standard deviation	.82	.75	.88	.80	.86	.94	.85	.85	.81	.82	.87	.74	.93	1.01	
Standard error	.03	.03	.05	.03	.08	.11	.05	.05	.04	.05	.05	.03	.08	.20	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	677	454	136	87	534	142	137	487
Effective Weighted Sample	575	389	114	73	450	125	114	413
Total	681	447	147	88	523	158	137	486
1 star	(1.0)	5 1%	4 3% a	- -%	3 1%	2 1%	- -%	4 1%
2 stars	(2.0)	9 1%	3 1% a	5 3% a	2 2%	8 1%	2 1% b	5 4% b
3 stars	(3.0)	111 16%	52 12% a	37 25% a	22 25% a	85 16%	26 16%	23 17% b
4 stars	(4.0)	251 37%	171 38% b	56 38% b	24 27% b	190 36%	60 38%	52 38% b
5 stars	(5.0)	305 45%	219 49% b	45 31% b	40 46% b	237 45%	68 43%	56 41% b
RATING OF 4-5 OUT OF 5		556 82%	391 87% bc	101 69%	64 73%	428 82%	128 81%	108 79% b
Mean score		4.2	4.4 b	3.9	4.2	4.2	4.2	4.2
Standard deviation		.82	.73	.96	.88	.82	.84	.82
Standard error		.03	.03	.08	.09	.04	.07	.04

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	449	154	186	109	214	235	74	80	88	98	52	57	35	291	119	
Effective Weighted Sample	385	128	164	96	185	200	62	66	77	87	47	49	30	247	106	
Total	447	160	168	120	215	233	79	81	81	87	55	65	34	280	131	
1 star	(1.0)	2	1	2	-	2	1	-	1	2	-	-	-	-	2	-
		1%	1%	1%	-%	1%	*%	-%	1%	2%	-%	-%	-%	-%	1%	-%
2 stars	(2.0)	18	4	7	7	9	9	3	1	2	5	4	3	2	9	7
		4%	3%	4%	6%	4%	4%	4%	1%	2%	6%	7%	5%	7%	3%	5%
3 stars	(3.0)	103	34	39	30	44	58	17	17	15	24	12	18	6	62	34
		23%	21%	23%	25%	21%	25%	22%	21%	19%	27%	21%	27%	17%	22%	26%
4 stars	(4.0)	172	66	62	44	90	82	34	32	35	27	21	23	9	115	48
		38%	41%	37%	37%	42%	35%	43%	39%	44%	31%	38%	36%	27%	41%	36%
5 stars	(5.0)	152	55	58	39	70	82	25	30	27	31	18	21	17	92	41
		34%	35%	34%	33%	33%	35%	32%	37%	33%	36%	33%	32%	49%	33%	32%
RATING OF 4-5 OUT OF 5		324	121	120	83	160	164	59	62	62	58	39	44	26	207	89
		72%	76%	72%	69%	75%	70%	75%	77%	77%	67%	71%	68%	76%	74%	68%
Mean score		4.0	4.1	4.0	4.0	4.0	4.0	4.0	4.1	4.0	4.0	4.0	4.0	4.2	4.0	3.9
Standard deviation		.89	.85	.91	.90	.88	.90	.84	.86	.89	.94	.92	.89	.97	.87	.90
Standard error		.04	.07	.07	.09	.06	.06	.10	.10	.09	.09	.13	.12	.16	.05	.08

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	449	320	52	44	33	188	104	75	81	399	122	449	68	449	-
Effective Weighted Sample	385	300	50	44	30	167	91	65	68	343	106	385	58	385	-
Total	447	379	33	16	19	172	99	77	99	396	121	447	70	447	-
1 star	(1.0)	2	2	-	-	2	1	-	-	2	2	2	-	2	-
		1%	1%	-%	-%	1%	1%	-%	-%	1%	1%	1%	-%	1%	-%
2 stars	(2.0)	18	15	3	*	6	6	3	4	15	3	18	1	18	-
		4%	4%	8%	2%	3%	6%	4%	4%	4%	2%	4%	2%	4%	-%
3 stars	(3.0)	103	89	5	4	33	23	23	22	89	24	103	10	103	-
		23%	24%	14%	25%	19%	23%	31%	22%	23%	20%	23%	15%	23%	-%
4 stars	(4.0)	172	141	15	8	68	39	28	36	149	45	172	25	172	-
		38%	37%	46%	49%	40%	40%	37%	36%	38%	37%	38%	36%	38%	-%
5 stars	(5.0)	152	131	11	4	63	29	22	37	140	48	152	33	152	-
		34%	34%	32%	24%	37%	30%	29%	38%	35%	39%	34%	47%	34%	-%
													ce		
RATING OF 4-5 OUT OF 5	324	272	26	12	15	132	69	50	73	289	93	324	58	324	-
	72%	72%	78%	73%	76%	77%	70%	66%	74%	73%	76%	72%	83%	72%	-%
Mean score	4.0	4.0	4.0	3.9	4.1	4.1	3.9	3.9	4.1	4.0	4.1	4.0	4.3	4.0	-
													ace		
Standard deviation	.89	.90	.90	.79	.79	.88	.92	.86	.87	.89	.90	.89	.80	.89	-
Standard error	.04	.05	.12	.12	.14	.06	.09	.10	.10	.04	.08	.04	.10	.04	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE	
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c	
Unweighted total	449	199	302	349	100	128	319	323	126	311	92	359	81	9	
Effective Weighted Sample	385	172	260	300	86	113	276	280	105	271	76	308	70	8	
Total	447	201	297	345	103	135	320	323	124	311	92	356	83	9	
1 star	(1.0)	2 1%	2 1%	1 *%	2 1%	- -%	- -%	2 1%	2 1%	- -%	1 *%	1 1%	1 *%	2 2%	- -%
2 stars	(2.0)	18 4%	9 5%	7 2%	10 3%	8 8%	4 3%	10 3%	10 3%	9 7%	11 4%	5 5%	7 2%	8 10%	4 42%
3 stars	(3.0)	103 23%	44 22%	68 23%	82 24%	21 20%	30 22%	63 20%	65 20%	38 30%	70 23%	27 30%	69 19%	31 37%	3 35%
4 stars	(4.0)	172 38%	75 37%	121 41%	135 39%	37 36%	44 33%	127 40%	128 40%	44 35%	126 41%	31 34%	140 39%	32 38%	- -%
5 stars	(5.0)	152 34%	71 36%	100 34%	115 33%	37 36%	57 42%	118 37%	119 37%	34 27%	102 33%	28 31%	140 39%	11 13%	2 22%
RATING OF 4-5 OUT OF 5	324 72%	146 73%	222 75%	250 73%	74 72%	101 75%	245 77%	247 76%	78 63%	229 74%	60 65%	280 79%	42 51%	2 22%	
Mean score	4.0	4.0	4.1	4.0	4.0	4.1	4.1	4.1	3.8	4.0	3.9	4.2	3.5	3.0	
Standard deviation	.89	.91	.83	.87	.95	.87	.87	.87	.91	.85	.94	.81	.91	1.22	
Standard error	.04	.06	.05	.05	.09	.08	.05	.05	.08	.05	.10	.04	.10	.41	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%	Total							
Unweighted total	449	335	70	44	336	111	105	300
Effective Weighted Sample	385	287	61	38	286	98	90	256
Total	447	331	75	42	325	120	108	290
1 star	(1.0)	2 1%	1 *%	2 2%	- -%	2 1%	1 1%	1 *%
2 stars	(2.0)	18 4%	12 4%	4 5%	3 7%	12 4%	5 4%	7 7%
3 stars	(3.0)	103 23%	69 21%	22 29%	12 29%	80 25%	23 19%	63 22%
4 stars	(4.0)	172 38%	125 38%	31 42%	16 38%	122 38%	50 41%	38 35%
5 stars	(5.0)	152 34%	125 38% b	17 22%	11 26%	109 34%	42 35%	39 36%
RATING OF 4-5 OUT OF 5	324 72%	249 75%	48 64%	27 65%	231 71%	92 77%	77 71%	215 74%
Mean score	4.0	4.1 b	3.8	3.8	4.0	4.1	4.0	4.0
Standard deviation	.89	.86	.93	.90	.88	.87	.97	.86
Standard error	.04	.05	.11	.14	.05	.08	.09	.05

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		3-7 ~a	8-11 ~b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c	
Significance Level: 95%																
Unweighted total	90	25	22	43	40	50	15	10	8	14	17	26	6	39	45	
Effective Weighted Sample	76	20	19	38	34	42	12	8	7	12	15	23	5	31	39	
Total	91	25	20	46	41	51	15	10	9	12	17	29	7	36	48	
1 star	(1.0)	2	1	1	2	-	1	-	-	-	1	-	-	1	1	
		2%	6%	2%	6%	-%	10%	-%	-%	-%	5%	-%	-%	4%	2%	
2 stars	(2.0)	7	2	4	3	5	1	-	1	1	1	3	1	2	4	
		8%	2%	10%	7%	9%	4%	-%	15%	10%	6%	12%	8%	7%	9%	
3 stars	(3.0)	16	2	11	5	11	4	-	-	2	1	10	-	4	12	
		17%	14%	23%	12%	22%	25%	-%	-%	14%	6%	33%	-%	11%	25%	
4 stars	(4.0)	38	7	20	17	21	6	4	1	6	9	11	3	13	21	
		41%	40%	44%	41%	41%	44%	35%	13%	52%	53%	39%	45%	37%	44%	
5 stars	(5.0)	28	9	10	14	14	3	7	6	3	5	5	3	15	10	
		31%	37%	21%	34%	28%	18%	65%	72%	24%	30%	16%	47%	41%	20%	
RATING OF 4-5 OUT OF 5		66	16	30	31	35	9	10	7	9	14	16	7	28	31	
		72%	77%	65%	76%	69%	62%	100%	85%	76%	83%	55%	92%	78%	64%	
Mean score	3.9	4.0	4.1	3.7	3.9	3.9	3.6	4.6	4.4	3.9	4.0	3.6	4.3	4.0	3.7	
Standard deviation	1.02	1.08	1.02	.97	1.13	.93	1.17	.50	1.13	.92	1.05	.91	.91	1.09	.95	
Standard error	.11	.22	.22	.15	.18	.13	.30	.16	.40	.25	.25	.18	.37	.17	.14	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND ~b	WALES ~c	NORTHERN IRELAND ~d	AB a	C1 ~b	C2 ~c	DE ~d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f
Significance Level: 95%															
Unweighted total	90	64	7	12	7	41	15	22	11	76	40	90	39	90	-
Effective Weighted Sample	76	60	7	12	7	35	13	18	10	64	33	76	33	76	-
Total	91	79	4	4	4	36	15	24	14	76	40	91	40	91	-
1 star	(1.0)	2	2	-	-	1	-	-	-	1	1	2	-	2	-
		2%	3%	-%	-%	2%	-%	-%	-%	2%	4%	2%	-%	2%	-%
2 stars	(2.0)	7	6	1	*	3	*	2	2	7	3	7	4	7	-
		8%	8%	14%	9%	8%	2%	7%	17%	10%	7%	8%	9%	8%	-%
3 stars	(3.0)	16	14	1	1	7	3	4	2	13	5	16	7	16	-
		17%	18%	14%	16%	19%	20%	16%	15%	17%	13%	17%	17%	17%	-%
4 stars	(4.0)	38	32	2	2	16	11	9	2	31	16	38	15	38	-
		41%	40%	48%	50%	44%	70%	38%	14%	40%	40%	41%	38%	41%	-%
5 stars	(5.0)	28	24	1	1	10	1	9	8	23	15	28	14	28	-
		31%	31%	25%	26%	26%	8%	40%	54%	31%	37%	31%	35%	31%	-%
RATING OF 4-5 OUT OF 5		66	56	3	3	26	12	18	10	54	31	66	30	66	-
		72%	71%	73%	76%	70%	78%	78%	68%	71%	77%	72%	74%	72%	-%
Mean score		3.9	3.9	3.8	3.9	3.8	3.8	4.1	4.1	3.9	4.0	3.9	4.0	3.9	-
Standard deviation		1.02	1.04	1.08	.99	.99	.61	.92	1.21	1.02	1.05	1.02	.95	1.02	-
Standard error		.11	.13	.41	.29	.16	.16	.20	.36	.12	.17	.11	.15	.11	-

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	~d	a	~b	a	~b	~c
Unweighted total	90	32	43	54	36	30	74	76	14	79	4	78	12	-
Effective Weighted Sample	76	27	36	45	31	25	62	64	12	66	4	66	10	-
Total	91	34	39	53	38	32	73	75	16	78	5	79	12	-
1 star	(1.0)	2	1	-	1	1	1	1	1	1	1	1	1	-
		2%	4%	-%	3%	2%	3%	1%	1%	9%	2%	17%	2%	7%
2 stars	(2.0)	7	1	4	4	3	1	6	6	1	6	1	6	1
		8%	4%	10%	7%	9%	3%	9%	8%	7%	7%	24%	8%	11%
3 stars	(3.0)	16	3	3	6	10	2	9	12	4	13	3	14	2
		17%	8%	7%	10%	27%	7%	13%	15%	26%	17%	59%	18%	15%
					b									
4 stars	(4.0)	38	11	19	23	15	11	30	30	8	33	-	32	6
		41%	34%	49%	43%	40%	34%	41%	40%	48%	43%	-%	40%	51%
5 stars	(5.0)	28	17	13	20	8	17	26	26	2	25	-	26	2
		31%	50%	33%	37%	22%	54%	36%	35%	10%	32%	-%	33%	16%
			d											
RATING OF 4-5 OUT OF 5		66	28	32	42	23	28	56	56	9	58	-	58	8
		72%	84%	82%	79%	62%	88%	77%	75%	57%	74%	-%	73%	67%
Mean score		3.9	4.2	4.1	4.0	3.7	4.3	4.0	4.0	3.4	3.9	2.4	3.9	3.6
Standard deviation		1.02	1.05	.91	1.02	.99	.93	.97	.98	1.09	.98	.85	.99	1.15
Standard error		.11	.19	.14	.14	.17	.17	.11	.11	.29	.11	.43	.11	.33

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
		YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP ~b	YES ~a	NO b	
Significance Level: 95%	Total								
Unweighted total	90	79	7	4	71	19	20	60	
Effective Weighted Sample	76	66	7	4	59	17	17	51	
Total	91	80	7	4	70	21	18	61	
1 star	(1.0)	2	1	1	1	1	1	-	
		2%	2%	11%	-%	1%	7%	5%	-%
2 stars	(2.0)	7	6	-	2	6	1	1	4
		8%	7%	-%	41%	9%	7%	8%	7%
3 stars	(3.0)	16	14	1	-	12	4	7	7
		17%	18%	20%	-%	17%	17%	39%	12%
4 stars	(4.0)	38	31	5	1	30	8	6	30
		41%	39%	69%	34%	42%	38%	35%	48%
5 stars	(5.0)	28	27	-	1	21	6	3	20
		31%	34%	-%	25%	30%	31%	14%	33%
RATING OF 4-5 OUT OF 5		66	58	5	2	51	14	9	50
		72%	73%	69%	59%	73%	69%	49%	81%
Mean score		3.9	4.0	3.5	3.4	3.9	3.8	3.5	4.1
Standard deviation		1.02	.99	1.03	1.45	.97	1.18	1.00	.86
Standard error		.11	.11	.39	.72	.11	.27	.22	.11

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	1711	-	914	797	828	883	-	-	452	462	376	421	-	804	890
Effective Weighted Sample	1473	-	796	691	715	758	-	-	393	403	328	363	-	702	771
Total	1643	-	798	845	791	851	-	-	396	402	395	449	-	697	931
Agree	1187	-	615	572	581	607	-	-	310	305	271	302	-	538	637
	72%	-%	77%	68%	73%	71%	-%	-%	78%	76%	68%	67%	-%	77%	68%
			c					ef	ef					c	
Neither agree nor disagree	361	-	137	224	168	193	-	-	70	67	98	126	-	117	244
	22%	-%	17%	27%	21%	23%	-%	-%	18%	17%	25%	28%	-%	17%	26%
			b							cd	cd			b	
Disagree	50	-	19	31	23	28	-	-	6	13	17	15	-	15	35
	3%	-%	2%	4%	3%	3%	-%	-%	1%	3%	4%	3%	-%	2%	4%
										c					
Don't know	44	-	27	17	20	24	-	-	10	17	10	7	-	27	15
	3%	-%	3%	2%	2%	3%	-%	-%	3%	4%	2%	2%	-%	4%	2%
									f					c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	1711	1188	245	183	95	614	404	368	323	1045	361	1065	140	1388	323
Effective Weighted Sample	1473	1117	234	181	93	544	353	318	277	908	314	919	123	1200	274
Total	1643	1368	155	67	52	540	373	352	376	1018	344	1038	140	1346	297
Agree	1187	977	125	46	40	412	265	253	255	767	272	823	125	1007	181
	72%	71%	80%	68%	76%	76%	71%	72%	68%	75%	79%	79%	90%	75%	61%
			ac			d				f	f	aef	abcef	f	
Neither agree nor disagree	361	311	24	18	8	111	80	73	96	201	62	173	13	273	88
	22%	23%	15%	26%	16%	21%	22%	21%	25%	20%	18%	17%	10%	20%	30%
		b		bd						d	d	d		cd	abcde
Disagree	50	42	3	2	3	10	9	18	13	26	6	23	1	34	16
	3%	3%	2%	3%	6%	2%	3%	5%	3%	3%	2%	2%	1%	3%	5%
						a									abcde
Don't know	44	37	4	2	2	6	19	7	12	23	4	18	-	32	12
	3%	3%	2%	3%	3%	1%	5%	2%	3%	2%	1%	2%	-%	2%	4%
						ac			a						bcd

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	1711	267	454	576	1135	348	974	993	718	1192	463	1167	487	57
Effective Weighted Sample	1473	235	394	501	973	299	846	863	612	1032	395	1006	419	49
Total	1643	255	427	544	1099	328	914	932	710	1165	431	1138	455	50
Agree	1187	208	362	451	737	305	830	842	345	892	266	889	268	30
	72%	82%	85%	83%	67%	93%	91%	90%	49%	77%	62%	78%	59%	61%
		d	d	d		d	d	d		b		bc		
Neither agree nor disagree	361	36	49	73	288	20	70	74	287	226	126	200	149	12
	22%	14%	11%	14%	26%	6%	8%	8%	40%	19%	29%	18%	33%	25%
					abc				abc		a		a	
Disagree	50	3	5	7	44	2	9	11	39	27	19	19	27	5
	3%	1%	1%	1%	4%	1%	1%	1%	6%	2%	4%	2%	6%	10%
					abc				abc		a		a	a
Don't know	44	8	11	13	31	2	5	5	38	19	19	30	12	2
	3%	3%	3%	2%	3%	*%	1%	1%	5%	2%	5%	3%	3%	4%
									abc		a			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1711	1054	381	276	1404	293	334	1267
Effective Weighted Sample	1473	910	328	235	1203	261	291	1088
Total	1643	1024	362	257	1308	319	335	1193
Agree	1187	802	216	169	950	229	237	877
	72%	78% bc	60%	66%	73%	72%	71%	74%
Neither agree nor disagree	361	180	105	75	278	76	82	250
	22%	18%	29% a	29% a	21%	24%	24%	21%
Disagree	50	21	27	3	41	9	11	35
	3%	2%	7% ac	1%	3%	3%	3%	3%
Don't know	44	21	13	10	39	5	6	31
	3%	2%	4%	4%	3%	2%	2%	3%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	1285	-	565	720	663	622	-	-	287	278	376	344	-	475	795
Effective Weighted Sample	1083	-	481	613	559	524	-	-	246	235	321	292	-	405	676
Total	1250	-	488	763	655	595	-	-	247	241	408	354	-	404	832
Yes	573	-	146	426	300	272	-	-	75	72	225	201	-	111	457
	46%	-%	30%	56%	46%	46%	-%	-%	30%	30%	55%	57%	-%	28%	55%
				b							cd	cd			b
No	550	-	279	271	296	254	-	-	148	132	148	123	-	238	302
	44%	-%	57%	36%	45%	43%	-%	-%	60%	55%	36%	35%	-%	59%	36%
			c						ef	ef				c	
Not sure	128	-	62	65	59	69	-	-	25	38	35	31	-	54	73
	10%	-%	13%	9%	9%	12%	-%	-%	10%	16%	8%	9%	-%	13%	9%
			c							ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS ~d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	1285	842	144	199	100	331	337	280	333	412	138	276	15	576	709
Effective Weighted Sample	1083	794	137	197	97	284	286	236	286	346	113	232	13	486	597
Total	1250	1021	99	74	57	279	318	268	381	409	122	279	15	572	678
Yes	573 46%	470 46%	49 50% d	33 45%	21 36%	135 49%	151 47%	120 45%	166 44%	212 52% f	60 49%	159 57% f	7 49%	299 52% f	274 40%
No	550 44%	452 44%	37 37%	32 44%	29 51% b	116 42%	139 44%	126 47%	167 44%	163 40%	52 42%	95 34%	7 45%	218 38%	332 49% ace
Not sure	128 10%	99 10%	13 13%	9 12%	7 12%	27 10%	29 9%	22 8%	48 13%	34 8%	11 9%	25 9%	1 7%	55 10%	73 11%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	~b	~c	d	a	b	a	b	c
Unweighted total	1285	86	72	126	1159	-	-	-	1285	493	742	517	598	170
Effective Weighted Sample	1083	75	62	109	974	-	-	-	1083	420	622	437	502	143
Total	1250	83	65	119	1131	-	-	-	1250	490	712	511	575	163
Yes	573	22	29	42	531	-	-	-	573	263	295	271	229	73
	46%	27%	44%	35%	47%	-%	-%	-%	46%	54%	41%	53%	40%	45%
			a		ac					b		b		
No	550	50	27	63	487	-	-	-	550	175	362	191	280	79
	44%	61%	42%	53%	43%	-%	-%	-%	44%	36%	51%	37%	49%	49%
		bd		d						a		a		a
Not sure	128	10	9	14	114	-	-	-	128	52	55	50	66	11
	10%	12%	14%	11%	10%	-%	-%	-%	10%	11%	8%	10%	11%	7%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1285	363	671	251	1127	154	263	975
Effective Weighted Sample	1083	307	565	210	944	137	219	824
Total	1250	359	652	240	1071	175	251	950
Yes	573 46%	201 56% bc	265 41%	107 45%	499 47%	71 40%	105 42%	448 47%
No	550 44%	126 35%	333 51% ac	91 38%	467 44%	83 47%	121 48%	411 43%
Not sure	128 10%	32 9%	53 8%	42 18% ab	105 10%	22 12%	24 10%	91 10%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	2996	-	1479	1517	1491	1505	-	-	739	740	752	765	-	1279	1685
Effective Weighted Sample	2555	-	1277	1304	1273	1282	-	-	639	638	648	655	-	1107	1447
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1102	1764
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	381 13%	- -%	189 15%	192 12%	175 12%	206 14%	- -%	- -%	88 14%	101 16%	86 11%	105 13%	- -%	168 15%	211 12%
			c						e					c	
USE NEWSROUND SITE ONLY	10 *%	- -%	7 1%	3 *%	6 *%	5 *%	- -%	- -%	4 1%	3 *%	1 *%	2 *%	- -%	6 1%	4 *%
WATCH ON CBBC/ BBC IPLAYER ONLY	1252 43%	- -%	602 47%	650 40%	611 42%	641 44%	- -%	- -%	303 47%	299 47%	308 38%	342 43%	- -%	523 48%	717 41%
			c						e	e				c	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1643 57%	- -%	798 62%	845 53%	791 55%	851 59%	- -%	- -%	396 62%	402 63%	395 49%	449 56%	- -%	697 63%	931 53%
			c			a			ef	ef		e		c	
TOTAL - NEITHER	1250 43%	- -%	488 38%	763 47%	655 45%	595 41%	- -%	- -%	247 38%	241 37%	408 51%	354 44%	- -%	404 37%	832 47%
				b	b					cdf	cd				b
NEITHER - BUT AWARE OF NEWSROUND	573 20%	- -%	146 11%	426 27%	300 21%	272 19%	- -%	- -%	75 12%	72 11%	225 28%	201 25%	- -%	111 10%	457 26%
				b						cd	cd				b
NEITHER - AND NOT AWARE OF NEWSROUND	678 23%	- -%	341 27%	336 21%	355 25%	323 22%	- -%	- -%	172 27%	169 26%	183 23%	154 19%	- -%	293 27%	375 21%
			c						f	f				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2996	2030	389	382	195	945	741	648	656	1457	499	1341	155	1964	1032
Effective Weighted Sample	2555	1911	371	379	190	828	639	554	563	1254	427	1150	136	1685	870
Total	2893	2389	254	141	109	818	692	620	757	1427	466	1317	155	1918	975
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	381	304	51	15	10	148	88	72	72	270	107	349	60	362	18
	13%	13%	20%	11%	9%	18%	13%	12%	10%	19%	23%	27%	39%	19%	2%
			acd			bcd				f	f	aef	abcef	f	
USE NEWSROUND SITE ONLY	10	8	-	1	1	3	2	1	3	4	4	4	1	7	3
	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
				b											
WATCH ON CBBC/ BBC IPLAYER ONLY	1252	1056	104	51	41	389	283	278	301	744	233	684	79	976	275
	43%	44%	41%	36%	37%	47%	41%	45%	40%	52%	50%	52%	51%	51%	28%
		c				bd				f	f	f	f	f	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1643	1368	155	67	52	540	373	352	376	1018	344	1038	140	1346	297
	57%	57%	61%	48%	48%	66%	54%	57%	50%	71%	74%	79%	90%	70%	30%
		cd	cd			bcd		d		f	f	abef	abcef	f	
TOTAL - NEITHER	1250	1021	99	74	57	279	318	268	381	409	122	279	15	572	678
	43%	43%	39%	52%	52%	34%	46%	43%	50%	29%	26%	21%	10%	30%	70%
				ab	ab		a	a	ac	cd	cd	d		cd	abcde
NEITHER - BUT AWARE OF NEWSROUND	573	470	49	33	21	135	151	120	166	212	60	159	7	299	274
	20%	20%	19%	23%	19%	17%	22%	19%	22%	15%	13%	12%	5%	16%	28%
						a	a		a	cd	d	d		cd	abcde
NEITHER - AND NOT AWARE OF NEWSROUND	678	551	50	41	36	143	168	148	215	196	63	120	8	273	405
	23%	23%	20%	29%	33%	18%	24%	24%	28%	14%	13%	9%	5%	14%	41%
				ab	ab		a	a	a	cd	cd			cd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2996	353	526	702	2294	348	974	993	2003	1685	1205	1684	1085	227
Effective Weighted Sample	2555	311	456	610	1946	299	846	863	1695	1452	1017	1443	920	192
Total	2893	338	492	663	2230	328	914	932	1960	1655	1143	1649	1031	213
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	381	71	149	169	212	324	338	352	29	304	65	286	88	7
	13%	21%	30%	25%	10%	99%	37%	38%	1%	18%	6%	17%	9%	3%
		d	ad	d		bcd	d	d		b		bc	c	
USE NEWSROUND SITE ONLY	10	-	-	-	10	4	-	4	6	6	2	4	6	*
	*%	-%	-%	-%	*%	1%	-%	*%	*%	*%	*%	*%	1%	*%
						bd		b						
WATCH ON CBBC/ BBC IPLAYER ONLY	1252	184	278	375	877	-	576	576	675	855	363	848	362	43
	43%	54%	57%	57%	39%	-%	63%	62%	34%	52%	32%	51%	35%	20%
		d	d	d			ad	ad	a	b		bc	c	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1643	255	427	544	1099	328	914	932	710	1165	431	1138	455	50
	57%	75%	87%	82%	49%	100%	100%	100%	36%	70%	38%	69%	44%	23%
		d	acd	ad		d	d	d		b		bc	c	
TOTAL - NEITHER	1250	83	65	119	1131	-	-	-	1250	490	712	511	575	163
	43%	25%	13%	18%	51%	-%	-%	-%	64%	30%	62%	31%	56%	77%
		bc		b	abc				abc	a		a	a	ab
NEITHER - BUT AWARE OF NEWSROUND	573	22	29	42	531	-	-	-	573	263	295	271	229	73
	20%	7%	6%	6%	24%	-%	-%	-%	29%	16%	26%	16%	22%	34%
				b	abc				abc	a		a	a	ab
NEITHER - AND NOT AWARE OF NEWSROUND	678	61	36	77	601	-	-	-	678	227	417	241	346	91
	23%	18%	7%	12%	27%	-%	-%	-%	35%	14%	37%	15%	34%	43%
		bc		b	abc				abc	a		a	a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2996	1417	1052	527	2531	447	597	2242
Effective Weighted Sample	2555	1217	892	446	2146	398	510	1911
Total	2893	1383	1013	496	2379	494	586	2144
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	381 13%	262 19% bc	53 5%	66 13% b	305 13%	73 15%	68 12%	281 13%
USE NEWSROUND SITE ONLY	10 *%	3 *%	5 1%	2 *%	9 *%	2 *%	1 *%	7 *%
WATCH ON CBBC/ BBC IPLAYER ONLY	1252 43%	759 55% bc	303 30%	189 38% b	995 42%	244 49% a	266 45%	905 42%
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1643 57%	1024 74% bc	362 36%	257 52% b	1308 55%	319 64% a	335 57%	1193 56%
TOTAL - NEITHER	1250 43%	359 26%	652 64% ac	240 48% a	1071 45% b	175 36%	251 43%	950 44%
NEITHER - BUT AWARE OF NEWSROUND	573 20%	201 15%	265 26% a	107 22% a	499 21% b	71 14%	105 18%	448 21%
NEITHER - AND NOT AWARE OF NEWSROUND	678 23%	158 11%	387 38% ac	133 27% a	572 24%	104 21%	145 25%	502 23%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	568	-	169	399	287	281	-	-	87	82	200	199	-	133	431
Effective Weighted Sample	479	-	143	340	244	236	-	-	75	68	172	169	-	112	367
Total	573	-	146	426	300	272	-	-	75	72	225	201	-	111	457
Not interested	150 26%	- -%	27 18%	124 29% b	76 25%	75 27%	- -%	- -%	13 17%	14 20%	63 28%	61 30% c	- -%	20 18%	129 28% b
Too young for me	97 17%	- -%	5 3%	92 22% b	59 20%	38 14%	- -%	- -%	3 3%	3 4%	57 25% cd	35 18% cd	- -%	3 3%	93 20% b
Boring	69 12%	- -%	26 18% c	43 10%	37 12%	32 12%	- -%	- -%	17 23% ef	9 12%	20 9%	23 11%	- -%	20 18% c	49 11%
Too busy/ don't have time/ don't remember to watch	49 8%	- -%	11 7%	38 9%	26 9%	22 8%	- -%	- -%	5 7%	6 8%	21 9%	17 8%	- -%	9 8%	40 9%
Watch 'grown up'/ different news now	48 8%	- -%	2 1%	46 11% b	28 9%	20 7%	- -%	- -%	* 1%	2 2%	27 12% cd	18 9% c	- -%	* *% b	47 10% b
I don't watch the news/ news is negative/ upsetting	42 7%	- -%	10 7%	33 8%	21 7%	22 8%	- -%	- -%	6 8%	4 6%	15 7%	18 9%	- -%	9 8%	33 7%
No particular reason	40 7%	- -%	14 10%	26 6%	22 7%	18 6%	- -%	- -%	7 9%	7 10%	15 7%	10 5%	- -%	12 10%	28 6%
Used to watch it in school	31 5%	- -%	13 9% c	18 4%	13 4%	18 7%	- -%	- -%	5 7%	8 11% e	8 3%	10 5%	- -%	12 11% c	19 4%
I don't watch BBC/ TV	29 5%	- -%	8 5%	22 5%	11 4%	18 7%	- -%	- -%	3 5%	4 6%	8 3%	14 7%	- -%	5 4%	24 5%
Watch other channels/ play games instead	25 4%	- -%	18 13% c	7 2%	15 5%	9 3%	- -%	- -%	12 16% ef	7 9% ef	4 2%	3 1%	- -%	13 12% c	11 2%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	568	-	169	399	287	281	-	-	87	82	200	199	-	133	431
Effective Weighted Sample	479	-	143	340	244	236	-	-	75	68	172	169	-	112	367
Total	573	-	146	426	300	272	-	-	75	72	225	201	-	111	457
Don't have the channel	10	-	5	5	4	6	-	-	2	3	3	3	-	3	7
	2%	-%	3%	1%	1%	2%	-%	-%	2%	4%	1%	1%	-%	3%	2%
I don't/ my parents don't like the BBC	3	-	1	2	1	2	-	-	1	-	-	2	-	-	3
	1%	-%	1%	*%	*%	1%	-%	-%	2%	-%	-%	1%	-%	-%	1%
Other	17	-	13	5	6	11	-	-	6	7	*	4	-	12	5
	3%	-%	9%	1%	2%	4%	-%	-%	8%	9%	*%	2%	-%	11%	1%
			c						ef	ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS ~d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	568	373	72	88	35	158	153	121	135	208	67	150	7	294	274
Effective Weighted Sample	479	354	68	87	34	133	130	102	119	173	55	125	6	247	232
Total	573	470	49	33	21	135	151	120	166	212	60	159	7	299	274
Not interested	150	126	11	9	5	36	37	25	51	50	22	44	4	79	72
	26%	27%	22%	26%	26%	27%	25%	21%	31%	23%	36%	27%	56%	26%	26%
Too young for me	97	78	11	5	3	29	31	15	21	52	11	44	2	71	27
	17%	17%	22%	14%	16%	22%	21%	12%	13%	24%	18%	28%	21%	24%	10%
										f		f		f	
Boring	69	57	5	4	3	17	22	12	18	26	9	17	1	37	33
	12%	12%	11%	14%	14%	12%	15%	10%	11%	12%	15%	11%	12%	12%	12%
Too busy/ don't have time/ don't remember to watch	49	41	5	2	1	11	11	14	13	21	2	14	-	26	22
	8%	9%	9%	6%	3%	8%	7%	12%	8%	10%	4%	9%	-%	9%	8%
Watch 'grown up'/ different news now	48	40	3	3	1	11	15	10	12	25	2	26	2	32	15
	8%	9%	5%	10%	6%	8%	10%	8%	7%	12%	3%	16%	23%	11%	6%
										f		bf		f	
I don't watch the news/ news is negative/ upsetting	42	33	4	3	3	11	9	14	9	16	3	8	1	23	20
	7%	7%	9%	8%	14%	8%	6%	11%	6%	7%	5%	5%	10%	8%	7%
No particular reason	40	33	4	2	1	6	9	11	13	14	7	7	-	20	20
	7%	7%	8%	7%	6%	4%	6%	9%	8%	6%	11%	5%	-%	7%	7%
Used to watch it in school	31	24	5	2	-	8	12	7	5	9	5	4	-	14	17
	5%	5%	9%	6%	-%	6%	8%	6%	3%	4%	9%	3%	-%	5%	6%
I don't watch BBC/ TV	29	25	3	1	1	3	8	5	13	5	2	4	-	6	23
	5%	5%	6%	3%	3%	3%	6%	4%	8%	2%	3%	2%	-%	2%	8%
															ace
Watch other channels/ play games instead	25	20	2	1	1	3	8	9	4	8	2	4	-	10	15
	4%	4%	4%	5%	5%	3%	5%	8%	3%	4%	3%	3%	-%	3%	6%
Don't have the channel	10	8	2	1	*	3	-	*	7	-	-	-	-	-	10
	2%	2%	3%	2%	2%	2%	-%	*%	4%	-%	-%	-%	-%	-%	4%
									b						ace

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS ~d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	568	373	72	88	35	158	153	121	135	208	67	150	7	294	274
Effective Weighted Sample	479	354	68	87	34	133	130	102	119	173	55	125	6	247	232
Total	573	470	49	33	21	135	151	120	166	212	60	159	7	299	274
I don't/ my parents don't like the BBC	3 1%	2 *%	- -%	* 1%	1 3%	1 1%	- -%	1 1%	2 1%	1 1%	- -%	- -%	- -%	1 *%	2 1%
Other	17 3%	14 3%	1 2%	1 4%	1 2%	8 6%	2 1%	5 4%	3 2%	4 2%	2 4%	2 1%	- -%	6 2%	11 4%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		~a	b	c	d	~a	~b	~c	d	a	b	a	b	c
Unweighted total	568	25	32	46	522	-	-	-	568	256	298	259	236	73
Effective Weighted Sample	479	21	27	38	441	-	-	-	479	219	249	219	197	63
Total	573	22	29	42	531	-	-	-	573	263	295	271	229	73
Not interested	150	6	9	13	137	-	-	-	150	78	72	63	69	18
	26%	29%	32%	31%	26%	-%	-%	-%	26%	30%	24%	23%	30%	25%
Too young for me	97	-	3	3	95	-	-	-	97	44	53	53	39	5
	17%	-%	9%	6%	18%	-%	-%	-%	17%	17%	18%	20%	17%	7%
												c		
Boring	69	3	5	5	64	-	-	-	69	33	34	28	31	10
	12%	14%	19%	13%	12%	-%	-%	-%	12%	13%	12%	10%	13%	14%
Too busy/ don't have time/ don't remember to watch	49	2	2	3	45	-	-	-	49	23	22	30	16	3
	8%	11%	7%	7%	9%	-%	-%	-%	8%	9%	7%	11%	7%	4%
Watch 'grown up'/ different news now	48	3	*	3	44	-	-	-	48	20	28	27	10	11
	8%	13%	1%	8%	8%	-%	-%	-%	8%	8%	9%	10%	5%	15%
												b		b
I don't watch the news/ news is negative/ upsetting	42	*	2	2	40	-	-	-	42	18	24	23	12	7
	7%	2%	6%	5%	8%	-%	-%	-%	7%	7%	8%	9%	5%	10%
No particular reason	40	4	3	6	34	-	-	-	40	16	22	17	19	4
	7%	18%	12%	15%	6%	-%	-%	-%	7%	6%	8%	6%	8%	6%
				d										
Used to watch it in school	31	2	1	2	28	-	-	-	31	13	16	12	16	3
	5%	7%	3%	6%	5%	-%	-%	-%	5%	5%	5%	4%	7%	4%
I don't watch BBC/ TV	29	-	*	*	29	-	-	-	29	10	16	12	12	5
	5%	-%	1%	1%	5%	-%	-%	-%	5%	4%	5%	4%	5%	7%
Watch other channels/ play games instead	25	1	*	1	24	-	-	-	25	12	13	13	12	-
	4%	4%	2%	3%	4%	-%	-%	-%	4%	5%	4%	5%	5%	-%
Don't have the channel	10	-	-	-	10	-	-	-	10	3	7	1	5	4
	2%	-%	-%	-%	2%	-%	-%	-%	2%	1%	3%	1%	2%	6%
														a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		~a	b	c	d	~a	~b	~c	d	a	b	a	b	c
Unweighted total	568	25	32	46	522	-	-	-	568	256	298	259	236	73
Effective Weighted Sample	479	21	27	38	441	-	-	-	479	219	249	219	197	63
Total	573	22	29	42	531	-	-	-	573	263	295	271	229	73
I don't/ my parents don't like the BBC	3 1%	1 6%	- -%	1 3% d	2 *%	- -%	- -%	- -%	3 1%	- -%	3 1%	- -%	* *%	3 4% ab
Other	17 3%	1 6%	2 8%	2 5%	15 3%	- -%	- -%	- -%	17 3%	10 4%	6 2%	8 3%	7 3%	2 3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	568	191	270	107	504	62	108	443
Effective Weighted Sample	479	163	226	90	423	55	88	375
Total	573	201	265	107	499	71	105	448
Not interested	150 26%	54 27%	69 26%	27 25%	133 27%	17 24%	30 28%	114 25%
Too young for me	97 17%	45 22%	34 13%	19 18%	88 18%	9 13%	10 9%	85 19%
Boring	69 12%	18 9%	40 15%	11 10%	61 12%	8 11%	18 17%	47 11%
Too busy/ don't have time/ don't remember to watch	49 8%	23 12%	15 6%	10 10%	44 9%	4 6%	13 12%	34 8%
Watch 'grown up'/ different news now	48 8%	22 11%	21 8%	5 5%	40 8%	6 9%	7 7%	40 9%
I don't watch the news/ news is negative/ upsetting	42 7%	11 5%	23 9%	9 8%	36 7%	7 9%	8 7%	33 7%
No particular reason	40 7%	11 6%	21 8%	8 7%	34 7%	5 7%	7 6%	32 7%
Used to watch it in school	31 5%	7 3%	18 7%	6 6%	25 5%	6 9%	8 7%	23 5%
I don't watch BBC/ TV	29 5%	7 4%	17 6%	5 5%	21 4%	8 12%	4 4%	24 5%
Watch other channels/ play games instead	25 4%	10 5%	8 3%	7 7%	24 5%	1 2%	6 5%	19 4%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	568	191	270	107	504	62	108	443
Effective Weighted Sample	479	163	226	90	423	55	88	375
Total	573	201	265	107	499	71	105	448
Don't have the channel	10 2%	- -%	9 3%	1 1%	9 2%	1 2%	- -%	10 2%
I don't/ my parents don't like the BBC	3 1%	- -%	3 1%	- -%	3 1%	- -%	- -%	3 1%
Other	17 3%	6 3%	7 2%	5 4%	13 3%	4 6%	2 2%	15 3%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4240	1244	1479	1517	2107	2133	616	628	739	740	752	765	151	2351	1685
Effective Weighted Sample	3584	1036	1277	1304	1784	1800	514	522	639	638	648	655	129	1974	1447
Total	4179	1286	1286	1607	2089	2089	643	643	643	643	804	804	124	2242	1764
Yes	1961	306	698	957	981	980	172	134	363	335	446	511	12	886	1046
	47%	24%	54%	60%	47%	47%	27%	21%	56%	52%	55%	64%	10%	40%	59%
			a	ab			b		ab	ab	ab	abcde		a	ab
No	2063	921	528	614	1037	1026	441	480	260	268	336	278	111	1246	677
	49%	72%	41%	38%	50%	49%	69%	75%	40%	42%	42%	35%	89%	56%	38%
		bc					cdef	acdef	f	f	f		bc	c	
Don't know	154	58	59	36	71	83	30	29	20	40	22	14	1	109	40
	4%	5%	5%	2%	3%	4%	5%	5%	3%	6%	3%	2%	1%	5%	2%
		c	c				f	f		cef				ac	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4240	2819	569	566	286	1339	1060	913	916	2236	661	1782	194	2845	1395
Effective Weighted Sample	3584	2648	545	562	272	1170	914	775	768	1903	564	1516	166	2420	1164
Total	4179	3425	380	209	165	1185	1016	889	1076	2241	629	1782	193	2842	1337
Yes	1961	1649	158	79	76	625	476	417	441	1154	406	1200	154	1549	412
	47%	48%	41%	38%	46%	53%	47%	47%	41%	52%	65%	67%	80%	55%	31%
		bc			c	bcd	d	d		f	aef	aef	abcef	af	
No	2063	1659	203	118	84	527	512	438	578	1008	207	533	35	1198	866
	49%	48%	53%	56%	51%	44%	50%	49%	54%	45%	33%	30%	18%	42%	65%
			a	a		a	a	a	a	bcd	d	d		bcd	abcde
Don't know	154	117	19	12	5	33	29	35	57	79	16	49	3	95	59
	4%	3%	5%	6%	3%	3%	3%	4%	5%	4%	2%	3%	2%	3%	4%
				a					ab						c

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4240	936	774	1358	2882	383	1225	1245	2995	1967	2106	2394	1501	345
Effective Weighted Sample	3584	796	660	1153	2431	329	1056	1073	2513	1691	1760	2041	1258	285
Total	4179	948	745	1350	2828	367	1182	1201	2977	1961	2063	2388	1466	325
Yes	1961	362	463	638	1323	296	868	880	1081	1961	-	1367	506	89
	47%	38%	62%	47%	47%	81%	73%	73%	36%	100%	-%	57%	35%	27%
			acd	a	a	bcd	d	d		b		bc	c	
No	2063	547	253	660	1403	60	268	272	1791	-	2063	936	904	224
	49%	58%	34%	49%	50%	16%	23%	23%	60%	-%	100%	39%	62%	69%
		bcd		b	b		a	a	abc		a		a	ab
Don't know	154	40	28	52	102	12	47	49	105	-	-	86	56	12
	4%	4%	4%	4%	4%	3%	4%	4%	4%	-%	-%	4%	4%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4240	1947	1545	748	3590	629	797	3200
Effective Weighted Sample	3584	1666	1295	623	3016	554	675	2707
Total	4179	1927	1528	723	3462	692	808	3116
Yes	1961 47%	1200 62% bc	435 28%	326 45% b	1556 45%	388 56% a	424 53% b	1397 45%
No	2063 49%	686 36%	1031 67% ac	346 48% a	1781 51% b	277 40%	356 44%	1614 52% a
Don't know	154 4%	41 2%	62 4%	50 7% a	124 4%	27 4%	28 3%	105 3% ab

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	1967	282	785	900	982	985	157	125	407	378	418	482	14	940	993
Effective Weighted Sample	1691	241	684	780	844	847	136	106	351	333	364	416	12	806	862
Total	1961	306	698	957	981	980	172	134	363	335	446	511	12	886	1046
Agree	1722	271	609	842	865	858	152	118	317	292	396	447	10	778	921
	88%	88%	87%	88%	88%	87%	88%	88%	87%	87%	89%	87%	86%	88%	88%
Neither agree nor disagree	207	32	73	102	94	112	18	13	35	38	41	61	2	91	111
	11%	10%	10%	11%	10%	11%	11%	10%	10%	11%	9%	12%	14%	10%	11%
Disagree	20	3	7	10	15	6	2	1	5	1	7	3	-	9	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-%	1%	1%
Don't know	12	1	9	2	7	5	-	1	5	4	2	-	-	9	3
	1%	*%	1%	*%	1%	*%	-%	1%	1%	1%	*%	-%	-%	1%	*%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	1967	1382	236	214	135	699	484	424	357	1151	425	1188	157	1545	422
Effective Weighted Sample	1691	1301	224	212	128	613	424	363	312	995	365	1025	135	1332	359
Total	1961	1649	158	79	76	625	476	417	441	1154	406	1200	154	1549	412
Agree	1722	1444	143	67	68	563	431	356	370	1037	362	1087	146	1392	331
	88%	88%	91%	85%	89%	90%	91%	85%	84%	90%	89%	91%	95%	90%	80%
						cd	cd			f	f	f	bf	f	
Neither agree nor disagree	207	176	13	10	8	56	41	47	63	105	39	101	8	140	66
	11%	11%	8%	13%	10%	9%	9%	11%	14%	9%	10%	8%	5%	9%	16%
									ab						abcde
Disagree	20	19	1	1	-	4	3	9	4	7	3	9	-	12	8
	1%	1%	*%	1%	-%	1%	1%	2%	1%	1%	1%	1%	-%	1%	2%
								a							a
Don't know	12	9	1	1	*	3	1	4	4	5	2	3	-	5	7
	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	*%	*%	-%	*%	2%
															ace

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	-b	a	b	c
Unweighted total	1967	357	479	645	1322	303	885	899	1068	1967	-	1358	523	86
Effective Weighted Sample	1691	313	414	559	1132	262	769	781	911	1691	-	1172	447	73
Total	1961	362	463	638	1323	296	868	880	1081	1961	-	1367	506	89
Agree	1722	332	424	580	1142	271	780	793	930	1722	-	1242	412	69
	88%	92%	92%	91%	86%	92%	90%	90%	86%	88%	-%	91%	81%	77%
		d	d	d		d	d	d				bc		
Neither agree nor disagree	207	28	37	54	153	22	84	84	122	207	-	112	80	15
	11%	8%	8%	8%	12%	7%	10%	10%	11%	11%	-%	8%	16%	17%
				b								a		a
Disagree	20	2	*	2	18	1	1	1	19	20	-	7	8	5
	1%	*%	*%	*%	1%	*%	*%	*%	2%	1%	-%	1%	2%	6%
				bc					bc			a		ab
Don't know	12	-	2	2	10	2	2	2	10	12	-	6	6	-
	1%	-%	*%	*%	1%	1%	*%	*%	1%	1%	-%	*%	1%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1967	1199	442	326	1604	349	415	1423
Effective Weighted Sample	1691	1036	375	280	1370	311	359	1220
Total	1961	1200	435	326	1556	388	424	1397
Agree	1722	1078	357	287	1350	358	371	1232
	88%	90%	82%	88%	87%	92%	87%	88%
		b		b		a		
Neither agree nor disagree	207	108	66	33	176	29	44	142
	11%	9%	15%	10%	11%	7%	10%	10%
			a		b			
Disagree	20	10	9	2	19	1	6	14
	1%	1%	2%	1%	1%	0%	1%	1%
			a					
Don't know	12	4	3	5	12	*	3	9
	1%	0%	1%	2%	1%	0%	1%	1%
				a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	1685	-	785	900	825	860	-	-	407	378	418	482	-	675	993
Effective Weighted Sample	1452	-	684	780	710	742	-	-	351	333	364	416	-	588	862
Total	1655	-	698	957	809	846	-	-	363	335	446	511	-	595	1046
Yes	1139	-	468	671	545	594	-	-	240	228	304	366	-	408	721
	69%	-%	67%	70%	67%	70%	-%	-%	66%	68%	68%	72%	-%	69%	69%
No	268	-	110	158	136	132	-	-	57	53	80	79	-	85	181
	16%	-%	16%	17%	17%	16%	-%	-%	16%	16%	18%	15%	-%	14%	17%
Maybe	248	-	120	128	128	120	-	-	66	54	62	66	-	101	144
	15%	-%	17%	13%	16%	14%	-%	-%	18%	16%	14%	13%	-%	17%	14%
			c						f						

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	1685	1189	206	187	103	589	418	358	318	950	362	1003	135	1303	382
Effective Weighted Sample	1452	1120	195	186	101	517	366	308	279	824	311	868	118	1126	326
Total	1655	1393	136	69	57	521	402	348	383	938	339	996	133	1284	371
Yes	1139 69%	976 70% d	89 65%	43 63%	31 54%	382 73% d	276 69%	238 69%	242 63%	719 77% f	273 80% ef	790 79% ef	120 91% abcef	954 74% f	185 50%
No	268 16%	225 16%	18 13%	13 19%	12 21%	74 14%	51 13%	61 17%	83 22% ab	106 11% d	33 10% d	99 10% d	5 4%	162 13% d	107 29% abcde
Maybe	248 15%	192 14%	30 22% a	12 17%	14 25% a	65 12%	75 19% a	49 14%	58 15%	113 12% d	33 10%	107 11%	7 6%	169 13% d	79 21% abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	~b	a	b	c
Unweighted total	1685	234	378	483	1202	276	738	752	933	1685	-	1138	473	74
Effective Weighted Sample	1452	208	329	423	1030	239	645	657	797	1452	-	982	407	64
Total	1655	227	360	463	1192	265	709	722	933	1655	-	1129	452	74
Yes	1139	192	306	387	752	219	578	588	550	1139	-	866	235	38
	69%	85%	85%	84%	63%	83%	82%	82%	59%	69%	-%	77%	52%	51%
		d	d	d		d	d	d				bc		
No	268	13	25	35	233	22	70	70	198	268	-	131	113	25
	16%	6%	7%	8%	20%	8%	10%	10%	21%	16%	-%	12%	25%	34%
					abc				abc				a	a
Maybe	248	22	29	41	207	24	61	63	185	248	-	133	104	11
	15%	9%	8%	9%	17%	9%	9%	9%	20%	15%	-%	12%	23%	15%
					abc				abc				a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1685	1018	383	284	1390	283	347	1238
Effective Weighted Sample	1452	879	327	246	1192	253	301	1064
Total	1655	1002	370	284	1327	314	348	1201
Yes	1139 69%	852 85% bc	164 44%	122 43%	891 67%	236 75% a	250 72%	804 67%
No	268 16%	78 8%	150 40% ac	41 14% a	230 17% b	36 11%	55 16%	205 17%
Maybe	248 15%	71 7%	56 15% a	120 42% ab	205 15%	43 14%	43 12%	192 16%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	1139	786	243	110	532	607	376	410	110	133	46	64	292	711	124
Effective Weighted Sample	967	660	215	98	450	518	311	348	98	118	42	56	248	602	109
Total	1145	807	218	120	531	614	379	428	103	115	49	71	271	730	132
Agree	875	666	142	66	405	470	315	351	63	79	26	40	230	564	71
	76%	83%	65%	55%	76%	77%	83%	82%	61%	69%	54%	56%	85%	77%	54%
		bc					cdef	cdef					bc	c	
Neither agree nor disagree	211	120	55	37	103	108	57	63	30	25	16	20	36	131	43
	18%	15%	25%	31%	19%	18%	15%	15%	29%	22%	34%	29%	13%	18%	32%
			a	a				ab			ab	ab			ab
Disagree	51	18	18	15	20	31	6	11	10	9	4	11	3	32	17
	4%	2%	8%	13%	4%	5%	2%	3%	9%	7%	9%	16%	1%	4%	13%
			a	a				ab	ab	ab	ab	ab		a	ab
Don't know	7	3	3	2	3	5	1	2	*	2	2	-	2	3	2
	1%	*%	1%	1%	*%	1%	*%	1%	*%	2%	3%	-%	1%	*%	1%
									a	a					

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE -f
Significance Level: 95%															
Unweighted total	1139	795	134	123	87	387	297	221	229	1139	202	648	61	1139	-
Effective Weighted Sample	967	743	130	122	81	342	260	190	191	967	174	553	52	967	-
Total	1145	963	87	45	50	349	286	224	280	1145	199	656	65	1145	-
Agree	875 76%	741 77%	65 75%	33 75%	35 71%	274 78%	227 79%	166 74%	203 73%	875 76%	156 79%	539 82% ae	54 83%	875 76%	- -%
Neither agree nor disagree	211 18%	176 18%	16 19%	9 20%	10 20%	61 17%	44 15%	45 20%	61 22%	211 18% c	32 16%	93 14%	8 12%	211 18% c	- -%
Disagree	51 4%	42 4%	5 6%	2 5%	3 5%	12 3%	14 5%	13 6%	13 5%	51 4%	10 5%	20 3%	2 3%	51 4%	- -%
Don't know	7 1%	5 1%	1 1%	* 1%	1 3% a	3 1%	1 *%	- -%	2 1%	7 1%	1 *%	5 1%	2 3%	7 1%	- -%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	c
Unweighted total	1139	1139	390	1139	-	89	344	346	793	357	536	822	251	66
Effective Weighted Sample	967	967	335	967	-	78	299	301	667	313	449	702	209	56
Total	1145	1145	383	1145	-	90	345	347	798	362	547	824	250	71
Agree	875	875	290	875	-	70	263	265	609	266	405	685	155	34
	76%	76%	76%	76%	-%	78%	76%	77%	76%	74%	74%	83%	62%	48%
Neither agree nor disagree	211	211	71	211	-	14	66	66	146	73	111	116	77	19
	18%	18%	19%	18%	-%	15%	19%	19%	18%	20%	20%	14%	31%	27%
													a	a
Disagree	51	51	19	51	-	4	13	13	38	19	29	18	17	16
	4%	4%	5%	4%	-%	4%	4%	4%	5%	5%	5%	2%	7%	23%
													a	ab
Don't know	7	7	3	7	-	2	2	2	5	3	2	5	1	2
	1%	1%	1%	1%	-%	3%	1%	1%	1%	1%	*%	1%	*%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1139	722	247	170	941	196	189	880
Effective Weighted Sample	967	618	209	142	793	173	159	747
Total	1145	711	266	168	927	216	194	876
Agree	875 76%	593 83% bc	158 60%	123 74% b	706 76%	168 78%	165 85% b	652 74%
Neither agree nor disagree	211 18%	96 14%	81 31% ac	33 20%	173 19%	38 17%	23 12%	173 20% a
Disagree	51 4%	18 3%	24 9% a	9 5%	45 5%	6 3%	5 3%	44 5%
Don't know	7 1%	3 *%	2 1%	2 1%	2 *%	5 2% a	* *%	6 1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	1139	786	243	110	532	607	376	410	110	133	46	64	292	711	124
Effective Weighted Sample	967	660	215	98	450	518	311	348	98	118	42	56	248	602	109
Total	1145	807	218	120	531	614	379	428	103	115	49	71	271	730	132
Agree	609	451	102	56	272	337	205	246	46	56	20	35	142	404	59
	53%	56%	47%	46%	51%	55%	54%	57%	45%	49%	42%	50%	52%	55%	45%
		b						c						c	
Neither agree nor disagree	268	190	49	29	133	134	94	96	25	24	14	15	73	159	30
	23%	24%	23%	24%	25%	22%	25%	22%	25%	21%	29%	20%	27%	22%	22%
Disagree	199	99	65	36	94	106	48	51	32	33	14	21	40	116	43
	17%	12%	30%	30%	18%	17%	13%	12%	31%	29%	29%	30%	15%	16%	33%
			a	a					ab	ab	ab	ab			ab
Don't know	69	67	2	-	32	37	32	35	-	2	-	-	17	51	-
	6%	8%	1%	-%	6%	6%	8%	8%	-%	2%	-%	-%	6%	7%	-%
		bc					cdf	cdf					c	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	~f
Unweighted total	1139	795	134	123	87	387	297	221	229	1139	202	648	61	1139	-
Effective Weighted Sample	967	743	130	122	81	342	260	190	191	967	174	553	52	967	-
Total	1145	963	87	45	50	349	286	224	280	1145	199	656	65	1145	-
Agree	609	517	44	23	24	207	149	107	143	609	127	417	51	609	-
	53%	54%	51%	52%	49%	c	59%	52%	48%	53%	ae	ae	abce	53%	-%
Neither agree nor disagree	268	228	18	9	12	79	64	49	73	268	35	140	8	268	-
	23%	24%	21%	20%	25%	23%	22%	22%	26%	23%	18%	21%	12%	23%	-%
Disagree	199	167	16	8	9	49	49	57	44	199	32	76	6	199	-
	17%	17%	18%	18%	17%	14%	17%	25%	16%	17%	16%	12%	10%	17%	-%
								abd		c				c	
Don't know	69	51	9	4	4	13	24	12	20	69	4	23	-	69	-
	6%	5%	10%	10%	9%	4%	8%	5%	7%	6%	2%	4%	-%	6%	-%
			a				a			bc				bc	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	c
Unweighted total	1139	1139	390	1139	-	89	344	346	793	357	536	822	251	66
Effective Weighted Sample	967	967	335	967	-	78	299	301	667	313	449	702	209	56
Total	1145	1145	383	1145	-	90	345	347	798	362	547	824	250	71
Agree	609	609	236	609	-	58	223	225	383	215	277	475	113	21
	53%	53%	62%	53%	-%	65%	65%	65%	48%	59%	51%	58%	45%	30%
			ac			d	d	d		b		bc	c	
Neither agree nor disagree	268	268	67	268	-	17	76	76	191	74	125	182	66	19
	23%	23%	18%	23%	-%	19%	22%	22%	24%	20%	23%	22%	26%	27%
		b		b										
Disagree	199	199	67	199	-	14	39	39	161	66	101	114	60	25
	17%	17%	17%	17%	-%	15%	11%	11%	20%	18%	19%	14%	24%	36%
									bc				a	a
Don't know	69	69	13	69	-	1	6	6	63	7	44	52	11	5
	6%	6%	3%	6%	-%	1%	2%	2%	8%	2%	8%	6%	5%	8%
									abc		a			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	1139	722	247	170	941	196	189	880
Effective Weighted Sample	967	618	209	142	793	173	159	747
Total	1145	711	266	168	927	216	194	876
Agree	609	422	118	69	483	124	96	462
	53%	59%	44%	41%	52%	58%	50%	53%
		bc						
Neither agree nor disagree	268	155	59	53	217	50	45	205
	23%	22%	22%	32%	23%	23%	23%	23%
				ab				
Disagree	199	105	71	23	169	29	38	156
	17%	15%	27%	14%	18%	14%	20%	18%
			ac					
Don't know	69	29	18	22	57	12	15	52
	6%	4%	7%	13%	6%	6%	8%	6%
				ab				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	1139	786	243	110	532	607	376	410	110	133	46	64	292	711	124
Effective Weighted Sample	967	660	215	98	450	518	311	348	98	118	42	56	248	602	109
Total	1145	807	218	120	531	614	379	428	103	115	49	71	271	730	132
Agree	938	711	157	70	433	504	333	378	70	87	31	39	239	612	78
	82%	88%	72%	58%	82%	82%	88%	88%	68%	76%	63%	55%	88%	84%	59%
		bc	c				cdef	cdef		f			c	c	
Neither agree nor disagree	161	86	41	34	84	77	44	41	26	15	13	21	27	95	36
	14%	11%	19%	29%	16%	13%	12%	10%	25%	13%	28%	30%	10%	13%	27%
			a	ab					abd		abd	abd			ab
Disagree	40	8	17	14	11	29	1	7	6	11	3	11	3	20	17
	3%	1%	8%	12%	2%	5%	*%	2%	6%	10%	7%	15%	1%	3%	13%
			a	a		a			ab	ab	ab	ab			ab
Don't know	6	2	3	1	2	4	*	2	1	3	1	-	2	3	2
	1%	*%	2%	1%	*%	1%	*%	*%	1%	2%	3%	-%	1%	*%	1%
			a						a	a					

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f
Significance Level: 95%															
Unweighted total	1139	795	134	123	87	387	297	221	229	1139	202	648	61	1139	-
Effective Weighted Sample	967	743	130	122	81	342	260	190	191	967	174	553	52	967	-
Total	1145	963	87	45	50	349	286	224	280	1145	199	656	65	1145	-
Agree	938	791	69	37	40	281	236	189	226	938	167	542	52	938	-
	82%	82%	80%	82%	81%	80%	83%	84%	81%	82%	84%	83%	80%	82%	-%
Neither agree nor disagree	161	130	16	6	8	51	39	25	46	161	23	89	9	161	-
	14%	14%	19%	13%	16%	15%	14%	11%	16%	14%	12%	13%	14%	14%	-%
Disagree	40	36	1	1	1	14	9	10	7	40	5	23	3	40	-
	3%	4%	1%	3%	2%	4%	3%	5%	2%	3%	2%	3%	5%	3%	-%
Don't know	6	6	-	1	-	3	2	-	2	6	3	3	1	6	-
	1%	1%	-%	2%	-%	1%	1%	-%	1%	1%	2%	*%	1%	1%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES a	CBBC b	EITHER c	NEITHER ~d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
Significance Level: 95%														
Unweighted total	1139	1139	390	1139	-	89	344	346	793	357	536	822	251	66
Effective Weighted Sample	967	967	335	967	-	78	299	301	667	313	449	702	209	56
Total	1145	1145	383	1145	-	90	345	347	798	362	547	824	250	71
Agree	938	938	316	938	-	69	279	281	657	279	458	721	172	45
	82%	82%	82%	82%	-%	77%	81%	81%	82%	77%	84%	87%	69%	64%
											a	bc		
Neither agree nor disagree	161	161	44	161	-	13	47	47	114	63	68	79	63	18
	14%	14%	11%	14%	-%	14%	14%	13%	14%	17%	13%	10%	25%	26%
												a	a	a
Disagree	40	40	20	40	-	7	17	17	23	16	19	20	15	5
	3%	3%	5%	3%	-%	8%	5%	5%	3%	5%	3%	2%	6%	8%
						d						a	a	a
Don't know	6	6	4	6	-	-	2	2	4	3	2	4	*	2
	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	*%	*%	*%	3%
														b

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	1139	722	247	170	941	196	189	880
Effective Weighted Sample	967	618	209	142	793	173	159	747
Total	1145	711	266	168	927	216	194	876
Agree	938	615	187	137	768	169	163	713
	82%	86%	70%	82%	83%	78%	84%	81%
		b		b				
Neither agree nor disagree	161	73	64	24	126	35	27	123
	14%	10%	24%	14%	14%	16%	14%	14%
			ac					
Disagree	40	19	14	7	30	9	4	34
	3%	3%	5%	4%	3%	4%	2%	4%
Don't know	6	4	2	-	3	3	-	6
	1%	1%	1%	-%	*%	1%	-%	1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	1139	786	243	110	532	607	376	410	110	133	46	64	292	711	124
Effective Weighted Sample	967	660	215	98	450	518	311	348	98	118	42	56	248	602	109
Total	1145	807	218	120	531	614	379	428	103	115	49	71	271	730	132
Agree	971	715	171	85	451	520	336	379	81	90	34	52	243	628	92
	85%	89%	79%	71%	85%	85%	89%	89%	79%	78%	69%	72%	89%	86%	70%
		bc					cdef	cdef					c	c	
Neither agree nor disagree	133	75	34	24	65	69	38	37	17	17	10	14	22	81	29
	12%	9%	16%	20%	12%	11%	10%	9%	16%	15%	21%	20%	8%	11%	22%
		a	a	a					b	b	ab	ab			ab
Disagree	26	13	6	6	8	17	3	10	2	4	3	3	4	14	7
	2%	2%	3%	5%	2%	3%	1%	2%	2%	4%	7%	4%	2%	2%	6%
				a						a	a	a			ab
Don't know	14	3	7	4	7	7	2	2	3	4	1	2	2	8	4
	1%	*%	3%	3%	1%	1%	1%	*%	3%	3%	3%	3%	1%	1%	3%
			a	a					ab	ab		ab			

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f
Significance Level: 95%															
Unweighted total	1139	795	134	123	87	387	297	221	229	1139	202	648	61	1139	-
Effective Weighted Sample	967	743	130	122	81	342	260	190	191	967	174	553	52	967	-
Total	1145	963	87	45	50	349	286	224	280	1145	199	656	65	1145	-
Agree	971	816	75	38	43	292	250	186	239	971	174	556	55	971	-
	85%	85%	86%	84%	87%	84%	87%	83%	85%	85%	88%	85%	85%	85%	-%
Neither agree nor disagree	133	113	10	6	5	39	27	31	36	133	20	78	7	133	-
	12%	12%	12%	12%	10%	11%	9%	14%	13%	12%	10%	12%	11%	12%	-%
Disagree	26	22	2	1	1	12	4	6	3	26	4	16	2	26	-
	2%	2%	2%	2%	2%	3%	1%	3%	1%	2%	2%	2%	4%	2%	-%
Don't know	14	13	1	1	-	5	6	1	2	14	1	7	-	14	-
	1%	1%	1%	2%	-%	2%	2%	1%	1%	1%	*%	1%	-%	1%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES a	CBBC b	EITHER c	NEITHER ~d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
Significance Level: 95%														
Unweighted total	1139	1139	390	1139	-	89	344	346	793	357	536	822	251	66
Effective Weighted Sample	967	967	335	967	-	78	299	301	667	313	449	702	209	56
Total	1145	1145	383	1145	-	90	345	347	798	362	547	824	250	71
Agree	971	971	327	971	-	79	283	285	686	294	469	717	200	55
	85%	85%	85%	85%	-%	88%	82%	82%	86%	81%	86%	87%	80%	78%
												b		
Neither agree nor disagree	133	133	38	133	-	7	48	48	85	55	56	85	40	8
	12%	12%	10%	12%	-%	7%	14%	14%	11%	15%	10%	10%	16%	11%
										b			a	
Disagree	26	26	12	26	-	3	8	8	17	7	16	16	4	6
	2%	2%	3%	2%	-%	3%	2%	2%	2%	2%	3%	2%	2%	8%
														ab
Don't know	14	14	7	14	-	1	5	5	9	5	5	6	6	2
	1%	1%	2%	1%	-%	1%	1%	1%	1%	2%	1%	1%	2%	3%
												a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	1139	722	247	170	941	196	189	880
Effective Weighted Sample	967	618	209	142	793	173	159	747
Total	1145	711	266	168	927	216	194	876
Agree	971	632	207	133	787	183	169	743
	85%	89%	78%	79%	85%	85%	87%	85%
		bc						
Neither agree nor disagree	133	67	39	28	112	21	24	98
	12%	9%	14%	17%	12%	10%	12%	11%
			a	a				
Disagree	26	7	16	2	20	6	1	23
	2%	1%	6%	1%	2%	3%	*%	3%
			ac					
Don't know	14	5	4	5	8	6	-	12
	1%	1%	2%	3%	1%	3%	-%	1%
				a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	1139	786	243	110	532	607	376	410	110	133	46	64	292	711	124
Effective Weighted Sample	967	660	215	98	450	518	311	348	98	118	42	56	248	602	109
Total	1145	807	218	120	531	614	379	428	103	115	49	71	271	730	132
Agree	455 40%	300 37%	104 48% a	52 43%	223 42%	232 38%	150 40%	149 35%	47 46% b	56 49% b	25 51% b	27 38%	76 28%	318 44% a	58 44% a
Neither agree nor disagree	225 20%	155 19%	39 18%	31 26%	88 17%	137 22% a	60 16%	95 22% a	18 17%	21 18%	11 22%	21 29% a	57 21%	128 17%	34 26% b
Disagree	458 40%	348 43% bc	74 34%	37 30%	218 41%	241 39%	167 44% de	180 42%	37 36%	37 32%	13 27%	23 33%	137 50% bc	279 38%	40 30%
Don't know	6 1%	5 1%	2 1%	- -%	2 *%	4 1%	1 *%	4 1%	1 1%	1 1%	- -%	- -%	1 *%	5 1%	- -%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE -f
Significance Level: 95%															
Unweighted total	1139	795	134	123	87	387	297	221	229	1139	202	648	61	1139	-
Effective Weighted Sample	967	743	130	122	81	342	260	190	191	967	174	553	52	967	-
Total	1145	963	87	45	50	349	286	224	280	1145	199	656	65	1145	-
Agree	455 40%	388 40%	30 34%	17 39%	20 40%	142 41%	103 36%	101 45%	107 38%	455 40%	93 47%	251 38%	24 37%	455 40%	- -%
Neither agree nor disagree	225 20%	184 19%	21 24%	10 23%	10 21%	65 19%	58 20%	40 18%	58 21%	225 20%	31 16%	120 18%	8 12%	225 20%	- -%
Disagree	458 40%	386 40%	37 42%	16 37%	19 38%	140 40%	122 43%	81 36%	114 41%	458 40%	73 37%	282 43%	33 51%	458 40%	- -%
Don't know	6 1%	5 1%	- -%	1 2%	1 1%	1 *%	2 1%	2 1%	* *%	6 1%	3 1%	3 *%	- -%	6 1%	- -%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	c
Unweighted total	1139	1139	390	1139	-	89	344	346	793	357	536	822	251	66
Effective Weighted Sample	967	967	335	967	-	78	299	301	667	313	449	702	209	56
Total	1145	1145	383	1145	-	90	345	347	798	362	547	824	250	71
Agree	455	455	153	455	-	48	173	175	280	180	214	304	113	38
	40%	40%	40%	40%	-%	54%	50%	50%	35%	50%	39%	37%	45%	53%
						d	d	d		b			a	a
Neither agree nor disagree	225	225	60	225	-	12	54	55	170	51	123	143	70	12
	20%	20%	16%	20%	-%	13%	16%	16%	21%	14%	22%	17%	28%	17%
									bc		a		a	
Disagree	458	458	167	458	-	29	115	115	343	127	207	373	65	19
	40%	40%	44%	40%	-%	32%	33%	33%	43%	35%	38%	45%	26%	27%
									bc			bc		
Don't know	6	6	3	6	-	1	2	2	4	3	3	3	1	2
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	3%
											*	*		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1139	722	247	170	941	196	189	880
Effective Weighted Sample	967	618	209	142	793	173	159	747
Total	1145	711	266	168	927	216	194	876
Agree	455 40%	261 37%	132 50%	61 37%	375 40%	79 37%	86 44%	340 39%
Neither agree nor disagree	225 20%	113 16%	66 25%	46 27%	180 19%	44 20%	27 14%	178 20%
Disagree	458 40%	333 47%	65 25%	60 36%	367 40%	92 42%	79 41%	353 40%
Don't know	6 1%	3 *%	3 1%	1 *%	5 1%	1 1%	2 1%	4 *%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	822	296	359	167	395	427	154	142	164	195	77	90	71	546	194
Effective Weighted Sample	702	248	314	148	335	367	128	121	142	172	69	79	62	461	172
Total	795	303	309	183	370	425	150	153	136	173	84	99	69	509	210
Agree	525 66%	201 66%	198 64%	126 69%	248 67%	277 65%	105 70%	96 63%	82 61%	116 67%	60 72%	66 66%	41 60%	344 68%	137 65%
Neither agree nor disagree	230 29%	92 30%	90 29%	48 26%	102 28%	128 30%	39 26%	53 35%	44 32%	46 27%	19 23%	29 29%	26 37%	141 28%	59 28%
Disagree	34 4%	9 3%	16 5%	9 5%	18 5%	17 4%	6 4%	4 2%	7 5%	8 5%	5 5%	5 5%	2 3%	18 3%	14 7%
Don't know	6 1%	1 *%	5 2%	- -%	2 1%	4 1%	- -%	1 *%	2 2%	3 2%	- -%	- -%	- -%	6 1%	- -%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE -f
Significance Level: 95%															
Unweighted total	822	573	105	85	59	335	197	161	126	822	197	562	90	822	-
Effective Weighted Sample	702	535	102	85	57	295	172	138	107	702	168	477	77	702	-
Total	795	666	66	31	32	292	188	162	151	795	182	543	88	795	-
Agree	525 66%	447 67%	39 60%	19 63%	20 62%	211 72% cd	122 65%	100 62%	92 61%	525 66%	140 77% ae	393 72% ae	71 81% ae	525 66%	- -%
Neither agree nor disagree	230 29%	188 28%	22 33%	9 28%	11 35%	67 23%	55 29%	53 33% a	52 35% a	230 29% bcd	34 19%	128 24%	14 16%	230 29% bcd	- -%
Disagree	34 4%	28 4%	4 6%	2 6%	1 3%	13 4%	9 5%	7 4%	6 4%	34 4%	7 4%	19 4%	2 3%	34 4%	- -%
Don't know	6 1%	4 1%	1 1%	1 3% a	- -%	1 *%	2 1%	1 1%	1 1%	6 1%	2 1%	3 1%	- -%	6 1%	- -%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	822	390	822	822	-	168	456	460	362	479	263	623	170	29
Effective Weighted Sample	702	335	702	702	-	147	393	397	305	414	220	532	145	25
Total	795	383	795	795	-	166	439	442	353	463	253	604	165	27
Agree	525 66%	275 72%	525 66%	525 66%	- -%	127 77%	328 75%	330 75%	195 55%	338 73%	136 54%	451 75%	68 42%	6 23%
Neither agree nor disagree	230 29%	92 24%	230 29%	230 29%	- -%	33 20%	92 21%	94 21%	136 38%	108 23%	97 38%	141 23%	79 48%	10 38%
Disagree	34 4%	14 4%	34 4%	34 4%	- -%	5 3%	17 4%	17 4%	17 5%	15 3%	18 7%	11 2%	13 8%	10 39%
Don't know	6 1%	2 1%	6 1%	6 1%	- -%	* *%	1 *%	1 *%	5 1%	2 *%	2 1%	1 *%	5 3%	- -%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	822	588	126	108	662	156	156	605
Effective Weighted Sample	702	504	107	91	561	138	133	518
Total	795	564	126	105	624	166	160	577
Agree	525 66%	428 76% bc	47 37%	51 48%	395 63%	128 77% a	111 69%	380 66%
Neither agree nor disagree	230 29%	126 22%	58 46% a	46 44% a	197 31% b	31 19%	43 27%	167 29%
Disagree	34 4%	10 2%	19 15% ac	6 6% a	28 4%	5 3%	6 4%	25 4%
Don't know	6 1%	1 *%	2 1%	3 3% a	5 1%	1 1%	- -%	4 1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	822	296	359	167	395	427	154	142	164	195	77	90	71	546	194
Effective Weighted Sample	702	248	314	148	335	367	128	121	142	172	69	79	62	461	172
Total	795	303	309	183	370	425	150	153	136	173	84	99	69	509	210
Agree	425	157	159	109	189	236	74	83	69	90	47	62	29	274	118
	53%	52%	51%	60%	51%	55%	49%	54%	50%	52%	56%	63%	42%	54%	56%
Neither agree nor disagree	213	94	80	39	102	111	50	45	36	44	16	23	27	134	49
	27%	31%	26%	21%	28%	26%	33%	29%	27%	25%	19%	23%	39%	26%	23%
		c					e						bc		
Disagree	125	28	62	35	65	61	17	11	27	35	21	14	11	71	43
	16%	9%	20%	19%	17%	14%	11%	7%	20%	20%	25%	14%	16%	14%	20%
			a	a					b	ab	ab				b
Don't know	31	23	8	-	14	17	10	13	4	4	-	-	2	29	-
	4%	8%	3%	-%	4%	4%	7%	9%	3%	2%	-%	-%	3%	6%	-%
		bc	c				ef	cdef					c	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	-f
Unweighted total	822	573	105	85	59	335	197	161	126	822	197	562	90	822	-
Effective Weighted Sample	702	535	102	85	57	295	172	138	107	702	168	477	77	702	-
Total	795	666	66	31	32	292	188	162	151	795	182	543	88	795	-
Agree	425	359	36	13	17	175	96	88	67	425	117	336	63	425	-
	53%	54%	55%	42%	52%	60%	51%	54%	44%	53%	64%	62%	71%	53%	-%
		c				d					ae	ae	ae		
Neither agree nor disagree	213	175	16	11	12	74	48	36	53	213	48	127	18	213	-
	27%	26%	24%	35%	36%	25%	25%	22%	35%	27%	26%	23%	21%	27%	-%
						ac									
Disagree	125	105	12	6	3	36	32	36	22	125	15	63	7	125	-
	16%	16%	18%	18%	10%	12%	17%	22%	15%	16%	8%	12%	8%	16%	-%
						a				bc				bc	
Don't know	31	27	2	1	1	7	13	3	8	31	3	17	-	31	-
	4%	4%	3%	5%	2%	2%	7%	2%	5%	4%	1%	3%	-%	4%	-%
						ac									

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	822	390	822	822	-	168	456	460	362	479	263	623	170	29
Effective Weighted Sample	702	335	702	702	-	147	393	397	305	414	220	532	145	25
Total	795	383	795	795	-	166	439	442	353	463	253	604	165	27
Agree	425	215	425	425	-	125	291	294	131	288	105	365	53	7
	53%	56%	53%	53%	-%	75%	66%	67%	37%	62%	42%	60%	32%	26%
						bcd	d	d		b		b		
Neither agree nor disagree	213	94	213	213	-	22	96	96	117	104	82	151	58	5
	27%	25%	27%	27%	-%	13%	22%	22%	33%	22%	32%	25%	35%	17%
							a	a	abc		a		a	
Disagree	125	50	125	125	-	17	43	43	83	60	53	69	42	15
	16%	13%	16%	16%	-%	10%	10%	10%	23%	13%	21%	11%	25%	57%
									abc		a		a	
Don't know	31	25	31	31	-	2	9	9	23	12	13	19	12	-
	4%	6%	4%	4%	-%	1%	2%	2%	6%	3%	5%	3%	7%	-%
									abc				a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	822	588	126	108	662	156	156	605
Effective Weighted Sample	702	504	107	91	561	138	133	518
Total	795	564	126	105	624	166	160	577
Agree	425 53%	346 61% bc	44 35%	35 33%	321 51%	101 61% a	80 50%	314 54%
Neither agree nor disagree	213 27%	141 25%	35 28%	38 36% a	174 28%	37 23%	49 31%	146 25%
Disagree	125 16%	58 10%	44 35% a	24 22% a	105 17%	20 12%	25 16%	95 17%
Don't know	31 4%	19 3%	3 2%	9 9% ab	24 4%	7 4%	6 4%	22 4%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	822	296	359	167	395	427	154	142	164	195	77	90	71	546	194
Effective Weighted Sample	702	248	314	148	335	367	128	121	142	172	69	79	62	461	172
Total	795	303	309	183	370	425	150	153	136	173	84	99	69	509	210
Agree	611	244	237	130	280	331	120	124	100	137	60	70	58	402	147
	77%	81%	77%	71%	76%	78%	80%	81%	74%	79%	71%	71%	85%	79%	70%
		c											c	c	
Neither agree nor disagree	142	53	52	38	69	73	29	24	25	26	15	23	9	86	43
	18%	17%	17%	21%	19%	17%	19%	16%	19%	15%	18%	23%	13%	17%	20%
Disagree	25	3	12	9	9	15	*	3	4	8	5	4	1	12	11
	3%	1%	4%	5%	3%	4%	***	2%	3%	5%	6%	4%	2%	2%	5%
			a	a						a	a	a			
Don't know	18	3	8	6	12	6	1	2	6	2	5	2	-	8	9
	2%	1%	3%	3%	3%	1%	1%	1%	4%	1%	5%	2%	-%	2%	4%
										a					b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE -f
Significance Level: 95%															
Unweighted total	822	573	105	85	59	335	197	161	126	822	197	562	90	822	-
Effective Weighted Sample	702	535	102	85	57	295	172	138	107	702	168	477	77	702	-
Total	795	666	66	31	32	292	188	162	151	795	182	543	88	795	-
Agree	611	514	48	22	28	233	148	119	109	611	157	433	78	611	-
	77%	77%	73%	70%	86%	80%	79%	73%	72%	77%	86%	80%	88%	77%	-%
					c						ae		ae		
Neither agree nor disagree	142	119	12	7	5	46	27	35	34	142	19	84	9	142	-
	18%	18%	18%	21%	14%	16%	14%	22%	23%	18%	11%	15%	10%	18%	-%
										b				b	
Disagree	25	20	3	1	-	7	8	4	6	25	5	15	1	25	-
	3%	3%	4%	5%	-%	2%	4%	2%	4%	3%	3%	3%	1%	3%	-%
Don't know	18	13	3	1	-	6	5	5	2	18	2	11	-	18	-
	2%	2%	5%	4%	-%	2%	3%	3%	1%	2%	1%	2%	-%	2%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	822	390	822	822	-	168	456	460	362	479	263	623	170	29
Effective Weighted Sample	702	335	702	702	-	147	393	397	305	414	220	532	145	25
Total	795	383	795	795	-	166	439	442	353	463	253	604	165	27
Agree	611	307	611	611	-	136	350	352	259	364	185	508	92	11
	77%	80%	77%	77%	-%	82%	80%	80%	73%	79%	73%	84%	56%	40%
						d	d	d				b		
Neither agree nor disagree	142	58	142	142	-	20	70	72	70	77	53	72	60	10
	18%	15%	18%	18%	-%	12%	16%	16%	20%	17%	21%	12%	37%	38%
									a			a		
Disagree	25	12	25	25	-	3	7	7	17	11	12	15	6	4
	3%	3%	3%	3%	-%	2%	2%	2%	5%	2%	5%	3%	3%	14%
									bc					
Don't know	18	6	18	18	-	7	11	11	7	11	4	9	6	2
	2%	2%	2%	2%	-%	4%	2%	2%	2%	2%	1%	2%	4%	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	822	588	126	108	662	156	156	605
Effective Weighted Sample	702	504	107	91	561	138	133	518
Total	795	564	126	105	624	166	160	577
Agree	611 77%	472 84% b	58 46%	81 77% b	472 76%	136 82%	130 81%	440 76%
Neither agree nor disagree	142 18%	74 13%	55 44% ac	14 13%	113 18%	26 16%	25 16%	102 18%
Disagree	25 3%	9 2%	8 6% a	7 7% a	22 4%	2 1%	2 1%	21 4%
Don't know	18 2%	9 2%	5 4%	4 3%	17 3%	1 1%	3 2%	14 2%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	822	296	359	167	395	427	154	142	164	195	77	90	71	546	194
Effective Weighted Sample	702	248	314	148	335	367	128	121	142	172	69	79	62	461	172
Total	795	303	309	183	370	425	150	153	136	173	84	99	69	509	210
Agree	646	243	260	144	306	340	124	119	116	144	66	77	54	424	163
	81%	80%	84%	79%	83%	80%	82%	78%	85%	83%	79%	78%	79%	83%	78%
Neither agree nor disagree	119	50	40	28	53	65	24	26	17	23	12	17	13	70	32
	15%	17%	13%	16%	14%	15%	16%	17%	13%	13%	14%	17%	19%	14%	15%
Disagree	16	5	4	7	6	10	1	4	1	4	4	3	1	6	8
	2%	2%	1%	4%	2%	2%	1%	2%	*%	2%	5%	3%	2%	1%	4%
											ac				b
Don't know	15	5	5	4	5	9	2	3	2	3	1	3	-	9	6
	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	3%	-%	2%	3%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f
Significance Level: 95%															
Unweighted total	822	573	105	85	59	335	197	161	126	822	197	562	90	822	-
Effective Weighted Sample	702	535	102	85	57	295	172	138	107	702	168	477	77	702	-
Total	795	666	66	31	32	292	188	162	151	795	182	543	88	795	-
Agree	646 81%	541 81%	54 82%	25 80%	27 82%	240 82%	154 82%	137 84%	112 74%	646 81%	167 ace 91%	453 83%	78 88%	646 81%	- -%
Neither agree nor disagree	119 15%	100 15%	10 15%	5 17%	3 11%	36 12%	27 14%	19 12%	37 24% abc	119 15%	12 7% b	72 13% b	10 12%	119 15% b	- -%
Disagree	16 2%	13 2%	1 2%	* 1%	1 4%	8 3%	5 2%	2 1%	2 1%	16 2%	3 1%	8 1%	- -%	16 2%	- -%
Don't know	15 2%	13 2%	1 1%	* 1%	1 3%	8 3%	2 1%	4 3%	- -%	15 2%	1 1%	11 2%	- -%	15 2%	- -%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES a	CBBC b	EITHER c	NEITHER ~d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE ~c
Significance Level: 95%														
Unweighted total	822	390	822	822	-	168	456	460	362	479	263	623	170	29
Effective Weighted Sample	702	335	702	702	-	147	393	397	305	414	220	532	145	25
Total	795	383	795	795	-	166	439	442	353	463	253	604	165	27
Agree	646	329	646	646	-	146	367	370	276	392	197	520	106	20
	81%	86%	81%	81%	-%	88%	84%	84%	78%	84%	78%	86%	64%	76%
						d				b		b		
Neither agree nor disagree	119	43	119	119	-	13	54	54	65	61	42	66	49	4
	15%	11%	15%	15%	-%	8%	12%	12%	18%	13%	17%	11%	30%	15%
									abc				a	
Disagree	16	8	16	16	-	2	9	9	7	5	10	10	5	1
	2%	2%	2%	2%	-%	1%	2%	2%	2%	1%	4%	2%	3%	5%
											a			
Don't know	15	4	15	15	-	6	9	9	6	6	5	9	5	1
	2%	1%	2%	2%	-%	4%	2%	2%	2%	1%	2%	1%	3%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	822	588	126	108	662	156	156	605
Effective Weighted Sample	702	504	107	91	561	138	133	518
Total	795	564	126	105	624	166	160	577
Agree	646	488	85	73	503	140	132	475
	81%	86%	67%	70%	81%	85%	82%	82%
		bc						
Neither agree nor disagree	119	63	32	23	98	18	23	79
	15%	11%	26%	22%	16%	11%	14%	14%
			a	a				
Disagree	16	6	8	2	13	2	3	11
	2%	1%	6%	2%	2%	1%	2%	2%
			a					
Don't know	15	7	1	7	10	5	2	12
	2%	1%	1%	6%	2%	3%	1%	2%
				ab				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	822	296	359	167	395	427	154	142	164	195	77	90	71	546	194
Effective Weighted Sample	702	248	314	148	335	367	128	121	142	172	69	79	62	461	172
Total	795	303	309	183	370	425	150	153	136	173	84	99	69	509	210
Agree	285 36%	100 33%	109 35%	75 41%	130 35%	154 36%	51 34%	49 32%	49 36%	60 35%	30 36%	45 46% b	21 31%	176 35%	87 41%
Neither agree nor disagree	204 26%	86 28%	79 26%	39 21%	94 25%	109 26%	40 27%	46 30%	35 26%	44 25%	20 23%	20 20%	18 26%	134 26%	47 23%
Disagree	294 37%	111 37%	116 37%	67 37%	141 38%	153 36%	57 38%	54 35%	51 37%	65 38%	33 39%	34 35%	29 43%	187 37%	74 35%
Don't know	13 2%	6 2%	5 2%	1 1%	4 1%	8 2%	2 1%	5 3%	1 1%	4 2%	1 2%	- -%	- -%	11 2%	1 1%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE -f
Significance Level: 95%															
Unweighted total	822	573	105	85	59	335	197	161	126	822	197	562	90	822	-
Effective Weighted Sample	702	535	102	85	57	295	172	138	107	702	168	477	77	702	-
Total	795	666	66	31	32	292	188	162	151	795	182	543	88	795	-
Agree	285 36%	237 36%	24 37%	12 39%	11 34%	107 37%	64 34%	61 38%	50 33%	285 36%	72 39%	196 36%	36 41%	285 36%	- -%
Neither agree nor disagree	204 26%	167 25%	17 26%	9 30%	10 31%	65 22%	46 24%	39 24%	54 36% abc	204 26% d	39 22%	131 24%	13 14%	204 26% d	- -%
Disagree	294 37%	252 38%	23 35%	9 28%	11 34%	117 40% d	75 40%	59 36%	44 29%	294 37%	71 39%	209 39%	38 43%	294 37%	- -%
Don't know	13 2%	10 1%	1 2%	1 4%	* 1%	3 1%	4 2%	4 2%	2 2%	13 2%	* *%	7 1%	2 2%	13 2%	- -%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	822	390	822	822	-	168	456	460	362	479	263	623	170	29
Effective Weighted Sample	702	335	702	702	-	147	393	397	305	414	220	532	145	25
Total	795	383	795	795	-	166	439	442	353	463	253	604	165	27
Agree	285	122	285	285	-	58	167	168	116	183	82	202	67	16
	36%	32%	36%	36%	-%	35%	38%	38%	33%	40%	32%	33%	41%	60%
Neither agree nor disagree	204	92	204	204	-	33	102	103	101	102	78	142	56	5
	26%	24%	26%	26%	-%	20%	23%	23%	29%	22%	31%	24%	34%	20%
											a		a	
Disagree	294	165	294	294	-	70	164	164	130	172	89	251	38	5
	37%	43%	37%	37%	-%	42%	37%	37%	37%	37%	35%	42%	23%	20%
											b			
Don't know	13	5	13	13	-	4	7	7	6	6	5	9	4	-
	2%	1%	2%	2%	-%	3%	2%	2%	2%	1%	2%	1%	2%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	822	588	126	108	662	156	156	605
Effective Weighted Sample	702	504	107	91	561	138	133	518
Total	795	564	126	105	624	166	160	577
Agree	285 36%	184 33%	61 48%	40 38%	224 36%	58 35%	51 32%	204 35%
Neither agree nor disagree	204 26%	138 24%	39 31%	27 26%	162 26%	38 23%	43 27%	141 24%
Disagree	294 37%	234 41%	25 20%	36 34%	228 37%	67 40%	65 40%	222 38%
Don't know	13 2%	9 2%	2 1%	2 2%	10 2%	3 2%	1 1%	11 2%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
1 - Dislike a lot	156 3%	63 4%	36 3%	57 4%	71 3%	85 4%	28 4%	35 4%	19 3%	17 3%	23 3%	34 4%	17 4%	72 3%	64 4%
2	201 4%	81 5%	58 5%	62 4%	102 5%	99 4%	40 5%	41 5%	31 5%	27 4%	31 4%	31 4%	25 6%	102 5%	73 4%
3 - Neutral	1562 35%	532 33%	471 37%	560 35%	778 35%	784 35%	264 33%	267 33%	221 34%	250 39% abf	293 36%	267 33%	136 31%	796 36%	617 35%
4	1908 42%	686 43%	533 41%	689 43%	963 43%	944 42%	348 43%	338 42%	272 42%	261 41%	344 43%	345 43%	198 44%	938 42%	748 42%
5 - Like a lot	673 15%	245 15%	188 15%	240 15%	335 15%	338 15%	123 15%	123 15%	100 16%	88 14%	113 14%	127 16%	70 16%	333 15%	263 15%
TOTAL DISLIKE THE BBC	357 8%	144 9%	94 7%	119 7%	173 8%	184 8%	68 9%	75 9%	50 8%	44 7%	54 7%	65 8%	42 9%	174 8%	137 8%
TOTAL LIKE THE BBC	2580 57%	932 58%	721 56%	928 58%	1299 58%	1282 57%	471 59%	461 57%	372 58%	349 54%	456 57%	472 59%	268 60%	1271 57%	1010 57%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
1 - Dislike a lot	156 3%	112 3%	23 6%	12 6%	9 5%	32 3%	30 3%	36 4%	59 5%	31 1%	6 1%	15 1%	- -	36 1%	120 9%
			a	a					ab						abcde
2	201 4%	163 4%	18 4%	9 4%	11 6%	50 4%	41 4%	45 5%	65 6%	78 3%	9 1%	47 2%	2 1%	101 3%	100 7%
										b				b	abcde
3 - Neutral	1562 35%	1268 34%	145 36%	86 39%	63 35%	372 30%	399 36%	347 37%	439 38%	572 23%	131 20%	428 22%	24 12%	800 26%	763 54%
			a	a			a	a	a	d	d	d		abcd	abcde
4	1908 42%	1576 43%	167 42%	85 38%	80 45%	578 46%	494 44%	404 43%	426 36%	1258 51%	320 49%	973 51%	83 42%	1538 50%	369 26%
		c				d	d	d		df	f	df	f	df	
5 - Like a lot	673 15%	581 16%	48 12%	30 13%	15 8%	228 18%	148 13%	113 12%	181 15%	529 21%	188 29%	452 24%	90 45%	617 20%	56 4%
		bd		d		bc			c	f	acef	ef	abcef	f	
TOTAL DISLIKE THE BBC	357 8%	274 7%	41 10%	22 10%	20 11%	81 6%	70 6%	81 9%	124 11%	109 4%	15 2%	63 3%	2 1%	137 4%	220 16%
			a		a				ab	bd				bd	abcde
TOTAL LIKE THE BBC	2580 57%	2157 58%	215 54%	114 51%	95 53%	806 64%	642 58%	517 55%	607 52%	1787 72%	508 78%	1425 74%	173 87%	2155 70%	425 30%
		bc				bcd	d			ef	aef	ef	abcef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
1 - Dislike a lot	156	24	4	27	130	-	6	6	151	24	110	-	-	156
	3%	2%	1%	2%	4%	-%	*%	*%	5%	1%	5%	-%	-%	44%
		b		b	abc				abc		a			ab
2	201	47	22	58	142	3	18	18	183	65	114	-	-	201
	4%	4%	3%	4%	5%	1%	1%	1%	6%	3%	6%	-%	-%	56%
					b				abc		a			ab
3 - Neutral	1562	250	165	350	1212	71	282	287	1276	506	904	-	1562	-
	35%	22%	21%	23%	41%	19%	23%	23%	39%	26%	44%	-%	100%	-%
					abc				abc		a		ac	
4	1908	571	400	786	1121	188	611	620	1287	983	725	1908	-	-
	42%	50%	50%	51%	38%	50%	50%	50%	40%	50%	35%	74%	-%	-%
		d	d	d		d	d	d		b		bc		
5 - Like a lot	673	253	205	335	338	114	311	316	357	383	211	673	-	-
	15%	22%	26%	22%	11%	30%	25%	25%	11%	20%	10%	26%	-%	-%
		d	cd	d		d	d	d		b		bc		
TOTAL DISLIKE THE BBC	357	71	27	85	272	3	24	24	334	89	224	-	-	357
	8%	6%	3%	5%	9%	1%	2%	2%	10%	5%	11%	-%	-%	100%
		b		b	abc				abc		a			ab
TOTAL LIKE THE BBC	2580	824	604	1121	1459	302	921	936	1644	1367	936	2580	-	-
	57%	72%	76%	72%	50%	80%	75%	75%	51%	70%	45%	100%	-%	-%
		d	d	d		bcd	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
1 - Dislike a lot	156 3%	1 *%	153 9% ac	2 *%	138 4%	17 2%	34 4%	117 3%
2	201 4%	15 1%	173 11% ac	14 2% a	164 4%	34 4%	36 4%	150 4%
3 - Neutral	1562 35%	269 13%	962 59% ac	331 42% a	1323 36% b	227 30%	299 35%	1173 35%
4	1908 42%	1225 59% bc	305 19%	378 48% b	1596 43%	305 40%	358 42%	1438 43%
5 - Like a lot	673 15%	572 27% bc	42 3%	58 7% b	495 13%	174 23% a	130 15%	487 14%
TOTAL DISLIKE THE BBC	357 8%	16 1%	326 20% ac	15 2% a	302 8%	51 7%	70 8%	268 8%
TOTAL LIKE THE BBC	2580 57%	1797 86% bc	347 21%	436 56% b	2090 56%	479 63% a	488 57%	1925 57%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 ~b	12-16 ~c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL a	PRIMARY b	SECONDARY ~c
Significance Level: 95%															
Unweighted total	1576	1576	-	-	790	786	790	786	-	-	-	-	483	1072	-
Effective Weighted Sample	1315	1315	-	-	658	657	658	657	-	-	-	-	407	897	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	446	1140	-
1 - Dislike a lot	55 3%	55 3%	- -%	- -%	25 3%	30 4%	25 3%	30 4%	- -%	- -%	- -%	- -%	12 3%	42 4%	- -%
2	59 4%	59 4%	- -%	- -%	28 3%	32 4%	28 3%	32 4%	- -%	- -%	- -%	- -%	16 4%	39 3%	- -%
3 - Neutral	435 27%	435 27%	- -%	- -%	206 26%	228 28%	206 26%	228 28%	- -%	- -%	- -%	- -%	112 25%	315 28%	- -%
4	691 43%	691 43%	- -%	- -%	355 44%	337 42%	355 44%	337 42%	- -%	- -%	- -%	- -%	197 44%	490 43%	- -%
5 - Like a lot	368 23%	368 23%	- -%	- -%	190 24%	178 22%	190 24%	178 22%	- -%	- -%	- -%	- -%	109 24%	254 22%	- -%
TOTAL DISLIKE THE BBC	114 7%	114 7%	- -%	- -%	52 7%	61 8%	52 7%	61 8%	- -%	- -%	- -%	- -%	28 6%	82 7%	- -%
TOTAL LIKE THE BBC	1059 66%	1059 66%	- -%	- -%	545 68%	514 64%	545 68%	514 64%	- -%	- -%	- -%	- -%	306 69%	744 65%	- -%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	1576	1022	215	224	115	484	423	326	336	1013	191	571	46	1138	438
Effective Weighted Sample	1315	961	208	223	105	424	367	273	272	850	163	480	36	957	358
Total	1607	1310	146	82	69	442	420	325	413	1042	188	599	45	1174	433
1 - Dislike a lot	55 3%	43 3%	4 3%	6 7% ab	2 2%	15 3%	6 1%	7 2%	26 6% bc	19 2%	- -%	7 1%	- -%	19 2%	36 8% abce
2	59 4%	45 3%	4 3%	5 6%	5 7%	14 3%	13 3%	13 4%	19 5%	26 2%	4 2%	18 3%	- -%	34 3%	25 6% ace
3 - Neutral	435 27%	349 27%	47 32%	23 28%	16 23%	100 23%	115 27%	90 28%	128 31% a	216 21% b	24 13%	106 18%	4 9%	246 21% b	188 44% abcde
4	691 43%	571 44% c	59 41%	28 34%	33 49% c	194 44%	179 43%	151 47%	162 39%	480 46% f	88 47% f	272 45% f	23 51% f	545 46% f	146 34%
5 - Like a lot	368 23%	302 23%	32 22%	21 26%	13 19%	119 27% cd	106 25% d	63 19%	78 19%	301 29% f	73 39% aef	196 33% f	18 39% f	330 28% f	37 9%
TOTAL DISLIKE THE BBC	114 7%	89 7%	8 6%	11 13% ab	6 9%	29 7%	20 5%	20 6%	45 11% ab	45 4%	4 2%	25 4%	- -%	53 4%	61 14% abcde
TOTAL LIKE THE BBC	1059 66%	873 67% c	91 62%	48 59%	46 68%	314 71% d	285 68% d	215 66%	240 58%	782 75% f	161 86% acef	467 78% f	41 91% aef	875 75% f	184 42%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	1576	786	296	869	707	42	297	298	1278	282	901	913	515	148
Effective Weighted Sample	1315	660	248	729	586	37	253	254	1061	241	747	769	426	120
Total	1607	807	303	894	713	47	313	314	1293	306	921	932	532	144
1 - Dislike a lot	55 3%	17 2%	1 *%	17 2%	38 5%	- -%	* *%	* *%	54 4%	6 2%	36 4%	- -%	1 *%	53 37%
					abc				bc					ab
2	59 4%	23 3%	1 *%	23 3%	36 5%	- -%	4 1%	4 1%	56 4%	8 3%	38 4%	3 *%	25 5%	30 21%
		b		b	bc				bc				a	ab
3 - Neutral	435 27%	148 18%	54 18%	175 20%	260 36%	5 12%	48 15%	48 15%	386 30%	44 14%	296 32%	66 7%	323 61%	46 32%
					abc				abc		a		ac	a
4	691 43%	374 46%	135 45%	411 46%	280 39%	16 35%	146 46%	146 46%	546 42%	143 47%	386 42%	515 55%	166 31%	10 7%
		d		d								bc	c	
5 - Like a lot	368 23%	245 30%	111 37%	268 30%	99 14%	26 54%	115 37%	117 37%	251 19%	106 35%	165 18%	348 37%	16 3%	4 3%
		d	d	d		bd	d	d		b		bc		
TOTAL DISLIKE THE BBC	114 7%	40 5%	3 1%	40 4%	74 10%	- -%	4 1%	4 1%	110 8%	13 4%	74 8%	3 *%	27 5%	84 58%
		b		b	abc				bc				a	ab
TOTAL LIKE THE BBC	1059 66%	619 77%	246 81%	679 76%	380 53%	42 88%	261 83%	262 83%	797 62%	249 81%	551 60%	862 93%	182 34%	14 10%
		d	d	d		d	d	d		b		bc	c	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1576	697	600	279	1331	240	256	1215
Effective Weighted Sample	1315	591	498	227	1104	207	212	1018
Total	1607	699	622	286	1337	264	272	1222
1 - Dislike a lot	55 3%	- -%	54 9% ac	* *% ac	45 3%	9 4%	13 5%	36 3%
2	59 4%	3 *%	55 9% ac	2 1%	50 4%	8 3%	14 5%	43 4%
3 - Neutral	435 27%	61 9%	310 50% ac	64 22% a	372 28%	59 23%	77 28%	326 27%
4	691 43%	348 50% b	169 27%	174 61% ab	580 43%	109 42%	94 35%	552 45% a
5 - Like a lot	368 23%	288 41% bc	33 5%	46 16% b	289 22%	77 29% a	74 27%	265 22%
TOTAL DISLIKE THE BBC	114 7%	3 *%	109 18% ac	2 1%	95 7%	18 7%	26 10%	79 6%
TOTAL LIKE THE BBC	1059 66%	636 91% bc	203 33%	220 77% b	870 65%	186 71%	168 62%	817 67%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
SUMMARY OF POSITIVE MENTIONS															
Good/ awesome/ unique/ interesting	935	338	247	350	489	446	167	171	140	107	182	168	88	460	378
	21%	21%	19%	22%	22%	20%	21%	21%	22%	17%	23%	21%	20%	21%	21%
								d	d		d				
Educational/ informative	811	535	122	154	421	390	292	243	58	63	71	83	137	503	162
	18%	33%	9%	10%	19%	17%	36%	30%	9%	10%	9%	10%	31%	22%	9%
		bc					bcdef	cdef					bc	c	
Good programmes/ good variety	789	271	217	301	364	425	118	153	107	110	139	162	106	350	326
	18%	17%	17%	19%	16%	19%	15%	19%	17%	17%	17%	20%	24%	16%	18%
						a		a				a	bc		b
Any positive mention of specific programmes/ categories	496	159	155	182	214	281	62	96	69	86	83	98	61	233	200
	11%	10%	12%	11%	10%	13%	8%	12%	11%	13%	10%	12%	14%	10%	11%
						a		a		a		a			
It's OK	401	70	143	189	216	185	31	39	79	64	107	82	16	174	207
	9%	4%	11%	12%	10%	8%	4%	5%	12%	10%	13%	10%	4%	8%	12%
			a	a					ab	ab	ab	ab		a	ab
Cool/ fun	189	89	59	41	105	83	59	30	26	32	20	20	20	122	44
	4%	6%	5%	3%	5%	4%	7%	4%	4%	5%	3%	3%	5%	5%	2%
		c	c				bcef			ef			c	c	
Family-friendly/ child-friendly/ age appropriate	129	109	14	7	50	79	45	64	4	9	1	6	38	82	8
	3%	7%	1%	*%	2%	4%	6%	8%	1%	1%	*%	1%	9%	4%	*%
		bc				a	cdef	cdef		e			bc	c	
I like/ love it	127	27	65	35	59	68	10	17	31	34	18	17	8	75	40
	3%	2%	5%	2%	3%	3%	1%	2%	5%	5%	2%	2%	2%	3%	2%
			ac						abef	abef					
Reliable/ trustworthy	98	55	14	29	47	51	21	34	9	4	16	13	13	54	32
	2%	3%	1%	2%	2%	2%	3%	4%	1%	1%	2%	2%	3%	2%	2%
		bc					d	cdef			d				

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
No adverts	57	14	14	28	28	29	7	7	7	7	14	14	6	20	32
	1%	1%	1%	2% a	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
Diverse/ inclusive/ accessible	27	22	3	2	11	16	7	15	3	*	1	1	9	16	2
	1%	1% bc	*%	*%	*%	1%	1% df	2% cdef	*%	*%	*%	*%	2% bc	1% c	*%
SUMMARY OF NEGATIVE MENTIONS															
Old fashioned/ outdated/ boring/ serious	310	41	105	164	153	157	17	24	55	50	81	82	7	120	183
	7%	3%	8% a	10% a	7%	7%	2%	3%	9% ab	8% ab	10% ab	10% ab	1%	5% a	10% ab
Aimed at older age groups/ grown ups	268	145	46	77	123	145	73	71	17	28	32	45	44	136	85
	6%	9% bc	4%	5%	5%	6%	9% cdef	9% cdef	3%	4%	4%	6% c	10% bc	6%	5%
Don't like it/ not interested/ not for me	200	75	43	83	103	97	41	34	23	20	39	44	17	87	93
	4%	5%	3%	5% b	5%	4%	5%	4%	4%	3%	5%	5% d	4%	4%	5%
Prefer other services/ channels	108	38	27	43	40	68	15	22	12	16	13	30	11	52	45
	2%	2%	2%	3%	2%	3% a	2%	3%	2%	2%	2%	4% ace	3%	2%	3%
Not much to watch/ not enough variety/ repetitive	106	50	20	36	41	65	16	34	10	10	15	21	16	49	39
	2%	3% b	2%	2%	2%	3% a	2%	4% acde	1%	2%	2%	3%	4%	2%	2%
Rip-off/ over-priced/ licence fee	74	9	15	50	38	36	1	9	8	7	29	21	2	20	51
	2%	1%	1%	3% ab	2%	2%	*%	1% a	1% a	1% a	4% abcd	3% ab	*%	1%	3% ab

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Biased - regionally/ politically/ racially/ culturally	32	5	5	22	16	17	1	4	3	2	11	11	1	9	22
	1%	*%	*%	1%	1%	1%	*%	*%	*%	*%	1%	1%	*%	*%	1%
				ab							ad	a			b
NEITHER POSITIVE NOR NEGATIVE															
Don't know/ no opinion/ don't watch enough to comment	647	207	228	212	326	321	108	99	111	117	107	105	41	355	238
	14%	13%	18%	13%	14%	14%	13%	12%	17%	18%	13%	13%	9%	16%	14%
			ac						bf	abef				a	a
Other	141	37	48	56	77	64	19	18	21	26	36	20	9	65	63
	3%	2%	4%	3%	3%	3%	2%	2%	3%	4%	5%	2%	2%	3%	4%
			a								abf				
ANY POSITIVE MENTIONS	3024	1116	855	1053	1525	1499	557	559	435	420	534	519	325	1520	1150
	67%	69%	67%	66%	68%	67%	69%	70%	68%	65%	66%	65%	73%	68%	65%
		c											bc		
ANY NEGATIVE MENTIONS	978	324	244	410	466	513	155	169	118	126	192	218	93	430	448
	22%	20%	19%	25%	21%	23%	19%	21%	18%	20%	24%	27%	21%	19%	25%
				ab							ac	abcd			b
NO OPINION	647	207	228	212	326	321	108	99	111	117	107	105	41	355	238
	14%	13%	18%	13%	14%	14%	13%	12%	17%	18%	13%	13%	9%	16%	14%
			ac						bf	abef				a	a

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
SUMMARY OF POSITIVE MENTIONS															
Good/ awesome/ unique/ interesting	935	804	63	41	28	298	226	205	204	655	190	540	70	784	151
	21%	22%	16%	18%	16%	24%	20%	22%	17%	27%	29%	28%	35%	25%	11%
		bd				d		d		f	f	ef	aef	f	
Educational/ informative	811	663	73	40	36	261	224	149	175	562	140	425	47	666	145
	18%	18%	18%	18%	20%	21%	20%	16%	15%	23%	21%	22%	24%	22%	10%
						cd	cd			f	f	f	f	f	
Good programmes/ good variety	789	636	87	40	26	250	226	149	161	596	152	403	44	673	116
	18%	17%	22%	18%	15%	20%	20%	16%	14%	24%	23%	21%	22%	22%	8%
			ad			cd	cd			cf	f	f	f	f	
Any positive mention of specific programmes/ categories	496	402	57	22	15	140	151	107	95	339	85	213	21	398	98
	11%	11%	14%	10%	8%	11%	14%	11%	8%	14%	13%	11%	11%	13%	7%
			acd			d	d	d		cf	f	f		f	
It's OK	401	345	28	13	14	81	86	93	140	202	52	156	10	273	128
	9%	9%	7%	6%	8%	6%	8%	10%	12%	8%	8%	8%	5%	9%	9%
		c						a	ab						
Cool/ fun	189	155	18	8	8	61	48	36	43	139	44	105	16	166	23
	4%	4%	4%	3%	4%	5%	4%	4%	4%	6%	7%	5%	8%	5%	2%
						f				f	f	f	f	f	
Family-friendly/ child-friendly/ age appropriate	129	108	8	8	6	44	35	26	24	98	19	38	7	104	26
	3%	3%	2%	3%	3%	3%	3%	3%	2%	4%	3%	2%	3%	3%	2%
										cf				cf	
I like/ love it	127	109	9	6	3	41	24	25	37	84	21	77	12	103	24
	3%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	4%	6%	3%	2%
						f				f	f	f	f	f	
Reliable/ trustworthy	98	81	10	4	3	39	31	17	10	71	22	50	9	85	13
	2%	2%	2%	2%	2%	3%	3%	2%	1%	3%	3%	3%	4%	3%	1%
						d	d			f	f	f	f	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
No adverts	57 1%	47 1%	3 1%	5 2%	2 1%	16 1%	15 1%	12 1%	14 1%	36 f	16 cf	24 1%	4 2%	47 2%	10 1%
Diverse/ inclusive/ accessible	27 1%	24 1%	- -%	1 *%	2 1% b	6 *%	6 1%	12 1% ad	3 *%	23 f	3 1%	9 *%	2 1% f	26 1% f	1 *%
SUMMARY OF NEGATIVE MENTIONS															
Old fashioned/ outdated/ boring/ serious	310 7%	256 7%	27 7%	15 7%	12 7%	87 7%	79 7%	61 7%	82 7%	128 5%	40 6%	102 5%	5 2%	180 6%	130 9% abcde
Aimed at older age groups/ grown ups	268 6%	224 6%	21 5%	11 5%	12 7%	68 5%	73 7%	59 6%	67 6%	137 b	23 3%	104 5%	9 4%	179 6% b	89 6% b
Don't like it/ not interested/ not for me	200 4%	158 4%	20 5%	12 6%	10 6%	55 4%	43 4%	42 4%	60 5%	47 2%	11 2%	42 2%	1 *%	72 2%	129 9% abcde
Prefer other services/ channels	108 2%	91 2%	10 2%	5 2%	3 1%	28 2%	27 2%	30 3%	23 2%	46 2%	10 2%	29 2%	5 3%	68 2%	40 3% c
Not much to watch/ not enough variety/ repetitive	106 2%	82 2%	14 3%	5 2%	5 3%	22 2%	28 3%	27 3%	28 2%	55 2%	15 2%	33 2%	2 1%	71 2%	35 2%
Rip-off/ over-priced/ licence fee	74 2%	56 2%	7 2%	5 2%	5 3%	16 1%	13 1%	22 2%	23 2%	22 1%	8 1%	23 1%	3 1%	35 1%	39 3% abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE	
		a	b	c	d	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%																
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470	
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227	
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408	
Biased - regionally/ politically/ racially/ culturally	32	25	4	2	2	13	11	4	3	17	6	16	1	23	10	
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	
						d										
NEITHER POSITIVE NOR NEGATIVE																
Don't know/ no opinion/ don't watch enough to comment	647	504	66	47	30	137	151	155	202	149	31	131	12	219	428	
	14%	14%	16%	21%	17%	11%	14%	16%	17%	6%	5%	7%	6%	7%	30%	
				ab			a	a	ab					b	abcde	
Other	141	111	18	10	2	44	24	33	38	67	36	58	8	93	48	
	3%	3%	5%	4%	1%	4%	2%	3%	3%	3%	6%	3%	4%	3%	3%	
		d	d	d							acef					
ANY POSITIVE MENTIONS	3024	2522	259	134	109	906	777	614	717	2007	542	1534	173	2432	593	
	67%	68%	65%	60%	61%	72%	70%	65%	61%	81%	83%	80%	87%	79%	42%	
		cd				cd	cd			ef	ef	f	cef	f		
ANY NEGATIVE MENTIONS	978	798	87	50	44	257	241	209	270	405	105	314	21	558	420	
	22%	22%	22%	22%	25%	20%	22%	22%	23%	16%	16%	16%	11%	18%	30%	
										d	d	d		d	abcde	
NO OPINION	647	504	66	47	30	137	151	155	202	149	31	131	12	219	428	
	14%	14%	16%	21%	17%	11%	14%	16%	17%	6%	5%	7%	6%	7%	30%	
				ab			a	a	ab					b	abcde	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
SUMMARY OF POSITIVE MENTIONS														
Good/ awesome/ unique/ interesting	935	292	230	411	525	124	393	396	539	526	317	801	128	6
	21%	26%	29%	26%	18%	33%	32%	32%	17%	27%	15%	31%	8%	2%
		d	d	d		d	d	d		b		bc	c	
Educational/ informative	811	354	203	433	378	81	266	268	543	345	353	657	146	9
	18%	31%	26%	28%	13%	22%	22%	22%	17%	18%	17%	25%	9%	2%
		bd	d	d		d	d	d				bc	c	
Good programmes/ good variety	789	284	194	372	417	98	232	237	552	386	310	691	93	4
	18%	25%	24%	24%	14%	26%	19%	19%	17%	20%	15%	27%	6%	1%
		d	d	d		bcd				b		bc	c	
Any positive mention of specific programmes/ categories	496	133	99	185	310	42	117	122	374	207	229	381	104	11
	11%	12%	12%	12%	11%	11%	10%	10%	11%	11%	11%	15%	7%	3%
												bc	c	
It's OK	401	72	53	103	298	23	98	99	302	187	187	151	241	9
	9%	6%	7%	7%	10%	6%	8%	8%	9%	10%	9%	6%	15%	3%
					abc							c	ac	
Cool/ fun	189	76	54	99	89	24	76	76	113	98	70	163	24	1
	4%	7%	7%	6%	3%	6%	6%	6%	3%	5%	3%	6%	2%	*%
		d	d	d		d	d	d		b		bc		
Family-friendly/ child-friendly/ age appropriate	129	66	38	82	48	2	21	21	108	31	65	105	22	2
	3%	6%	5%	5%	2%	1%	2%	2%	3%	2%	3%	4%	1%	1%
		d	d	d					abc		a	bc		
I like/ love it	127	34	30	51	76	18	49	51	76	73	45	114	13	-
	3%	3%	4%	3%	3%	5%	4%	4%	2%	4%	2%	4%	1%	-%
						d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Reliable/ trustworthy	98 2%	45 4%	24 3%	53 3%	45 2%	12 3%	29 2%	29 2%	69 2%	40 2%	45 2%	83 3%	15 1%	- -%
		d	d	d								bc		
No adverts	57 1%	14 1%	7 1%	18 1%	39 1%	3 1%	14 1%	14 1%	43 1%	23 1%	29 1%	47 2%	9 1%	1 *%
												bc		
Diverse/ inclusive/ accessible	27 1%	21 2%	6 1%	22 1%	5 *%	- -%	3 *%	3 *%	24 1%	9 *%	11 1%	21 1%	5 *%	1 *%
		d	d	d										
SUMMARY OF NEGATIVE MENTIONS														
Old fashioned/ outdated/ boring/ serious	310 7%	44 4%	42 5%	73 5%	238 8%	17 4%	63 5%	65 5%	246 8%	152 8%	142 7%	61 2%	172 11%	77 22%
					abc				abc				a	ab
Aimed at older age groups/ grown ups	268 6%	75 7%	46 6%	100 6%	168 6%	13 4%	42 3%	42 3%	225 7%	79 4%	149 7%	64 2%	156 10%	48 13%
									abc		a		a	a
Don't like it/ not interested/ not for me	200 4%	25 2%	16 2%	35 2%	166 6%	6 2%	22 2%	22 2%	178 5%	48 2%	136 7%	27 1%	105 7%	69 19%
					abc				abc		a		a	ab
Prefer other services/ channels	108 2%	20 2%	8 1%	22 1%	87 3%	7 2%	15 1%	15 1%	93 3%	39 2%	56 3%	26 1%	69 4%	13 4%
					abc				bc				a	a
Not much to watch/ not enough variety/ repetitive	106 2%	36 3%	16 2%	45 3%	61 2%	4 1%	9 1%	9 1%	97 3%	38 2%	54 3%	18 1%	65 4%	22 6%
									bc				a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Rip-off/ over-priced/ licence fee	74 2%	5 *%	4 1%	8 1%	66 2% abc	1 *%	9 1%	9 1%	65 2% abc	34 2%	35 2%	21 1%	32 2% a	21 6% ab
Biased - regionally/ politically/ racially/ culturally	32 1%	2 *%	4 1%	5 *%	27 1% ac	3 1%	9 1%	9 1%	23 1%	16 1%	15 1%	12 *%	5 *% a	15 4% ab
NEITHER POSITIVE NOR NEGATIVE														
Don't know/ no opinion/ don't watch enough to comment	647 14%	71 6%	42 5%	96 6%	550 19% abc	30 8%	114 9%	116 9%	530 16% abc	191 10%	393 19% a	106 4%	456 29% a	85 24% a
Other	141 3%	23 2%	16 2%	33 2%	108 4% abc	13 3%	36 3%	37 3%	104 3%	66 3%	61 3%	92 4% b	28 2% b	20 6% b
ANY POSITIVE MENTIONS	3024 67%	932 81% d	662 83% d	1263 81% d	1761 60%	311 83% d	1000 81% d	1015 81% d	2009 62%	1486 76% b	1217 59%	2322 90% bc	663 42% c	39 11%
ANY NEGATIVE MENTIONS	978 22%	182 16%	120 15%	255 16%	723 25% abc	45 12%	157 13%	158 13%	820 25% abc	372 19%	509 25% a	214 8%	537 34% a	227 64% ab
NO OPINION	647 14%	71 6%	42 5%	96 6%	550 19% abc	30 8%	114 9%	116 9%	530 16% abc	191 10%	393 19% a	106 4%	456 29% a	85 24% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
SUMMARY OF POSITIVE MENTIONS								
Good/ awesome/ unique/ interesting	935 21%	668 32% bc	107 7%	160 20% b	712 19%	217 29% a	164 19%	691 21%
Educational/ informative	811 18%	540 26% bc	109 7%	162 21% b	634 17%	172 23% a	142 17%	622 18%
Good programmes/ good variety	789 18%	582 28% bc	74 4%	133 17% b	676 18% b	110 15%	130 15%	615 18% a
Any positive mention of specific programmes/ categories	496 11%	318 15% b	82 5%	96 12% b	409 11%	86 11%	107 12%	372 11%
It's OK	401 9%	114 5%	188 12% a	99 13% a	338 9%	61 8%	79 9%	302 9%
Cool/ fun	189 4%	142 7% bc	12 1%	35 5% b	155 4%	32 4%	38 4%	144 4%
Family-friendly/ child-friendly/ age appropriate	129 3%	76 4% b	23 1%	31 4% b	117 3% b	12 2%	25 3%	100 3%
I like/ love it	127 3%	103 5% bc	12 1%	12 1%	97 3%	29 4%	25 3%	89 3%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Reliable/ trustworthy	98 2%	80 4% bc	9 1%	8 1%	74 2%	24 3%	18 2%	79 2%
No adverts	57 1%	41 2% b	8 1%	7 1%	52 1%	5 1%	6 1%	51 2%
Diverse/ inclusive/ accessible	27 1%	19 1%	6 *%	2 *%	22 1%	5 1%	8 1%	19 1%
SUMMARY OF NEGATIVE MENTIONS								
Old fashioned/ outdated/ boring/ serious	310 7%	45 2%	227 14% ac	37 5% a	264 7%	43 6%	67 8%	228 7%
Aimed at older age groups/ grown ups	268 6%	46 2%	181 11% ac	41 5% a	234 6% b	32 4%	47 5%	210 6%
Don't like it/ not interested/ not for me	200 4%	12 1%	174 11% ac	14 2% a	168 5%	32 4%	44 5%	147 4%
Prefer other services/ channels	108 2%	10 *%	72 4% a	27 3% a	93 3%	15 2%	25 3%	82 2%
Not much to watch/ not enough variety/ repetitive	106 2%	13 1%	72 4% a	21 3% a	94 3%	12 2%	30 3% b	72 2%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Rip-off/ over-priced/ licence fee	74 2%	10 *%	53 3%	11 1%	69 2%	5 1%	21 2%	53 2%
			ac	a	b			
Biased - regionally/ politically/ racially/ culturally	32 1%	11 1%	17 1%	4 *%	25 1%	7 1%	6 1%	25 1%
NEITHER POSITIVE NOR NEGATIVE								
Don't know/ no opinion/ don't watch enough to comment	647 14%	67 3%	454 28%	126 16%	559 15%	83 11%	126 15%	477 14%
			ac	a	b			
Other	141 3%	69 3%	50 3%	22 3%	120 3%	20 3%	21 2%	109 3%
ANY POSITIVE MENTIONS	3024 67%	1913 92%	550 34%	562 72%	2439 66%	570 75%	556 65%	2272 68%
			bc	b		a		
ANY NEGATIVE MENTIONS	978 22%	139 7%	696 43%	143 18%	841 23%	133 18%	214 25%	725 22%
			ac	a	b			
NO OPINION	647 14%	67 3%	454 28%	126 16%	559 15%	83 11%	126 15%	477 14%
			ac	a	b			

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2996	-	1479	1517	1491	1505	-	-	739	740	752	765	-	1279	1685
Effective Weighted Sample	2555	-	1277	1304	1273	1282	-	-	639	638	648	655	-	1107	1447
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1102	1764
Agree	1690	-	766	924	878	811	-	-	401	365	478	446	-	660	1017
	58%	-%	60%	57%	61%	56%	-%	-%	62%	57%	59%	56%	-%	60%	58%
					b				df						
Neither agree nor disagree	741	-	298	443	348	393	-	-	136	162	212	230	-	254	480
	26%	-%	23%	28%	24%	27%	-%	-%	21%	25%	26%	29%	-%	23%	27%
				b						c	c	c			b
Disagree	253	-	98	154	123	129	-	-	50	48	73	81	-	77	172
	9%	-%	8%	10%	9%	9%	-%	-%	8%	7%	9%	10%	-%	7%	10%
															b
Don't know	210	-	123	87	97	113	-	-	56	67	41	46	-	111	94
	7%	-%	10%	5%	7%	8%	-%	-%	9%	10%	5%	6%	-%	10%	5%
			c						ef	ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2996	2030	389	382	195	945	741	648	656	1457	499	1341	155	1964	1032
Effective Weighted Sample	2555	1911	371	379	190	828	639	554	563	1254	427	1150	136	1685	870
Total	2893	2389	254	141	109	818	692	620	757	1427	466	1317	155	1918	975
Agree	1690	1406	143	77	64	528	404	346	410	1021	352	1002	138	1342	348
	58%	59%	56%	55%	59%	64%	58%	56%	54%	72%	76%	76%	89%	70%	36%
						bcd				f	ef	aef	abcef	f	
Neither agree nor disagree	741	617	65	35	23	188	166	167	217	290	83	246	12	421	320
	26%	26%	26%	25%	21%	23%	24%	27%	29%	20%	18%	19%	8%	22%	33%
									a	d	d	d		cd	abcde
Disagree	253	203	24	14	11	56	68	56	72	63	19	47	2	92	161
	9%	9%	9%	10%	10%	7%	10%	9%	10%	4%	4%	4%	1%	5%	16%
							a							d	abcde
Don't know	210	162	22	14	11	46	54	50	58	52	12	21	2	63	147
	7%	7%	9%	10%	10%	6%	8%	8%	8%	4%	3%	2%	2%	3%	15%
				a						c				c	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2996	353	526	702	2294	348	974	993	2003	1685	1205	1684	1085	227
Effective Weighted Sample	2555	311	456	610	1946	299	846	863	1695	1452	1017	1443	920	192
Total	2893	338	492	663	2230	328	914	932	1960	1655	1143	1649	1031	213
Agree	1690	236	384	489	1200	269	726	741	949	1120	518	1273	379	38
	58%	70%	78%	74%	54%	82%	79%	79%	48%	68%	45%	77%	37%	18%
		d	ad	d		d	d	d		b		bc	c	
Neither agree nor disagree	741	69	77	121	620	48	148	150	591	398	320	309	384	48
	26%	21%	16%	18%	28%	15%	16%	16%	30%	24%	28%	19%	37%	23%
				abc					abc		a		ac	
Disagree	253	23	18	32	221	5	29	29	224	87	158	27	127	98
	9%	7%	4%	5%	10%	1%	3%	3%	11%	5%	14%	2%	12%	46%
		b			bc				abc		a		a	ab
Don't know	210	9	14	21	189	7	12	13	196	50	147	40	141	29
	7%	3%	3%	3%	8%	2%	1%	1%	10%	3%	13%	2%	14%	14%
				abc					abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2996	1417	1052	527	2531	447	597	2242
Effective Weighted Sample	2555	1217	892	446	2146	398	510	1911
Total	2893	1383	1013	496	2379	494	586	2144
Agree	1690 58%	1126 81% bc	283 28%	281 57% b	1355 57%	326 66% a	326 56%	1284 60%
Neither agree nor disagree	741 26%	218 16%	368 36% a	154 31% a	622 26%	110 22%	159 27%	520 24%
Disagree	253 9%	17 1%	220 22% ac	15 3% a	216 9%	35 7%	56 10%	186 9%
Don't know	210 7%	21 2%	142 14% ac	46 9% a	186 8% b	23 5%	45 8%	153 7%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2996	-	1479	1517	1491	1505	-	-	739	740	752	765	-	1279	1685
Effective Weighted Sample	2555	-	1277	1304	1273	1282	-	-	639	638	648	655	-	1107	1447
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1102	1764
Agree	1702	-	789	913	841	861	-	-	391	398	449	464	-	680	1008
	59%	-%	61%	57%	58%	60%	-%	-%	61%	62%	56%	58%	-%	62%	57%
			c						e					c	
Neither agree nor disagree	739	-	291	447	380	358	-	-	149	143	232	216	-	254	478
	26%	-%	23%	28%	26%	25%	-%	-%	23%	22%	29%	27%	-%	23%	27%
			b							cd				b	
Disagree	254	-	87	167	128	126	-	-	43	44	85	82	-	66	185
	9%	-%	7%	10%	9%	9%	-%	-%	7%	7%	11%	10%	-%	6%	10%
			b							cd	cd	cd		b	
Don't know	198	-	118	80	97	100	-	-	60	58	37	42	-	102	93
	7%	-%	9%	5%	7%	7%	-%	-%	9%	9%	5%	5%	-%	9%	5%
			c						ef	ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	2996	2030	389	382	195	945	741	648	656	1457	499	1341	155	1964	1032
Effective Weighted Sample	2555	1911	371	379	190	828	639	554	563	1254	427	1150	136	1685	870
Total	2893	2389	254	141	109	818	692	620	757	1427	466	1317	155	1918	975
Agree	1702	1411	150	76	65	547	398	360	396	1038	351	1008	135	1366	336
	59%	59%	59%	54%	59%	67%	57%	58%	52%	73%	75%	77%	87%	71%	34%
						bcd				f	f	aef	abcef	f	
Neither agree nor disagree	739	614	60	38	27	183	174	164	218	294	87	240	19	406	332
	26%	26%	24%	27%	25%	22%	25%	26%	29%	21%	19%	18%	12%	21%	34%
						a			a	d				d	abcde
Disagree	254	203	24	15	12	51	60	63	81	60	23	45	1	94	161
	9%	9%	9%	11%	11%	6%	9%	10%	11%	4%	5%	3%	1%	5%	16%
						a		a	a	d	d			d	abcde
Don't know	198	160	20	12	6	38	61	34	62	35	6	23	-	52	146
	7%	7%	8%	8%	6%	5%	9%	5%	8%	2%	1%	2%	-%	3%	15%
						ac			a						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2996	353	526	702	2294	348	974	993	2003	1685	1205	1684	1085	227
Effective Weighted Sample	2555	311	456	610	1946	299	846	863	1695	1452	1017	1443	920	192
Total	2893	338	492	663	2230	328	914	932	1960	1655	1143	1649	1031	213
Agree	1702	249	383	499	1202	270	695	708	993	1167	489	1335	340	26
	59%	74%	78%	75%	54%	82%	76%	76%	51%	71%	43%	81%	33%	12%
		d	d	d		bcd	d	d		b		bc	c	
Neither agree nor disagree	739	70	83	127	612	50	172	177	562	360	347	261	424	53
	26%	21%	17%	19%	27%	15%	19%	19%	29%	22%	30%	16%	41%	25%
				abc					abc		a		ac	a
Disagree	254	14	15	25	230	5	31	31	223	79	169	29	121	105
	9%	4%	3%	4%	10%	1%	3%	3%	11%	5%	15%	2%	12%	49%
				abc					abc		a		a	ab
Don't know	198	5	10	12	186	3	16	16	182	49	137	23	145	29
	7%	1%	2%	2%	8%	1%	2%	2%	9%	3%	12%	1%	14%	14%
				abc					abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2996	1417	1052	527	2531	447	597	2242
Effective Weighted Sample	2555	1217	892	446	2146	398	510	1911
Total	2893	1383	1013	496	2379	494	586	2144
Agree	1702 59%	1164 84% bc	248 24%	290 58% b	1370 58%	324 66% a	326 56%	1293 60%
Neither agree nor disagree	739 26%	192 14%	378 37% a	169 34% a	618 26%	113 23%	160 27%	515 24%
Disagree	254 9%	9 1%	241 24% ac	4 1%	219 9%	34 7%	52 9%	193 9%
Don't know	198 7%	17 1%	147 14% ac	34 7% a	172 7%	23 5%	48 8%	143 7%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	2996	-	1479	1517	1491	1505	-	-	739	740	752	765	-	1279	1685
Effective Weighted Sample	2555	-	1277	1304	1273	1282	-	-	639	638	648	655	-	1107	1447
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1102	1764
Agree	1393 48%	- ~a	619 48% b	774 48% c	686 47% a	707 49% b	- ~a	- ~b	307 48% c	311 48% d	378 47% e	396 49% f	- ~a	543 49% b	840 48% c
Neither agree nor disagree	861 30%	- ~a	373 29% b	488 30% c	442 31% a	420 29% b	- ~a	- ~b	189 29% c	185 29% d	253 31% e	235 29% f	- ~a	311 28% b	539 31% c
Disagree	447 15%	- ~a	170 13% b	276 17% c	223 15% a	223 15% b	- ~a	- ~b	90 14% c	80 12% d	133 17% e	143 18% f	- ~a	139 13% b	304 17% c
Don't know	192 7%	- ~a	123 10% c	69 4% b	96 7% a	96 7% b	- ~a	- ~b	56 9% ef	67 10% ef	39 5% e	29 4% f	- ~a	109 10% c	82 5% b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	2996	2030	389	382	195	945	741	648	656	1457	499	1341	155	1964	1032
Effective Weighted Sample	2555	1911	371	379	190	828	639	554	563	1254	427	1150	136	1685	870
Total	2893	2389	254	141	109	818	692	620	757	1427	466	1317	155	1918	975
Agree	1393 48%	1175 49% bc	111 44%	60 43%	47 43%	466 57% bcd	328 47% d	284 46%	313 41%	953 67% ef	312 67% ef	860 65% ef	131 85% abcef	1171 61% f	222 23%
Neither agree nor disagree	861 30%	706 30%	79 31%	42 30%	34 31%	212 26%	217 31% a	179 29%	251 33% a	352 25% d	115 25% d	329 25% d	18 11%	531 28% d	331 34% abcde
Disagree	447 15%	360 15%	39 16%	25 18%	22 20%	105 13%	106 15%	109 18% a	127 17% a	91 6%	34 7%	105 8%	5 4%	169 9% ad	278 28% abcde
Don't know	192 7%	147 6%	25 10% a	14 10% a	6 6%	35 4%	42 6%	47 8% a	66 9% a	30 2%	6 1%	23 2%	- -%	47 2%	145 15% abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2996	353	526	702	2294	348	974	993	2003	1685	1205	1684	1085	227
Effective Weighted Sample	2555	311	456	610	1946	299	846	863	1695	1452	1017	1443	920	192
Total	2893	338	492	663	2230	328	914	932	1960	1655	1143	1649	1031	213
Agree	1393	219	342	439	954	244	610	621	772	946	408	1193	192	7
	48%	65%	69%	66%	43%	74%	67%	67%	39%	57%	36%	72%	19%	3%
		d	d	d		bcd	d	d		b		bc	c	
Neither agree nor disagree	861	84	106	154	707	64	211	216	645	467	365	368	455	38
	30%	25%	22%	23%	32%	19%	23%	23%	33%	28%	32%	22%	44%	18%
				abc					abc		a		ac	
Disagree	447	25	30	48	399	17	73	73	374	183	250	56	243	148
	15%	7%	6%	7%	18%	5%	8%	8%	19%	11%	22%	3%	24%	69%
				abc					abc		a		a	ab
Don't know	192	11	14	21	170	4	20	22	170	59	119	32	140	20
	7%	3%	3%	3%	8%	1%	2%	2%	9%	4%	10%	2%	14%	9%
				abc					abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2996	1417	1052	527	2531	447	597	2242
Effective Weighted Sample	2555	1217	892	446	2146	398	510	1911
Total	2893	1383	1013	496	2379	494	586	2144
Agree	1393 48%	1089 79% bc	108 11%	196 39% b	1100 46%	281 57% a	263 45%	1045 49%
Neither agree nor disagree	861 30%	264 19%	384 38% a	213 43% a	730 31% b	126 26%	174 30%	638 30%
Disagree	447 15%	20 1%	397 39% ac	30 6% a	376 16%	69 14%	106 18%	325 15%
Don't know	192 7%	10 1%	124 12% a	57 12% a	173 7% b	18 4%	44 7%	136 6%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 ~a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 ~a	GIRL 3-7 ~b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	2996	-	1479	1517	1491	1505	-	-	739	740	752	765	-	1279	1685
Effective Weighted Sample	2555	-	1277	1304	1273	1282	-	-	639	638	648	655	-	1107	1447
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1102	1764
Agree	1310 45%	- -%	617 48%	693 43%	651 45%	659 46%	- -%	- -%	311 48%	306 48%	340 42%	353 44%	- -%	536 49%	763 43%
			c						e					c	
Neither agree nor disagree	851 29%	- -%	338 26%	512 32%	417 29%	434 30%	- -%	- -%	165 26%	174 27%	252 31%	260 32%	- -%	293 27%	548 31%
				b							c	cd			b
Disagree	442 15%	- -%	167 13%	275 17%	226 16%	216 15%	- -%	- -%	89 14%	78 12%	138 17%	138 17%	- -%	135 12%	303 17%
				b						d	d	d			b
Don't know	290 10%	- -%	163 13%	127 8%	153 11%	137 9%	- -%	- -%	78 12%	85 13%	74 9%	53 7%	- -%	138 13%	149 8%
			c						f	ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	2996	2030	389	382	195	945	741	648	656	1457	499	1341	155	1964	1032
Effective Weighted Sample	2555	1911	371	379	190	828	639	554	563	1254	427	1150	136	1685	870
Total	2893	2389	254	141	109	818	692	620	757	1427	466	1317	155	1918	975
Agree	1310	1102	108	55	45	410	306	284	308	856	284	803	118	1077	233
	45%	46%	43%	39%	41%	50%	44%	46%	41%	60%	61%	61%	76%	56%	24%
		c				bd				ef	f	ef	abcef	f	
Neither agree nor disagree	851	707	67	44	33	238	199	168	244	384	124	348	25	542	308
	29%	30%	26%	31%	30%	29%	29%	27%	32%	27%	27%	26%	16%	28%	32%
						d		d	d	d	d	d		d	acd
Disagree	442	353	46	22	22	104	117	103	118	132	40	120	10	206	236
	15%	15%	18%	15%	20%	13%	17%	17%	16%	9%	8%	9%	6%	11%	24%
						a	a	a							abcde
Don't know	290	226	33	21	10	66	70	65	87	54	18	45	1	92	198
	10%	9%	13%	15%	9%	8%	10%	10%	11%	4%	4%	3%	1%	5%	20%
			a	a					a					d	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2996	353	526	702	2294	348	974	993	2003	1685	1205	1684	1085	227
Effective Weighted Sample	2555	311	456	610	1946	299	846	863	1695	1452	1017	1443	920	192
Total	2893	338	492	663	2230	328	914	932	1960	1655	1143	1649	1031	213
Agree	1310 45%	216 64%	345 70%	439 66%	871 39%	220 67%	588 64%	600 64%	710 36%	893 54%	379 33%	1077 65%	218 21%	15 7%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	851 29%	90 27%	104 21%	156 24%	694 31%	75 23%	224 24%	229 25%	622 32%	471 28%	341 30%	426 26%	392 38%	33 15%
				bc					abc			c	ac	
Disagree	442 15%	24 7%	32 6%	49 7%	393 18%	23 7%	73 8%	73 8%	369 19%	194 12%	240 21%	93 6%	221 21%	129 60%
				abc					abc		a		a	ab
Don't know	290 10%	8 3%	11 2%	18 3%	272 12%	11 3%	29 3%	31 3%	259 13%	97 6%	183 16%	53 3%	200 19%	36 17%
				abc					abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2996	1417	1052	527	2531	447	597	2242
Effective Weighted Sample	2555	1217	892	446	2146	398	510	1911
Total	2893	1383	1013	496	2379	494	586	2144
Agree	1310 45%	986 71% bc	138 14%	187 38% b	1050 44%	254 51% a	262 45%	974 45%
Neither agree nor disagree	851 29%	309 22%	348 34% a	194 39% a	710 30%	132 27%	154 26%	634 30%
Disagree	442 15%	53 4%	346 34% ac	43 9% a	364 15%	75 15%	111 19% b	312 15%
Don't know	290 10%	35 3%	182 18% a	73 15% a	255 11% b	34 7%	60 10%	223 10%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Unweighted total	1576	1576	-	-	790	786	790	786	-	-	-	-	483	1072	-
Effective Weighted Sample	1315	1315	-	-	658	657	658	657	-	-	-	-	407	897	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	446	1140	-
Agree	810	810	-	-	420	390	420	390	-	-	-	-	201	603	-
	50%	50%	-%	-%	52%	49%	52%	49%	-%	-%	-%	-%	45%	53%	-%
Neither agree nor disagree	488	488	-	-	231	256	231	256	-	-	-	-	142	335	-
	30%	30%	-%	-%	29%	32%	29%	32%	-%	-%	-%	-%	32%	29%	-%
Disagree	221	221	-	-	119	102	119	102	-	-	-	-	78	141	-
	14%	14%	-%	-%	15%	13%	15%	13%	-%	-%	-%	-%	17%	12%	-%
Don't know	88	88	-	-	33	55	33	55	-	-	-	-	25	61	-
	5%	5%	-%	-%	4%	7%	4%	7%	-%	-%	-%	-%	6%	5%	-%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	1576	1022	215	224	115	484	423	326	336	1013	191	571	46	1138	438
Effective Weighted Sample	1315	961	208	223	105	424	367	273	272	850	163	480	36	957	358
Total	1607	1310	146	82	69	442	420	325	413	1042	188	599	45	1174	433
Agree	810	677	70	33	30	244	217	167	178	606	127	359	32	669	142
	50%	52%	48%	41%	44%	55%	52%	51%	43%	58%	68%	60%	72%	57%	33%
		c				d	d			f	aef	f	f	f	
Neither agree nor disagree	488	386	48	34	20	125	121	105	135	292	41	153	13	334	154
	30%	29%	32%	41%	30%	28%	29%	32%	33%	28%	22%	25%	28%	28%	36%
				a											abce
Disagree	221	181	17	11	13	51	56	37	77	112	15	73	-	135	86
	14%	14%	11%	13%	18%	12%	13%	11%	19%	11%	8%	12%	-%	12%	20%
									ac	d		d		d	abcde
Don't know	88	66	13	4	5	22	26	16	23	31	5	14	-	37	51
	5%	5%	9%	5%	8%	5%	6%	5%	6%	3%	2%	2%	-%	3%	12%
			a												abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%	a	b	c	d	a	b	c	d	a	b	a	b	c	
Unweighted total	1576	786	296	869	707	42	297	298	1278	282	901	913	515	148
Effective Weighted Sample	1315	660	248	729	586	37	253	254	1061	241	747	769	426	120
Total	1607	807	303	894	713	47	313	314	1293	306	921	932	532	144
Agree	810	469	208	523	287	44	240	240	570	215	427	611	176	24
	50%	58%	68%	59%	40%	92%	77%	76%	44%	70%	46%	66%	33%	16%
		d	acd	d		bcd	d	d		b		bc	c	
Neither agree nor disagree	488	215	75	243	244	2	59	61	427	71	285	216	215	56
	30%	27%	25%	27%	34%	5%	19%	19%	33%	23%	31%	23%	41%	39%
					abc		a	a	abc		a		a	a
Disagree	221	96	16	100	121	2	13	13	208	16	146	74	98	49
	14%	12%	5%	11%	17%	3%	4%	4%	16%	5%	16%	8%	18%	34%
		b		b	abc				abc		a		a	ab
Don't know	88	26	5	27	61	-	*	*	88	4	63	31	42	15
	5%	3%	2%	3%	9%	-%	*%	*%	7%	1%	7%	3%	8%	11%
					abc				bc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	1576	697	600	279	1331	240	256	1215
Effective Weighted Sample	1315	591	498	227	1104	207	212	1018
Total	1607	699	622	286	1337	264	272	1222
Agree	810	480	190	141	654	154	133	614
	50%	69%	31%	49%	49%	59%	49%	50%
		bc		b		a		
Neither agree nor disagree	488	158	233	96	421	63	82	374
	30%	23%	37%	34%	31%	24%	30%	31%
			a	a	b			
Disagree	221	45	149	26	189	32	42	166
	14%	6%	24%	9%	14%	12%	16%	14%
			ac					
Don't know	88	17	49	22	73	14	15	68
	5%	2%	8%	8%	5%	5%	5%	6%
			a	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 ~b	12-16 ~c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL a	PRIMARY b	SECONDARY ~c
Significance Level: 95%															
Unweighted total	1576	1576	-	-	790	786	790	786	-	-	-	-	483	1072	-
Effective Weighted Sample	1315	1315	-	-	658	657	658	657	-	-	-	-	407	897	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	446	1140	-
Agree	1148	1148	-	-	575	572	575	572	-	-	-	-	340	795	-
	71%	71%	-%	-%	72%	71%	72%	71%	-%	-%	-%	-%	76%	70%	-%
													b		
Neither agree nor disagree	316	316	-	-	158	158	158	158	-	-	-	-	66	243	-
	20%	20%	-%	-%	20%	20%	20%	20%	-%	-%	-%	-%	15%	21%	-%
													a		
Disagree	81	81	-	-	42	39	42	39	-	-	-	-	19	62	-
	5%	5%	-%	-%	5%	5%	5%	5%	-%	-%	-%	-%	4%	5%	-%
Don't know	62	62	-	-	28	34	28	34	-	-	-	-	21	40	-
	4%	4%	-%	-%	3%	4%	3%	4%	-%	-%	-%	-%	5%	4%	-%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	1576	1022	215	224	115	484	423	326	336	1013	191	571	46	1138	438
Effective Weighted Sample	1315	961	208	223	105	424	367	273	272	850	163	480	36	957	358
Total	1607	1310	146	82	69	442	420	325	413	1042	188	599	45	1174	433
Agree	1148 71%	939 72%	106 72%	57 69%	46 67%	338 77% d	316 75% d	229 70%	259 63%	830 80% f	167 89% acef	481 80% f	38 84% f	927 79% f	220 51%
Neither agree nor disagree	316 20%	257 20%	26 18%	18 22%	15 22%	73 17%	71 17%	68 21%	103 25% ab	177 17% b	15 8%	95 16% b	7 16%	197 17% b	119 28% abce
Disagree	81 5%	67 5%	8 5%	4 5%	3 4%	20 5%	10 2%	17 5%	34 8% ab	25 2%	2 1%	20 3%	- -%	35 3%	47 11% abcde
Don't know	62 4%	48 4%	7 5%	3 3%	4 6%	10 2%	23 5% a	12 4%	18 4%	10 1%	4 2%	3 1%	- -%	16 1%	47 11% abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	1576	786	296	869	707	42	297	298	1278	282	901	913	515	148
Effective Weighted Sample	1315	660	248	729	586	37	253	254	1061	241	747	769	426	120
Total	1607	807	303	894	713	47	313	314	1293	306	921	932	532	144
Agree	1148	662	257	725	422	41	253	255	893	244	625	827	291	29
	71%	82%	85%	81%	59%	87%	81%	81%	69%	80%	68%	89%	55%	20%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	316	115	44	137	179	6	54	54	262	50	202	86	173	57
	20%	14%	14%	15%	25%	13%	17%	17%	20%	16%	22%	9%	33%	40%
				abc								a	a	a
Disagree	81	22	2	23	58	-	4	4	77	10	51	7	30	44
	5%	3%	1%	3%	8%	-%	1%	1%	6%	3%	6%	1%	6%	31%
		b		abc					bc			a	a	ab
Don't know	62	8	1	9	54	-	2	2	60	2	42	11	38	13
	4%	1%	*%	1%	8%	-%	1%	1%	5%	1%	5%	1%	7%	9%
				abc					bc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1576	697	600	279	1331	240	256	1215
Effective Weighted Sample	1315	591	498	227	1104	207	212	1018
Total	1607	699	622	286	1337	264	272	1222
Agree	1148	649	266	233	948	197	194	878
	71%	93% bc	43%	82% b	71%	75%	72%	72%
Neither agree nor disagree	316	47	228	41	274	40	49	237
	20%	7%	37% ac	14% a	20%	15%	18%	19%
Disagree	81	3	77	2	66	16	19	57
	5%	*%	12% ac	1%	5%	6%	7%	5%
Don't know	62	1	52	10	49	11	9	50
	4%	*%	8% ac	3% a	4%	4%	3%	4%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 ~b	12-16 ~c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL a	PRIMARY b	SECONDARY ~c
Significance Level: 95%															
Unweighted total	1576	1576	-	-	790	786	790	786	-	-	-	-	483	1072	-
Effective Weighted Sample	1315	1315	-	-	658	657	658	657	-	-	-	-	407	897	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	446	1140	-
Agree	1018	1018	-	-	514	504	514	504	-	-	-	-	313	697	-
	63%	63%	-%	-%	64%	63%	64%	63%	-%	-%	-%	-%	70%	61%	-%
													b		
Neither agree nor disagree	370	370	-	-	178	193	178	193	-	-	-	-	81	280	-
	23%	23%	-%	-%	22%	24%	22%	24%	-%	-%	-%	-%	18%	25%	-%
													a		
Disagree	172	172	-	-	89	82	89	82	-	-	-	-	40	130	-
	11%	11%	-%	-%	11%	10%	11%	10%	-%	-%	-%	-%	9%	11%	-%
Don't know	47	47	-	-	22	25	22	25	-	-	-	-	12	34	-
	3%	3%	-%	-%	3%	3%	3%	3%	-%	-%	-%	-%	3%	3%	-%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	1576	1022	215	224	115	484	423	326	336	1013	191	571	46	1138	438
Effective Weighted Sample	1315	961	208	223	105	424	367	273	272	850	163	480	36	957	358
Total	1607	1310	146	82	69	442	420	325	413	1042	188	599	45	1174	433
Agree	1018 63%	838 64%	93 64%	47 57%	40 59%	294 67% d	277 66% d	207 64%	234 57%	796 76% f	145 77% f	457 76% f	38 84% f	865 74% f	153 35%
Neither agree nor disagree	370 23%	298 23%	33 23%	23 28%	16 23%	96 22%	81 19%	82 25%	110 27% b	187 18%	28 15%	101 17%	5 12%	224 19%	146 34% abcde
Disagree	172 11%	139 11%	14 10%	10 12%	8 12%	43 10%	41 10%	31 9%	56 14%	55 5%	13 7%	38 6%	2 4%	76 6%	96 22% abcde
Don't know	47 3%	35 3%	6 4%	2 3%	4 7% a	8 2%	21 5% ac	5 2%	13 3%	5 *% *	1 1%	3 1%	- -%	9 1%	38 9% abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	1576	786	296	869	707	42	297	298	1278	282	901	913	515	148
Effective Weighted Sample	1315	660	248	729	586	37	253	254	1061	241	747	769	426	120
Total	1607	807	303	894	713	47	313	314	1293	306	921	932	532	144
Agree	1018	631	243	687	331	41	235	236	782	225	536	808	194	17
	63%	78%	80%	77%	46%	87%	75%	75%	60%	73%	58%	87%	36%	11%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	370	125	49	153	217	5	63	63	308	60	239	103	224	43
	23%	16%	16%	17%	30%	11%	20%	20%	24%	20%	26%	11%	42%	30%
				abc									ac	a
Disagree	172	46	10	49	122	-	13	13	159	18	115	14	81	77
	11%	6%	3%	6%	17%	-%	4%	4%	12%	6%	12%	1%	15%	54%
				abc					abc		a		a	ab
Don't know	47	4	1	5	43	1	3	3	45	3	31	7	34	7
	3%	*%	*%	1%	6%	3%	1%	1%	3%	1%	3%	1%	6%	5%
				abc					bc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1576	697	600	279	1331	240	256	1215
Effective Weighted Sample	1315	591	498	227	1104	207	212	1018
Total	1607	699	622	286	1337	264	272	1222
Agree	1018	650	164	205	834	179	158	786
	63%	93%	26%	72%	62%	68%	58%	64%
		bc		b				
Neither agree nor disagree	370	41	260	69	323	46	74	269
	23%	6%	42%	24%	24%	17%	27%	22%
			ac	a	b			
Disagree	172	6	161	5	145	26	35	127
	11%	1%	26%	2%	11%	10%	13%	10%
			ac					
Don't know	47	2	38	7	34	13	5	40
	3%	*%	6%	3%	3%	5%	2%	3%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 ~b	12-16 ~c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL a	PRIMARY b	SECONDARY ~c
Significance Level: 95%															
Unweighted total	1576	1576	-	-	790	786	790	786	-	-	-	-	483	1072	-
Effective Weighted Sample	1315	1315	-	-	658	657	658	657	-	-	-	-	407	897	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	446	1140	-
Agree	1012	1012	-	-	508	504	508	504	-	-	-	-	304	697	-
	63%	63%	-%	-%	63%	63%	63%	63%	-%	-%	-%	-%	68%	61%	-%
													b		
Neither agree nor disagree	377	377	-	-	192	185	192	185	-	-	-	-	92	278	-
	23%	23%	-%	-%	24%	23%	24%	23%	-%	-%	-%	-%	21%	24%	-%
Disagree	140	140	-	-	70	70	70	70	-	-	-	-	31	108	-
	9%	9%	-%	-%	9%	9%	9%	9%	-%	-%	-%	-%	7%	9%	-%
Don't know	78	78	-	-	33	45	33	45	-	-	-	-	19	57	-
	5%	5%	-%	-%	4%	6%	4%	6%	-%	-%	-%	-%	4%	5%	-%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	1576	1022	215	224	115	484	423	326	336	1013	191	571	46	1138	438
Effective Weighted Sample	1315	961	208	223	105	424	367	273	272	850	163	480	36	957	358
Total	1607	1310	146	82	69	442	420	325	413	1042	188	599	45	1174	433
Agree	1012 63%	828 63%	88 60%	50 61%	46 67%	292 66% d	286 68% d	212 65% d	216 52%	763 73% f	151 81% aef	439 73% f	34 75% f	842 72% f	170 39%
Neither agree nor disagree	377 23%	305 23%	39 27%	20 24%	13 19%	99 22%	80 19%	68 21%	129 31% abc	204 20% b	24 13%	117 19%	9 20%	236 20% b	141 33% abce
Disagree	140 9%	117 9%	11 7%	8 9%	5 7%	36 8%	27 6%	32 10%	44 11%	61 6%	10 5%	37 6%	2 5%	79 7%	61 14% abce
Don't know	78 5%	60 5%	8 6%	5 6%	5 7%	15 3%	26 6%	13 4%	23 6%	14 1%	2 1%	6 1%	- -%	18 2%	60 14% abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	1576	786	296	869	707	42	297	298	1278	282	901	913	515	148
Effective Weighted Sample	1315	660	248	729	586	37	253	254	1061	241	747	769	426	120
Total	1607	807	303	894	713	47	313	314	1293	306	921	932	532	144
Agree	1012	611	238	668	344	35	220	221	791	220	545	757	227	28
	63%	76%	79%	75%	48%	74%	70%	70%	61%	72%	59%	81%	43%	20%
		d	d	d			d	d		b		bc	c	
Neither agree nor disagree	377	143	50	168	209	10	75	75	302	61	235	134	193	51
	23%	18%	16%	19%	29%	20%	24%	24%	23%	20%	25%	14%	36%	35%
				abc								a	a	a
Disagree	140	43	11	46	94	2	12	12	128	22	85	24	68	48
	9%	5%	3%	5%	13%	4%	4%	4%	10%	7%	9%	3%	13%	33%
				abc					bc			a	a	ab
Don't know	78	10	5	12	66	1	6	6	72	3	56	17	44	17
	5%	1%	2%	1%	9%	3%	2%	2%	6%	1%	6%	2%	8%	12%
				abc					bc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1576	697	600	279	1331	240	256	1215
Effective Weighted Sample	1315	591	498	227	1104	207	212	1018
Total	1607	699	622	286	1337	264	272	1222
Agree	1012	612	209	191	832	177	160	776
	63%	88%	34%	67%	62%	67%	59%	64%
		bc		b				
Neither agree nor disagree	377	74	242	61	322	54	78	278
	23%	11%	39%	22%	24%	20%	29%	23%
			ac	a				
Disagree	140	12	116	12	121	18	26	101
	9%	2%	19%	4%	9%	7%	9%	8%
			ac	a				
Don't know	78	1	56	21	62	15	8	66
	5%	*%	9%	7%	5%	6%	3%	5%
			a	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Agree	2500	810	766	924	1298	1202	420	390	401	365	478	446	201	1263	1017
	56%	50%	60%	57%	58%	53%	52%	49%	62%	57%	59%	56%	45%	56%	58%
			a	a	b			abdf	b	ab	b			a	a
Neither agree nor disagree	1229	488	298	443	579	649	231	256	136	162	212	230	142	589	480
	27%	30%	23%	28%	26%	29%	29%	32%	21%	25%	26%	29%	32%	26%	27%
		b		b		a	c	cde			c	c	b		
Disagree	473	221	98	154	242	231	119	102	50	48	73	81	78	218	172
	11%	14%	8%	10%	11%	10%	15%	13%	8%	7%	9%	10%	17%	10%	10%
		bc					cdef	cde					bc		
Don't know	298	88	123	87	130	168	33	55	56	67	41	46	25	172	94
	7%	5%	10%	5%	6%	7%	4%	7%	9%	10%	5%	6%	6%	8%	5%
			ac			a		a	aef	abef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Agree	2500	2083	212	111	94	771	621	513	588	1628	479	1362	171	2010	490
	56%	56%	53%	50%	53%	61%	56%	54%	50%	66%	73%	71%	86%	65%	35%
		c				bcd	d			f	aef	aef	abcef	f	
Neither agree nor disagree	1229	1003	113	68	44	313	286	273	352	582	124	399	25	755	474
	27%	27%	28%	31%	25%	25%	26%	29%	30%	24%	19%	21%	12%	24%	34%
								a	ab	bcd	d	d		bcd	abcde
Disagree	473	384	41	25	24	107	124	93	150	175	34	120	2	227	246
	11%	10%	10%	11%	13%	9%	11%	10%	13%	7%	5%	6%	1%	7%	18%
							a		a	d	d	d		d	abcde
Don't know	298	228	35	19	16	68	81	66	81	84	16	35	2	100	198
	7%	6%	9%	8%	9%	5%	7%	7%	7%	3%	3%	2%	1%	3%	14%
			a	a						c				c	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Agree	2500	706	592	1013	1487	313	966	981	1519	1335	945	1883	555	61
	56%	62%	74%	65%	51%	83%	79%	79%	47%	68%	46%	73%	36%	17%
		d	acd	d		d	d	d		b		bc	c	
Neither agree nor disagree	1229	284	152	364	864	50	207	210	1018	469	605	525	599	104
	27%	25%	19%	23%	29%	13%	17%	17%	31%	24%	29%	20%	38%	29%
		b		b	abc				abc		a		ac	a
Disagree	473	119	33	132	342	6	42	42	431	103	303	101	225	147
	11%	10%	4%	8%	12%	2%	3%	3%	13%	5%	15%	4%	14%	41%
		b		b	bc				abc		a		a	ab
Don't know	298	35	18	48	250	7	12	14	284	54	210	71	183	44
	7%	3%	2%	3%	8%	2%	1%	1%	9%	3%	10%	3%	12%	12%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Agree	2500	1606	473	421	2008	481	459	1898
	56%	77%	29%	54%	54%	63%	54%	56%
		bc		b		a		
Neither agree nor disagree	1229	377	602	250	1043	173	240	895
	27%	18%	37%	32%	28%	23%	28%	27%
			ac	a	b			
Disagree	473	62	370	41	405	67	98	351
	11%	3%	23%	5%	11%	9%	11%	10%
			ac	a				
Don't know	298	38	191	69	259	37	60	221
	7%	2%	12%	9%	7%	5%	7%	7%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Agree	2850	1148	789	913	1416	1434	575	572	391	398	449	464	340	1474	1008
	63%	71%	61%	57%	63%	64%	72%	71%	61%	62%	56%	58%	76%	66%	57%
		bc	c				cdef	cdef		e			bc	c	
Neither agree nor disagree	1055	316	291	447	539	516	158	158	149	143	232	216	66	498	478
	23%	20%	23%	28%	24%	23%	20%	20%	23%	22%	29%	27%	15%	22%	27%
				ab							abcd	ab		a	ab
Disagree	335	81	87	167	170	165	42	39	43	44	85	82	19	128	185
	7%	5%	7%	10%	8%	7%	5%	5%	7%	7%	11%	10%	4%	6%	10%
				ab							abcd	abcd			ab
Don't know	260	62	118	80	125	135	28	34	60	58	37	42	21	142	93
	6%	4%	9%	5%	6%	6%	3%	4%	9%	9%	5%	5%	5%	6%	5%
			ac						abef	abef					

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Agree	2850	2350	256	133	111	885	713	589	655	1868	517	1488	173	2294	556
	63%	64%	64%	60%	62%	70%	64%	62%	56%	76%	79%	78%	86%	74%	39%
						bcd	d	d		f	ef	ef	abcef	f	
Neither agree nor disagree	1055	871	86	56	42	256	244	231	321	470	102	336	26	603	452
	23%	24%	21%	25%	24%	20%	22%	24%	27%	19%	16%	18%	13%	20%	32%
						a		a	ab					bd	abcde
Disagree	335	270	31	20	15	71	70	80	115	85	25	65	1	128	207
	7%	7%	8%	9%	8%	6%	6%	8%	10%	3%	4%	3%	*	4%	15%
						a		a	ab	d	d	d		d	abcde
Don't know	260	208	27	14	10	48	84	45	80	44	9	27	-	67	193
	6%	6%	7%	6%	6%	4%	8%	5%	7%	2%	1%	1%	-	2%	14%
						ac			a						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Agree	2850	911	640	1225	1625	311	948	963	1886	1411	1114	2163	631	55
	63%	80%	81%	79%	55%	83%	77%	77%	58%	72%	54%	84%	40%	15%
		d	d	d		bcd	d	d		b		bc	c	
Neither agree nor disagree	1055	185	127	264	791	57	227	231	824	410	549	347	597	110
	23%	16%	16%	17%	27%	15%	18%	19%	25%	21%	27%	13%	38%	31%
					abc				abc		a		ac	a
Disagree	335	36	17	48	288	5	35	35	300	89	220	36	150	149
	7%	3%	2%	3%	10%	1%	3%	3%	9%	5%	11%	1%	10%	42%
					abc				abc		a		a	ab
Don't know	260	12	11	20	240	3	18	18	242	51	180	35	183	43
	6%	1%	1%	1%	8%	1%	1%	1%	7%	3%	9%	1%	12%	12%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Agree	2850	1813	513	523	2318	521	520	2171
	63%	87%	31%	67%	62%	69%	61%	65%
		bc		b		a		
Neither agree nor disagree	1055	240	606	210	892	153	210	752
	23%	12%	37%	27%	24%	20%	24%	22%
			ac	a	b			
Disagree	335	12	318	6	285	49	71	250
	7%	1%	19%	1%	8%	7%	8%	7%
			ac					
Don't know	260	18	198	43	221	35	57	193
	6%	1%	12%	6%	6%	5%	7%	6%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Agree	2411	1018	619	774	1200	1211	514	504	307	311	378	396	313	1240	840
	54%	63%	48%	48%	53%	54%	64%	63%	48%	48%	47%	49%	70%	55%	48%
		bc					cdef	cdef					bc	c	
Neither agree nor disagree	1232	370	373	488	619	612	178	193	189	185	253	235	81	591	539
	27%	23%	29%	30%	28%	27%	22%	24%	29%	29%	31%	29%	18%	26%	31%
			a	a				ab	a	ab	ab	ab		a	ab
Disagree	618	172	170	276	313	306	89	82	90	80	133	143	40	269	304
	14%	11%	13%	17%	14%	14%	11%	10%	14%	12%	17%	18%	9%	12%	17%
			a	ab					b		abd	abd			ab
Don't know	239	47	123	69	118	121	22	25	56	67	39	29	12	142	82
	5%	3%	10%	4%	5%	5%	3%	3%	9%	10%	5%	4%	3%	6%	5%
			ac						abef	abef	a			ac	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Agree	2411	2013	204	107	87	760	605	492	547	1749	457	1317	169	2036	375
	54%	54%	51%	48%	49%	60%	54%	52%	47%	71%	70%	69%	85%	66%	27%
		c				bcd	d	d		ef	f	f	abcef	f	
Neither agree nor disagree	1232	1004	112	65	50	308	297	261	361	539	144	430	23	755	477
	27%	27%	28%	29%	28%	24%	27%	28%	31%	22%	22%	22%	12%	24%	34%
						a			a	d	d	d		ad	abcde
Disagree	618	500	54	35	30	148	147	139	183	145	46	143	7	245	374
	14%	14%	13%	16%	17%	12%	13%	15%	16%	6%	7%	7%	4%	8%	27%
						a		a	a					ad	abcde
Don't know	239	182	31	16	11	43	62	53	79	35	7	26	-	56	183
	5%	5%	8%	7%	6%	3%	6%	6%	7%	1%	1%	1%	-%	2%	13%
			a	a			a	a	a						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Agree	2411	850	585	1126	1285	285	845	857	1554	1171	944	2001	386	24
	54%	74%	74%	72%	44%	76%	69%	69%	48%	60%	46%	78%	25%	7%
		d	d	d		bcd	d	d		b		bc	c	
Neither agree nor disagree	1232	209	155	307	924	69	274	279	952	528	604	471	679	82
	27%	18%	20%	20%	31%	18%	22%	22%	29%	27%	29%	18%	43%	23%
					abc				abc				ac	
Disagree	618	71	40	97	521	17	86	86	533	201	365	70	324	225
	14%	6%	5%	6%	18%	4%	7%	7%	16%	10%	18%	3%	21%	63%
					abc				abc		a		a	ab
Don't know	239	14	15	26	213	5	23	24	215	62	151	39	174	27
	5%	1%	2%	2%	7%	1%	2%	2%	7%	3%	7%	1%	11%	7%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Agree	2411	1739	272	401	1935	460	421	1831
	54%	83%	17%	51%	52%	61%	49%	54%
		bc		b		a		a
Neither agree nor disagree	1232	305	644	282	1053	172	247	907
	27%	15%	39%	36%	28%	23%	29%	27%
			a	a	b			
Disagree	618	26	557	35	521	95	141	452
	14%	1%	34%	4%	14%	12%	16%	13%
			ac	a			b	
Don't know	239	12	162	65	207	31	49	175
	5%	1%	10%	8%	6%	4%	6%	5%
			a	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Agree	2322	1012	617	693	1159	1163	508	504	311	306	340	353	304	1232	763
	52%	63%	48%	43%	52%	52%	63%	63%	48%	48%	42%	44%	68%	55%	43%
		bc	c				cdef	cdef	e				bc	c	
Neither agree nor disagree	1228	377	338	512	609	619	192	185	165	174	252	260	92	571	548
	27%	23%	26%	32%	27%	28%	24%	23%	26%	27%	31%	32%	21%	25%	31%
				ab							abc	abcd		a	ab
Disagree	582	140	167	275	296	286	70	70	89	78	138	138	31	243	303
	13%	9%	13%	17%	13%	13%	9%	9%	14%	12%	17%	17%	7%	11%	17%
			a	ab					ab	ab	abd	abd		a	ab
Don't know	368	78	163	127	186	182	33	45	78	85	74	53	19	195	149
	8%	5%	13%	8%	8%	8%	4%	6%	12%	13%	9%	7%	4%	9%	8%
			ac	a					abf	abef	ab			a	a

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Agree	2322	1930	196	104	91	702	592	496	525	1619	435	1242	152	1920	402
	52%	52%	49%	47%	51%	56%	53%	53%	45%	66%	67%	65%	76%	62%	29%
		c				d	d	d		ef	ef	f	abcef	f	
Neither agree nor disagree	1228	1012	106	64	46	337	279	236	373	589	148	465	35	778	450
	27%	27%	26%	29%	26%	27%	25%	25%	32%	24%	23%	24%	17%	25%	32%
									abc			d		d	abcde
Disagree	582	470	57	29	26	140	144	135	162	193	50	157	12	285	297
	13%	13%	14%	13%	15%	11%	13%	14%	14%	8%	8%	8%	6%	9%	21%
								a							abcde
Don't know	368	286	41	25	15	81	97	78	110	68	21	51	1	110	259
	8%	8%	10%	11%	8%	6%	9%	8%	9%	3%	3%	3%	1%	4%	18%
			a	a			a		a					d	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Agree	2322	826	583	1107	1215	255	809	821	1501	1113	924	1834	445	44
	52%	72%	73%	71%	41%	68%	66%	66%	46%	57%	45%	71%	28%	12%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	1228	233	154	324	904	84	299	304	924	532	575	560	584	84
	27%	20%	19%	21%	31%	22%	24%	24%	28%	27%	28%	22%	37%	23%
					abc				abc				ac	
Disagree	582	67	42	95	487	24	85	85	497	216	325	117	289	176
	13%	6%	5%	6%	17%	7%	7%	7%	15%	11%	16%	5%	19%	49%
					abc				abc		a		a	ab
Don't know	368	18	16	30	338	12	35	36	332	100	239	71	244	53
	8%	2%	2%	2%	11%	3%	3%	3%	10%	5%	12%	3%	16%	15%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Agree	2322	1598	347	378	1882	431	422	1751
	52%	77%	21%	48%	51%	57%	49%	52%
		bc		b		a		
Neither agree nor disagree	1228	383	589	255	1032	185	231	912
	27%	18%	36%	33%	28%	24%	27%	27%
			a	a				
Disagree	582	65	461	56	484	94	137	414
	13%	3%	28%	7%	13%	12%	16%	12%
			ac	a			b	
Don't know	368	36	238	94	317	48	68	289
	8%	2%	15%	12%	9%	6%	8%	9%
			a	a				

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Yes	2083	699	603	780	1055	1027	363	336	303	300	389	391	215	1005	846
	46%	44%	47%	49%	47%	46%	45%	42%	47%	47%	48%	49%	48%	45%	48%
				a							b	b			
No	1635	622	440	573	796	839	299	323	221	219	277	296	154	821	636
	36%	39%	34%	36%	35%	37%	37%	40%	34%	34%	34%	37%	35%	37%	36%
		b						cde							
Maybe	782	286	243	254	398	384	142	144	119	124	138	116	77	416	282
	17%	18%	19%	16%	18%	17%	18%	18%	18%	19%	17%	14%	17%	19%	16%
				c						f				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Yes	2083	1749	170	89	75	705	535	419	417	1563	436	1263	166	1829	253
	46%	47%	42%	40%	42%	56%	48%	44%	36%	63%	67%	66%	83%	59%	18%
		bc				bcd	d	d		ef	ef	ef	abcef	f	
No	1635	1334	146	90	66	377	384	351	521	534	125	392	16	761	874
	36%	36%	37%	40%	37%	30%	35%	37%	45%	22%	19%	20%	8%	25%	62%
				a			a	a	abc	d	d	d		abcd	abcde
Maybe	782	617	85	44	37	178	193	175	232	372	93	261	18	501	281
	17%	17%	21%	20%	21%	14%	17%	19%	20%	15%	14%	14%	9%	16%	20%
			a				a	a	a	d				cd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Yes	2083	711	564	991	1092	268	845	858	1224	1200	686	1797	269	16
	46%	62%	71%	64%	37%	71%	69%	69%	38%	61%	33%	70%	17%	4%
		d	acd	d		d	d	d		b		bc	c	
No	1635	266	126	344	1292	44	208	210	1425	435	1031	347	962	326
	36%	23%	16%	22%	44%	12%	17%	17%	44%	22%	50%	13%	62%	91%
		b		b	abc		a	a	abc		a		a	ab
Maybe	782	168	105	222	560	64	175	178	604	326	346	436	331	15
	17%	15%	13%	14%	19%	17%	14%	14%	19%	17%	17%	17%	21%	4%
					abc				bc			c	ac	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Yes	2083 46%	2083 100% bc	- -%	- -%	1676 45%	391 52% a	416 48%	1532 46%
No	1635 36%	- -%	1635 100% ac	- -%	1389 37% b	237 31%	320 37%	1227 36%
Maybe	782 17%	- -%	- -%	782 100% ab	650 18%	130 17%	122 14%	607 18% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 ~b	12-16 ~c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 ~c	GIRL 8-11 ~d	BOY 12-16 ~e	GIRL 12-16 ~f	PRE-SCHOOL a	PRIMARY b	SECONDARY ~c
Significance Level: 95%															
Unweighted total	1576	1576	-	-	790	786	790	786	-	-	-	-	483	1072	-
Effective Weighted Sample	1315	1315	-	-	658	657	658	657	-	-	-	-	407	897	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	446	1140	-
Yes	836	836	-	-	437	399	437	399	-	-	-	-	240	590	-
	52%	52%	-%	-%	54%	50%	54%	50%	-%	-%	-%	-%	54%	52%	-%
No	559	559	-	-	258	302	258	302	-	-	-	-	149	400	-
	35%	35%	-%	-%	32%	38%	32%	38%	-%	-%	-%	-%	34%	35%	-%
						a		a							
Maybe	212	212	-	-	109	103	109	103	-	-	-	-	56	150	-
	13%	13%	-%	-%	14%	13%	14%	13%	-%	-%	-%	-%	13%	13%	-%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	1576	1022	215	224	115	484	423	326	336	1013	191	571	46	1138	438
Effective Weighted Sample	1315	961	208	223	105	424	367	273	272	850	163	480	36	957	358
Total	1607	1310	146	82	69	442	420	325	413	1042	188	599	45	1174	433
Yes	836 52%	693 53%	70 48%	37 46%	35 51%	261 59% cd	238 57% d	165 51% d	168 41%	655 63% f	140 74% acef	389 65% f	32 70% f	719 61% f	117 27%
No	559 35%	451 34%	53 36%	34 41%	22 31%	138 31%	127 30%	113 35%	180 44% abc	264 25% b	31 16%	152 25% b	7 15%	318 27% b	242 56% abcde
Maybe	212 13%	166 13%	23 16%	10 13%	12 17%	42 10%	55 13%	47 14%	65 16% a	123 12%	17 9%	57 10%	6 14%	138 12%	74 17% abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	1576	786	296	869	707	42	297	298	1278	282	901	913	515	148
Effective Weighted Sample	1315	660	248	729	586	37	253	254	1061	241	747	769	426	120
Total	1607	807	303	894	713	47	313	314	1293	306	921	932	532	144
Yes	836	519	215	571	265	37	210	212	625	201	445	657	159	20
	52%	64%	71%	64%	37%	77%	67%	67%	48%	66%	48%	71%	30%	14%
		d	cd	d		d	d	d		b		bc	c	
No	559	193	59	219	341	6	70	70	490	75	357	143	302	114
	35%	24%	19%	24%	48%	13%	22%	22%	38%	24%	39%	15%	57%	79%
					abc				abc		a		a	ab
Maybe	212	95	30	104	107	5	33	33	178	30	118	131	71	10
	13%	12%	10%	12%	15%	10%	11%	11%	14%	10%	13%	14%	13%	7%
					b							c	c	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	1576	697	600	279	1331	240	256	1215
Effective Weighted Sample	1315	591	498	227	1104	207	212	1018
Total	1607	699	622	286	1337	264	272	1222
Yes	836 52%	644 92% bc	99 16%	93 33% b	694 52%	141 54%	144 53%	643 53%
No	559 35%	32 5%	492 79% ac	35 12% a	466 35%	88 34%	103 38%	411 34%
Maybe	212 13%	23 3%	31 5%	158 55% ab	178 13%	34 13%	25 9%	167 14%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	3522	1247	994	1281	1746	1776	607	640	486	508	653	628	334	1740	1406
	78%	78%	77%	80%	78%	79%	76%	80%	76%	79%	81%	78%	75%	78%	80%
											ac				a
Irish	50	21	12	16	25	25	9	12	7	5	9	7	11	21	17
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%
													bc		
Gypsy, Traveller or Irish Traveller	3	-	2	1	2	1	-	-	2	-	-	1	-	-	3
	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%
Any other white background	142	68	40	33	81	61	44	25	19	21	18	15	24	78	37
	3%	4%	3%	2%	4%	3%	5%	3%	3%	3%	2%	2%	5%	3%	2%
		c					bcef						c	c	
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	68	32	17	19	37	30	20	12	10	8	8	11	6	42	19
	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
							e								
White and Black African	51	15	18	18	23	28	8	7	9	9	6	12	7	25	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
White and Asian	94	32	25	37	43	51	14	19	11	13	17	19	6	49	40
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Any other mixed/ multiple ethnic background	49	17	21	11	23	26	5	13	12	8	5	5	5	32	11
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%
			c						aef					c	
ASIAN AND BRITISH ASIAN															
Indian	110	31	40	38	58	52	17	15	21	20	20	17	5	57	47
	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%	1%	3%	3%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Pakistani	130	47	35	49	69	61	27	20	20	16	23	26	12	65	53
	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%
Bangladeshi	57	14	11	32	26	30	7	7	7	4	13	19	7	17	31
	1%	1%	1%	2% ab	1%	1%	1%	1%	1%	1%	2%	2% abd	2%	1%	2% b
Any other Asian background	19	8	6	5	6	13	3	4	3	3	-	5	4	9	5
	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	-%	1% e	1%	*%	*%
BLACK AND BLACK BRITISH															
Caribbean	16	8	5	3	10	5	5	3	4	1	2	1	1	9	4
	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
African	44	14	11	18	23	20	11	4	6	5	7	11	4	18	23
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Any other Black/ African/ Caribbean background	91	41	29	22	45	46	23	18	16	13	7	15	15	54	22
	2%	3% c	2%	1%	2%	2%	3% e	2% e	2% e	2%	1%	2%	3% c	2% c	1%
OTHER ETHNIC GROUP															
Arab	4	1	2	2	1	3	-	1	-	2	1	1	-	1	4
	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%
Any other ethnic background	26	4	10	12	19	7	3	*	7	2	8	4	2	12	12
	1%	*%	1%	1% a	1% b	*%	*%	*%	1% b	*%	1% b	1%	*%	1%	1%
Prefer not to say	15	5	4	5	5	10	2	4	1	3	3	3	1	8	5
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	3522 78%	2839 77%	354 88% ad	198 89% ad	131 73%	925 73%	862 78% a	799 85% abd	927 79% a	1930 78% c	501 77%	1434 75%	146 73%	2408 78% c	1114 79% c
Irish	50 1%	21 1%	1 *% -	- -% -	27 15% abc	15 1%	16 1%	10 1%	9 1%	29 1%	7 1%	23 1%	2 1%	36 1%	13 1%
Gypsy, Traveller or Irish Traveller	3 *% -	2 *% -	- -% -	* *% -	- -% -	2 *% -	* *% -	- -% -	- -% -	2 *% -	1 *% -	2 *% -	1 *% -	2 *% -	* *% -
Any other white background	142 3%	116 3%	14 4%	5 2%	6 3%	36 3%	32 3%	32 3%	42 4%	57 2%	15 2%	47 2%	5 2%	77 2%	65 5% abce
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	68 2%	64 2% b	2 1%	2 1%	1 *% -	18 1%	17 2%	9 1%	23 2%	42 2%	19 3% f	33 2%	8 4% acef	53 2%	15 1%
White and Black African	51 1%	44 1%	2 1%	4 2%	2 1%	17 1%	13 1%	7 1%	14 1%	25 1%	10 2%	26 1%	2 1%	40 1%	11 1%
White and Asian	94 2%	85 2% b	3 1%	3 1%	3 2%	44 4% bcd	19 2%	12 1%	18 2%	56 2%	21 3%	44 2%	8 4%	64 2%	31 2%
Any other mixed/ multiple ethnic background	49 1%	44 1%	2 1%	1 *% -	1 *% -	19 1% c	16 1% c	4 *% -	10 1%	21 1%	8 1%	18 1%	1 1%	26 1%	23 2% ae

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
ASIAN AND BRITISH ASIAN															
Indian	110 2%	104 3% bc	3 1%	1 *% 1%	2 1%	60 5% bcd	22 2%	14 2%	13 1%	59 2%	20 3%	64 3% f	5 3%	82 3%	28 2%
Pakistani	130 3%	119 3% c	8 2% c	1 *% 1%	3 1%	37 3%	23 2%	18 2%	52 4% bc	86 3% f	22 3%	78 4% f	6 3%	100 3%	31 2%
Bangladeshi	57 1%	55 1% bcd	1 *% 1%	1 *% -%	- -%	10 1%	19 2% a	15 2%	12 1%	39 2% f	8 1%	38 2% f	2 1%	46 1%	11 1%
Any other Asian background	19 *% 1%	17 *% 1%	1 *% 1%	1 *% *% 1%	* *% 1%	9 1% c	6 1%	* *% 1%	4 *% 1%	13 1%	4 1%	13 1%	- -%	16 1%	3 *% 1%
BLACK AND BLACK BRITISH															
Caribbean	16 *% 1%	14 *% 1%	- -%	1 *% 1%	1 1% b	4 *% 1%	7 1%	1 *% 1%	4 *% 1%	10 *% 1%	1 *% 1%	8 *% 1%	- -%	12 *% 1%	4 *% 1%
African	44 1%	44 1% bc	- -%	- -%	- -%	9 1%	15 1%	7 1%	12 1%	20 1%	2 *% 1%	14 1%	2 1%	25 1%	18 1% b
Any other Black/ African/ Caribbean background	91 2% 1%	78 2% 1%	7 2% *% 1%	4 2% *% 1%	3 2% -%	38 3% c	28 2% c	5 1%	20 2% c	55 2% 1%	10 2% 1%	49 3% 1%	9 5% bf	69 2%	22 2%
OTHER ETHNIC GROUP															
Arab	4 *% 1%	3 *% 1%	1 *% 1%	* *% -%	- -%	3 *% 1%	2 *% 1%	- -%	- -%	1 *% 1%	- -%	2 *% 1%	- -%	3 *% 1%	1 *% 1%
Any other ethnic background	26 1%	23 1%	2 *% 1%	1 *% -%	- -%	7 1%	7 1%	7 1%	5 *% 1%	12 *% 1%	2 *% 1%	11 1%	1 1%	16 1%	10 1%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
	Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Prefer not to say	15	14	-	1	1	6	2	3	4	5	2	8	2	10	5
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1% a	*%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	3522	870	598	1193	2329	285	908	923	2599	1488	1693	1981	1263	278
	78%	76%	75%	77%	79%	76%	74%	74%	80%	76%	82%	77%	81%	78%
					ab				bc		a		a	
Irish	50	15	11	19	31	3	13	13	36	16	24	22	17	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%
														ab
Gypsy, Traveller or Irish Traveller	3	1	2	2	*	1	1	1	2	2	*	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
			d											
Any other white background	142	42	13	45	96	7	33	33	109	50	64	86	43	13
	3%	4%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	4%
		b			b									
MIXED/ MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	68	18	17	29	39	10	25	25	42	33	25	41	24	3
	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%	2%	1%
White and Black African	51	8	15	18	33	7	19	21	30	29	15	31	17	4
	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%
			a					d		b				
White and Asian	94	26	18	31	63	8	29	29	65	43	44	62	28	4
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Any other mixed/ multiple ethnic background	49	14	11	17	31	5	9	10	38	17	23	24	18	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
ASIAN AND BRITISH ASIAN														
Indian	110 2%	29 3%	28 4%	43 3%	67 2%	14 4%	48 4%	48 4%	62 2%	64 3%	38 2%	75 3%	29 2%	6 2%
Pakistani	130 3%	41 4%	33 4%	55 4%	75 3%	15 4%	52 4%	53 4%	77 2%	78 4%	40 2%	89 3%	33 2%	9 2%
Bangladeshi	57 1%	21 2%	9 1%	24 2%	33 1%	4 1%	18 1%	18 1%	38 1%	36 2%	11 1%	42 2%	11 1%	4 1%
Any other Asian background	19 *%	6 1%	3 *%	7 *%	12 *%	- -%	5 *%	5 *%	14 *%	8 *%	7 *%	13 *%	5 *%	1 *%
BLACK AND BLACK BRITISH														
Caribbean	16 *%	5 *%	4 *%	6 *%	9 *%	3 1%	4 *%	4 *%	12 *%	8 *%	6 *%	13 1%	3 *%	- -%
African	44 1%	11 1%	7 1%	14 1%	30 1%	- -%	4 *%	4 *%	40 1%	18 1%	23 1%	16 1%	22 1%	6 2%
Any other Black/ African/ Caribbean background	91 2%	32 3%	17 2%	39 3%	52 2%	11 3%	38 3%	38 3%	54 2%	37 2%	39 2%	58 2%	27 2%	6 2%
OTHER ETHNIC GROUP														
Arab	4 *%	- -%	- -%	- -%	4 *%	1 *%	1 *%	1 *%	3 *%	2 *%	1 *%	1 *%	2 *%	1 *%
Any other ethnic background	26 1%	6 1%	3 *%	8 1%	17 1%	1 *%	7 1%	7 1%	19 1%	15 1%	7 *%	16 1%	8 1%	2 1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
Significance Level: 95%														
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Prefer not to say	15	1	3	4	11	1	9	9	5	8	4	7	6	1
	*%	*%	*%	*%	*%	*%	1% d	1% d	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
WHITE								
English/ Welsh/ Scottish/ Northern Irish/ British	3522 78%	1599 77%	1310 80% a	612 78%	3522 95% b	- -%	727 85% b	2607 77%
Irish	50 1%	18 1%	26 2%	6 1%	50 1% b	- -%	12 1%	33 1%
Gypsy, Traveller or Irish Traveller	3 *%	1 *%	* *%	1 *%	3 *%	- -%	- -%	2 *%
Any other white background	142 3%	57 3%	52 3%	32 4%	142 4% b	- -%	22 3%	113 3%
MIXED/ MULTIPLE ETHNIC GROUPS								
White and Black Caribbean	68 2%	34 2%	23 1%	11 1%	- -%	68 9% a	10 1%	55 2%
White and Black African	51 1%	23 1%	19 1%	9 1%	- -%	51 7% a	6 1%	39 1%
White and Asian	94 2%	52 2%	26 2%	17 2%	- -%	94 12% a	15 2%	70 2%
Any other mixed/ multiple ethnic background	49 1%	26 1%	15 1%	7 1%	- -%	49 6% a	9 1%	37 1%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
ASIAN AND BRITISH ASIAN								
Indian	110 2%	59 3%	31 2%	19 2%	- -%	110 14% a	16 2%	81 2%
Pakistani	130 3%	71 3%	41 3%	18 2%	- -%	130 17% a	11 1%	99 3% a
Bangladeshi	57 1%	29 1% b	11 1%	16 2% b	- -%	57 7% a	3 *%	50 1% a
Any other Asian background	19 *%	10 *%	5 *%	5 1%	- -%	19 2% a	* *%	17 1%
BLACK AND BLACK BRITISH								
Caribbean	16 *%	12 1% c	3 *%	- -%	- -%	16 2% a	- -%	14 *%
African	44 1%	10 *%	23 1% a	10 1% a	- -%	44 6% a	7 1%	32 1%
Any other Black/ African/ Caribbean background	91 2%	52 3%	27 2%	12 2%	- -%	91 12% a	12 1%	74 2%
OTHER ETHNIC GROUP								
Arab	4 *%	* *%	3 *%	1 *%	- -%	4 1% a	1 *%	3 *%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Any other ethnic background	26 1%	12 1%	10 1%	4 *%	- -%	26 3% a	2 *%	20 1%
Prefer not to say	15 *%	9 *%	4 *%	2 *%	- -%	- -%	3 *%	11 *%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Hearing? Poor hearing, partial hearing, or are deaf	76 2%	22 1%	24 2%	30 2%	35 2%	41 2%	8 1%	13 2%	12 2%	12 2%	15 2%	15 2%	5 1%	38 2%	32 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	163 4%	47 3%	42 3%	74 5% a	92 4%	71 3%	34 4% b	13 2%	22 3% b	20 3%	35 4% b	38 5% b	7 2%	70 3%	82 5% ab
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	105 2%	31 2%	26 2%	47 3%	60 3%	44 2%	19 2%	12 2%	19 3% d	7 1%	22 3% d	25 3% d	7 2%	47 2%	49 3%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	56 1%	17 1%	19 1%	20 1%	30 1%	26 1%	5 1%	11 1%	15 2% ad	4 1%	9 1%	11 1%	3 1%	31 1%	21 1%
Breathing? Breathlessness or chest pains	76 2%	27 2%	21 2%	27 2%	36 2%	40 2%	11 1%	16 2%	14 2%	7 1%	11 1%	16 2%	5 1%	39 2%	30 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	206 5%	71 4%	46 4%	89 6% b	127 6% b	78 3%	44 5% d	27 3%	32 5% d	13 2%	51 6% bd	38 5% d	20 5%	86 4%	97 5% b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Difficulties with speech? e.g. due to a stroke, stutter or stammer	41 1%	24 1%	8 1%	10 1%	29 1%	12 1%	15 2%	9 1%	6 1%	1 *	7 1%	2 *	7 1%	24 1%	9 1%
		bc			b		df	d					c		
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	297 7%	109 7%	78 6%	110 7%	200 9%	97 4%	72 9%	37 5%	52 8%	27 4%	76 9%	33 4%	28 6%	148 7%	119 7%
					b		bdf		bdf		bdf				
Mental health? Anxiety, depression, or trauma-related conditions, for example	263 6%	52 3%	69 5%	142 9%	127 6%	136 6%	20 3%	31 4%	41 6%	28 4%	65 8%	77 10%	17 4%	89 4%	155 9%
			a	ab					ab		abd	abcd			ab
Other illnesses/ conditions which impact or limit their daily activities	75 2%	8 1%	28 2%	40 2%	37 2%	38 2%	4 1%	4 1%	14 2%	13 2%	19 2%	21 3%	3 1%	26 1%	43 2%
			a	a					ab	ab	ab	ab			ab
Nothing – no impairments or conditions impact or limit their daily activities	3365 75%	1222 76%	987 77%	1156 72%	1624 72%	1741 77%	579 72%	643 80%	473 74%	514 80%	572 71%	584 73%	353 79%	1710 76%	1273 72%
		c	c			a		acef		acef			c	c	
Prefer not to say	132 3%	55 3%	26 2%	51 3%	74 3%	57 3%	35 4%	20 3%	13 2%	13 2%	26 3%	25 3%	9 2%	68 3%	51 3%
		b					cd								
Don't know	145 3%	59 4%	41 3%	45 3%	74 3%	71 3%	37 5%	22 3%	18 3%	23 4%	19 2%	26 3%	19 4%	73 3%	49 3%
							e								

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Hearing? Poor hearing, partial hearing, or are deaf	76 2%	63 2%	7 2%	4 2%	3 1%	19 2%	15 1%	13 1%	29 2%	40 2%	14 2%	42 2%	4 2%	51 2%	25 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	163 4%	136 4%	10 3%	9 4%	7 4%	53 4%	37 3%	29 3%	43 4%	96 4%	30 5%	73 4%	5 2%	117 4%	46 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	105 2%	86 2%	9 2%	3 1%	6 4% c	31 2%	21 2%	23 2%	30 3%	66 3%	21 3%	63 3% f	8 4%	78 3%	26 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	56 1%	43 1%	4 1%	5 2%	4 2%	20 2% b	4 *% b	17 2% b	16 1% b	31 1%	15 2% f	41 2% af	10 5% acef	44 1%	12 1%
Breathing? Breathlessness or chest pains	76 2%	63 2%	7 2%	5 2%	1 1%	12 1%	16 1%	18 2%	29 2% a	38 2%	13 2%	38 2%	4 2%	44 1%	31 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	206 5%	174 5%	15 4%	7 3%	9 5%	45 4%	41 4%	46 5%	74 6% ab	113 5%	31 5%	103 5%	14 7%	142 5%	64 5%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Difficulties with speech? e.g. due to a stroke, stutter or stammer	41 1%	32 1%	5 1%	1 1%	2 1%	8 1%	10 1%	7 1%	16 1%	22 1%	5 1%	16 1%	2 1%	28 1%	13 1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	297 7%	247 7%	23 6%	16 7%	11 6%	46 4%	74 7% a	70 7% a	106 9% a	158 6%	43 7%	116 6%	10 5%	200 6%	98 7%
Mental health? Anxiety, depression, or trauma-related conditions, for example	263 6%	216 6%	19 5%	16 7%	12 7%	58 5%	61 6%	43 5%	101 9% abc	141 6%	38 6%	122 6%	13 6%	176 6%	87 6%
Other illnesses/ conditions which impact or limit their daily activities	75 2%	58 2%	7 2%	4 2%	6 3% a	8 1%	14 1%	14 1%	39 3% abc	35 1%	8 1%	36 2%	3 1%	49 2%	27 2%
Nothing – no impairments or conditions impact or limit their daily activities	3365 75%	2746 74%	322 80% acd	164 74%	133 75%	987 78% d	861 77% d	719 76% d	790 68%	1833 74%	482 74%	1375 72%	152 76%	2295 74%	1070 76% c
Prefer not to say	132 3%	112 3%	10 2%	7 3%	4 2%	42 3%	23 2%	21 2%	45 4% b	87 4% f	23 4% f	77 4% f	6 3%	107 3% f	24 2%
Don't know	145 3%	128 3%	8 2%	5 2%	3 2%	33 3%	32 3%	26 3%	53 5% a	86 3%	23 4%	73 4%	5 2%	103 3%	42 3%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Hearing? Poor hearing, partial hearing, or are deaf	76 2%	10 1%	18 2% a	27 2%	50 2%	9 2%	28 2%	29 2% d	47 1%	41 2%	29 1%	44 2%	30 2%	3 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	163 4%	34 3%	41 5% ad	61 4%	102 3%	20 5% d	64 5% d	64 5% d	99 3%	96 5% b	55 3%	107 4% c	51 3%	5 1%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	105 2%	23 2%	18 2%	37 2%	68 2%	10 3%	49 4% d	49 4% d	56 2%	58 3% b	37 2%	60 2%	36 2%	9 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	56 1%	12 1%	17 2% d	24 2%	32 1%	11 3% d	33 3% d	33 3% d	23 1%	34 2% b	18 1%	44 2% b	7 *% b	5 1%
Breathing? Breathlessness or chest pains	76 2%	13 1%	11 1%	22 1%	54 2%	6 2%	23 2%	23 2%	53 2%	35 2%	30 1%	41 2%	29 2%	6 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	206 5%	54 5%	40 5%	79 5%	126 4%	14 4%	63 5%	63 5%	142 4%	90 5%	98 5%	113 4%	71 5%	21 6%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Difficulties with speech? e.g. due to a stroke, stutter or stammer	41 1%	17 1% d	9 1%	20 1%	21 1%	2 1%	12 1%	12 1%	29 1%	12 1%	24 1%	26 1%	8 1%	6 2% b
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	297 7%	83 7%	53 7%	113 7%	184 6%	19 5%	71 6%	71 6%	226 7%	113 6%	153 7% a	167 6%	94 6%	37 10% ab
Mental health? Anxiety, depression, or trauma-related conditions, for example	263 6%	47 4%	43 5%	78 5%	185 6% a	20 5%	76 6%	78 6%	185 6%	133 7%	113 5%	146 6%	96 6%	21 6%
Other illnesses/ conditions which impact or limit their daily activities	75 2%	13 1%	15 2%	23 1%	52 2%	4 1%	21 2%	21 2%	55 2%	40 2%	32 2%	42 2%	30 2%	3 1%
Nothing – no impairments or conditions impact or limit their daily activities	3365 75%	876 77%	577 73%	1145 74%	2221 75%	274 73%	862 70%	873 70%	2493 77% bc	1397 71%	1614 78% a	1925 75%	1173 75%	268 75%
Prefer not to say	132 3%	42 4% d	30 4% d	62 4% d	70 2%	22 6% d	49 4% d	53 4% d	79 2%	67 3%	51 2%	79 3%	42 3%	11 3%
Don't know	145 3%	32 3%	28 3%	52 3%	93 3%	11 3%	54 4% d	55 4% d	90 3%	73 4% b	43 2%	88 3%	48 3%	9 2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Hearing? Poor hearing, partial hearing, or are deaf	76 2%	39 2%	26 2%	11 1%	67 2%	9 1%	76 9% b	- -%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	163 4%	93 4% c	52 3%	18 2%	140 4%	23 3%	163 19% b	- -%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	105 2%	57 3%	35 2%	13 2%	90 2%	14 2%	105 12% b	- -%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	56 1%	41 2% bc	11 1%	4 *%	48 1%	6 1%	56 6% b	- -%
Breathing? Breathlessness or chest pains	76 2%	35 2%	31 2%	10 1%	71 2% b	5 1%	76 9% b	- -%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	206 5%	99 5%	83 5% c	23 3%	178 5%	27 4%	206 24% b	- -%
Difficulties with speech? e.g. due to a stroke, stutter or stammer	41 1%	18 1%	18 1%	5 1%	36 1%	5 1%	41 5% b	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	297 7%	129 6%	122 7%	46 6%	264 7% b	31 4%	297 35% b	- -%
Mental health? Anxiety, depression, or trauma-related conditions, for example	263 6%	116 6%	114 7% c	33 4%	240 6% b	22 3%	263 31% b	- -%
Other illnesses/ conditions which impact or limit their daily activities	75 2%	31 1%	30 2%	15 2%	69 2%	6 1%	75 9% b	- -%

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b	
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Nothing – no impairments or conditions impact or limit their daily activities	3365	1532	1227	607	2755	592	-	3365
	75%	74%	75%	78%	74%	78%	-%	100%
			a	a	a			a
Prefer not to say	132	65	44	23	94	36	-	-
	3%	3%	3%	3%	3%	5%	-%	-%
						a		
Don't know	145	70	44	30	106	37	-	-
	3%	3%	3%	4%	3%	5%	-%	-%
						a		

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Up to £199 per week / Up to £10,399 per year	283 6%	112 7%	82 6%	89 6%	143 6%	140 6%	63 8%	49 6%	37 6%	44 7%	42 5%	46 6%	38 8% c	140 6%	99 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	414 9%	138 9%	122 9%	153 10%	212 9%	202 9%	78 10%	61 8%	62 10%	60 9%	72 9%	81 10%	48 11%	199 9%	163 9%
From £300 to £499 per week / From £15,600 to £25,999 per year	761 17%	249 16%	232 18%	279 17%	387 17%	374 17%	123 15%	126 16%	131 20% abd	101 16%	133 17%	146 18%	51 11%	401 18% a	306 17% a
From £500 to £699 per week / From £26,000 to £36,399 per year	802 18%	282 18%	238 18%	282 18%	418 19%	384 17%	146 18%	136 17%	116 18%	122 19%	156 19%	126 16%	77 17%	404 18%	315 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	882 20%	320 20%	237 18%	326 20%	432 19%	450 20%	157 20%	163 20%	123 19%	114 18%	152 19%	174 22%	81 18%	438 20%	355 20%
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	640 14%	224 14%	177 14%	239 15%	318 14%	323 14%	103 13%	122 15%	85 13%	92 14%	130 16%	109 14%	70 16%	301 13%	265 15%
£1,500 and above per week/ £78,000 and above per year	381 8%	147 9%	104 8%	130 8%	181 8%	201 9%	64 8%	83 10%	55 9%	49 8%	62 8%	68 8%	37 8%	197 9%	143 8%
Don't know	113 3%	54 3% c	30 2%	29 2%	60 3%	53 2%	31 4% cf	23 3%	11 2%	18 3%	18 2%	11 1%	15 3% c	62 3% c	30 2%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7 a	8-11 b	12-16 c	BOY a	GIRL b	BOY 3-7 a	GIRL 3-7 b	BOY 8-11 c	GIRL 8-11 d	BOY 12-16 e	GIRL 12-16 f	PRE-SCHOOL a	PRIMARY b	SECONDARY c
Significance Level: 95%															
Unweighted total	4572	1576	1479	1517	2281	2291	790	786	739	740	752	765	483	2351	1685
Effective Weighted Sample	3865	1315	1277	1304	1929	1936	658	657	639	638	648	655	407	1974	1447
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	446	2242	1764
Prefer not to say	224	80	65	79	99	124	39	41	22	42	38	41	29	99	88
	5%	5%	5%	5%	4%	6%	5%	5%	3%	7%	5%	5%	6%	4%	5%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Up to £199 per week / Up to £10,399 per year	283 6%	236 6%	21 5%	15 7%	11 6%	30 2%	37 3%	36 4%	176 15% abc	162 7%	31 5%	129 7%	9 5%	201 7%	82 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	414 9%	334 9%	38 9%	25 11%	17 9%	30 2%	63 6% a	69 7% a	252 21% abc	204 8% bd	31 5%	184 10% bd	6 3%	276 9% bd	138 10% bd
From £300 to £499 per week / From £15,600 to £25,999 per year	761 17%	625 17%	63 16%	43 19%	30 17%	108 9%	168 15% a	172 18% a	312 27% abc	370 15%	100 15%	316 17%	30 15%	481 16%	280 20% abce
From £500 to £699 per week / From £26,000 to £36,399 per year	802 18%	666 18%	67 17%	37 17%	32 18%	175 14%	231 21% ad	230 24% ad	165 14%	424 17%	98 15%	340 18%	39 20%	521 17%	281 20% abe
From £700 to £999 per week / From £36,400 to £51,999 per year	882 20%	712 19%	86 22%	41 18%	43 24% ac	279 22% d	271 24% d	239 25% d	90 8%	506 21% f	144 22% f	377 20%	49 25% f	637 21% f	245 17%
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	640 14%	517 14%	71 18% ac	30 13%	23 13%	298 24% bcd	200 18% cd	102 11% d	40 3%	375 15% f	130 20% acef	278 15%	36 18% f	464 15% f	176 13%
£1,500 and above per week/ £78,000 and above per year	381 8%	323 9%	29 7%	15 7%	15 8%	273 22% bcd	69 6% cd	28 3% d	11 1%	249 10% f	82 13% cef	177 9% f	24 12% f	301 10% f	80 6%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4572	3052	604	606	310	1429	1164	974	992	2470	690	1912	201	3102	1470
Effective Weighted Sample	3865	2867	579	601	294	1251	1005	826	832	2101	590	1628	172	2638	1227
Total	4500	3699	401	223	178	1260	1112	945	1170	2468	654	1916	199	3092	1408
Don't know	113	95	9	7	2	14	20	26	51	59	14	43	2	71	41
	3%	3%	2%	3%	1%	1%	2%	3%	4%	2%	2%	2%	1%	2%	3%
								a	ab						
Prefer not to say	224	191	17	10	6	54	53	42	73	117	24	71	4	140	84
	5%	5%	4%	4%	3%	4%	5%	4%	6%	5%	4%	4%	2%	5%	6%
									a						bcd

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Up to £199 per week / Up to £10,399 per year	283 6%	89 8% d	47 6%	113 7%	170 6%	14 4%	70 6%	70 6%	212 7% a	120 6%	123 6%	151 6%	98 6%	34 10% ab
From £200 to £299 per week / From £10,400 to £15,599 per year	414 9%	95 8%	73 9%	136 9%	277 9%	25 7%	112 9%	113 9%	300 9%	172 9%	184 9%	204 8%	167 11% a	43 12% a
From £300 to £499 per week / From £15,600 to £25,999 per year	761 17%	152 13%	112 14%	222 14%	539 18% abc	68 18%	206 17%	210 17%	550 17%	347 18%	348 17%	404 16%	286 18% a	71 20%
From £500 to £699 per week / From £26,000 to £36,399 per year	802 18%	197 17%	148 19%	272 17%	530 18%	74 20%	236 19%	240 19%	562 17%	351 18%	380 18%	455 18%	281 18%	66 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	882 20%	240 21%	160 20%	317 20%	565 19%	82 22%	248 20%	250 20%	633 19%	406 21%	400 19%	531 21%	284 18%	67 19%
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	640 14%	173 15%	115 14%	227 15%	413 14%	51 14%	169 14%	174 14%	467 14%	275 14%	304 15%	413 16% bc	198 13% c	29 8%
£1,500 and above per week/ £78,000 and above per year	381 8%	103 9%	89 11% d	146 9%	236 8%	42 11%	106 9%	107 9%	275 8%	179 9%	162 8%	250 10% b	108 7%	23 6%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
Significance Level: 95%														
Unweighted total	4572	1139	822	1571	3001	390	1271	1291	3281	1967	2106	2597	1600	375
Effective Weighted Sample	3865	967	702	1334	2531	336	1095	1112	2755	1691	1760	2211	1343	311
Total	4500	1145	795	1556	2944	375	1227	1247	3253	1961	2063	2580	1562	357
Don't know	113	34	17	47	66	5	23	25	88	30	62	57	49	7
	3%	3%	2%	3%	2%	1%	2%	2%	3%	2%	3%	2%	3%	2%
Prefer not to say	224	62	35	76	147	15	57	57	167	81	101	116	92	17
	5%	5%	4%	5%	5%	4%	5%	5%	5%	4%	5%	4%	6%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Up to £199 per week / Up to £10,399 per year	283 6%	125 6%	112 7%	45 6%	211 6%	70 9% a	78 9% b	171 5%
From £200 to £299 per week / From £10,400 to £15,599 per year	414 9%	153 7%	175 11% a	86 11% a	348 9%	66 9%	109 13% b	267 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	761 17%	314 15%	304 19% a	143 18%	636 17%	122 16%	189 22% b	533 16%
From £500 to £699 per week / From £26,000 to £36,399 per year	802 18%	353 17%	309 19%	140 18%	666 18%	131 17%	149 17%	621 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	882 20%	446 21% bc	304 19%	132 17%	742 20%	133 18%	165 19%	678 20%
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	640 14%	344 16% b	189 12%	108 14%	542 15%	96 13%	86 10%	538 16% a
£1,500 and above per week/ £78,000 and above per year	381 8%	223 11% bc	104 6%	54 7%	319 9%	58 8%	34 4%	325 10% a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4572	2114	1652	806	3862	687	853	3457
Effective Weighted Sample	3865	1807	1387	671	3244	605	719	2926
Total	4500	2083	1635	782	3716	758	858	3365
Don't know	113	37	48	27	81	30	23	63
	3%	2%	3%	4%	2%	4%	3%	2%
			a	a		a		
Prefer not to say	224	88	90	46	171	51	26	169
	5%	4%	6%	6%	5%	7%	3%	5%
						a		a

Columns Tested: a,b,c - a,b - a,b

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2996	-	1479	1517	1491	1505	-	-	739	740	752	765	-	1279	1685
Effective Weighted Sample	2555	-	1277	1304	1273	1282	-	-	639	638	648	655	-	1107	1447
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1102	1764
A lot	247	-	111	136	126	121	-	-	59	52	67	69	-	95	148
	9%	-%	9%	8%	9%	8%	-%	-%	9%	8%	8%	9%	-%	9%	8%
A little	1029	-	636	393	566	463	-	-	348	288	218	175	-	567	448
	36%	-%	49%	24%	39%	32%	-%	-%	54%	45%	27%	22%	-%	51%	25%
			c		b				def	ef	f			c	
None	1617	-	539	1078	755	862	-	-	236	303	519	559	-	440	1168
	56%	-%	42%	67%	52%	60%	-%	-%	37%	47%	65%	70%	-%	40%	66%
				b		a				c	cd	cd			b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	2996	2030	389	382	195	945	741	648	656	1457	499	1341	155	1964	1032
Effective Weighted Sample	2555	1911	371	379	190	828	639	554	563	1254	427	1150	136	1685	870
Total	2893	2389	254	141	109	818	692	620	757	1427	466	1317	155	1918	975
A lot	247 9%	203 9%	21 8%	13 9%	10 10%	80 10% b	39 6%	61 10% b	67 9% b	140 10% f	52 11% f	157 12% f	28 18% abcef	187 10% f	60 6%
A little	1029 36%	846 35%	94 37%	51 36%	38 34%	280 34%	260 38%	206 33%	279 37%	509 36%	145 31%	448 34%	49 31%	690 36%	339 35%
None	1617 56%	1339 56%	139 55%	77 55%	61 56%	458 56%	393 57%	353 57%	411 54%	778 55%	270 58%	711 54%	78 51%	1040 54%	576 59% ace

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2996	353	526	702	2294	348	974	993	2003	1685	1205	1684	1085	227
Effective Weighted Sample	2555	311	456	610	1946	299	846	863	1695	1452	1017	1443	920	192
Total	2893	338	492	663	2230	328	914	932	1960	1655	1143	1649	1031	213
A lot	247 9%	44 13%	70 14%	91 14%	156 7%	39 12%	140 15%	142 15%	105 5%	173 10%	62 5%	180 11%	58 6%	10 5%
		d	d	d		d	d	d		b		bc		
A little	1029 36%	146 43%	198 40%	271 41%	758 34%	116 35%	346 38%	353 38%	676 34%	557 34%	426 37%	581 35%	383 37%	65 31%
		d	d	d										
None	1617 56%	148 44%	224 45%	301 45%	1316 59%	173 53%	429 47%	437 47%	1180 60%	925 56%	654 57%	888 54%	590 57%	138 65%
				abc					abc					a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	2996	1417	1052	527	2531	447	597	2242
Effective Weighted Sample	2555	1217	892	446	2146	398	510	1911
Total	2893	1383	1013	496	2379	494	586	2144
A lot	247 9%	170 12% bc	52 5%	26 5%	183 8%	58 12% a	68 12% b	153 7%
A little	1029 36%	507 37%	337 33%	185 37%	860 36%	162 33%	236 40% b	722 34%
None	1617 56%	707 51%	625 62% a	286 58% a	1336 56%	273 55%	282 48%	1268 59% a

Columns Tested: a,b,c - a,b - a,b