

OFCOM CROSS PLATFORM MEDIA TEEN TRACKER WAVE 1 AND WAVE 2: 8-20 June & 12-24 October 2022.

| | |
|---|----|
| NATION/ REGION | 1 |
| Base : All parents/ guardians of children aged 12-15 | |
| HOUSEHOLD SOCIO-ECONOMIC GROUP | 3 |
| Base : All parents/ guardians of children aged 12-15 | |
| AGE GROUP AND GENDER OF CHILD | 5 |
| Base : All parents/ guardians of children aged 12-15 | |
| GENDER OF CHILD | 7 |
| Base : All parents/ guardians of children aged 12-15 | |
| QP1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE) | 9 |
| Base : All parents/ guardians of children aged 12-15 | |
| QP2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE) | 13 |
| Base : All parents/ guardians of children aged 12-15 | |
| QC1. When you watch TV programmes or films, which of these do you use? (MULTI CODE) | 17 |
| Base : All children aged 12-15 | |
| QC2. We'd like to ask you about different ways of watching TV programmes and films. Which, if any, of these have you done in the last 12 months? (MULTI CODE) | 19 |
| Base : All children aged 12-15 | |
| QC3. Which, if any, of these have you watched in the past 12 months? (MULTI CODE) | 24 |
| Base : All children aged 12-15 | |
| QC4. Which, if any, of these have you watched in the past 12 months? (MULTI CODE) | 26 |
| Base : All children aged 12-15 | |
| QC5. In the past 12 months, which of these broadcast TV channels have you watched? (MULTI CODE) | 30 |
| Base : All children aged 12-15 | |
| QC6A. Thinking about all the TV programmes you watch. How important is it that there are... Programmes for children my age? (SINGLE CODE) | 34 |
| Base : All children aged 12-15 | |
| QC6B. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that look like me? (SINGLE CODE) | 36 |
| Base : All children aged 12-15 | |
| QC6C. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that live in the same part of the country as me? (SINGLE CODE) | 38 |
| Base : All children aged 12-15 | |
| SUMMARY TO SHOW IMPORTANT FEATURES OF TV PROGRAMMES WATCHED BY THE RESPONDENT | 40 |
| Base : All children aged 12-15 | |
| QC7A. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes for children my age? (SINGLE CODE) | 42 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months | |
| QC7B. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE) | 44 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months | |
| QC7C. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE) | 46 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months | |
| SUMMARY TO SHOW AGREEMENT WITH FEATURES OF SVOD CONTENT WATCHED BY THE RESPONDENT | 48 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months | |
| QC8A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes for children my age? (SINGLE CODE) | 50 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |

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| | |
|--|----|
| QC8B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE) | 52 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |
| QC8C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE) | 54 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |
| SUMMARY TO SHOW AGREEMENT WITH FEATURES OF BROADCAST TV OR BVOD CONTENT WATCHED BY THE RESPONDENT | 56 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |
| QC9A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: News and information from these TV channels and services helps me to understand what is going on in the UK and the world? (SINGLE CODE) | 58 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |
| QC9B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: These TV channels and services have programmes and content that help me to learn about new things? (SINGLE CODE) | 60 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |
| QC9C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: These TV channels and services have high quality shows I enjoy? (SINGLE CODE) | 62 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |
| SUMMARY TO SHOW AGREEMENT WITH ATTITUDES TOWARDS BROADCAST TV CHANNELS OR BVOD SERVICES WATCHED BY THE RESPONDENT | 64 |
| Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months | |
| QC10. The next questions are about some of the things that might have caused you concern when watching TV programmes or films. We would like you to answer, but only if you would like to. If you would prefer not to, please say below and you will skip these questions. (SINGLE CODE) | 66 |
| Base : Those aged 12-15 who have watched any live broadcast TV, broadcaster catch up services or subscription video on-demand services in the last 12 months | |
| QC11. So, thinking about TV programmes that you have watched at the time they are shown on TV and/ or that have been recorded to watch later. In the last 12 months have you, personally seen something on TV which offended you? (SINGLE CODE) | 68 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns | |
| QC12. What type of programme or show were you watching that offended you? (MULTI CODE) | 70 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV | |
| QC13. What did you see on TV that offended you? (MULTI CODE) | 74 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV | |
| QC14. What did you do when you were offended by what you saw? (MULTI CODE) | 78 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV | |
| QC15. Still thinking about TV programmes that you have watched at the time they are shown on TV or that have been recorded to watch later... In the last 12 months have you, personally, seen anything on TV which you thought was harmful or damaging? (SINGLE CODE) | 80 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns | |
| QC16. What type of programme or show were you watching that showed something harmful or damaging? (MULTI CODE) | 82 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV | |
| QC17. What did you see on TV that was harmful or damaging? (MULTI CODE) | 86 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV | |
| QC18. What did you do when you saw something you thought was harmful or damaging? (MULTI CODE) | 90 |
| Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV | |
| QC19. So, thinking about TV programmes that you have watched through catch up services like BBC iPlayer, ITV Hub and/ or on-demand on Netflix or Disney+. In the last 12 months have you seen anything on these services that concerned or worried you? (SINGLE CODE) | 92 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns | |

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|---|-----|
| QC20. Which services were you watching when you saw something that concerned or worried you? (MULTI CODE) | 94 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them | |
| QC21. What type of programme or show were you watching that concerned or worried you? (MULTI CODE) | 98 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them | |
| QC22. What did you see on these services that concerned or worried you? (MULTI CODE) | 102 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them | |
| QC23. What did you do when you saw something that concerned or worried you? (MULTI CODE) | 106 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them | |
| QC24. You said you reported it/ made an official complaint. Who did you report it to? (MULTI CODE) | 108 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them that went on to report it/ make an official complaint | |
| QC25. As far as you know, are there rules for services like Netflix, Disney+ or Amazon Prime that they must follow about what they can and can't show? (SINGLE CODE) | 110 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months | |
| QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE) | 113 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months who say there are or there are not rules for these services | |
| QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE) | 116 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months | |
| QC27. Still thinking about services like Netflix, Disney+ or Amazon Prime. Which one of these do you think best applies? (SINGLE CODE) | 119 |
| Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months | |
| QC28. Moving on now. As far as you know, are there rules for services like BBC iPlayer, ITV Hub, All 4 or My5 that they must follow about what they can and can't show? (SINGLE CODE) | 122 |
| Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months | |
| QC29. Who do you think makes these rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE) | 125 |
| Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who say there are rules for these services about what can and cannot be shown | |
| QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE) | 128 |
| Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who who say there are or there are not rules for these services | |
| QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE) | 131 |
| Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months | |
| QC31. Still thinking about services like BBC iPlayer, ITV Hub, All 4 or My5. Which one of these do you think best applies? (SINGLE CODE) | 134 |
| Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months | |
| QC32. When you have watched any of these services – such as (VOD SERVICES WATCHED AT QC3/ QC4) - have you ever been asked for your age to watch the programme or film? This could mean ticking a box to say you are over a certain age. (SINGLE CODE) | 137 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months | |
| QC33. And have you ever ticked a box to say you were older than you really are, to be able to watch something on any of these services? (SINGLE CODE) | 139 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months that have ever been asked their age in order to watch something on these services | |
| QC33. And have you ever ticked a box to say you were older than you really are, to be able to watch something on any of these services? (SINGLE CODE) | 141 |
| Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months | |

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| QP3. Which of these methods does your household use to connect to the internet at home? (MULTI CODE) | 143 |
| Base : All parents/ guardians of children aged 12-15 | |
| QP4. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE) | 145 |
| Base : All parents/ guardians of children aged 12-15 | |
| QP5. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE) | 149 |
| Base : All parents/ guardians of children aged 12-15 | |

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

NATION/ REGION

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|-------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| ENGLAND | | | | | | | | | | | | | |
| North | 279 | 127 | 152 | 68 | 82 | 63 | 66 | 136 | 143 | 252 | 27 | 53 | 215 |
| | 28% | 25% | 31% | 27% | 33% | 25% | 26% | 26% | 30% | 29% | 21% | 25% | 29% |
| Midlands | 282 | 143 | 139 | 72 | 58 | 79 | 73 | 143 | 138 | 247 | 35 | 63 | 209 |
| | 28% | 28% | 28% | 29% | 23% | 32% | 29% | 27% | 29% | 28% | 27% | 29% | 28% |
| South | 287 | 166 | 121 | 72 | 72 | 70 | 73 | 155 | 131 | 229 | 55 | 64 | 210 |
| | 29% | 33% | 24% | 29% | 29% | 28% | 29% | 30% | 28% | 26% | 43% | 30% | 28% |
| | | b | | | | | | | | | a | | |
| SCOTLAND | 72 | 29 | 43 | 18 | 18 | 18 | 18 | 40 | 32 | 66 | 6 | 17 | 53 |
| | 7% | 6% | 9% | 7% | 7% | 7% | 7% | 8% | 7% | 8% | 5% | 8% | 7% |
| WALES | 48 | 20 | 28 | 12 | 12 | 12 | 12 | 30 | 18 | 45 | 3 | 12 | 34 |
| | 5% | 4% | 6% | 5% | 5% | 5% | 5% | 6% | 4% | 5% | 2% | 6% | 5% |
| NORTHERN IRELAND | 32 | 18 | 14 | 8 | 8 | 8 | 8 | 19 | 13 | 29 | 3 | 6 | 25 |
| | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 3% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

NATION/ REGION

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | | |
|-------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|-----------|--|------------|--|------------|--|------------|--|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b | |
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 | |
| ENGLAND | | | | | | | | | | | | | | | | |
| North | 279 28% | 166 29% | 113 27% | 268 28% | 208 28% | 273 28% | ** | 230 28% | 49 28% | 36 28% | 120 29% | 23 23% | 119 29% | 45 32% | 210 28% | |
| Midlands | 282 28% | 164 28% | 118 28% | 276 29% | 210 28% | 279 28% | ** | 235 28% | 47 27% | 35 27% | 116 28% | 28 28% | 116 28% | 35 25% | 219 29% | |
| South | 287 29% | 167 29% | 120 29% | 274 28% | 222 30% | 282 29% | ** | 242 29% | 45 26% | 39 30% | 116 28% | 31 31% | 120 29% | 36 25% | 222 29% | |
| SCOTLAND | 72 7% | 43 7% | 29 7% | 70 7% | 52 7% | 71 7% | ** | 58 7% | 14 8% | 9 7% | 32 8% | 6 6% | 32 8% | 14 10% | 51 7% | |
| WALES | 48 5% | 26 4% | 22 5% | 48 5% | 36 5% | 48 5% | ** | 40 5% | 8 5% | 8 6% | 17 4% | 7 7% | 18 4% | 7 5% | 38 5% | |
| NORTHERN IRELAND | 32 3% | 13 2% | 19 5% | 31 3% | 20 3% | 32 3% | ** | 22 3% | 10 6% | 3 2% | 10 2% | 5 5% | 5 1% | 5 4% | 19 3% | |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

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Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|------------------|------------------|-----------------|----------------------|--------------------------------|-----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| A | 68 7% | 38 8% | 30 6% | 18 7% | 13 5% | 17 7% | 20 8% | 68 13% b | - -% | 57 7% | 11 9% | 15 7% | 50 7% |
| B | 197 20% | 85 17% | 112 23% | 47 19% | 56 22% | 52 21% | 42 17% | 197 38% b | - -% | 169 19% | 26 20% | 30 14% | 164 22% a |
| C1 | 258 26% | 138 27% | 120 24% | 65 26% | 61 24% | 62 25% | 70 28% | 258 49% b | - -% | 217 25% | 40 31% | 49 23% | 200 27% |
| C2 | 237 24% | 113 22% | 124 25% | 54 22% | 55 22% | 69 28% | 59 24% | - -% | 237 50% a | 221 25% b | 16 12% | 53 25% | 173 23% |
| D | 152 15% | 85 17% | 67 13% | 47 19% | 43 17% | 31 12% | 31 12% | - -% | 152 32% a | 129 15% | 23 18% | 35 16% | 111 15% |
| E | 86 9% | 44 9% | 42 8% | 18 7% | 21 8% | 19 8% | 28 11% | - -% | 86 18% a | 73 8% | 13 10% | 32 15% b | 47 6% |
| Don't know | 2 *% | - -% | 2 *% | 1 *% | 1 *% | - -% | - -% | - -% | - -% | 2 *% | - -% | 1 *% | 1 *% |
| SUMMARY | | | | | | | | | | | | | |
| AB | 265 27% | 123 24% | 142 29% | 65 26% | 69 28% | 69 28% | 62 25% | 265 51% b | - -% | 226 26% | 37 29% | 45 21% | 214 29% |
| DE | 238 24% | 129 26% | 109 22% | 65 26% | 64 26% | 50 20% | 59 24% | - -% | 238 50% a | 202 23% | 36 28% | 67 31% b | 158 21% |
| ABC1 | 523 52% | 261 52% | 262 53% | 130 52% | 130 52% | 131 52% | 132 53% | 523 100% b | - -% | 443 51% | 77 60% | 94 44% | 414 55% a |
| C2DE | 475 48% | 242 48% | 233 47% | 119 48% | 119 48% | 119 48% | 118 47% | - -% | 475 100% a | 423 49% | 52 40% | 120 56% b | 331 44% |

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

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HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|-------|---------------------------|-----|------|------|--------|----|--|-----|-----|-----|--|-----|--|-----|--|--|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO | | |
| | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b | | |
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 | | |
| A | 68 | 51 | 17 | 65 | 62 | 68 | ** | 63 | 5 | 11 | 37 | 10 | 38 | 17 | 47 | | |
| | 7% | 9% | 4% | 7% | 8% | 7% | ** | 8% | 3% | 8% | 9% | 10% | 9% | 12% | 6% | | |
| | | b | | | | | | | | | | | | | | | |
| B | 197 | 141 | 56 | 193 | 163 | 196 | ** | 176 | 21 | 35 | 99 | 32 | 99 | 25 | 159 | | |
| | 20% | 24% | 13% | 20% | 22% | 20% | ** | 21% | 12% | 27% | 24% | 32% | 24% | 18% | 21% | | |
| | | b | | | | | | b | | | | | | | | | |
| C1 | 258 | 147 | 111 | 248 | 201 | 255 | ** | 220 | 38 | 28 | 103 | 24 | 106 | 41 | 188 | | |
| | 26% | 25% | 26% | 26% | 27% | 26% | ** | 27% | 22% | 22% | 25% | 24% | 26% | 29% | 25% | | |
| C2 | 237 | 125 | 112 | 231 | 171 | 233 | ** | 190 | 47 | 30 | 85 | 17 | 86 | 30 | 179 | | |
| | 24% | 22% | 27% | 24% | 23% | 24% | ** | 23% | 27% | 23% | 21% | 17% | 21% | 21% | 24% | | |
| D | 152 | 70 | 82 | 145 | 99 | 147 | ** | 114 | 38 | 17 | 52 | 10 | 48 | 17 | 120 | | |
| | 15% | 12% | 19% | 15% | 13% | 15% | ** | 14% | 22% | 13% | 13% | 10% | 12% | 12% | 16% | | |
| | | | a | | | | | | a | | | | | | | | |
| E | 86 | 43 | 43 | 83 | 51 | 84 | ** | 62 | 24 | 9 | 33 | 7 | 31 | 12 | 64 | | |
| | 9% | 7% | 10% | 9% | 7% | 9% | ** | 7% | 14% | 7% | 8% | 7% | 8% | 8% | 8% | | |
| | | | | | | | | | a | | | | | | | | |
| Don't know | 2 | 2 | - | 2 | 1 | 2 | ** | 2 | - | - | 2 | - | 2 | - | 2 | | |
| | *% | *% | -% | *% | *% | *% | ** | *% | -% | -% | *% | -% | *% | -% | *% | | |
| SUMMARY | | | | | | | | | | | | | | | | | |
| AB | 265 | 192 | 73 | 258 | 225 | 264 | ** | 239 | 26 | 46 | 136 | 42 | 137 | 42 | 206 | | |
| | 27% | 33% | 17% | 27% | 30% | 27% | ** | 29% | 15% | 35% | 33% | 42% | 33% | 30% | 27% | | |
| | | b | | | | | | b | | | | | | | | | |
| DE | 238 | 113 | 125 | 228 | 150 | 231 | ** | 176 | 62 | 26 | 85 | 17 | 79 | 29 | 184 | | |
| | 24% | 20% | 30% | 24% | 20% | 23% | ** | 21% | 36% | 20% | 21% | 17% | 19% | 20% | 24% | | |
| | | | a | | | | | | a | | | | | | | | |
| ABC1 | 523 | 339 | 184 | 506 | 426 | 519 | ** | 459 | 64 | 74 | 239 | 66 | 243 | 83 | 394 | | |
| | 52% | 59% | 44% | 52% | 57% | 53% | ** | 56% | 37% | 57% | 58% | 66% | 59% | 58% | 52% | | |
| | | b | | | | | | b | | | | | | | | | |
| C2DE | 475 | 238 | 237 | 459 | 321 | 464 | ** | 366 | 109 | 56 | 170 | 34 | 165 | 59 | 363 | | |
| | 48% | 41% | 56% | 47% | 43% | 47% | ** | 44% | 63% | 43% | 41% | 34% | 40% | 42% | 48% | | |
| | | | a | | | | | | a | | | | | | | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|------------|----------------|------------|-------------|------------|------------|------------|--------------|-----------|------------|-----------------|--------------------------------|------------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Boy, aged 12 | 123 12% | 123 24% | - -% | 123 49% | - -% | - -% | - -% | 65 12% | 58 12% | 108 12% | 15 12% | 33 15% | 82 11% |
| | | b | | bcd | | | | | | | | | |
| Boy, aged 13 | 127 13% | 127 25% | - -% | - -% | 127 51% | - -% | - -% | 62 12% | 65 14% | 112 13% | 15 12% | 30 14% | 91 12% |
| | | b | | | acd | | | | | | | | |
| Boy, aged 14 | 125 13% | 125 25% | - -% | - -% | - -% | 125 50% | - -% | 65 12% | 60 13% | 102 12% | 22 17% | 26 12% | 95 13% |
| | | b | | | | abd | | | | | | | |
| Boy, aged 15 | 128 13% | 128 25% | - -% | - -% | - -% | - -% | 128 51% | 69 13% | 59 12% | 113 13% | 15 12% | 29 13% | 92 12% |
| | | b | | | | | abc | | | | | | |
| Girl, aged 12 | 127 13% | - -% | 127 26% | 127 51% | - -% | - -% | - -% | 65 12% | 61 13% | 108 12% | 18 14% | 24 11% | 98 13% |
| | | | a | bcd | | | | | | | | | |
| Girl, aged 13 | 123 12% | - -% | 123 25% | - -% | 123 49% | - -% | - -% | 68 13% | 54 11% | 112 13% | 11 9% | 22 10% | 97 13% |
| | | | a | | acd | | | | | | | | |
| Girl, aged 14 | 125 13% | - -% | 125 25% | - -% | - -% | 125 50% | - -% | 66 13% | 59 12% | 108 12% | 17 13% | 29 13% | 91 12% |
| | | | a | | | abd | | | | | | | |
| Girl, aged 15 | 122 12% | - -% | 122 25% | - -% | - -% | - -% | 122 49% | 63 12% | 59 12% | 105 12% | 16 12% | 22 10% | 100 13% |
| | | | a | | | | abc | | | | | | |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Boy, aged 12 | 123 | 61 | 62 | 118 | 82 | 120 | ** | 93 | 30 | 12 | 49 | 9 | 47 | 14 | 97 |
| | 12% | 11% | 15% | 12% | 11% | 12% | ** | 11% | 17% | 9% | 12% | 9% | 11% | 10% | 13% |
| Boy, aged 13 | 127 | 65 | 62 | 123 | 90 | 125 | ** | 100 | 27 | 16 | 45 | 12 | 43 | 24 | 87 |
| | 13% | 11% | 15% | 13% | 12% | 13% | ** | 12% | 16% | 12% | 11% | 12% | 10% | 17% | 11% |
| Boy, aged 14 | 125 | 66 | 59 | 120 | 93 | 124 | ** | 103 | 22 | 10 | 52 | 10 | 50 | 16 | 99 |
| | 13% | 11% | 14% | 12% | 12% | 13% | ** | 12% | 13% | 8% | 13% | 10% | 12% | 11% | 13% |
| Boy, aged 15 | 128 | 83 | 45 | 126 | 95 | 128 | ** | 106 | 22 | 16 | 65 | 17 | 59 | 11 | 110 |
| | 13% | 14% | 11% | 13% | 13% | 13% | ** | 13% | 13% | 12% | 16% | 17% | 14% | 8% | 14% |
| Girl, aged 12 | 127 | 73 | 54 | 122 | 92 | 123 | ** | 100 | 27 | 16 | 53 | 11 | 54 | 17 | 96 |
| | 13% | 13% | 13% | 13% | 12% | 12% | ** | 12% | 16% | 12% | 13% | 11% | 13% | 12% | 13% |
| Girl, aged 13 | 123 | 75 | 48 | 121 | 96 | 122 | ** | 107 | 16 | 20 | 47 | 12 | 56 | 18 | 94 |
| | 12% | 13% | 11% | 13% | 13% | 12% | ** | 13% | 9% | 15% | 11% | 12% | 14% | 13% | 12% |
| Girl, aged 14 | 125 | 73 | 52 | 120 | 99 | 122 | ** | 108 | 17 | 22 | 42 | 15 | 45 | 17 | 88 |
| | 13% | 13% | 12% | 12% | 13% | 12% | ** | 13% | 10% | 17% | 10% | 15% | 11% | 12% | 12% |
| Girl, aged 15 | 122 | 83 | 39 | 117 | 101 | 121 | ** | 110 | 12 | 18 | 58 | 14 | 56 | 25 | 88 |
| | 12% | 14% | 9% | 12% | 14% | 12% | ** | 13% | 7% | 14% | 14% | 14% | 14% | 18% | 12% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|-------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|-------------------------|--------------------------------|-----------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Boy | 503 | 503 | - | 123 | 127 | 125 | 128 | 261 | 242 | 435 | 67 | 118 | 360 |
| | 50% | 100% | -% | 49% | 51% | 50% | 51% | 50% | 51% | 50% | 52% | 55% | 48% |
| | | b | | | | | | | | | | | |
| Girl | 497 | - | 497 | 127 | 123 | 125 | 122 | 262 | 233 | 433 | 62 | 97 | 386 |
| | 50% | -% | 100% | 51% | 49% | 50% | 49% | 50% | 49% | 50% | 48% | 45% | 52% |
| | | | a | | | | | | | | | | |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Boy | 503 | 275 | 228 | 487 | 360 | 497 | ** | 402 | 101 | 54 | 211 | 48 | 199 | 65 | 393 |
| | 50% | 47% | 54% | 50% | 48% | 50% | ** | 49% | 58% | 42% | 51% | 48% | 49% | 46% | 52% |
| Girl | 497 | 304 | 193 | 480 | 388 | 488 | ** | 425 | 72 | 76 | 200 | 52 | 211 | 77 | 366 |
| | 50% | 53% | 46% | 50% | 52% | 50% | ** | 51% | 42% | 58% | 49% | 52% | 51% | 54% | 48% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|---------------|--------------|-----------------|------------|------------|-------------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Sky (satellite TV with a monthly subscription) | 453 45% | 231 46% | 222 45% | 103 41% | 117 47% | 111 44% | 122 49% | 276 53% b | 177 37% | 395 46% | 57 44% | 87 40% | 353 47% |
| Freeview or Freeview Play (free TV via an aerial or set top box) | 313 31% | 150 30% | 163 33% | 77 31% | 77 31% | 81 32% | 78 31% | 155 30% | 158 33% | 276 32% | 36 28% | 67 31% | 231 31% |
| Amazon Fire TV (plug in stick, plug in box or cube) | 312 31% | 155 31% | 157 32% | 82 33% | 73 29% | 75 30% | 82 33% | 172 33% | 138 29% | 279 32% | 33 26% | 74 34% | 228 31% |
| Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5 | 306 31% | 139 28% | 167 34% | 81 32% | 72 29% | 82 33% | 71 28% | 185 35% b | 120 25% | 276 32% | 28 22% | 70 33% | 231 31% |
| Virgin Media (cable TV subscription) | 155 16% | 87 17% | 68 14% | 41 16% | 28 11% | 38 15% | 48 19% | 77 15% | 78 16% | 129 15% | 25 19% | 36 17% | 110 15% |
| NOW | 103 10% | 53 11% | 50 10% | 20 8% | 27 11% | 35 14% | 21 8% | 54 10% | 49 10% | 89 10% | 13 10% | 30 14% | 67 9% |
| BT TV | 75 8% | 39 8% | 36 7% | 16 6% | 21 8% | 16 6% | 22 9% | 47 9% | 28 6% | 64 7% | 11 9% | 15 7% | 55 7% |
| Freesat (satellite TV with no subscription) | 47 5% | 23 5% | 24 5% | 7 3% | 10 4% | 17 7% | 13 5% | 24 5% | 23 5% | 41 5% | 5 4% | 7 3% | 38 5% |
| Google Chromecast | 44 4% | 29 6% | 15 3% | 5 2% | 13 5% | 19 8% a | 7 3% | 23 4% | 20 4% | 36 4% | 8 6% | 17 8% b | 25 3% |
| Roku | 42 4% | 24 5% | 18 4% | 11 4% | 6 2% | 13 5% | 12 5% | 23 4% | 19 4% | 31 4% | 11 9% a | 12 6% | 25 3% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--------------------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| TalkTalk TV | 38 4% | 17 3% | 21 4% | 7 3% | 7 3% | 12 5% | 12 5% | 20 4% | 18 4% | 30 3% | 8 6% | 12 6% | 25 3% |
| YouView | 28 3% | 15 3% | 13 3% | 6 2% | 5 2% | 10 4% | 7 3% | 15 3% | 13 3% | 25 3% | 3 2% | 8 4% | 17 2% |
| Other satellite TV | 8 1% | 2 *% | 6 1% | 3 1% | - -% | 3 1% | 2 1% | 3 1% | 5 1% | 7 1% | 1 1% | 3 1% | 4 1% |
| Other | 3 *% | 1 *% | 2 *% | 1 *% | - -% | 2 1% | - -% | 1 *% | 2 *% | 2 *% | 1 1% | - -% | 2 *% |
| No one watches broadcast TV channels | 34 3% | 22 4% | 12 2% | 16 6% | 5 2% | 11 4% | 2 1% | 12 2% | 22 5% | 25 3% | 9 7% | 10 5% | 22 3% |
| Don't know | 3 *% | 1 *% | 2 *% | - -% | 2 1% | 1 *% | - -% | - -% | 3 1% | 1 *% | 2 2% | 2 1% | - -% |
| | | | | | | | | | | | a | b | |
| SUMMARY | | | | | | | | | | | | | |
| ANY BROADCAST TV SERVICE | 859 86% | 427 85% | 432 87% | 207 83% | 215 86% | 210 84% | 227 91% | 461 88% | 398 84% | 748 86% | 108 84% | 174 81% | 654 88% |
| | | | | | | | a | | | | | | |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|------------|----------------------------|------------------|-------------|----------|--|-----------|--|---------------|--|---------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Sky (satellite TV with a monthly subscription) | 453 45% | 320 55% b | 133 32% | 439 45% | 371 50% | 449 46% | ** | 408 49% b | 45 26% | 80 62% | 224 55% | 63 63% | 223 54% | 71 50% | 352 46% |
| Freeview or Freeview Play (free TV via an aerial or set top box) | 313 31% | 206 36% b | 107 25% | 298 31% | 261 35% | 306 31% | ** | 283 34% b | 30 17% | 44 34% | 148 36% | 36 36% | 142 35% | 41 29% | 237 31% |
| Amazon Fire TV (plug in stick, plug in box or cube) | 312 31% | 188 32% | 124 29% | 310 32% | 258 34% | 312 32% | ** | 270 33% | 42 24% | 43 33% | 137 33% | 36 36% | 136 33% | 43 30% | 241 32% |
| Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5 | 306 31% | 203 35% b | 103 24% | 300 31% | 277 37% ac | 306 31% | ** | 284 34% b | 22 13% | 48 37% | 141 34% | 38 38% | 140 34% | 43 30% | 235 31% |
| Virgin Media (cable TV subscription) | 155 16% | 96 17% | 59 14% | 151 16% | 117 16% | 153 16% | ** | 127 15% | 28 16% | 19 15% | 73 18% | 18 18% | 66 16% | 25 18% | 114 15% |
| NOW | 103 10% | 52 9% | 51 12% | 103 11% | 79 11% | 103 10% | ** | 85 10% | 18 10% | 19 15% b | 28 7% b | 16 16% b | 29 7% b | 22 15% | 69 9% |
| BT TV | 75 8% | 50 9% | 25 6% | 74 8% | 63 8% | 75 8% | ** | 68 8% | 7 4% | 14 11% | 32 8% | 13 13% | 34 8% | 13 9% | 56 7% |
| Freesat (satellite TV with no subscription) | 47 5% | 33 6% | 14 3% | 46 5% | 41 5% | 47 5% | ** | 45 5% | 2 1% | 12 9% | 19 5% | 9 9% | 22 5% | 5 4% | 38 5% |
| Google Chromecast | 44 4% | 32 6% | 12 3% | 43 4% | 37 5% | 44 4% | ** | 40 5% | 4 2% | 6 5% | 22 5% | 7 7% | 21 5% | 12 8% b | 25 3% |
| Roku | 42 4% | 25 4% | 17 4% | 42 4% | 35 5% | 42 4% | ** | 37 4% | 5 3% | 10 8% | 15 4% | 9 9% | 15 4% | 8 6% | 30 4% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | | |
|--------------------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|------------|--|------------|--|------------|--|------------|--|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b | |
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 | |
| TalkTalk TV | 38 4% | 27 5% | 11 3% | 37 4% | 33 4% | 38 4% | ** | 35 4% | 3 2% | 6 5% | 21 5% | 7 7% | 19 5% | 9 6% | 26 3% | |
| YouView | 28 3% | 21 4% | 7 2% | 27 3% | 24 3% | 28 3% | ** | 27 3% | 1 1% | 8 6% | 12 3% | 4 4% | 16 4% | 4 3% | 23 3% | |
| Other satellite TV | 8 1% | 6 1% | 2 *% | 8 1% | 5 1% | 8 1% | ** | 6 1% | 2 1% | 2 2% | 3 1% | 2 2% | 3 1% | 1 1% | 6 1% | |
| Other | 3 *% | 2 *% | 1 *% | 3 *% | 1 *% | 3 *% | ** | 2 *% | 1 1% | 1 1% | 1 *% | - -% | 1 *% | - -% | 2 *% | |
| No one watches broadcast TV channels | 34 3% | - -% | 34 8% | 31 3% | 5 1% | 31 3% | ** | 5 1% | 29 17% | - -% | - -% | - -% | - -% | 4 3% | 23 3% | |
| Don't know | 3 *% | - -% | 3 1% | 3 *% | 1 *% | 3 *% | ** | 1 *% | 2 1% | - -% | - -% | - -% | - -% | - -% | 2 *% | |
| SUMMARY | | | | | | | | | | | | | | | | |
| ANY BROADCAST TV SERVICE | 859 86% | 548 95% | 311 74% | 829 86% | 674 90% | 847 86% | ** | 750 91% | 109 63% | 125 96% | 388 94% | 95 95% | 388 95% | 123 87% | 657 87% | |
| | | b | | | ac | | | b | | | | | | | | |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|------------|-------------|------------|-----------|------------|-----------------|------------|------------|-----------------|--------------------------------|-----------------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Sky (satellite TV with a monthly subscription) | 410 41% | 209 42% | 201 40% | 97 39% | 109 44% | 98 39% | 106 42% | 245 47% b | 165 35% | 364 42% | 45 35% | 72 33% | 328 44% a |
| Freeview or Freeview Play (free TV via an aerial or set top box) | 151 15% | 72 14% | 79 16% | 39 16% | 42 17% | 37 15% | 33 13% | 72 14% | 79 17% | 127 15% | 23 18% | 31 14% | 113 15% |
| Virgin Media (cable TV subscription) | 123 12% | 68 14% | 55 11% | 34 14% | 22 9% | 30 12% | 37 15% | 58 11% | 65 14% | 100 12% | 22 17% | 28 13% | 88 12% |
| Amazon Fire TV (plug in stick, plug in box or cube) | 94 9% | 46 9% | 48 10% | 23 9% | 25 10% | 21 8% | 25 10% | 44 8% | 48 10% | 85 10% | 9 7% | 25 12% | 67 9% |
| Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5 | 61 6% | 26 5% | 35 7% | 19 8% | 12 5% | 14 6% | 16 6% | 35 7% | 26 5% | 56 6% | 5 4% | 17 8% | 44 6% |
| BT TV | 39 4% | 21 4% | 18 4% | 6 2% | 14 6% | 8 3% | 11 4% | 23 4% | 16 3% | 34 4% | 5 4% | 9 4% | 27 4% |
| Freesat (satellite TV with no subscription) | 18 2% | 7 1% | 11 2% | 1 *% | 4 2% | 7 3% | 6 2% | 7 1% | 11 2% | 17 2% | 1 1% | 2 1% | 15 2% |
| TalkTalk TV | 17 2% | 5 1% | 12 2% | 4 2% | 3 1% | 5 2% | 5 2% | 7 1% | 10 2% | 16 2% | 1 1% | 6 3% | 11 1% |
| NOW | 17 2% | 8 2% | 9 2% | 3 1% | 8 3% | 4 2% | 2 1% | 8 2% | 9 2% | 16 2% | 1 1% | 5 2% | 10 1% |
| Roku | 13 1% | 6 1% | 7 1% | 4 2% | 2 1% | 3 1% | 4 2% | 6 1% | 7 1% | 11 1% | 2 2% | 3 1% | 9 1% |
| YouView | 5 1% | 5 1% | - -% | 1 *% | 1 *% | 2 1% | 1 *% | - -% | 5 1% | 5 1% | - -% | 2 1% | 3 *% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--------------------------------------|------------|----------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Google Chromecast | 4 *% | 1 *% | 3 1% | - -% | 1 *% | 2 1% | 1 *% | 2 *% | 2 *% | 3 *% | 1 1% | - -% | 4 1% |
| Other satellite TV | 3 *% | 1 *% | 2 *% | 1 *% | - -% | 1 *% | 1 *% | 1 *% | 2 *% | 3 *% | - -% | 2 1% | 1 *% |
| Other | 3 *% | 1 *% | 2 *% | 1 *% | - -% | 2 1% | - -% | 1 *% | 2 *% | 2 *% | 1 1% | - -% | 2 *% |
| No one watches broadcast TV channels | 34 3% | 22 4% | 12 2% | 16 6% d | 5 2% | 11 4% | 2 1% | 12 2% | 22 5% | 25 3% | 9 7% | 10 5% | 22 3% |
| Don't know | 8 1% | 5 1% | 3 1% | 1 *% | 2 1% | 5 2% | - -% | 2 *% | 6 1% | 4 *% | 4 3% a | 3 1% | 2 *% |
| SUMMARY | | | | | | | | | | | | | |
| ANY BROADCAST TV SERVICE | 766 77% | 388 77% | 378 76% | 183 73% | 195 78% | 188 75% | 200 80% | 413 79% | 353 74% | 666 77% | 97 75% | 152 71% | 586 79% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| Significance Level: 99% | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Sky (satellite TV with a monthly subscription) | 410 | 288 | 122 | 396 | 333 | 406 | ** | 370 | 40 | 67 | 206 | 51 | 206 | 61 | 321 |
| | 41% | 50% | 29% | 41% | 45% | 41% | ** | 45% | 23% | 52% | 50% | 51% | 50% | 43% | 42% |
| | | b | | | | | | b | | | | | | | |
| Freeview or Freeview Play (free TV via an aerial or set top box) | 151 | 94 | 57 | 140 | 115 | 145 | ** | 133 | 18 | 18 | 68 | 8 | 73 | 15 | 116 |
| | 15% | 16% | 14% | 14% | 15% | 15% | ** | 16% | 10% | 14% | 17% | 8% | 18% | 11% | 15% |
| Virgin Media (cable TV subscription) | 123 | 74 | 49 | 119 | 91 | 121 | ** | 99 | 24 | 17 | 53 | 15 | 52 | 20 | 91 |
| | 12% | 13% | 12% | 12% | 12% | 12% | ** | 12% | 14% | 13% | 13% | 15% | 13% | 14% | 12% |
| Amazon Fire TV (plug in stick, plug in box or cube) | 94 | 32 | 62 | 94 | 67 | 94 | ** | 69 | 25 | 5 | 25 | 6 | 21 | 15 | 70 |
| | 9% | 6% | 15% | 10% | 9% | 10% | ** | 8% | 14% | 4% | 6% | 6% | 5% | 11% | 9% |
| | | | a | | | | | | | | | | | | |
| Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5 | 61 | 26 | 35 | 61 | 50 | 61 | ** | 51 | 10 | 6 | 18 | 5 | 16 | 10 | 45 |
| | 6% | 4% | 8% | 6% | 7% | 6% | ** | 6% | 6% | 5% | 4% | 5% | 4% | 7% | 6% |
| BT TV | 39 | 20 | 19 | 38 | 29 | 39 | ** | 32 | 7 | 7 | 10 | 9 | 9 | 7 | 27 |
| | 4% | 3% | 5% | 4% | 4% | 4% | ** | 4% | 4% | 5% | 2% | 9% | 2% | 5% | 4% |
| | | | | | | | | | | | | b | | | |
| Freesat (satellite TV with no subscription) | 18 | 12 | 6 | 18 | 15 | 18 | ** | 18 | - | 3 | 7 | 2 | 9 | 1 | 14 |
| | 2% | 2% | 1% | 2% | 2% | 2% | ** | 2% | -% | 2% | 2% | 2% | 2% | 1% | 2% |
| TalkTalk TV | 17 | 9 | 8 | 17 | 12 | 17 | ** | 14 | 3 | 1 | 8 | - | 8 | 3 | 12 |
| | 2% | 2% | 2% | 2% | 2% | 2% | ** | 2% | 2% | 1% | 2% | -% | 2% | 2% | 2% |
| NOW | 17 | 5 | 12 | 17 | 11 | 17 | ** | 11 | 6 | 2 | 2 | 2 | 3 | 3 | 12 |
| | 2% | 1% | 3% | 2% | 1% | 2% | ** | 1% | 3% | 2% | *% | 2% | 1% | 2% | 2% |
| Roku | 13 | 8 | 5 | 13 | 9 | 13 | ** | 10 | 3 | 1 | 7 | 1 | 7 | 2 | 11 |
| | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% |
| YouView | 5 | 3 | 2 | 5 | 2 | 5 | ** | 4 | 1 | - | 3 | 1 | 2 | - | 5 |
| | 1% | 1% | *% | 1% | *% | 1% | ** | *% | 1% | -% | 1% | 1% | *% | -% | 1% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--------------------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| Significance Level: 99% | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Google Chromecast | 4 | 3 | 1 | 4 | 3 | 4 | ** | 3 | 1 | 2 | 1 | - | 2 | 1 | 2 |
| | *% | 1% | *% | *% | *% | *% | ** | *% | 1% | 2% | *% | -% | *% | 1% | *% |
| Other satellite TV | 3 | 1 | 2 | 3 | 1 | 3 | ** | 1 | 2 | - | 1 | - | 1 | - | 3 |
| | *% | *% | *% | *% | *% | *% | ** | *% | 1% | -% | *% | -% | *% | -% | *% |
| Other | 3 | 2 | 1 | 3 | 1 | 3 | ** | 2 | 1 | 1 | 1 | - | 1 | - | 2 |
| | *% | *% | *% | *% | *% | *% | ** | *% | 1% | 1% | *% | -% | *% | -% | *% |
| No one watches broadcast TV channels | 34 | - | 34 | 31 | 5 | 31 | ** | 5 | 29 | - | - | - | - | 4 | 23 |
| | 3% | -% | 8% | 3% | 1% | 3% | ** | 1% | 17% | -% | -% | -% | -% | 3% | 3% |
| | | | a | b | b | | | | a | | | | | | |
| Don't know | 8 | 2 | 6 | 8 | 4 | 8 | ** | 5 | 3 | - | 1 | - | - | - | 5 |
| | 1% | *% | 1% | 1% | 1% | 1% | ** | 1% | 2% | -% | *% | -% | -% | -% | 1% |
| SUMMARY | | | | | | | | | | | | | | | |
| ANY BROADCAST TV SERVICE | 766 | 501 | 265 | 736 | 598 | 754 | ** | 671 | 95 | 113 | 356 | 86 | 360 | 107 | 589 |
| | 77% | 87% | 63% | 76% | 80% | 77% | ** | 81% | 55% | 87% | 87% | 86% | 88% | 75% | 78% |
| | | b | | | | | | b | | | | | | | |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC1. When you watch TV programmes or films, which of these do you use? (MULTI CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|------------|-----------------|-----------------|-------------|-------------|------------|-------------|-----------------|----------------|------------------|-----------------|--------------------------------|-----------------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| A TV set | 894 89% | 450 89% | 444 89% | 225 90% | 224 90% | 219 88% | 226 90% | 482 92% b | 410 86% | 785 90% b | 106 82% | 182 85% | 678 91% a |
| A mobile phone/ smartphone | 461 46% | 232 46% | 229 46% | 117 47% | 105 42% | 111 44% | 128 51% | 235 45% | 225 47% | 395 46% | 65 50% | 115 53% b | 320 43% |
| A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch) | 308 31% | 216 43% b | 92 19% | 89 36% | 72 29% | 72 29% | 75 30% | 153 29% | 155 33% | 283 33% b | 25 19% | 83 39% b | 214 29% |
| A tablet (like an iPad) | 295 30% | 118 23% | 177 36% a | 89 36% | 73 29% | 68 27% | 65 26% | 175 33% b | 119 25% | 251 29% | 43 33% | 63 29% | 221 30% |
| A desktop computer/ laptop/ netbook | 198 20% | 102 20% | 96 19% | 43 17% | 50 20% | 50 20% | 55 22% | 121 23% b | 76 16% | 169 19% | 29 22% | 52 24% | 138 18% |
| Something else | 3 *% | 2 *% | 1 *% | - -% | 1 *% | 1 *% | 1 *% | - -% | 3 1% | 3 *% | - -% | 2 1% | 1 *% |
| None of these/ I do not watch TV programmes or films | 6 1% | 5 1% | 1 *% | 1 *% | 1 *% | 4 2% | - -% | 1 *% | 5 1% | 3 *% | 3 2% a | 1 *% | 5 1% |
| SUMMARY | | | | | | | | | | | | | |
| ANY OF THESE | 994 99% | 498 99% | 496 100% | 249 100% | 249 100% | 246 98% | 250 100% | 522 100% | 470 99% | 865 100% b | 126 98% | 214 100% | 741 99% |
| ONLY ON A TV SET | 281 28% | 140 28% | 141 28% | 66 26% | 78 31% | 62 25% | 75 30% | 150 29% | 130 27% | 246 28% | 33 26% | 48 22% | 223 30% |
| ONLY ON A DEVICE OTHER THAN A TV SET | 100 10% | 48 10% | 52 10% | 24 10% | 25 10% | 27 11% | 24 10% | 40 8% | 60 13% a | 80 9% | 20 16% | 32 15% b | 63 8% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC1. When you watch TV programmes or films, which of these do you use? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|------------|---------------------------|------------|----------------------------|-------------|-------------|----------|--|-----------------|--|-------------|--|-------------|--|-------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| A TV set | 894 89% | 553 96% b | 341 81% | 868 90% | 690 92% | 885 90% | ** | 764 92% | 130 75% b | 124 95% | 394 96% | 96 96% | 390 95% | 128 90% | 688 91% |
| A mobile phone/ smartphone | 461 46% | 278 48% | 183 43% | 456 47% | 358 48% | 457 46% | ** | 387 47% | 74 43% | 76 58% | 194 47% | 53 53% | 194 47% | 79 56% | 348 46% |
| A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch) | 308 31% | 181 31% | 127 30% | 306 32% | 232 31% | 307 31% | ** | 256 31% | 52 30% | 41 32% | 135 33% | 30 30% | 130 32% | 44 31% | 242 32% |
| A tablet (like an iPad) | 295 30% | 191 33% b | 104 25% | 289 30% | 241 32% | 293 30% | ** | 258 31% | 37 21% | 40 31% | 143 35% | 34 34% | 138 34% | 51 36% | 216 28% |
| A desktop computer/ laptop/ netbook | 198 20% | 135 23% b | 63 15% | 189 20% | 159 21% | 194 20% | ** | 172 21% | 26 15% | 30 23% | 96 23% | 27 27% | 92 22% | 34 24% | 146 19% |
| Something else | 3 *0% | 2 *0% | 1 *0% | 3 *0% | 2 *0% | 3 *0% | ** | 2 *0% | 1 1% | - -% | 2 *0% | - -% | 2 *0% | - -% | 3 *0% |
| None of these/ I do not watch TV programmes or films | 6 1% | 1 *0% | 5 1% | 3 *0% | 1 *0% | 3 *0% | ** | 1 *0% | 5 3% a | - -% | 1 *0% | - -% | 1 *0% | - -% | 2 *0% |
| SUMMARY | | | | | | | | | | | | | | | |
| ANY OF THESE | 994 99% | 578 100% | 416 99% | 964 100% | 747 100% | 982 100% | ** | 826 100% b | 168 97% | 130 100% | 410 100% | 100 100% | 409 100% | 142 100% | 757 100% |
| ONLY ON A TV SET | 281 28% | 158 27% | 123 29% | 266 28% | 204 27% | 276 28% | ** | 235 28% | 46 27% | 33 25% | 108 26% | 25 25% | 111 27% | 30 21% | 218 29% |
| ONLY ON A DEVICE OTHER THAN A TV SET | 100 10% | 25 4% a | 75 18% | 96 10% | 57 8% | 97 10% | ** | 62 7% | 38 22% a | 6 5% | 16 4% | 4 4% | 19 5% | 14 10% | 69 9% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC2. We'd like to ask you about different ways of watching TV programmes and films. Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All children aged 12-15

| | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | | |
|--|----------------|------------|-------------|--------------|--------------|--------------|-----------------|-----------------|------------|------------|--------------------------------|------------|------------|
| | Total | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Watch TV programmes or films on services like Netflix, Disney+, Amazon Prime or Apple TV+ | 967 97% | 487 97% | 480 97% | 240 96% | 244 98% | 240 96% | 243 97% | 506 97% | 459 97% | 842 97% | 123 95% | 210 98% | 719 96% |
| Catch up on TV programmes or films using services like BBC iPlayer, ITV Hub, All 4 or My5. For example, this could include binge watching a series of Ghosts on BBC iPlayer | 748 75% | 360 72% | 388 78% | 174 70% | 186 74% | 192 77% | 196 78% | 426 81% b | 321 68% | 647 75% | 98 76% | 154 72% | 565 76% |
| Watch TV programmes or films at the time they are shown on broadcast TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITV Hub, All 4 or My5. | 451 45% | 208 41% | 243 49% | 101 40% | 110 44% | 110 44% | 130 52% a | 270 52% b | 180 38% | 394 45% | 55 43% | 83 39% | 352 47% |
| Watch TV programmes or films that you or someone else has recorded from TV to watch later | 337 34% | 166 33% | 171 34% | 81 32% | 77 31% | 85 34% | 94 38% | 192 37% | 144 30% | 298 34% | 37 29% | 74 34% | 254 34% |
| Watch programmes or films that are available 'on demand' from Sky TV/ Virgin Media TV. For example, this could include binge watching a series of Modern Family on Sky TV/ Virgin Media TV | 263 26% | 135 27% | 128 26% | 64 26% | 65 26% | 62 25% | 72 29% | 160 31% b | 103 22% | 238 27% | 24 19% | 51 24% | 205 27% |

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

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QC2. We'd like to ask you about different ways of watching TV programmes and films. Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|-----------------|-----------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home | 107 11% | 63 13% | 44 9% | 23 9% | 26 10% | 27 11% | 31 12% | 71 14% b | 36 8% | 97 11% | 10 8% | 18 8% | 83 11% |
| None of these | 8 1% | 4 1% | 4 1% | 6 2% | 1 *% | 1 *% | - -% | 1 *% | 7 1% | 5 1% | 3 2% | 2 1% | 5 1% |
| Don't know | 1 *% | 1 *% | - -% | - -% | - -% | 1 *% | - -% | - -% | 1 *% | 1 *% | - -% | - -% | 1 *% |
| SUMMARY | | | | | | | | | | | | | |
| ANY LIVE BROADCAST TV | 579 58% | 275 55% | 304 61% | 134 54% | 140 56% | 139 56% | 166 66% a | 339 65% b | 238 50% | 503 58% | 73 57% | 114 53% | 445 60% |
| ANY LIVE BROADCAST TV OR BROADCASTER CATCH UP SERVICES | 827 83% | 402 80% | 425 86% | 193 77% | 207 83% | 211 84% | 216 86% a | 459 88% b | 366 77% | 717 83% | 107 83% | 168 78% | 627 84% |
| ANY LIVE BROADCAST TV OR BROADCASTER CATCH UP SERVICES OR SUBSCRIPTION VIDEO ON DEMAND | 991 99% | 498 99% | 493 99% | 244 98% | 249 100% | 248 99% | 250 100% | 522 100% | 467 98% | 862 99% | 126 98% | 213 99% | 740 99% |
| ANY ONLINE OR ON-DEMAND TV | 985 99% | 497 99% | 488 98% | 243 97% | 247 99% | 246 98% | 249 100% | 519 99% | 464 98% | 858 99% | 124 96% | 212 99% | 735 99% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC2. We'd like to ask you about different ways of watching TV programmes and films. Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| Significance Level: 99% | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Watch TV programmes or films on services like Netflix, Disney+, Amazon Prime or Apple TV+ | 967 | 556 | 411 | 967 | 730 | 967 | ** | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| | 97% | 96% | 98% | 100% | 98% | 98% | ** | 97% | 95% | 99% | 96% | 99% | 96% | 99% | 98% |
| | | | | bc | | | | | | | | | | | |
| Catch up on TV programmes or films using services like BBC iPlayer, ITV Hub, All 4 or My5. For example, this could include binge watching a series of Ghosts on BBC iPlayer | 748 | 500 | 248 | 730 | 748 | 748 | ** | 748 | - | 123 | 349 | 91 | 358 | 119 | 572 |
| | 75% | 86% | 59% | 75% | 100% | 76% | ** | 90% | -% | 95% | 85% | 91% | 87% | 84% | 75% |
| | | b | | | ac | | | b | | b | | | | | |
| Watch TV programmes or films at the time they are shown on broadcast TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITV Hub, All 4 or My5. | 451 | 451 | - | 430 | 403 | 446 | ** | 451 | - | 101 | 320 | 74 | 323 | 57 | 356 |
| | 45% | 78% | -% | 44% | 54% | 45% | ** | 55% | -% | 78% | 78% | 74% | 79% | 40% | 47% |
| | | b | | | ac | | | b | | | | | | | |
| Watch TV programmes or films that you or someone else has recorded from TV to watch later | 337 | 337 | - | 326 | 289 | 336 | ** | 337 | - | 81 | 236 | 62 | 237 | 41 | 268 |
| | 34% | 58% | -% | 34% | 39% | 34% | ** | 41% | -% | 62% | 57% | 62% | 58% | 29% | 35% |
| | | b | | | | | | b | | | | | | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC2. We'd like to ask you about different ways of watching TV programmes and films. Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|--------------|----------------------------|-------------------|-------------|----------|--|--------------|--|-------------|--|-------------|--|-------------|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| Significance Level: 99% | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Watch programmes or films that are available 'on demand' from Sky TV/ Virgin Media TV. For example, this could include binge watching a series of Modern Family on Sky TV/ Virgin Media TV | 263 26% | 218 38% b | 45 11% | 260 27% | 244 33% ac | 263 27% | ** ** | 256 31% b | 7 4% | 52 40% | 159 39% | 47 47% | 153 37% | 41 29% | 210 28% |
| Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home | 107 11% | 80 14% b | 27 6% | 105 11% | 100 13% | 107 11% | ** ** | 103 12% b | 4 2% | 20 15% | 54 13% | 18 18% | 54 13% | 22 15% | 79 10% |
| None of these | 8 1% | - -% | 8 2% a | - -% | - -% | - -% | ** ** | - -% | 8 5% a | - -% | - -% | - -% | - -% | - -% | - -% |
| Don't know | 1 *% | - -% | 1 *% | - -% | - -% | - -% | ** ** | - -% | 1 1% | - -% | - -% | - -% | - -% | - -% | - -% |
| SUMMARY | | | | | | | | | | | | | | | |
| ANY LIVE BROADCAST TV | 579 58% | 579 100% b | - -% | 556 57% | 500 67% ac | 573 58% | ** ** | 579 70% b | - -% | 130 100% | 411 100% | 100 100% | 410 100% | 70 49% | 456 60% |
| ANY LIVE BROADCAST TV OR BROADCASTER CATCH UP SERVICES | 827 83% | 579 100% b | 248 59% | 803 83% | 748 100% ac | 821 83% | ** ** | 827 100% b | - -% | 130 100% | 411 100% | 100 100% | 410 100% | 124 87% | 633 83% |
| ANY LIVE BROADCAST TV OR BROADCASTER CATCH UP SERVICES OR SUBSCRIPTION VIDEO ON DEMAND | 991 99% | 579 100% b | 412 98% | 967 100% | 748 100% | 985 100% | ** ** | 827 100% b | 164 95% | 130 100% | 411 100% | 100 100% | 410 100% | 142 100% | 759 100% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC2. We'd like to ask you about different ways of watching TV programmes and films. Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|----------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|------|--|------|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| Significance Level: 99% | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| ANY ONLINE OR ON-DEMAND TV | 985 | 573 | 412 | 967 | 748 | 985 | ** | 821 | 164 | 130 | 408 | 100 | 408 | 142 | 759 |
| | 99% | 99% | 98% | 100% | 100% | 100% | ** | 99% | 95% | 100% | 99% | 100% | 100% | 100% | 100% |
| | | | | | | | | b | | | | | | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC3. Which, if any, of these have you watched in the past 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|------------|----------------|-------------|-----------------|--------------|-----------------|----------------|-----------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Netflix | 908 91% | 455 90% | 453 91% | 229 92% | 227 91% | 223 89% | 229 92% | 475 91% | 431 91% | 794 91% | 112 87% | 204 95% | 670 90% |
| Disney+ | 641 64% | 320 64% | 321 65% | 179 72% d | 161 64% | 165 66% d | 136 54% | 357 68% b | 282 59% | 569 66% | 70 54% | 151 70% | 467 63% |
| Amazon Prime Video | 565 57% | 286 57% | 279 56% | 137 55% | 129 52% | 147 59% | 152 61% | 322 62% b | 243 51% | 494 57% | 70 54% | 132 61% | 414 55% |
| NOW | 124 12% | 63 13% | 61 12% | 20 8% | 27 11% | 39 16% a | 38 15% | 67 13% | 57 12% | 107 12% | 16 12% | 35 16% | 80 11% |
| Apple TV+ | 72 7% | 33 7% | 39 8% | 12 5% | 16 6% | 21 8% | 23 9% | 47 9% | 25 5% | 61 7% | 11 9% | 16 7% | 54 7% |
| BritBox | 38 4% | 18 4% | 20 4% | 8 3% | 8 3% | 6 2% | 16 6% | 23 4% | 15 3% | 37 4% | 1 1% | 10 5% | 27 4% |
| Hayu | 26 3% | 8 2% | 18 4% | 2 1% | 5 2% | 10 4% | 9 4% | 18 3% | 8 2% | 18 2% | 8 6% a | 11 5% | 15 2% |
| Starzplay | 24 2% | 9 2% | 15 3% | 2 1% | 2 1% | 6 2% | 14 6% ab | 13 2% | 11 2% | 17 2% | 7 5% | 4 2% | 18 2% |
| None of these | 38 4% | 19 4% | 19 4% | 11 4% | 8 3% | 10 4% | 9 4% | 20 4% | 18 4% | 30 3% | 7 5% | 6 3% | 30 4% |
| SUMMARY | | | | | | | | | | | | | |
| ANY OF THESE | 962 96% | 484 96% | 478 96% | 239 96% | 242 97% | 240 96% | 241 96% | 503 96% | 457 96% | 838 97% | 122 95% | 209 97% | 716 96% |

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

OFCOM CROSS PLATFORM MEDIA TEEN TRACKER WAVE 1 AND WAVE 2: 8-20 June & 12-24 October 2022.

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC3. Which, if any, of these have you watched in the past 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|------------|---------------------------|-----------------|----------------------------|---------------|---------------|----------|--|------------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Netflix | 908 91% | 511 88% | 397 94% a | 908 94% | 687 92% | 908 92% | ** | 751 91% | 157 91% | 119 92% | 362 88% | 94 94% | 357 87% | 136 96% | 694 91% |
| Disney+ | 641 64% | 381 66% | 260 62% | 641 66% | 494 66% | 641 65% | ** | 542 66% | 99 57% | 90 69% | 273 66% | 81 81% | 261 64% | 104 73% | 488 64% |
| Amazon Prime Video | 565 57% | 352 61% b | 213 51% | 565 58% | 447 60% | 565 57% | ** | 482 58% | 83 48% | 79 61% | 255 62% | 61 61% | 261 64% | 91 64% | 435 57% |
| NOW | 124 12% | 78 13% | 46 11% | 124 13% | 101 14% | 124 13% | ** | 108 13% | 16 9% | 20 15% | 51 12% | 23 23% b | 46 11% | 26 18% | 84 11% |
| Apple TV+ | 72 7% | 56 10% b | 16 4% | 72 7% | 65 9% | 72 7% | ** | 67 8% | 5 3% | 14 11% | 37 9% | 14 14% | 35 9% | 16 11% | 50 7% |
| BritBox | 38 4% | 34 6% b | 4 1% | 38 4% | 36 5% | 38 4% | ** | 36 4% | 2 1% | 8 6% | 25 6% | 9 9% | 23 6% | 7 5% | 30 4% |
| Hayu | 26 3% | 22 4% b | 4 1% | 26 3% | 25 3% | 26 3% | ** | 25 3% | 1 1% | 8 6% | 14 3% | 6 6% | 15 4% | 4 3% | 21 3% |
| Starzplay | 24 2% | 22 4% b | 2 *% b | 24 2% | 23 3% | 24 2% | ** | 24 3% | - -% | 5 4% | 16 4% | 5 5% | 15 4% | 5 4% | 17 2% |
| None of these | 38 4% | 25 4% | 13 3% | 5 1% | 21 3% a | 23 2% a | ** | 27 3% | 11 6% | 1 1% | 18 4% | 1 1% | 18 4% | 2 1% | 18 2% |
| SUMMARY | | | | | | | | | | | | | | | |
| ANY OF THESE | 962 96% | 554 96% | 408 97% | 962 99% bc | 727 97% | 962 98% | ** | 800 97% | 162 94% | 129 99% | 393 96% | 99 99% | 392 96% | 140 99% | 741 98% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC4. Which, if any, of these have you watched in the past 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------------------|------------|----------------|------------|-------------|------------|------------|------------|--------------|------------|------------|-----------------|--------------------------------|------------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| BBC iPlayer | 500 50% | 231 46% | 269 54% | 116 46% | 125 50% | 126 50% | 133 53% | 292 56% | 207 44% | 430 50% | 68 53% | 88 41% | 394 53% |
| ITV Hub or ITV Hub+ | 362 36% | 170 34% | 192 39% | 77 31% | 87 35% | 100 40% | 98 39% | 201 38% | 161 34% | 316 36% | 46 36% | 76 35% | 269 36% |
| All4/ All4+ | 276 28% | 126 25% | 150 30% | 62 25% | 69 28% | 74 30% | 71 28% | 154 29% | 121 25% | 242 28% | 34 26% | 64 30% | 204 27% |
| Sky On Demand or Sky Go | 243 24% | 126 25% | 117 24% | 58 23% | 59 24% | 55 22% | 71 28% | 163 31% | 80 17% | 220 25% | 23 18% | 47 22% | 184 25% |
| My5 | 138 14% | 66 13% | 72 14% | 31 12% | 34 14% | 29 12% | 44 18% | 85 16% | 53 11% | 110 13% | 28 22% | 27 13% | 107 14% |
| Discovery+ | 82 8% | 37 7% | 45 9% | 19 8% | 15 6% | 25 10% | 23 9% | 59 11% | 23 5% | 67 8% | 14 11% | 15 7% | 64 9% |
| Virgin TV Catch-up or Virgin TV Go | 52 5% | 27 5% | 25 5% | 15 6% | 10 4% | 13 5% | 14 6% | 34 7% | 18 4% | 43 5% | 9 7% | 13 6% | 39 5% |
| UKTV Play | 34 3% | 14 3% | 20 4% | 7 3% | 9 4% | 8 3% | 10 4% | 18 3% | 16 3% | 31 4% | 3 2% | 7 3% | 26 3% |
| STV Player/ STV Player VIP (Scotland) | 18 2% | 8 2% | 10 2% | 5 2% | 5 2% | 2 1% | 6 2% | 11 2% | 7 1% | 18 2% | - -% | 2 1% | 16 2% |
| S4C Clic (Welsh language) | 3 *% | 2 *% | 1 *% | 2 1% | 1 *% | - -% | - -% | 2 *% | 1 *% | 3 *% | - -% | 2 1% | 1 *% |
| None of these | 267 27% | 151 30% | 116 23% | 79 32% | 68 27% | 61 24% | 59 24% | 104 20% | 162 34% | 235 27% | 31 24% | 64 30% | 192 26% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC4. Which, if any, of these have you watched in the past 12 months? (MULTI CODE)

Base : All children aged 12-15

| | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|----------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-------------------------|--------------------------------|------------|
| | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Total | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| SUMMARY | | | | | | | | | | | | |
| ANY OF THESE | 352 73% | 381 77% | 171 68% | 182 73% | 189 76% | 191 76% | 419 80% | 313 66% | 633 73% | 98 76% | 151 70% | 554 74% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC4. Which, if any, of these have you watched in the past 12 months? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------------------|-------|---------------------------|---------|----------------------------|-----------|-------------|----------|--|---------|--|---------|--|---------|--|---------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| BBC iPlayer | 500 | 354 | 146 | 485 | 500 | 500 | ** | 500 | - | 94 | 237 | 66 | 249 | 81 | 381 |
| | 50% | 61% | 35% | 50% | 67% | 51% | ** | 60% | -% | 72% | 58% | 66% | 61% | 57% | 50% |
| | | b | | | ac | | | b | | b | | | | | |
| ITV Hub or ITV Hub+ | 362 | 267 | 95 | 354 | 362 | 362 | ** | 362 | - | 76 | 180 | 48 | 186 | 64 | 264 |
| | 36% | 46% | 23% | 37% | 48% | 37% | ** | 44% | -% | 58% | 44% | 48% | 45% | 45% | 35% |
| | | b | | | ac | | | b | | b | | | | | |
| All4/ All4+ | 276 | 211 | 65 | 270 | 276 | 276 | ** | 276 | - | 57 | 146 | 37 | 154 | 46 | 211 |
| | 28% | 36% | 15% | 28% | 37% | 28% | ** | 33% | -% | 44% | 36% | 37% | 38% | 32% | 28% |
| | | b | | | ac | | | b | | | | | | | |
| Sky On Demand or Sky Go | 243 | 191 | 52 | 240 | 243 | 243 | ** | 243 | - | 49 | 136 | 45 | 134 | 44 | 187 |
| | 24% | 33% | 12% | 25% | 32% | 25% | ** | 29% | -% | 38% | 33% | 45% | 33% | 31% | 25% |
| | | b | | | ac | | | b | | | | | | | |
| My5 | 138 | 110 | 28 | 131 | 138 | 138 | ** | 138 | - | 30 | 76 | 19 | 82 | 24 | 104 |
| | 14% | 19% | 7% | 14% | 18% | 14% | ** | 17% | -% | 23% | 18% | 19% | 20% | 17% | 14% |
| | | b | | | a | | | b | | | | | | | |
| Discovery+ | 82 | 65 | 17 | 82 | 82 | 82 | ** | 82 | - | 18 | 42 | 16 | 46 | 15 | 59 |
| | 8% | 11% | 4% | 8% | 11% | 8% | ** | 10% | -% | 14% | 10% | 16% | 11% | 11% | 8% |
| | | b | | | | | | b | | | | | | | |
| Virgin TV Catch-up or Virgin TV Go | 52 | 39 | 13 | 52 | 52 | 52 | ** | 52 | - | 10 | 28 | 8 | 28 | 11 | 40 |
| | 5% | 7% | 3% | 5% | 7% | 5% | ** | 6% | -% | 8% | 7% | 8% | 7% | 8% | 5% |
| | | | | | | | | b | | | | | | | |
| UKTV Play | 34 | 31 | 3 | 34 | 34 | 34 | ** | 34 | - | 8 | 22 | 6 | 24 | 5 | 29 |
| | 3% | 5% | 1% | 4% | 5% | 3% | ** | 4% | -% | 6% | 5% | 6% | 6% | 4% | 4% |
| | | b | | | | | | b | | | | | | | |
| STV Player/ STV Player VIP (Scotland) | 18 | 12 | 6 | 17 | 18 | 18 | ** | 18 | - | 4 | 8 | 1 | 11 | 5 | 11 |
| | 2% | 2% | 1% | 2% | 2% | 2% | ** | 2% | -% | 3% | 2% | 1% | 3% | 4% | 1% |
| S4C Clic (Welsh language) | 3 | 3 | - | 3 | 3 | 3 | ** | 3 | - | 1 | 2 | - | 3 | - | 3 |
| | *% | 1% | -% | *% | *% | *% | ** | *% | -% | 1% | *% | -% | 1% | -% | *% |
| None of these | 267 | 86 | 181 | 251 | 15 | 252 | ** | 94 | 173 | 9 | 66 | 9 | 58 | 28 | 196 |
| | 27% | 15% | 43% | 26% | 2% | 26% | ** | 11% | 100% | 7% | 16% | 9% | 14% | 20% | 26% |
| | | | a | b | | b | | | a | | a | | | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC4. Which, if any, of these have you watched in the past 12 months? (MULTI CODE)

Base : All children aged 12-15

| | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | | |
|-------------------------|---------------------------|-----|----------------------------|------|--------|-----|--|-----|--|-----|--|-----|--|-----|-----|
| | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO | |
| Significance Level: 99% | a | b | a | b | c | *d | a | b | a | b | a | b | a | b | |
| Total | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 | |
| SUMMARY | | | | | | | | | | | | | | | |
| ANY OF THESE | 733 | 493 | 240 | 716 | 733 | 733 | ** | 733 | - | 121 | 345 | 91 | 352 | 114 | 563 |
| | 73% | 85% | 57% | 74% | 98% | 74% | ** | 89% | -% | 93% | 84% | 91% | 86% | 80% | 74% |
| | | b | | ac | | | | b | | b | | | | | |

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC5. In the past 12 months, which of these broadcast TV channels have you watched? (MULTI CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|-----------------|-----------------|------------|------------|----------------------|--------------------------------|-----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Any BBC channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News, CBBC, CBeebies) | 361 36% | 171 34% | 190 38% | 82 33% | 87 35% | 90 36% | 102 41% | 221 42% b | 139 29% | 313 36% | 46 36% | 63 29% | 288 39% |
| Any ITV channel (e.g. STV/ UTV/ ITV Cymru Wales/ ITV, ITV2, ITV Be) | 345 35% | 155 31% | 190 38% | 73 29% | 86 34% | 85 34% | 101 40% a | 210 40% b | 135 28% | 306 35% | 39 30% | 63 29% | 274 37% |
| Any Channel 4 channel (e.g. Channel 4, E4, Film4, More4, 4Seven) | 263 26% | 121 24% | 142 29% | 64 26% | 62 25% | 58 23% | 79 32% | 163 31% b | 100 21% | 232 27% | 30 23% | 42 20% | 212 28% a |
| Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky Kids, Sky Cinema) | 218 22% | 107 21% | 111 22% | 53 21% | 50 20% | 50 20% | 65 26% | 146 28% b | 71 15% | 186 21% | 31 24% | 36 17% | 175 23% |
| Any Channel 5 channel (e.g. Channel 5, 5USA, 5Star) | 159 16% | 81 16% | 78 16% | 37 15% | 33 13% | 37 15% | 52 21% | 96 18% | 63 13% | 139 16% | 20 16% | 28 13% | 126 17% |
| Discovery channel | 52 5% | 24 5% | 28 6% | 13 5% | 9 4% | 13 5% | 17 7% | 40 8% b | 12 3% | 45 5% | 7 5% | 9 4% | 42 6% |
| Any UKTV channel (e.g. Dave, Yesterday, Drama) | 37 4% | 13 3% | 24 5% | 7 3% | 7 3% | 9 4% | 14 6% | 23 4% | 14 3% | 34 4% | 3 2% | 8 4% | 28 4% |
| S4C (Welsh) | 17 2% | 7 1% | 10 2% | 5 2% | 2 1% | 6 2% | 4 2% | 11 2% | 6 1% | 16 2% | 1 1% | 6 3% | 11 1% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC5. In the past 12 months, which of these broadcast TV channels have you watched? (MULTI CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|-----------------|--------------|--------------|--------------|-----------------|-----------------|------------|-------------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Any other broadcast TV channels you have watched in the past 12 months | 11 1% | 5 1% | 6 1% | 2 1% | 4 2% | 3 1% | 2 1% | 5 1% | 6 1% | 11 1% | - -% | 2 1% | 9 1% |
| Don't know | 4 *% | 1 *% | 3 1% | - -% | 1 *% | 1 *% | 2 1% | 3 1% | 1 *% | 3 *% | 1 1% | - -% | 4 1% |
| NONE OF THESE/ DOES NOT WATCH LIVE BROADCAST TV | 549 55% | 295 59% | 254 51% | 149 60% d | 140 56% | 140 56% | 120 48% | 253 48% | 295 62% a | 474 55% | 74 57% | 132 61% | 394 53% |
| SUMMARY | | | | | | | | | | | | | |
| ANY OF THESE | 447 45% | 207 41% | 240 48% | 101 40% | 109 44% | 109 44% | 128 51% | 267 51% b | 179 38% | 391 45% | 54 42% | 83 39% | 348 47% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC5. In the past 12 months, which of these broadcast TV channels have you watched? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|---------|----------------------------|------------------|-------------|----------|--|---------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Any BBC channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News, CBBC, CBeebies) | 361 36% | 361 62% b | - -% | 341 35% | 332 44% ac | 356 36% | ** ** | 361 44% b | - -% | 86 66% | 250 61% | 60 60% | 258 63% | 46 32% | 288 38% |
| Any ITV channel (e.g. STV/ UTV/ ITV Cymru Wales/ ITV, ITV2, ITV Be) | 345 35% | 345 60% b | - -% | 328 34% | 309 41% ac | 341 35% | ** ** | 345 42% b | - -% | 86 66% | 237 58% | 57 57% | 244 60% | 49 35% | 267 35% |
| Any Channel 4 channel (e.g. Channel 4, E4, Film4, More4, 4Seven) | 263 26% | 263 45% b | - -% | 249 26% | 245 33% ac | 259 26% | ** ** | 263 32% b | - -% | 59 45% | 186 45% | 40 40% | 196 48% | 31 22% | 208 27% |
| Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky Kids, Sky Cinema) | 218 22% | 218 38% b | - -% | 210 22% | 203 27% a | 217 22% | ** ** | 218 26% b | - -% | 60 46% | 147 36% | 46 46% | 151 37% | 34 24% | 174 23% |
| Any Channel 5 channel (e.g. Channel 5, 5USA, 5Star) | 159 16% | 159 27% b | - -% | 145 15% | 151 20% a | 156 16% | ** ** | 159 19% b | - -% | 40 31% | 109 27% | 24 24% | 121 30% | 17 12% | 128 17% |
| Discovery channel | 52 5% | 52 9% b | - -% | 51 5% | 52 7% | 52 5% | ** ** | 52 6% b | - -% | 14 11% | 35 9% | 9 9% | 41 10% | 10 7% | 41 5% |
| Any UKTV channel (e.g. Dave, Yesterday, Drama) | 37 4% | 37 6% b | - -% | 36 4% | 37 5% | 37 4% | ** ** | 37 4% b | - -% | 12 9% | 24 6% | 7 7% | 29 7% | 6 4% | 29 4% |
| S4C (Welsh) | 17 2% | 17 3% b | - -% | 17 2% | 16 2% | 17 2% | ** ** | 17 2% | - -% | 3 2% | 13 3% | 1 1% | 15 4% | 1 1% | 16 2% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC5. In the past 12 months, which of these broadcast TV channels have you watched? (MULTI CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|-------------|----------------------------|------------|-------------|----------|--|-------------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Any other broadcast TV channels you have watched in the past 12 months | 11 1% | 11 2% | - -% | 10 1% | 9 1% | 11 1% | ** ** | 11 1% | - -% | 1 1% | 10 2% | 3 3% | 7 2% | 1 1% | 10 1% |
| Don't know | 4 *% | 4 1% | - -% | 4 *% | 4 1% | 4 *% | ** ** | 4 *% | - -% | - -% | 3 1% | - -% | 2 *% | 1 1% | 1 *% |
| NONE OF THESE/ DOES NOT WATCH LIVE BROADCAST TV | 549 55% | 128 22% | 421 100% | 537 56% | 345 46% | 539 55% | ** ** | 376 45% | 173 100% | 29 22% | 91 22% | 26 26% | 87 21% | 85 60% | 403 53% |
| SUMMARY | | | | | | | | | | | | | | | |
| ANY OF THESE | 447 45% | 447 77% | - -% | 426 44% | 399 53% | 442 45% | ** ** | 447 54% | - -% | 101 78% | 317 77% | 74 74% | 321 78% | 56 39% | 355 47% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC6A. Thinking about all the TV programmes you watch. How important is it that there are... Programmes for children my age? (SINGLE CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------------|------------|----------------|-------------|-----------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Important | 667 67% | 336 67% | 331 67% | 180 72% d | 167 67% | 168 67% | 152 61% | 365 70% | 300 63% | 566 65% | 98 76% | 145 67% | 497 67% |
| Neither important or not important | 221 22% | 115 23% | 106 21% | 48 19% | 54 22% | 51 20% | 68 27% | 103 20% | 118 25% | 196 23% | 25 19% | 42 20% | 168 23% |
| Not important | 100 10% | 47 9% | 53 11% | 16 6% | 26 10% | 29 12% | 29 12% | 47 9% | 53 11% | 95 11% | 5 4% | 25 12% | 73 10% |
| Don't know | 12 1% | 5 1% | 7 1% | 6 2% | 3 1% | 2 1% | 1 *% | 8 2% | 4 1% | 11 1% | 1 1% | 3 1% | 8 1% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC6A. Thinking about all the TV programmes you watch. How important is it that there are... Programmes for children my age? (SINGLE CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|-----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Important | 667 67% | 396 68% | 271 64% | 647 67% | 519 69% | 660 67% | ** | 569 69% | 98 57% | 93 72% | 282 69% | 74 74% | 285 70% | 99 70% | 509 67% |
| Neither important or not important | 221 22% | 123 21% | 98 23% | 212 22% | 148 20% | 216 22% | ** | 169 20% | 52 30% | 24 18% | 87 21% | 11 11% | 88 21% | 27 19% | 168 22% |
| Not important | 100 10% | 54 9% | 46 11% | 98 10% | 74 10% | 98 10% | ** | 81 10% | 19 11% | 10 8% | 39 9% | 11 11% | 35 9% | 13 9% | 74 10% |
| Don't know | 12 1% | 6 1% | 6 1% | 10 1% | 7 1% | 11 1% | ** | 8 1% | 4 2% | 3 2% | 3 1% | 4 4% | 2 *% | 3 2% | 8 1% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC6B. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that look like me? (SINGLE CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------------|------------|----------------|-------------|----------------|--------------|--------------|--------------|--------------|------------|-----------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Important | 336 34% | 150 30% | 186 37% | 98 39% d | 91 36% | 80 32% | 67 27% | 184 35% | 151 32% | 261 30% | 74 57% a | 73 34% | 251 34% |
| Neither important or not important | 329 33% | 183 36% | 146 29% | 76 30% | 76 30% | 79 32% | 98 39% | 171 33% | 158 33% | 296 34% | 32 25% | 71 33% | 239 32% |
| Not important | 316 32% | 159 32% | 157 32% | 67 27% | 81 32% | 87 35% | 81 32% | 157 30% | 158 33% | 296 34% b | 19 15% | 66 31% | 243 33% |
| Don't know | 19 2% | 11 2% | 8 2% | 9 4% | 2 1% | 4 2% | 4 2% | 11 2% | 8 2% | 15 2% | 4 3% | 5 2% | 13 2% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC6B. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that look like me? (SINGLE CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Important | 336 | 203 | 133 | 325 | 272 | 331 | ** | 291 | 45 | 55 | 138 | 41 | 142 | 62 | 241 |
| | 34% | 35% | 32% | 34% | 36% | 34% | ** | 35% | 26% | 42% | 34% | 41% | 35% | 44% | 32% |
| | | | | | | | | | | | | | | b | |
| Neither important or not important | 329 | 202 | 127 | 321 | 249 | 328 | ** | 276 | 53 | 42 | 144 | 35 | 141 | 39 | 268 |
| | 33% | 35% | 30% | 33% | 33% | 33% | ** | 33% | 31% | 32% | 35% | 35% | 34% | 27% | 35% |
| Not important | 316 | 167 | 149 | 307 | 218 | 311 | ** | 249 | 67 | 32 | 124 | 24 | 123 | 37 | 243 |
| | 32% | 29% | 35% | 32% | 29% | 32% | ** | 30% | 39% | 25% | 30% | 24% | 30% | 26% | 32% |
| Don't know | 19 | 7 | 12 | 14 | 9 | 15 | ** | 11 | 8 | 1 | 5 | - | 4 | 4 | 7 |
| | 2% | 1% | 3% | 1% | 1% | 2% | ** | 1% | 5% | 1% | 1% | -% | 1% | 3% | 1% |
| | | | | | | | | | a | | | | | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC6C. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|-----------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Important | 262 26% | 117 23% | 145 29% | 69 28% | 64 26% | 69 28% | 60 24% | 133 25% | 128 27% | 209 24% | 52 40% a | 58 27% | 191 26% |
| Neither important or not important | 380 38% | 200 40% | 180 36% | 91 36% | 100 40% | 94 38% | 95 38% | 200 38% | 180 38% | 332 38% | 47 36% | 81 38% | 279 37% |
| Not important | 343 34% | 178 35% | 165 33% | 85 34% | 82 33% | 83 33% | 93 37% | 184 35% | 158 33% | 314 36% b | 28 22% | 72 33% | 265 36% |
| Don't know | 15 2% | 8 2% | 7 1% | 5 2% | 4 2% | 4 2% | 2 1% | 6 1% | 9 2% | 13 1% | 2 2% | 4 2% | 11 1% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC6C. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------------|------------|---------------------------|-----------------|----------------------------|------------|-------------|----------|--|-----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Important | 262 26% | 168 29% | 94 22% | 254 26% | 218 29% | 259 26% | ** | 236 29% b | 26 15% | 38 29% | 119 29% | 29 29% | 122 30% | 51 36% b | 191 25% |
| Neither important or not important | 380 38% | 226 39% | 154 37% | 373 39% | 279 37% | 379 38% | ** | 311 38% | 69 40% | 51 39% | 159 39% | 31 31% | 160 39% | 49 35% | 290 38% |
| Not important | 343 34% | 176 30% | 167 40% a | 332 34% | 244 33% | 337 34% | ** | 270 33% | 73 42% | 40 31% | 128 31% | 39 39% | 123 30% | 41 29% | 272 36% |
| Don't know | 15 2% | 9 2% | 6 1% | 8 1% | 7 1% | 10 1% | ** | 10 1% | 5 3% | 1 1% | 5 1% | 1 1% | 5 1% | 1 1% | 6 1% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW IMPORTANT FEATURES OF TV PROGRAMMES WATCHED BY THE RESPONDENT

Base : All children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|------------|----------------|------------|-----------------|------------|------------|----------------|--------------|------------|-----------------|-----------------|--------------------------------|------------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Programmes for children my age | 667 67% | 336 67% | 331 67% | 180 72% d | 167 67% | 168 67% | 152 61% | 365 70% | 300 63% | 566 65% | 98 76% | 145 67% | 497 67% |
| Programmes that show children that look like me | 336 34% | 150 30% | 186 37% | 98 39% d | 91 36% | 80 32% | 67 27% | 184 35% | 151 32% | 261 30% | 74 57% a | 73 34% | 251 34% |
| Programmes that show children that live in the same part of the country as me | 262 26% | 117 23% | 145 29% | 69 28% | 64 26% | 69 28% | 60 24% | 133 25% | 128 27% | 209 24% | 52 40% a | 58 27% | 191 26% |
| ANY OF THESE | 733 73% | 356 71% | 377 76% | 199 80% d | 185 74% | 183 73% | 166 66% | 401 77% | 330 69% | 620 71% | 110 85% a | 161 75% | 545 73% |
| NONE OF THESE | 267 27% | 147 29% | 120 24% | 51 20% | 65 26% | 67 27% | 84 34% a | 122 23% | 145 31% | 248 29% b | 19 15% | 54 25% | 201 27% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW IMPORTANT FEATURES OF TV PROGRAMMES WATCHED BY THE RESPONDENT

Base : All children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|------------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Programmes for children my age | 667 67% | 396 68% | 271 64% | 647 67% | 519 69% | 660 67% | ** | 569 69% | 98 57% | 93 72% | 282 69% | 74 74% | 285 70% | 99 70% | 509 67% |
| Programmes that show children that look like me | 336 34% | 203 35% | 133 32% | 325 34% | 272 36% | 331 34% | ** | 291 35% | 45 26% | 55 42% | 138 34% | 41 41% | 142 35% | 62 44% | 241 32% |
| Programmes that show children that live in the same part of the country as me | 262 26% | 168 29% | 94 22% | 254 26% | 218 29% | 259 26% | ** | 236 29% | 26 15% | 38 29% | 119 29% | 29 29% | 122 30% | 51 36% | 191 25% |
| ANY OF THESE | 733 73% | 435 75% | 298 71% | 711 74% | 572 76% | 725 74% | ** | 627 76% | 106 61% | 104 80% | 306 74% | 82 82% | 309 75% | 110 77% | 555 73% |
| NONE OF THESE | 267 27% | 144 25% | 123 29% | 256 26% | 176 24% | 260 26% | ** | 200 24% | 67 39% | 26 20% | 105 26% | 18 18% | 101 25% | 32 23% | 204 27% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC7A. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes for children my age? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|-----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 967 | 487 | 480 | 240 | 244 | 240 | 243 | 506 | 459 | 842 | 123 | 210 | 719 |
| Agree | 618 64% | 300 62% | 318 66% | 157 65% | 161 66% | 151 63% | 149 61% | 335 66% | 281 61% | 543 64% | 75 61% | 124 59% | 472 66% |
| Neither agree or disagree | 167 17% | 102 21% b | 65 14% | 38 16% | 35 14% | 41 17% | 53 22% | 74 15% | 93 20% | 150 18% | 16 13% | 40 19% | 119 17% |
| Disagree | 169 17% | 77 16% | 92 19% | 41 17% | 47 19% | 43 18% | 38 16% | 93 18% | 76 17% | 140 17% | 28 23% | 43 20% | 121 17% |
| Don't know | 13 1% | 8 2% | 5 1% | 4 2% | 1 *% | 5 2% | 3 1% | 4 1% | 9 2% | 9 1% | 4 3% | 3 1% | 7 1% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC7A. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes for children my age? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|-------|---------------------------|---------|----------------------------|-----------|-------------|----------|--|---------|--|---------|--|---------|--|---------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 967 | 556 | 411 | 967 | 730 | 967 | - | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| Agree | 618 | 358 | 260 | 618 | 488 | 618 | ** | 524 | 94 | 85 | 255 | ** | 250 | 90 | 485 |
| | 64% | 64% | 63% | 64% | 67% | 64% | ** | 65% | 57% | 66% | 65% | ** | 63% | 64% | 65% |
| Neither agree or disagree | 167 | 98 | 69 | 167 | 116 | 167 | ** | 133 | 34 | 18 | 76 | ** | 74 | 21 | 132 |
| | 17% | 18% | 17% | 17% | 16% | 17% | ** | 17% | 21% | 14% | 19% | ** | 19% | 15% | 18% |
| Disagree | 169 | 97 | 72 | 169 | 123 | 169 | ** | 141 | 28 | 26 | 62 | ** | 69 | 29 | 119 |
| | 17% | 17% | 18% | 17% | 17% | 17% | ** | 18% | 17% | 20% | 16% | ** | 18% | 21% | 16% |
| Don't know | 13 | 3 | 10 | 13 | 3 | 13 | ** | 5 | 8 | - | 2 | ** | 1 | 1 | 9 |
| | 1% | 1% | 2% | 1% | *% | 1% | ** | 1% | 5% | -% | 1% | ** | *% | 1% | 1% |
| | | | | | | | | | a | | | | | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC7B. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 967 | 487 | 480 | 240 | 244 | 240 | 243 | 506 | 459 | 842 | 123 | 210 | 719 |
| Agree | 462 48% | 230 47% | 232 48% | 122 51% | 115 47% | 117 49% | 108 44% | 258 51% | 203 44% | 402 48% | 59 48% | 101 48% | 344 48% |
| Neither agree or disagree | 302 31% | 161 33% | 141 29% | 67 28% | 76 31% | 73 30% | 86 35% | 142 28% | 160 35% | 268 32% | 33 27% | 67 32% | 219 30% |
| Disagree | 151 16% | 68 14% | 83 17% | 39 16% | 45 18% | 30 13% | 37 15% | 79 16% | 71 15% | 124 15% | 27 22% | 36 17% | 112 16% |
| Don't know | 52 5% | 28 6% | 24 5% | 12 5% | 8 3% | 20 8% | 12 5% | 27 5% | 25 5% | 48 6% | 4 3% | 6 3% | 44 6% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC7B. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | b | a | b | c | *d | a | b | a | b | *a | b | a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 967 | 556 | 411 | 967 | 730 | 967 | - | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| Agree | 462 | 269 | 193 | 462 | 365 | 462 | ** | 392 | 70 | 67 | 184 | ** | 196 | 76 | 356 |
| | 48% | 48% | 47% | 48% | 50% | 48% | ** | 49% | 43% | 52% | 47% | ** | 50% | 54% | 48% |
| Neither agree or disagree | 302 | 174 | 128 | 302 | 222 | 302 | ** | 246 | 56 | 31 | 133 | ** | 124 | 29 | 240 |
| | 31% | 31% | 31% | 31% | 30% | 31% | ** | 31% | 34% | 24% | 34% | ** | 31% | 21% | 32% |
| | | | | | | | | | | | | | | | a |
| Disagree | 151 | 94 | 57 | 151 | 113 | 151 | ** | 130 | 21 | 28 | 63 | ** | 61 | 29 | 108 |
| | 16% | 17% | 14% | 16% | 15% | 16% | ** | 16% | 13% | 22% | 16% | ** | 15% | 21% | 14% |
| Don't know | 52 | 19 | 33 | 52 | 30 | 52 | ** | 35 | 17 | 3 | 15 | ** | 13 | 7 | 41 |
| | 5% | 3% | 8% | 5% | 4% | 5% | ** | 4% | 10% | 2% | 4% | ** | 3% | 5% | 6% |
| | | | a | | | | | | a | | | | | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC7C. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-------------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 967 | 487 | 480 | 240 | 244 | 240 | 243 | 506 | 459 | 842 | 123 | 210 | 719 |
| Agree | 326 34% | 158 32% | 168 35% | 82 34% | 85 35% | 81 34% | 78 32% | 158 31% | 167 36% | 266 32% | 60 49% | 72 34% | 239 33% |
| Neither agree or disagree | 308 32% | 169 35% | 139 29% | 70 29% | 76 31% | 86 36% | 76 31% | 162 32% | 145 32% | 273 32% | 34 28% | 68 32% | 226 31% |
| Disagree | 254 26% | 120 25% | 134 28% | 69 29% | 64 26% | 47 20% | 74 30% | 143 28% | 111 24% | 229 27% | 24 20% | 57 27% | 191 27% |
| Don't know | 79 8% | 40 8% | 39 8% | 19 8% | 19 8% | 26 11% | 15 6% | 43 8% | 36 8% | 74 9% | 5 4% | 13 6% | 63 9% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC7C. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|-----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 967 | 556 | 411 | 967 | 730 | 967 | - | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| Agree | 326 34% | 191 34% | 135 33% | 326 34% | 255 35% | 326 34% | ** | 271 34% | 55 34% | 57 44% | 125 32% | ** | 136 35% | 60 43% | 244 33% |
| Neither agree or disagree | 308 32% | 170 31% | 138 34% | 308 32% | 236 32% | 308 32% | ** | 258 32% | 50 30% | 34 26% | 124 31% | ** | 127 32% | 39 28% | 241 32% |
| Disagree | 254 26% | 157 28% | 97 24% | 254 26% | 193 26% | 254 26% | ** | 218 27% | 36 22% | 34 26% | 116 29% | ** | 109 28% | 37 26% | 196 26% |
| Don't know | 79 8% | 38 7% | 41 10% | 79 8% | 46 6% | 79 8% | ** | 56 7% | 23 14% | 4 3% | 30 8% | ** | 22 6% | 5 4% | 64 9% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW AGREEMENT WITH FEATURES OF SVOD CONTENT WATCHED BY THE RESPONDENT

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|------------|-------------|------------|------------|------------|--------------|------------|------------|-----------------|--------------------------------|------------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 967 | 487 | 480 | 240 | 244 | 240 | 243 | 506 | 459 | 842 | 123 | 210 | 719 |
| There are enough programmes for children my age | 618 64% | 300 62% | 318 66% | 157 65% | 161 66% | 151 63% | 149 61% | 335 66% | 281 61% | 543 64% | 75 61% | 124 59% | 472 66% |
| There are enough programmes that show children that look like me | 462 48% | 230 47% | 232 48% | 122 51% | 115 47% | 117 49% | 108 44% | 258 51% | 203 44% | 402 48% | 59 48% | 101 48% | 344 48% |
| There are enough programmes that show children that live in the same part of the country as me | 326 34% | 158 32% | 168 35% | 82 34% | 85 35% | 81 34% | 78 32% | 158 31% | 167 36% | 266 32% | 60 49% | 72 34% | 239 33% |
| ANY OF THESE | 746 77% | 372 76% | 374 78% | 192 80% | 190 78% | 184 77% | 180 74% | 409 81% | 335 73% | 651 77% | 94 76% | 157 75% | 564 78% |
| NONE OF THESE | 221 23% | 115 24% | 106 22% | 48 20% | 54 22% | 56 23% | 63 26% | 97 19% | 124 27% | 191 23% | 29 24% | 53 25% | 155 22% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW AGREEMENT WITH FEATURES OF SVOD CONTENT WATCHED BY THE RESPONDENT

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|------------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 967 | 556 | 411 | 967 | 730 | 967 | - | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| There are enough programmes for children my age | 618 64% | 358 64% | 260 63% | 618 64% | 488 67% | 618 64% | ** ** | 524 65% | 94 57% | 85 66% | 255 65% | ** ** | 250 63% | 90 64% | 485 65% |
| There are enough programmes that show children that look like me | 462 48% | 269 48% | 193 47% | 462 48% | 365 50% | 462 48% | ** ** | 392 49% | 70 43% | 67 52% | 184 47% | ** ** | 196 50% | 76 54% | 356 48% |
| There are enough programmes that show children that live in the same part of the country as me | 326 34% | 191 34% | 135 33% | 326 34% | 255 35% | 326 34% | ** ** | 271 34% | 55 34% | 57 44% | 125 32% | ** ** | 136 35% | 60 43% | 244 33% |
| ANY OF THESE | 746 77% | 432 78% | 314 76% | 746 77% | 581 80% | 746 77% | ** ** | 628 78% | 118 72% | 107 83% | 301 76% | ** ** | 299 76% | 114 81% | 577 77% |
| NONE OF THESE | 221 23% | 124 22% | 97 24% | 221 23% | 149 20% | 221 23% | ** ** | 175 22% | 46 28% | 22 17% | 94 24% | ** ** | 95 24% | 27 19% | 168 23% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC8A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes for children my age? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| Agree | 393 48% | 199 50% | 194 46% | 90 47% | 102 49% | 96 45% | 105 49% | 224 49% | 168 46% | 338 47% | 55 51% | 71 42% | 304 48% |
| Neither agree or disagree | 193 23% | 95 24% | 98 23% | 41 21% | 44 21% | 56 27% | 52 24% | 104 23% | 89 24% | 168 23% | 24 22% | 41 24% | 144 23% |
| Disagree | 204 25% | 84 21% | 120 28% | 59 31% | 54 26% | 43 20% | 48 22% | 112 24% | 91 25% | 178 25% | 24 22% | 51 30% | 147 23% |
| Don't know | 37 4% | 24 6% | 13 3% | 3 2% | 7 3% | 16 8% | 11 5% | 19 4% | 18 5% | 33 5% | 4 4% | 5 3% | 32 5% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC8A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes for children my age? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| Agree | 393 48% | 265 46% | 128 52% | 383 48% | 368 49% | 391 48% | ** | 393 48% | ** | 60 46% | 190 46% | 52 52% | 187 46% | 63 51% | 305 48% |
| Neither agree or disagree | 193 23% | 141 24% | 52 21% | 188 23% | 178 24% | 193 24% | ** | 193 23% | ** | 33 25% | 100 24% | 21 21% | 103 25% | 28 23% | 150 24% |
| Disagree | 204 25% | 145 25% | 59 24% | 197 25% | 177 24% | 200 24% | ** | 204 25% | ** | 36 28% | 98 24% | 23 23% | 103 25% | 32 26% | 146 23% |
| Don't know | 37 4% | 28 5% | 9 4% | 35 4% | 25 3% | 37 5% | ** | 37 4% | ** | 1 1% | 23 6% | 4 4% | 17 4% | 1 1% | 32 5% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC8B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-------------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| Agree | 342 41% | 169 42% | 173 41% | 85 44% | 83 40% | 85 40% | 89 41% | 196 43% | 145 40% | 298 42% | 44 41% | 66 39% | 264 42% |
| Neither agree or disagree | 269 33% | 134 33% | 135 32% | 59 31% | 76 37% | 64 30% | 70 32% | 135 29% | 134 37% | 240 33% | 28 26% | 55 33% | 200 32% |
| Disagree | 158 19% | 70 17% | 88 21% | 37 19% | 38 18% | 38 18% | 45 21% | 95 21% | 62 17% | 127 18% | 29 27% | 37 22% | 117 19% |
| Don't know | 58 7% | 29 7% | 29 7% | 12 6% | 10 5% | 24 11% | 12 6% | 33 7% | 25 7% | 52 7% | 6 6% | 10 6% | 46 7% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC8B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|------------|---------------------------|-----------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| Agree | 342 41% | 251 43% | 91 37% | 335 42% | 322 43% | 341 42% | ** | 342 41% | ** | 62 48% | 174 42% | 47 47% | 180 44% | 63 51% | 257 41% |
| Neither agree or disagree | 269 33% | 177 31% | 92 37% | 261 33% | 244 33% | 268 33% | ** | 269 33% | ** | 40 31% | 126 31% | 27 27% | 129 31% | 31 25% | 216 34% |
| Disagree | 158 19% | 116 20% | 42 17% | 152 19% | 136 18% | 155 19% | ** | 158 19% | ** | 25 19% | 84 20% | 23 23% | 79 19% | 25 20% | 116 18% |
| Don't know | 58 7% | 35 6% | 23 9% | 55 7% | 46 6% | 57 7% | ** | 58 7% | ** | 3 2% | 27 7% | 3 3% | 22 5% | 5 4% | 44 7% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC8C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-------------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| Agree | 259 31% | 137 34% | 122 29% | 58 30% | 65 31% | 66 31% | 70 32% | 148 32% | 110 30% | 216 30% | 43 40% | 50 30% | 200 32% |
| Neither agree or disagree | 268 32% | 133 33% | 135 32% | 55 28% | 74 36% | 72 34% | 67 31% | 139 30% | 129 35% | 235 33% | 32 30% | 56 33% | 196 31% |
| Disagree | 220 27% | 100 25% | 120 28% | 61 32% | 52 25% | 45 21% | 62 29% | 126 27% | 93 25% | 194 27% | 24 22% | 49 29% | 165 26% |
| Don't know | 80 10% | 32 8% | 48 11% | 19 10% | 16 8% | 28 13% | 17 8% | 46 10% | 34 9% | 72 10% | 8 7% | 13 8% | 66 11% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC8C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|------------|---------------------------|-----------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| Agree | 259 31% | 189 33% | 70 28% | 252 31% | 246 33% | 258 31% | ** | 259 31% | ** | 55 42% | 123 30% | 41 41% | 131 32% | 48 39% | 194 31% |
| Neither agree or disagree | 268 32% | 178 31% | 90 36% | 262 33% | 244 33% | 268 33% | ** | 268 32% | ** | 35 27% | 134 33% | 23 23% | 137 33% | 36 29% | 214 34% |
| Disagree | 220 27% | 157 27% | 63 25% | 215 27% | 194 26% | 217 26% | ** | 220 27% | ** | 34 26% | 111 27% | 28 28% | 109 27% | 33 27% | 163 26% |
| Don't know | 80 10% | 55 9% | 25 10% | 74 9% | 64 9% | 78 10% | ** | 80 10% | ** | 6 5% | 43 10% | 8 8% | 33 8% | 7 6% | 62 10% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW AGREEMENT WITH FEATURES OF BROADCAST TV OR BVOD CONTENT WATCHED BY THE RESPONDENT

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| There are enough programmes for children my age | 393 48% | 199 50% | 194 46% | 90 47% | 102 49% | 96 45% | 105 49% | 224 49% | 168 46% | 338 47% | 55 51% | 71 42% | 304 48% |
| There are enough programmes that show children that look like me | 342 41% | 169 42% | 173 41% | 85 44% | 83 40% | 85 40% | 89 41% | 196 43% | 145 40% | 298 42% | 44 41% | 66 39% | 264 42% |
| There are enough programmes that show children that live in the same part of the country as me | 259 31% | 137 34% | 122 29% | 58 30% | 65 31% | 66 31% | 70 32% | 148 32% | 110 30% | 216 30% | 43 40% | 50 30% | 200 32% |
| ANY OF THESE | 531 64% | 264 66% | 267 63% | 125 65% | 132 64% | 134 64% | 140 65% | 307 67% | 222 61% | 459 64% | 72 67% | 104 62% | 407 65% |
| NONE OF THESE | 296 36% | 138 34% | 158 37% | 68 35% | 75 36% | 77 36% | 76 35% | 152 33% | 144 39% | 258 36% | 35 33% | 64 38% | 220 35% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW AGREEMENT WITH FEATURES OF BROADCAST TV OR BVOD CONTENT WATCHED BY THE RESPONDENT

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| There are enough programmes for children my age | 393 48% | 265 46% | 128 52% | 383 48% | 368 49% | 391 48% | ** ** | 393 48% | ** ** | 60 46% | 190 46% | 52 52% | 187 46% | 63 51% | 305 48% |
| There are enough programmes that show children that look like me | 342 41% | 251 43% | 91 37% | 335 42% | 322 43% | 341 42% | ** ** | 342 41% | ** ** | 62 48% | 174 42% | 47 47% | 180 44% | 63 51% | 257 41% |
| There are enough programmes that show children that live in the same part of the country as me | 259 31% | 189 33% | 70 28% | 252 31% | 246 33% | 258 31% | ** ** | 259 31% | ** ** | 55 42% | 123 30% | 41 41% | 131 32% | 48 39% | 194 31% |
| ANY OF THESE | 531 64% | 371 64% | 160 65% | 521 65% | 494 66% | 529 64% | ** ** | 531 64% | ** ** | 91 70% | 257 63% | 71 71% | 266 65% | 88 71% | 406 64% |
| NONE OF THESE | 296 36% | 208 36% | 88 35% | 282 35% | 254 34% | 292 36% | ** ** | 296 36% | ** ** | 39 30% | 154 37% | 29 29% | 144 35% | 36 29% | 227 36% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC9A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: News and information from these TV channels and services helps me to understand what is going on in the UK and the world? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| Agree | 505 61% | 248 62% | 257 60% | 113 59% | 124 60% | 133 63% | 135 63% | 285 62% | 218 60% | 431 60% | 74 69% | 102 61% | 389 62% |
| Neither agree or disagree | 212 26% | 104 26% | 108 25% | 54 28% | 61 29% | 48 23% | 49 23% | 113 25% | 99 27% | 192 27% | 18 17% | 41 24% | 158 25% |
| Disagree | 70 8% | 31 8% | 39 9% | 17 9% | 17 8% | 13 6% | 23 11% | 41 9% | 29 8% | 64 9% | 5 5% | 16 10% | 50 8% |
| Don't know | 40 5% | 19 5% | 21 5% | 9 5% | 5 2% | 17 8% | 9 4% | 20 4% | 20 5% | 30 4% | 10 9% | 9 5% | 30 5% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC9A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: News and information from these TV channels and services helps me to understand what is going on in the UK and the world? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| Agree | 505 61% | 365 63% | 140 56% | 491 61% | 468 63% | 503 61% | ** | 505 61% | ** | 88 68% | 256 62% | 65 65% | 261 64% | 74 60% | 391 62% |
| Neither agree or disagree | 212 26% | 141 24% | 71 29% | 207 26% | 194 26% | 211 26% | ** | 212 26% | ** | 25 19% | 107 26% | 23 23% | 100 24% | 33 27% | 165 26% |
| Disagree | 70 8% | 49 8% | 21 8% | 68 8% | 55 7% | 68 8% | ** | 70 8% | ** | 12 9% | 32 8% | 11 11% | 31 8% | 11 9% | 51 8% |
| Don't know | 40 5% | 24 4% | 16 6% | 37 5% | 31 4% | 39 5% | ** | 40 5% | ** | 5 4% | 16 4% | 1 1% | 18 4% | 6 5% | 26 4% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC9B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: These TV channels and services have programmes and content that help me to learn about new things? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| Agree | 515 62% | 257 64% | 258 61% | 127 66% | 128 62% | 126 60% | 134 62% | 296 64% | 217 59% | 447 62% | 66 62% | 96 57% | 398 63% |
| Neither agree or disagree | 211 26% | 103 26% | 108 25% | 45 23% | 49 24% | 60 28% | 57 26% | 107 23% | 104 28% | 181 25% | 29 27% | 44 26% | 158 25% |
| Disagree | 78 9% | 32 8% | 46 11% | 18 9% | 24 12% | 17 8% | 19 9% | 46 10% | 32 9% | 69 10% | 9 8% | 23 14% | 53 8% |
| Don't know | 23 3% | 10 2% | 13 3% | 3 2% | 6 3% | 8 4% | 6 3% | 10 2% | 13 4% | 20 3% | 3 3% | 5 3% | 18 3% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC9B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: These TV channels and services have programmes and content that help me to learn about new things? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| Agree | 515 62% | 359 62% | 156 63% | 502 63% | 487 65% | 514 63% | ** | 515 62% | ** | 93 72% | 246 60% | 72 72% | 253 62% | 86 69% | 394 62% |
| Neither agree or disagree | 211 26% | 145 25% | 66 27% | 206 26% | 185 25% | 209 25% | ** | 211 26% | ** | 29 22% | 106 26% | 13 13% | 109 27% | 26 21% | 165 26% |
| Disagree | 78 9% | 58 10% | 20 8% | 77 10% | 61 8% | 78 10% | ** | 78 9% | ** | 8 6% | 45 11% | 14 14% | 38 9% | 11 9% | 57 9% |
| Don't know | 23 3% | 17 3% | 6 2% | 18 2% | 15 2% | 20 2% | ** | 23 3% | ** | - -% | 14 3% | 1 1% | 10 2% | 1 1% | 17 3% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC9C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: These TV channels and services have high quality shows I enjoy? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---------------------------|-------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| Agree | 480 | 224 | 256 | 104 | 118 | 126 | 132 | 270 | 209 | 420 | 59 | 82 | 382 |
| | 58% | 56% | 60% | 54% | 57% | 60% | 61% | 59% | 57% | 59% | 55% | 49% | 61% |
| Neither agree or disagree | 221 | 116 | 105 | 58 | 54 | 55 | 54 | 117 | 103 | 190 | 30 | 53 | 159 |
| | 27% | 29% | 25% | 30% | 26% | 26% | 25% | 25% | 28% | 26% | 28% | 32% | 25% |
| Disagree | 107 | 53 | 54 | 30 | 29 | 21 | 27 | 64 | 43 | 92 | 15 | 27 | 75 |
| | 13% | 13% | 13% | 16% | 14% | 10% | 13% | 14% | 12% | 13% | 14% | 16% | 12% |
| Don't know | 19 | 9 | 10 | 1 | 6 | 9 | 3 | 8 | 11 | 15 | 3 | 6 | 11 |
| | 2% | 2% | 2% | 1% | 3% | 4% | 1% | 2% | 3% | 2% | 3% | 4% | 2% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC9C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these: These TV channels and services have high quality shows I enjoy? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| Agree | 480 58% | 344 59% | 136 55% | 467 58% | 459 61% | 479 58% | ** | 480 58% | ** | 87 67% | 241 59% | 58 58% | 253 62% | 77 62% | 373 59% |
| Neither agree or disagree | 221 27% | 150 26% | 71 29% | 216 27% | 194 26% | 219 27% | ** | 221 27% | ** | 33 25% | 102 25% | 29 29% | 96 23% | 30 24% | 167 26% |
| Disagree | 107 13% | 72 12% | 35 14% | 104 13% | 82 11% | 104 13% | ** | 107 13% | ** | 9 7% | 58 14% | 12 12% | 52 13% | 16 13% | 77 12% |
| Don't know | 19 2% | 13 2% | 6 2% | 16 2% | 13 2% | 19 2% | ** | 19 2% | ** | 1 1% | 10 2% | 1 1% | 9 2% | 1 1% | 16 3% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW AGREEMENT WITH ATTITUDES TOWARDS BROADCAST TV CHANNELS OR BVOD SERVICES WATCHED BY THE RESPONDENT

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|-----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 827 | 402 | 425 | 193 | 207 | 211 | 216 | 459 | 366 | 717 | 107 | 168 | 627 |
| These TV channels and services have programmes and content that help me to learn about new things | 515 62% | 257 64% | 258 61% | 127 66% | 128 62% | 126 60% | 134 62% | 296 64% | 217 59% | 447 62% | 66 62% | 96 57% | 398 63% |
| News and information from these TV channels and services helps me to understand what is going on in the UK and the world | 505 61% | 248 62% | 257 60% | 113 59% | 124 60% | 133 63% | 135 63% | 285 62% | 218 60% | 431 60% | 74 69% | 102 61% | 389 62% |
| These TV channels and services have high quality shows I enjoy | 480 58% | 224 56% | 256 60% | 104 54% | 118 57% | 126 60% | 132 61% | 270 59% | 209 57% | 420 59% | 59 55% | 82 49% | 382 61% a |
| ANY OF THESE | 680 82% | 325 81% | 355 84% | 158 82% | 170 82% | 175 83% | 177 82% | 385 84% | 293 80% | 585 82% | 92 86% | 134 80% | 524 84% |
| NONE OF THESE | 147 18% | 77 19% | 70 16% | 35 18% | 37 18% | 36 17% | 39 18% | 74 16% | 73 20% | 132 18% | 15 14% | 34 20% | 103 16% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW AGREEMENT WITH ATTITUDES TOWARDS BROADCAST TV CHANNELS OR BVOD SERVICES WATCHED BY THE RESPONDENT

Base : Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 827 | 579 | 248 | 803 | 748 | 821 | 6 | 827 | - | 130 | 411 | 100 | 410 | 124 | 633 |
| These TV channels and services have programmes and content that help me to learn about new things | 515 62% | 359 62% | 156 63% | 502 63% | 487 65% | 514 63% | ** ** | 515 62% | ** ** | 93 72% | 246 60% | 72 72% | 253 62% | 86 69% | 394 62% |
| News and information from these TV channels and services helps me to understand what is going on in the UK and the world | 505 61% | 365 63% | 140 56% | 491 61% | 468 63% | 503 61% | ** ** | 505 61% | ** ** | 88 68% | 256 62% | 65 65% | 261 64% | 74 60% | 391 62% |
| These TV channels and services have high quality shows I enjoy | 480 58% | 344 59% | 136 55% | 467 58% | 459 61% | 479 58% | ** ** | 480 58% | ** ** | 87 67% | 241 59% | 58 58% | 253 62% | 77 62% | 373 59% |
| ANY OF THESE | 680 82% | 472 82% | 208 84% | 663 83% | 633 85% | 677 82% | ** ** | 680 82% | ** ** | 117 90% | 327 80% | 87 87% | 336 82% | 108 87% | 522 82% |
| NONE OF THESE | 147 18% | 107 18% | 40 16% | 140 17% | 115 15% | 144 18% | ** ** | 147 18% | ** ** | 13 10% | 84 20% | 13 13% | 74 18% | 16 13% | 111 18% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC10. The next questions are about some of the things that might have caused you concern when watching TV programmes or films. We would like you to answer, but only if you would like to. If you would prefer not to, please say below and you will skip these questions. (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV, broadcaster catch up services or subscription video on-demand services in the last 12 months

| | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | | |
|--|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|-----|
| | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE | |
| Significance Level: 99% | a | b | a | b | c | d | a | b | a | b | a | b | |
| Total | 991 | 498 | 493 | 244 | 249 | 248 | 250 | 522 | 467 | 862 | 126 | 213 | 740 |
| Yes, I will answer these questions | 962 | 489 | 473 | 238 | 239 | 241 | 244 | 505 | 455 | 838 | 121 | 213 | 712 |
| | 97% | 98% | 96% | 98% | 96% | 97% | 98% | 97% | 97% | 97% | 96% | 100% | 96% |
| No, I would prefer not to answer these questions | 29 | 9 | 20 | 6 | 10 | 7 | 6 | 17 | 12 | 24 | 5 | - | 28 |
| | 3% | 2% | 4% | 2% | 4% | 3% | 2% | 3% | 3% | 3% | 4% | -% | 4% |
| | | | | | | | | | | | | | a |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC10. The next questions are about some of the things that might have caused you concern when watching TV programmes or films. We would like you to answer, but only if you would like to. If you would prefer not to, please say below and you will skip these questions. (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV, broadcaster catch up services or subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|-------|---------------------------|---------|----------------------------|-----------|-------------|----------|--|---------|--|---------|--|---------|--|---------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 991 | 579 | 412 | 967 | 748 | 985 | 6 | 827 | 164 | 130 | 411 | 100 | 410 | 142 | 759 |
| Yes, I will answer these questions | 962 | 561 | 401 | 943 | 731 | 959 | ** | 802 | 160 | 130 | 411 | 100 | 410 | 142 | 759 |
| | 97% | 97% | 97% | 98% | 98% | 97% | ** | 97% | 98% | 100% | 100% | 100% | 100% | 100% | 100% |
| No, I would prefer not to answer these questions | 29 | 18 | 11 | 24 | 17 | 26 | ** | 25 | 4 | - | - | - | - | - | - |
| | 3% | 3% | 3% | 2% | 2% | 3% | ** | 3% | 2% | -% | -% | -% | -% | -% | -% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC11. So, thinking about TV programmes that you have watched at the time they are shown on TV and/ or that have been recorded to watch later. In the last 12 months have you, personally seen something on TV which offended you? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 561 | 271 | 290 | 131 | 134 | 135 | 161 | 328 | 231 | 488 | 70 | 114 | 428 |
| Yes | 130 23% | 54 20% | 76 26% | 28 21% | 36 27% | 32 24% | 34 21% | 74 23% | 56 24% | 108 22% | ** | 29 25% | 94 22% |
| No | 411 73% | 211 78% | 200 69% | 102 78% | 92 69% | 94 70% | 123 76% | 239 73% | 170 74% | 365 75% | ** | 81 71% | 318 74% |
| Don't know | 19 3% | 6 2% | 13 4% | 1 1% | 6 4% | 9 7% | 3 2% | 14 4% | 5 2% | 15 3% | ** | 4 4% | 15 4% |
| Prefer not to say | 1 *% | - -% | 1 *% | - -% | - -% | - -% | 1 1% | 1 *% | - -% | - -% | ** | - -% | 1 *% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC11. So, thinking about TV programmes that you have watched at the time they are shown on TV and/ or that have been recorded to watch later. In the last 12 months have you, personally seen something on TV which offended you? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|------------|---------------------------|----------|----------------------------|------------|-------------|----------|--|----------|--|-------------|--|------------|--|------------|
| | | YES a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES *a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 561 | 561 | - | 542 | 490 | 558 | 3 | 561 | - | 130 | 411 | 100 | 410 | 70 | 456 |
| Yes | 130 23% | 130 23% | ** | 129 24% | 123 25% | 130 23% | ** | 130 23% | ** | 130 100% | - -% | 45 b | 68 b | ** | 83 18% |
| No | 411 73% | 411 73% | ** | 395 73% | 349 71% | 408 73% | ** | 411 73% | ** | - -% | 411 100% | 50 50% | 334 81% | ** | 362 79% |
| Don't know | 19 3% | 19 3% | ** | 17 3% | 17 3% | 19 3% | ** | 19 3% | ** | - -% | - -% | 5 5% | 7 2% | ** | 10 2% |
| Prefer not to say | 1 *% | 1 *% | ** | 1 *% | 1 *% | 1 *% | ** | 1 *% | ** | - -% | - -% | - -% | 1 *% | ** | 1 *% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. What type of programme or show were you watching that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-----------------------------------|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 130 | 54 | 76 | 28 | 36 | 32 | 34 | 74 | 56 | 108 | 21 | 29 | 94 |
| Comedy show | 43 33% | ** | ** | ** | ** | ** | ** | ** | ** | 39 36% | ** | ** | ** |
| Film | 39 30% | ** | ** | ** | ** | ** | ** | ** | ** | 33 31% | ** | ** | ** |
| News or current affairs programme | 30 23% | ** | ** | ** | ** | ** | ** | ** | ** | 24 22% | ** | ** | ** |
| Documentary | 28 22% | ** | ** | ** | ** | ** | ** | ** | ** | 23 21% | ** | ** | ** |
| Reality TV show | 28 22% | ** | ** | ** | ** | ** | ** | ** | ** | 24 22% | ** | ** | ** |
| Children's TV show | 20 15% | ** | ** | ** | ** | ** | ** | ** | ** | 16 15% | ** | ** | ** |
| General entertainment | 20 15% | ** | ** | ** | ** | ** | ** | ** | ** | 20 19% | ** | ** | ** |
| Music video | 19 15% | ** | ** | ** | ** | ** | ** | ** | ** | 14 13% | ** | ** | ** |
| Sports | 17 13% | ** | ** | ** | ** | ** | ** | ** | ** | 15 14% | ** | ** | ** |
| Soap or drama | 14 11% | ** | ** | ** | ** | ** | ** | ** | ** | 10 9% | ** | ** | ** |
| Talent show | 12 9% | ** | ** | ** | ** | ** | ** | ** | ** | 8 7% | ** | ** | ** |
| Game/ quiz show | 9 7% | ** | ** | ** | ** | ** | ** | ** | ** | 8 7% | ** | ** | ** |
| Religious programme | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Other types of programme | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. What type of programme or show were you watching that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|---------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 130 | 54 | 76 | 28 | 36 | 32 | 34 | 74 | 56 | 108 | 21 | 29 | 94 |
| Don't know | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 4 4% | ** | ** | ** |
| Prefer not to say | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. What type of programme or show were you watching that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-----------------------------------|-------|---------------------------|----|----------------------------|------|--------|----|--|----|--|----|--|----|--|----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | *b | a | b | c | *d | a | *b | a | *b | *a | *b | *a | *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 130 | 130 | - | 129 | 123 | 130 | - | 130 | - | 130 | - | 45 | 68 | 36 | 83 |
| Comedy show | 43 | 43 | ** | 43 | 41 | 43 | ** | 43 | ** | 43 | ** | ** | ** | ** | ** |
| | 33% | 33% | ** | 33% | 33% | 33% | ** | 33% | ** | 33% | ** | ** | ** | ** | ** |
| Film | 39 | 39 | ** | 39 | 38 | 39 | ** | 39 | ** | 39 | ** | ** | ** | ** | ** |
| | 30% | 30% | ** | 30% | 31% | 30% | ** | 30% | ** | 30% | ** | ** | ** | ** | ** |
| News or current affairs programme | 30 | 30 | ** | 30 | 29 | 30 | ** | 30 | ** | 30 | ** | ** | ** | ** | ** |
| | 23% | 23% | ** | 23% | 24% | 23% | ** | 23% | ** | 23% | ** | ** | ** | ** | ** |
| Documentary | 28 | 28 | ** | 28 | 27 | 28 | ** | 28 | ** | 28 | ** | ** | ** | ** | ** |
| | 22% | 22% | ** | 22% | 22% | 22% | ** | 22% | ** | 22% | ** | ** | ** | ** | ** |
| Reality TV show | 28 | 28 | ** | 28 | 28 | 28 | ** | 28 | ** | 28 | ** | ** | ** | ** | ** |
| | 22% | 22% | ** | 22% | 23% | 22% | ** | 22% | ** | 22% | ** | ** | ** | ** | ** |
| Children's TV show | 20 | 20 | ** | 20 | 20 | 20 | ** | 20 | ** | 20 | ** | ** | ** | ** | ** |
| | 15% | 15% | ** | 16% | 16% | 15% | ** | 15% | ** | 15% | ** | ** | ** | ** | ** |
| General entertainment | 20 | 20 | ** | 20 | 20 | 20 | ** | 20 | ** | 20 | ** | ** | ** | ** | ** |
| | 15% | 15% | ** | 16% | 16% | 15% | ** | 15% | ** | 15% | ** | ** | ** | ** | ** |
| Music video | 19 | 19 | ** | 19 | 19 | 19 | ** | 19 | ** | 19 | ** | ** | ** | ** | ** |
| | 15% | 15% | ** | 15% | 15% | 15% | ** | 15% | ** | 15% | ** | ** | ** | ** | ** |
| Sports | 17 | 17 | ** | 17 | 17 | 17 | ** | 17 | ** | 17 | ** | ** | ** | ** | ** |
| | 13% | 13% | ** | 13% | 14% | 13% | ** | 13% | ** | 13% | ** | ** | ** | ** | ** |
| Soap or drama | 14 | 14 | ** | 14 | 14 | 14 | ** | 14 | ** | 14 | ** | ** | ** | ** | ** |
| | 11% | 11% | ** | 11% | 11% | 11% | ** | 11% | ** | 11% | ** | ** | ** | ** | ** |
| Talent show | 12 | 12 | ** | 12 | 12 | 12 | ** | 12 | ** | 12 | ** | ** | ** | ** | ** |
| | 9% | 9% | ** | 9% | 10% | 9% | ** | 9% | ** | 9% | ** | ** | ** | ** | ** |
| Game/ quiz show | 9 | 9 | ** | 9 | 9 | 9 | ** | 9 | ** | 9 | ** | ** | ** | ** | ** |
| | 7% | 7% | ** | 7% | 7% | 7% | ** | 7% | ** | 7% | ** | ** | ** | ** | ** |
| Religious programme | 2 | 2 | ** | 2 | 2 | 2 | ** | 2 | ** | 2 | ** | ** | ** | ** | ** |
| | 2% | 2% | ** | 2% | 2% | 2% | ** | 2% | ** | 2% | ** | ** | ** | ** | ** |
| Other types of programme | 1 | 1 | ** | 1 | 1 | 1 | ** | 1 | ** | 1 | ** | ** | ** | ** | ** |
| | 1% | 1% | ** | 1% | 1% | 1% | ** | 1% | ** | 1% | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. What type of programme or show were you watching that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|-------|---------------------------|----|----------------------------|------|--------|----|--|----|--|----|--|----|--|----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | *b | a | b | c | *d | a | *b | a | *b | *a | *b | *a | *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 130 | 130 | - | 129 | 123 | 130 | - | 130 | - | 130 | - | 45 | 68 | 36 | 83 |
| Don't know | 4 | 4 | ** | 3 | 4 | 4 | ** | 4 | ** | 4 | ** | ** | ** | ** | ** |
| | 3% | 3% | ** | 2% | 3% | 3% | ** | 3% | ** | 3% | ** | ** | ** | ** | ** |
| Prefer not to say | 4 | 4 | ** | 4 | 2 | 4 | ** | 4 | ** | 4 | ** | ** | ** | ** | ** |
| | 3% | 3% | ** | 3% | 2% | 3% | ** | 3% | ** | 3% | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC13. What did you see on TV that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 130 | 54 | 76 | 28 | 36 | 32 | 34 | 74 | 56 | 108 | 21 | 29 | 94 |
| Offensive language/ swearing | 21 16% | ** | ** | ** | ** | ** | ** | ** | ** | 18 17% | ** | ** | ** |
| Racism | 17 13% | ** | ** | ** | ** | ** | ** | ** | ** | 11 10% | ** | ** | ** |
| Sexual behaviour/ nudity | 17 13% | ** | ** | ** | ** | ** | ** | ** | ** | 14 13% | ** | ** | ** |
| War | 11 8% | ** | ** | ** | ** | ** | ** | ** | ** | 11 10% | ** | ** | ** |
| Fighting/ violence | 10 8% | ** | ** | ** | ** | ** | ** | ** | ** | 9 8% | ** | ** | ** |
| Animal cruelty/ abuse | 9 7% | ** | ** | ** | ** | ** | ** | ** | ** | 8 7% | ** | ** | ** |
| Upsetting news content | 7 5% | ** | ** | ** | ** | ** | ** | ** | ** | 5 5% | ** | ** | ** |
| LGBT discrimination | 6 5% | ** | ** | ** | ** | ** | ** | ** | ** | 6 6% | ** | ** | ** |
| Behaviour on reality TV | 5 4% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| Bullying | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 4 4% | ** | ** | ** |
| Crime | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| Sexual assault/ abuse | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Patronising to young people | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| People in poverty | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC13. What did you see on TV that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--------------------------|---------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 130 | 54 | 76 | 28 | 36 | 32 | 34 | 74 | 56 | 108 | 21 | 29 | 94 |
| Body image | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Discrimination | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Scary/ horror | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Serial killer | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Prison | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | - -% | ** | ** | ** |
| Religious discrimination | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Other | 8 6% | ** | ** | ** | ** | ** | ** | ** | ** | 5 5% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC13. What did you see on TV that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------|-----------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO *b | YES *a | NO *b | YES *a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 130 | 130 | - | 129 | 123 | 130 | - | 130 | - | 130 | - | 45 | 68 | 36 | 83 |
| Offensive language/ swearing | 21 16% | 21 16% | ** | 21 16% | 21 17% | 21 16% | ** | 21 16% | ** | 21 16% | ** | ** | ** | ** | ** |
| Racism | 17 13% | 17 13% | ** | 17 13% | 15 12% | 17 13% | ** | 17 13% | ** | 17 13% | ** | ** | ** | ** | ** |
| Sexual behaviour/ nudity | 17 13% | 17 13% | ** | 17 13% | 17 14% | 17 13% | ** | 17 13% | ** | 17 13% | ** | ** | ** | ** | ** |
| War | 11 8% | 11 8% | ** | 11 9% | 11 9% | 11 8% | ** | 11 8% | ** | 11 8% | ** | ** | ** | ** | ** |
| Fighting/ violence | 10 8% | 10 8% | ** | 10 8% | 10 8% | 10 8% | ** | 10 8% | ** | 10 8% | ** | ** | ** | ** | ** |
| Animal cruelty/ abuse | 9 7% | 9 7% | ** | 9 7% | 9 7% | 9 7% | ** | 9 7% | ** | 9 7% | ** | ** | ** | ** | ** |
| Upsetting news content | 7 5% | 7 5% | ** | 7 5% | 5 4% | 7 5% | ** | 7 5% | ** | 7 5% | ** | ** | ** | ** | ** |
| LGBT discrimination | 6 5% | 6 5% | ** | 6 5% | 4 3% | 6 5% | ** | 6 5% | ** | 6 5% | ** | ** | ** | ** | ** |
| Behaviour on reality TV | 5 4% | 5 4% | ** | 5 4% | 5 4% | 5 4% | ** | 5 4% | ** | 5 4% | ** | ** | ** | ** | ** |
| Bullying | 4 3% | 4 3% | ** | 4 3% | 3 2% | 4 3% | ** | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** |
| Crime | 3 2% | 3 2% | ** | 3 2% | 3 2% | 3 2% | ** | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** |
| Sexual assault/ abuse | 3 2% | 3 2% | ** | 3 2% | 3 2% | 3 2% | ** | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** |
| Patronising to young people | 3 2% | 3 2% | ** | 3 2% | 3 2% | 3 2% | ** | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** |
| People in poverty | 2 2% | 2 2% | ** | 2 2% | 2 2% | 2 2% | ** | 2 2% | ** | 2 2% | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC13. What did you see on TV that offended you? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--------------------------|---------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO *b | YES *a | NO *b | YES *a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 130 | 130 | - | 129 | 123 | 130 | - | 130 | - | 130 | - | 45 | 68 | 36 | 83 |
| Body image | 2 2% | 2 2% | ** | 2 2% | 2 2% | 2 2% | ** | 2 2% | ** | 2 2% | ** | ** | ** | ** | ** |
| Discrimination | 2 2% | 2 2% | ** | 2 2% | 2 2% | 2 2% | ** | 2 2% | ** | 2 2% | ** | ** | ** | ** | ** |
| Scary/ horror | 2 2% | 2 2% | ** | 1 1% | 2 2% | 2 2% | ** | 2 2% | ** | 2 2% | ** | ** | ** | ** | ** |
| Serial killer | 2 2% | 2 2% | ** | 2 2% | 2 2% | 2 2% | ** | 2 2% | ** | 2 2% | ** | ** | ** | ** | ** |
| Prison | 1 1% | 1 1% | ** | 1 1% | 1 1% | 1 1% | ** | 1 1% | ** | 1 1% | ** | ** | ** | ** | ** |
| Religious discrimination | 1 1% | 1 1% | ** | 1 1% | 1 1% | 1 1% | ** | 1 1% | ** | 1 1% | ** | ** | ** | ** | ** |
| Other | 8 6% | 8 6% | ** | 8 6% | 8 7% | 8 6% | ** | 8 6% | ** | 8 6% | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC14. What did you do when you were offended by what you saw? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|-----------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | *a | *b | *a | *b | *c | *d | *a | *b | a | *b | *a | *b |
| Total | 130 | 54 | 76 | 28 | 36 | 32 | 34 | 74 | 56 | 108 | 21 | 29 | 94 |
| Stopped watching | 75 58% | ** | ** | ** | ** | ** | ** | ** | ** | 68 63% | ** | ** | ** |
| Told your parents | 38 29% | ** | ** | ** | ** | ** | ** | ** | ** | 30 28% | ** | ** | ** |
| Continued watching/ did nothing | 25 19% | ** | ** | ** | ** | ** | ** | ** | ** | 19 18% | ** | ** | ** |
| Watched something else | 24 18% | ** | ** | ** | ** | ** | ** | ** | ** | 20 19% | ** | ** | ** |
| Told your friends | 10 8% | ** | ** | ** | ** | ** | ** | ** | ** | 7 6% | ** | ** | ** |
| Told another family member | 9 7% | ** | ** | ** | ** | ** | ** | ** | ** | 7 6% | ** | ** | ** |
| Told someone else | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Reported it/ made an official complaint | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Something else | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Don't know/ don't remember | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Prefer not to say | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC14. What did you do when you were offended by what you saw? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|-----------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO *b | YES *a | NO *b | YES *a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 130 | 130 | - | 129 | 123 | 130 | - | 130 | - | 130 | - | 45 | 68 | 36 | 83 |
| Stopped watching | 75 58% | 75 58% | ** | 74 57% | 70 57% | 75 58% | ** | 75 58% | ** | 75 58% | ** | ** | ** | ** | ** |
| Told your parents | 38 29% | 38 29% | ** | 38 29% | 36 29% | 38 29% | ** | 38 29% | ** | 38 29% | ** | ** | ** | ** | ** |
| Continued watching/ did nothing | 25 19% | 25 19% | ** | 25 19% | 25 20% | 25 19% | ** | 25 19% | ** | 25 19% | ** | ** | ** | ** | ** |
| Watched something else | 24 18% | 24 18% | ** | 23 18% | 22 18% | 24 18% | ** | 24 18% | ** | 24 18% | ** | ** | ** | ** | ** |
| Told your friends | 10 8% | 10 8% | ** | 10 8% | 8 7% | 10 8% | ** | 10 8% | ** | 10 8% | ** | ** | ** | ** | ** |
| Told another family member | 9 7% | 9 7% | ** | 9 7% | 8 7% | 9 7% | ** | 9 7% | ** | 9 7% | ** | ** | ** | ** | ** |
| Told someone else | 3 2% | 3 2% | ** | 3 2% | 2 2% | 3 2% | ** | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** |
| Reported it/ made an official complaint | 2 2% | 2 2% | ** | 2 2% | 2 2% | 2 2% | ** | 2 2% | ** | 2 2% | ** | ** | ** | ** | ** |
| Something else | 1 1% | 1 1% | ** | 1 1% | 1 1% | 1 1% | ** | 1 1% | ** | 1 1% | ** | ** | ** | ** | ** |
| Don't know/ don't remember | 1 1% | 1 1% | ** | 1 1% | - -% | 1 1% | ** | 1 1% | ** | 1 1% | ** | ** | ** | ** | ** |
| Prefer not to say | 2 2% | 2 2% | ** | 2 2% | 2 2% | 2 2% | ** | 2 2% | ** | 2 2% | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. Still thinking about TV programmes that you have watched at the time they are shown on TV or that have been recorded to watch later... In the last 12 months have you, personally, seen anything on TV which you thought was harmful or damaging? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|------------|----------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-----------------|--------------------------------|------------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | *b | a | b |
| Total | 561 | 271 | 290 | 131 | 134 | 135 | 161 | 328 | 231 | 488 | 70 | 114 | 428 |
| Yes | 100 18% | 48 18% | 52 18% | 20 15% | 24 18% | 25 19% | 31 19% | 66 20% | 34 15% | 87 18% | ** | 27 24% | 67 16% |
| No | 410 73% | 199 73% | 211 73% | 101 77% | 99 74% | 95 70% | 115 71% | 243 74% | 165 71% | 359 74% | ** | 76 67% | 321 75% |
| Don't know | 48 9% | 22 8% | 26 9% | 9 7% | 11 8% | 14 10% | 14 9% | 17 5% | 31 13% | 40 8% | ** | 9 8% | 39 9% |
| Prefer not to say | 3 1% | 2 1% | 1 * | 1 1% | - -% | 1 1% | 1 1% | 2 1% | 1 *% | 2 *% | ** | 2 2% | 1 *% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. Still thinking about TV programmes that you have watched at the time they are shown on TV or that have been recorded to watch later... In the last 12 months have you, personally, seen anything on TV which you thought was harmful or damaging? (SINGLE CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|------------|---------------------------|----------|----------------------------|------------|-------------|----------|--|----------|--|-----------------|--|------------------|--|------------|
| | | YES a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES a | NO b | YES *a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 561 | 561 | - | 542 | 490 | 558 | 3 | 561 | - | 130 | 411 | 100 | 410 | 70 | 456 |
| Yes | 100 18% | 100 18% | ** ** | 99 18% | 91 19% | 100 18% | ** ** | 100 18% | ** ** | 45 35% b | 50 12% | 100 100% b | - -% | ** ** | 66 14% |
| No | 410 73% | 410 73% | ** ** | 394 73% | 358 73% | 408 73% | ** ** | 410 73% | ** ** | 68 52% | 334 81% a | - -% | 410 100% a | ** ** | 366 80% |
| Don't know | 48 9% | 48 9% | ** ** | 46 8% | 38 8% | 47 8% | ** ** | 48 9% | ** ** | 17 13% b | 25 6% | - -% | - -% | ** ** | 23 5% |
| Prefer not to say | 3 1% | 3 1% | ** ** | 3 1% | 3 1% | 3 1% | ** ** | 3 1% | ** ** | - -% | 2 *% | - -% | - -% | ** ** | 1 *% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC16. What type of programme or show were you watching that showed something harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-----------------------------------|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|-------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE *a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 100 | 48 | 52 | 20 | 24 | 25 | 31 | 66 | 34 | 87 | 12 | 27 | 67 |
| Film | 29 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| News or current affairs programme | 25 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Reality TV show | 18 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Soap or drama | 14 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Documentary | 13 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Comedy show | 10 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| General entertainment | 10 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Children's TV show | 7 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Music video | 6 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Talent show | 4 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Sports | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Game/ quiz show | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Religious programme | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | 4 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC16. What type of programme or show were you watching that showed something harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|---------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | *a | *b | *a | *b | *c | *d | *a | *b | *a | *b | *a | *b |
| Total | 100 | 48 | 52 | 20 | 24 | 25 | 31 | 66 | 34 | 87 | 12 | 27 | 67 |
| Prefer not to say | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC16. What type of programme or show were you watching that showed something harmful or damaging? (MULTI CODE)

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| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-----------------------------------|-------|---------------------------|----|----------------------------|------|--------|----|--|----|--|----|--|----|--|----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | *b | *a | *b | c | *d | a | *b | *a | *b | a | *b | *a | *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 100 | 100 | - | 99 | 91 | 100 | - | 100 | - | 45 | 50 | 100 | - | 31 | 66 |
| Film | 29 | 29 | ** | ** | ** | 29 | ** | 29 | ** | ** | ** | 29 | ** | ** | ** |
| | 29% | 29% | ** | ** | ** | 29% | ** | 29% | ** | ** | ** | 29% | ** | ** | ** |
| News or current affairs programme | 25 | 25 | ** | ** | ** | 25 | ** | 25 | ** | ** | ** | 25 | ** | ** | ** |
| | 25% | 25% | ** | ** | ** | 25% | ** | 25% | ** | ** | ** | 25% | ** | ** | ** |
| Reality TV show | 18 | 18 | ** | ** | ** | 18 | ** | 18 | ** | ** | ** | 18 | ** | ** | ** |
| | 18% | 18% | ** | ** | ** | 18% | ** | 18% | ** | ** | ** | 18% | ** | ** | ** |
| Soap or drama | 14 | 14 | ** | ** | ** | 14 | ** | 14 | ** | ** | ** | 14 | ** | ** | ** |
| | 14% | 14% | ** | ** | ** | 14% | ** | 14% | ** | ** | ** | 14% | ** | ** | ** |
| Documentary | 13 | 13 | ** | ** | ** | 13 | ** | 13 | ** | ** | ** | 13 | ** | ** | ** |
| | 13% | 13% | ** | ** | ** | 13% | ** | 13% | ** | ** | ** | 13% | ** | ** | ** |
| Comedy show | 10 | 10 | ** | ** | ** | 10 | ** | 10 | ** | ** | ** | 10 | ** | ** | ** |
| | 10% | 10% | ** | ** | ** | 10% | ** | 10% | ** | ** | ** | 10% | ** | ** | ** |
| General entertainment | 10 | 10 | ** | ** | ** | 10 | ** | 10 | ** | ** | ** | 10 | ** | ** | ** |
| | 10% | 10% | ** | ** | ** | 10% | ** | 10% | ** | ** | ** | 10% | ** | ** | ** |
| Children's TV show | 7 | 7 | ** | ** | ** | 7 | ** | 7 | ** | ** | ** | 7 | ** | ** | ** |
| | 7% | 7% | ** | ** | ** | 7% | ** | 7% | ** | ** | ** | 7% | ** | ** | ** |
| Music video | 6 | 6 | ** | ** | ** | 6 | ** | 6 | ** | ** | ** | 6 | ** | ** | ** |
| | 6% | 6% | ** | ** | ** | 6% | ** | 6% | ** | ** | ** | 6% | ** | ** | ** |
| Talent show | 4 | 4 | ** | ** | ** | 4 | ** | 4 | ** | ** | ** | 4 | ** | ** | ** |
| | 4% | 4% | ** | ** | ** | 4% | ** | 4% | ** | ** | ** | 4% | ** | ** | ** |
| Sports | 1 | 1 | ** | ** | ** | 1 | ** | 1 | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | 1% | ** | 1% | ** | ** | ** | 1% | ** | ** | ** |
| Game/ quiz show | 1 | 1 | ** | ** | ** | 1 | ** | 1 | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | 1% | ** | 1% | ** | ** | ** | 1% | ** | ** | ** |
| Religious programme | 1 | 1 | ** | ** | ** | 1 | ** | 1 | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | 1% | ** | 1% | ** | ** | ** | 1% | ** | ** | ** |
| Don't know | 4 | 4 | ** | ** | ** | 4 | ** | 4 | ** | ** | ** | 4 | ** | ** | ** |
| | 4% | 4% | ** | ** | ** | 4% | ** | 4% | ** | ** | ** | 4% | ** | ** | ** |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC16. What type of programme or show were you watching that showed something harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | | |
|-------------------------|-------|---------------------------|----------|----------------------------|------------|-------------|----------|--|----------|--|----------|--|----------|--|----------|--|
| | | YES a | NO *b | SVOD *a | BVOD *b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES a | NO *b | YES *a | NO *b | |
| Significance Level: 99% | | | | | | | | | | | | | | | | |
| Total | 100 | 100 | - | 99 | 91 | 100 | - | 100 | - | 45 | 50 | 100 | - | 31 | 66 | |
| Prefer not to say | 1 | 1 | ** | ** | ** | 1 | ** | 1 | ** | ** | ** | 1 | ** | ** | ** | |
| | 1% | 1% | ** | ** | ** | 1% | ** | 1% | ** | ** | ** | 1% | ** | ** | ** | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17. What did you see on TV that was harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------|-----------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | *a | *b | *a | *b | *c | *d | *a | *b | *a | *b | *a | *b |
| Total | 100 | 48 | 52 | 20 | 24 | 25 | 31 | 66 | 34 | 87 | 12 | 27 | 67 |
| Fighting/ violence | 18 18% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| War | 13 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Sexual behaviour/ nudity | 12 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Murder/ death | 10 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Upsetting news content | 8 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Offensive language/ swearing | 7 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Racism | 6 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Sexual assault/ abuse/ rape | 5 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Accident/ crime scene | 5 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Abusive behaviour | 4 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Suicide | 3 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Self harm | 3 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Sexism | 3 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Animal cruelty/ abuse | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17. What did you see on TV that was harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|---------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | *a | *b | *a | *b | *c | *d | *a | *b | *a | *b | *a | *b |
| Total | 100 | 48 | 52 | 20 | 24 | 25 | 31 | 66 | 34 | 87 | 12 | 27 | 67 |
| Scary/ horror | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Risky behaviour | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| LGBT discrimination | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Criminal behaviour | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Other | 2 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17. What did you see on TV that was harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------|-----------|---------------------------|----------|----------------------------|------------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES a | NO *b | SVOD *a | BVOD *b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES a | NO *b | YES *a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 100 | 100 | - | 99 | 91 | 100 | - | 100 | - | 45 | 50 | 100 | - | 31 | 66 |
| Fighting/ violence | 18 18% | 18 18% | ** | ** | ** | 18 18% | ** | 18 18% | ** | ** | ** | 18 18% | ** | ** | ** |
| War | 13 13% | 13 13% | ** | ** | ** | 13 13% | ** | 13 13% | ** | ** | ** | 13 13% | ** | ** | ** |
| Sexual behaviour/ nudity | 12 12% | 12 12% | ** | ** | ** | 12 12% | ** | 12 12% | ** | ** | ** | 12 12% | ** | ** | ** |
| Murder/ death | 10 10% | 10 10% | ** | ** | ** | 10 10% | ** | 10 10% | ** | ** | ** | 10 10% | ** | ** | ** |
| Upsetting news content | 8 8% | 8 8% | ** | ** | ** | 8 8% | ** | 8 8% | ** | ** | ** | 8 8% | ** | ** | ** |
| Offensive language/ swearing | 7 7% | 7 7% | ** | ** | ** | 7 7% | ** | 7 7% | ** | ** | ** | 7 7% | ** | ** | ** |
| Racism | 6 6% | 6 6% | ** | ** | ** | 6 6% | ** | 6 6% | ** | ** | ** | 6 6% | ** | ** | ** |
| Sexual assault/ abuse/ rape | 5 5% | 5 5% | ** | ** | ** | 5 5% | ** | 5 5% | ** | ** | ** | 5 5% | ** | ** | ** |
| Accident/ crime scene | 5 5% | 5 5% | ** | ** | ** | 5 5% | ** | 5 5% | ** | ** | ** | 5 5% | ** | ** | ** |
| Abusive behaviour | 4 4% | 4 4% | ** | ** | ** | 4 4% | ** | 4 4% | ** | ** | ** | 4 4% | ** | ** | ** |
| Suicide | 3 3% | 3 3% | ** | ** | ** | 3 3% | ** | 3 3% | ** | ** | ** | 3 3% | ** | ** | ** |
| Self harm | 3 3% | 3 3% | ** | ** | ** | 3 3% | ** | 3 3% | ** | ** | ** | 3 3% | ** | ** | ** |
| Sexism | 3 3% | 3 3% | ** | ** | ** | 3 3% | ** | 3 3% | ** | ** | ** | 3 3% | ** | ** | ** |
| Animal cruelty/ abuse | 2 2% | 2 2% | ** | ** | ** | 2 2% | ** | 2 2% | ** | ** | ** | 2 2% | ** | ** | ** |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17. What did you see on TV that was harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|---------|---------------------------|----|----------------------------|------|---------|----|--|----|--|----|--|----|--|----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | *b | *a | *b | c | *d | a | *b | *a | *b | a | *b | *a | *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 100 | 100 | - | 99 | 91 | 100 | - | 100 | - | 45 | 50 | 100 | - | 31 | 66 |
| Scary/ horror | 2 2% | 2 2% | ** | ** | ** | 2 2% | ** | 2 2% | ** | ** | ** | 2 2% | ** | ** | ** |
| Risky behaviour | 2 2% | 2 2% | ** | ** | ** | 2 2% | ** | 2 2% | ** | ** | ** | 2 2% | ** | ** | ** |
| LGBT discrimination | 2 2% | 2 2% | ** | ** | ** | 2 2% | ** | 2 2% | ** | ** | ** | 2 2% | ** | ** | ** |
| Criminal behaviour | 2 2% | 2 2% | ** | ** | ** | 2 2% | ** | 2 2% | ** | ** | ** | 2 2% | ** | ** | ** |
| Other | 2 2% | 2 2% | ** | ** | ** | 2 2% | ** | 2 2% | ** | ** | ** | 2 2% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC18. What did you do when you saw something you thought was harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|-------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | *a | *b | *a | *b | *c | *d | *a | *b | *a | *b | *a | *b |
| Total | 100 | 48 | 52 | 20 | 24 | 25 | 31 | 66 | 34 | 87 | 12 | 27 | 67 |
| Stopped watching | 50 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 50% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Told your parents | 29 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Continued watching/ did nothing | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Watched something else | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Told your friends | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Told another family member | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Told someone else | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Reported it/ made an official complaint | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know/ don't remember | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Prefer not to say | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC18. What did you do when you saw something you thought was harmful or damaging? (MULTI CODE)

Base : Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|-------|---------------------------|----------|----------------------------|------------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES a | NO *b | SVOD *a | BVOD *b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES a | NO *b | YES *a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 100 | 100 | - | 99 | 91 | 100 | - | 100 | - | 45 | 50 | 100 | - | 31 | 66 |
| Stopped watching | 50 | 50 | ** | ** | ** | 50 | ** | 50 | ** | ** | ** | 50 | ** | ** | ** |
| | 50% | 50% | ** | ** | ** | 50% | ** | 50% | ** | ** | ** | 50% | ** | ** | ** |
| Told your parents | 29 | 29 | ** | ** | ** | 29 | ** | 29 | ** | ** | ** | 29 | ** | ** | ** |
| | 29% | 29% | ** | ** | ** | 29% | ** | 29% | ** | ** | ** | 29% | ** | ** | ** |
| Continued watching/ did nothing | 25 | 25 | ** | ** | ** | 25 | ** | 25 | ** | ** | ** | 25 | ** | ** | ** |
| | 25% | 25% | ** | ** | ** | 25% | ** | 25% | ** | ** | ** | 25% | ** | ** | ** |
| Watched something else | 23 | 23 | ** | ** | ** | 23 | ** | 23 | ** | ** | ** | 23 | ** | ** | ** |
| | 23% | 23% | ** | ** | ** | 23% | ** | 23% | ** | ** | ** | 23% | ** | ** | ** |
| Told your friends | 10 | 10 | ** | ** | ** | 10 | ** | 10 | ** | ** | ** | 10 | ** | ** | ** |
| | 10% | 10% | ** | ** | ** | 10% | ** | 10% | ** | ** | ** | 10% | ** | ** | ** |
| Told another family member | 8 | 8 | ** | ** | ** | 8 | ** | 8 | ** | ** | ** | 8 | ** | ** | ** |
| | 8% | 8% | ** | ** | ** | 8% | ** | 8% | ** | ** | ** | 8% | ** | ** | ** |
| Told someone else | 3 | 3 | ** | ** | ** | 3 | ** | 3 | ** | ** | ** | 3 | ** | ** | ** |
| | 3% | 3% | ** | ** | ** | 3% | ** | 3% | ** | ** | ** | 3% | ** | ** | ** |
| Reported it/ made an official complaint | 1 | 1 | ** | ** | ** | 1 | ** | 1 | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | 1% | ** | 1% | ** | ** | ** | 1% | ** | ** | ** |
| Don't know/ don't remember | 1 | 1 | ** | ** | ** | 1 | ** | 1 | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | 1% | ** | 1% | ** | ** | ** | 1% | ** | ** | ** |
| Prefer not to say | 1 | 1 | ** | ** | ** | 1 | ** | 1 | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | 1% | ** | 1% | ** | ** | ** | 1% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC19. So, thinking about TV programmes that you have watched through catch up services like BBC iPlayer, ITV Hub and/ or on-demand on Netflix or Disney+. In the last 12 months have you seen anything on these services that concerned or worried you? (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|-----------------|-------------------------|--------------------------------|-----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 959 | 488 | 471 | 237 | 238 | 241 | 243 | 504 | 453 | 837 | 119 | 212 | 710 |
| Yes | 142 15% | 65 13% | 77 16% | 31 13% | 42 18% | 33 14% | 36 15% | 83 16% | 59 13% | 118 14% | 24 20% | 45 21% b | 94 13% |
| No | 759 79% | 393 81% | 366 78% | 193 81% | 181 76% | 187 78% | 198 81% | 394 78% | 363 80% | 674 81% b | 82 69% | 146 69% | 582 82% a |
| Don't know | 57 6% | 30 6% | 27 6% | 13 5% | 15 6% | 21 9% | 8 3% | 26 5% | 31 7% | 44 5% | 13 11% | 21 10% b | 33 5% |
| Prefer not to say | 1 *% | - -% | 1 *% | - -% | - -% | - -% | 1 *% | 1 *% | - -% | 1 *% | - -% | - -% | 1 *% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC19. So, thinking about TV programmes that you have watched through catch up services like BBC iPlayer, ITV Hub and/ or on-demand on Netflix or Disney+. In the last 12 months have you seen anything on these services that concerned or worried you? (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|------------|--|------------|--|------------|--|-------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 959 | 558 | 401 | 943 | 731 | 959 | - | 799 | 160 | 130 | 408 | 100 | 408 | 142 | 759 |
| Yes | 142 15% | 70 13% | 72 18% | 141 15% | 119 16% | 142 15% | ** | 124 16% | 18 11% | 36 28% | 32 8% | 31 31% | 30 7% | 142 100% | - -% |
| No | 759 79% | 456 82% | 303 76% | 745 79% | 572 78% | 759 79% | ** | 633 79% | 126 79% | 83 64% | 362 89% | 66 66% | 366 90% | - -% | 759 100% |
| Don't know | 57 6% | 31 6% | 26 6% | 56 6% | 39 5% | 57 6% | ** | 41 5% | 16 10% | 11 8% | 13 3% | 3 3% | 12 3% | - -% | - -% |
| Prefer not to say | 1 *% | 1 *% | - -% | 1 *% | 1 *% | 1 *% | ** | 1 *% | - -% | - -% | 1 *% | - -% | - -% | - -% | - -% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC20. Which services were you watching when you saw something that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|----------------------------|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 142 | 65 | 77 | 31 | 42 | 33 | 36 | 83 | 59 | 118 | 24 | 45 | 94 |
| Netflix | 74 52% | ** | ** | ** | ** | ** | ** | ** | ** | 60 51% | ** | ** | ** |
| BBC iPlayer | 22 15% | ** | ** | ** | ** | ** | ** | ** | ** | 18 15% | ** | ** | ** |
| Disney+ | 19 13% | ** | ** | ** | ** | ** | ** | ** | ** | 14 12% | ** | ** | ** |
| Amazon Prime Video | 18 13% | ** | ** | ** | ** | ** | ** | ** | ** | 12 10% | ** | ** | ** |
| Sky On Demand or Sky Go | 13 9% | ** | ** | ** | ** | ** | ** | ** | ** | 10 8% | ** | ** | ** |
| All4/ All4+ | 11 8% | ** | ** | ** | ** | ** | ** | ** | ** | 10 8% | ** | ** | ** |
| ITV Hub or ITV Hub+ | 10 7% | ** | ** | ** | ** | ** | ** | ** | ** | 10 8% | ** | ** | ** |
| NOW | 5 4% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| Apple TV+ | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 4 3% | ** | ** | ** |
| My5 | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| Discovery+ | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| Hayu | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| STV Player/ STV Player VIP | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Starzplay | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC20. Which services were you watching when you saw something that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------------|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 142 | 65 | 77 | 31 | 42 | 33 | 36 | 83 | 59 | 118 | 24 | 45 | 94 |
| Virgin TV Catch-up or Virgin TV Go | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Don't know | 22 15% | ** | ** | ** | ** | ** | ** | ** | ** | 18 15% | ** | ** | ** |
| Prefer not to say | 6 4% | ** | ** | ** | ** | ** | ** | ** | ** | 5 4% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC20. Which services were you watching when you saw something that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|----------------------------|-----------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES *a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES *a | NO *b | YES a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 142 | 70 | 72 | 141 | 119 | 142 | - | 124 | 18 | 36 | 32 | 31 | 30 | 142 | - |
| Netflix | 74 52% | ** | ** | 74 52% | 64 54% | 74 52% | ** | 66 53% | ** | ** | ** | ** | ** | 74 52% | ** |
| BBC iPlayer | 22 15% | ** | ** | 21 15% | 21 18% | 22 15% | ** | 22 18% | ** | ** | ** | ** | ** | 22 15% | ** |
| Disney+ | 19 13% | ** | ** | 19 13% | 15 13% | 19 13% | ** | 17 14% | ** | ** | ** | ** | ** | 19 13% | ** |
| Amazon Prime Video | 18 13% | ** | ** | 18 13% | 16 13% | 18 13% | ** | 16 13% | ** | ** | ** | ** | ** | 18 13% | ** |
| Sky On Demand or Sky Go | 13 9% | ** | ** | 12 9% | 13 11% | 13 9% | ** | 13 10% | ** | ** | ** | ** | ** | 13 9% | ** |
| All4/ All4+ | 11 8% | ** | ** | 11 8% | 11 9% | 11 8% | ** | 11 9% | ** | ** | ** | ** | ** | 11 8% | ** |
| ITV Hub or ITV Hub+ | 10 7% | ** | ** | 10 7% | 10 8% | 10 7% | ** | 10 8% | ** | ** | ** | ** | ** | 10 7% | ** |
| NOW | 5 4% | ** | ** | 5 4% | 5 4% | 5 4% | ** | 5 4% | ** | ** | ** | ** | ** | 5 4% | ** |
| Apple TV+ | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| My5 | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Discovery+ | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Hayu | 2 1% | ** | ** | 2 1% | 2 2% | 2 1% | ** | 2 2% | ** | ** | ** | ** | ** | 2 1% | ** |
| STV Player/ STV Player VIP | 2 1% | ** | ** | 1 1% | 2 2% | 2 1% | ** | 2 2% | ** | ** | ** | ** | ** | 2 1% | ** |
| Starzplay | 1 1% | ** | ** | 1 1% | 1 1% | 1 1% | ** | 1 1% | ** | ** | ** | ** | ** | 1 1% | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC20. Which services were you watching when you saw something that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------------|-----------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES *a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES *a | NO *b | YES a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 142 | 70 | 72 | 141 | 119 | 142 | - | 124 | 18 | 36 | 32 | 31 | 30 | 142 | - |
| Virgin TV Catch-up or Virgin TV Go | 1 1% | ** | ** | 1 1% | 1 1% | 1 1% | ** | 1 1% | ** | ** | ** | ** | ** | 1 1% | ** |
| Don't know | 22 15% | ** | ** | 22 16% | 13 11% | 22 15% | ** | 13 10% | ** | ** | ** | ** | ** | 22 15% | ** |
| Prefer not to say | 6 4% | ** | ** | 6 4% | 5 4% | 6 4% | ** | 5 4% | ** | ** | ** | ** | ** | 6 4% | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC21. What type of programme or show were you watching that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-----------------------------------|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 142 | 65 | 77 | 31 | 42 | 33 | 36 | 83 | 59 | 118 | 24 | 45 | 94 |
| Documentary | 46 32% | ** | ** | ** | ** | ** | ** | ** | ** | 37 31% | ** | ** | ** |
| Film | 37 26% | ** | ** | ** | ** | ** | ** | ** | ** | 31 26% | ** | ** | ** |
| Comedy show | 23 16% | ** | ** | ** | ** | ** | ** | ** | ** | 16 14% | ** | ** | ** |
| News or current affairs programme | 17 12% | ** | ** | ** | ** | ** | ** | ** | ** | 14 12% | ** | ** | ** |
| Children's TV show | 16 11% | ** | ** | ** | ** | ** | ** | ** | ** | 12 10% | ** | ** | ** |
| Reality TV show | 16 11% | ** | ** | ** | ** | ** | ** | ** | ** | 16 14% | ** | ** | ** |
| General entertainment | 13 9% | ** | ** | ** | ** | ** | ** | ** | ** | 9 8% | ** | ** | ** |
| Soap or drama | 10 7% | ** | ** | ** | ** | ** | ** | ** | ** | 8 7% | ** | ** | ** |
| Music video | 10 7% | ** | ** | ** | ** | ** | ** | ** | ** | 7 6% | ** | ** | ** |
| Sports | 9 6% | ** | ** | ** | ** | ** | ** | ** | ** | 5 4% | ** | ** | ** |
| Game/ quiz show | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Talent show | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Religious programme | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Other types of programme | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC21. What type of programme or show were you watching that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|---------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 142 | 65 | 77 | 31 | 42 | 33 | 36 | 83 | 59 | 118 | 24 | 45 | 94 |
| Don't know | 8 6% | ** | ** | ** | ** | ** | ** | ** | ** | 6 5% | ** | ** | ** |
| Prefer not to say | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC21. What type of programme or show were you watching that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-----------------------------------|-----------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES *a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES *a | NO *b | YES a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 142 | 70 | 72 | 141 | 119 | 142 | - | 124 | 18 | 36 | 32 | 31 | 30 | 142 | - |
| Documentary | 46 32% | ** | ** | 46 33% | 40 34% | 46 32% | ** | 40 32% | ** | ** | ** | ** | ** | 46 32% | ** |
| Film | 37 26% | ** | ** | 37 26% | 32 27% | 37 26% | ** | 33 27% | ** | ** | ** | ** | ** | 37 26% | ** |
| Comedy show | 23 16% | ** | ** | 23 16% | 19 16% | 23 16% | ** | 20 16% | ** | ** | ** | ** | ** | 23 16% | ** |
| News or current affairs programme | 17 12% | ** | ** | 16 11% | 14 12% | 17 12% | ** | 15 12% | ** | ** | ** | ** | ** | 17 12% | ** |
| Children's TV show | 16 11% | ** | ** | 16 11% | 11 9% | 16 11% | ** | 11 9% | ** | ** | ** | ** | ** | 16 11% | ** |
| Reality TV show | 16 11% | ** | ** | 16 11% | 15 13% | 16 11% | ** | 15 12% | ** | ** | ** | ** | ** | 16 11% | ** |
| General entertainment | 13 9% | ** | ** | 13 9% | 11 9% | 13 9% | ** | 11 9% | ** | ** | ** | ** | ** | 13 9% | ** |
| Soap or drama | 10 7% | ** | ** | 10 7% | 9 8% | 10 7% | ** | 10 8% | ** | ** | ** | ** | ** | 10 7% | ** |
| Music video | 10 7% | ** | ** | 10 7% | 9 8% | 10 7% | ** | 9 7% | ** | ** | ** | ** | ** | 10 7% | ** |
| Sports | 9 6% | ** | ** | 9 6% | 9 8% | 9 6% | ** | 9 7% | ** | ** | ** | ** | ** | 9 6% | ** |
| Game/ quiz show | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Talent show | 3 2% | ** | ** | 3 2% | 3 3% | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** | 3 2% | ** |
| Religious programme | 2 1% | ** | ** | 2 1% | 2 2% | 2 1% | ** | 2 2% | ** | ** | ** | ** | ** | 2 1% | ** |
| Other types of programme | 2 1% | ** | ** | 2 1% | 2 2% | 2 1% | ** | 2 2% | ** | ** | ** | ** | ** | 2 1% | ** |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC21. What type of programme or show were you watching that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|---------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES *a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES *a | NO *b | YES a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 142 | 70 | 72 | 141 | 119 | 142 | - | 124 | 18 | 36 | 32 | 31 | 30 | 142 | - |
| Don't know | 8 6% | ** | ** | 8 6% | 6 5% | 8 6% | ** | 7 6% | ** | ** | ** | ** | ** | 8 6% | ** |
| Prefer not to say | 2 1% | ** | ** | 2 1% | 1 1% | 2 1% | ** | 1 1% | ** | ** | ** | ** | ** | 2 1% | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC22. What did you see on these services that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 142 | 65 | 77 | 31 | 42 | 33 | 36 | 83 | 59 | 118 | 24 | 45 | 94 |
| Fighting/ violence | 32 23% | ** | ** | ** | ** | ** | ** | ** | ** | 25 21% | ** | ** | ** |
| Sexual behaviour/ nudity | 22 15% | ** | ** | ** | ** | ** | ** | ** | ** | 20 17% | ** | ** | ** |
| Murder/ death | 11 8% | ** | ** | ** | ** | ** | ** | ** | ** | 9 8% | ** | ** | ** |
| War | 9 6% | ** | ** | ** | ** | ** | ** | ** | ** | 9 8% | ** | ** | ** |
| Offensive language/ swearing | 9 6% | ** | ** | ** | ** | ** | ** | ** | ** | 7 6% | ** | ** | ** |
| Serial killer | 7 5% | ** | ** | ** | ** | ** | ** | ** | ** | 6 5% | ** | ** | ** |
| Bullying | 7 5% | ** | ** | ** | ** | ** | ** | ** | ** | 7 6% | ** | ** | ** |
| Child abuse | 6 4% | ** | ** | ** | ** | ** | ** | ** | ** | 5 4% | ** | ** | ** |
| Upsetting news content | 6 4% | ** | ** | ** | ** | ** | ** | ** | ** | 6 5% | ** | ** | ** |
| Racism | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Suicide | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 4 3% | ** | ** | ** |
| Animal cruelty/ abuse | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 4 3% | ** | ** | ** |
| Criminal behaviour | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Behaviour on reality TV | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 4 3% | ** | ** | ** |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC22. What did you see on these services that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|---------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 142 | 65 | 77 | 31 | 42 | 33 | 36 | 83 | 59 | 118 | 24 | 45 | 94 |
| Climate change | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| Scary/ horror | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Scams | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Sexual abuse | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Accident/ crime scene | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Self harm | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Other | 8 6% | ** | ** | ** | ** | ** | ** | ** | ** | 6 5% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC22. What did you see on these services that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------|-----------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES *a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES *a | NO *b | YES a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 142 | 70 | 72 | 141 | 119 | 142 | - | 124 | 18 | 36 | 32 | 31 | 30 | 142 | - |
| Fighting/ violence | 32 23% | ** | ** | 32 23% | 24 20% | 32 23% | ** | 27 22% | ** | ** | ** | ** | ** | 32 23% | ** |
| Sexual behaviour/ nudity | 22 15% | ** | ** | 22 16% | 18 15% | 22 15% | ** | 18 15% | ** | ** | ** | ** | ** | 22 15% | ** |
| Murder/ death | 11 8% | ** | ** | 11 8% | 8 7% | 11 8% | ** | 9 7% | ** | ** | ** | ** | ** | 11 8% | ** |
| War | 9 6% | ** | ** | 8 6% | 9 8% | 9 6% | ** | 9 7% | ** | ** | ** | ** | ** | 9 6% | ** |
| Offensive language/ swearing | 9 6% | ** | ** | 9 6% | 6 5% | 9 6% | ** | 6 5% | ** | ** | ** | ** | ** | 9 6% | ** |
| Serial killer | 7 5% | ** | ** | 7 5% | 7 6% | 7 5% | ** | 7 6% | ** | ** | ** | ** | ** | 7 5% | ** |
| Bullying | 7 5% | ** | ** | 7 5% | 7 6% | 7 5% | ** | 7 6% | ** | ** | ** | ** | ** | 7 5% | ** |
| Child abuse | 6 4% | ** | ** | 6 4% | 4 3% | 6 4% | ** | 4 3% | ** | ** | ** | ** | ** | 6 4% | ** |
| Upsetting news content | 6 4% | ** | ** | 6 4% | 5 4% | 6 4% | ** | 5 4% | ** | ** | ** | ** | ** | 6 4% | ** |
| Racism | 4 3% | ** | ** | 4 3% | 3 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Suicide | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Animal cruelty/ abuse | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Criminal behaviour | 4 3% | ** | ** | 4 3% | 3 3% | 4 3% | ** | 3 2% | ** | ** | ** | ** | ** | 4 3% | ** |
| Behaviour on reality TV | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC22. What did you see on these services that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|---------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES *a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES *a | NO *b | YES a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 142 | 70 | 72 | 141 | 119 | 142 | - | 124 | 18 | 36 | 32 | 31 | 30 | 142 | - |
| Climate change | 3 2% | ** | ** | 3 2% | 3 3% | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** | 3 2% | ** |
| Scary/ horror | 3 2% | ** | ** | 3 2% | 1 1% | 3 2% | ** | 1 1% | ** | ** | ** | ** | ** | 3 2% | ** |
| Scams | 3 2% | ** | ** | 3 2% | 3 3% | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** | 3 2% | ** |
| Sexual abuse | 2 1% | ** | ** | 2 1% | 2 2% | 2 1% | ** | 2 2% | ** | ** | ** | ** | ** | 2 1% | ** |
| Accident/ crime scene | 2 1% | ** | ** | 2 1% | 2 2% | 2 1% | ** | 2 2% | ** | ** | ** | ** | ** | 2 1% | ** |
| Self harm | 2 1% | ** | ** | 2 1% | 2 2% | 2 1% | ** | 2 2% | ** | ** | ** | ** | ** | 2 1% | ** |
| Other | 8 6% | ** | ** | 8 6% | 8 7% | 8 6% | ** | 8 6% | ** | ** | ** | ** | ** | 8 6% | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. What did you do when you saw something that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|-----------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|------------|------------|--------------------------|--------------------------------|------------|
| | | MALE *a | FEMALE *b | AGED 12 *a | AGED 13 *b | AGED 14 *c | AGED 15 *d | ABC1 *a | C2DE *b | WHITE a | MINORITY ETHNIC *b | ANY *a | NONE *b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 142 | 65 | 77 | 31 | 42 | 33 | 36 | 83 | 59 | 118 | 24 | 45 | 94 |
| Stopped watching | 65 46% | ** | ** | ** | ** | ** | ** | ** | ** | 54 46% | ** | ** | ** |
| Told your parents | 48 34% | ** | ** | ** | ** | ** | ** | ** | ** | 39 33% | ** | ** | ** |
| Watched something else | 34 24% | ** | ** | ** | ** | ** | ** | ** | ** | 28 24% | ** | ** | ** |
| Continued watching/ did nothing | 27 19% | ** | ** | ** | ** | ** | ** | ** | ** | 23 19% | ** | ** | ** |
| Told your friends | 15 11% | ** | ** | ** | ** | ** | ** | ** | ** | 10 8% | ** | ** | ** |
| Told another family member | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 3 3% | ** | ** | ** |
| Told someone else | 4 3% | ** | ** | ** | ** | ** | ** | ** | ** | 1 1% | ** | ** | ** |
| Reported it/ made an official complaint | 3 2% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |
| Something else | 1 1% | ** | ** | ** | ** | ** | ** | ** | ** | - -% | ** | ** | ** |
| Don't know/ don't remember | 2 1% | ** | ** | ** | ** | ** | ** | ** | ** | 2 2% | ** | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. What did you do when you saw something that concerned or worried you? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|-----------|---------------------------|----------|----------------------------|-----------|-------------|----------|--|----------|--|----------|--|----------|--|----------|
| | | YES *a | NO *b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO *b | YES *a | NO *b | YES a | NO *b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 142 | 70 | 72 | 141 | 119 | 142 | - | 124 | 18 | 36 | 32 | 31 | 30 | 142 | - |
| Stopped watching | 65 46% | ** | ** | 65 46% | 53 45% | 65 46% | ** | 54 44% | ** | ** | ** | ** | ** | 65 46% | ** |
| Told your parents | 48 34% | ** | ** | 47 33% | 42 35% | 48 34% | ** | 43 35% | ** | ** | ** | ** | ** | 48 34% | ** |
| Watched something else | 34 24% | ** | ** | 34 24% | 29 24% | 34 24% | ** | 31 25% | ** | ** | ** | ** | ** | 34 24% | ** |
| Continued watching/ did nothing | 27 19% | ** | ** | 27 19% | 23 19% | 27 19% | ** | 25 20% | ** | ** | ** | ** | ** | 27 19% | ** |
| Told your friends | 15 11% | ** | ** | 15 11% | 14 12% | 15 11% | ** | 15 12% | ** | ** | ** | ** | ** | 15 11% | ** |
| Told another family member | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Told someone else | 4 3% | ** | ** | 4 3% | 4 3% | 4 3% | ** | 4 3% | ** | ** | ** | ** | ** | 4 3% | ** |
| Reported it/ made an official complaint | 3 2% | ** | ** | 3 2% | 3 3% | 3 2% | ** | 3 2% | ** | ** | ** | ** | ** | 3 2% | ** |
| Something else | 1 1% | ** | ** | 1 1% | - -% | 1 1% | ** | - -% | ** | ** | ** | ** | ** | 1 1% | ** |
| Don't know/ don't remember | 2 1% | ** | ** | 2 1% | 1 1% | 2 1% | ** | 1 1% | ** | ** | ** | ** | ** | 2 1% | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC24. You said you reported it/ made an official complaint. Who did you report it to? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them that went on to report it/ make an official complaint

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|-------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | *a | *b | *a | *b | *c | *d | *a | *b | *a | *b | *a | *b |
| Total | 3 | 1 | 2 | - | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 |
| Ofcom | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Netflix | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC24. You said you reported it/ made an official complaint. Who did you report it to? (MULTI CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them that went on to report it/ make an official complaint

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|-------|---------------------------|----|----------------------------|------|--------|----|--|----|--|----|--|----|--|----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| Significance Level: 99% | | *a | *b | *a | *b | *c | *d | *a | *b | *a | *b | *a | *b | *a | *b |
| Total | 3 | 2 | 1 | 3 | 3 | 3 | - | 3 | - | 2 | - | - | 1 | 3 | - |
| Ofcom | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Netflix | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC25. As far as you know, are there rules for services like Netflix, Disney+ or Amazon Prime that they must follow about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 967 | 487 | 480 | 240 | 244 | 240 | 243 | 506 | 459 | 842 | 123 | 210 | 719 |
| Yes – there are rules | 554 57% | 281 58% | 273 57% | 133 55% | 131 54% | 136 57% | 154 63% | 293 58% | 259 56% | 482 57% | 72 59% | 135 64% | 397 55% |
| No – there are not any rules | 97 10% | 45 9% | 52 11% | 22 9% | 28 11% | 22 9% | 25 10% | 55 11% | 42 9% | 82 10% | 15 12% | 12 6% | 79 11% |
| Don't know | 316 33% | 161 33% | 155 32% | 85 35% | 85 35% | 82 34% | 64 26% | 158 31% | 158 34% | 278 33% | 36 29% | 63 30% | 243 34% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC25. As far as you know, are there rules for services like Netflix, Disney+ or Amazon Prime that they must follow about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|-----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 967 | 556 | 411 | 967 | 730 | 967 | - | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| Yes – there are rules | 554 57% | 313 56% | 241 59% | 554 57% | 437 60% | 554 57% | ** | 471 59% | 83 51% | 78 60% | 220 56% | ** | 231 59% | 92 65% | 426 57% |
| No – there are not any rules | 97 10% | 74 13% | 23 6% | 97 10% | 80 11% | 97 10% | ** | 87 11% | 10 6% | 19 15% | 53 13% | ** | 51 13% | 12 9% | 77 10% |
| Don't know | 316 33% | 169 30% | 147 36% | 316 33% | 213 29% | 316 33% | ** | 245 31% | 71 43% | 32 25% | 122 31% | ** | 112 28% | 37 26% | 242 32% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC25. As far as you know, are there rules for services like Netflix, Disney+ or Amazon Prime that they must follow about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|------------------------------|-------|---------------------------------|----|------------|---------------------------------|----|------------|
| | | YES | NO | DON'T KNOW | YES | NO | DON'T KNOW |
| Significance Level: 99% | | a | *b | c | a | *b | c |
| Total | 967 | 554 | 97 | 316 | 460 | 62 | 208 |
| Yes – there are rules | 554 | 554 | ** | - | 364 | ** | 51 |
| | 57% | 100% | ** | -% | 79% | ** | 25% |
| | | c | | | c | | |
| No – there are not any rules | 97 | - | ** | - | 34 | ** | 14 |
| | 10% | -% | ** | -% | 7% | ** | 7% |
| Don't know | 316 | - | ** | 316 | 62 | ** | 143 |
| | 33% | -% | ** | 100% | 13% | ** | 69% |
| | | | | a | | | a |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months who say there are or there are not rules for these services

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|----------------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-----------------------|--------------------------------|----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 651 | 326 | 325 | 155 | 159 | 158 | 179 | 348 | 301 | 564 | 87 | 147 | 476 |
| There are too many rules | 54 8% | 35 11% | 19 6% | 15 10% | 10 6% | 13 8% | 16 9% | 33 9% | 21 7% | 46 8% | ** | 22 15% b | 28 6% |
| There are not enough rules | 83 13% | 43 13% | 40 12% | 21 14% | 20 13% | 20 13% | 22 12% | 45 13% | 37 12% | 66 12% | ** | 23 16% | 56 12% |
| There are about the right amount | 424 65% | 214 66% | 210 65% | 103 66% | 105 66% | 105 66% | 111 62% | 223 64% | 200 66% | 370 66% | ** | 92 63% | 315 66% |
| I don't have an opinion on this | 90 14% | 34 10% | 56 17% | 16 10% | 24 15% | 20 13% | 30 17% | 47 14% | 43 14% | 82 15% | ** | 10 7% | 77 16% a |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months who say there are or there are not rules for these services

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|----------------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 651 | 387 | 264 | 651 | 517 | 651 | - | 558 | 93 | 97 | 273 | 74 | 282 | 104 | 503 |
| There are too many rules | 54 8% | 29 7% | 25 9% | 54 8% | 45 9% | 54 8% | ** | 46 8% | ** | ** | 20 7% | ** | 23 8% | 11 11% | 36 7% |
| There are not enough rules | 83 13% | 53 14% | 30 11% | 83 13% | 68 13% | 83 13% | ** | 72 13% | ** | ** | 28 10% | ** | 34 12% | 24 23% | 55 11% |
| There are about the right amount | 424 65% | 248 64% | 176 67% | 424 65% | 337 65% | 424 65% | ** | 365 65% | ** | ** | 179 66% | ** | 188 67% | 56 54% | 343 68% |
| I don't have an opinion on this | 90 14% | 57 15% | 33 13% | 90 14% | 67 13% | 90 14% | ** | 75 13% | ** | ** | 46 17% | ** | 37 13% | 13 13% | 69 14% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months who say there are or there are not rules for these services

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|----------------------------------|------------|---------------------------------|----------|------------------|---------------------------------|----------|------------------|
| | | YES a | NO *b | DON'T KNOW *c | YES a | NO *b | DON'T KNOW *c |
| Significance Level: 99% | | | | | | | |
| Total | 651 | 554 | 97 | - | 398 | 54 | 65 |
| There are too many rules | 54 8% | 54 10% | ** | ** | 38 10% | ** | ** |
| There are not enough rules | 83 13% | 65 12% | ** | ** | 48 12% | ** | ** |
| There are about the right amount | 424 65% | 370 67% | ** | ** | 267 67% | ** | ** |
| I don't have an opinion on this | 90 14% | 65 12% | ** | ** | 45 11% | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 967 | 487 | 480 | 240 | 244 | 240 | 243 | 506 | 459 | 842 | 123 | 210 | 719 |
| There are too many rules | 54 6% | 35 7% | 19 4% | 15 6% | 10 4% | 13 5% | 16 7% | 33 7% | 21 5% | 46 5% | 8 7% | 22 10% b | 28 4% |
| There are not enough rules | 83 9% | 43 9% | 40 8% | 21 9% | 20 8% | 20 8% | 22 9% | 45 9% | 37 8% | 66 8% | 17 14% | 23 11% | 56 8% |
| There are about the right amount | 424 44% | 214 44% | 210 44% | 103 43% | 105 43% | 105 44% | 111 46% | 223 44% | 200 44% | 370 44% | 54 44% | 92 44% | 315 44% |
| I don't have an opinion on this | 90 9% | 34 7% | 56 12% | 16 7% | 24 10% | 20 8% | 30 12% | 47 9% | 43 9% | 82 10% | 8 7% | 10 5% | 77 11% a |
| UNSURE WHETHER THESE SERVICES HAVE ANY RULES ABOUT WHAT THEY ARE ABLE TO SHOW | 316 33% | 161 33% | 155 32% | 85 35% | 85 35% | 82 34% | 64 26% | 158 31% | 158 34% | 278 33% | 36 29% | 63 30% | 243 34% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|------------|---------------------------|------------|----------------------------|------------|------------|----|--|-----------|--|------------|--|------------|--|------------|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | b | a | b | c | *d | a | b | a | b | *a | b | a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 967 | 556 | 411 | 967 | 730 | 967 | - | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| There are too many rules | 54 6% | 29 5% | 25 6% | 54 6% | 45 6% | 54 6% | ** | 46 6% | 8 5% | 8 6% | 20 5% | ** | 23 6% | 11 8% | 36 5% |
| There are not enough rules | 83 9% | 53 10% | 30 7% | 83 9% | 68 9% | 83 9% | ** | 72 9% | 11 7% | 24 19% | 28 7% | ** | 34 9% | 24 17% | 55 7% |
| There are about the right amount | 424 44% | 248 45% | 176 43% | 424 44% | 337 46% | 424 44% | ** | 365 45% | 59 36% | 58 45% | 179 45% | ** | 188 48% | 56 40% | 343 46% |
| I don't have an opinion on this | 90 9% | 57 10% | 33 8% | 90 9% | 67 9% | 90 9% | ** | 75 9% | 15 9% | 7 5% | 46 12% | ** | 37 9% | 13 9% | 69 9% |
| UNSURE WHETHER THESE SERVICES HAVE ANY RULES ABOUT WHAT THEY ARE ABLE TO SHOW | 316 33% | 169 30% | 147 36% | 316 33% | 213 29% | 316 33% | ** | 245 31% | 71 43% | 32 25% | 122 31% | ** | 112 28% | 37 26% | 242 32% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|---|------------|---------------------------------|----------|------------------|---------------------------------|----------|-----------------|
| | | YES | NO | DON'T KNOW | YES | NO | DON'T KNOW |
| Significance Level: 99% | | a | *b | c | a | *b | c |
| Total | 967 | 554 | 97 | 316 | 460 | 62 | 208 |
| There are too many rules | 54 6% | 54 10% c | ** ** | - -% | 38 8% c | ** ** | 5 2% |
| There are not enough rules | 83 9% | 65 12% c | ** ** | - -% | 48 10% c | ** ** | 5 2% |
| There are about the right amount | 424 44% | 370 67% c | ** ** | - -% | 267 58% c | ** ** | 41 20% |
| I don't have an opinion on this | 90 9% | 65 12% c | ** ** | - -% | 45 10% | ** ** | 14 7% |
| UNSURE WHETHER THESE SERVICES HAVE ANY RULES ABOUT WHAT THEY ARE ABLE TO SHOW | 316 33% | - -% | ** ** | 316 100% a | 62 13% | ** ** | 143 69% a |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC27. Still thinking about services like Netflix, Disney+ or Amazon Prime. Which one of these do you think best applies? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 967 | 487 | 480 | 240 | 244 | 240 | 243 | 506 | 459 | 842 | 123 | 210 | 719 |
| There should be lots of rules about what they can show | 157 16% | 66 14% | 91 19% | 37 15% | 44 18% | 37 15% | 39 16% | 81 16% | 75 16% | 133 16% | 23 19% | 44 21% | 103 14% |
| There should be some rules about what they can show | 657 68% | 338 69% | 319 66% | 170 71% | 163 67% | 166 69% | 158 65% | 351 69% | 305 66% | 574 68% | 82 67% | 131 62% | 506 70% |
| There should be no rules about what they can show | 44 5% | 22 5% | 22 5% | 6 3% | 12 5% | 12 5% | 14 6% | 23 5% | 21 5% | 37 4% | 7 6% | 8 4% | 36 5% |
| I don't have an opinion on this | 109 11% | 61 13% | 48 10% | 27 11% | 25 10% | 25 10% | 32 13% | 51 10% | 58 13% | 98 12% | 11 9% | 27 13% | 74 10% |
| SUMMARY | | | | | | | | | | | | | |
| TOTAL - SHOULD BE ANY RULES | 814 84% | 404 83% | 410 85% | 207 86% | 207 85% | 203 85% | 197 81% | 432 85% | 380 83% | 707 84% | 105 85% | 175 83% | 609 85% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC27. Still thinking about services like Netflix, Disney+ or Amazon Prime. Which one of these do you think best applies? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|------------|----------------------------|------------|------------|----------|--|------------|--|------------|--|------------|--|------------|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | b | a | b | c | *d | a | b | a | b | *a | b | a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 967 | 556 | 411 | 967 | 730 | 967 | - | 803 | 164 | 129 | 395 | 99 | 394 | 141 | 745 |
| There should be lots of rules about what they can show | 157 16% | 97 17% | 60 15% | 157 16% | 130 18% | 157 16% | ** ** | 141 18% | 16 10% | 30 23% | 64 16% | ** ** | 54 14% | 38 27% | 108 14% |
| There should be some rules about what they can show | 657 68% | 381 69% | 276 67% | 657 68% | 504 69% | 657 68% | ** ** | 553 69% | 104 63% | 88 68% | 268 68% | ** ** | 279 71% | 87 62% | 516 69% |
| There should be no rules about what they can show | 44 5% | 22 4% | 22 5% | 44 5% | 32 4% | 44 5% | ** ** | 34 4% | 10 6% | 5 4% | 17 4% | ** ** | 16 4% | 4 3% | 37 5% |
| I don't have an opinion on this | 109 11% | 56 10% | 53 13% | 109 11% | 64 9% | 109 11% | ** ** | 75 9% | 34 21% | 6 5% | 46 12% | ** ** | 45 11% | 12 9% | 84 11% |
| | | | | | | | | | a | | | | | | |
| SUMMARY | | | | | | | | | | | | | | | |
| TOTAL - SHOULD BE ANY RULES | 814 84% | 478 86% | 336 82% | 814 84% | 634 87% | 814 84% | ** ** | 694 86% | 120 73% | 118 91% | 332 84% | ** ** | 333 85% | 125 89% | 624 84% |
| | | | | | | | | | b | | | | | | |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC27. Still thinking about services like Netflix, Disney+ or Amazon Prime. Which one of these do you think best applies? (SINGLE CODE)

Base : Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|--|-------|---------------------------------|----|------------|---------------------------------|----|------------|
| | | YES | NO | DON'T KNOW | YES | NO | DON'T KNOW |
| Significance Level: 99% | | a | *b | c | a | *b | c |
| Total | 967 | 554 | 97 | 316 | 460 | 62 | 208 |
| There should be lots of rules about what they can show | 157 | 111 | ** | 35 | 93 | ** | 28 |
| | 16% | 20% | ** | 11% | 20% | ** | 13% |
| | | c | | | | | |
| There should be some rules about what they can show | 657 | 393 | ** | 212 | 323 | ** | 142 |
| | 68% | 71% | ** | 67% | 70% | ** | 68% |
| There should be no rules about what they can show | 44 | 16 | ** | 12 | 22 | ** | 4 |
| | 5% | 3% | ** | 4% | 5% | ** | 2% |
| I don't have an opinion on this | 109 | 34 | ** | 57 | 22 | ** | 34 |
| | 11% | 6% | ** | 18% | 5% | ** | 16% |
| | | | | a | | | a |
| SUMMARY | | | | | | | |
| TOTAL - SHOULD BE ANY RULES | 814 | 504 | ** | 247 | 416 | ** | 170 |
| | 84% | 91% | ** | 78% | 90% | ** | 82% |
| | | c | | | c | | |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC28. Moving on now. As far as you know, are there rules for services like BBC iPlayer, ITV Hub, All 4 or My5 that they must follow about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|------------------------------|-------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|-----------------------|--------------------------------|-----------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 748 | 360 | 388 | 174 | 186 | 192 | 196 | 426 | 321 | 647 | 98 | 154 | 565 |
| Yes – there are rules | 476 | 237 | 239 | 105 | 107 | 128 | 136 | 280 | 195 | 408 | ** | 104 | 359 |
| | 64% | 66% | 62% | 60% | 58% | 67% | 69% | 66% | 61% | 63% | ** | 68% | 64% |
| No – there are not any rules | 62 | 22 | 40 | 18 | 17 | 16 | 11 | 35 | 27 | 49 | ** | 13 | 46 |
| | 8% | 6% | 10% | 10% | 9% | 8% | 6% | 8% | 8% | 8% | ** | 8% | 8% |
| Don't know | 210 | 101 | 109 | 51 | 62 | 48 | 49 | 111 | 99 | 190 | ** | 37 | 160 |
| | 28% | 28% | 28% | 29% | 33% | 25% | 25% | 26% | 31% | 29% | ** | 24% | 28% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC28. Moving on now. As far as you know, are there rules for services like BBC iPlayer, ITV Hub, All 4 or My5 that they must follow about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|------------------------------|-------|---------------------------|---------|----------------------------|-----------|-------------|----------|--|----------|--|---------|--|---------|--|---------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 748 | 500 | 248 | 730 | 748 | 748 | - | 748 | - | 123 | 349 | 91 | 358 | 119 | 572 |
| Yes – there are rules | 476 | 321 | 155 | 460 | 476 | 476 | ** | 476 | ** | 78 | 225 | ** | 235 | 86 | 371 |
| | 64% | 64% | 63% | 63% | 64% | 64% | ** | 64% | ** | 63% | 64% | ** | 66% | 72% | 65% |
| No – there are not any rules | 62 | 47 | 15 | 62 | 62 | 62 | ** | 62 | ** | 18 | 29 | ** | 36 | 8 | 46 |
| | 8% | 9% | 6% | 8% | 8% | 8% | ** | 8% | ** | 15% | 8% | ** | 10% | 7% | 8% |
| Don't know | 210 | 132 | 78 | 208 | 210 | 210 | ** | 210 | ** | 27 | 95 | ** | 87 | 25 | 155 |
| | 28% | 26% | 31% | 28% | 28% | 28% | ** | 28% | ** | 22% | 27% | ** | 24% | 21% | 27% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC28. Moving on now. As far as you know, are there rules for services like BBC iPlayer, ITV Hub, All 4 or My5 that they must follow about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|------------------------------|-------|---------------------------------|----|------------|---------------------------------|----|------------|
| | | YES | NO | DON'T KNOW | YES | NO | DON'T KNOW |
| Significance Level: 99% | | a | *b | c | a | *b | c |
| Total | 748 | 437 | 80 | 213 | 476 | 62 | 210 |
| Yes – there are rules | 476 | 364 | ** | 62 | 476 | ** | - |
| | 64% | 83% | ** | 29% | 100% | ** | -% |
| | | c | | | c | | |
| No – there are not any rules | 62 | 22 | ** | 8 | - | ** | - |
| | 8% | 5% | ** | 4% | -% | ** | -% |
| Don't know | 210 | 51 | ** | 143 | - | ** | 210 |
| | 28% | 12% | ** | 67% | -% | ** | 100% |
| | | | | a | | | a |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC29. Who do you think makes these rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who say there are rules for these services about what can and cannot be shown

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|-------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|-----------------------|--------------------------------|-----------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 476 | 237 | 239 | 105 | 107 | 128 | 136 | 280 | 195 | 408 | 66 | 104 | 359 |
| Ofcom/ Office of Communications | 179 | 94 | 85 | 36 | 37 | 48 | 58 | 112 | 67 | 163 | ** | 37 | 141 |
| | 38% | 40% | 36% | 34% | 35% | 38% | 43% | 40% | 34% | 40% | ** | 36% | 39% |
| The Government | 145 | 79 | 66 | 31 | 34 | 40 | 40 | 85 | 60 | 123 | ** | 21 | 120 |
| | 30% | 33% | 28% | 30% | 32% | 31% | 29% | 30% | 31% | 30% | ** | 20% | 33% |
| The TV channel/ station/ service | 82 | 33 | 49 | 20 | 18 | 21 | 23 | 46 | 36 | 64 | ** | 26 | 51 |
| | 17% | 14% | 21% | 19% | 17% | 16% | 17% | 16% | 18% | 16% | ** | 25% | 14% |
| | | | | | | | | | | | | b | |
| The internet provider for my household | 16 | 6 | 10 | 3 | 5 | 2 | 6 | 10 | 6 | 11 | ** | 6 | 9 |
| | 3% | 3% | 4% | 3% | 5% | 2% | 4% | 4% | 3% | 3% | ** | 6% | 3% |
| The Police | 14 | 5 | 9 | 2 | 7 | 3 | 2 | 8 | 5 | 11 | ** | 4 | 9 |
| | 3% | 2% | 4% | 2% | 7% | 2% | 1% | 3% | 3% | 3% | ** | 4% | 3% |
| Someone else | 5 | 2 | 3 | 2 | 1 | 2 | - | 3 | 2 | 4 | ** | 3 | 2 |
| | 1% | 1% | 1% | 2% | 1% | 2% | -% | 1% | 1% | 1% | ** | 3% | 1% |
| Don't know | 35 | 18 | 17 | 11 | 5 | 12 | 7 | 16 | 19 | 32 | ** | 7 | 27 |
| | 7% | 8% | 7% | 10% | 5% | 9% | 5% | 6% | 10% | 8% | ** | 7% | 8% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC29. Who do you think makes these rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who say there are rules for these services about what can and cannot be shown

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|-------|---------------------------|---------|----------------------------|-----------|-------------|----------|--|----------|--|---------|--|---------|--|---------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO b | YES *a | NO b | YES *a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 476 | 321 | 155 | 460 | 476 | 476 | - | 476 | - | 78 | 225 | 62 | 235 | 86 | 371 |
| Ofcom/ Office of Communications | 179 | 145 | 34 | 168 | 179 | 179 | ** | 179 | ** | ** | 100 | ** | 109 | ** | 141 |
| | 38% | 45% | 22% | 37% | 38% | 38% | ** | 38% | ** | ** | 44% | ** | 46% | ** | 38% |
| | | b | | | | | | | | | | | | | |
| The Government | 145 | 88 | 57 | 142 | 145 | 145 | ** | 145 | ** | ** | 62 | ** | 66 | ** | 120 |
| | 30% | 27% | 37% | 31% | 30% | 30% | ** | 30% | ** | ** | 28% | ** | 28% | ** | 32% |
| The TV channel/ station/ service | 82 | 49 | 33 | 81 | 82 | 82 | ** | 82 | ** | ** | 34 | ** | 32 | ** | 61 |
| | 17% | 15% | 21% | 18% | 17% | 17% | ** | 17% | ** | ** | 15% | ** | 14% | ** | 16% |
| The internet provider for my household | 16 | 8 | 8 | 16 | 16 | 16 | ** | 16 | ** | ** | 5 | ** | 5 | ** | 8 |
| | 3% | 2% | 5% | 3% | 3% | 3% | ** | 3% | ** | ** | 2% | ** | 2% | ** | 2% |
| The Police | 14 | 10 | 4 | 13 | 14 | 14 | ** | 14 | ** | ** | 8 | ** | 8 | ** | 13 |
| | 3% | 3% | 3% | 3% | 3% | 3% | ** | 3% | ** | ** | 4% | ** | 3% | ** | 4% |
| Someone else | 5 | 1 | 4 | 5 | 5 | 5 | ** | 5 | ** | ** | - | ** | - | ** | - |
| | 1% | *% | 3% | 1% | 1% | 1% | ** | 1% | ** | ** | -% | ** | -% | ** | -% |
| Don't know | 35 | 20 | 15 | 35 | 35 | 35 | ** | 35 | ** | ** | 16 | ** | 15 | ** | 28 |
| | 7% | 6% | 10% | 8% | 7% | 7% | ** | 7% | ** | ** | 7% | ** | 6% | ** | 8% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC29. Who do you think makes these rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who say there are rules for these services about what can and cannot be shown

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|--|-------|---------------------------------|----------|------------------|---------------------------------|----------|------------------|
| | | YES a | NO *b | DON'T KNOW *c | YES a | NO *b | DON'T KNOW *c |
| Significance Level: 99% | | | | | | | |
| Total | 476 | 364 | 34 | 62 | 476 | - | - |
| Ofcom/ Office of Communications | 179 | 129 | ** | ** | 179 | ** | ** |
| | 38% | 35% | ** | ** | 38% | ** | ** |
| The Government | 145 | 114 | ** | ** | 145 | ** | ** |
| | 30% | 31% | ** | ** | 30% | ** | ** |
| The TV channel/ station/ service | 82 | 66 | ** | ** | 82 | ** | ** |
| | 17% | 18% | ** | ** | 17% | ** | ** |
| The internet provider for my household | 16 | 11 | ** | ** | 16 | ** | ** |
| | 3% | 3% | ** | ** | 3% | ** | ** |
| The Police | 14 | 11 | ** | ** | 14 | ** | ** |
| | 3% | 3% | ** | ** | 3% | ** | ** |
| Someone else | 5 | 5 | ** | ** | 5 | ** | ** |
| | 1% | 1% | ** | ** | 1% | ** | ** |
| Don't know | 35 | 28 | ** | ** | 35 | ** | ** |
| | 7% | 8% | ** | ** | 7% | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who who say there are or there are not rules for these services

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|----------------------------------|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 538 | 259 | 279 | 123 | 124 | 144 | 147 | 315 | 222 | 457 | 79 | 117 | 405 |
| There are too many rules | 43 8% | 26 10% | 17 6% | 9 7% | 6 5% | 13 9% | 15 10% | 24 8% | 19 9% | 37 8% | ** | 14 12% | 26 6% |
| There are not enough rules | 82 15% | 38 15% | 44 16% | 24 20% | 22 18% | 15 10% | 21 14% | 48 15% | 34 15% | 65 14% | ** | 23 20% | 56 14% |
| There are about the right amount | 341 63% | 167 64% | 174 62% | 74 60% | 84 68% | 95 66% | 88 60% | 199 63% | 142 64% | 290 63% | ** | 70 60% | 261 64% |
| I don't have an opinion on this | 72 13% | 28 11% | 44 16% | 16 13% | 12 10% | 21 15% | 23 16% | 44 14% | 27 12% | 65 14% | ** | 10 9% | 62 15% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who who say there are or there are not rules for these services

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|----------------------------------|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES *a | NO b | YES *a | NO b | YES *a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 538 | 368 | 170 | 522 | 538 | 538 | - | 538 | - | 96 | 254 | 68 | 271 | 94 | 417 |
| There are too many rules | 43 8% | 29 8% | 14 8% | 43 8% | 43 8% | 43 8% | ** | 43 8% | ** | ** | 20 8% | ** | 20 7% | ** | 26 6% |
| There are not enough rules | 82 15% | 54 15% | 28 16% | 81 16% | 82 15% | 82 15% | ** | 82 15% | ** | ** | 35 14% | ** | 40 15% | ** | 57 14% |
| There are about the right amount | 341 63% | 234 64% | 107 63% | 333 64% | 341 63% | 341 63% | ** | 341 63% | ** | ** | 160 63% | ** | 174 64% | ** | 276 66% |
| I don't have an opinion on this | 72 13% | 51 14% | 21 12% | 65 12% | 72 13% | 72 13% | ** | 72 13% | ** | ** | 39 15% | ** | 37 14% | ** | 58 14% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who who say there are or there are not rules for these services

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|----------------------------------|------------|---------------------------------|----------|------------------|---------------------------------|----------|------------------|
| | | YES a | NO *b | DON'T KNOW *c | YES a | NO *b | DON'T KNOW *c |
| Significance Level: 99% | | | | | | | |
| Total | 538 | 386 | 66 | 70 | 476 | 62 | - |
| There are too many rules | 43 8% | 35 9% | ** | ** | 43 9% | ** | ** |
| There are not enough rules | 82 15% | 54 14% | ** | ** | 70 15% | ** | ** |
| There are about the right amount | 341 63% | 261 68% | ** | ** | 303 64% | ** | ** |
| I don't have an opinion on this | 72 13% | 36 9% | ** | ** | 60 13% | ** | ** |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-----------------------|--------------------------------|------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 748 | 360 | 388 | 174 | 186 | 192 | 196 | 426 | 321 | 647 | 98 | 154 | 565 |
| There are too many rules | 43 6% | 26 7% | 17 4% | 9 5% | 6 3% | 13 7% | 15 8% | 24 6% | 19 6% | 37 6% | ** | 14 9% | 26 5% |
| There are not enough rules | 82 11% | 38 11% | 44 11% | 24 14% | 22 12% | 15 8% | 21 11% | 48 11% | 34 11% | 65 10% | ** | 23 15% | 56 10% |
| There are about the right amount | 341 46% | 167 46% | 174 45% | 74 43% | 84 45% | 95 49% | 88 45% | 199 47% | 142 44% | 290 45% | ** | 70 45% | 261 46% |
| I don't have an opinion on this | 72 10% | 28 8% | 44 11% | 16 9% | 12 6% | 21 11% | 23 12% | 44 10% | 27 8% | 65 10% | ** | 10 6% | 62 11% |
| UNSURE WHETHER THESE SERVICES HAVE ANY RULES ABOUT WHAT THEY ARE ABLE TO SHOW | 210 28% | 101 28% | 109 28% | 51 29% | 62 33% | 48 25% | 49 25% | 111 26% | 99 31% | 190 29% | ** | 37 24% | 160 28% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 748 | 500 | 248 | 730 | 748 | 748 | - | 748 | - | 123 | 349 | 91 | 358 | 119 | 572 |
| There are too many rules | 43 6% | 29 6% | 14 6% | 43 6% | 43 6% | 43 6% | ** | 43 6% | ** | 8 7% | 20 6% | ** | 20 6% | 14 12% | 26 5% |
| There are not enough rules | 82 11% | 54 11% | 28 11% | 81 11% | 82 11% | 82 11% | ** | 82 11% | ** | 18 15% | 35 10% | ** | 40 11% | 24 20% | 57 10% |
| There are about the right amount | 341 46% | 234 47% | 107 43% | 333 46% | 341 46% | 341 46% | ** | 341 46% | ** | 62 50% | 160 46% | ** | 174 49% | 47 39% | 276 48% |
| I don't have an opinion on this | 72 10% | 51 10% | 21 8% | 65 9% | 72 10% | 72 10% | ** | 72 10% | ** | 8 7% | 39 11% | ** | 37 10% | 9 8% | 58 10% |
| UNSURE WHETHER THESE SERVICES HAVE ANY RULES ABOUT WHAT THEY ARE ABLE TO SHOW | 210 28% | 132 26% | 78 31% | 208 28% | 210 28% | 210 28% | ** | 210 28% | ** | 27 22% | 95 27% | ** | 87 24% | 25 21% | 155 27% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|---|------------|---------------------------------|----|------------|---------------------------------|----|-------------|
| | | YES | NO | DON'T KNOW | YES | NO | DON'T KNOW |
| Significance Level: 99% | | a | *b | c | a | *b | c |
| Total | 748 | 437 | 80 | 213 | 476 | 62 | 210 |
| There are too many rules | 43 6% | 35 8% | ** | 5 2% | 43 9% | ** | - -% |
| | | c | | | c | | |
| There are not enough rules | 82 11% | 54 12% | ** | 12 6% | 70 15% | ** | - -% |
| | | c | | | c | | |
| There are about the right amount | 341 46% | 261 60% | ** | 32 15% | 303 64% | ** | - -% |
| | | c | | | c | | |
| I don't have an opinion on this | 72 10% | 36 8% | ** | 21 10% | 60 13% | ** | - -% |
| | | | | | c | | |
| UNSURE WHETHER THESE SERVICES HAVE ANY RULES ABOUT WHAT THEY ARE ABLE TO SHOW | 210 28% | 51 12% | ** | 143 67% | - -% | ** | 210 100% |
| | | | | a | | | a |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC31. Still thinking about services like BBC iPlayer, ITV Hub, All 4 or My5. Which one of these do you think best applies? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|-----------------------|--------------------------------|-----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 748 | 360 | 388 | 174 | 186 | 192 | 196 | 426 | 321 | 647 | 98 | 154 | 565 |
| There should be lots of rules about what they can show | 109 15% | 48 13% | 61 16% | 24 14% | 31 17% | 23 12% | 31 16% | 65 15% | 43 13% | 90 14% | ** | 32 21% | 72 13% |
| There should be some rules about what they can show | 519 69% | 251 70% | 268 69% | 120 69% | 130 70% | 139 72% | 130 66% | 301 71% | 218 68% | 455 70% | ** | 91 59% | 413 73% a |
| There should be no rules about what they can show | 33 4% | 15 4% | 18 5% | 9 5% | 7 4% | 6 3% | 11 6% | 19 4% | 14 4% | 29 4% | ** | 8 5% | 24 4% |
| I don't have an opinion on this | 87 12% | 46 13% | 41 11% | 21 12% | 18 10% | 24 13% | 24 12% | 41 10% | 46 14% | 73 11% | ** | 23 15% | 56 10% |
| SUMMARY | | | | | | | | | | | | | |
| TOTAL - SHOULD BE ANY RULES | 628 84% | 299 83% | 329 85% | 144 83% | 161 87% | 162 84% | 161 82% | 366 86% | 261 81% | 545 84% | ** | 123 80% | 485 86% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC31. Still thinking about services like BBC iPlayer, ITV Hub, All 4 or My5. Which one of these do you think best applies? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|----------|--|------------|--|------------|--|------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO *b | YES a | NO b | YES *a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 748 | 500 | 248 | 730 | 748 | 748 | - | 748 | - | 123 | 349 | 91 | 358 | 119 | 572 |
| There should be lots of rules about what they can show | 109 15% | 78 16% | 31 13% | 106 15% | 109 15% | 109 15% | ** | 109 15% | ** | 28 23% | 46 13% | ** | 53 15% | 21 18% | 81 14% |
| There should be some rules about what they can show | 519 69% | 339 68% | 180 73% | 507 69% | 519 69% | 519 69% | ** | 519 69% | ** | 77 63% | 243 70% | ** | 243 68% | 79 66% | 401 70% |
| There should be no rules about what they can show | 33 4% | 26 5% | 7 3% | 33 5% | 33 4% | 33 4% | ** | 33 4% | ** | 8 7% | 18 5% | ** | 21 6% | 6 5% | 26 5% |
| I don't have an opinion on this | 87 12% | 57 11% | 30 12% | 84 12% | 87 12% | 87 12% | ** | 87 12% | ** | 10 8% | 42 12% | ** | 41 11% | 13 11% | 64 11% |
| SUMMARY | | | | | | | | | | | | | | | |
| TOTAL - SHOULD BE ANY RULES | 628 84% | 417 83% | 211 85% | 613 84% | 628 84% | 628 84% | ** | 628 84% | ** | 105 85% | 289 83% | ** | 296 83% | 100 84% | 482 84% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC31. Still thinking about services like BBC iPlayer, ITV Hub, All 4 or My5. Which one of these do you think best applies? (SINGLE CODE)

Base : Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months

| | Total | WHETHER RULES FOR SVOD SERVICES | | | WHETHER RULES FOR BVOD SERVICES | | |
|--|------------|---------------------------------|----|------------|---------------------------------|----|------------|
| | | YES | NO | DON'T KNOW | YES | NO | DON'T KNOW |
| Significance Level: 99% | | a | *b | c | a | *b | c |
| Total | 748 | 437 | 80 | 213 | 476 | 62 | 210 |
| There should be lots of rules about what they can show | 109 15% | 74 17% | ** | 24 11% | 78 16% | ** | 22 10% |
| There should be some rules about what they can show | 519 69% | 311 71% | ** | 145 68% | 341 72% | ** | 144 69% |
| There should be no rules about what they can show | 33 4% | 18 4% | ** | 6 3% | 22 5% | ** | 3 1% |
| I don't have an opinion on this | 87 12% | 34 8% | ** | 38 18% | 35 7% | ** | 41 20% |
| | | | | a | | | a |
| SUMMARY | | | | | | | |
| TOTAL - SHOULD BE ANY RULES | 628 84% | 385 88% | ** | 169 79% | 419 88% | ** | 166 79% |
| | | c | | | c | | |

* indicates a low base size (less than 100)
Columns Tested: a,b,c - a,b,c

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC32. When you have watched any of these services – such as (VOD SERVICES WATCHED AT QC3/ QC4) - have you ever been asked for your age to watch the programme or film? This could mean ticking a box to say you are over a certain age. (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--------------------------------|-------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 985 | 497 | 488 | 243 | 247 | 246 | 249 | 519 | 464 | 858 | 124 | 212 | 735 |
| Yes, have been asked my age | 503 | 256 | 247 | 116 | 119 | 128 | 140 | 259 | 243 | 436 | 67 | 132 | 350 |
| | 51% | 52% | 51% | 48% | 48% | 52% | 56% | 50% | 52% | 51% | 54% | 62% | 48% |
| | | | | | | | | | | | | b | |
| No, have not been asked my age | 400 | 196 | 204 | 101 | 108 | 96 | 95 | 221 | 178 | 350 | 48 | 67 | 325 |
| | 41% | 39% | 42% | 42% | 44% | 39% | 38% | 43% | 38% | 41% | 39% | 32% | 44% |
| | | | | | | | | | | | | | a |
| Don't know | 76 | 42 | 34 | 23 | 20 | 20 | 13 | 39 | 37 | 67 | 8 | 11 | 58 |
| | 8% | 8% | 7% | 9% | 8% | 8% | 5% | 8% | 8% | 8% | 6% | 5% | 8% |
| Prefer not to say | 6 | 3 | 3 | 3 | - | 2 | 1 | - | 6 | 5 | 1 | 2 | 2 |
| | 1% | 1% | 1% | 1% | -% | 1% | *% | -% | 1% | 1% | 1% | 1% | *% |
| | | | | | | | | | a | | | | |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC32. When you have watched any of these services – such as (VOD SERVICES WATCHED AT QC3/ QC4) - have you ever been asked for your age to watch the programme or film? This could mean ticking a box to say you are over a certain age. (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--------------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| Significance Level: 99% | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b |
| Total | 985 | 573 | 412 | 967 | 748 | 985 | - | 821 | 164 | 130 | 408 | 100 | 408 | 142 | 759 |
| Yes, have been asked my age | 503 | 290 | 213 | 496 | 421 | 503 | ** | 441 | 62 | 74 | 200 | 56 | 209 | 91 | 376 |
| | 51% | 51% | 52% | 51% | 56% | 51% | ** | 54% | 38% | 57% | 49% | 56% | 51% | 64% | 50% |
| | | | | | | | | b | | | | | | b | |
| No, have not been asked my age | 400 | 237 | 163 | 390 | 268 | 400 | ** | 314 | 86 | 47 | 175 | 40 | 169 | 39 | 327 |
| | 41% | 41% | 40% | 40% | 36% | 41% | ** | 38% | 52% | 36% | 43% | 40% | 41% | 27% | 43% |
| | | | | | | | | a | | | | | | a | |
| Don't know | 76 | 41 | 35 | 75 | 54 | 76 | ** | 60 | 16 | 7 | 31 | 4 | 27 | 11 | 55 |
| | 8% | 7% | 8% | 8% | 7% | 8% | ** | 7% | 10% | 5% | 8% | 4% | 7% | 8% | 7% |
| Prefer not to say | 6 | 5 | 1 | 6 | 5 | 6 | ** | 6 | - | 2 | 2 | - | 3 | 1 | 1 |
| | 1% | 1% | *% | 1% | 1% | 1% | ** | 1% | -% | 2% | *% | -% | 1% | 1% | *% |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC33. And have you ever ticked a box to say you were older than you really are, to be able to watch something on any of these services? (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months that have ever been asked their age in order to watch something on these services

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|-------------------------|-------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|-----------------------|--------------------------------|-----------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC *b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 503 | 256 | 247 | 116 | 119 | 128 | 140 | 259 | 243 | 436 | 67 | 132 | 350 |
| Yes | 307 | 149 | 158 | 69 | 66 | 86 | 86 | 154 | 152 | 263 | ** | 88 | 210 |
| | 61% | 58% | 64% | 59% | 55% | 67% | 61% | 59% | 63% | 60% | ** | 67% | 60% |
| No | 163 | 89 | 74 | 39 | 44 | 33 | 47 | 91 | 72 | 146 | ** | 35 | 120 |
| | 32% | 35% | 30% | 34% | 37% | 26% | 34% | 35% | 30% | 33% | ** | 27% | 34% |
| Don't know | 18 | 10 | 8 | 6 | 5 | 5 | 2 | 7 | 11 | 13 | ** | 6 | 9 |
| | 4% | 4% | 3% | 5% | 4% | 4% | 1% | 3% | 5% | 3% | ** | 5% | 3% |
| Prefer not to say | 15 | 8 | 7 | 2 | 4 | 4 | 5 | 7 | 8 | 14 | ** | 3 | 11 |
| | 3% | 3% | 3% | 2% | 3% | 3% | 4% | 3% | 3% | 3% | ** | 2% | 3% |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC33. And have you ever ticked a box to say you were older than you really are, to be able to watch something on any of these services? (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months that have ever been asked their age in order to watch something on these services

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|-------------------------|-------|---------------------------|-----|----------------------------|------|--------|----|--|----|--|-----|--|-----|--|-----|
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO |
| | | a | b | a | b | c | *d | a | *b | *a | b | *a | b | *a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 503 | 290 | 213 | 496 | 421 | 503 | - | 441 | 62 | 74 | 200 | 56 | 209 | 91 | 376 |
| Yes | 307 | 170 | 137 | 305 | 265 | 307 | ** | 274 | ** | ** | 115 | ** | 122 | ** | 223 |
| | 61% | 59% | 64% | 61% | 63% | 61% | ** | 62% | ** | ** | 58% | ** | 58% | ** | 59% |
| No | 163 | 102 | 61 | 158 | 130 | 163 | ** | 139 | ** | ** | 72 | ** | 74 | ** | 131 |
| | 32% | 35% | 29% | 32% | 31% | 32% | ** | 32% | ** | ** | 36% | ** | 35% | ** | 35% |
| Don't know | 18 | 12 | 6 | 18 | 15 | 18 | ** | 16 | ** | ** | 8 | ** | 8 | ** | 11 |
| | 4% | 4% | 3% | 4% | 4% | 4% | ** | 4% | ** | ** | 4% | ** | 4% | ** | 3% |
| Prefer not to say | 15 | 6 | 9 | 15 | 11 | 15 | ** | 12 | ** | ** | 5 | ** | 5 | ** | 11 |
| | 3% | 2% | 4% | 3% | 3% | 3% | ** | 3% | ** | ** | 3% | ** | 2% | ** | 3% |

* indicates a low base size (less than 100)
 Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC33. And have you ever ticked a box to say you were older than you really are, to be able to watch something on any of these services? (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|------------|----------------------|--------------------------------|-----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 985 | 497 | 488 | 243 | 247 | 246 | 249 | 519 | 464 | 858 | 124 | 212 | 735 |
| Yes | 307 31% | 149 30% | 158 32% | 69 28% | 66 27% | 86 35% | 86 35% | 154 30% | 152 33% | 263 31% | 44 35% | 88 42% b | 210 29% |
| No | 163 17% | 89 18% | 74 15% | 39 16% | 44 18% | 33 13% | 47 19% | 91 18% | 72 16% | 146 17% | 17 14% | 35 17% | 120 16% |
| Don't know | 18 2% | 10 2% | 8 2% | 6 2% | 5 2% | 5 2% | 2 1% | 7 1% | 11 2% | 13 2% | 5 4% | 6 3% | 9 1% |
| Prefer not to say | 15 2% | 8 2% | 7 1% | 2 1% | 4 2% | 4 2% | 5 2% | 7 1% | 8 2% | 14 2% | 1 1% | 3 1% | 11 1% |
| NOT BEEN ASKED TO PROVIDE AGE TO WATCH CONTENT | 482 49% | 241 48% | 241 49% | 127 52% | 128 52% | 118 48% | 109 44% | 260 50% | 221 48% | 422 49% | 57 46% | 80 38% | 385 52% a |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC33. And have you ever ticked a box to say you were older than you really are, to be able to watch something on any of these services? (SINGLE CODE)

Base : Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|-----------------|--|------------|--|------------|--|-----------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 985 | 573 | 412 | 967 | 748 | 985 | - | 821 | 164 | 130 | 408 | 100 | 408 | 142 | 759 |
| Yes | 307 31% | 170 30% | 137 33% | 305 32% | 265 35% | 307 31% | ** | 274 33% b | 33 20% | 47 36% | 115 28% | 34 34% | 122 30% | 63 44% b | 223 29% |
| No | 163 17% | 102 18% | 61 15% | 158 16% | 130 17% | 163 17% | ** | 139 17% | 24 15% | 25 19% | 72 18% | 20 20% | 74 18% | 24 17% | 131 17% |
| Don't know | 18 2% | 12 2% | 6 1% | 18 2% | 15 2% | 18 2% | ** | 16 2% | 2 1% | 1 1% | 8 2% | 1 1% | 8 2% | 1 1% | 11 1% |
| Prefer not to say | 15 2% | 6 1% | 9 2% | 15 2% | 11 1% | 15 2% | ** | 12 1% | 3 2% | 1 1% | 5 1% | 1 1% | 5 1% | 3 2% | 11 1% |
| NOT BEEN ASKED TO PROVIDE AGE TO WATCH CONTENT | 482 49% | 283 49% | 199 48% | 471 49% | 327 44% | 482 49% | ** | 380 46% | 102 62% a | 56 43% | 208 51% | 44 44% | 199 49% | 51 36% | 383 50% a |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|------------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|------------|-----------------|----------------------|--------------------------------|-----------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device | 922 92% | 469 93% | 453 91% | 228 91% | 233 93% | 236 94% | 225 90% | 482 92% | 438 92% | 802 92% | 117 91% | 190 88% | 700 94% a |
| Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick | 365 37% | 181 36% | 184 37% | 96 38% | 91 36% | 91 36% | 87 35% | 203 39% | 162 34% | 329 38% | 36 28% | 98 46% b | 256 34% |
| Neither – Do not connect to the internet at home | 5 1% | 3 1% | 2 *% | 1 *% | 1 *% | - -% | 3 1% | 2 *% | 3 1% | 3 *% | 2 2% | - -% | 3 *% |
| Don't know | 4 *% | 2 *% | 2 *% | - -% | - -% | 1 *% | 3 1% | 4 1% | - -% | 2 *% | 2 2% | - -% | 3 *% |
| SUMMARY | | | | | | | | | | | | | |
| ACCESS TO THE INTERNET AT HOME | 991 99% | 498 99% | 493 99% | 249 100% | 249 100% | 249 100% | 244 98% | 517 99% | 472 99% | 863 99% b | 125 97% | 215 100% | 740 99% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|------------|--|-----------------|--|-----------------|--|-----------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device | 922 92% | 531 92% | 391 93% | 891 92% | 685 92% | 907 92% | ** ** | 761 92% | 161 93% | 107 82% | 387 94% a | 83 83% | 385 94% a | 122 86% | 709 93% a |
| Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick | 365 37% | 232 40% b | 133 32% | 357 37% | 271 36% | 363 37% | ** ** | 299 36% | 66 38% | 56 43% | 166 40% | 46 46% | 150 37% | 62 44% | 270 36% |
| Neither – Do not connect to the internet at home | 5 1% | 3 1% | 2 *% | 5 1% | 3 *% | 5 1% | ** ** | 4 *% | 1 1% | 1 1% | 1 *% | 1 1% | 1 *% | - -% | 4 1% |
| Don't know | 4 *% | 3 1% | 1 *% | 4 *% | 3 *% | 4 *% | ** ** | 4 *% | - -% | 1 1% | 2 *% | 2 2% | 1 *% | - -% | 4 1% |
| SUMMARY | | | | | | | | | | | | | | | |
| ACCESS TO THE INTERNET AT HOME | 991 99% | 573 99% | 418 99% | 958 99% | 742 99% | 976 99% | ** ** | 819 99% | 172 99% | 128 98% | 408 99% | 97 97% | 408 100% | 142 100% | 751 99% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|-------|----------------|--------|-------------|---------|---------|---------|--------------|------|-----------|-----------------|--------------------------------|------|
| | | MALE | FEMALE | AGED 12 | AGED 13 | AGED 14 | AGED 15 | ABC1 | C2DE | WHITE | MINORITY ETHNIC | ANY | NONE |
| Significance Level: 99% | | a | b | a | b | c | d | a | b | a | b | a | b |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| WHITE | | | | | | | | | | | | | |
| English/ Welsh/ Scottish/ Northern Irish/ British | 838 | 419 | 419 | 207 | 216 | 204 | 211 | 431 | 405 | 838 | - | 192 | 616 |
| | 84% | 83% | 84% | 83% | 86% | 82% | 84% | 82% | 85% | 97% | -% | 89% | 83% |
| | | | | | | | | | | b | | | |
| Irish | 9 | 5 | 4 | 3 | 2 | 1 | 3 | 4 | 5 | 9 | - | 2 | 6 |
| | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | -% | 1% | 1% |
| Gypsy, Traveller or Irish Traveller | 1 | - | 1 | - | - | - | 1 | 1 | - | 1 | - | 1 | - |
| | *% | -% | *% | -% | -% | -% | *% | *% | -% | *% | -% | *% | -% |
| Any other White background | 20 | 11 | 9 | 6 | 6 | 5 | 3 | 7 | 13 | 20 | - | 3 | 17 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 3% | 2% | -% | 1% | 2% |
| MIXED OR MULTIPLE ETHNIC GROUPS | | | | | | | | | | | | | |
| White and Black Caribbean | 18 | 5 | 13 | 5 | 2 | 4 | 7 | 10 | 8 | - | 18 | 4 | 13 |
| | 2% | 1% | 3% | 2% | 1% | 2% | 3% | 2% | 2% | -% | 14% | 2% | 2% |
| | | | | | | | | | | | a | | |
| White and Black African | 6 | 3 | 3 | 1 | - | 4 | 1 | 4 | 2 | - | 6 | 3 | 3 |
| | 1% | 1% | 1% | *% | -% | 2% | *% | 1% | *% | -% | 5% | 1% | *% |
| | | | | | | | | | | | a | | |
| White and Asian | 12 | 5 | 7 | 3 | 2 | 4 | 3 | 8 | 4 | - | 12 | 3 | 9 |
| | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | -% | 9% | 1% | 1% |
| | | | | | | | | | | | a | | |
| Any other mixed/ multiple ethnic background | 8 | 3 | 5 | 3 | 1 | 2 | 2 | 4 | 4 | - | 8 | 2 | 5 |
| | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | -% | 6% | 1% | 1% |
| | | | | | | | | | | | a | | |
| ASIAN AND BRITISH ASIAN | | | | | | | | | | | | | |
| Indian | 20 | 17 | 3 | 3 | 4 | 6 | 7 | 17 | 3 | - | 20 | 1 | 17 |
| | 2% | 3% | 1% | 1% | 2% | 2% | 3% | 3% | 1% | -% | 16% | *% | 2% |
| | | b | | | | | | b | | | a | | |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|----------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|----------------------|--------------------------------|-----------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Pakistani | 25 3% | 13 3% | 12 2% | 9 4% | 3 1% | 7 3% | 6 2% | 10 2% | 15 3% | - -% | 25 19% a | 3 1% | 21 3% |
| Bangladeshi | 10 1% | 6 1% | 4 1% | 2 1% | 4 2% | 1 *% | 3 1% | 7 1% | 3 1% | - -% | 10 8% a | - -% | 10 1% |
| Chinese | 1 *% | 1 *% | - -% | - -% | 1 *% | - -% | - -% | - -% | 1 *% | - -% | 1 1% a | - -% | 1 *% |
| Any other Asian background | 3 *% | 3 1% | - -% | - -% | 1 *% | 2 1% | - -% | 1 *% | 2 *% | - -% | 3 2% a | - -% | 3 *% |
| BLACK AND BLACK BRITISH | | | | | | | | | | | | | |
| Caribbean | 6 1% | 1 *% | 5 1% | 3 1% | 2 1% | - -% | 1 *% | 2 *% | 4 1% | - -% | 6 5% a | - -% | 5 1% |
| African | 12 1% | 6 1% | 6 1% | 2 1% | 5 2% | 4 2% | 1 *% | 11 b | 1 *% | - -% | 12 9% a | - -% | 11 1% |
| Any other Black/ African/ Caribbean background | 1 *% | - -% | 1 *% | 1 *% | - -% | - -% | - -% | - -% | 1 *% | - -% | 1 1% a | - -% | 1 *% |
| OTHER ETHNIC GROUPS | | | | | | | | | | | | | |
| Arab | 3 *% | 2 *% | 1 *% | 1 *% | - -% | 2 1% | - -% | - -% | 3 1% | - -% | 3 2% a | - -% | 2 *% |
| Any other ethnic background | 4 *% | 2 *% | 2 *% | - -% | 1 *% | 3 1% | - -% | 3 1% | 1 *% | - -% | 4 3% a | - -% | 4 1% |
| Prefer not to say | 3 *% | 1 *% | 2 *% | 1 *% | - -% | 1 *% | 1 *% | 3 1% | - -% | - -% | - -% | 1 *% | 2 *% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|-------|---------------------------|-----|----------------------------|------|--------|----|--|-----|--|-----|--|-----|--|-----|--|--|
| | | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | | | |
| | | YES | NO | SVOD | BVOD | EITHER | NO | YES | NO | YES | NO | YES | NO | YES | NO | | |
| Significance Level: 99% | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 | | |
| WHITE | | | | | | | | | | | | | | | | | |
| English/ Welsh/ Scottish/ Northern Irish/ British | 838 | 492 | 346 | 813 | 632 | 829 | ** | 702 | 136 | 105 | 358 | 84 | 352 | 112 | 655 | | |
| | 84% | 85% | 82% | 84% | 84% | 84% | ** | 85% | 79% | 81% | 87% | 84% | 86% | 79% | 86% | | |
| Irish | 9 | 5 | 4 | 9 | 7 | 9 | ** | 7 | 2 | 1 | 4 | 2 | 2 | 1 | 6 | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 1% | 1% | 1% | 2% | *% | 1% | 1% | | |
| Gypsy, Traveller or Irish Traveller | 1 | 1 | - | 1 | 1 | 1 | ** | 1 | - | - | 1 | - | 1 | 1 | - | | |
| | *% | *% | -% | *% | *% | *% | ** | *% | -% | -% | *% | -% | *% | 1% | -% | | |
| Any other White background | 20 | 5 | 15 | 19 | 7 | 19 | ** | 7 | 13 | 2 | 2 | 1 | 4 | 4 | 13 | | |
| | 2% | 1% | 4% | 2% | 1% | 2% | ** | 1% | 8% | 2% | *% | 1% | 1% | 3% | 2% | | |
| | | | a | | | | | | a | | | | | | | | |
| MIXED OR MULTIPLE ETHNIC GROUPS | | | | | | | | | | | | | | | | | |
| White and Black Caribbean | 18 | 8 | 10 | 17 | 13 | 17 | ** | 15 | 3 | 4 | 3 | 3 | 4 | 3 | 12 | | |
| | 2% | 1% | 2% | 2% | 2% | 2% | ** | 2% | 2% | 3% | 1% | 3% | 1% | 2% | 2% | | |
| White and Black African | 6 | 3 | 3 | 6 | 6 | 6 | ** | 6 | - | 1 | 2 | - | 2 | - | 3 | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | -% | 1% | *% | -% | *% | -% | *% | | |
| White and Asian | 12 | 8 | 4 | 12 | 10 | 12 | ** | 10 | 2 | 2 | 6 | 1 | 7 | 5 | 7 | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 1% | 2% | 1% | 1% | 2% | 4% | 1% | | |
| Any other mixed/ multiple ethnic background | 8 | 7 | 1 | 7 | 6 | 7 | ** | 7 | 1 | 4 | 3 | 1 | 5 | 2 | 4 | | |
| | 1% | 1% | *% | 1% | 1% | 1% | ** | 1% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | | |
| ASIAN AND BRITISH ASIAN | | | | | | | | | | | | | | | | | |
| Indian | 20 | 13 | 7 | 19 | 16 | 19 | ** | 16 | 4 | 4 | 8 | 4 | 7 | 3 | 15 | | |
| | 2% | 2% | 2% | 2% | 2% | 2% | ** | 2% | 2% | 3% | 2% | 4% | 2% | 2% | 2% | | |
| Pakistani | 25 | 11 | 14 | 24 | 20 | 24 | ** | 21 | 4 | 1 | 7 | 1 | 6 | 3 | 15 | | |
| | 3% | 2% | 3% | 2% | 3% | 2% | ** | 3% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | | |
| Bangladeshi | 10 | 7 | 3 | 9 | 9 | 10 | ** | 9 | 1 | 2 | 4 | 1 | 6 | 2 | 8 | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | | |

* indicates a low base size (less than 100)

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|--|-------|---------------------------|-----|-----|-----|--------|----|--|-----|-----|-----|--|-----|--|-----|--|----|
| | | YES | | NO | | EITHER | | NO | | NO | | NO | | NO | | NO | |
| | | a | b | a | b | c | *d | a | b | a | b | a | b | a | b | a | b |
| Significance Level: 99% | | | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 | | |
| Chinese | 1 | - | 1 | 1 | 1 | 1 | ** | 1 | - | - | - | - | - | - | - | - | - |
| | *% | -% | *% | *% | *% | *% | ** | *% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| Any other Asian background | 3 | 2 | 1 | 3 | 2 | 3 | ** | 3 | - | - | 2 | - | 2 | - | 3 | | |
| | *% | *% | *% | *% | *% | *% | ** | *% | -% | -% | *% | -% | *% | -% | *% | | |
| BLACK AND BLACK BRITISH | | | | | | | | | | | | | | | | | |
| Caribbean | 6 | 2 | 4 | 6 | 3 | 6 | ** | 3 | 3 | - | 2 | - | 2 | 1 | 4 | | |
| | 1% | *% | 1% | 1% | *% | 1% | ** | *% | 2% | -% | *% | -% | *% | 1% | 1% | | |
| African | 12 | 8 | 4 | 12 | 9 | 12 | ** | 11 | 1 | 2 | 5 | 1 | 5 | 3 | 7 | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | ** | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | | |
| Any other Black/ African/ Caribbean background | 1 | 1 | - | 1 | - | 1 | ** | 1 | - | - | 1 | - | 1 | - | 1 | | |
| | *% | *% | -% | *% | -% | *% | ** | *% | -% | -% | *% | -% | *% | -% | *% | | |
| OTHER ETHNIC GROUPS | | | | | | | | | | | | | | | | | |
| Arab | 3 | 1 | 2 | 2 | - | 2 | ** | 1 | 2 | - | - | - | - | - | 1 | | |
| | *% | *% | *% | *% | -% | *% | ** | *% | 1% | -% | -% | -% | -% | -% | -% | | |
| Any other ethnic background | 4 | 2 | 2 | 4 | 3 | 4 | ** | 3 | 1 | 1 | 1 | - | 2 | 2 | 2 | | |
| | *% | *% | *% | *% | *% | *% | ** | *% | 1% | 1% | *% | -% | *% | 1% | *% | | |
| Prefer not to say | 3 | 3 | - | 2 | 3 | 3 | ** | 3 | - | 1 | 2 | 1 | 2 | - | 3 | | |
| | *% | 1% | -% | *% | *% | *% | ** | *% | -% | 1% | *% | 1% | *% | -% | *% | | |

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|---|-----------|----------------|-------------|--------------|--------------|----------------|--------------|--------------|----------------|------------|-------------------------|--------------------------------|-----------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Their mental health? Anxiety, depression, or trauma-related conditions, for example | 95 10% | 48 10% | 47 9% | 16 6% | 22 9% | 35 14% a | 22 9% | 42 8% | 52 11% | 89 10% | 6 5% | 95 44% b | - -% |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc. | 77 8% | 50 10% b | 27 5% | 23 9% | 17 7% | 18 7% | 19 8% | 29 6% | 48 10% a | 72 8% | 4 3% | 77 36% b | - -% |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration | 52 5% | 38 8% b | 14 3% | 15 6% | 17 7% | 6 2% | 14 6% | 18 3% | 34 7% a | 51 6% | 1 1% | 52 24% b | - -% |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind | 36 4% | 21 4% | 15 3% | 13 5% | 6 2% | 7 3% | 10 4% | 16 3% | 20 4% | 30 3% | 6 5% | 36 17% b | - -% |
| Breathing? Breathlessness or chest pains | 22 2% | 9 2% | 13 3% | 4 2% | 6 2% | 5 2% | 7 3% | 10 2% | 12 3% | 18 2% | 4 3% | 22 10% 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 | 21 2% | 12 2% | 9 2% | 5 2% | 7 3% | 6 2% | 3 1% | 11 2% | 10 2% | 19 2% | 2 2% | 21 10% b | - -% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--|------------|----------------|-------------|--------------|--------------|--------------|--------------|-----------------|------------|------------|-------------------------|--------------------------------|------------------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| Hearing? Poor hearing, partial hearing, or are deaf | 13 1% | 6 1% | 7 1% | 5 2% | 2 1% | 4 2% | 2 1% | 8 2% | 5 1% | 13 1% | - -% | 13 6% b | - -% |
| Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 13 1% | 7 1% | 6 1% | 3 1% | 1 *% | 3 1% | 6 2% | 9 2% | 4 1% | 11 1% | 2 2% | 13 6% b | - -% |
| Difficulty with speech? E.g. due to stroke, stutter or stammer | 6 1% | 5 1% | 1 *% | 2 1% | 2 1% | 2 1% | - -% | 1 *% | 5 1% | 5 1% | 1 1% | 6 3% b | - -% |
| Other illnesses/ conditions which impact or limit their daily activities | 18 2% | 13 3% | 5 1% | 8 3% | 4 2% | 3 1% | 3 1% | 7 1% | 11 2% | 17 2% | 1 1% | 18 8% b | - -% |
| Nothing – no impairments or conditions impact or limit their daily activities | 746 75% | 360 72% | 386 78% | 180 72% | 188 75% | 186 74% | 192 77% | 414 79% b | 331 70% | 639 74% | 105 81% | - -% | 746 100% a |
| Prefer not to say | 13 1% | 5 1% | 8 2% | 3 1% | 4 2% | 5 2% | 1 *% | 5 1% | 8 2% | 8 1% | 5 4% a | - -% | - -% |
| Don't know | 26 3% | 20 4% b | 6 1% | 10 4% | 6 2% | 4 2% | 6 2% | 10 2% | 16 3% | 23 3% | 3 2% | - -% | - -% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | CHILD'S GENDER | | CHILD'S AGE | | | | SOCIAL GRADE | | ETHNICITY | | IMPACTING/ LIMITING CONDITIONS | |
|--------------------------------------|-------|----------------|-------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|-------------------------|--------------------------------|-----------|
| | | MALE a | FEMALE b | AGED 12 a | AGED 13 b | AGED 14 c | AGED 15 d | ABC1 a | C2DE b | WHITE a | MINORITY ETHNIC b | ANY a | NONE b |
| Significance Level: 99% | | | | | | | | | | | | | |
| Total | 1000 | 503 | 497 | 250 | 250 | 250 | 250 | 523 | 475 | 868 | 129 | 215 | 746 |
| SUMMARY | | | | | | | | | | | | | |
| ANY IMPACTING OR LIMITING CONDITIONS | 215 | 118 | 97 | 57 | 52 | 55 | 51 | 94 | 120 | 198 | 16 | 215 | - |
| | 22% | 23% | 20% | 23% | 21% | 22% | 20% | 18% | 25% a | 23% b | 12% | 100% b | -% |

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

Interviewing conducted using online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents/ guardians of children aged 12-15

| | Total | WATCHED LIVE BROADCAST TV | | WATCHED ON-DEMAND SERVICES | | | | WATCHED LIVE OR ON-DEMAND BROADCAST TV | | SEEN SOMETHING OFFENSIVE ON BROADCAST TV | | SEEN SOMETHING HARMFUL ON BROADCAST TV | | SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE | |
|---|-----------|---------------------------|-----------|----------------------------|-----------|-------------|----------|--|----------------|--|----------|--|----------|--|----------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Their mental health? Anxiety, depression, or trauma-related conditions, for example | 95 10% | 52 9% | 43 10% | 93 10% | 66 9% | 95 10% | ** ** | 74 9% | 21 12% | 14 11% | 35 9% | 8 8% | 36 9% | 20 14% | 64 8% |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc. | 77 8% | 38 7% | 39 9% | 76 8% | 54 7% | 76 8% | ** ** | 60 7% | 17 10% | 6 5% | 31 8% | 8 8% | 25 6% | 10 7% | 55 7% |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration | 52 5% | 26 4% | 26 6% | 50 5% | 32 4% | 50 5% | ** ** | 35 4% | 17 10% a | 4 3% | 22 5% | 4 4% | 18 4% | 8 6% | 33 4% |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind | 36 4% | 19 3% | 17 4% | 36 4% | 26 3% | 36 4% | ** ** | 27 3% | 9 5% | 4 3% | 14 3% | 6 6% | 12 3% | 7 5% | 28 4% |
| Breathing? Breathlessness or chest pains | 22 2% | 12 2% | 10 2% | 22 2% | 18 2% | 22 2% | ** ** | 18 2% | 4 2% | 4 3% | 8 2% | 5 5% | 7 2% | 9 6% b | 12 2% |
| 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 | 21 2% | 11 2% | 10 2% | 21 2% | 16 2% | 21 2% | ** ** | 17 2% | 4 2% | 3 2% | 8 2% | 2 2% | 8 2% | 1 1% | 19 3% |
| Hearing? Poor hearing, partial hearing, or are deaf | 13 1% | 7 1% | 6 1% | 13 1% | 9 1% | 13 1% | ** ** | 10 1% | 3 2% | 2 2% | 5 1% | 2 2% | 5 1% | 1 1% | 12 2% |

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

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QP5. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

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|--|------------|---------------------------|------------|----------------------------|------------|-------------|----------|--|------------|--|------------|--|------------|--|-----------------|
| | | YES a | NO b | SVOD a | BVOD b | EITHER c | NO *d | YES a | NO b | YES a | NO b | YES a | NO b | YES a | NO b |
| Significance Level: 99% | | | | | | | | | | | | | | | |
| Total | 1000 | 579 | 421 | 967 | 748 | 985 | 15 | 827 | 173 | 130 | 411 | 100 | 410 | 142 | 759 |
| Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 13 1% | 6 1% | 7 2% | 13 1% | 9 1% | 13 1% | ** ** | 10 1% | 3 2% | - -% | 5 1% | - -% | 5 1% | - -% | 13 2% |
| Difficulty with speech? E.g. due to stroke, stutter or stammer | 6 1% | 3 1% | 3 1% | 6 1% | 4 1% | 6 1% | ** ** | 4 *% | 2 1% | - -% | 2 *% | - -% | 2 *% | 1 1% | 4 1% |
| Other illnesses/ conditions which impact or limit their daily activities | 18 2% | 9 2% | 9 2% | 16 2% | 10 1% | 16 2% | ** ** | 12 1% | 6 3% | 1 1% | 7 2% | 2 2% | 6 1% | 6 4% | 10 1% |
| Nothing – no impairments or conditions impact or limit their daily activities | 746 75% | 445 77% | 301 71% | 719 74% | 565 76% | 735 75% | ** ** | 627 76% | 119 69% | 94 72% | 318 77% | 67 67% | 321 78% | 94 66% | 582 77% a |
| Prefer not to say | 13 1% | 7 1% | 6 1% | 12 1% | 9 1% | 12 1% | ** ** | 10 1% | 3 2% | 3 2% | 3 1% | 2 2% | 4 1% | 1 1% | 8 1% |
| Don't know | 26 3% | 13 2% | 13 3% | 26 3% | 20 3% | 26 3% | ** ** | 22 3% | 4 2% | 4 3% | 9 2% | 4 4% | 9 2% | 2 1% | 23 3% |
| SUMMARY | | | | | | | | | | | | | | | |
| ANY IMPACTING OR LIMITING CONDITIONS | 215 22% | 114 20% | 101 24% | 210 22% | 154 21% | 212 22% | ** ** | 168 20% | 47 27% | 29 22% | 81 20% | 27 27% | 76 19% | 45 32% b | 146 19% |

* indicates a low base size (less than 100)

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