

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

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Base: Those whose child watches Netflix at least weekly	
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Base: Those whose child watches Disney+ at least weekly	
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Base: Those whose child watches Apple TV+ at least weekly	
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Base: Those whose child watches Cartoon Network at least weekly	

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Base: Those whose child watches Nickelodeon/ Nick Jr at least weekly	
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Base: Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly	
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Base: Those whose child watches Paramount+ at least weekly	
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Base: Those whose child listens to BBC Radio stations at least weekly	
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Base: Those whose child listens to Any Absolute radio at least weekly	
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Base: Those whose child listens to Any Capital radio at least weekly	
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Base: Those whose child listens to Any Heart radio at least weekly	
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Base: Those whose child listens to Any Kiss radio at least weekly	
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Base: Those whose child listens to Fun Kids radio at least weekly	
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Base: Those whose child listens to Google Podcasts at least weekly	
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Base: Those whose child listens to Global Player at least weekly	
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Base: Those whose child listens to RadioPlayer at least weekly	
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Base: Those whose child listens to Spotify at least weekly	
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Base: Those whose child listens to Deezer at least weekly	
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Base: Those whose child listens to Amazon Music at least weekly	
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Base: Those whose child listens to Rayo at least weekly	
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Base: Those whose child listens to YouTube Music at least weekly	

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Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	539
Base: Those whose child listens to SoundCloud at least weekly	
Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	546
Base: Those whose child uses the BBC News site/ app at least weekly	
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Base: Those whose child uses the BBC Sport site/ app at least weekly	
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Base: Those whose child uses the BBC Bitesize site/ app at least weekly	
Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	567
Base: Those whose child uses the BBC Newsround site at least weekly	
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Base: Those whose child uses the CBeebies site/ app at least weekly	
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Base: Those whose child uses the CBBC site at least weekly	
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Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website	
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Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website	
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Base: All 8-16 year olds	
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Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website	
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Base: All parents of children aged 4-7 and all children aged 8-16	
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Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework	
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Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework	
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Base: Those whose child watches CBeebies at least weekly	
Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	651
Base: Those whose child watches CBeebies at least weekly	
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Base: Those whose child watches CBeebies at least weekly	
Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	665
Base: Those whose child watches CBeebies at least weekly	

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Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	672
Base: Those whose child watches CBeebies at least weekly	
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Base: Those whose child watches CBBC at least weekly	
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Base: Those whose child watches CBBC at least weekly	
Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	693
Base: Those whose child watches CBBC at least weekly	
Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	700
Base: Those whose child watches CBBC at least weekly	
Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	707
Base: Those whose child watches CBBC at least weekly	
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Base: All respondents	
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Base: All parents of children aged 3-7	
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Base: All respondents	
Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	755
Base: All 8-16 year olds	
Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	762
Base: All 8-16 year olds	
Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	769
Base: All 8-16 year olds	
Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	776
Base: All 8-16 year olds	
Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	783
Base: All parents of children aged 3-7	
Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	790
Base: All parents of children aged 3-7	
Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	797
Base: All parents of children aged 3-7	
Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	804
Base: All parents of children aged 3-7	
Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	811
Base: All respondents	

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Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	818
Base: All respondents	
Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	825
Base: All respondents	
Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	832
Base: All respondents	
Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	839
Base: Those who have used any BBC services weekly	
Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	846
Base: Those who have used any BBC services weekly	
Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	853
Base: Those who have used any BBC services weekly	
Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	860
Base: Those who have used any BBC services weekly	
Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE) .....	867
Base: All respondents	
Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE) .....	874
Base: All parents of children aged 3-7	
Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE) .....	881
Base: All respondents	
Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE) .....	902
Base: All respondents	
Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE) .....	920
Base: All respondents	
Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE) .....	934
Base: All parents of 8-16 year olds	

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. NATION  
Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
England	3872	1336	1130	1405	1995	1877
	85%	85%	84%	85%	85%	85%
Wales	205	71	63	71	103	103
	5%	5%	5%	4%	4%	5%
Scotland	342	116	106	120	172	170
	8%	7%	8%	7%	7%	8%
Northern Ireland	142	51	43	47	72	69
	3%	3%	3%	3%	3%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. NATION  
Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
England	3872	690	646	582	548	723	682	314	1984	1574
	85%	85%	84%	84%	84%	86%	85%	83%	84%	86%
Wales	205	35	36	32	31	35	36	11	110	84
	5%	4%	5%	5%	5%	4%	5%	3%	5%	5%
Scotland	342	56	60	54	52	63	58	42	180	120
	8%	7%	8%	8%	8%	7%	7%	11% bc	8%	7%
Northern Ireland	142	26	25	22	21	24	23	12	79	50
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. NATION  
Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
England	3872	3872	-	-	-	1158	1097	744	873
	85%	100%	-%	-%	-%	86%	84%	84%	85%
		bcd							
Wales	205	-	-	205	-	60	55	46	45
	5%	-%	-%	100%	-%	4%	4%	5%	4%
				abd					
Scotland	342	-	342	-	-	91	105	68	78
	8%	-%	100%	-%	-%	7%	8%	8%	8%
			acd						
Northern Ireland	142	-	-	-	142	41	43	26	30
	3%	-%	-%	-%	100%	3%	3%	3%	3%
					abc				

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 1

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. NATION  
Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
England	3872	2175	698	1951	282	2730	1142
	85%	86%	83%	85%	84%	86%	83%
Wales	205	115	46	106	19	145	61
	5%	5%	5%	5%	6%	5%	4%
Scotland	342	173	65	173	23	225	118
	8%	7%	8%	8%	7%	7%	9%
Northern Ireland	142	74	29	63	11	92	49
	3%	3%	3%	3%	3%	3%	4%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 1

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. NATION  
Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
England	3872	1028	780	1400	2471	409	1392	1414	2458	1833	1634
	85%	86%	85%	85%	85%	86%	85%	85%	85%	86%	83%
										b	
Wales	205	57	48	78	127	24	83	84	121	100	89
	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%
Scotland	342	78	66	113	230	34	129	132	210	135	169
	8%	7%	7%	7%	8%	7%	8%	8%	7%	6%	9%
										a	
Northern Ireland	142	39	23	49	92	10	40	41	101	64	66
	3%	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. NATION  
Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
England	3872	2381	1153	338
	85%	85%	84%	82%
Wales	205	129	55	21
	5%	5%	4%	5%
Scotland	342	194	112	36
	8%	7%	8%	9%
Northern Ireland	142	81	45	15
	3%	3%	3%	4%
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1. NATION  
Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
England	3872	1999	1229	644	2719	1123	768	2921
	85%	85%	84%	85%	83%	90% a	87%	84%
Wales	205	110	67	28	168	37	44	153
	5%	5%	5%	4%	5% b	3%	5%	4%
Scotland	342	164	121	57	277	64	53	273
	8%	7%	8%	8%	8% b	5%	6%	8%
Northern Ireland	142	67	49	25	116	24	18	119
	3%	3%	3%	3%	4% b	2%	2%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
North East	173	72	47	54	85	88
	4%	5%	4%	3%	4%	4%
Yorkshire and Humberside	379	134	97	148	187	192
	8%	9%	7%	9%	8%	9%
North West	516	155	157	204	259	257
	11%	10%	12%	12%	11%	12%
			a			
West Midlands	425	136	120	168	217	208
	9%	9%	9%	10%	9%	9%
East Midlands	329	119	107	103	181	148
	7%	8%	8%	6%	8%	7%
East of England	438	134	133	171	246	192
	10%	9%	10%	10%	11%	9%
South West	361	129	96	135	191	170
	8%	8%	7%	8%	8%	8%
South East	639	208	220	211	309	330
	14%	13%	16%	13%	13%	15%
			ac			
London	612	249	153	210	320	291
	13%	16%	11%	13%	14%	13%
		bc				
SUMMARY						
England	3872	1336	1130	1405	1995	1877
	85%	85%	84%	85%	85%	85%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Wales	205	71	63	71	103	103
	5%	5%	5%	4%	4%	5%
Scotland	342	116	106	120	172	170
	8%	7%	8%	7%	7%	8%
Northern Ireland	142	51	43	47	72	69
	3%	3%	3%	3%	3%	3%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
North East	173	35	37	23	24	27	27	15	97	62
	4%	4%	5%	3%	4%	3%	3%	4%	4%	3%
Yorkshire and Humberside	379	70	64	45	52	71	77	29	190	159
	8%	9%	8%	7%	8%	8%	10% c	8%	8%	9%
North West	516	75	80	79	78	105	99	47	235	234
	11%	9%	10%	11%	12%	12%	12%	12%	10%	13% b
West Midlands	425	84	52	54	67	79	89	27	208	189
	9%	10% b	7%	8%	10% b	9%	11% bc	7%	9%	10%
East Midlands	329	58	61	65	42	58	46	28	184	118
	7%	7%	8%	9% f	6%	7%	6%	7%	8%	6%
East of England	438	76	58	79	54	91	81	39	211	188
	10%	9%	8%	11% b	8%	11%	10%	10%	9%	10%
South West	361	71	58	50	47	70	65	27	182	152
	8%	9%	8%	7%	7%	8%	8%	7%	8%	8%
South East	639	100	108	105	115	104	107	52	346	241
	14%	12%	14%	15%	18% aef	12%	13%	14%	15%	13%
London	612	120	130	82	70	118	92	50	331	231
	13%	15% d	17% cdf	12%	11%	14%	11%	13%	14%	13%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
SUMMARY										
England	3872	690	646	582	548	723	682	314	1984	1574
	85%	85%	84%	84%	84%	86%	85%	83%	84%	86%
Wales	205	35	36	32	31	35	36	11	110	84
	5%	4%	5%	5%	5%	4%	5%	3%	5%	5%
Scotland	342	56	60	54	52	63	58	42	180	120
	8%	7%	8%	8%	8%	7%	7%	11% bc	8%	7%
Northern Ireland	142	26	25	22	21	24	23	12	79	50
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
North East	173	173	-	-	-	47	51	21	55
	4%	4%	-%	-%	-%	3%	4%	2%	5%
		bcd							ac
Yorkshire and Humberside	379	379	-	-	-	83	103	72	121
	8%	10%	-%	-%	-%	6%	8%	8%	12%
		bcd							abc
North West	516	516	-	-	-	147	135	103	130
	11%	13%	-%	-%	-%	11%	10%	12%	13%
		bcd							
West Midlands	425	425	-	-	-	112	129	100	83
	9%	11%	-%	-%	-%	8%	10%	11%	8%
		bcd						ad	
East Midlands	329	329	-	-	-	86	101	69	72
	7%	8%	-%	-%	-%	6%	8%	8%	7%
		bcd							
East of England	438	438	-	-	-	122	146	83	87
	10%	11%	-%	-%	-%	9%	11%	9%	9%
		bcd							
South West	361	361	-	-	-	85	109	84	83
	8%	9%	-%	-%	-%	6%	8%	9%	8%
		bcd						a	
South East	639	639	-	-	-	188	181	137	133
	14%	17%	-%	-%	-%	14%	14%	15%	13%
		bcd							
London	612	612	-	-	-	287	141	75	109
	13%	16%	-%	-%	-%	21%	11%	8%	11%
		bcd				bcd			

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
SUMMARY									
England	3872	3872	-	-	-	1158	1097	744	873
	85%	100% bcd	-%	-%	-%	86%	84%	84%	85%
Wales	205	-	-	205	-	60	55	46	45
	5%	-%	-%	100% abd	-%	4%	4%	5%	4%
Scotland	342	-	342	-	-	91	105	68	78
	8%	-%	100% acd	-%	-%	7%	8%	8%	8%
Northern Ireland	142	-	-	-	142	41	43	26	30
	3%	-%	-%	-%	100% abc	3%	3%	3%	3%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
North East	173	92	37	83	13	119	54
	4%	4%	4%	4%	4%	4%	4%
Yorkshire and Humberside	379	205	54	189	21	262	117
	8%	8%	6%	8%	6%	8%	9%
North West	516	290	69	260	29	353	163
	11%	11%	8%	11%	9%	11%	12%
		b		b		b	b
West Midlands	425	232	73	207	25	288	137
	9%	9%	9%	9%	7%	9%	10%
East Midlands	329	192	67	155	21	239	89
	7%	8%	8%	7%	6%	7%	7%
East of England	438	241	75	214	32	317	121
	10%	9%	9%	9%	9%	10%	9%
South West	361	202	60	164	20	244	117
	8%	8%	7%	7%	6%	8%	9%
South East	639	352	104	289	35	424	215
	14%	14%	12%	13%	10%	13%	16%
							cd
London	612	369	158	389	87	483	129
	13%	15%	19%	17%	26%	15%	9%
		f	aef	af	abcef	f	
SUMMARY							
England	3872	2175	698	1951	282	2730	1142
	85%	86%	83%	85%	84%	86%	83%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Wales	205	115	46	106	19	145	61
	5%	5%	5%	5%	6%	5%	4%
Scotland	342	173	65	173	23	225	118
	8%	7%	8%	8%	7%	7%	9%
Northern Ireland	142	74	29	63	11	92	49
	3%	3%	3%	3%	3%	3%	4%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
North East	173	51	30	65	109	24	62	62	111	71	80
	4%	4%	3%	4%	4%	5%	4%	4%	4%	3%	4%
Yorkshire and Humberside	379	94	68	131	248	33	122	124	255	161	169
	8%	8%	7%	8%	8%	7%	7%	7%	9%	8%	9%
North West	516	134	103	189	327	50	180	183	333	245	216
	11%	11%	11%	12%	11%	11%	11%	11%	12%	11%	11%
West Midlands	425	106	92	147	277	37	136	140	285	215	182
	9%	9%	10%	9%	9%	8%	8%	8%	10%	10%	9%
East Midlands	329	87	62	119	210	29	112	114	215	154	145
	7%	7%	7%	7%	7%	6%	7%	7%	7%	7%	7%
East of England	438	105	83	138	301	42	141	141	298	202	185
	10%	9%	9%	8%	10%	9%	9%	8%	10%	9%	9%
South West	361	97	87	130	230	30	120	121	240	157	166
	8%	8%	9%	8%	8%	6%	7%	7%	8%	7%	8%
South East	639	141	101	197	442	52	213	213	426	280	299
	14%	12%	11%	12%	15%	11%	13%	13%	15%	13%	15%
					abc				a		
London	612	213	155	284	328	111	306	317	295	349	194
	13%	18%	17%	17%	11%	23%	19%	19%	10%	16%	10%
		d	d	d		bd	d	d		b	
SUMMARY											
England	3872	1028	780	1400	2471	409	1392	1414	2458	1833	1634
	85%	86%	85%	85%	85%	86%	85%	85%	85%	86%	83%
										b	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Wales	205	57	48	78	127	24	83	84	121	100	89
	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%
Scotland	342	78	66	113	230	34	129	132	210	135	169
	8%	7%	7%	7%	8%	7%	8%	8%	7%	6%	9% a
Northern Ireland	142	39	23	49	92	10	40	41	101	64	66
	3%	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
North East	173	102	51	21
	4%	4%	4%	5%
Yorkshire and Humberside	379	223	124	33
	8%	8%	9%	8%
North West	516	306	154	55
	11%	11%	11%	14%
West Midlands	425	247	130	47
	9%	9%	10%	11%
East Midlands	329	202	93	33
	7%	7%	7%	8%
East of England	438	289	124	25
	10%	10%	9%	6%
		c		
South West	361	202	129	30
	8%	7%	9%	7%
			a	
South East	639	386	199	54
	14%	14%	15%	13%
London	612	424	149	39
	13%	15%	11%	10%
		bc		
SUMMARY				
England	3872	2381	1153	338
	85%	85%	84%	82%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Wales	205	129	55	21
	5%	5%	4%	5%
Scotland	342	194	112	36
	8%	7%	8%	9%
Northern Ireland	142	81	45	15
	3%	3%	3%	4%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
North East	173	79	61	33	136	38	41	126
	4%	3%	4%	4%	4%	3%	5%	4%
Yorkshire and Humberside	379	193	126	60	280	94	84	283
	8%	8%	9%	8%	9%	8%	10%	8%
North West	516	265	170	81	371	139	110	383
	11%	11%	12%	11%	11%	11%	12%	11%
West Midlands	425	185	156	84	290	131	88	311
	9%	8%	11%	11%	9%	10%	10%	9%
			a	a				
East Midlands	329	173	107	49	249	80	66	241
	7%	7%	7%	7%	8%	6%	7%	7%
East of England	438	217	129	92	311	121	79	337
	10%	9%	9%	12%	9%	10%	9%	10%
				ab				
South West	361	171	130	59	289	69	78	264
	8%	7%	9%	8%	9%	6%	9%	8%
					b			
South East	639	323	216	100	475	162	137	483
	14%	14%	15%	13%	14%	13%	16%	14%
London	612	392	135	85	318	290	84	491
	13%	17%	9%	11%	10%	23%	10%	14%
		bc				a		a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 2

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
SUMMARY								
England	3872	1999	1229	644	2719	1123	768	2921
	85%	85%	84%	85%	83%	90% a	87%	84%
Wales	205	110	67	28	168	37	44	153
	5%	5%	5%	4%	5% b	3%	5%	4%
Scotland	342	164	121	57	277	64	53	273
	8%	7%	8%	8%	8% b	5%	6%	8%
Northern Ireland	142	67	49	25	116	24	18	119
	3%	3%	3%	3%	4% b	2%	2%	3%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
A	577	266	135	175	307	269
	13%	17%	10%	11%	13%	12%
		bc				
B	773	232	246	295	408	366
	17%	15%	18%	18%	17%	16%
			a	a		
C1	1300	443	411	446	672	628
	28%	28%	31%	27%	29%	28%
C2	885	301	240	345	447	438
	19%	19%	18%	21%	19%	20%
D	643	225	186	231	323	320
	14%	14%	14%	14%	14%	14%
E	383	108	124	151	186	198
	8%	7%	9%	9%	8%	9%
			a	a		
SUMMARY						
AB	1350	498	382	470	715	635
	30%	32%	28%	29%	31%	29%
DE	1026	333	310	382	508	518
	22%	21%	23%	23%	22%	23%
ABC1	2650	941	792	917	1387	1263
	58%	60%	59%	56%	59%	57%
		c				
C2DE	1911	634	550	727	955	956
	42%	40%	41%	44%	41%	43%
				a		

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
A	577	135	132	74	61	99	76	70	321	186
	13%	17%	17%	11%	9%	12%	10%	19%	14%	10%
		cdef	cdef					bc	c	
B	773	116	116	130	116	162	133	59	375	340
	17%	14%	15%	19%	18%	19%	17%	15%	16%	19%
				a		a				b
C1	1300	243	199	212	198	216	230	90	709	500
	28%	30%	26%	31%	30%	26%	29%	24%	30%	27%
				e					a	
C2	885	157	143	113	127	177	167	70	443	372
	19%	19%	19%	16%	19%	21%	21%	19%	19%	20%
						c	c			
D	643	116	109	95	91	111	120	58	322	263
	14%	14%	14%	14%	14%	13%	15%	15%	14%	14%
E	383	41	67	65	59	80	71	31	185	168
	8%	5%	9%	9%	9%	9%	9%	8%	8%	9%
			a	a	a	a	a			
SUMMARY										
AB	1350	250	248	204	177	261	210	129	695	526
	30%	31%	32%	30%	27%	31%	26%	34%	30%	29%
			df							
DE	1026	157	176	160	150	191	192	90	506	430
	22%	19%	23%	23%	23%	23%	24%	24%	22%	24%
ABC1	2650	494	448	417	376	477	440	219	1405	1026
	58%	61%	58%	60%	58%	56%	55%	58%	60%	56%
		f							c	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
C2DE	1911	314	319	273	277	368	359	160	949	802
	42%	39%	42%	40%	42%	44%	45%	42%	40%	44%
							a			b

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
A	577	498	39	22	18	577	-	-	-
	13%	13%	11%	11%	13%	43% bcd	-%	-%	-%
B	773	660	52	38	23	773	-	-	-
	17%	17%	15%	18%	16%	57% bcd	-%	-%	-%
C1	1300	1097	105	55	43	-	1300	-	-
	28%	28%	31%	27%	31%	-%	100% acd	-%	-%
C2	885	744	68	46	26	-	-	885	-
	19%	19%	20%	22%	19%	-%	-%	100% abd	-%
D	643	560	43	19	21	-	-	-	643
	14%	14% c	13%	9%	15% c	-%	-%	-%	63% abc
E	383	313	35	26	10	-	-	-	383
	8%	8%	10%	13% ad	7%	-%	-%	-%	37% abc
SUMMARY									
AB	1350	1158	91	60	41	1350	-	-	-
	30%	30%	27%	29%	29%	100% bcd	-%	-%	-%
DE	1026	873	78	45	30	-	-	-	1026
	22%	23%	23%	22%	22%	-%	-%	-%	100% abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
ABC1	2650	2254	196	115	85	1350	1300	-	-
	58%	58%	57%	56%	60%	100%	100%	-%	-%
						cd	cd		
C2DE	1911	1617	146	91	57	-	-	885	1026
	42%	42%	43%	44%	40%	-%	-%	100%	100%
								ab	ab

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

		BBC SERVICES USED WEEKLY						
		Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	e	f
Unweighted row		4561	2534	884	2345	370	3191	1370
Effective Weighted Sample		3615	2014	695	1852	290	2537	1079
Total		4561	2537	837	2293	334	3192	1369
A	577	384	209	443	120	495	82	
	13%	15%	25%	19%	36%	16%	6%	
		f	acef	aef	abcef	f		
B	773	481	192	435	72	607	166	
	17%	19%	23%	19%	22%	19%	12%	
		f	acef	f	f	f		
C1	1300	736	209	606	63	905	395	
	28%	29%	25%	26%	19%	28%	29%	
		bd	d	d		d	d	
C2	885	464	154	405	50	573	311	
	19%	18%	18%	18%	15%	18%	23%	
							abcde	
D	643	306	56	267	21	406	237	
	14%	12%	7%	12%	6%	13%	17%	
		bd		bd		bd	abcde	
E	383	166	18	137	9	205	178	
	8%	7%	2%	6%	3%	6%	13%	
		bd		bd		bd	abcde	
SUMMARY								
AB	1350	865	401	879	191	1102	248	
	30%	34%	48%	38%	57%	35%	18%	
		f	acef	aef	abcef	f		
DE	1026	472	74	404	30	611	415	
	22%	19%	9%	18%	9%	19%	30%	
		bd		bd		bd	abcde	
ABC1	2650	1601	610	1484	255	2007	643	
	58%	63%	73%	65%	76%	63%	47%	
		f	acef	f	acef	f		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					NONE
		TV	RADIO	APPS	SOUNDS	ANY	
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
C2DE	1911	936	227	808	80	1185	726
	42%	37%	27%	35%	24%	37%	53%
		bd		bd		bd	abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
		Total	CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample		3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total		4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
A	577	236	157	298	279	108	364	367	209	349	151	
	13%	20% d	17% d	18% d	10%	23% d	22% d	22% d	7%	16% b	8%	
B	773	213	159	287	487	98	352	354	419	421	287	
	17%	18%	17%	17%	17%	20% d	21% d	21% d	15%	20% b	15%	
C1	1300	328	247	450	850	117	407	415	885	577	618	
	28%	27%	27%	27%	29%	25%	25%	25%	31% abc	27%	32% a	
C2	885	202	183	298	587	72	277	281	604	396	394	
	19%	17%	20%	18%	20% a	15%	17%	17%	21% abc	19%	20%	
D	643	147	115	202	440	47	162	168	474	262	303	
	14%	12%	13%	12%	15% ac	10%	10%	10%	16% abc	12%	15% a	
E	383	76	56	105	278	35	81	85	299	128	206	
	8%	6%	6%	6%	10% abc	7%	5%	5%	10% bc	6%	11% a	
SUMMARY												
AB	1350	449	316	584	766	206	716	722	628	769	438	
	30%	37% d	34% d	36% d	26%	43% d	44% d	43% d	22%	36% b	22%	
DE	1026	223	171	308	719	82	243	253	773	390	509	
	22%	19%	19%	19%	25% abc	17%	15%	15%	27% abc	18%	26% a	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
ABC1	2650	777	563	1034	1616	323	1123	1137	1513	1346	1055
	58%	65%	61%	63%	55%	68%	68%	68%	52%	63%	54%
		d	d	d		d	d	d		b	
C2DE	1911	425	354	606	1305	154	520	534	1377	785	903
	42%	35%	39%	37%	45%	32%	32%	32%	48%	37%	46%
					abc				abc		a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
A	577	459	89	29
	13%	16%	7%	7%
		bc		
B	773	546	188	40
	17%	20%	14%	10%
		bc		
C1	1300	795	382	123
	28%	29%	28%	30%
C2	885	485	307	92
	19%	17%	22%	23%
			a	a
D	643	327	255	61
	14%	12%	19%	15%
			a	
E	383	174	145	64
	8%	6%	11%	16%
			a	ab
SUMMARY				
AB	1350	1004	277	69
	30%	36%	20%	17%
		bc		
DE	1026	501	400	125
	22%	18%	29%	31%
			a	a
ABC1	2650	1799	659	192
	58%	65%	48%	47%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
C2DE	1911	987	707	217
	42%	35%	52%	53%
			a	a

Columns Tested: a,b,c

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 3

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
A	577	425	102	49	343	232	69	484
	13%	18%	7%	7%	10%	19%	8%	14%
		bc				a		a
B	773	455	192	126	527	241	122	635
	17%	19%	13%	17%	16%	19%	14%	18%
		b		b		a		a
C1	1300	659	410	231	922	363	227	1015
	28%	28%	28%	31%	28%	29%	26%	29%
C2	885	396	332	157	688	191	181	658
	19%	17%	23%	21%	21%	15%	20%	19%
			a	a	b			
D	643	263	257	123	491	149	142	469
	14%	11%	18%	16%	15%	12%	16%	14%
			a	a	b			
E	383	142	174	67	310	72	144	205
	8%	6%	12%	9%	9%	6%	16%	6%
			a	a	b		b	
SUMMARY								
AB	1350	880	294	175	870	474	191	1119
	30%	38%	20%	23%	27%	38%	22%	32%
		bc				a		a
DE	1026	405	431	190	801	221	286	673
	22%	17%	29%	25%	24%	18%	32%	19%
			a	a	b		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
ABC1	2650	1539	704	406	1792	837	417	2134
	58%	66%	48%	54%	55%	67%	47%	62%
		bc		b		a		a
C2DE	1911	801	763	348	1488	412	467	1331
	42%	34%	52%	46%	45%	33%	53%	38%
			ac	a	b		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Boy, aged 3-7	808	808	-	-	808	-
	18%	51%	-%	-%	35%	-%
		bc			b	
Boy, aged 8-11	689	-	689	-	689	-
	15%	-%	51%	-%	29%	-%
			ac		b	
Boy, aged 12-16	845	-	-	845	845	-
	19%	-%	-%	51%	36%	-%
				ab	b	
Girl, aged 3-7	767	767	-	-	-	767
	17%	49%	-%	-%	-%	35%
		bc				a
Girl, aged 8-11	653	-	653	-	-	653
	14%	-%	49%	-%	-%	29%
			ac			a
Girl, aged 12-16	799	-	-	799	-	799
	18%	-%	-%	49%	-%	36%
				ab		a

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

## Table 4

### AGE GROUP AND GENDER OF CHILD

	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY	
Significance Level: 95%	a	b	c	d	e	f	a	b	c	
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Boy, aged 3-7	808	808	-	-	-	-	-	190	618	-
	18%	100%	-%	-%	-%	-%	-%	50%	26%	-%
		bcdef						bc	c	
Boy, aged 8-11	689	-	-	689	-	-	-	-	598	91
	15%	-%	-%	100%	-%	-%	-%	-%	25%	5%
				abdef					ac	a
Boy, aged 12-16	845	-	-	-	-	845	-	-	-	845
	19%	-%	-%	-%	-%	100%	-%	-%	-%	46%
						abcdf				ab
Girl, aged 3-7	767	-	767	-	-	-	-	190	577	-
	17%	-%	100%	-%	-%	-%	-%	50%	25%	-%
			acdef					bc	c	
Girl, aged 8-11	653	-	-	-	653	-	-	-	559	94
	14%	-%	-%	-%	100%	-%	-%	-%	24%	5%
					abcef				ac	a
Girl, aged 12-16	799	-	-	-	-	-	799	-	-	799
	18%	-%	-%	-%	-%	-%	100%	-%	-%	44%
							abcde			ab
Columns Tested: a,b,c,d,e,f - a,b,c										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Boy, aged 3-7	808	690	56	35	26	250	243	157	157
	18%	18%	16%	17%	19%	19%	19%	18%	15%
Boy, aged 8-11	689	582	54	32	22	204	212	113	160
	15%	15%	16%	16%	15%	15%	16% c	13%	16%
Boy, aged 12-16	845	723	63	35	24	261	216	177	191
	19%	19%	18%	17%	17%	19%	17%	20%	19%
Girl, aged 3-7	767	646	60	36	25	248	199	143	176
	17%	17%	18%	18%	18%	18%	15%	16%	17%
Girl, aged 8-11	653	548	52	31	21	177	198	127	150
	14%	14%	15%	15%	15%	13%	15%	14%	15%
Girl, aged 12-16	799	682	58	36	23	210	230	167	192
	18%	18%	17%	18%	16%	16%	18%	19% a	19%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Boy, aged 3-7	808	471	125	384	56	557	251
	18%	19%	15%	17%	17%	17%	18%
		b					
Boy, aged 8-11	689	415	137	366	51	518	171
	15%	16%	16%	16%	15%	16%	12%
		f	f	f		f	
Boy, aged 12-16	845	437	189	504	81	604	241
	19%	17%	23%	22%	24%	19%	18%
			aef	aef	aef		
Girl, aged 3-7	767	452	118	362	57	532	235
	17%	18%	14%	16%	17%	17%	17%
		b					
Girl, aged 8-11	653	368	94	315	27	450	203
	14%	15%	11%	14%	8%	14%	15%
		bd		d		bd	bd
Girl, aged 12-16	799	394	174	361	62	530	269
	18%	16%	21%	16%	19%	17%	20%
			ace				ace

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 4

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Boy, aged 3-7	808	324	172	389	419	57	263	265	543	256	369
	18%	27%	19%	24%	14%	12%	16%	16%	19%	12%	19%
		bd	d	bd			a		abc		a
Boy, aged 8-11	689	177	182	279	410	88	316	321	368	392	271
	15%	15%	20%	17%	14%	19%	19%	19%	13%	18%	14%
			ad	d		d	d	d		b	
Boy, aged 12-16	845	115	126	191	653	102	295	303	542	504	321
	19%	10%	14%	12%	22%	21%	18%	18%	19%	24%	16%
			a		abc					b	
Girl, aged 3-7	767	334	171	373	394	49	224	226	541	209	376
	17%	28%	19%	23%	13%	10%	14%	14%	19%	10%	19%
		bcd	d	bd					abc		a
Girl, aged 8-11	653	154	153	240	413	90	271	277	376	329	288
	14%	13%	17%	15%	14%	19%	17%	17%	13%	15%	15%
			a			d	d	d			
Girl, aged 12-16	799	98	114	167	632	91	274	279	520	442	333
	18%	8%	12%	10%	22%	19%	17%	17%	18%	21%	17%
			a		abc					b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Boy, aged 3-7	808	490	247	71
	18%	18%	18%	17%
Boy, aged 8-11	689	440	196	53
	15%	16%	14%	13%
Boy, aged 12-16	845	520	249	76
	19%	19%	18%	19%
Girl, aged 3-7	767	471	202	93
	17%	17%	15%	23% ab
Girl, aged 8-11	653	413	198	42
	14%	15% c	15% c	10%
Girl, aged 12-16	799	452	273	74
	18%	16%	20% a	18%

Columns Tested: a,b,c

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 4

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Boy, aged 3-7	808	380	272	156	513	285	126	640
	18%	16%	19%	21% a	16%	23% a	14%	18% a
Boy, aged 8-11	689	382	191	116	510	179	159	509
	15%	16% b	13%	15%	16%	14%	18% b	15%
Boy, aged 12-16	845	472	260	112	638	198	178	616
	19%	20% c	18%	15%	19% b	16%	20%	18%
Girl, aged 3-7	767	365	258	143	506	258	136	595
	17%	16%	18%	19%	15%	21% a	15%	17%
Girl, aged 8-11	653	338	198	116	496	154	109	514
	14%	14%	14%	15%	15% b	12%	12%	15%
Girl, aged 12-16	799	401	287	111	617	175	177	591
	18%	17%	20% c	15%	19% b	14%	20%	17%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Boy	2342	808	689	845	2342	-
	51%	51%	51%	51%	100%	-%
Girl					b	
	2219	767	653	799	-	2219
	49%	49%	49%	49%	-%	100%
						a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 5

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Boy	2342	808	-	689	-	845	-	190	1217	936
	51%	100%	-%	100%	-%	100%	-%	50%	52%	51%
		bdf		bdf		bdf				
Girl	2219	-	767	-	653	-	799	190	1137	893
	49%	-%	100%	-%	100%	-%	100%	50%	48%	49%
			ace		ace		ace			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Boy	2342	1995	172	103	72	715	672	447	508
	51%	52%	50%	50%	51%	53%	52%	51%	50%
Girl	2219	1877	170	103	69	635	628	438	518
	49%	48%	50%	50%	49%	47%	48%	49%	50%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Boy	2342	1323	451	1254	188	1679	663
	51%	52%	54%	55%	56%	53%	48%
		f	f	f	f	f	
Girl	2219	1214	387	1039	146	1512	706
	49%	48%	46%	45%	44%	47%	52%
							abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 5

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Boy	2342	615	479	860	1482	247	874	889	1453	1152	962
	51%	51%	52%	52%	51%	52%	53%	53%	50%	54% b	49%
Girl	2219	586	437	780	1439	230	770	782	1437	980	997
	49%	49%	48%	48%	49%	48%	47%	47%	50%	46%	51% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Boy	2342	1449	692	201
	51%	52%	51%	49%
Girl	2219	1336	674	209
	49%	48%	49%	51%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Boy	2342	1235	724	384	1661	662	463	1766
	51%	53%	49%	51%	51%	53%	52%	51%
Girl	2219	1105	743	370	1619	587	422	1699
	49%	47%	51%	49%	49%	47%	48%	49%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1A/B/C. CHILD'S SCHOOL YEAR

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
PRE SCHOOL	379	379	-	-	190	190
	8%	24%	-%	-%	8%	9%
		bc				
PRIMARY	2353	1196	1158	-	1217	1137
	52%	76%	86%	-%	52%	51%
		c	ac			
SECONDARY	1828	-	185	1644	936	893
	40%	-%	14%	100%	40%	40%
			a	ab		

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 6

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1A/B/C. CHILD'S SCHOOL YEAR

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
PRE SCHOOL	379	190	190	-	-	-	-	379	-	-
	8%	23%	25%	-%	-%	-%	-%	100%	-%	-%
		cdef	cdef					bc		
PRIMARY	2353	618	577	598	559	-	-	-	2353	-
	52%	77%	75%	87%	86%	-%	-%	-%	100%	-%
		ef	ef	abef	abef				ac	
SECONDARY	1828	-	-	91	94	845	799	-	-	1828
	40%	-%	-%	13%	14%	100%	100%	-%	-%	100%
				ab	ab	abcd	abcd			ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1A/B/C. CHILD'S SCHOOL YEAR

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
PRE SCHOOL	379	314	42	11	12	129	90	70	90
	8%	8%	12%	5%	8%	10%	7%	8%	9%
		c	ac			b			
PRIMARY	2353	1984	180	110	79	695	709	443	506
	52%	51%	52%	54%	56%	51%	55%	50%	49%
							d		
SECONDARY	1828	1574	120	84	50	526	500	372	430
	40%	41%	35%	41%	36%	39%	38%	42%	42%
		b							

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 6

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1A/B/C. CHILD'S SCHOOL YEAR

Base: All respondents

		BBC SERVICES USED WEEKLY						
		Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	e	f
Unweighted row		4561	2534	884	2345	370	3191	1370
Effective Weighted Sample		3615	2014	695	1852	290	2537	1079
Total		4561	2537	837	2293	334	3192	1369
PRE SCHOOL		379	209	40	155	22	240	139
	8%		8%	5%	7%	7%	8%	10%
			b				b	bce
PRIMARY		2353	1381	401	1188	165	1684	670
	52%		54%	48%	52%	49%	53%	49%
			bf				bf	
SECONDARY		1828	947	396	950	147	1268	560
	40%		37%	47%	41%	44%	40%	41%
				acef	a	a		

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 6

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1A/B/C. CHILD'S SCHOOL YEAR

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample		3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total		4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
PRE SCHOOL		379	166	61	180	199	12	94	95	285	14	56
		8%	14%	7%	11%	7%	3%	6%	6%	10%	1%	3%
			bcd		bd			a	a	abc		a
PRIMARY		2353	794	584	1047	1306	250	911	925	1428	1058	1186
		52%	66%	64%	64%	45%	52%	55%	55%	49%	50%	61%
			d	d	d			d	d			a
SECONDARY		1828	242	272	413	1416	214	638	651	1177	1060	717
		40%	20%	30%	25%	48%	45%	39%	39%	41%	50%	37%
				ac	a	abc	bc				b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1A/B/C. CHILD'S SCHOOL YEAR

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
PRE SCHOOL	379	210	123	46
	8%	8%	9%	11%
				a
PRIMARY	2353	1490	663	200
	52%	53%	49%	49%
		b		
SECONDARY	1828	1086	580	163
	40%	39%	42%	40%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1A/B/C. CHILD'S SCHOOL YEAR

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
PRE SCHOOL	379	170	127	81	222	151	60	301
	8%	7%	9%	11%	7%	12%	7%	9%
				a		a		
PRIMARY	2353	1199	734	420	1656	686	418	1831
	52%	51%	50%	56%	50%	55%	47%	53%
				b		a		a
SECONDARY	1828	971	605	253	1402	411	407	1333
	40%	41%	41%	33%	43%	33%	46%	38%
		c	c		b		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Yes	4509	1544	1333	1632	2317	2192
	99%	98%	99%	99%	99%	99%
No			a	a		
	49	29	9	11	23	26
	1%	2%	1%	1%	1%	1%
Don t know		bc				
	2	2	-	-	2	-
	*%	*%	-%	-%	*%	-%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Yes	4509	794	750	685	649	839	794	369	2324	1816
	99%	98%	98%	99%	99%	99%	99%	97%	99%	99%
No				b	b	b	b		a	a
	49	12	17	5	4	6	5	8	29	12
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
Don t know			cdef					c		
	2	2	-	-	-	-	-	2	-	-
	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%
								bc		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Yes	4509	3829	336	203	140	1341	1283	876	1009
	99%	99%	98%	99%	99%	99%	99%	99%	98%
No	49	40	6	2	1	9	17	9	15
	1%	1%	2%	1%	*%	1%	1%	1%	1%
Don t know	2	2	-	-	1	-	-	-	2
	*%	*%	-%	-%	*%	-%	-%	-%	*%
					a				

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Yes	4509	2515	834	2274	333	3165	1345
	99%	99%	100%	99%	100%	99%	98%
		f	f	f		f	
No	49	22	3	19	1	27	22
	1%	1%	*%	1%	*%	1%	2%
							bce
Don t know	2	-	-	-	-	-	2
	*%	-%	-%	-%	-%	-%	*%
							e

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 7

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Yes	4509	1190	910	1625	2885	472	1626	1653	2856	2119	1935
	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%
No	49	12	7	15	34	4	18	18	32	13	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don t know	2	-	-	-	2	-	-	-	2	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Yes	4509	2758	1353	398
	99%	99%	99%	97%
		c	c	
No	49	27	11	11
	1%	1%	1%	3%
				ab
Don t know	2	-	2	1
	*%	-%	*%	*%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Yes	4509	2315	1448	746	3247	1232	878	3430
	99%	99%	99%	99%	99%	99%	99%	99%
No	49	25	18	6	31	17	6	35
	1%	1%	1%	1%	1%	1%	1%	1%
Don t know	2	-	1	2	2	-	-	-
	*%	-%	*%	*%	*%	-%	-%	-%
				a				

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Netflix	3317	1043	988	1286	1654	1663
	73%	66%	74%	78%	71%	75%
			a	ab		a
YouTube (including YouTube Kids)	3214	1166	975	1073	1696	1519
	70%	74%	73%	65%	72%	68%
		c	c		b	
Disney+	2563	954	809	800	1249	1315
	56%	61%	60%	49%	53%	59%
		c	c			a
Amazon Prime Video	1687	481	495	711	867	820
	37%	31%	37%	43%	37%	37%
			a	ab		
BBC iPlayer	1141	372	352	418	594	547
	25%	24%	26%	25%	25%	25%
Sky On Demand or Sky Go or Sky Kids	950	294	280	376	523	426
	21%	19%	21%	23%	22%	19%
				a	b	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	582	139	173	271	305	278
	13%	9%	13%	16%	13%	13%
			a	ab		
Channel 4/ Channel 4+ streaming (previously All4)	551	159	151	241	290	260
	12%	10%	11%	15%	12%	12%
				ab		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Paramount+	423	135	107	180	245	178
	9%	9%	8%	11%	10%	8%
				ab	b	
Apple TV+	390	109	104	177	217	172
	9%	7%	8%	11%	9%	8%
				ab		
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	358	123	108	128	194	165
	8%	8%	8%	8%	8%	7%
NOW	344	95	111	138	185	159
	8%	6%	8%	8%	8%	7%
			a	a		
My5 (previously Demand 5)	291	82	81	128	154	137
	6%	5%	6%	8%	7%	6%
				a		
SUMMARY						
ANY OF THESE TV AND ONLINE SERVICES	4468	1540	1325	1603	2292	2176
	98%	98%	99%	98%	98%	98%
			c			
NONE OF THESE	93	35	17	41	50	42
	2%	2%	1%	2%	2%	2%
				b		

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Netflix	3317	532	511	489	499	632	653	230	1658	1429
	73%	66%	67%	71%	76%	75%	82%	61%	70%	78%
					abc	ab	abcde		a	ab
YouTube (including YouTube Kids)	3214	609	558	508	467	579	494	286	1724	1205
	70%	75%	73%	74%	72%	69%	62%	75%	73%	66%
		ef	f	f	f	f		c	c	
Disney+	2563	465	490	393	417	391	408	210	1436	917
	56%	57%	64%	57%	64%	46%	51%	55%	61%	50%
		ef	acef	ef	acef				c	
Amazon Prime Video	1687	240	242	246	249	382	329	109	807	771
	37%	30%	32%	36%	38%	45%	41%	29%	34%	42%
				a	ab	abcd	abc			ab
BBC iPlayer	1141	186	186	189	163	219	198	73	598	470
	25%	23%	24%	27%	25%	26%	25%	19%	25%	26%
									a	a
Sky On Demand or Sky Go or Sky Kids	950	158	136	158	122	207	169	69	478	403
	21%	20%	18%	23%	19%	25%	21%	18%	20%	22%
				b		abd				
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	582	77	61	90	83	137	134	24	260	299
	13%	10%	8%	13%	13%	16%	17%	6%	11%	16%
				b	b	ab	abd		a	ab
Channel 4/ Channel 4+ streaming (previously All4)	551	86	73	86	65	118	123	23	262	266
	12%	11%	10%	12%	10%	14%	15%	6%	11%	15%
						bd	abd		a	ab

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Paramount+	423	78	57	66	42	101	79	28	206	189
	9%	10%	7%	10%	6%	12%	10%	7%	9%	10%
		d		d		bd	d			
Apple TV+	390	52	57	59	44	106	71	26	180	184
	9%	6%	7%	9%	7%	13%	9%	7%	8%	10%
						abcdf				b
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	358	62	60	60	48	72	56	27	187	144
	8%	8%	8%	9%	7%	8%	7%	7%	8%	8%
NOW	344	48	48	69	42	69	69	19	174	152
	8%	6%	6%	10%	6%	8%	9%	5%	7%	8%
				abd						a
My5 (previously Demand 5)	291	38	44	47	34	69	58	14	137	139
	6%	5%	6%	7%	5%	8%	7%	4%	6%	8%
						ad				ab
SUMMARY										
ANY OF THESE TV AND ONLINE SERVICES	4468	789	751	680	645	823	780	369	2313	1787
	98%	98%	98%	99%	99%	97%	98%	97%	98%	98%
NONE OF THESE	93	19	16	9	8	22	19	11	41	41
	2%	2%	2%	1%	1%	3%	2%	3%	2%	2%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Netflix	3317	2806	259	143	108	986	961	642	728
	73%	72%	76% c	69%	77% c	73%	74%	73%	71%
YouTube (including YouTube Kids)	3214	2750	228	137	99	1004	913	603	695
	70%	71% b	67%	67%	70%	74% bcd	70%	68%	68%
Disney+	2563	2145	217	123	78	884	709	474	497
	56%	55%	64% ad	60%	55%	65% bcd	55% d	54% d	48%
Amazon Prime Video	1687	1422	142	77	47	602	451	297	338
	37%	37%	41% ad	37%	33%	45% bcd	35%	34%	33%
BBC iPlayer	1141	992	72	52	25	368	350	214	210
	25%	26% bd	21%	25% d	18%	27% d	27% d	24%	20%
Sky On Demand or Sky Go or Sky Kids	950	798	76	42	35	451	231	147	120
	21%	21%	22%	20%	24%	33% bcd	18% d	17% d	12%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	582	521	28	23	10	204	159	102	117
	13%	13% bd	8%	11%	7%	15% cd	12%	12%	11%
Channel 4/ Channel 4+ streaming (previously All4)	551	480	37	22	13	223	126	105	97
	12%	12%	11%	10%	9%	17% bcd	10%	12%	9%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

### Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY**

Base: All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Paramount+	423	374	19	18	11	245	76	61	40
	9%	10% b	6%	9% b	8%	18% bcd	6%	7% d	4%
Apple TV+	390	337	22	19	12	233	65	56	36
	9%	9%	6%	9%	8%	17% bcd	5%	6% d	4%
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	358	317	18	14	9	162	85	55	56
	8%	8% b	5%	7%	6%	12% bcd	7%	6%	5%
NOW	344	305	18	14	7	169	53	61	60
	8%	8% bd	5%	7%	5%	13% bcd	4%	7% b	6%
My5 (previously Demand 5)	291	256	17	11	6	126	68	50	48
	6%	7%	5%	6%	5%	9% bcd	5%	6%	5%
SUMMARY									
ANY OF THESE TV AND ONLINE SERVICES	4468	3794	333	202	139	1342	1271	863	993
	98%	98%	97%	98%	98%	99% bcd	98%	98%	97%
NONE OF THESE	93	78	9	3	3	8	29	22	34
	2%	2%	3%	2%	2%	1%	2% a	2% a	3% a

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Netflix	3317	1931	667	1731	271	2379	938
	73%	76%	80%	75%	81%	75%	69%
		f	cef	f	cef	f	
YouTube (including YouTube Kids)	3214	1869	631	1674	267	2316	899
	70%	74%	75%	73%	80%	73%	66%
		f	f	f	acef	f	
Disney+	2563	1567	530	1442	239	1925	639
	56%	62%	63%	63%	72%	60%	47%
		f	f	f	abcef	f	
Amazon Prime Video	1687	1101	427	1020	202	1320	367
	37%	43%	51%	45%	60%	41%	27%
		f	acef	ef	abcef	f	
BBC iPlayer	1141	1141	342	766	176	1141	-
	25%	45%	41%	33%	52%	36%	-%
		cef	cef	f	abcef	f	
Sky On Demand or Sky Go or Sky Kids	950	681	300	661	176	816	134
	21%	27%	36%	29%	53%	26%	10%
		f	acef	ef	abcef	f	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	582	497	191	430	113	541	42
	13%	20%	23%	19%	34%	17%	3%
		ef	cef	f	abcef	f	
Channel 4/ Channel 4+ streaming (previously All4)	551	475	201	401	117	508	43
	12%	19%	24%	18%	35%	16%	3%
		ef	acef	f	abcef	f	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Paramount+	423	328	190	340	114	377	46
	9%	13%	23%	15%	34%	12%	3%
		f	acef	ef	abcef	f	
Apple TV+	390	321	182	331	106	363	27
	9%	13%	22%	14%	32%	11%	2%
		f	acef	ef	abcef	f	
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	358	276	130	259	77	308	51
	8%	11%	16%	11%	23%	10%	4%
		f	acef	f	abcef	f	
NOW	344	272	139	279	91	310	34
	8%	11%	17%	12%	27%	10%	2%
		f	acef	ef	abcef	f	
My5 (previously Demand 5)	291	266	118	235	69	281	10
	6%	10%	14%	10%	21%	9%	1%
		f	acef	f	abcef	f	
SUMMARY							
ANY OF THESE TV AND ONLINE SERVICES	4468	2518	832	2275	332	3161	1307
	98%	99%	99%	99%	99%	99%	95%
		f	f	f	f	f	
NONE OF THESE	93	19	6	18	2	30	62
	2%	1%	1%	1%	1%	1%	5%
							abcde

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

## Table 8

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
Significance Level: 95%	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Netflix	3317	904	725	1246	2071	350	1225	1242	2075	1622	1398
	73%	75%	79%	76%	71%	73%	75%	74%	72%	76%	71%
		d	d	d						b	
YouTube (including YouTube Kids)	3214	915	715	1246	1968	355	1202	1221	1993	1535	1334
	70%	76%	78%	76%	67%	75%	73%	73%	69%	72%	68%
		d	d	d		d	d	d		b	
Disney+	2563	798	610	1073	1490	320	1027	1038	1525	1284	1030
	56%	66%	67%	65%	51%	67%	63%	62%	53%	60%	53%
		d	d	d		d	d	d		b	
Amazon Prime Video	1687	504	445	716	971	244	756	764	923	890	654
	37%	42%	49%	44%	33%	51%	46%	46%	32%	42%	33%
		d	acd	d		d	d	d		b	
BBC iPlayer	1141	457	447	650	491	215	560	568	573	658	407
	25%	38%	49%	40%	17%	45%	34%	34%	20%	31%	21%
		d	acd	d		bcd	d	d		b	
Sky On Demand or Sky Go or Sky Kids	950	352	312	479	471	179	519	525	425	559	320
	21%	29%	34%	29%	16%	38%	32%	31%	15%	26%	16%
		d	acd	d		bcd	d	d		b	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	582	217	214	303	280	138	330	335	248	374	175
	13%	18%	23%	18%	10%	29%	20%	20%	9%	18%	9%
		d	acd	d		bcd	d	d		b	
Columns Tested: a,b,c,d - a,b,c,d - a,b											

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Channel 4/ Channel 4+ streaming (previously All4)	551	203	212	296	255	128	309	314	237	343	184
	12%	17%	23%	18%	9%	27%	19%	19%	8%	16%	9%
		d	acd	d		bcd	d	d		b	
Paramount+	423	186	167	249	174	96	289	294	129	284	101
	9%	15%	18%	15%	6%	20%	18%	18%	4%	13%	5%
		d	d	d		d	d	d		b	
Apple TV+	390	174	144	233	157	99	263	265	124	277	82
	9%	15%	16%	14%	5%	21%	16%	16%	4%	13%	4%
		d	d	d		bcd	d	d		b	
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	358	155	117	196	162	78	208	210	148	212	106
	8%	13%	13%	12%	6%	16%	13%	13%	5%	10%	5%
		d	d	d		d	d	d		b	
NOW	344	149	160	215	129	95	225	227	117	240	80
	8%	12%	17%	13%	4%	20%	14%	14%	4%	11%	4%
		d	acd	d		bcd	d	d		b	
My5 (previously Demand 5)	291	139	132	184	107	91	190	192	99	197	80
	6%	12%	14%	11%	4%	19%	12%	12%	3%	9%	4%
		d	cd	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE TV AND ONLINE SERVICES	4468	1191	914	1627	2841	468	1626	1652	2816	2107	1907
	98%	99%	100%	99%	97%	98%	99%	99%	97%	99%	97%
		d	d	d			d	d		b	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample		3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total		4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
NONE OF THESE		93	11	3	13	80	9	17	18	74	24	51
		2%	1%	*%	1%	3%	2%	1%	1%	3%	1%	3%
						abc				bc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Netflix	3317	2055	976	285
	73%	74%	71%	70%
YouTube (including YouTube Kids)	3214	1992	958	265
	70%	72%	70%	65%
		c		
Disney+	2563	1687	689	187
	56%	61%	50%	46%
		bc		
Amazon Prime Video	1687	1142	418	128
	37%	41%	31%	31%
		bc		
BBC iPlayer	1141	946	167	27
	25%	34%	12%	7%
		bc	c	
Sky On Demand or Sky Go or Sky Kids	950	685	214	51
	21%	25%	16%	12%
		bc		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	582	466	92	25
	13%	17%	7%	6%
		bc		
Channel 4/ Channel 4+ streaming (previously All4)	551	424	96	31
	12%	15%	7%	7%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Paramount+	423	344	61	17
	9%	12%	4%	4%
		bc		
Apple TV+	390	317	62	10
	9%	11%	5%	2%
		bc		
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	358	285	62	12
	8%	10%	5%	3%
		bc		
NOW	344	261	57	27
	8%	9%	4%	7%
		b		
My5 (previously Demand 5)	291	248	32	11
	6%	9%	2%	3%
		bc		
SUMMARY				
ANY OF THESE TV AND ONLINE SERVICES	4468	2748	1327	393
	98%	99%	97%	96%
		bc		
NONE OF THESE	93	37	39	16
	2%	1%	3%	4%
		a	a	
Columns Tested: a,b,c				

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Netflix	3317	1722	1071	524	2481	814	658	2524
	73%	74%	73%	70%	76% b	65%	74%	73%
YouTube (including YouTube Kids)	3214	1669	1010	535	2246	948	614	2459
	70%	71%	69%	71%	68%	76% a	69%	71%
Disney+	2563	1436	753	374	1900	651	490	1985
	56%	61% bc	51%	50%	58% b	52%	55%	57%
Amazon Prime Video	1687	979	491	217	1281	400	312	1307
	37%	42% bc	33% c	29%	39% b	32%	35%	38%
BBC iPlayer	1141	833	156	152	917	218	196	894
	25%	36% bc	11%	20% b	28% b	18%	22%	26%
Sky On Demand or Sky Go or Sky Kids	950	609	229	112	681	262	131	786
	21%	26% bc	16%	15%	21%	21%	15%	23% a
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	582	422	111	50	465	114	97	464
	13%	18% bc	8%	7%	14% b	9%	11%	13%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 8

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Channel 4/ Channel 4+ streaming (previously All4)	551	382	112	57	443	105	91	439
	12%	16% bc	8%	8%	14% b	8%	10%	13%
Paramount+	423	320	67	35	300	117	71	333
	9%	14% bc	5%	5%	9%	9%	8%	10%
Apple TV+	390	308	57	24	272	114	67	310
	9%	13% bc	4%	3%	8%	9%	8%	9%
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	358	258	56	45	272	86	66	279
	8%	11% bc	4%	6% b	8%	7%	7%	8%
NOW	344	248	64	32	268	74	57	273
	8%	11% bc	4%	4%	8% b	6%	6%	8%
My5 (previously Demand 5)	291	219	46	27	236	52	48	227
	6%	9% bc	3%	4%	7% b	4%	5%	7%
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4468	2310	1423	735	3217	1218	872	3392
	98%	99% bc	97%	98%	98%	98%	99%	98%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
NONE OF THESE	93	30	44	19	63	30	13	73
	2%	1%	3% a	2% a	2%	2%	1%	2%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 9**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY**

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Netflix	3585	1137	1066	1382	1789	1796
	79%	72%	79%	84%	76%	81%
			a	ab		a
YouTube (including YouTube Kids)	3369	1215	1027	1127	1759	1610
	74%	77%	76%	69%	75%	73%
		c	c			
Disney+	2928	1058	905	965	1418	1509
	64%	67%	67%	59%	61%	68%
		c	c			a
Amazon Prime Video	2134	609	646	879	1079	1056
	47%	39%	48%	54%	46%	48%
			a	ab		
BBC iPlayer	1457	444	445	568	744	713
	32%	28%	33%	35%	32%	32%
			a	a		
Sky On Demand or Sky Go or Sky Kids	1099	326	324	449	590	510
	24%	21%	24%	27%	25%	23%
			a	a		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	775	174	224	377	389	386
	17%	11%	17%	23%	17%	17%
			a	ab		
Channel 4/ Channel 4+ streaming (previously All4)	732	190	191	351	380	352
	16%	12%	14%	21%	16%	16%
				ab		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Paramount+	572	168	144	259	305	267
	13%	11%	11%	16%	13%	12%
				ab		
Apple TV+	504	138	138	228	261	243
	11%	9%	10%	14%	11%	11%
				ab		
NOW	428	118	133	177	226	202
	9%	8%	10%	11%	10%	9%
			a	a		
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	409	136	123	149	217	192
	9%	9%	9%	9%	9%	9%
My5 (previously Demand 5)	383	101	103	180	200	183
	8%	6%	8%	11%	9%	8%
				ab		
SUMMARY						
ANY OF THESE TV AND ONLINE SERVICES	4514	1548	1335	1631	2312	2202
	99%	98%	99%	99%	99%	99%
			a	a		
NONE OF THESE	47	27	7	13	30	17
	1%	2%	1%	1%	1%	1%
		bc				

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 9

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Netflix	3585	575	562	527	539	687	695	253	1800	1533
	79%	71%	73%	76%	83%	81%	87%	67%	76%	84%
				a	abc	abc	abcde		a	ab
YouTube (including YouTube Kids)	3369	625	590	534	492	600	528	298	1804	1267
	74%	77%	77%	78%	75%	71%	66%	79%	77%	69%
		ef	ef	ef	f			c	c	
Disney+	2928	518	539	443	462	457	508	228	1612	1088
	64%	64%	70%	64%	71%	54%	64%	60%	69%	60%
		e	acef	e	acef		e		ac	
Amazon Prime Video	2134	299	310	327	319	453	427	130	1039	966
	47%	37%	40%	47%	49%	54%	53%	34%	44%	53%
				ab	ab	abc	abc		a	ab
BBC iPlayer	1457	220	224	237	208	288	281	87	728	642
	32%	27%	29%	34%	32%	34%	35%	23%	31%	35%
				a		a	ab		a	ab
Sky On Demand or Sky Go or Sky Kids	1099	175	151	171	153	244	206	77	538	484
	24%	22%	20%	25%	23%	29%	26%	20%	23%	26%
				b		abd	b			ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	775	90	84	118	106	181	196	29	334	412
	17%	11%	11%	17%	16%	21%	25%	8%	14%	23%
				ab	ab	abd	abcd		a	ab
Channel 4/ Channel 4+ streaming (previously All4)	732	96	94	112	79	172	179	27	323	382
	16%	12%	12%	16%	12%	20%	22%	7%	14%	21%
				abd		abd	abcd		a	ab

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

## Table 9

**Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY**

Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
	a	b	c	d	e	f	a	b	c
4561	765	752	760	765	761	758	378	2501	1682
3615	605	595	603	614	615	612	295	1972	1360
4561	808	767	689	653	845	799	379	2353	1828
572	89	79	83	61	133	127	34	262	276
13%	11%	10%	12%	9%	16%	16%	9%	11%	15%
					abd	abd			ab
504	60	78	75	63	125	102	35	226	243
11%	7%	10%	11%	10%	15%	13%	9%	10%	13%
			a		abcd	a			b
428	60	59	80	53	87	90	22	210	196
9%	7%	8%	12%	8%	10%	11%	6%	9%	11%
			abd			ab			a
409	69	67	68	55	80	70	30	213	166
9%	9%	9%	10%	8%	9%	9%	8%	9%	9%
383	46	54	63	40	91	89	20	164	199
8%	6%	7%	9%	6%	11%	11%	5%	7%	11%
			ad		abd	abd			ab
4514	793	755	684	651	835	796	371	2328	1815
99%	98%	98%	99%	100%	99%	100%	98%	99%	99%
				ab		ab			a
47	15	12	5	2	10	3	8	25	13
1%	2%	2%	1%	0%	1%	0%	2%	1%	1%
	df	df					c		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Netflix	3585	3041	276	155	114	1074	1038	690	783
	79%	79%	81%	75%	81%	80%	80%	78%	76%
			c						
YouTube (including YouTube Kids)	3369	2888	236	142	103	1058	970	626	714
	74%	75%	69%	69%	73%	78%	75%	71%	70%
		bc				bcd	d		
Disney+	2928	2458	241	138	90	973	832	546	576
	64%	63%	70%	67%	64%	72%	64%	62%	56%
			ad			bcd	d	d	
Amazon Prime Video	2134	1805	173	95	61	718	612	381	424
	47%	47%	51%	46%	43%	53%	47%	43%	41%
			d			bcd	d		
BBC iPlayer	1457	1263	94	65	35	456	463	269	270
	32%	33%	27%	32%	25%	34%	36%	30%	26%
		bd		d		d	cd		
Sky On Demand or Sky Go or Sky Kids	1099	927	83	51	38	511	275	176	137
	24%	24%	24%	25%	27%	38%	21%	20%	13%
						bcd	d	d	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	775	689	41	29	16	269	214	141	152
	17%	18%	12%	14%	11%	20%	16%	16%	15%
		bcd				cd			
Channel 4/ Channel 4+ streaming (previously All4)	732	637	50	29	15	276	187	141	127
	16%	16%	15%	14%	10%	20%	14%	16%	12%
		d				bcd		d	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Paramount+	572	503	32	23	13	302	120	84	65
	13%	13% b	9%	11%	9%	22% bcd	9% d	10% d	6%
Apple TV+	504	433	30	27	14	290	96	72	46
	11%	11%	9%	13% b	10%	21% bcd	7% d	8% d	5%
NOW	428	378	24	18	8	204	74	80	70
	9%	10% bd	7%	9%	6%	15% bcd	6%	9% b	7%
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	409	360	20	19	10	185	94	64	66
	9%	9% b	6%	9% b	7%	14% bcd	7%	7%	6%
My5 (previously Demand 5)	383	333	26	16	8	155	96	62	70
	8%	9%	8%	8%	5%	11% bcd	7%	7%	7%
SUMMARY									
ANY OF THESE TV AND ONLINE SERVICES	4514	3830	338	205	141	1347	1286	874	1007
	99%	99%	99%	100%	99%	100% bcd	99%	99%	98%
NONE OF THESE	47	42	4	1	1	3	14	11	19
	1%	1%	1%	*%	1%	*%	1% a	1% a	2% a

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 9

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Netflix	3585	2058	718	1850	281	2553	1032
	79%	81%	86%	81%	84%	80%	75%
		f	acef	f	f	f	
YouTube (including YouTube Kids)	3369	1963	669	1755	279	2435	934
	74%	77%	80%	77%	83%	76%	68%
		f	ef	f	acef	f	
Disney+	2928	1747	602	1572	259	2157	771
	64%	69%	72%	69%	77%	68%	56%
		f	ef	f	acef	f	
Amazon Prime Video	2134	1329	517	1208	217	1617	518
	47%	52%	62%	53%	65%	51%	38%
		f	acef	f	acef	f	
BBC iPlayer	1457	1332	411	949	197	1387	71
	32%	53%	49%	41%	59%	43%	5%
		cef	cef	f	abcef	f	
Sky On Demand or Sky Go or Sky Kids	1099	768	339	750	194	929	170
	24%	30%	41%	33%	58%	29%	12%
		f	acef	ef	abcef	f	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	775	624	239	549	134	699	76
	17%	25%	29%	24%	40%	22%	6%
		ef	acef	f	abcef	f	
Channel 4/ Channel 4+ streaming (previously All4)	732	609	247	500	139	657	75
	16%	24%	30%	22%	42%	21%	5%
		ef	acef	f	abcef	f	

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 9

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY**

Base: All respondents

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Paramount+	572	432	238	437	135	503	68
	13%	17%	28%	19%	41%	16%	5%
		f	acef	ef	abcef	f	
Apple TV+	504	396	226	414	129	459	45
	11%	16%	27%	18%	38%	14%	3%
		f	acef	aef	abcef	f	
NOW	428	328	165	328	106	379	49
	9%	13%	20%	14%	32%	12%	4%
		f	acef	ef	abcef	f	
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	409	312	151	297	89	350	59
	9%	12%	18%	13%	27%	11%	4%
		f	acef	ef	abcef	f	
My5 (previously Demand 5)	383	344	145	302	92	368	15
	8%	14%	17%	13%	27%	12%	1%
		ef	acef	f	abcef	f	
SUMMARY							
ANY OF THESE TV AND ONLINE SERVICES	4514	2526	835	2285	334	3178	1336
	99%	100%	100%	100%	100%	100%	98%
		f	f	f	f	f	
NONE OF THESE	47	10	2	7	-	14	33
	1%	*%	*%	*%	-%	*%	2%
							abcde

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

## Table 9

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		IPLAYER/									
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Netflix	3585	955	757	1315	2270	385	1319	1342	2243	1742	1520
	79%	79%	83% d	80%	78%	81%	80%	80%	78%	82% b	78%
YouTube (including YouTube Kids)	3369	963	741	1306	2063	364	1252	1274	2095	1611	1397
	74%	80% d	81% d	80% d	71%	76%	76% d	76% d	72%	76% b	71%
Disney+	2928	867	675	1174	1754	348	1115	1128	1800	1449	1208
	64%	72% d	74% d	72% d	60%	73% bcd	68% d	67% d	62%	68% b	62%
Amazon Prime Video	2134	597	519	843	1292	284	890	900	1234	1094	870
	47%	50% d	57% acd	51% d	44%	60% cd	54% d	54% d	43%	51% b	44%
BBC iPlayer	1457	523	515	758	699	261	689	699	759	842	519
	32%	44% d	56% acd	46% d	24%	55% bcd	42% d	42% d	26%	39% b	27%
Sky On Demand or Sky Go or Sky Kids	1099	388	347	536	564	200	590	598	501	644	368
	24%	32% d	38% acd	33% d	19%	42% bcd	36% d	36% d	17%	30% b	19%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	775	251	271	373	403	169	409	415	360	490	246
	17%	21% d	30% acd	23% d	14%	35% bcd	25% d	25% d	12%	23% b	13%
Columns Tested: a,b,c,d - a,b,c,d - a,b											

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 9

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Channel 4/ Channel 4+ streaming (previously All4)	732	244	266	362	370	158	387	394	338	461	239
	16%	20%	29%	22%	13%	33%	24%	24%	12%	22%	12%
		d	acd	d		bcd	d	d		b	
Paramount+	572	227	214	318	254	128	356	365	206	376	152
	13%	19%	23%	19%	9%	27%	22%	22%	7%	18%	8%
		d	acd	d		bcd	d	d		b	
Apple TV+	504	198	180	281	223	127	328	333	171	355	106
	11%	16%	20%	17%	8%	27%	20%	20%	6%	17%	5%
		d	d	d		bcd	d	d		b	
NOW	428	177	189	253	176	110	262	266	162	292	108
	9%	15%	21%	15%	6%	23%	16%	16%	6%	14%	6%
		d	acd	d		bcd	d	d		b	
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	409	176	138	225	184	94	247	249	160	244	121
	9%	15%	15%	14%	6%	20%	15%	15%	6%	11%	6%
		d	d	d		bcd	d	d		b	
My5 (previously Demand 5)	383	164	166	227	157	114	235	238	145	255	109
	8%	14%	18%	14%	5%	24%	14%	14%	5%	12%	6%
		d	acd	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE TV AND ONLINE SERVICES	4514	1195	915	1632	2882	475	1636	1664	2850	2124	1931
	99%	99%	100%	100%	99%	100%	100%	100%	99%	100%	99%
			d	d			d	d		b	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 9

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	d	a	b	c	d	a	b
Significance Level: 95%	Total										
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
NONE OF THESE	47	7	2	8	39	1	7	7	40	8	27
	1%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%
					bc				bc		a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 9

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Netflix	3585	2213	1070	303
	79%	79%	78%	74%
		c		
YouTube (including YouTube Kids)	3369	2095	1001	274
	74%	75%	73%	67%
		c	c	
Disney+	2928	1884	834	210
	64%	68%	61%	51%
		bc	c	
Amazon Prime Video	2134	1390	585	159
	47%	50%	43%	39%
		bc		
BBC iPlayer	1457	1163	258	36
	32%	42%	19%	9%
		bc	c	
Sky On Demand or Sky Go or Sky Kids	1099	794	246	59
	24%	29%	18%	14%
		bc		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	775	597	144	34
	17%	21%	11%	8%
		bc		
Channel 4/ Channel 4+ streaming (previously All4)	732	548	145	39
	16%	20%	11%	9%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Paramount+	572	449	96	26
	13%	16%	7%	6%
		bc		
Apple TV+	504	407	84	13
	11%	15%	6%	3%
		bc	c	
NOW	428	325	75	29
	9%	12%	5%	7%
		bc		
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	409	325	70	15
	9%	12%	5%	4%
		bc		
My5 (previously Demand 5)	383	315	52	17
	8%	11%	4%	4%
		bc		
SUMMARY				
ANY OF THESE TV AND ONLINE SERVICES	4514	2771	1345	398
	99%	99%	98%	97%
		bc		
NONE OF THESE	47	15	21	12
	1%	1%	2%	3%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Netflix	3585	1865	1146	574	2656	905	708	2723
	79%	80%	78%	76%	81%	73%	80%	79%
					b			
YouTube (including YouTube Kids)	3369	1764	1044	562	2364	984	646	2574
	74%	75%	71%	74%	72%	79%	73%	74%
		b				a		
Disney+	2928	1590	882	456	2187	727	574	2250
	64%	68%	60%	60%	67%	58%	65%	65%
		bc			b			
Amazon Prime Video	2134	1192	650	292	1646	482	417	1636
	47%	51%	44%	39%	50%	39%	47%	47%
		bc	c		b			
BBC iPlayer	1457	1020	240	197	1183	268	268	1128
	32%	44%	16%	26%	36%	22%	30%	33%
		bc		b	b			
Sky On Demand or Sky Go or Sky Kids	1099	709	260	131	788	303	162	901
	24%	30%	18%	17%	24%	24%	18%	26%
		bc					a	
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	775	525	164	86	621	151	124	621
	17%	22%	11%	11%	19%	12%	14%	18%
		bc			b			a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Channel 4/ Channel 4+ streaming (previously All4)	732	499	151	82	593	134	117	578
	16%	21% bc	10%	11%	18% b	11%	13%	17% a
Paramount+	572	423	92	56	416	150	101	442
	13%	18% bc	6%	7%	13%	12%	11%	13%
Apple TV+	504	389	74	41	360	139	85	402
	11%	17% bc	5%	5%	11%	11%	10%	12%
NOW	428	310	81	37	332	92	75	338
	9%	13% bc	6%	5%	10% b	7%	8%	10%
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	409	297	64	48	306	102	72	320
	9%	13% bc	4%	6%	9%	8%	8%	9%
My5 (previously Demand 5)	383	281	64	38	319	61	66	297
	8%	12% bc	4%	5%	10% b	5%	7%	9%
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4514	2329	1443	742	3246	1235	879	3431
	99%	100% bc	98%	98%	99%	99%	99%	99%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3AA-Q3AN. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
NONE OF THESE	47	11	24	12	34	13	6	34
	1%	*%	2% a	2% a	1%	1%	1%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4520	1497	1515	1508	2259	2261
Effective Weighted Sample	3583	1183	1207	1217	1790	1795
Total	4514	1548	1335	1631	2312	2202
TV set	4036	1380	1213	1443	2075	1962
	89%	89%	91%	88%	90%	89%
Tablet (like an iPad)	2155	936	680	539	1053	1103
	48%	60%	51%	33%	46%	50%
		bc	c			a
Mobile phone	1845	499	509	837	936	908
	41%	32%	38%	51%	40%	41%
			a	ab		
Laptop	1120	307	327	486	569	551
	25%	20%	25%	30%	25%	25%
			a	ab		
Games console	808	214	268	326	555	253
	18%	14%	20%	20%	24%	11%
			a	a	b	
Desktop computer	324	71	101	152	213	111
	7%	5%	8%	9%	9%	5%
			a	a	b	
Any other device	10	1	7	1	6	4
	*%	*%	1%	*%	*%	*%
SUMMARY						
ONLY WATCH ON A TV SET	921	284	276	361	443	478
	20%	18%	21%	22%	19%	22%
				a		
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	477	168	122	188	237	240
	11%	11%	9%	12%	10%	11%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4520	754	743	753	762	752	756	372	2478	1670
Effective Weighted Sample	3583	596	588	598	611	608	610	290	1955	1350
Total	4514	793	755	684	651	835	796	371	2328	1815
TV set	4036	714	666	625	588	736	708	338	2087	1612
	89%	90%	88%	91%	90%	88%	89%	91%	90%	89%
Tablet (like an iPad)	2155	485	451	326	354	242	297	214	1326	615
	48%	61%	60%	48%	54%	29%	37%	58%	57%	34%
		cdef	cef	ef	cef		e	c	c	
Mobile phone	1845	252	246	260	249	424	413	134	779	932
	41%	32%	33%	38%	38%	51%	52%	36%	33%	51%
				a	ab	abcd	abcd			ab
Laptop	1120	149	157	186	141	233	253	56	531	533
	25%	19%	21%	27%	22%	28%	32%	15%	23%	29%
				abd		abd	abd		a	ab
Games console	808	125	88	197	71	233	93	33	404	371
	18%	16%	12%	29%	11%	28%	12%	9%	17%	20%
		bdf		abdf		abdf			a	ab
Desktop computer	324	42	30	61	40	111	42	13	145	167
	7%	5%	4%	9%	6%	13%	5%	3%	6%	9%
				abf		abcdf				ab
Any other device	10	-	1	5	1	*	1	-	8	1
	*%	-%	*%	1%	*%	*%	*%	-%	*%	*%
				ae						
SUMMARY										
ONLY WATCH ON A TV SET	921	134	150	130	145	178	183	70	452	399
	20%	17%	20%	19%	22%	21%	23%	19%	19%	22%
					a		a			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4520	754	743	753	762	752	756	372	2478	1670
Effective Weighted Sample	3583	596	588	598	611	608	610	290	1955	1350
Total	4514	793	755	684	651	835	796	371	2328	1815
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	477	79	89	59	63	99	88	33	241	204
	11%	10%	12%	9%	10%	12%	11%	9%	10%	11%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4520	3016	603	602	299	1534	981	957	1038
Effective Weighted Sample	3583	2746	577	546	288	1258	816	797	805
Total	4514	3830	338	205	141	1347	1286	874	1007
TV set	4036	3419	310	184	124	1235	1161	782	858
	89%	89%	91%	90%	88%	92%	90%	90%	85%
						d	d	d	
Tablet (like an iPad)	2155	1817	162	100	76	747	644	373	391
	48%	47%	48%	49%	54%	55%	50%	43%	39%
					a	bcd	cd		
Mobile phone	1845	1549	149	86	61	582	503	343	417
	41%	40%	44%	42%	43%	43%	39%	39%	41%
Laptop	1120	957	76	54	33	462	305	167	186
	25%	25%	22%	26%	23%	34%	24%	19%	18%
						bcd	cd		
Games console	808	671	76	41	20	212	199	181	215
	18%	18%	22%	20%	14%	16%	15%	21%	21%
			ad					ab	ab
Desktop computer	324	266	27	21	11	152	56	74	42
	7%	7%	8%	10%	8%	11%	4%	8%	4%
				a		bcd		bd	
Any other device	10	9	-	*	*	1	3	3	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%
SUMMARY									
ONLY WATCH ON A TV SET	921	797	64	35	26	226	259	201	235
	20%	21%	19%	17%	18%	17%	20%	23%	23%
		c						a	a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4520	3016	603	602	299	1534	981	957	1038
Effective Weighted Sample	3583	2746	577	546	288	1258	816	797	805
Total	4514	3830	338	205	141	1347	1286	874	1007
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	477	411	29	21	16	112	125	92	149
	11%	11%	9%	10%	12%	8%	10%	10%	15% abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		BBC SERVICES USED WEEKLY					
Total		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4520	2526	881	2339	370	3180	1340
Effective Weighted Sample	3583	2007	692	1847	290	2528	1055
Total	4514	2526	835	2285	334	3178	1336
TV set	4036	2322	770	2067	314	2885	1152
	89%	92%	92%	90%	94%	91%	86%
		f	f	f	f	f	
Tablet (like an iPad)	2155	1298	460	1154	218	1578	577
	48%	51%	55%	50%	65%	50%	43%
		f	cef	f	abcef	f	
Mobile phone	1845	1054	412	1039	179	1341	503
	41%	42%	49%	45%	53%	42%	38%
		f	aef	aef	acef	f	
Laptop	1120	737	345	782	164	909	210
	25%	29%	41%	34%	49%	29%	16%
		f	acef	aef	abcef	f	
Games console	808	497	186	497	87	609	198
	18%	20%	22%	22%	26%	19%	15%
		f	f	ef	aef	f	
Desktop computer	324	225	117	230	81	260	64
	7%	9%	14%	10%	24%	8%	5%
		f	acef	ef	abcef	f	
Any other device	10	3	1	3	1	5	4
	*%	*%	*%	*%	*%	*%	*%
SUMMARY							
ONLY WATCH ON A TV SET	921	473	118	372	36	600	321
	20%	19%	14%	16%	11%	19%	24%
		bcd		d		bcd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4520	2526	881	2339	370	3180	1340
Effective Weighted Sample	3583	2007	692	1847	290	2528	1055
Total	4514	2526	835	2285	334	3178	1336
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	477	204	65	219	20	294	184
	11%	8%	8%	10%	6%	9%	14%
							abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4520	1225	951	1681	2839	503	1739	1769	2751	2141	1925
Effective Weighted Sample	3583	971	753	1335	2249	394	1373	1396	2193	1703	1525
Total	4514	1195	915	1632	2882	475	1636	1664	2850	2124	1931
TV set	4036	1084	829	1478	2559	433	1492	1516	2520	1911	1716
	89%	91%	91%	91%	89%	91%	91% d	91% d	88%	90%	89%
Tablet (like an iPad)	2155	694	536	923	1232	248	823	837	1318	979	931
	48%	58% d	59% d	57% d	43%	52% d	50% d	50% d	46%	46%	48%
Mobile phone	1845	477	392	659	1186	243	727	747	1098	949	709
	41%	40%	43%	40%	41%	51% bcd	44% d	45% d	39%	45% b	37%
Laptop	1120	359	298	491	628	209	607	617	503	697	338
	25%	30% d	33% d	30% d	22%	44% bcd	37% d	37% d	18%	33% b	18%
Games console	808	223	230	327	480	124	347	350	457	489	267
	18%	19%	25% acd	20% d	17%	26% bcd	21% d	21% d	16%	23% b	14%
Desktop computer	324	109	115	155	169	86	190	193	131	225	82
	7%	9% d	13% acd	10% d	6%	18% bcd	12% d	12% d	5%	11% b	4%
Any other device	10	1	1	2	8	1	1	1	8	3	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY											
ONLY WATCH ON A TV SET	921	201	141	272	649	68	292	292	628	384	450
	20%	17%	15%	17%	23% abc	14%	18%	18%	22% abc	18%	23% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		WEBSITE	CBBC	EITHER	NO	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	d	a	b	c	d	a	b
Significance Level: 95%	Total										
Unweighted row	4520	1225	951	1681	2839	503	1739	1769	2751	2141	1925
Effective Weighted Sample	3583	971	753	1335	2249	394	1373	1396	2193	1703	1525
Total	4514	1195	915	1632	2882	475	1636	1664	2850	2124	1931
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	477	111	86	154	323	42	144	148	330	213	215
	11%	9%	9%	9%	11%	9%	9%	9%	12% bc	10%	11%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4520	2784	1326	410
Effective Weighted Sample	3583	2204	1056	323
Total	4514	2771	1345	398
TV set	4036	2505	1185	346
	89%	90%	88%	87%
		b		
Tablet (like an iPad)	2155	1400	592	163
	48%	51%	44%	41%
		bc		
Mobile phone	1845	1176	539	130
	41%	42%	40%	33%
		c	c	
Laptop	1120	820	240	59
	25%	30%	18%	15%
		bc		
Games console	808	501	237	70
	18%	18%	18%	17%
Desktop computer	324	239	68	16
	7%	9%	5%	4%
		bc		
Any other device	10	3	4	3
	*%	*%	*%	1%
				a
SUMMARY				
ONLY WATCH ON A TV SET	921	517	300	104
	20%	19%	22%	26%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4520	2784	1326	410
Effective Weighted Sample	3583	2204	1056	323
Total	4514	2771	1345	398
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	477	266	160	52
	11%	10%	12%	13%
			a	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4520	2355	1449	716	3330	1164	857	3460
Effective Weighted Sample	3583	1869	1143	571	2601	962	680	2743
Total	4514	2329	1443	742	3246	1235	879	3431
TV set	4036	2114	1264	659	2942	1068	770	3099
	89%	91%	88%	89%	91%	87%	88%	90%
		b			b			a
Tablet (like an iPad)	2155	1195	601	359	1495	652	397	1675
	48%	51%	42%	48%	46%	53%	45%	49%
		b		b		a		
Mobile phone	1845	1013	521	310	1269	561	383	1369
	41%	44%	36%	42%	39%	45%	44%	40%
		b		b		a		
Laptop	1120	747	225	148	698	413	205	852
	25%	32%	16%	20%	22%	33%	23%	25%
		bc		b		a		
Games console	808	416	258	133	653	152	200	566
	18%	18%	18%	18%	20%	12%	23%	17%
					b		b	
Desktop computer	324	215	72	36	224	97	61	252
	7%	9%	5%	5%	7%	8%	7%	7%
		bc						
Any other device	10	1	4	5	8	2	2	6
	*%	*%	*%	1%	*%	*%	*%	*%
			a	a				

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4520	2355	1449	716	3330	1164	857	3460
Effective Weighted Sample	3583	1869	1143	571	2601	962	680	2743
Total	4514	2329	1443	742	3246	1235	879	3431
SUMMARY								
ONLY WATCH ON A TV SET	921	410	367	143	716	195	173	708
	20%	18%	25% ac	19%	22% b	16%	20%	21%
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	477	215	179	83	304	166	108	332
	11%	9%	12% a	11%	9%	13% a	12% b	10%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1754	570	503	681	931	823
	38%	36%	37%	41% ab	40%	37%
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1698	564	538	596	888	810
	37%	36%	40% a	36%	38%	36%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1166	295	363	507	593	573
	26%	19%	27% a	31% ab	25%	26%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	939	244	259	437	496	443
	21%	15%	19% a	27% ab	21%	20%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	708	210	188	309	384	323
	16%	13%	14%	19% ab	16%	15%
SUMMARY						
ANY OF THESE TV CHANNELS	3036	1006	889	1142	1597	1439
	67%	64%	66%	69% a	68% b	65%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
NONE OF THESE	1525	570	454	502	745	780
	33%	36%	34%	31%	32%	35%
		c				a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1754	299	271	275	228	357	324	132	887	735
	38%	37%	35%	40%	35%	42% bd	41% d	35%	38%	40%
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1698	277	288	286	251	325	271	118	901	679
	37%	34%	37%	42% af	39%	38%	34%	31%	38% a	37% a
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1166	156	139	187	175	249	258	57	549	560
	26%	19%	18%	27% ab	27% ab	29% ab	32% abcd	15%	23% a	31% ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	939	134	110	141	118	222	215	46	414	479
	21%	17%	14%	20% b	18%	26% abcd	27% abcd	12%	18% a	26% ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	708	117	94	102	87	166	143	47	326	334
	16%	14%	12%	15%	13%	20% abcd	18% bd	12%	14%	18% ab
SUMMARY										
ANY OF THESE TV CHANNELS	3036	518	488	471	417	608	534	229	1551	1256
	67%	64%	64%	68%	64%	72% abdf	67%	60%	66%	69% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
NONE OF THESE	1525	290	279	218	236	236	265	150	803	572
	33%	36%	36%	32%	36%	28%	33%	40%	34%	31%
		e	e		e		e	c		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1754 38%	1482 38%	141 41%	78 38%	53 38%	734 54% bcd	457 35% d	296 33% d	267 26%
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1698 37%	1449 37%	115 34%	84 41% b	50 36%	603 45% bcd	511 39% cd	303 34% d	281 27%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1166 26%	1010 26% b	75 22%	47 23%	33 23%	413 31% bcd	330 25%	205 23%	219 21%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	939 21%	821 21% bc	58 17%	34 17%	26 18%	373 28% bcd	230 18%	167 19%	169 16%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	708 16%	608 16%	50 14%	31 15%	18 13%	280 21% bcd	167 13%	130 15%	131 13%
SUMMARY									
ANY OF THESE TV CHANNELS	3036 67%	2595 67%	215 63%	136 66%	90 64%	1072 79% bcd	868 67% cd	545 62% d	552 54%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
NONE OF THESE	1525	1277	127	69	51	278	432	340	475
	33%	33%	37%	34%	36%	21%	33% a	38% ab	46% abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1754	1182	485	1201	248	1460	295
	38%	47%	58%	52%	74%	46%	22%
		f	acef	aef	abcef	f	
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1698	1698	493	1176	220	1698	-
	37%	67%	59%	51%	66%	53%	-%
		bcef	cef	f	bcef	f	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1166	940	356	814	182	1049	117
	26%	37%	43%	35%	54%	33%	9%
		ef	acef	f	abcef	f	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	939	757	331	681	175	851	88
	21%	30%	40%	30%	52%	27%	6%
		ef	acef	ef	abcef	f	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	708	599	247	537	160	659	48
	16%	24%	30%	23%	48%	21%	4%
		ef	acef	ef	abcef	f	
SUMMARY							
ANY OF THESE TV CHANNELS	3036	2243	733	1924	319	2619	418
	67%	88%	87%	84%	95%	82%	31%
		cef	cef	f	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
NONE OF THESE	1525	294	105	368	15	573	952
	33%	12%	13%	16%	5%	18%	69%
		d	d	abd		abd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1754 38%	589 49% d	491 54% d	809 49% d	946 32% d	281 59% d	903 55% d	915 55% d	840 29% d	1016 48% b	584 30% d
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1698 37%	704 59% d	633 69% acd	979 60% d	718 25% d	290 61% bcd	839 51% d	851 51% d	846 29% d	983 46% b	579 30% d
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1166 26%	419 35% d	396 43% acd	579 35% d	586 20% d	240 50% bcd	611 37% d	622 37% d	544 19% d	702 33% b	388 20% d
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	939 21%	335 28% d	329 36% acd	482 29% d	458 16% d	197 41% bcd	532 32% d	538 32% d	401 14% d	614 29% b	271 14% d
Any channel 5 channels - Like Channel 5, 5USA, 5Star	708 16%	316 26% d	287 31% acd	427 26% d	281 10% d	191 40% bcd	445 27% d	450 27% d	258 9% d	455 21% b	200 10% d
SUMMARY											
ANY OF THESE TV CHANNELS	3036 67%	1029 86% d	828 90% acd	1424 87% d	1612 55% d	410 86% d	1409 86% d	1430 86% d	1607 56% d	1637 77% b	1124 57% d

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample		3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total		4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
NONE OF THESE		1525	173	89	216	1308	67	235	241	1284	495	834
		33%	14%	10%	13%	45%	14%	14%	14%	44%	23%	43%
			b		b	abc				abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1754	1268	389	97
	38%	46%	28%	24%
		bc		
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1698	1371	294	34
	37%	49%	21%	8%
		bc	c	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1166	882	227	57
	26%	32%	17%	14%
		bc		
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	939	724	180	35
	21%	26%	13%	9%
		bc	c	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	708	563	117	28
	16%	20%	9%	7%
		bc		
SUMMARY				
ANY OF THESE TV CHANNELS	3036	2197	683	156
	67%	79%	50%	38%
		bc	c	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
NONE OF THESE	1525	589	683	253
	33%	21%	50%	62%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1754	1123	400	231	1218	525	282	1400
	38%	48%	27%	31%	37%	42%	32%	40%
		bc				a		a
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1698	1232	231	235	1258	435	296	1332
	37%	53%	16%	31%	38%	35%	33%	38%
		bc		b				a
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1166	769	238	158	875	285	203	922
	26%	33%	16%	21%	27%	23%	23%	27%
		bc		b	b			a
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	939	652	169	118	713	220	155	743
	21%	28%	12%	16%	22%	18%	17%	21%
		bc		b	b			a
Any channel 5 channels - Like Channel 5, 5USA, 5Star	708	498	129	81	544	161	120	549
	16%	21%	9%	11%	17%	13%	14%	16%
		bc			b			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
						ETHNIC MINORITY GROUP			
Significance Level: 95%	Total	YES	NO	MAYBE	WHITE		YES	NO	
		a	b	c	a	b	a	b	
	Unweighted row	4561	2365	1470	726	3357	1178	864	3489
	Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
	Total	4561	2340	1467	754	3280	1248	884	3465
SUMMARY									
ANY OF THESE TV CHANNELS	3036	1929	660	447	2197	823	538	2364	
	67%	82%	45%	59%	67%	66%	61%	68%	
		bc		b				a	
NONE OF THESE	1525	411	807	307	1083	425	346	1101	
	33%	18%	55%	41%	33%	34%	39%	32%	
			ac	a			b		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1982	636	638	708	1049	934
	43%	40%	48% ac	43%	45%	42%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1942	618	562	762	1031	910
	43%	39%	42%	46% ab	44%	41%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1438	348	444	646	736	703
	32%	22%	33% a	39% ab	31%	32%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1167	276	340	551	615	553
	26%	18%	25% a	34% ab	26%	25%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	883	253	233	397	476	407
	19%	16%	17%	24% ab	20%	18%
SUMMARY						
ANY OF THESE TV CHANNELS	3366	1087	991	1288	1755	1611
	74%	69%	74% a	78% ab	75%	73%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
NONE OF THESE	1195	488	351	356	587	608
	26%	31%	26%	22%	25%	27%
		bc	c			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1982	324	312	345	293	380	328	127	1048	807
	43%	40%	41%	50% abf	45%	45%	41%	34%	45% a	44% a
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1942	324	294	303	259	405	357	142	973	827
	43%	40%	38%	44% b	40%	48% abd	45% b	37%	41%	45% ab
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1438	179	169	241	203	316	331	61	657	721
	32%	22%	22%	35% ab	31% ab	37% abd	41% abcd	16%	28% a	39% ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1167	152	125	185	154	278	274	51	510	606
	26%	19%	16%	27% ab	24% ab	33% abcd	34% abcd	13%	22% a	33% ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	883	141	112	128	106	207	189	51	401	432
	19%	17%	15%	19%	16%	25% abcd	24% abcd	13%	17%	24% ab
SUMMARY										
ANY OF THESE TV CHANNELS	3366	564	523	522	469	669	619	242	1699	1425
	74%	70%	68%	76% ab	72%	79% abd	77% abd	64%	72% a	78% ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
NONE OF THESE	1195	244	244	167	184	176	180	138	655	403
	26%	30%	32%	24%	28%	21%	23%	36%	28%	22%
		cef	cef		ef			bc	c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1982 43%	1688 44%	140 41%	95 46%	59 42%	677 50% cd	614 47% cd	360 41% d	331 32%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1942 43%	1644 42%	153 45%	87 42%	57 41%	799 59% bcd	508 39% d	340 38% d	296 29%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1438 32%	1253 32% bc	92 27%	56 27%	38 27%	497 37% bcd	418 32% d	260 29%	263 26%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1167 26%	1010 26% cd	83 24%	45 22%	29 21%	440 33% bcd	310 24%	208 24%	209 20%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	883 19%	759 20% d	62 18%	41 20%	21 15%	333 25% bcd	220 17%	165 19%	165 16%
SUMMARY									
ANY OF THESE TV CHANNELS	3366 74%	2875 74% b	240 70%	152 74%	99 70%	1163 86% bcd	973 75% cd	613 69% d	616 60%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
NONE OF THESE	1195	997	102	54	42	187	327	272	410
	26%	26%	30%	26%	30%	14%	25%	31%	40%
			a				a	ab	abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1982	1820	538	1291	240	1881	102
	43%	72%	64%	56%	72%	59%	7%
		bcef	cef	f	bcef	f	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1942	1262	524	1299	251	1585	356
	43%	50%	63%	57%	75%	50%	26%
		f	acef	aef	abcef	f	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1438	1105	405	950	205	1252	186
	32%	44%	48%	41%	61%	39%	14%
		ef	acef	f	abcef	f	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1167	905	385	795	192	1024	143
	26%	36%	46%	35%	57%	32%	10%
		ef	acef	f	abcef	f	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	883	732	310	642	187	816	67
	19%	29%	37%	28%	56%	26%	5%
		ef	acef	f	abcef	f	
SUMMARY							
ANY OF THESE TV CHANNELS	3366	2330	776	2038	326	2787	579
	74%	92%	93%	89%	98%	87%	42%
		cef	cef	f	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
NONE OF THESE	1195	207	61	255	8	405	790
	26%	8%	7%	11%	2%	13%	58%
		d	d	abd		abd	abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 12

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1982 43%	756 63% d	676 74% acd	1058 64% d	925 32%	324 68% bcd	934 57% d	950 57% d	1033 36%	1129 53% b	702 36%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1942 43%	620 52% d	524 57% acd	863 53% d	1079 37%	301 63% d	969 59% d	986 59% d	956 33%	1119 53% b	651 33%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1438 32%	477 40% d	449 49% acd	663 40% d	776 27%	267 56% bcd	710 43% d	723 43% d	715 25%	850 40% b	506 26%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1167 26%	378 31% d	381 42% acd	551 34% d	616 21%	227 48% bcd	616 38% d	628 38% d	540 19%	749 35% b	355 18%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	883 19%	362 30% d	332 36% acd	497 30% d	387 13%	217 46% bcd	517 31% d	527 32% d	356 12%	554 26% b	269 14%
SUMMARY											
ANY OF THESE TV CHANNELS	3366 74%	1073 89% d	863 94% acd	1487 91% d	1879 64%	435 91% d	1498 91% d	1522 91% d	1844 64%	1802 85% b	1270 65%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		WEBSITE	CBBC	EITHER	NO	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	d	a	b	c	d	a	b
Significance Level: 95%	Total										
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
NONE OF THESE	1195	129	54	153	1042	42	146	149	1047	330	688
	26%	11%	6%	9%	36%	9%	9%	9%	36%	15%	35%
		b		b	abc				abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1982	1562	373	47
	43%	56%	27%	11%
		bc	c	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1942	1392	442	108
	43%	50%	32%	26%
		bc	c	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1438	1067	305	67
	32%	38%	22%	16%
		bc	c	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1167	868	245	54
	26%	31%	18%	13%
		bc	c	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	883	694	151	38
	19%	25%	11%	9%
		bc		
SUMMARY				
ANY OF THESE TV CHANNELS	3366	2381	805	180
	74%	85%	59%	44%
		bc	c	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
NONE OF THESE	1195	405	561	230
	26%	15%	41%	56%
			a	ab

Columns Tested: a,b,c

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 12

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1982	1392	309	281	1493	483	361	1536
	43%	60% bc	21%	37% b	46% b	39%	41%	44%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids	1942	1219	455	267	1348	583	323	1536
	43%	52% bc	31%	35%	41%	47% a	37%	44% a
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1438	928	309	202	1090	342	261	1123
	32%	40% bc	21%	27% b	33% b	27%	30%	32%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1167	797	224	147	898	263	186	927
	26%	34% bc	15%	20% b	27% b	21%	21%	27% a
Any channel 5 channels - Like Channel 5, 5USA, 5Star	883	625	163	95	678	202	155	683
	19%	27% bc	11%	13%	21% b	16%	17%	20%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
SUMMARY								
ANY OF THESE TV CHANNELS	3366	2071	783	511	2443	907	617	2599
	74%	89%	53%	68%	74%	73%	70%	75%
		bc		b				a
NONE OF THESE	1195	269	684	243	837	342	268	866
	26%	11%	47%	32%	26%	27%	30%	25%
			ac	a			b	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 13

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Nickelodeon/Nick Jr	1505	635	476	394	818	688
	33%	40%	35%	24%	35%	31%
		bc	c		b	
Cartoon Network	1456	590	461	405	807	649
	32%	37%	34%	25%	34%	29%
		c	c		b	
CBeebies	1202	658	331	212	615	586
	26%	42%	25%	13%	26%	26%
		bc	c			
CBBC	917	342	334	240	479	437
	20%	22%	25%	15%	20%	20%
		c	c			
ITVX Kids/ CITV on ITV2	683	290	199	195	355	328
	15%	18%	15%	12%	15%	15%
		bc	c			
Channel 5's Milkshake	629	318	177	134	322	307
	14%	20%	13%	8%	14%	14%
		bc	c			
POP/ Tiny Pop/ Pop Max	615	303	182	130	308	308
	13%	19%	14%	8%	13%	14%
		bc	c			
SUMMARY						
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2726	1188	839	700	1449	1277
	60%	75%	62%	43%	62%	58%
		bc	c		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
CBBC OR CBEEBIES	1640	762	519	358	860	780
	36%	48%	39%	22%	37%	35%
		bc	c			
CBBC AND CBEEBIES	479	238	146	94	235	244
	10%	15%	11%	6%	10%	11%
		bc	c			
CBBC NOT CBEEBIES	438	104	188	146	244	194
	10%	7%	14%	9%	10%	9%
			ac	a		
CBEEBIES AND NOT CBBC	723	420	185	118	380	343
	16%	27%	14%	7%	16%	15%
		bc	c			
NONE OF THESE	1835	387	503	944	893	942
	40%	25%	38%	57%	38%	42%
			a	ab		a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 13

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Nickelodeon/Nick Jr	1505	348	287	257	219	212	182	145	925	435
	33%	43%	37%	37%	34%	25%	23%	38%	39%	24%
		bcdef	ef	ef	ef			c	c	
Cartoon Network	1456	322	268	257	204	228	176	132	873	451
	32%	40%	35%	37%	31%	27%	22%	35%	37%	25%
		def	ef	def	f	f		c	c	
CBeebies	1202	324	334	177	154	115	98	166	794	242
	26%	40%	44%	26%	24%	14%	12%	44%	34%	13%
		cdef	cdef	ef	ef			bc	c	
CBBC	917	172	171	182	153	126	114	61	584	272
	20%	21%	22%	26%	23%	15%	14%	16%	25%	15%
		ef	ef	aef	ef				ac	
ITVX Kids/ CITV on ITV2	683	152	138	94	105	109	85	65	404	213
	15%	19%	18%	14%	16%	13%	11%	17%	17%	12%
		cef	cef		f			c	c	
Channel 5's Milkshake	629	164	154	89	89	70	64	68	408	153
	14%	20%	20%	13%	14%	8%	8%	18%	17%	8%
		cdef	cdef	ef	ef			c	c	
POP/ Tiny Pop/ Pop Max	615	140	163	94	88	74	56	70	403	143
	13%	17%	21%	14%	13%	9%	7%	18%	17%	8%
		ef	cdef	ef	ef			c	c	
SUMMARY										
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2726	619	569	452	387	378	321	275	1658	794
	60%	77%	74%	66%	59%	45%	40%	72%	70%	43%
		cdef	cdef	def	ef			c	c	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 13

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
CBBC OR CBEEBIES	1640	389	373	279	240	191	167	180	1047	413
	36%	48%	49%	40%	37%	23%	21%	48%	44%	23%
		cdef	cdef	ef	ef			c	c	
CBBC AND CBEEBIES	479	106	132	79	67	49	45	47	331	101
	10%	13%	17%	12%	10%	6%	6%	12%	14%	6%
		ef	cdef	ef	ef			c	c	
CBBC NOT CBEEBIES	438	65	39	102	86	77	69	15	253	171
	10%	8%	5%	15%	13%	9%	9%	4%	11%	9%
		b		abef	abef	b	b		a	a
CBEEBIES AND NOT CBBC	723	218	203	97	87	65	53	119	463	141
	16%	27%	26%	14%	13%	8%	7%	31%	20%	8%
		cdef	cdef	ef	ef			bc	c	
NONE OF THESE	1835	189	198	238	266	466	478	104	696	1035
	40%	23%	26%	34%	41%	55%	60%	28%	30%	57%
				ab	abc	abcd	abcd			ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Nickelodeon/Nick Jr	1505	1280	116	63	47	703	346	233	223
	33%	33%	34%	30%	33%	52% bcd	27% d	26% d	22%
Cartoon Network	1456	1260	99	57	41	694	322	229	210
	32%	33% c	29%	28%	29%	51% bcd	25% d	26% d	20%
CBeebies	1202	1028	78	57	39	449	328	202	223
	26%	27%	23%	28%	27%	33% bcd	25%	23%	22%
CBBC	917	780	66	48	23	316	247	183	171
	20%	20%	19%	23% d	16%	23% bd	19%	21% d	17%
ITVX Kids/ CiTV on ITV2	683	591	42	33	17	345	129	118	91
	15%	15%	12%	16%	12%	26% bcd	10%	13% bd	9%
Channel 5's Milkshake	629	541	48	22	17	233	164	98	133
	14%	14% c	14%	11%	12%	17% bcd	13%	11%	13%
POP/ Tiny Pop/ Pop Max	615	527	49	25	14	281	128	102	104
	13%	14%	14%	12%	10%	21% bcd	10%	12%	10%
SUMMARY									
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2726	2336	190	119	81	1005	708	504	510
	60%	60% b	55%	58%	57%	74% bcd	54%	57% d	50%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
CBBC OR CBEEBIES	1640	1400	113	78	49	584	450	298	308
	36%	36%	33%	38%	35%	43%	35%	34%	30%
						bcd	d		
CBBC AND CBEEBIES	479	408	32	27	12	180	125	87	87
	10%	11%	9%	13%	9%	13%	10%	10%	8%
				b		bcd			
CBBC NOT CBEEBIES	438	372	34	21	10	136	122	96	84
	10%	10%	10%	10%	7%	10%	9%	11%	8%
CBEEBIES AND NOT CBBC	723	620	47	30	26	269	203	115	136
	16%	16%	14%	15%	18%	20%	16%	13%	13%
						bcd			
NONE OF THESE	1835	1536	152	87	60	345	592	381	517
	40%	40%	45%	42%	43%	26%	46%	43%	50%
			a				a	a	ac

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Nickelodeon/Nick Jr	1505	1055	403	1057	222	1275	230
	33%	42%	48%	46%	66%	40%	17%
		f	aef	aef	abcef	f	
Cartoon Network	1456	1020	421	1023	203	1229	227
	32%	40%	50%	45%	61%	39%	17%
		f	acef	aef	abcef	f	
CBeebies	1202	1202	298	852	165	1202	-
	26%	47%	36%	37%	49%	38%	-%
		bcef	f	f	bcef	f	
CBBC	917	917	274	717	175	917	-
	20%	36%	33%	31%	52%	29%	-%
		cef	ef	f	abcef	f	
ITVX Kids/ CITV on ITV2	683	536	251	562	168	636	47
	15%	21%	30%	25%	50%	20%	3%
		f	acef	aef	abcef	f	
Channel 5's Milkshake	629	545	184	466	126	590	39
	14%	21%	22%	20%	38%	18%	3%
		ef	ef	f	abcef	f	
POP/ Tiny Pop/ Pop Max	615	515	187	492	136	574	42
	13%	20%	22%	21%	41%	18%	3%
		ef	ef	ef	abcef	f	
SUMMARY							
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2726	2020	625	1794	298	2359	367
	60%	80%	75%	78%	89%	74%	27%
		bef	f	ef	abcef	f	

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 13

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
CBBC OR CBEEBIES	1640	1640	419	1192	233	1640	-
	36%	65%	50%	52%	70%	51%	-%
		bcef	f	f	bcef	f	
CBBC AND CBEEBIES	479	479	153	378	108	479	-
	10%	19%	18%	16%	32%	15%	-%
		ef	ef	f	abcef	f	
CBBC NOT CBEEBIES	438	438	121	340	68	438	-
	10%	17%	14%	15%	20%	14%	-%
		cef	f	f	bcef	f	
CBEEBIES AND NOT CBBC	723	723	145	475	58	723	-
	16%	29%	17%	21%	17%	23%	-%
		bcdef	f	f	f	bdf	
NONE OF THESE	1835	517	213	499	36	833	1002
	40%	20%	25%	22%	11%	26%	73%
		d	ad	d		acd	abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 13

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Nickelodeon/Nick Jr	1505	637	453	812	694	250	825	836	669	858	478
	33%	53%	49%	49%	24%	52%	50%	50%	23%	40%	24%
		d	d	d		d	d	d		b	
Cartoon Network	1456	584	442	772	684	233	791	800	656	863	426
	32%	49%	48%	47%	23%	49%	48%	48%	23%	40%	22%
		d	d	d		d	d	d		b	
CBeebies	1202	1202	479	1202	-	183	601	605	597	609	428
	26%	100%	52%	73%	-%	38%	37%	36%	21%	29%	22%
		bcd	d	bd		d	d	d		b	
CBBC	917	479	917	917	-	213	576	586	331	580	271
	20%	40%	100%	56%	-%	45%	35%	35%	11%	27%	14%
		d	acd	ad		bcd	d	d		b	
ITVX Kids/ CITV on ITV2	683	320	288	434	249	179	484	490	193	451	160
	15%	27%	31%	26%	9%	37%	29%	29%	7%	21%	8%
		d	acd	d		bcd	d	d		b	
Channel 5's Milkshake	629	381	306	471	158	149	374	378	251	366	202
	14%	32%	33%	29%	5%	31%	23%	23%	9%	17%	10%
		d	cd	d		bcd	d	d		b	
POP/ Tiny Pop/ Pop Max	615	360	270	442	174	152	404	407	209	392	152
	13%	30%	29%	27%	6%	32%	25%	24%	7%	18%	8%
		d	d	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2726	1202	917	1640	1086	369	1358	1375	1351	1452	963
	60%	100%	100%	100%	37%	77%	83%	82%	47%	68%	49%
		d	d	d		d	ad	ad		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
CBBC OR CBEEBIES	1640	1202	917	1640	-	274	884	895	745	911	542
	36%	100%	100%	100%	-%	57%	54%	54%	26%	43%	28%
		d	d	d		d	d	d		b	
CBBC AND CBEEBIES	479	479	479	479	-	122	294	295	184	278	157
	10%	40%	52%	29%	-%	26%	18%	18%	6%	13%	8%
		cd	acd	d		bcd	d	d		b	
CBBC NOT CBEEBIES	438	-	438	438	-	91	283	290	148	302	114
	10%	-%	48%	27%	-%	19%	17%	17%	5%	14%	6%
			acd	ad		d	d	d		b	
CBEEBIES AND NOT CBBC	723	723	-	723	-	61	308	310	414	331	271
	16%	60%	-%	44%	-%	13%	19%	19%	14%	16%	14%
		bcd		bd			ad	ad			
NONE OF THESE	1835	-	-	-	1835	108	285	295	1539	680	995
	40%	-%	-%	-%	63%	23%	17%	18%	53%	32%	51%
					abc	bc			abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Nickelodeon/Nick Jr	1505	1130	291	84
	33%	41%	21%	21%
		bc		
Cartoon Network	1456	1084	294	78
	32%	39%	22%	19%
		bc		
CBeebies	1202	945	214	43
	26%	34%	16%	10%
		bc	c	
CBBC	917	751	143	23
	20%	27%	10%	6%
		bc	c	
ITVX Kids/ CITV on ITV2	683	565	97	21
	15%	20%	7%	5%
		bc		
Channel 5's Milkshake	629	499	97	33
	14%	18%	7%	8%
		bc		
POP/ Tiny Pop/ Pop Max	615	506	92	17
	13%	18%	7%	4%
		bc		
SUMMARY				
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2726	2008	572	146
	60%	72%	42%	36%
		bc	c	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
CBBC OR CBEEBIES	1640	1290	292	58
	36%	46%	21%	14%
		bc	c	
CBBC AND CBEEBIES	479	405	65	8
	10%	15%	5%	2%
		bc	c	
CBBC NOT CBEEBIES	438	345	78	15
	10%	12%	6%	4%
		bc		
CBEEBIES AND NOT CBBC	723	540	149	34
	16%	19%	11%	8%
		bc		
NONE OF THESE	1835	777	794	263
	40%	28%	58%	64%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Nickelodeon/Nick Jr	1505	1011	315	179	916	584	241	1197
	33%	43%	21%	24%	28%	47%	27%	35%
		bc				a		a
Cartoon Network	1456	963	298	195	873	576	225	1163
	32%	41%	20%	26%	27%	46%	25%	34%
		bc		b		a		a
CBeebies	1202	823	224	155	827	372	209	926
	26%	35%	15%	21%	25%	30%	24%	27%
		bc		b		a		
CBBC	917	659	141	117	682	232	171	696
	20%	28%	10%	15%	21%	19%	19%	20%
		bc		b				
ITVX Kids/ CITV on ITV2	683	518	93	72	417	263	102	549
	15%	22%	6%	10%	13%	21%	12%	16%
		bc		b		a		a
Channel 5's Milkshake	629	432	125	71	486	141	126	472
	14%	18%	9%	9%	15%	11%	14%	14%
		bc			b			
POP/ Tiny Pop/ Pop Max	615	440	94	81	393	222	116	468
	13%	19%	6%	11%	12%	18%	13%	13%
		bc		b		a		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
SUMMARY								
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2726	1754	582	390	1809	906	498	2090
	60%	75% bc	40%	52% b	55%	73% a	56%	60%
CBBC OR CBEEBIES	1640	1130	299	211	1160	474	300	1254
	36%	48% bc	20%	28% b	35%	38%	34%	36%
CBBC AND CBEEBIES	479	352	66	61	349	130	81	369
	10%	15% bc	5%	8% b	11%	10%	9%	11%
CBBC NOT CBEEBIES	438	307	75	56	333	102	91	327
	10%	13% bc	5%	7%	10%	8%	10%	9%
CBEEBIES AND NOT CBBC	723	471	157	94	478	242	128	558
	16%	20% bc	11%	13%	15%	19% a	15%	16%
NONE OF THESE	1835	586	885	364	1471	342	387	1374
	40%	25%	60% ac	48% a	45% b	27%	44%	40%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 14

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Nickelodeon/Nick Jr	1699	676	546	476	907	792
	37%	43%	41%	29%	39%	36%
		c	c			
Cartoon Network	1669	641	534	495	907	762
	37%	41%	40%	30%	39%	34%
		c	c		b	
CBeebies	1421	767	406	247	716	705
	31%	49%	30%	15%	31%	32%
		bc	c			
CBBC	1096	398	403	294	567	529
	24%	25%	30%	18%	24%	24%
		c	ac			
ITVX Kids/ CITV on ITV2	774	322	231	221	409	365
	17%	20%	17%	13%	17%	16%
		bc	c			
Channel 5's Milkshake	729	360	216	152	355	374
	16%	23%	16%	9%	15%	17%
		bc	c			
POP/ Tiny Pop/ Pop Max	718	339	220	160	353	365
	16%	21%	16%	10%	15%	16%
		bc	c			
SUMMARY						
ANY OF THESE CHILDREN'S TV CHANNELS	3024	1272	952	800	1586	1438
	66%	81%	71%	49%	68%	65%
		bc	c			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
NONE OF THESE	1537	303	390	844	756	781
	34%	19%	29%	51%	32%	35%
			a	ab		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Nickelodeon/Nick Jr	1699	370	307	287	259	250	226	152	1015	532
	37%	46%	40%	42%	40%	30%	28%	40%	43%	29%
		bdef	ef	ef	ef			c	c	
Cartoon Network	1669	352	288	290	243	264	231	143	975	551
	37%	44%	38%	42%	37%	31%	29%	38%	41%	30%
		bdef	ef	ef	ef			c	c	
CBeebies	1421	384	383	208	198	124	123	192	947	283
	31%	48%	50%	30%	30%	15%	15%	51%	40%	15%
		cdef	cdef	ef	ef			bc	c	
CBBC	1096	196	202	213	191	158	136	69	691	335
	24%	24%	26%	31%	29%	19%	17%	18%	29%	18%
		ef	ef	aef	aef				ac	
ITVX Kids/ CITV on ITV2	774	172	151	111	120	126	94	70	463	242
	17%	21%	20%	16%	18%	15%	12%	18%	20%	13%
		cef	ef	f	f			c	c	
Channel 5's Milkshake	729	180	181	101	115	74	78	73	478	178
	16%	22%	24%	15%	18%	9%	10%	19%	20%	10%
		cdef	cdef	ef	ef			c	c	
POP/ Tiny Pop/ Pop Max	718	154	184	112	108	87	73	75	465	178
	16%	19%	24%	16%	17%	10%	9%	20%	20%	10%
		ef	acdef	ef	ef			c	c	
SUMMARY										
ANY OF THESE CHILDREN'S TV CHANNELS	3024	660	612	500	452	426	374	296	1821	906
	66%	82%	80%	73%	69%	50%	47%	78%	77%	50%
		cdef	cdef	ef	ef			c	c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
NONE OF THESE	1537	148	155	189	201	419	425	83	532	922
	34%	18%	20%	27%	31%	50%	53%	22%	23%	50%
				ab	ab	abcd	abcd			ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Nickelodeon/Nick Jr	1699	1444	130	73	51	766	406	271	257
	37%	37%	38%	36%	36%	57%	31%	31%	25%
						bcd	d	d	
Cartoon Network	1669	1439	118	67	45	749	389	281	250
	37%	37%	34%	33%	32%	55%	30%	32%	24%
		c				bcd	d	d	
CBeebies	1421	1215	94	68	44	492	399	255	275
	31%	31%	27%	33%	31%	36%	31%	29%	27%
				b		bcd			
CBBC	1096	936	76	56	28	364	312	211	208
	24%	24%	22%	27%	20%	27%	24%	24%	20%
				bd		d			
ITVX Kids/ CiTV on ITV2	774	665	50	38	20	382	150	138	103
	17%	17%	15%	19%	14%	28%	12%	16%	10%
						bcd		bd	
Channel 5's Milkshake	729	624	57	26	21	261	196	115	156
	16%	16%	17%	13%	15%	19%	15%	13%	15%
		c				bcd			
POP/ Tiny Pop/ Pop Max	718	610	58	32	19	314	152	122	131
	16%	16%	17%	16%	13%	23%	12%	14%	13%
						bcd			
SUMMARY									
ANY OF THESE CHILDREN'S TV CHANNELS	3024	2589	213	132	89	1070	816	570	567
	66%	67%	62%	64%	63%	79%	63%	64%	55%
		b				bcd	d	d	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
NONE OF THESE	1537	1283	129	73	52	280	484	314	459
	34%	33%	38%	36%	37%	21%	37%	36%	45%
			a				a	a	abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Nickelodeon/Nick Jr	1699	1160	439	1156	233	1414	285
	37%	46%	52%	50%	70%	44%	21%
		f	aef	aef	abcef	f	
Cartoon Network	1669	1134	461	1133	218	1380	289
	37%	45%	55%	49%	65%	43%	21%
		f	acef	aef	abcef	f	
CBeebies	1421	1317	332	952	180	1352	69
	31%	52%	40%	42%	54%	42%	5%
		bcef	f	f	bcef	f	
CBBC	1096	1020	313	809	185	1058	38
	24%	40%	37%	35%	55%	33%	3%
		cef	ef	f	abcef	f	
ITVX Kids/ CITV on ITV2	774	606	282	630	181	718	56
	17%	24%	34%	27%	54%	23%	4%
		f	acef	aef	abcef	f	
Channel 5's Milkshake	729	611	207	518	133	665	64
	16%	24%	25%	23%	40%	21%	5%
		ef	ef	f	abcef	f	
POP/ Tiny Pop/ Pop Max	718	583	216	547	149	658	60
	16%	23%	26%	24%	44%	21%	4%
		f	ef	ef	abcef	f	
SUMMARY							
ANY OF THESE CHILDREN'S TV CHANNELS	3024	2117	662	1885	304	2517	507
	66%	83%	79%	82%	91%	79%	37%
		bef	f	ef	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
NONE OF THESE	1537	420	175	408	31	675	863
	34%	17%	21%	18%	9%	21%	63%
		d	ad	d		acd	abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 14

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Nickelodeon/Nick Jr	1699	684	484	880	819	273	902	914	785	973	547
	37%	57%	53%	54%	28%	57%	55%	55%	27%	46%	28%
		d	d	d		d	d	d		b	
Cartoon Network	1669	628	492	843	826	261	873	885	784	985	503
	37%	52%	54%	51%	28%	55%	53%	53%	27%	46%	26%
		d	d	d		d	d	d		b	
CBeebies	1421	1202	523	1246	175	212	669	676	745	693	528
	31%	100%	57%	76%	6%	44%	41%	40%	26%	33%	27%
		bcd	d	bd		d	d	d		b	
CBBC	1096	515	917	953	142	243	656	666	429	681	334
	24%	43%	100%	58%	5%	51%	40%	40%	15%	32%	17%
		d	acd	ad		bcd	d	d		b	
ITVX Kids/ CITV on ITV2	774	348	322	480	294	196	537	545	229	505	190
	17%	29%	35%	29%	10%	41%	33%	33%	8%	24%	10%
		d	acd	d		bcd	d	d		b	
Channel 5's Milkshake	729	409	344	519	210	164	421	424	305	416	235
	16%	34%	38%	32%	7%	34%	26%	25%	11%	20%	12%
		d	cd	d		bcd	d	d		b	
POP/ Tiny Pop/ Pop Max	718	400	300	496	223	169	449	453	266	450	187
	16%	33%	33%	30%	8%	35%	27%	27%	9%	21%	10%
		d	d	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE CHILDREN'S TV CHANNELS	3024	1202	917	1640	1384	394	1442	1463	1561	1580	1100
	66%	100%	100%	100%	47%	83%	88%	88%	54%	74%	56%
		d	d	d		d	ad	ad		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		WEBSITE	CBBC	EITHER	NO	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	d	a	b	c	d	a	b
Significance Level: 95%	Total										
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
NONE OF THESE	1537	-	-	-	1537	83	202	208	1329	552	858
	34%	-%	-%	-%	53%	17%	12%	12%	46%	26%	44%
					abc	bc			abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Nickelodeon/Nick Jr	1699	1259	342	98
	37%	45%	25%	24%
		bc		
Cartoon Network	1669	1207	367	95
	37%	43%	27%	23%
		bc		
CBeebies	1421	1089	277	55
	31%	39%	20%	14%
		bc	c	
CBBC	1096	880	184	32
	24%	32%	13%	8%
		bc	c	
ITVX Kids/ CITV on ITV2	774	626	122	25
	17%	22%	9%	6%
		bc		
Channel 5's Milkshake	729	581	109	38
	16%	21%	8%	9%
		bc		
POP/ Tiny Pop/ Pop Max	718	581	115	23
	16%	21%	8%	6%
		bc		
SUMMARY				
ANY OF THESE CHILDREN'S TV CHANNELS	3024	2175	680	169
	66%	78%	50%	41%
		bc	c	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
NONE OF THESE	1537	610	686	241
	34%	22%	50%	59%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Nickelodeon/Nick Jr	1699	1123	362	213	1058	636	287	1338
	37%	48%	25%	28%	32%	51%	32%	39%
		bc				a		a
Cartoon Network	1669	1078	353	238	1019	640	277	1315
	37%	46%	24%	32%	31%	51%	31%	38%
		bc		b		a		a
CBeebies	1421	940	284	197	991	425	269	1078
	31%	40%	19%	26%	30%	34%	30%	31%
		bc		b		a		
CBBC	1096	776	181	138	828	262	218	820
	24%	33%	12%	18%	25%	21%	25%	24%
		bc		b	b			
ITVX Kids/ CITV on ITV2	774	586	110	78	478	293	121	614
	17%	25%	8%	10%	15%	23%	14%	18%
		bc		b		a		a
Channel 5's Milkshake	729	500	144	85	563	162	160	535
	16%	21%	10%	11%	17%	13%	18%	15%
		bc			b			
POP/ Tiny Pop/ Pop Max	718	503	120	96	468	250	145	541
	16%	21%	8%	13%	14%	20%	16%	16%
		bc		b		a		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
						ETHNIC MINORITY GROUP			
Significance Level: 95%	Total	YES	NO	MAYBE	WHITE		YES	NO	
		a	b	c	a	b	a	b	
	Unweighted row	4561	2365	1470	726	3357	1178	864	3489
	Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
	Total	4561	2340	1467	754	3280	1248	884	3465
SUMMARY									
ANY OF THESE CHILDREN'S TV CHANNELS		3024	1888	681	455	2041	967	569	2306
		66%	81%	46%	60%	62%	77%	64%	67%
			bc		b		a		
NONE OF THESE		1537	452	786	299	1239	282	316	1159
		34%	19%	54%	40%	38%	23%	36%	33%
				ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 15

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Any Heart radio station	1012	241	318	454	490	522
	22%	15%	24%	28%	21%	24%
			a	ab		
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	837	244	230	363	451	387
	18%	15%	17%	22%	19%	17%
			ab			
Any Capital radio station	837	206	254	378	412	425
	18%	13%	19%	23%	18%	19%
			a	ab		
Fun Kids radio	741	363	210	168	390	351
	16%	23%	16%	10%	17%	16%
		bc	c			
Any Kiss radio station	617	170	163	283	313	304
	14%	11%	12%	17%	13%	14%
			ab			
Any Absolute radio station	420	101	129	190	223	196
	9%	6%	10%	12%	10%	9%
			a	a		
SUMMARY						
ANY OF THESE RADIO STATIONS	2434	738	714	982	1228	1205
	53%	47%	53%	60%	52%	54%
			a	ab		
NONE OF THESE	2127	837	629	662	1114	1014
	47%	53%	47%	40%	48%	46%
		bc	c			

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 15

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Any Heart radio station	1012	120	121	156	162	215	239	46	472	495
	22%	15%	16%	23%	25%	25%	30%	12%	20%	27%
				ab	ab	ab	abcd		a	ab
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	837	125	118	137	94	189	174	40	401	396
	18%	15%	15%	20%	14%	22%	22%	10%	17%	22%
				abd		abd	abd		a	ab
Any Capital radio station	837	107	98	114	140	191	187	45	379	413
	18%	13%	13%	16%	21%	23%	23%	12%	16%	23%
					abc	abc	abc			ab
Fun Kids radio	741	195	168	111	99	84	84	96	463	182
	16%	24%	22%	16%	15%	10%	11%	25%	20%	10%
		cdef	cdef	ef	ef			bc	c	
Any Kiss radio station	617	91	80	82	82	141	143	32	284	301
	14%	11%	10%	12%	12%	17%	18%	8%	12%	16%
						abcd	abcd			ab
Any Absolute radio station	420	50	51	73	56	101	89	20	192	208
	9%	6%	7%	11%	9%	12%	11%	5%	8%	11%
				ab		ab	ab			ab
SUMMARY										
ANY OF THESE RADIO STATIONS	2434	383	355	364	349	481	501	166	1191	1076
	53%	47%	46%	53%	54%	57%	63%	44%	51%	59%
				b	ab	ab	abcde		a	ab
NONE OF THESE	2127	425	412	325	303	363	298	213	1163	752
	47%	53%	54%	47%	46%	43%	37%	56%	49%	41%
		def	cdef	f	f	f		bc	c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Any Heart radio station	1012	881	62	52	18	361	253	211	187
	22%	23% bd	18% d	25% bd	13%	27% bd	19%	24% bd	18%
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	837	698	65	46	29	401	209	154	74
	18%	18%	19%	22% a	20%	30% bcd	16% d	17% d	7%
Any Capital radio station	837	710	70	40	16	284	210	176	167
	18%	18% d	20% d	20% d	12%	21% bd	16%	20%	16%
Fun Kids radio	741	631	46	40	24	423	138	93	87
	16%	16%	14%	20% b	17%	31% bcd	11%	10%	9%
Any Kiss radio station	617	534	38	30	15	256	117	128	116
	14%	14%	11%	15%	10%	19% bcd	9%	14% b	11%
Any Absolute radio station	420	351	36	16	17	207	92	76	44
	9%	9%	10%	8%	12%	15% bcd	7% d	9% d	4%
SUMMARY									
ANY OF THESE RADIO STATIONS	2434	2087	163	121	63	917	623	464	429
	53%	54% bd	48%	59% abd	44%	68% bcd	48% d	52% d	42%
NONE OF THESE	2127	1785	180	84	79	433	677	421	597
	47%	46% c	52% ac	41%	56% ac	32%	52% a	48% a	58% abc

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 15

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Any Heart radio station	1012	706	310	668	155	832	180
	22%	28%	37%	29%	46%	26%	13%
		f	acef	ef	abcef	f	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	837	657	837	665	195	837	-
	18%	26%	100%	29%	58%	26%	-%
		f	acdef	aef	acef	f	
Any Capital radio station	837	575	256	580	128	687	150
	18%	23%	31%	25%	38%	22%	11%
		f	acef	ef	abcef	f	
Fun Kids radio	741	544	237	639	170	678	63
	16%	21%	28%	28%	51%	21%	5%
		f	aef	aef	abcef	f	
Any Kiss radio station	617	436	209	464	130	526	91
	14%	17%	25%	20%	39%	16%	7%
		f	acef	aef	abcef	f	
Any Absolute radio station	420	340	186	344	116	381	39
	9%	13%	22%	15%	35%	12%	3%
		f	acef	ef	abcef	f	
SUMMARY							
ANY OF THESE RADIO STATIONS	2434	1597	837	1644	307	2028	405
	53%	63%	100%	72%	92%	64%	30%
		f	acdef	aef	acef	f	
NONE OF THESE	2127	939	-	649	27	1163	964
	47%	37%	-%	28%	8%	36%	70%
		bcd		bd	b	bcd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Any Heart radio station	1012	325	305	461	551	187	501	510	502	615	333
	22%	27%	33%	28%	19%	39%	30%	31%	17%	29%	17%
		d	acd	d		bcd	d	d		b	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	837	298	274	419	418	193	527	535	303	564	223
	18%	25%	30%	26%	14%	40%	32%	32%	10%	26%	11%
		d	acd	d		bcd	d	d		b	
Any Capital radio station	837	279	265	396	441	165	439	442	395	523	258
	18%	23%	29%	24%	15%	35%	27%	26%	14%	25%	13%
		d	acd	d		bcd	d	d		b	
Fun Kids radio	741	367	247	455	286	165	522	530	211	476	167
	16%	31%	27%	28%	10%	35%	32%	32%	7%	22%	9%
		d	d	d		d	d	d		b	
Any Kiss radio station	617	225	200	309	308	169	377	382	235	420	157
	14%	19%	22%	19%	11%	35%	23%	23%	8%	20%	8%
		d	d	d		bcd	d	d		b	
Any Absolute radio station	420	177	165	241	179	141	290	299	121	299	95
	9%	15%	18%	15%	6%	30%	18%	18%	4%	14%	5%
		d	cd	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE RADIO STATIONS	2434	752	619	1048	1386	372	1221	1241	1192	1430	804
	53%	63%	67%	64%	47%	78%	74%	74%	41%	67%	41%
		d	ad	d		d	d	d		b	
NONE OF THESE	2127	450	298	592	1535	105	422	430	1698	701	1154
	47%	37%	33%	36%	53%	22%	26%	26%	59%	33%	59%
		b			abc				abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Any Heart radio station	1012	726	235	51
	22%	26%	17%	12%
		bc	c	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	837	693	125	19
	18%	25%	9%	5%
		bc	c	
Any Capital radio station	837	607	191	39
	18%	22%	14%	9%
		bc	c	
Fun Kids radio	741	614	109	17
	16%	22%	8%	4%
		bc	c	
Any Kiss radio station	617	456	134	27
	14%	16%	10%	7%
		bc		
Any Absolute radio station	420	351	54	14
	9%	13%	4%	3%
		bc		
SUMMARY				
ANY OF THESE RADIO STATIONS	2434	1744	570	119
	53%	63%	42%	29%
		bc	c	
NONE OF THESE	2127	1041	796	291
	47%	37%	58%	71%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Any Heart radio station	1012	623	241	148	812	194	217	753
	22%	27% bc	16%	20%	25% b	16%	25%	22%
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	837	661	97	80	588	247	136	668
	18%	28% bc	7%	11% b	18%	20%	15%	19% a
Any Capital radio station	837	498	208	131	665	168	164	633
	18%	21% bc	14%	17%	20% b	13%	19%	18%
Fun Kids radio	741	574	96	71	429	304	123	589
	16%	25% bc	7%	9% b	13%	24% a	14%	17%
Any Kiss radio station	617	395	147	76	467	147	140	447
	14%	17% bc	10%	10%	14%	12%	16% b	13%
Any Absolute radio station	420	310	66	43	310	104	76	327
	9%	13% bc	5%	6%	9%	8%	9%	9%
SUMMARY								
ANY OF THESE RADIO STATIONS	2434	1532	550	352	1808	610	492	1842
	53%	65% bc	37%	47% b	55% b	49%	56%	53%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
NONE OF THESE	2127	808	917	402	1472	638	392	1623
	47%	35%	63%	53%	45%	51%	44%	47%
			ac	a		a		

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 16

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Any Heart radio station	1157	270	364	523	560	597
	25%	17%	27%	32%	24%	27%
			a	ab		a
Any Capital radio station	947	234	286	427	461	486
	21%	15%	21%	26%	20%	22%
			a	ab		
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	942	267	261	414	501	441
	21%	17%	19%	25%	21%	20%
				ab		
Fun Kids radio	815	396	235	184	421	393
	18%	25%	18%	11%	18%	18%
		bc	c			
Any Kiss radio station	722	188	194	340	367	355
	16%	12%	14%	21%	16%	16%
				ab		
Any Absolute radio station	477	113	143	221	250	228
	10%	7%	11%	13%	11%	10%
			a	ab		
SUMMARY						
ANY OF THESE RADIO STATIONS	2650	791	780	1079	1327	1323
	58%	50%	58%	66%	57%	60%
			a	ab		
NONE OF THESE	1911	784	562	564	1015	896
	42%	50%	42%	34%	43%	40%
		bc	c			

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 16

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Any Heart radio station	1157	133	137	175	189	253	271	53	532	572
	25%	16%	18%	25%	29%	30%	34%	14%	23%	31%
				ab	ab	ab	abc		a	ab
Any Capital radio station	947	119	115	132	154	209	217	52	427	468
	21%	15%	15%	19%	24%	25%	27%	14%	18%	26%
				a	ab	abc	abc			ab
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	942	138	128	148	114	214	199	42	446	454
	21%	17%	17%	21%	17%	25%	25%	11%	19%	25%
				b		abd	abd		a	ab
Fun Kids radio	815	208	187	125	110	88	96	109	506	200
	18%	26%	24%	18%	17%	10%	12%	29%	21%	11%
		cdef	cdef	ef	ef			bc	c	
Any Kiss radio station	722	95	93	102	92	170	170	33	328	361
	16%	12%	12%	15%	14%	20%	21%	9%	14%	20%
						abcd	abcd		a	ab
Any Absolute radio station	477	57	56	79	64	113	108	21	213	243
	10%	7%	7%	12%	10%	13%	14%	6%	9%	13%
				ab		abd	abd			ab
SUMMARY										
ANY OF THESE RADIO STATIONS	2650	404	387	393	387	530	549	180	1284	1187
	58%	50%	50%	57%	59%	63%	69%	47%	55%	65%
				ab	ab	abc	abcde		a	ab
NONE OF THESE	1911	404	380	296	266	314	250	199	1070	642
	42%	50%	50%	43%	41%	37%	31%	53%	45%	35%
		cdef	cdef	ef	f	f		bc	c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Any Heart radio station	1157	1004	70	63	20	400	295	254	208
	25%	26%	20%	30%	14%	30%	23%	29%	20%
		bd	d	abd		bd		bd	
Any Capital radio station	947	806	77	44	20	318	241	199	190
	21%	21%	23%	21%	14%	24%	19%	22%	18%
		d	d	d		bd		d	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	942	790	66	53	32	443	233	173	93
	21%	20%	19%	26%	23%	33%	18%	20%	9%
				ab		bcd	d	d	
Fun Kids radio	815	693	53	44	26	455	154	103	103
	18%	18%	15%	21%	18%	34%	12%	12%	10%
				b		bcd			
Any Kiss radio station	722	625	42	37	17	290	151	149	133
	16%	16%	12%	18%	12%	21%	12%	17%	13%
		b		bd		bcd		bd	
Any Absolute radio station	477	395	41	22	20	224	114	90	49
	10%	10%	12%	11%	14%	17%	9%	10%	5%
						bcd	d	d	
SUMMARY									
ANY OF THESE RADIO STATIONS	2650	2275	175	132	68	972	686	509	484
	58%	59%	51%	64%	48%	72%	53%	57%	47%
		bd		abd		bcd	d	d	
NONE OF THESE	1911	1596	168	74	73	378	614	376	543
	42%	41%	49%	36%	52%	28%	47%	43%	53%
		c	ac		ac		a	a	abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Any Heart radio station	1157	777	338	745	169	932	225
	25%	31%	40%	32%	51%	29%	16%
		f	acef	ef	abcef	f	
Any Capital radio station	947	649	278	649	140	774	173
	21%	26%	33%	28%	42%	24%	13%
		f	acef	ef	abcef	f	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	942	723	837	738	206	925	17
	21%	28%	100%	32%	62%	29%	1%
		f	acdef	aef	acef	f	
Fun Kids radio	815	592	251	685	176	739	76
	18%	23%	30%	30%	53%	23%	6%
		f	aef	aef	abcef	f	
Any Kiss radio station	722	495	232	523	139	603	119
	16%	20%	28%	23%	42%	19%	9%
		f	acef	aef	abcef	f	
Any Absolute radio station	477	378	209	384	122	429	48
	10%	15%	25%	17%	37%	13%	4%
		f	acef	ef	abcef	f	
SUMMARY							
ANY OF THESE RADIO STATIONS	2650	1710	837	1734	317	2171	479
	58%	67%	100%	76%	95%	68%	35%
		f	acdef	aef	acef	f	
NONE OF THESE	1911	827	-	559	17	1021	890
	42%	33%	-%	24%	5%	32%	65%
		bcd		bd	b	bcd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Any Heart radio station	1157	348	326	500	657	212	562	574	582	701	378
	25%	29%	36%	30%	22%	44%	34%	34%	20%	33%	19%
		d	acd	d		bcd	d	d		b	
Any Capital radio station	947	303	288	436	511	189	497	504	443	586	298
	21%	25%	31%	27%	18%	40%	30%	30%	15%	27%	15%
		d	acd	d		bcd	d	d		b	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	942	317	296	454	488	213	578	587	355	623	262
	21%	26%	32%	28%	17%	45%	35%	35%	12%	29%	13%
		d	acd	d		bcd	d	d		b	
Fun Kids radio	815	394	263	490	325	176	562	571	244	517	189
	18%	33%	29%	30%	11%	37%	34%	34%	8%	24%	10%
		d	d	d		d	d	d		b	
Any Kiss radio station	722	245	225	349	372	185	428	433	288	496	184
	16%	20%	24%	21%	13%	39%	26%	26%	10%	23%	9%
		d	ad	d		bcd	d	d		b	
Any Absolute radio station	477	197	180	267	211	149	321	332	145	337	112
	10%	16%	20%	16%	7%	31%	20%	20%	5%	16%	6%
		d	d	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE RADIO STATIONS	2650	788	640	1102	1549	399	1295	1319	1332	1536	896
	58%	66%	70%	67%	53%	84%	79%	79%	46%	72%	46%
		d	d	d		bcd	d	d		b	
NONE OF THESE	1911	414	276	538	1372	78	348	352	1559	596	1062
	42%	34%	30%	33%	47%	16%	21%	21%	54%	28%	54%
					abc		a	a	abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Any Heart radio station	1157	820	273	63
	25%	29%	20%	15%
		bc		
Any Capital radio station	947	675	228	44
	21%	24%	17%	11%
		bc	c	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	942	772	145	25
	21%	28%	11%	6%
		bc	c	
Fun Kids radio	815	669	127	19
	18%	24%	9%	5%
		bc	c	
Any Kiss radio station	722	532	154	35
	16%	19%	11%	9%
		bc		
Any Absolute radio station	477	397	65	16
	10%	14%	5%	4%
		bc		
SUMMARY				
ANY OF THESE RADIO STATIONS	2650	1881	636	134
	58%	68%	47%	33%
		bc	c	
NONE OF THESE	1911	905	730	276
	42%	32%	53%	67%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Any Heart radio station	1157	708	270	179	908	242	251	856
	25%	30%	18%	24%	28%	19%	28%	25%
		bc		b	b		b	
Any Capital radio station	947	571	237	138	743	200	201	700
	21%	24%	16%	18%	23%	16%	23%	20%
		bc			b			
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	942	728	126	88	661	279	169	735
	21%	31%	9%	12%	20%	22%	19%	21%
		bc		b				
Fun Kids radio	815	625	108	83	469	337	142	641
	18%	27%	7%	11%	14%	27%	16%	19%
		bc		b		a		
Any Kiss radio station	722	467	171	84	542	177	161	525
	16%	20%	12%	11%	17%	14%	18%	15%
		bc						
Any Absolute radio station	477	351	75	51	357	115	91	367
	10%	15%	5%	7%	11%	9%	10%	11%
		bc						
SUMMARY								
ANY OF THESE RADIO STATIONS	2650	1650	610	390	1951	684	548	1988
	58%	70%	42%	52%	59%	55%	62%	57%
		bc		b	b		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
NONE OF THESE	1911	690	857	364	1329	564	337	1477
	42%	30%	58%	48%	41%	45%	38%	43%
			ac	a		a		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	2672	790	894	988	1316	1356
Effective Weighted Sample	2124	627	708	803	1042	1083
Total	2650	791	780	1079	1327	1323
Radio set (DAB/FM/AM at home or in a car)	1580	445	497	637	784	796
	60%	56%	64%	59%	59%	60%
			a			
Mobile phone	1160	283	287	590	594	566
	44%	36%	37%	55%	45%	43%
			ab			
Smart speaker (like Alexa or Google Home)	990	291	283	416	497	493
	37%	37%	36%	39%	37%	37%
Tablet (like an iPad)	497	191	161	145	250	246
	19%	24%	21%	13%	19%	19%
		c	c			
TV set	428	142	125	162	210	219
	16%	18%	16%	15%	16%	17%
Laptop	300	80	97	123	168	132
	11%	10%	12%	11%	13%	10%
Desktop computer	148	30	53	65	75	73
	6%	4%	7%	6%	6%	6%
			a			
Any other device	3	2	*	-	3	-
	*%	*%	*%	-%	*%	-%
Don t know	14	2	4	7	5	9
	1%	*%	1%	1%	*%	1%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 17**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	2672	394	396	444	450	478	510	191	1401	1080
Effective Weighted Sample	2124	315	312	345	364	388	416	147	1110	879
Total	2650	404	387	393	387	530	549	180	1284	1187
Radio set (DAB/FM/AM at home or in a car)	1580	228	217	253	244	303	335	87	789	703
	60%	57%	56%	64%	63%	57%	61%	49%	61%	59%
				abe					a	a
Mobile phone	1160	135	148	156	131	303	287	62	468	630
	44%	33%	38%	40%	34%	57%	52%	34%	36%	53%
						abcd	abcd			ab
Smart speaker (like Alexa or Google Home)	990	152	139	138	145	207	209	62	474	454
	37%	38%	36%	35%	37%	39%	38%	34%	37%	38%
Tablet (like an iPad)	497	95	97	89	71	66	78	36	295	166
	19%	23%	25%	23%	18%	13%	14%	20%	23%	14%
		ef	def	ef	e				c	
TV set	428	69	73	67	59	74	88	32	218	178
	16%	17%	19%	17%	15%	14%	16%	18%	17%	15%
Laptop	300	39	41	59	38	70	54	11	152	137
	11%	10%	10%	15%	10%	13%	10%	6%	12%	12%
				adf					a	a
Desktop computer	148	9	21	33	20	33	32	1	77	70
	6%	2%	5%	8%	5%	6%	6%	1%	6%	6%
			a	a	a	a	a		a	a
Any other device	3	2	-	*	-	-	-	2	1	-
	*%	1%	-%	*%	-%	-%	-%	1%	*%	-%
								bc		
Don't know	14	2	*	2	3	1	6	*	6	7
	1%	*%	*%	*%	1%	*%	1%	*%	*%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	2672	1817	316	390	149	1097	527	539	506
Effective Weighted Sample	2124	1657	304	355	143	898	435	453	389
Total	2650	2275	175	132	68	972	686	509	484
Radio set (DAB/FM/AM at home or in a car)	1580	1360	104	82	34	580	430	316	254
	60%	60%	59%	62%	50%	60%	63%	62%	52%
		d		d		d	d	d	
Mobile phone	1160	993	80	52	35	468	269	228	194
	44%	44%	46%	39%	51%	48%	39%	45%	40%
					c	bd			
Smart speaker (like Alexa or Google Home)	990	848	66	47	29	415	272	165	138
	37%	37%	38%	36%	43%	43%	40%	32%	29%
						cd	cd		
Tablet (like an iPad)	497	419	31	29	18	239	114	83	62
	19%	18%	18%	22%	26%	25%	17%	16%	13%
					ab	bcd			
TV set	428	359	29	27	13	172	87	98	72
	16%	16%	17%	20%	20%	18%	13%	19%	15%
				a		b		b	
Laptop	300	253	22	16	9	139	53	55	53
	11%	11%	13%	12%	14%	14%	8%	11%	11%
						b			
Desktop computer	148	126	8	12	2	72	22	41	13
	6%	6%	5%	9%	2%	7%	3%	8%	3%
				abd		bd		bd	
Any other device	3	2	-	1	-	*	-	*	2
	1%	1%	0%	1%	0%	1%	0%	1%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	2672	1817	316	390	149	1097	527	539	506
Effective Weighted Sample	2124	1657	304	355	143	898	435	453	389
Total	2650	2275	175	132	68	972	686	509	484
Don t know	14	13	-	1	-	6	3	1	4
	1%	1%	-%	1%	-%	1%	*%	*%	1%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 17**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted row	2672	1741	884	1799	353	2202	470
Effective Weighted Sample	2124	1376	695	1419	276	1745	380
Total	2650	1710	837	1734	317	2171	479
Radio set (DAB/FM/AM at home or in a car)	1580	1021	574	991	212	1287	293
	60%	60%	69%	57%	67%	59%	61%
			acef		ace		
Mobile phone	1160	825	436	905	208	1017	143
	44%	48%	52%	52%	66%	47%	30%
		f	ef	aef	abcef	f	
Smart speaker (like Alexa or Google Home)	990	709	334	686	179	835	155
	37%	41%	40%	40%	56%	38%	32%
		f	f	f	abcef	f	
Tablet (like an iPad)	497	384	215	422	134	458	39
	19%	22%	26%	24%	42%	21%	8%
		f	ef	ef	abcef	f	
TV set	428	333	186	349	95	389	39
	16%	19%	22%	20%	30%	18%	8%
		f	ef	f	abcef	f	
Laptop	300	243	161	269	90	289	11
	11%	14%	19%	16%	28%	13%	2%
		f	acef	f	abcef	f	
Desktop computer	148	123	79	137	58	141	7
	6%	7%	9%	8%	18%	7%	1%
		f	ef	f	abcef	f	
Any other device	3	2	*	2	*	3	-
	*%	*%	*%	*%	*%	*%	-%
Don't know	14	7	2	8	-	13	1
	1%	*%	*%	*%	-%	1%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	2672	833	679	1162	1510	428	1398	1423	1249	1573	879
Effective Weighted Sample	2124	658	538	923	1204	335	1098	1118	1013	1248	703
Total	2650	788	640	1102	1549	399	1295	1319	1332	1536	896
Radio set (DAB/FM/AM at home or in a car)	1580	467	392	643	937	237	744	750	830	917	551
	60%	59%	61%	58%	60%	59%	57%	57%	62% bc	60%	61%
Mobile phone	1160	356	328	530	630	262	727	746	414	776	308
	44%	45%	51% ad	48% d	41%	66% bcd	56% d	57% d	31%	51% b	34%
Smart speaker (like Alexa or Google Home)	990	349	303	477	513	198	511	521	469	623	303
	37%	44% d	47% d	43% d	33%	50% bcd	39% d	39% d	35%	41% b	34%
Tablet (like an iPad)	497	217	197	307	189	143	350	357	140	334	117
	19%	28% d	31% d	28% d	12%	36% bcd	27% d	27% d	11%	22% b	13%
TV set	428	174	151	235	193	120	291	297	131	300	88
	16%	22% d	24% d	21% d	12%	30% bcd	22% d	23% d	10%	20% b	10%
Laptop	300	126	116	175	125	106	232	239	61	242	42
	11%	16% d	18% d	16% d	8%	27% bcd	18% d	18% d	5%	16% b	5%
Desktop computer	148	66	74	97	51	68	122	123	25	130	15
	6%	8% d	12% d	9% d	3%	17% bcd	9% d	9% d	2%	8% b	2%
Any other device	3	2	-	2	*	-	-	-	3	*	*
	*%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	d	a	b	c	d	a	b
Significance Level: 95%	Total										
Unweighted row	2672	833	679	1162	1510	428	1398	1423	1249	1573	879
Effective Weighted Sample	2124	658	538	923	1204	335	1098	1118	1013	1248	703
Total	2650	788	640	1102	1549	399	1295	1319	1332	1536	896
Don t know	14	3	1	3	10	4	7	7	7	9	3
	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	*%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	2672	1908	628	136
Effective Weighted Sample	2124	1513	502	109
Total	2650	1881	636	134
Radio set (DAB/FM/AM at home or in a car)	1580	1119	386	75
	60%	60%	61%	56%
Mobile phone	1160	899	216	45
	44%	48%	34%	34%
		bc		
Smart speaker (like Alexa or Google Home)	990	738	205	47
	37%	39%	32%	35%
		b		
Tablet (like an iPad)	497	396	82	19
	19%	21%	13%	14%
		b		
TV set	428	348	65	16
	16%	18%	10%	12%
		b		
Laptop	300	248	43	9
	11%	13%	7%	6%
		bc		
Desktop computer	148	125	19	4
	6%	7%	3%	3%
		b		
Any other device	3	2	*	-
	*%	*%	*%	-%
Don t know	14	8	4	1
	1%	*%	1%	1%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	2672	1694	613	365	1981	678	518	2038
Effective Weighted Sample	2124	1343	484	299	1557	556	420	1615
Total	2650	1650	610	390	1951	684	548	1988
Radio set (DAB/FM/AM at home or in a car)	1580	958	370	252	1203	370	332	1176
	60%	58%	61%	65% a	62% b	54%	61%	59%
Mobile phone	1160	818	209	133	819	332	252	848
	44%	50% bc	34%	34%	42%	49% a	46%	43%
Smart speaker (like Alexa or Google Home)	990	655	212	124	753	232	172	790
	37%	40% c	35%	32%	39%	34%	31%	40% a
Tablet (like an iPad)	497	383	70	43	334	161	108	366
	19%	23% bc	11%	11%	17%	24% a	20%	18%
TV set	428	319	61	48	307	120	97	315
	16%	19% bc	10%	12%	16%	18%	18%	16%
Laptop	300	252	29	18	184	114	56	221
	11%	15% bc	5%	5%	9%	17% a	10%	11%
Desktop computer	148	120	16	13	105	42	35	101
	6%	7% bc	3%	3%	5%	6%	6%	5%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	2672	1694	613	365	1981	678	518	2038
Effective Weighted Sample	2124	1343	484	299	1557	556	420	1615
Total	2650	1650	610	390	1951	684	548	1988
Any other device	3	*	-	2	*	2	-	3
	*%	*%	-%	1%	*%	*%	-%	*%
				a		a		
Don t know	14	7	4	3	9	5	-	12
	1%	*%	1%	1%	*%	1%	-%	1%

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 18

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
CBeebies site/ app	951	527	253	171	487	464
	21%	33%	19%	10%	21%	21%
		bc	c			
BBC Bitesize site/ app	846	212	296	338	453	393
	19%	13%	22%	21%	19%	18%
			a	a		
BBC News site/ app	744	169	201	373	418	326
	16%	11%	15%	23%	18%	15%
			a	ab	b	
BBC Sport site/ app	700	123	167	409	483	217
	15%	8%	12%	25%	21%	10%
			a	ab	b	
CBBC site	624	233	228	163	316	308
	14%	15%	17%	10%	13%	14%
		c	c			
BBC Newsround site	477	105	179	193	247	230
	10%	7%	13%	12%	11%	10%
			a	a		
<b>SUMMARY</b>						
ANY OF THESE SITES/ APPS	2293	746	681	865	1254	1039
	50%	47%	51%	53%	54%	47%
				a	b	
NONE OF THESE	2268	829	661	779	1088	1180
	50%	53%	49%	47%	46%	53%
		c				a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 18

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
CBeebies site/ app	951	266	260	134	119	86	85	123	639	188
	21%	33%	34%	19%	18%	10%	11%	33%	27%	10%
		cdef	cdef	ef	ef			c	c	
BBC Bitesize site/ app	846	108	104	163	134	182	155	29	434	383
	19%	13%	14%	24%	20%	22%	19%	8%	18%	21%
				ab	ab	ab	ab		a	a
BBC News site/ app	744	86	83	116	85	216	157	25	313	406
	16%	11%	11%	17%	13%	26%	20%	7%	13%	22%
				ab		abcdf	abd		a	ab
BBC Sport site/ app	700	76	48	119	48	288	121	17	248	434
	15%	9%	6%	17%	7%	34%	15%	5%	11%	24%
		b		abd		abcdf	abd		a	ab
CBBC site	624	121	112	114	114	81	82	43	399	182
	14%	15%	15%	17%	17%	10%	10%	11%	17%	10%
		ef	ef	ef	ef				ac	
BBC Newsround site	477	57	49	88	90	102	91	12	250	214
	10%	7%	6%	13%	14%	12%	11%	3%	11%	12%
				ab	ab	ab	ab		a	a
SUMMARY										
ANY OF THESE SITES/ APPS	2293	384	362	366	315	504	361	155	1188	950
	50%	48%	47%	53%	48%	60%	45%	41%	50%	52%
				bf		abcdf			a	a
NONE OF THESE	2268	424	405	323	338	341	437	225	1165	878
	50%	52%	53%	47%	52%	40%	55%	59%	50%	48%
		e	ce	e	e		ce	bc		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
CBeebies site/ app	951	804	66	49	33	424	206	162	159
	21%	21%	19%	24%	23%	31%	16%	18%	15%
						bcd			
BBC Bitesize site/ app	846	722	65	36	23	329	245	139	134
	19%	19%	19%	17%	16%	24%	19%	16%	13%
						bcd	d		
BBC News site/ app	744	629	61	33	21	364	159	129	91
	16%	16%	18%	16%	15%	27%	12%	15%	9%
						bcd	d	d	
BBC Sport site/ app	700	601	53	30	15	312	158	129	101
	15%	16%	15%	15%	11%	23%	12%	15%	10%
		d				bcd		d	
CBBC site	624	526	52	32	14	274	145	105	100
	14%	14%	15%	16%	10%	20%	11%	12%	10%
			d	d		bcd			
BBC Newsround site	477	409	34	24	10	206	117	72	82
	10%	11%	10%	12%	7%	15%	9%	8%	8%
				d		bcd			
SUMMARY									
ANY OF THESE SITES/ APPS	2293	1951	173	106	63	879	606	405	404
	50%	50%	51%	51%	45%	65%	47%	46%	39%
						bcd	d	d	
NONE OF THESE	2268	1921	169	100	78	471	694	480	623
	50%	50%	49%	49%	55%	35%	53%	54%	61%
							a	a	abc

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 18

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
CBeebies site/ app	951	811	287	951	155	951	-
	21%	32%	34%	41%	46%	30%	-%
		f	ef	abef	abef	f	
BBC Bitesize site/ app	846	665	300	846	170	846	-
	19%	26%	36%	37%	51%	26%	-%
		f	aef	aef	abcef	f	
BBC News site/ app	744	582	376	744	170	744	-
	16%	23%	45%	32%	51%	23%	-%
		f	acef	aef	acef	f	
BBC Sport site/ app	700	539	286	700	163	700	-
	15%	21%	34%	31%	49%	22%	-%
		f	aef	aef	abcef	f	
CBBC site	624	568	228	624	161	624	-
	14%	22%	27%	27%	48%	20%	-%
		ef	aef	aef	abcef	f	
BBC Newsround site	477	377	193	477	131	477	-
	10%	15%	23%	21%	39%	15%	-%
		f	aef	aef	abcef	f	
<b>SUMMARY</b>							
ANY OF THESE SITES/ APPS	2293	1712	665	2293	309	2293	-
	50%	67%	79%	100%	92%	72%	-%
		f	aef	abdef	abef	af	
NONE OF THESE	2268	825	172	-	25	899	1369
	50%	33%	21%	-%	8%	28%	100%
		bcde	cd		c	bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 18

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
CBeebies site/ app	951	637	391	738	213	166	571	574	377	557	269
	21%	53%	43%	45%	7%	35%	35%	34%	13%	26%	14%
		bcd	d	d		d	d	d		b	
BBC Bitesize site/ app	846	304	349	470	375	242	577	584	262	751	70
	19%	25%	38%	29%	13%	51%	35%	35%	9%	35%	4%
		d	acd	d		bcd	d	d		b	
BBC News site/ app	744	251	237	359	385	190	534	541	203	539	165
	16%	21%	26%	22%	13%	40%	32%	32%	7%	25%	8%
		d	acd	d		bcd	d	d		b	
BBC Sport site/ app	700	216	219	323	377	168	443	449	250	510	162
	15%	18%	24%	20%	13%	35%	27%	27%	9%	24%	8%
		d	acd	d		bcd	d	d		b	
CBBC site	624	314	415	510	114	182	473	481	143	450	123
	14%	26%	45%	31%	4%	38%	29%	29%	5%	21%	6%
		d	acd	ad		bcd	d	d		b	
BBC Newsround site	477	183	213	274	203	477	449	477	-	375	82
	10%	15%	23%	17%	7%	100%	27%	29%	-%	18%	4%
		d	acd	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE SITES/ APPS	2293	852	717	1192	1101	477	1347	1374	918	1506	602
	50%	71%	78%	73%	38%	100%	82%	82%	32%	71%	31%
		d	acd	d		bcd	d	d		b	
NONE OF THESE	2268	350	199	448	1820	-	297	297	1972	626	1356
	50%	29%	22%	27%	62%	-%	18%	18%	68%	29%	69%
		b		b	abc		a	a	abc		a

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 18

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
CBeebies site/ app	951	783	145	24
	21%	28%	11%	6%
		bc	c	
BBC Bitesize site/ app	846	697	132	17
	19%	25%	10%	4%
		bc	c	
BBC News site/ app	744	649	83	12
	16%	23%	6%	3%
		bc	c	
BBC Sport site/ app	700	583	101	16
	15%	21%	7%	4%
		bc	c	
CBBC site	624	541	72	11
	14%	19%	5%	3%
		bc		
BBC Newsround site	477	406	64	6
	10%	15%	5%	2%
		bc	c	
<b>SUMMARY</b>				
ANY OF THESE SITES/ APPS	2293	1803	424	66
	50%	65%	31%	16%
		bc	c	
NONE OF THESE	2268	983	942	344
	50%	35%	69%	84%
			a	ab

Columns Tested: a,b,c

## Table 18

**Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY**

CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
				ETHNIC MINORITY GROUP		
YES a	NO b	MAYBE c	WHITE a	b	YES a	NO b
2365	1470	726	3357	1178	864	3489
1877	1160	579	2622	973	686	2765
2340	1467	754	3280	1248	884	3465
709 30% bc	131 9%	112 15% b	624 19%	325 26% a	177 20%	744 21%
650 28% bc	97 7%	99 13% b	600 18%	246 20%	174 20%	642 19%
600 26% bc	87 6%	57 8%	511 16%	229 18% a	120 14%	590 17% a
545 23% bc	92 6%	63 8%	483 15%	213 17%	126 14%	555 16%
493 21% bc	65 4%	67 9% b	425 13%	197 16% a	122 14%	475 14%
373 16% bc	57 4%	47 6% b	350 11%	124 10%	102 12%	355 10%
1638 70% bc	369 25%	285 38% b	1581 48%	701 56% a	447 51%	1758 51%
702 30%	1098 75% ac	469 62% a	1699 52% b	547 44%	437 49%	1707 49%

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 19

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
BBC Bitesize site/ app	1138	249	415	474	591	547
	25%	16%	31%	29%	25%	25%
			a	a		
CBeebies site/ app	1111	615	302	194	562	549
	24%	39%	23%	12%	24%	25%
		bc	c			
BBC News site/ app	873	189	246	438	471	402
	19%	12%	18%	27%	20%	18%
			a	ab		
BBC Sport site/ app	798	152	193	453	538	260
	17%	10%	14%	28%	23%	12%
			a	ab	b	
CBBC site	740	272	261	208	373	368
	16%	17%	19%	13%	16%	17%
		c	c			
BBC Newsround site	564	126	213	225	293	271
	12%	8%	16%	14%	12%	12%
			a	a		
<b>SUMMARY</b>						
ANY OF THESE SITES/ APPS	2700	856	820	1024	1440	1260
	59%	54%	61%	62%	62%	57%
			a	a	b	
NONE OF THESE	1861	719	522	620	902	959
	41%	46%	39%	38%	38%	43%
		bc				a

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 19

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY**

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
BBC Bitesize site/ app	1138	129	120	215	199	247	227	35	552	552
	25%	16%	16%	31%	31%	29%	28%	9%	23%	30%
				ab	ab	ab	ab		a	ab
CBeebies site/ app	1111	312	303	153	149	97	97	137	759	216
	24%	39%	39%	22%	23%	11%	12%	36%	32%	12%
		cdef	cdef	ef	ef			c	c	
BBC News site/ app	873	93	96	138	107	240	198	30	367	477
	19%	12%	13%	20%	16%	28%	25%	8%	16%	26%
				ab	a	abcd	abcd		a	ab
BBC Sport site/ app	798	88	64	134	59	316	137	23	295	480
	17%	11%	8%	19%	9%	37%	17%	6%	13%	26%
				abd		abcdf	abd		a	ab
CBBC site	740	139	132	132	129	102	106	48	460	232
	16%	17%	17%	19%	20%	12%	13%	13%	20%	13%
		e	e	ef	ef				ac	
BBC Newsround site	564	70	56	108	105	114	111	13	300	250
	12%	9%	7%	16%	16%	13%	14%	4%	13%	14%
				ab	ab	ab	ab		a	a
SUMMARY										
ANY OF THESE SITES/ APPS	2700	441	416	431	389	569	455	174	1392	1134
	59%	55%	54%	62%	60%	67%	57%	46%	59%	62%
				abf		abdf			a	a
NONE OF THESE	1861	367	351	259	263	275	344	205	962	694
	41%	45%	46%	38%	40%	33%	43%	54%	41%	38%
		ce	ce		e		ce	bc		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
BBC Bitesize site/ app	1138	976	82	47	33	410	344	193	191
	25%	25%	24%	23%	23%	30% cd	26% cd	22%	19%
CBeebies site/ app	1111	939	76	57	40	461	261	195	194
	24%	24%	22%	28% b	28%	34% bcd	20%	22%	19%
BBC News site/ app	873	746	68	38	22	420	189	151	113
	19%	19%	20%	19%	16%	31% bcd	15% d	17% d	11%
BBC Sport site/ app	798	681	59	35	23	355	180	147	116
	17%	18%	17%	17%	16%	26% bcd	14%	17% d	11%
CBBC site	740	631	55	37	18	308	181	122	129
	16%	16%	16%	18% d	13%	23% bcd	14%	14%	13%
BBC Newsround site	564	481	41	30	12	228	146	94	96
	12%	12% d	12%	15% d	8%	17% bcd	11%	11%	9%
SUMMARY									
ANY OF THESE SITES/ APPS	2700	2308	193	118	82	982	747	480	491
	59%	60%	56%	58%	58%	73% bcd	57% d	54% d	48%
NONE OF THESE	1861	1564	150	87	60	368	553	405	535
	41%	40%	44%	42%	42%	27%	43% a	46% a	52% abc

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 19

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
BBC Bitesize site/ app	1138	837	353	951	181	1052	86
	25%	33%	42%	41%	54%	33%	6%
		f	aef	aef	abcef	f	
CBeebies site/ app	1111	923	322	1005	170	1075	37
	24%	36%	38%	44%	51%	34%	3%
		f	ef	abef	abcef	f	
BBC News site/ app	873	647	406	814	181	836	37
	19%	26%	48%	36%	54%	26%	3%
		f	acef	aef	acef	f	
BBC Sport site/ app	798	599	313	761	172	777	21
	17%	24%	37%	33%	51%	24%	2%
		f	acef	aef	abcef	f	
CBBC site	740	652	244	688	176	721	20
	16%	26%	29%	30%	53%	23%	1%
		ef	ef	aef	abcef	f	
BBC Newsround site	564	429	218	522	140	545	18
	12%	17%	26%	23%	42%	17%	1%
		f	aef	aef	abcef	f	
<b>SUMMARY</b>							
ANY OF THESE SITES/ APPS	2700	1915	710	2293	316	2511	189
	59%	76%	85%	100%	95%	79%	14%
		f	aef	abdef	abef	af	
NONE OF THESE	1861	622	127	-	18	681	1180
	41%	24%	15%	-%	5%	21%	86%
		bcde	cd		c	bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 19

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
BBC Bitesize site/ app	1138	356	392	545	594	272	673	683	456	1002	101
	25%	30%	43%	33%	20%	57%	41%	41%	16%	47%	5%
		d	acd	d		bcd	d	d		b	
CBeebies site/ app	1111	715	426	824	287	186	627	634	477	633	344
	24%	59%	46%	50%	10%	39%	38%	38%	17%	30%	18%
		bcd	d	d		d	d	d		b	
BBC News site/ app	873	276	260	397	476	208	600	611	263	626	194
	19%	23%	28%	24%	16%	44%	37%	37%	9%	29%	10%
		d	acd	d		bcd	d	d		b	
BBC Sport site/ app	798	235	236	351	447	187	488	499	299	574	190
	17%	20%	26%	21%	15%	39%	30%	30%	10%	27%	10%
		d	acd	d		bcd	d	d		b	
CBBC site	740	345	464	569	172	203	533	541	199	534	147
	16%	29%	51%	35%	6%	42%	32%	32%	7%	25%	8%
		d	acd	ad		bcd	d	d		b	
BBC Newsround site	564	200	233	301	263	477	502	530	34	434	108
	12%	17%	25%	18%	9%	100%	31%	32%	1%	20%	5%
		d	acd	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE SITES/ APPS	2700	926	770	1292	1408	477	1439	1466	1234	1768	726
	59%	77%	84%	79%	48%	100%	88%	88%	43%	83%	37%
		d	acd	d		bcd	d	d		b	
NONE OF THESE	1861	276	147	348	1513	-	205	205	1656	363	1232
	41%	23%	16%	21%	52%	-%	12%	12%	57%	17%	63%
		b		b	abc		a	a	abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
BBC Bitesize site/ app	1138	904	199	35
	25%	32%	15%	9%
		bc	c	
CBeebies site/ app	1111	899	179	34
	24%	32%	13%	8%
		bc	c	
BBC News site/ app	873	753	104	16
	19%	27%	8%	4%
		bc	c	
BBC Sport site/ app	798	649	132	17
	17%	23%	10%	4%
		bc	c	
CBBC site	740	633	93	14
	16%	23%	7%	3%
		bc	c	
BBC Newsround site	564	478	79	7
	12%	17%	6%	2%
		bc	c	
SUMMARY				
ANY OF THESE SITES/ APPS	2700	2068	540	92
	59%	74%	40%	22%
		bc	c	
NONE OF THESE	1861	718	826	318
	41%	26%	60%	78%
			a	ab

Columns Tested: a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 19

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q9AA-Q9AF. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY**

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
						ETHNIC MINORITY GROUP		
Significance Level: 95%	Total	YES a	NO b	MAYBE c	WHITE a	b	YES a	NO b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
BBC Bitesize site/ app	1138 25%	821 35% bc	166 11%	152 20% b	831 25%	304 24%	221 25%	873 25%
CBeebies site/ app	1111 24%	803 34% bc	171 12%	138 18% b	741 23%	366 29% a	208 23%	862 25%
BBC News site/ app	873 19%	693 30% bc	109 7%	71 9%	590 18%	279 22% a	148 17%	681 20%
BBC Sport site/ app	798 17%	608 26% bc	113 8%	77 10%	547 17%	246 20% a	146 17%	629 18%
CBBC site	740 16%	575 25% bc	87 6%	79 10% b	504 15%	233 19% a	147 17%	555 16%
BBC Newsround site	564 12%	436 19% bc	66 4%	62 8% b	417 13%	144 12%	115 13%	424 12%
SUMMARY								
ANY OF THESE SITES/ APPS	2700 59%	1846 79% bc	488 33%	366 49% b	1903 58%	783 63% a	524 59%	2067 60%
NONE OF THESE	1861 41%	494 21%	979 67% ac	388 51% a	1377 42% b	466 37%	361 41%	1398 40%
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Most days	647	197	219	231	362	284
	14%	12%	16% a	14%	15% b	13%
Weekly	997	291	368	338	512	485
	22%	18%	27% ac	21%	22%	22%
Less often	1049	322	311	416	539	510
	23%	20%	23% a	25% a	23%	23%
Never	1770	721	417	632	888	882
	39%	46% bc	31% b	38% b	38%	40%
Don t know	98	45	27	27	41	57
	2%	3% c	2%	2%	2%	3%
SUMMARY						
WATCH WEEKLY	1643	487	587	569	874	770
	36%	31%	44% ac	35%	37%	35%
EVER WATCHES	2693	809	898	985	1413	1280
	59%	51%	67% ac	60% a	60%	58%
DOES NOT WATCH	1868	766	444	658	929	939
	41%	49% bc	33%	40% b	40%	42%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
SUMMARY FOR WEEKLY USE						
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	449	102	168	180	232	217
	10%	6%	12% a	11% a	10%	10%
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	28	4	11	13	15	13
	1%	*% a	1% a	1% a	1% a	1% a
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1194	386	419	389	642	553
	26%	24%	31% ac	24%	27%	25%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	2890	1084	744	1062	1453	1437
	63%	69% bc	55%	65% b	62%	65%
SUMMARY FOR EVER USE						
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	561	125	211	225	291	270
	12%	8%	16% a	14% a	12%	12%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	3	1	2	-	1	2
	*%	*%	*%	-%	*%	*%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2132	684	687	760	1122	1010
	47%	43%	51%	46%	48%	46%
			ac			
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	1866	765	443	658	928	938
	41%	49%	33%	40%	40%	42%
		bc		b		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Most days	647	120	76	111	109	131	100	35	357	255
	14%	15%	10%	16%	17%	16%	12%	9%	15%	14%
		b		b	bf	b			a	a
Weekly	997	143	148	205	163	164	174	58	555	384
	22%	18%	19%	30%	25%	19%	22%	15%	24%	21%
				abef	abe				a	a
Less often	1049	151	171	158	153	230	186	74	511	464
	23%	19%	22%	23%	23%	27%	23%	19%	22%	25%
					a	ab	a			ab
Never	1770	377	345	203	215	309	323	204	870	696
	39%	47%	45%	29%	33%	37%	40%	54%	37%	38%
		cdef	cde			c	cd	bc		
Don t know	98	18	27	13	14	11	16	8	60	30
	2%	2%	4%	2%	2%	1%	2%	2%	3%	2%
			e							
SUMMARY										
WATCH WEEKLY	1643	263	224	316	271	295	274	94	911	638
	36%	33%	29%	46%	42%	35%	34%	25%	39%	35%
				abef	abef	b			ac	a
EVER WATCHES	2693	414	395	474	424	525	460	167	1423	1102
	59%	51%	52%	69%	65%	62%	58%	44%	60%	60%
				abef	abf	ab	ab		a	a
DOES NOT WATCH	1868	394	372	215	229	320	339	212	930	726
	41%	49%	48%	31%	35%	38%	42%	56%	40%	40%
		cdef	cdef			c	cd	bc		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
SUMMARY FOR WEEKLY USE										
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	449	55	47	83	85	94	86	11	237	201
	10%	7%	6%	12%ab	13%ab	11%ab	11%ab	3%	10%a	11%a
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	28	2	2	5	6	8	5	1	14	13
	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1194	208	178	233	187	201	188	82	675	437
	26%	26%	23%	34%abef	29%bf	24%	24%	22%	29%ac	24%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	2890	543	541	368	376	542	520	285	1428	1177
	63%	67%cd	71%cdef	53%	58%	64%cd	65%cd	75%bc	61%	64%b
SUMMARY FOR EVER USE										
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	561	70	55	107	104	114	111	13	298	250
	12%	9%	7%	16%ab	16%ab	13%ab	14%ab	4%	13%a	14%a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	3	-	1	1	1	-	-	-	3	-
	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2132	344	341	367	320	411	349	154	1125	852
	47%	43%	44%	53%	49%	49%	44%	41%	48%	47%
				abf	a	a			a	
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	1866	394	371	214	228	320	339	212	928	726
	41%	49%	48%	31%	35%	38%	42%	56%	39%	40%
		cdef	cdef			c	cd	bc		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Most days	647	552	50	32	13	312	135	95	105
	14%	14%	14%	16%	9%	23%	10%	11%	10%
		d	d	d		bcd			
Weekly	997	840	80	51	27	405	272	182	138
	22%	22%	23%	25%	19%	30%	21%	21%	13%
						bcd	d	d	
Less often	1049	912	73	36	29	318	318	206	206
	23%	24%	21%	17%	21%	24%	24%	23%	20%
		c					d		
Never	1770	1486	133	82	69	304	554	380	533
	39%	38%	39%	40%	49%	22%	43%	43%	52%
					abc		a	a	abc
Don t know	98	82	7	5	3	12	21	21	44
	2%	2%	2%	3%	2%	1%	2%	2%	4%
							a		abc
SUMMARY									
WATCH WEEKLY	1643	1392	129	83	40	716	407	277	243
	36%	36%	38%	40%	28%	53%	31%	31%	24%
		d	d	d		bcd	d	d	
EVER WATCHES	2693	2303	202	118	70	1035	725	484	449
	59%	59%	59%	57%	49%	77%	56%	55%	44%
		d	d	d		bcd	d	d	
DOES NOT WATCH	1868	1568	141	87	72	315	575	401	577
	41%	41%	41%	43%	51%	23%	44%	45%	56%
					abc		a	a	abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
SUMMARY FOR WEEKLY USE									
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	449	386	31	22	10	201	109	68	71
	10%	10%	9%	11%	7%	15% bcd	8%	8%	7%
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	28	22	3	2	*	5	8	4	10
	1%	1%	1%	1%	*%	*%	1%	*%	1%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1194	1005	98	60	31	516	298	209	172
	26%	26%	29% d	29% d	22%	38% bcd	23% d	24% d	17%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	2890	2458	210	121	101	628	885	604	773
	63%	63%	61%	59%	71% abc	47%	68% a	68% a	75% abc
SUMMARY FOR EVER USE									
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	561	480	41	29	11	227	146	93	95
	12%	12% d	12%	14% d	8%	17% bcd	11%	11%	9%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	3	2	-	1	*	1	*	*	1
	*%	*%	-%	*%	*%	*%	*%	*%	*%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2132	1824	161	89	58	808	579	391	354
	47%	47%	47%	43%	41%	60%	45%	44%	34%
						bcd	d	d	
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	1866	1567	141	87	72	314	575	401	576
	41%	40%	41%	42%	51%	23%	44%	45%	56%
					abc		a	a	abc

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Most days	647	502	236	570	153	620	27
	14%	20%	28%	25%	46%	19%	2%
		f	aef	aef	abcef	f	
Weekly	997	718	291	777	121	910	87
	22%	28%	35%	34%	36%	29%	6%
		f	aef	aef	aef	f	
Less often	1049	611	166	505	46	760	289
	23%	24%	20%	22%	14%	24%	21%
		bd	d	d		bd	d
Never	1770	677	141	420	14	865	905
	39%	27%	17%	18%	4%	27%	66%
		bcd	d	d		bcd	abcde
Don t know	98	28	4	21	-	37	61
	2%	1%	*%	1%	-%	1%	4%
							abcde

SUMMARY

WATCH WEEKLY	1643	1220	527	1347	274	1530	113
	36%	48%	63%	59%	82%	48%	8%
		f	aef	aef	abcef	f	
EVER WATCHES	2693	1832	693	1852	320	2290	403
	59%	72%	83%	81%	96%	72%	29%
		f	aef	aef	abcef	f	
DOES NOT WATCH	1868	705	144	441	14	902	967
	41%	28%	17%	19%	4%	28%	71%
		bcd	d	d		bcd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
SUMMARY FOR WEEKLY USE							
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	449	357	185	449	126	449	-
	10%	14%	22%	20%	38%	14%	-%
		f	aef	aef	abcef	f	
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	28	20	7	28	5	28	-
	1%	1%	1%	1%	1%	1%	-%
		f	f	f	f	f	
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1194	863	342	897	148	1081	113
	26%	34%	41%	39%	44%	34%	8%
		f	aef	aef	aef	f	
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	2890	1297	303	918	56	1634	1256
	63%	51%	36%	40%	17%	51%	92%
		bcd	d	d		bcd	abcde
SUMMARY FOR EVER USE							
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	561	428	218	520	140	543	18
	12%	17%	26%	23%	42%	17%	1%
		f	aef	aef	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	3	*	-	3	-	3	-
	*%	*%	-%	*%	-%	*%	-%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2132	1403	475	1332	181	1747	384
	47%	55%	57%	58%	54%	55%	28%
		f	f	ef	f	f	
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	1866	705	144	438	14	899	967
	41%	28%	17%	19%	4%	28%	71%
		bcd	d	d		bcd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Most days	647	265	253	381	265	243	647	647	-	482	119
	14%	22%	28%	23%	9%	51%	39%	39%	-%	23%	6%
		d	acd	d		bcd	d	d		b	
Weekly	997	336	324	503	494	206	997	997	-	687	239
	22%	28%	35%	31%	17%	43%	61%	60%	-%	32%	12%
		d	acd	d		d	ad	ad		b	
Less often	1049	249	190	346	703	26	-	26	1024	524	433
	23%	21%	21%	21%	24%	5%	-%	2%	35%	25%	22%
					ac	bc		b	abc		
Never	1770	334	143	391	1380	2	-	2	1769	425	1108
	39%	28%	16%	24%	47%	*%	-%	*%	61%	20%	57%
		bc		b	abc	b			abc		a
Don t know	98	18	7	20	78	*	-	*	98	14	60
	2%	1%	1%	1%	3%	*%	-%	*%	3%	1%	3%
					abc				abc		a
SUMMARY											
WATCH WEEKLY	1643	601	576	884	759	449	1643	1643	-	1169	357
	36%	50%	63%	54%	26%	94%	100%	98%	-%	55%	18%
		d	acd	d		d	acd	ad		b	
EVER WATCHES	2693	850	766	1230	1463	475	1643	1669	1024	1693	790
	59%	71%	84%	75%	50%	100%	100%	100%	35%	79%	40%
		d	acd	ad		d	ad	d		b	
DOES NOT WATCH	1868	352	151	410	1458	2	-	2	1866	439	1168
	41%	29%	16%	25%	50%	*%	-%	*%	65%	21%	60%
		bc		b	abc	b			abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/		NO	YES	NO
							CBBC	EITHER			
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
SUMMARY FOR WEEKLY USE											
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	449	179	203	263	187	449	449	449	-	358	74
	10%	15%	22%	16%	6%	94%	27%	27%	-%	17%	4%
		d	acd	d		bcd	d	d		b	
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	28	4	9	11	16	28	-	28	-	18	8
	1%	*%	1%	1%	1%	6%	-%	2%	-%	1%	*%
						bcd		bd			
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1194	422	373	621	573	-	1194	1194	-	812	283
	26%	35%	41%	38%	20%	-%	73%	71%	-%	38%	14%
		d	ad	d			ad	ad		b	
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	2890	597	331	745	2145	-	-	-	2890	945	1593
	63%	50%	36%	45%	73%	-%	-%	-%	100%	44%	81%
		bc		b	abc				abc		a
SUMMARY FOR EVER USE											
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	561	200	233	301	260	475	502	528	33	434	106
	12%	17%	25%	18%	9%	100%	31%	32%	1%	20%	5%
		d	acd	d		bcd	d	d		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	3	-	-	-	3	2	-	2	1	1	2
	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%
						bd					
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2132	650	533	929	1203	-	1141	1141	990	1259	684
	47%	54%	58%	57%	41%	-%	69%	68%	34%	59%	35%
		d	d	d			ad	ad	a	b	
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	1866	352	151	410	1455	-	-	-	1866	438	1166
	41%	29%	16%	25%	50%	-%	-%	-%	65%	21%	60%
		bc		b	abc				abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Most days	647	557	74	15
	14%	20%	5%	4%
		bc		
Weekly	997	814	161	22
	22%	29%	12%	5%
		bc	c	
Less often	1049	674	322	53
	23%	24%	24%	13%
		c	c	
Never	1770	697	763	311
	39%	25%	56%	76%
			a	ab
Don t know	98	44	46	9
	2%	2%	3%	2%
			a	
SUMMARY				
WATCH WEEKLY	1643	1371	235	37
	36%	49%	17%	9%
		bc	c	
EVER WATCHES	2693	2045	558	90
	59%	73%	41%	22%
		bc	c	
DOES NOT WATCH	1868	741	808	319
	41%	27%	59%	78%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
SUMMARY FOR WEEKLY USE				
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	449	389	55	5
	10%	14%	4%	1%
		bc	c	
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	28	17	9	1
	1%	1%	1%	*%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1194	982	180	32
	26%	35%	13%	8%
		bc	c	
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	2890	1397	1122	371
	63%	50%	82%	91%
			a	ab
SUMMARY FOR EVER USE				
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	561	477	78	7
	12%	17%	6%	2%
		bc	c	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	3	1	1	-
	*%	*%	*%	-%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2132	1568	480	84
	47%	56%	35%	20%
		bc	c	
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	1866	739	807	319
	41%	27%	59%	78%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Most days	647	541	63	43	457	186	155	466
	14%	23% bc	4%	6%	14%	15%	18% b	13%
Weekly	997	734	134	129	680	315	158	779
	22%	31% bc	9%	17% b	21%	25% a	18%	22% a
Less often	1049	557	276	217	713	325	173	841
	23%	24% b	19%	29% ab	22%	26% a	20%	24% a
Never	1770	484	950	337	1376	383	374	1314
	39%	21%	65% ac	45% a	42% b	31%	42% b	38%
Don t know	98	25	45	28	54	40	25	65
	2%	1%	3% a	4% a	2%	3% a	3%	2%
SUMMARY								
WATCH WEEKLY	1643	1275	197	172	1137	501	313	1245
	36%	54% bc	13%	23% b	35%	40% a	35%	36%
EVER WATCHES	2693	1831	473	389	1850	826	486	2086
	59%	78% bc	32%	52% b	56%	66% a	55%	60% a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
DOES NOT WATCH	1868	509	994	365	1430	423	399	1379
	41%	22%	68% ac	48% a	44% b	34%	45% b	40%
SUMMARY FOR WEEKLY USE								
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	449	356	50	43	337	110	98	337
	10%	15% bc	3%	6% b	10%	9%	11%	10%
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	28	16	7	4	13	14	4	19
	1%	1%	*% a	1%	*% a	1%	*% a	1%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1194	918	147	129	800	391	215	908
	26%	39% bc	10%	17% b	24%	31% a	24%	26%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	2890	1049	1263	578	2130	733	567	2201
	63%	45%	86% ac	77% a	65% b	59%	64%	64%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
SUMMARY FOR EVER USE								
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	561	435	65	62	415	143	115	422
	12%	19%	4%	8%	13%	11%	13%	12%
		bc		b				
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	3	1	1	*	2	1	1	2
	*%	*%	*%	*%	*%	*%	*%	*%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2132	1397	408	327	1435	683	371	1664
	47%	60%	28%	43%	44%	55%	42%	48%
		bc		b		a		a
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	1866	507	993	365	1429	422	398	1377
	41%	22%	68%	48%	44%	34%	45%	40%
			ac	a	b		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	467	-	259	208	231	236
Effective Weighted Sample	364	-	198	171	180	184
Total	436	-	211	225	221	215
Newsround website	139	**	64	74	73	65
	32%	**	30%	33%	33%	30%
Newsround TV programme	201	**	103	98	98	103
	46%	**	49%	44%	44%	48%
No difference	87	**	37	50	44	43
	20%	**	18%	22%	20%	20%
Don t know	9	**	7	3	6	4
	2%	**	3%	1%	3%	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	467	-	-	129	130	102	106	-	234	233
Effective Weighted Sample	364	-	-	98	100	84	87	-	180	190
Total	436	-	-	107	104	114	111	-	186	250
Newsround website	139	**	**	37	28	37	38	**	54	85
	32%	**	**	34%	26%	32%	34%	**	29%	34%
Newsround TV programme	201	**	**	48	55	51	48	**	93	109
	46%	**	**	45%	53%	44%	43%	**	50%	43%
No difference	87	**	**	20	18	24	25	**	33	54
	20%	**	**	18%	17%	21%	23%	**	18%	22%
Don t know	9	**	**	3	4	2	*	**	7	3
	2%	**	**	3%	3%	2%	*%	**	4%	1%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 21**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	d
Unweighted row	467	304	63	80	20	186	89	86	106
Effective Weighted Sample	364	278	61	73	20	152	75	73	74
Total	436	370	34	24	9	170	115	68	84
Newsround website	139	118	**	**	**	62	**	**	19
	32%	32%	**	**	**	36%	**	**	23%
						d			
Newsround TV programme	201	169	**	**	**	85	**	**	30
	46%	46%	**	**	**	50%	**	**	36%
						d			
No difference	87	75	**	**	**	22	**	**	30
	20%	20%	**	**	**	13%	**	**	36%
									a
Don't know	9	8	**	**	**	1	**	**	4
	2%	2%	**	**	**	1%	**	**	5%
									a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	467	359	183	428	114	451	16
Effective Weighted Sample	364	278	138	335	88	352	12
Total	436	331	161	400	104	422	14
Newsround website	139	110	61	127	43	133	**
	32%	33%	38%	32%	41%	32%	**
Newsround TV programme	201	151	67	191	48	198	**
	46%	46%	42%	48%	47%	47%	**
No difference	87	67	31	75	12	84	**
	20%	20%	19%	19%	12%	20%	**
Don t know	9	4	1	8	-	8	**
	2%	1%	1%	2%	-%	2%	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	~d	a	~b
Unweighted row	467	154	207	250	217	394	412	436	31	367	88
Effective Weighted Sample	364	117	159	192	173	309	320	339	25	284	70
Total	436	134	182	217	219	370	384	407	29	341	86
Newsround website	139	57	66	79	59	119	128	131	**	117	**
	32%	43%	36%	36%	27%	32%	33%	32%	**	34%	**
Newsround TV programme	201	53	74	90	111	176	181	194	**	156	**
	46%	39%	41%	41%	51%	48%	47%	48%	**	46%	**
No difference	87	23	40	45	42	68	67	74	**	65	**
	20%	17%	22%	21%	19%	18%	18%	18%	**	19%	**
Don t know	9	1	2	3	6	8	8	8	**	2	**
	2%	*%	1%	1%	3%	2%	2%	2%	**	1%	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	467	392	70	5
Effective Weighted Sample	364	305	55	5
Total	436	365	65	6
Newsround website	139	122	**	**
	32%	33%	**	**
Newsround TV programme	201	171	**	**
	46%	47%	**	**
No difference	87	68	**	**
	20%	19%	**	**
Don t know	9	5	**	**
	2%	1%	**	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	~b	~c	a	b	~a	b
Unweighted row	467	363	59	45	363	102	93	354
Effective Weighted Sample	364	283	45	37	277	85	72	276
Total	436	340	54	43	326	108	89	329
Newsround website	139	113	**	**	103	36	**	105
	32%	33%	**	**	32%	33%	**	32%
Newsround TV programme	201	165	**	**	150	49	**	151
	46%	49%	**	**	46%	45%	**	46%
No difference	87	59	**	**	64	23	**	67
	20%	17%	**	**	20%	21%	**	20%
Don t know	9	3	**	**	9	-	**	7
	2%	1%	**	**	3%	-%	**	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Spotify	2176	539	632	1004	1070	1105
	48%	34%	47%	61%	46%	50%
			a	ab		a
YouTube Music	1918	652	573	693	999	919
	42%	41%	43%	42%	43%	41%
Amazon Music	989	291	316	382	491	498
	22%	18%	24%	23%	21%	22%
			a	a		
Apple Music or Apple Podcasts	695	222	184	289	356	339
	15%	14%	14%	18%	15%	15%
				ab		
SoundCloud	426	118	118	190	228	199
	9%	8%	9%	12%	10%	9%
				ab		
Google Podcasts	349	108	105	136	202	147
	8%	7%	8%	8%	9%	7%
					b	
BBC Sounds	334	114	78	143	188	146
	7%	7%	6%	9%	8%	7%
				b		
Deezer	204	73	52	80	111	93
	4%	5%	4%	5%	5%	4%
RadioPlayer	148	63	33	51	79	69
	3%	4%	2%	3%	3%	3%
		b				
GlobalPlayer	147	43	48	56	70	77
	3%	3%	4%	3%	3%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Rayo	115	40	36	39	69	46
	3%	3%	3%	2%	3%	2%
SUMMARY						
ANY OF THESE AUDIO STREAMING SERVICES	3595	1087	1074	1434	1803	1792
	79%	69%	80%	87%	77%	81%
			a	ab		a
NONE OF THESE	966	488	269	209	539	427
	21%	31%	20%	13%	23%	19%
		bc	c		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Spotify	2176	269	271	319	313	483	522	119	962	1094
	48%	33%	35%	46%	48%	57%	65%	31%	41%	60%
				ab	ab	abcd	abcde		a	ab
YouTube Music	1918	331	321	291	282	377	316	144	1000	774
	42%	41%	42%	42%	43%	45%	40%	38%	42%	42%
Amazon Music	989	146	145	144	171	200	182	56	509	424
	22%	18%	19%	21%	26%	24%	23%	15%	22%	23%
					abc	ab	a		a	a
Apple Music or Apple Podcasts	695	115	108	104	80	137	152	50	337	308
	15%	14%	14%	15%	12%	16%	19%	13%	14%	17%
						d	abd			b
SoundCloud	426	69	49	64	54	95	95	23	201	202
	9%	8%	6%	9%	8%	11%	12%	6%	9%	11%
						b	bd			ab
Google Podcasts	349	57	51	59	45	85	51	22	180	147
	8%	7%	7%	9%	7%	10%	6%	6%	8%	8%
						bdf				
BBC Sounds	334	56	57	51	27	81	62	22	165	147
	7%	7%	7%	7%	4%	10%	8%	6%	7%	8%
		d	d	d		d	d			
Deezer	204	35	38	30	21	46	34	11	110	83
	4%	4%	5%	4%	3%	5%	4%	3%	5%	5%
RadioPlayer	148	34	30	14	19	31	20	13	82	53
	3%	4%	4%	2%	3%	4%	3%	3%	3%	3%
		c								

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
GlobalPlayer	147	17	26	27	22	26	30	3	84	60
	3%	2%	3%	4%	3%	3%	4%	1%	4% a	3% a
Rayo	115	23	17	23	14	23	15	3	71	41
	3%	3%	2%	3%	2%	3%	2%	1%	3% a	2%
SUMMARY										
ANY OF THESE AUDIO STREAMING SERVICES	3595	537	551	548	525	718	716	244	1757	1595
	79%	66%	72% a	80% ab	80% ab	85% abcd	90% abcde	64%	75% a	87% ab
NONE OF THESE	966	271	216	141	128	126	83	135	597	234
	21%	34% bcdef	28% cdef	20% ef	20% ef	15% f	10%	36% bc	25% c	13%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Spotify	2176	1833	181	94	68	797	600	394	385
	48%	47%	53% ac	46%	48%	59% bcd	46% d	45% d	38%
YouTube Music	1918	1632	142	81	63	667	471	358	422
	42%	42%	41%	40%	44%	49% bcd	36%	40%	41% b
Amazon Music	989	821	83	48	37	400	238	175	175
	22%	21%	24%	23%	26% a	30% bcd	18%	20%	17%
Apple Music or Apple Podcasts	695	584	58	32	21	334	134	125	102
	15%	15%	17%	16%	15%	25% bcd	10%	14% bd	10%
SoundCloud	426	365	29	17	16	215	63	79	70
	9%	9%	8%	8%	11%	16% bcd	5%	9% b	7%
Google Podcasts	349	302	22	16	10	177	65	61	46
	8%	8%	6%	8%	7%	13% bcd	5%	7% d	4%
BBC Sounds	334	282	23	19	11	191	63	50	30
	7%	7%	7%	9%	8%	14% bcd	5% d	6% d	3%
Deezer	204	174	16	12	3	119	27	36	23
	4%	4%	5%	6% d	2%	9% bcd	2%	4% bd	2%
RadioPlayer	148	129	10	6	3	86	23	21	17
	3%	3%	3%	3%	2%	6% bcd	2%	2%	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
GlobalPlayer	147	128	8	7	3	73	26	28	19
	3%	3%	2%	3%	2%	5%	2%	3%	2%
						bcd			
Rayo	115	94	7	8	5	54	19	22	19
	3%	2%	2%	4%	4%	4%	1%	2%	2%
						bd			
SUMMARY									
ANY OF THESE AUDIO STREAMING SERVICES	3595	3035	285	162	114	1169	988	695	743
	79%	78%	83%	79%	80%	87%	76%	79%	72%
			ac			bcd		d	
NONE OF THESE	966	837	57	44	28	181	312	190	283
	21%	22%	17%	21%	20%	13%	24%	21%	28%
		b		b			a	a	ac

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Spotify	2176	1266	527	1274	210	1633	543
	48%	50%	63%	56%	63%	51%	40%
		f	acef	aef	acef	f	
YouTube Music	1918	1171	460	1205	214	1461	457
	42%	46%	55%	53%	64%	46%	33%
		f	aef	aef	abcef	f	
Amazon Music	989	686	330	669	185	815	173
	22%	27%	39%	29%	55%	26%	13%
		f	acef	ef	abcef	f	
Apple Music or Apple Podcasts	695	468	231	486	132	567	128
	15%	18%	28%	21%	39%	18%	9%
		f	acef	aef	abcef	f	
SoundCloud	426	330	183	354	124	385	41
	9%	13%	22%	15%	37%	12%	3%
		f	acef	aef	abcef	f	
Google Podcasts	349	279	178	303	105	317	32
	8%	11%	21%	13%	31%	10%	2%
		f	acef	aef	abcef	f	
BBC Sounds	334	296	195	309	334	334	-
	7%	12%	23%	13%	100%	10%	-%
		f	acef	ef	abcef	f	
Deezer	204	169	104	172	74	188	16
	4%	7%	12%	7%	22%	6%	1%
		f	acef	ef	abcef	f	
RadioPlayer	148	122	81	134	69	139	8
	3%	5%	10%	6%	21%	4%	1%
		f	acef	ef	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
GlobalPlayer	147	123	67	126	54	134	13
	3%	5%	8%	6%	16%	4%	1%
		f	acef	ef	abcef	f	
Rayo	115	98	59	105	54	109	6
	3%	4%	7%	5%	16%	3%	*%
		f	acef	ef	abcef	f	
SUMMARY							
ANY OF THESE AUDIO STREAMING SERVICES	3595	2098	769	2049	334	2662	933
	79%	83%	92%	89%	100%	83%	68%
		f	aef	aef	abcef	f	
NONE OF THESE	966	438	68	244	-	530	436
	21%	17%	8%	11%	-%	17%	32%
		bcd	d	d		bcd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Spotify	2176 48%	563 47%	463 50%	780 48%	1396 48%	267 56% d	909 55% d	919 55% d	1256 43%	1200 56% b	817 42%
YouTube Music	1918 42%	619 51% d	449 49% d	815 50% d	1103 38%	261 55% d	871 53% d	881 53% d	1037 36%	1027 48% b	693 35%
Amazon Music	989 22%	355 30% d	283 31% d	478 29% d	511 17%	194 41% bcd	503 31% d	511 31% d	478 17%	581 27% b	334 17%
Apple Music or Apple Podcasts	695 15%	253 21% d	222 24% d	346 21% d	349 12%	136 28% d	390 24% d	396 24% d	299 10%	429 20% b	208 11%
SoundCloud	426 9%	201 17% d	165 18% d	267 16% d	160 5%	109 23% bcd	300 18% d	304 18% d	123 4%	303 14% b	93 5%
Google Podcasts	349 8%	162 13% d	138 15% d	216 13% d	133 5%	114 24% bcd	263 16% d	268 16% d	80 3%	249 12% b	71 4%
BBC Sounds	334 7%	165 14% d	175 19% acd	233 14% d	101 3%	131 27% bcd	274 17% d	279 17% d	56 2%	264 12% b	48 2%
Deezer	204 4%	100 8% d	93 10% d	132 8% d	73 2%	75 16% bcd	151 9% d	154 9% d	51 2%	142 7% b	49 3%
RadioPlayer	148 3%	72 6% d	65 7% d	96 6% d	52 2%	58 12% bcd	113 7% d	115 7% d	32 1%	110 5% b	20 1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
GlobalPlayer	147	71	75	99	48	63	114	115	32	113	29
	3%	6%	8%	6%	2%	13%	7%	7%	1%	5%	1%
		d	d	d		bcd	d	d		b	
Rayo	115	62	54	78	37	57	93	96	19	97	16
	3%	5%	6%	5%	1%	12%	6%	6%	1%	5%	1%
		d	d	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE AUDIO STREAMING SERVICES	3595	965	771	1338	2258	435	1471	1493	2102	1892	1393
	79%	80%	84%	82%	77%	91%	90%	89%	73%	89%	71%
		ad	d			d	d	d		b	
NONE OF THESE	966	237	146	302	663	42	172	178	788	240	565
	21%	20%	16%	18%	23%	9%	10%	11%	27%	11%	29%
		b			bc				abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Spotify	2176	1445	573	158
	48%	52%	42%	38%
		bc		
YouTube Music	1918	1314	465	139
	42%	47%	34%	34%
		bc		
Amazon Music	989	728	195	66
	22%	26%	14%	16%
		bc		
Apple Music or Apple Podcasts	695	515	154	27
	15%	18%	11%	7%
		bc	c	
SoundCloud	426	348	64	14
	9%	13%	5%	3%
		bc		
Google Podcasts	349	292	45	11
	8%	10%	3%	3%
		bc		
BBC Sounds	334	299	32	4
	7%	11%	2%	1%
		bc		
Deezer	204	179	21	4
	4%	6%	2%	1%
		bc		
RadioPlayer	148	124	21	3
	3%	4%	2%	1%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
GlobalPlayer	147	122	21	4
	3%	4%	2%	1%
		bc		
Rayo	115	94	17	3
	3%	3%	1%	1%
		bc		
SUMMARY				
ANY OF THESE AUDIO STREAMING SERVICES	3595	2359	963	274
	79%	85%	70%	67%
		bc		
NONE OF THESE	966	427	403	136
	21%	15%	30%	33%
			a	a

Columns Tested: a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 22

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted row	4561	2365	1470	726	3357	1178	864	3489	
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765	
Total	4561	2340	1467	754	3280	1248	884	3465	
Spotify	2176 48%	1258 54% bc	610 42%	309 41%	1578 48%	586 47%	426 48%	1665 48%	
YouTube Music	1918 42%	1117 48% bc	511 35%	290 38%	1277 39%	625 50% a	389 44%	1446 42%	
Amazon Music	989 22%	628 27% bc	245 17%	117 15%	748 23% b	238 19%	173 20%	783 23%	
Apple Music or Apple Podcasts	695 15%	462 20% bc	150 10%	83 11%	482 15%	206 16%	126 14%	539 16%	
SoundCloud	426 9%	318 14% bc	72 5%	36 5%	277 8%	144 12% a	83 9%	329 9%	
Google Podcasts	349 8%	267 11% bc	54 4%	28 4%	240 7%	107 9%	55 6%	267 8%	
BBC Sounds	334 7%	293 13% bc	23 2%	19 2%	220 7%	114 9% a	45 5%	277 8% a	
Deezer	204 4%	166 7% bc	23 2%	15 2%	130 4%	73 6% a	39 4%	152 4%	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
RadioPlayer	148	125	12	11	96	51	31	115
	3%	5%	1%	1%	3%	4%	4%	3%
		bc						
GlobalPlayer	147	110	27	10	115	32	37	106
	3%	5%	2%	1%	3%	3%	4%	3%
		bc						
Rayo	115	93	18	4	79	36	26	83
	3%	4%	1%	1%	2%	3%	3%	2%
		bc						
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3595	2008	1035	553	2580	991	735	2703
	79%	86%	71%	73%	79%	79%	83%	78%
		bc					b	
NONE OF THESE	966	332	432	202	700	257	150	762
	21%	14%	29%	27%	21%	21%	17%	22%
			a	a				a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Spotify	2346	592	691	1062	1159	1187
	51%	38%	52%	65%	49%	53%
			a	ab		a
YouTube Music	2067	708	621	738	1066	1001
	45%	45%	46%	45%	46%	45%
Amazon Music	1116	329	361	426	555	561
	24%	21%	27%	26%	24%	25%
			a	a		
Apple Music or Apple Podcasts	777	250	207	320	396	381
	17%	16%	15%	19%	17%	17%
				ab		
SoundCloud	510	160	136	215	271	239
	11%	10%	10%	13%	12%	11%
				ab		
Google Podcasts	418	131	127	160	232	186
	9%	8%	9%	10%	10%	8%
BBC Sounds	405	131	102	172	227	178
	9%	8%	8%	10%	10%	8%
				b		
Deezer	246	88	63	96	127	119
	5%	6%	5%	6%	5%	5%
RadioPlayer	177	75	42	59	95	82
	4%	5%	3%	4%	4%	4%
		b				
GlobalPlayer	175	48	54	72	85	89
	4%	3%	4%	4%	4%	4%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Rayo	133	51	38	44	75	58
	3%	3%	3%	3%	3%	3%
SUMMARY						
ANY OF THESE AUDIO STREAMING SERVICES	3800	1170	1135	1495	1897	1903
	83%	74%	85%	91%	81%	86%
			a	ab		a
NONE OF THESE	761	405	207	149	445	316
	17%	26%	15%	9%	19%	14%
		bc	c		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Spotify	2346	296	296	349	343	515	548	127	1055	1164
	51%	37%	39%	51%	52%	61%	69%	33%	45%	64%
				ab	ab	abcd	abcde		a	ab
YouTube Music	2067	359	349	315	306	393	345	162	1083	821
	45%	44%	46%	46%	47%	46%	43%	43%	46%	45%
Amazon Music	1116	162	167	168	193	226	200	66	577	473
	24%	20%	22%	24%	30%	27%	25%	17%	25%	26%
					abc	ab	a		a	a
Apple Music or Apple Podcasts	777	127	123	116	91	153	167	57	380	340
	17%	16%	16%	17%	14%	18%	21%	15%	16%	19%
						d	abd			
SoundCloud	510	85	75	74	62	113	102	32	249	229
	11%	11%	10%	11%	10%	13%	13%	9%	11%	12%
						bd				
Google Podcasts	418	68	63	73	55	91	68	27	220	171
	9%	8%	8%	11%	8%	11%	9%	7%	9%	9%
BBC Sounds	405	66	65	61	41	100	72	27	197	181
	9%	8%	8%	9%	6%	12%	9%	7%	8%	10%
						ad				
Deezer	246	39	49	35	27	52	43	14	128	104
	5%	5%	6%	5%	4%	6%	5%	4%	5%	6%
RadioPlayer	177	41	35	19	22	35	24	15	100	62
	4%	5%	5%	3%	3%	4%	3%	4%	4%	3%
		c								
GlobalPlayer	175	20	28	30	24	35	37	3	95	77
	4%	2%	4%	4%	4%	4%	5%	1%	4%	4%
							a		a	a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Rayo	133	25	25	24	14	25	19	5	81	46
	3%	3%	3%	4%	2%	3%	2%	1%	3%	3%
									a	
SUMMARY										
ANY OF THESE AUDIO STREAMING SERVICES	3800	567	604	581	553	749	745	264	1874	1662
	83%	70%	79%	84%	85%	89%	93%	70%	80%	91%
			a	ab	ab	abcd	abcde		a	ab
NONE OF THESE	761	242	163	108	99	95	54	115	479	167
	17%	30%	21%	16%	15%	11%	7%	30%	20%	9%
		bcdef	cdef	ef	ef	f		bc	c	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Spotify	2346	1972	198	102	73	836	658	430	422
	51%	51%	58% ac	50%	52%	62% bcd	51% d	49% d	41%
YouTube Music	2067	1760	149	90	68	712	512	387	456
	45%	45%	43%	44%	48%	53% bcd	39%	44%	44% b
Amazon Music	1116	933	91	52	41	446	280	193	196
	24%	24%	26%	25%	29%	33% bcd	22%	22%	19%
Apple Music or Apple Podcasts	777	655	62	36	25	365	158	139	115
	17%	17%	18%	17%	17%	27% bcd	12%	16% bd	11%
SoundCloud	510	437	34	22	17	243	88	90	89
	11%	11%	10%	11%	12%	18% bcd	7%	10% b	9%
Google Podcasts	418	362	26	19	11	207	83	71	57
	9%	9%	8%	9%	8%	15% bcd	6%	8% d	6%
BBC Sounds	405	344	27	23	12	217	93	59	36
	9%	9%	8%	11%	8%	16% bcd	7% d	7% d	4%
Deezer	246	209	17	15	5	138	36	40	32
	5%	5%	5%	7% d	3%	10% bcd	3%	5%	3%
RadioPlayer	177	153	12	8	3	100	29	24	24
	4%	4%	4%	4%	2%	7% bcd	2%	3%	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
GlobalPlayer	175	150	10	11	4	85	38	31	21
	4%	4%	3%	5% b	3%	6% bcd	3%	4%	2%
Rayo	133	110	8	9	6	60	21	27	25
	3%	3%	2%	5% ab	4%	4% bd	2%	3%	2%
SUMMARY									
ANY OF THESE AUDIO STREAMING SERVICES	3800	3206	302	172	121	1214	1058	733	795
	83%	83%	88% ac	83%	85%	90% bcd	81%	83% d	77%
NONE OF THESE	761	666	40	34	21	136	242	152	231
	17%	17% b	12%	17% b	15%	10%	19% a	17% a	23% ac

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 23**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Spotify	2346	1343	557	1341	220	1726	620
	51%	53%	67%	58%	66%	54%	45%
		f	acef	aef	acef	f	
YouTube Music	2067	1240	480	1262	226	1548	519
	45%	49%	57%	55%	68%	49%	38%
		f	aef	aef	abcef	f	
Amazon Music	1116	754	362	734	192	904	212
	24%	30%	43%	32%	57%	28%	15%
		f	acef	ef	abcef	f	
Apple Music or Apple Podcasts	777	516	256	539	147	630	147
	17%	20%	31%	24%	44%	20%	11%
		f	acef	aef	abcef	f	
SoundCloud	510	389	207	411	133	457	54
	11%	15%	25%	18%	40%	14%	4%
		f	acef	aef	abcef	f	
Google Podcasts	418	323	197	353	120	375	43
	9%	13%	24%	15%	36%	12%	3%
		f	acef	aef	abcef	f	
BBC Sounds	405	352	221	359	334	398	7
	9%	14%	26%	16%	100%	12%	1%
		f	acef	ef	abcef	f	
Deezer	246	202	124	208	85	226	20
	5%	8%	15%	9%	25%	7%	1%
		f	acef	ef	abcef	f	
RadioPlayer	177	138	98	158	76	163	13
	4%	5%	12%	7%	23%	5%	1%
		f	acef	ef	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
GlobalPlayer	175	149	84	150	66	161	14
	4%	6%	10%	7%	20%	5%	1%
		f	acef	ef	abcef	f	
Rayo	133	109	65	116	61	120	12
	3%	4%	8%	5%	18%	4%	1%
		f	acef	ef	abcef	f	
SUMMARY							
ANY OF THESE AUDIO STREAMING SERVICES	3800	2176	791	2112	334	2760	1040
	83%	86%	94%	92%	100%	86%	76%
		f	acef	aef	abcef	f	
NONE OF THESE	761	360	46	181	-	432	329
	17%	14%	6%	8%	-%	14%	24%
		bcd	d	bd		bcd	abcde

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Spotify	2346	597	492	829	1517	287	957	971	1375	1278	898
	51%	50%	54%	51%	52%	60%	58%	58%	48%	60%	46%
						d	d	d		b	
YouTube Music	2067	644	474	855	1212	275	915	928	1139	1093	755
	45%	54%	52%	52%	41%	58%	56%	56%	39%	51%	39%
		d	d	d		d	d	d		b	
Amazon Music	1116	388	301	521	595	205	561	572	544	658	373
	24%	32%	33%	32%	20%	43%	34%	34%	19%	31%	19%
		d	d	d		bcd	d	d		b	
Apple Music or Apple Podcasts	777	279	240	381	397	148	431	438	340	475	234
	17%	23%	26%	23%	14%	31%	26%	26%	12%	22%	12%
		d	d	d		d	d	d		b	
SoundCloud	510	230	193	310	201	123	338	344	167	362	106
	11%	19%	21%	19%	7%	26%	21%	21%	6%	17%	5%
		d	d	d		bcd	d	d		b	
Google Podcasts	418	185	156	246	172	125	307	314	104	291	92
	9%	15%	17%	15%	6%	26%	19%	19%	4%	14%	5%
		d	d	d		bcd	d	d		b	
BBC Sounds	405	186	199	265	140	146	307	312	93	321	59
	9%	15%	22%	16%	5%	31%	19%	19%	3%	15%	3%
		d	acd	d		bcd	d	d		b	
Deezer	246	122	114	159	87	87	182	184	61	174	54
	5%	10%	12%	10%	3%	18%	11%	11%	2%	8%	3%
		d	cd	d		bcd	d	d		b	
RadioPlayer	177	84	72	108	68	70	133	138	39	132	26
	4%	7%	8%	7%	2%	15%	8%	8%	1%	6%	1%
		d	d	d		bcd	d	d		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		IPLAYER/									
		WEBSITE	CBBC	EITHER	NO	YES	NO				
		a	b	c	d	a	b	c	d	a	b
Significance Level: 95%	Total	a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
GlobalPlayer	175	85	88	116	58	73	134	135	40	136	34
	4%	7%	10%	7%	2%	15%	8%	8%	1%	6%	2%
		d	cd	d		bcd	d	d		b	
Rayo	133	67	60	86	47	62	107	110	22	110	21
	3%	6%	6%	5%	2%	13%	7%	7%	1%	5%	1%
		d	d	d		bcd	d	d		b	
SUMMARY											
ANY OF THESE AUDIO STREAMING SERVICES	3800	999	791	1384	2415	452	1521	1544	2256	1966	1498
	83%	83%	86%	84%	83%	95%	93%	92%	78%	92%	77%
			d			d	d	d		b	
NONE OF THESE	761	203	126	256	505	25	123	126	635	166	460
	17%	17%	14%	16%	17%	5%	7%	8%	22%	8%	23%
					b				abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Spotify	2346	1539	630	176
	51%	55%	46%	43%
		bc		
YouTube Music	2067	1392	521	154
	45%	50%	38%	38%
		bc		
Amazon Music	1116	821	221	74
	24%	29%	16%	18%
		bc		
Apple Music or Apple Podcasts	777	568	176	33
	17%	20%	13%	8%
		bc	c	
SoundCloud	510	414	79	18
	11%	15%	6%	4%
		bc		
Google Podcasts	418	347	58	13
	9%	12%	4%	3%
		bc		
BBC Sounds	405	365	35	5
	9%	13%	3%	1%
		bc		
Deezer	246	213	27	6
	5%	8%	2%	1%
		bc		
RadioPlayer	177	149	25	3
	4%	5%	2%	1%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
GlobalPlayer	175	148	23	4
	4%	5%	2%	1%
		bc		
Rayo	133	109	21	3
	3%	4%	2%	1%
		bc		
SUMMARY				
ANY OF THESE AUDIO STREAMING SERVICES	3800	2448	1048	304
	83%	88%	77%	74%
		bc		
NONE OF THESE	761	337	318	105
	17%	12%	23%	26%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Spotify	2346	1349	662	335	1693	641	470	1783
	51%	58% bc	45%	44%	52%	51%	53%	51%
YouTube Music	2067	1195	554	317	1374	676	420	1555
	45%	51% bc	38%	42%	42%	54% a	48%	45%
Amazon Music	1116	711	271	134	837	277	215	860
	24%	30% bc	18%	18%	26% b	22%	24%	25%
Apple Music or Apple Podcasts	777	520	163	94	530	240	144	599
	17%	22% bc	11%	12%	16%	19% a	16%	17%
SoundCloud	510	385	81	45	332	173	95	394
	11%	16% bc	5%	6%	10%	14% a	11%	11%
Google Podcasts	418	312	68	37	292	125	67	320
	9%	13% bc	5%	5%	9%	10%	8%	9%
BBC Sounds	405	353	29	23	270	135	59	330
	9%	15% bc	2%	3%	8%	11% a	7%	10% a
Deezer	246	198	28	19	157	87	45	182
	5%	8% bc	2%	3%	5%	7% a	5%	5%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
RadioPlayer	177	151	15	11	117	60	35	136
	4%	6%	1%	1%	4%	5%	4%	4%
		bc						
GlobalPlayer	175	136	28	11	133	41	44	122
	4%	6%	2%	1%	4%	3%	5%	4%
		bc						
Rayo	133	105	21	6	90	42	33	93
	3%	4%	1%	1%	3%	3%	4%	3%
		bc						
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3800	2095	1107	598	2734	1041	790	2839
	83%	90%	75%	79%	83%	83%	89%	82%
		bc					b	
NONE OF THESE	761	245	360	156	546	207	94	626
	17%	10%	25%	21%	17%	17%	11%	18%
			a	a				a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 24

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BBC SERVICES USED WEEKLY

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
BBC IPLAYER OR BBC TV CHANNELS	2537	923	783	831	1323	1214
	56%	59%	58%	51%	56%	55%
		c	c			
BBC RADIO STATIONS	837	244	230	363	451	387
	18%	15%	17%	22%	19%	17%
				ab		
BBC APPS/ SITES	2293	746	681	865	1254	1039
	50%	47%	51%	53%	54%	47%
				a	b	
BBC SOUNDS	334	114	78	143	188	146
	7%	7%	6%	9%	8%	7%
				b		
BBC RADIO OR BBC SOUNDS	976	290	265	422	522	454
	21%	18%	20%	26%	22%	20%
				ab		
ANY BBC SERVICES	3192	1089	969	1134	1679	1512
	70%	69%	72%	69%	72%	68%
					b	
NONE OF THESE	1369	486	374	510	663	706
	30%	31%	28%	31%	28%	32%
						a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 24

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BBC SERVICES USED WEEKLY

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
BBC IPLAYER OR BBC TV CHANNELS	2537	471	452	415	368	437	394	209	1381	947
	56%	58%	59%	60%	56%	52%	49%	55%	59%	52%
		ef	ef	ef	f				c	
BBC RADIO STATIONS	837	125	118	137	94	189	174	40	401	396
	18%	15%	15%	20%	14%	22%	22%	10%	17%	22%
				abd		abd	abd		a	ab
BBC APPS/ SITES	2293	384	362	366	315	504	361	155	1188	950
	50%	48%	47%	53%	48%	60%	45%	41%	50%	52%
				bf		abcdf			a	a
BBC SOUNDS	334	56	57	51	27	81	62	22	165	147
	7%	7%	7%	7%	4%	10%	8%	6%	7%	8%
		d	d	d		d	d			
BBC RADIO OR BBC SOUNDS	976	149	141	158	107	216	206	52	467	457
	21%	18%	18%	23%	16%	26%	26%	14%	20%	25%
				d		abd	abd		a	ab
ANY BBC SERVICES	3192	557	532	518	450	604	530	240	1684	1268
	70%	69%	69%	75%	69%	72%	66%	63%	72%	69%
				abdf		f			a	a
NONE OF THESE	1369	251	235	171	203	241	269	139	670	560
	30%	31%	31%	25%	31%	28%	34%	37%	28%	31%
		c	c		c		ce	bc		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BBC SERVICES USED WEEKLY

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
BBC IPLAYER OR BBC TV CHANNELS	2537	2175	173	115	74	865	736	464	472
	56%	56%	51%	56%	52%	64%	57%	52%	46%
		b				bcd	d	d	
BBC RADIO STATIONS	837	698	65	46	29	401	209	154	74
	18%	18%	19%	22%	20%	30%	16%	17%	7%
				a		bcd	d	d	
BBC APPS/ SITES	2293	1951	173	106	63	879	606	405	404
	50%	50%	51%	51%	45%	65%	47%	46%	39%
						bcd	d	d	
BBC SOUNDS	334	282	23	19	11	191	63	50	30
	7%	7%	7%	9%	8%	14%	5%	6%	3%
						bcd	d	d	
BBC RADIO OR BBC SOUNDS	976	819	72	52	34	472	237	176	90
	21%	21%	21%	25%	24%	35%	18%	20%	9%
				a		bcd	d	d	
ANY BBC SERVICES	3192	2730	225	145	92	1102	905	573	611
	70%	71%	66%	70%	65%	82%	70%	65%	60%
		b				bcd	cd	d	
NONE OF THESE	1369	1142	118	61	49	248	395	311	415
	30%	29%	34%	30%	35%	18%	30%	35%	40%
			a				a	ab	abc

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 24

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BBC SERVICES USED WEEKLY

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
BBC IPLAYER OR BBC TV CHANNELS	2537	2537	657	1712	296	2537	-
	56%	100%	78%	75%	89%	79%	-%
		bcdef	cf	f	bcef	cf	
BBC RADIO STATIONS	837	657	837	665	195	837	-
	18%	26%	100%	29%	58%	26%	-%
		f	acdef	aef	acef	f	
BBC APPS/ SITES	2293	1712	665	2293	309	2293	-
	50%	67%	79%	100%	92%	72%	-%
		f	aef	abdef	abef	af	
BBC SOUNDS	334	296	195	309	334	334	-
	7%	12%	23%	13%	100%	10%	-%
		f	acef	ef	abcef	f	
BBC RADIO OR BBC SOUNDS	976	769	837	795	334	976	-
	21%	30%	100%	35%	100%	31%	-%
		f	acef	aef	acef	f	
ANY BBC SERVICES	3192	2537	837	2293	334	3192	-
	70%	100%	100%	100%	100%	100%	-%
		f	f	f	f	f	
NONE OF THESE	1369	-	-	-	-	-	1369
	30%	-%	-%	-%	-%	-%	100%
							abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 24

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BBC SERVICES USED WEEKLY

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
BBC IPLAYER OR BBC TV CHANNELS	2537	1202	917	1640	897	377	1220	1240	1297	1422	880
	56%	100%	100%	100%	31%	79%	74%	74%	45%	67%	45%
		d	d	d		d	d	d		b	
BBC RADIO STATIONS	837	298	274	419	418	193	527	535	303	564	223
	18%	25%	30%	26%	14%	40%	32%	32%	10%	26%	11%
		d	acd	d		bcd	d	d		b	
BBC APPS/ SITES	2293	852	717	1192	1101	477	1347	1374	918	1506	602
	50%	71%	78%	73%	38%	100%	82%	82%	32%	71%	31%
		d	acd	d		bcd	d	d		b	
BBC SOUNDS	334	165	175	233	101	131	274	279	56	264	48
	7%	14%	19%	14%	3%	27%	17%	17%	2%	12%	2%
		d	acd	d		bcd	d	d		b	
BBC RADIO OR BBC SOUNDS	976	357	331	508	469	242	641	652	325	669	246
	21%	30%	36%	31%	16%	51%	39%	39%	11%	31%	13%
		d	acd	d		bcd	d	d		b	
ANY BBC SERVICES	3192	1202	917	1640	1552	477	1530	1557	1634	1811	1099
	70%	100%	100%	100%	53%	100%	93%	93%	57%	85%	56%
		d	d	d		bcd	d	d		b	
NONE OF THESE	1369	-	-	-	1369	-	113	113	1256	321	859
	30%	-%	-%	-%	47%	-%	7%	7%	43%	15%	44%
					abc		a	a	abc		a

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 24

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BBC SERVICES USED WEEKLY

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
BBC IPLAYER OR BBC TV CHANNELS	2537	1957	491	88
	56%	70%	36%	21%
		bc	c	
BBC RADIO STATIONS	837	693	125	19
	18%	25%	9%	5%
		bc	c	
BBC APPS/ SITES	2293	1803	424	66
	50%	65%	31%	16%
		bc	c	
BBC SOUNDS	334	299	32	4
	7%	11%	2%	1%
		bc		
BBC RADIO OR BBC SOUNDS	976	817	138	21
	21%	29%	10%	5%
		bc	c	
ANY BBC SERVICES	3192	2371	692	129
	70%	85%	51%	32%
		bc	c	
NONE OF THESE	1369	415	674	280
	30%	15%	49%	68%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BBC SERVICES USED WEEKLY

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
BBC IPLAYER OR BBC TV CHANNELS	2537	1729	450	358	1856	670	458	1960
	56%	74%	31%	47%	57%	54%	52%	57%
		bc		b				a
BBC RADIO STATIONS	837	661	97	80	588	247	136	668
	18%	28%	7%	11%	18%	20%	15%	19%
		bc		b				a
BBC APPS/ SITES	2293	1638	369	285	1581	701	447	1758
	50%	70%	25%	38%	48%	56%	51%	51%
		bc		b		a		
BBC SOUNDS	334	293	23	19	220	114	45	277
	7%	13%	2%	2%	7%	9%	5%	8%
		bc				a		a
BBC RADIO OR BBC SOUNDS	976	783	104	90	672	303	165	774
	21%	33%	7%	12%	20%	24%	19%	22%
		bc		b		a		a
ANY BBC SERVICES	3192	2084	637	470	2284	891	596	2454
	70%	89%	43%	62%	70%	71%	67%	71%
		bc		b				
NONE OF THESE	1369	255	830	284	996	357	289	1011
	30%	11%	57%	38%	30%	29%	33%	29%
			ac	a				

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 25

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
ANY BBC CHANNELS	1698	564	538	596	888	810
	37%	36%	40%	36%	38%	36%
			a			
CBEEBIES	1202	658	331	212	615	586
	26%	42%	25%	13%	26%	26%
		bc	c			
BBC IPLAYER	1141	372	352	418	594	547
	25%	24%	26%	25%	25%	25%
CBBC	917	342	334	240	479	437
	20%	22%	25%	15%	20%	20%
		c	c			
BBC SERVICES						
ANY BBC SERVICES WATCHED WEEKLY	2537	923	783	831	1323	1214
	56%	59%	58%	51%	56%	55%
		c	c			
ANY ITV/ STV/ UTV CHANNELS	1166	295	363	507	593	573
	26%	19%	27%	31%	25%	26%
			a	ab		
ITVX KIDS/ CITV ON ITV2	683	290	199	195	355	328
	15%	18%	15%	12%	15%	15%
		bc	c			
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	582	139	173	271	305	278
	13%	9%	13%	16%	13%	13%
			a	ab		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
ITV SERVICES						
ANY ITV SERVICES WATCHED WEEKLY	1610	490	478	641	821	790
	35%	31%	36%	39%	35%	36%
			a	a		
ANY CHANNEL 4 CHANNELS	939	244	259	437	496	443
	21%	15%	19%	27%	21%	20%
			a	ab		
CHANNEL 4/ CHANNEL 4+ STREAMING	551	159	151	241	290	260
	12%	10%	11%	15%	12%	12%
				ab		
CHANNEL 4 SERVICES						
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	1089	297	300	491	576	512
	24%	19%	22%	30%	25%	23%
			a	ab		
ANY CHANNEL 5 CHANNELS	708	210	188	309	384	323
	16%	13%	14%	19%	16%	15%
				ab		
CHANNEL 5'S MILKSHAKE	629	318	177	134	322	307
	14%	20%	13%	8%	14%	14%
		bc	c			
MY5	291	82	81	128	154	137
	6%	5%	6%	8%	7%	6%
				a		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
CHANNEL 5 SERVICES						
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1104	413	294	398	591	513
	24%	26%	22%	24%	25%	23%
		b				
ANY SKY CHANNELS	1754	570	503	681	931	823
	38%	36%	37%	41%	40%	37%
				ab		
SKY ON-DEMAND OR SKY GO OR SKY KIDS	950	294	280	376	523	426
	21%	19%	21%	23%	22%	19%
				a	b	
NOW	344	95	111	138	185	159
	8%	6%	8%	8%	8%	7%
			a	a		
SKY SERVICES						
ANY SKY SERVICES WATCHED WEEKLY	1960	622	569	769	1049	911
	43%	39%	42%	47%	45%	41%
				ab	b	
NETFLIX	3317	1043	988	1286	1654	1663
	73%	66%	74%	78%	71%	75%
			a	ab		a
YOUTUBE (INCLUDING YOUTUBE KIDS)	3214	1166	975	1073	1696	1519
	70%	74%	73%	65%	72%	68%
		c	c		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
DISNEY+	2563	954	809	800	1249	1315
	56%	61%	60%	49%	53%	59%
		c	c			a
AMAZON PRIME VIDEO	1687	481	495	711	867	820
	37%	31%	37%	43%	37%	37%
			a	ab		
NICKELODEON/ NICK JR	1505	635	476	394	818	688
	33%	40%	35%	24%	35%	31%
		bc	c		b	
CARTOON NETWORK	1456	590	461	405	807	649
	32%	37%	34%	25%	34%	29%
		c	c		b	
POP/ TINY POP/ POP MAX	615	303	182	130	308	308
	13%	19%	14%	8%	13%	14%
		bc	c			
PARAMOUNT+	423	135	107	180	245	178
	9%	9%	8%	11%	10%	8%
				ab	b	
NONE OF THESE	62	28	8	26	32	30
	1%	2%	1%	2%	1%	1%
		b		b		

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 25

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
ANY BBC CHANNELS	1698	277	288	286	251	325	271	118	901	679
	37%	34%	37%	42% af	39%	38%	34%	31%	38% a	37% a
CBEEBIES	1202	324	334	177	154	115	98	166	794	242
	26%	40% cdef	44% cdef	26% ef	24% ef	14%	12%	44% bc	34% c	13%
BBC IPLAYER	1141	186	186	189	163	219	198	73	598	470
	25%	23%	24%	27%	25%	26%	25%	19%	25% a	26% a
CBBC	917	172	171	182	153	126	114	61	584	272
	20%	21% ef	22% ef	26% aef	23% ef	15%	14%	16%	25% ac	15%
BBC SERVICES										
ANY BBC SERVICES WATCHED WEEKLY	2537	471	452	415	368	437	394	209	1381	947
	56%	58% ef	59% ef	60% ef	56% f	52%	49%	55%	59% c	52%
ANY ITV/ STV/ UTV CHANNELS	1166	156	139	187	175	249	258	57	549	560
	26%	19%	18%	27% ab	27% ab	29% ab	32% abcd	15%	23% a	31% ab
ITVX KIDS/ CITV ON ITV2	683	152	138	94	105	109	85	65	404	213
	15%	19% cef	18% cef	14%	16% f	13%	11%	17% c	17% c	12%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	582	77	61	90	83	137	134	24	260	299
	13%	10%	8%	13%	13%	16%	17%	6%	11%	16%
				b	b	ab	abd		a	ab
ITV SERVICES										
ANY ITV SERVICES WATCHED WEEKLY	1610	254	236	243	235	323	319	100	803	707
	35%	31%	31%	35%	36%	38%	40%	26%	34%	39%
						ab	ab		a	ab
ANY CHANNEL 4 CHANNELS	939	134	110	141	118	222	215	46	414	479
	21%	17%	14%	20%	18%	26%	27%	12%	18%	26%
				b		abcd	abcd		a	ab
CHANNEL 4/ CHANNEL 4+ STREAMING	551	86	73	86	65	118	123	23	262	266
	12%	11%	10%	12%	10%	14%	15%	6%	11%	15%
						bd	abd		a	ab
CHANNEL 4 SERVICES										
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	1089	162	135	166	134	248	243	48	500	540
	24%	20%	18%	24%	21%	29%	30%	13%	21%	30%
				b		abcd	abcd		a	ab
ANY CHANNEL 5 CHANNELS	708	117	94	102	87	166	143	47	326	334
	16%	14%	12%	15%	13%	20%	18%	12%	14%	18%
						abcd	bd			ab

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 25

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
CHANNEL 5'S MILKSHAKE	629	164	154	89	89	70	64	68	408	153
	14%	20%	20%	13%	14%	8%	8%	18%	17%	8%
		cdef	cdef	ef	ef			c	c	
MY5	291	38	44	47	34	69	58	14	137	139
	6%	5%	6%	7%	5%	8%	7%	4%	6%	8%
						ad				ab
CHANNEL 5 SERVICES										
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1104	222	190	152	141	217	181	88	580	436
	24%	28%	25%	22%	22%	26%	23%	23%	25%	24%
		cd								
ANY SKY CHANNELS	1754	299	271	275	228	357	324	132	887	735
	38%	37%	35%	40%	35%	42%	41%	35%	38%	40%
						bd	d			
SKY ON-DEMAND OR SKY GO OR SKY KIDS	950	158	136	158	122	207	169	69	478	403
	21%	20%	18%	23%	19%	25%	21%	18%	20%	22%
				b		abd				
NOW	344	48	48	69	42	69	69	19	174	152
	8%	6%	6%	10%	6%	8%	9%	5%	7%	8%
				abd						a
SKY SERVICES										
ANY SKY SERVICES WATCHED WEEKLY	1960	332	290	313	256	404	365	138	988	834
	43%	41%	38%	45%	39%	48%	46%	36%	42%	46%
				bd		abd	bd			ab

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
NETFLIX	3317	532	511	489	499	632	653	230	1658	1429
	73%	66%	67%	71%	76%	75%	82%	61%	70%	78%
					abc	ab	abcde		a	ab
YOUTUBE (INCLUDING YOUTUBE KIDS)	3214	609	558	508	467	579	494	286	1724	1205
	70%	75%	73%	74%	72%	69%	62%	75%	73%	66%
		ef	f	f	f	f		c	c	
DISNEY+	2563	465	490	393	417	391	408	210	1436	917
	56%	57%	64%	57%	64%	46%	51%	55%	61%	50%
		ef	acef	ef	acef				c	
AMAZON PRIME VIDEO	1687	240	242	246	249	382	329	109	807	771
	37%	30%	32%	36%	38%	45%	41%	29%	34%	42%
				a	ab	abcd	abc			ab
NICKELODEON/ NICK JR	1505	348	287	257	219	212	182	145	925	435
	33%	43%	37%	37%	34%	25%	23%	38%	39%	24%
		bcdef	ef	ef	ef			c	c	
CARTOON NETWORK	1456	322	268	257	204	228	176	132	873	451
	32%	40%	35%	37%	31%	27%	22%	35%	37%	25%
		def	ef	def	f	f		c	c	
POP/ TINY POP/ POP MAX	615	140	163	94	88	74	56	70	403	143
	13%	17%	21%	14%	13%	9%	7%	18%	17%	8%
		ef	cdef	ef	ef			c	c	
PARAMOUNT+	423	78	57	66	42	101	79	28	206	189
	9%	10%	7%	10%	6%	12%	10%	7%	9%	10%
		d		d		bd	d			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
NONE OF THESE	62	12	15	4	4	15	11	10	26	26
	1%	2%	2%	1%	1%	2%	1%	3%	1%	1%
			cd					b		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
ANY BBC CHANNELS	1698	1449	115	84	50	603	511	303	281
	37%	37%	34%	41% b	36%	45% bcd	39% cd	34% d	27%
CBEEBIES	1202	1028	78	57	39	449	328	202	223
	26%	27%	23%	28%	27%	33% bcd	25%	23%	22%
BBC IPLAYER	1141	992	72	52	25	368	350	214	210
	25%	26% bd	21%	25% d	18%	27% d	27% d	24%	20%
CBBC	917	780	66	48	23	316	247	183	171
	20%	20%	19%	23% d	16%	23% bd	19%	21% d	17%
BBC SERVICES									
ANY BBC SERVICES WATCHED WEEKLY	2537	2175	173	115	74	865	736	464	472
	56%	56% b	51%	56%	52%	64% bcd	57% d	52% d	46%
ANY ITV/ STV/ UTV CHANNELS	1166	1010	75	47	33	413	330	205	219
	26%	26% b	22%	23%	23%	31% bcd	25%	23%	21%
ITVX KIDS/ CITV ON ITV2	683	591	42	33	17	345	129	118	91
	15%	15%	12%	16%	12%	26% bcd	10%	13% bd	9%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	582	521	28	23	10	204	159	102	117
	13%	13% bd	8%	11%	7%	15% cd	12%	12%	11%
ITV SERVICES									
ANY ITV SERVICES WATCHED WEEKLY	1610	1400	98	70	42	601	422	289	299
	35%	36% bd	29%	34%	30%	45% bcd	32%	33%	29%
ANY CHANNEL 4 CHANNELS	939	821	58	34	26	373	230	167	169
	21%	21% bc	17%	17%	18%	28% bcd	18%	19%	16%
CHANNEL 4/ CHANNEL 4+ STREAMING	551	480	37	22	13	223	126	105	97
	12%	12%	11%	10%	9%	17% bcd	10%	12%	9%
CHANNEL 4 SERVICES									
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	1089	949	70	42	28	426	268	197	198
	24%	24% bc	20%	20%	20%	32% bcd	21%	22%	19%
ANY CHANNEL 5 CHANNELS	708	608	50	31	18	280	167	130	131
	16%	16%	14%	15%	13%	21% bcd	13%	15%	13%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
CHANNEL 5'S MILKSHAKE	629	541	48	22	17	233	164	98	133
	14%	14%	14%	11%	12%	17%	13%	11%	13%
		c				bcd			
MY5	291	256	17	11	6	126	68	50	48
	6%	7%	5%	6%	5%	9%	5%	6%	5%
						bcd			
CHANNEL 5 SERVICES									
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1104	946	81	46	31	408	280	190	227
	24%	24%	24%	22%	22%	30%	22%	21%	22%
						bcd			
ANY SKY CHANNELS	1754	1482	141	78	53	734	457	296	267
	38%	38%	41%	38%	38%	54%	35%	33%	26%
						bcd	d	d	
SKY ON-DEMAND OR SKY GO OR SKY KIDS	950	798	76	42	35	451	231	147	120
	21%	21%	22%	20%	24%	33%	18%	17%	12%
						bcd	d	d	
NOW	344	305	18	14	7	169	53	61	60
	8%	8%	5%	7%	5%	13%	4%	7%	6%
		bd				bcd		b	
SKY SERVICES									
ANY SKY SERVICES WATCHED WEEKLY	1960	1660	150	90	59	787	506	349	318
	43%	43%	44%	44%	42%	58%	39%	39%	31%
						bcd	d	d	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
NETFLIX	3317	2806	259	143	108	986	961	642	728
	73%	72%	76% c	69%	77% c	73%	74%	73%	71%
YOUTUBE (INCLUDING YOUTUBE KIDS)	3214	2750	228	137	99	1004	913	603	695
	70%	71% b	67%	67%	70%	74% bcd	70%	68%	68%
DISNEY+	2563	2145	217	123	78	884	709	474	497
	56%	55%	64% ad	60%	55%	65% bcd	55% d	54% d	48%
AMAZON PRIME VIDEO	1687	1422	142	77	47	602	451	297	338
	37%	37%	41% ad	37%	33%	45% bcd	35%	34%	33%
NICKELODEON/ NICK JR	1505	1280	116	63	47	703	346	233	223
	33%	33%	34%	30%	33%	52% bcd	27% d	26% d	22%
CARTOON NETWORK	1456	1260	99	57	41	694	322	229	210
	32%	33% c	29%	28%	29%	51% bcd	25% d	26% d	20%
POP/ TINY POP/ POP MAX	615	527	49	25	14	281	128	102	104
	13%	14%	14%	12%	10%	21% bcd	10%	12%	10%
PARAMOUNT+	423	374	19	18	11	245	76	61	40
	9%	10% b	6%	9% b	8%	18% bcd	6%	7% d	4%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
NONE OF THESE	62	51	6	3	3	4	17	15	25
	1%	1%	2%	1%	2%	*%	1%	2%	2%
							a	a	a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
ANY BBC CHANNELS	1698	1698	493	1176	220	1698	-
	37%	67%	59%	51%	66%	53%	-%
		bcef	cef	f	bcef	f	
CBEEBIES	1202	1202	298	852	165	1202	-
	26%	47%	36%	37%	49%	38%	-%
		bcef	f	f	bcef	f	
BBC IPLAYER	1141	1141	342	766	176	1141	-
	25%	45%	41%	33%	52%	36%	-%
		cef	cef	f	abcef	f	
CBBC	917	917	274	717	175	917	-
	20%	36%	33%	31%	52%	29%	-%
		cef	ef	f	abcef	f	
BBC SERVICES							
ANY BBC SERVICES WATCHED WEEKLY	2537	2537	657	1712	296	2537	-
	56%	100%	78%	75%	89%	79%	-%
		bcdef	cf	f	bcef	cf	
ANY ITV/ STV/ UTV CHANNELS	1166	940	356	814	182	1049	117
	26%	37%	43%	35%	54%	33%	9%
		ef	acef	f	abcef	f	
ITVX KIDS/ CITV ON ITV2	683	536	251	562	168	636	47
	15%	21%	30%	25%	50%	20%	3%
		f	acef	aef	abcef	f	
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	582	497	191	430	113	541	42
	13%	20%	23%	19%	34%	17%	3%
		ef	cef	f	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
ITV SERVICES							
ANY ITV SERVICES WATCHED WEEKLY	1610	1260	459	1142	248	1447	163
	35%	50%	55%	50%	74%	45%	12%
		ef	acef	ef	abcef	f	
ANY CHANNEL 4 CHANNELS	939	757	331	681	175	851	88
	21%	30%	40%	30%	52%	27%	6%
		ef	acef	ef	abcef	f	
CHANNEL 4/ CHANNEL 4+ STREAMING	551	475	201	401	117	508	43
	12%	19%	24%	18%	35%	16%	3%
		ef	acef	f	abcef	f	
CHANNEL 4 SERVICES							
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	1089	877	370	779	196	981	108
	24%	35%	44%	34%	59%	31%	8%
		ef	acef	ef	abcef	f	
ANY CHANNEL 5 CHANNELS	708	599	247	537	160	659	48
	16%	24%	30%	23%	48%	21%	4%
		ef	acef	ef	abcef	f	
CHANNEL 5'S MILKSHAKE	629	545	184	466	126	590	39
	14%	21%	22%	20%	38%	18%	3%
		ef	ef	f	abcef	f	
MY5	291	266	118	235	69	281	10
	6%	10%	14%	10%	21%	9%	1%
		f	acef	f	abcef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
CHANNEL 5 SERVICES							
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1104	921	338	820	206	1020	84
	24%	36%	40%	36%	62%	32%	6%
		ef	cef	ef	abcef	f	
ANY SKY CHANNELS	1754	1182	485	1201	248	1460	295
	38%	47%	58%	52%	74%	46%	22%
		f	acef	aef	abcef	f	
SKY ON-DEMAND OR SKY GO OR SKY KIDS	950	681	300	661	176	816	134
	21%	27%	36%	29%	53%	26%	10%
		f	acef	ef	abcef	f	
NOW	344	272	139	279	91	310	34
	8%	11%	17%	12%	27%	10%	2%
		f	acef	ef	abcef	f	
SKY SERVICES							
ANY SKY SERVICES WATCHED WEEKLY	1960	1313	532	1328	266	1622	338
	43%	52%	64%	58%	80%	51%	25%
		f	acef	aef	abcef	f	
NETFLIX	3317	1931	667	1731	271	2379	938
	73%	76%	80%	75%	81%	75%	69%
		f	cef	f	cef	f	
YOUTUBE (INCLUDING YOUTUBE KIDS)	3214	1869	631	1674	267	2316	899
	70%	74%	75%	73%	80%	73%	66%
		f	f	f	acef	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
DISNEY+	2563	1567	530	1442	239	1925	639
	56%	62%	63%	63%	72%	60%	47%
		f	f	f	abcef	f	
AMAZON PRIME VIDEO	1687	1101	427	1020	202	1320	367
	37%	43%	51%	45%	60%	41%	27%
		f	acef	ef	abcef	f	
NICKELODEON/ NICK JR	1505	1055	403	1057	222	1275	230
	33%	42%	48%	46%	66%	40%	17%
		f	aef	aef	abcef	f	
CARTOON NETWORK	1456	1020	421	1023	203	1229	227
	32%	40%	50%	45%	61%	39%	17%
		f	acef	aef	abcef	f	
POP/ TINY POP/ POP MAX	615	515	187	492	136	574	42
	13%	20%	22%	21%	41%	18%	3%
		ef	ef	ef	abcef	f	
PARAMOUNT+	423	328	190	340	114	377	46
	9%	13%	23%	15%	34%	12%	3%
		f	acef	ef	abcef	f	
NONE OF THESE	62	-	1	5	1	5	57
	1%	-%	*%	*%	*%	*%	4%
				a	a		abcde

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 25

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
ANY BBC CHANNELS	1698	704	633	979	718	290	839	851	846	983	579
	37%	59%	69%	60%	25%	61%	51%	51%	29%	46%	30%
		d	acd	d		bcd	d	d		b	
CBBEBIES	1202	1202	479	1202	-	183	601	605	597	609	428
	26%	100%	52%	73%	-%	38%	37%	36%	21%	29%	22%
		bcd	d	bd		d	d	d		b	
BBC IPLAYER	1141	457	447	650	491	215	560	568	573	658	407
	25%	38%	49%	40%	17%	45%	34%	34%	20%	31%	21%
		d	acd	d		bcd	d	d		b	
CBBC	917	479	917	917	-	213	576	586	331	580	271
	20%	40%	100%	56%	-%	45%	35%	35%	11%	27%	14%
		d	acd	ad		bcd	d	d		b	
BBC SERVICES											
ANY BBC SERVICES WATCHED WEEKLY	2537	1202	917	1640	897	377	1220	1240	1297	1422	880
	56%	100%	100%	100%	31%	79%	74%	74%	45%	67%	45%
		d	d	d		d	d	d		b	
ANY ITV/ STV/ UTV CHANNELS	1166	419	396	579	586	240	611	622	544	702	388
	26%	35%	43%	35%	20%	50%	37%	37%	19%	33%	20%
		d	acd	d		bcd	d	d		b	
ITVX KIDS/ CITV ON ITV2	683	320	288	434	249	179	484	490	193	451	160
	15%	27%	31%	26%	9%	37%	29%	29%	7%	21%	8%
		d	acd	d		bcd	d	d		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	582	217	214	303	280	138	330	335	248	374	175
	13%	18%	23%	18%	10%	29%	20%	20%	9%	18%	9%
		d	acd	d		bcd	d	d		b	
ITV SERVICES											
ANY ITV SERVICES WATCHED WEEKLY	1610	574	523	801	809	308	864	878	732	963	521
	35%	48%	57%	49%	28%	65%	53%	53%	25%	45%	27%
		d	acd	d		bcd	d	d		b	
ANY CHANNEL 4 CHANNELS	939	335	329	482	458	197	532	538	401	614	271
	21%	28%	36%	29%	16%	41%	32%	32%	14%	29%	14%
		d	acd	d		bcd	d	d		b	
CHANNEL 4/ CHANNEL 4+ STREAMING	551	203	212	296	255	128	309	314	237	343	184
	12%	17%	23%	18%	9%	27%	19%	19%	8%	16%	9%
		d	acd	d		bcd	d	d		b	
CHANNEL 4 SERVICES											
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	1089	385	384	559	530	229	619	627	461	698	333
	24%	32%	42%	34%	18%	48%	38%	38%	16%	33%	17%
		d	acd	d		bcd	d	d		b	
ANY CHANNEL 5 CHANNELS	708	316	287	427	281	191	445	450	258	455	200
	16%	26%	31%	26%	10%	40%	27%	27%	9%	21%	10%
		d	acd	d		bcd	d	d		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
CHANNEL 5'S MILKSHAKE	629	381	306	471	158	149	374	378	251	366	202
	14%	32% d	33% cd	29% d	5% 5%	31% bcd	23% d	23% d	9% 9%	17% b	10% 10%
MY5	291	139	132	184	107	91	190	192	99	197	80
	6%	12% d	14% cd	11% d	4% 4%	19% bcd	12% d	12% d	3% 3%	9% b	4% 4%
CHANNEL 5 SERVICES											
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1104	509	441	682	422	252	658	666	438	672	344
	24%	42% d	48% acd	42% d	14% 14%	53% bcd	40% d	40% d	15% 15%	32% b	18% 18%
ANY SKY CHANNELS	1754	589	491	809	946	281	903	915	840	1016	584
	38%	49% d	54% d	49% d	32% 32%	59% d	55% d	55% d	29% 29%	48% b	30% 30%
SKY ON-DEMAND OR SKY GO OR SKY KIDS	950	352	312	479	471	179	519	525	425	559	320
	21%	29% d	34% acd	29% d	16% 16%	38% bcd	32% d	31% d	15% 15%	26% b	16% 16%
NOW	344	149	160	215	129	95	225	227	117	240	80
	8%	12% d	17% acd	13% d	4% 4%	20% bcd	14% d	14% d	4% 4%	11% b	4% 4%
SKY SERVICES											
ANY SKY SERVICES WATCHED WEEKLY	1960	643	547	896	1064	305	998	1010	950	1132	661
	43%	53% d	60% acd	55% d	36% 36%	64% d	61% d	60% d	33% 33%	53% b	34% 34%

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

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 25

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
NETFLIX	3317	904	725	1246	2071	350	1225	1242	2075	1622	1398
	73%	75%	79%	76%	71%	73%	75%	74%	72%	76%	71%
		d	d	d						b	
YOUTUBE (INCLUDING YOUTUBE KIDS)	3214	915	715	1246	1968	355	1202	1221	1993	1535	1334
	70%	76%	78%	76%	67%	75%	73%	73%	69%	72%	68%
		d	d	d		d	d	d		b	
DISNEY+	2563	798	610	1073	1490	320	1027	1038	1525	1284	1030
	56%	66%	67%	65%	51%	67%	63%	62%	53%	60%	53%
		d	d	d		d	d	d		b	
AMAZON PRIME VIDEO	1687	504	445	716	971	244	756	764	923	890	654
	37%	42%	49%	44%	33%	51%	46%	46%	32%	42%	33%
		d	acd	d		d	d	d		b	
NICKELODEON/ NICK JR	1505	637	453	812	694	250	825	836	669	858	478
	33%	53%	49%	49%	24%	52%	50%	50%	23%	40%	24%
		d	d	d		d	d	d		b	
CARTOON NETWORK	1456	584	442	772	684	233	791	800	656	863	426
	32%	49%	48%	47%	23%	49%	48%	48%	23%	40%	22%
		d	d	d		d	d	d		b	
POP/ TINY POP/ POP MAX	615	360	270	442	174	152	404	407	209	392	152
	13%	30%	29%	27%	6%	32%	25%	24%	7%	18%	8%
		d	d	d		bcd	d	d		b	
PARAMOUNT+	423	186	167	249	174	96	289	294	129	284	101
	9%	15%	18%	15%	6%	20%	18%	18%	4%	13%	5%
		d	d	d		d	d	d		b	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample		3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total		4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
NONE OF THESE		62	-	-	-	62	2	6	6	55	11	38
		1%	-%	-%	-%	2%	*%	*%	*%	2%	1%	2%
						abc				abc		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
ANY BBC CHANNELS	1698	1371	294	34
	37%	49%	21%	8%
		bc	c	
CBEEBIES	1202	945	214	43
	26%	34%	16%	10%
		bc	c	
BBC IPLAYER	1141	946	167	27
	25%	34%	12%	7%
		bc	c	
CBBC	917	751	143	23
	20%	27%	10%	6%
		bc	c	
BBC SERVICES				
ANY BBC SERVICES WATCHED WEEKLY	2537	1957	491	88
	56%	70%	36%	21%
		bc	c	
ANY ITV/ STV/ UTV CHANNELS	1166	882	227	57
	26%	32%	17%	14%
		bc		
ITVX KIDS/ CITV ON ITV2	683	565	97	21
	15%	20%	7%	5%
		bc		
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	582	466	92	25
	13%	17%	7%	6%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
ITV SERVICES				
ANY ITV SERVICES WATCHED WEEKLY	1610	1220	317	74
	35%	44%	23%	18%
		bc	c	
ANY CHANNEL 4 CHANNELS	939	724	180	35
	21%	26%	13%	9%
		bc	c	
CHANNEL 4/ CHANNEL 4+ STREAMING	551	424	96	31
	12%	15%	7%	7%
		bc		
CHANNEL 4 SERVICES				
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	1089	837	203	48
	24%	30%	15%	12%
		bc		
ANY CHANNEL 5 CHANNELS	708	563	117	28
	16%	20%	9%	7%
		bc		
CHANNEL 5'S MILKSHAKE	629	499	97	33
	14%	18%	7%	8%
		bc		
MY5	291	248	32	11
	6%	9%	2%	3%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
CHANNEL 5 SERVICES				
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1104	865	184	56
	24%	31%	13%	14%
		bc		
ANY SKY CHANNELS	1754	1268	389	97
	38%	46%	28%	24%
		bc		
SKY ON-DEMAND OR SKY GO OR SKY KIDS	950	685	214	51
	21%	25%	16%	12%
		bc		
NOW	344	261	57	27
	8%	9%	4%	7%
		b		
SKY SERVICES				
ANY SKY SERVICES WATCHED WEEKLY	1960	1386	453	121
	43%	50%	33%	30%
		bc		
NETFLIX	3317	2055	976	285
	73%	74%	71%	70%
YOUTUBE (INCLUDING YOUTUBE KIDS)	3214	1992	958	265
	70%	72%	70%	65%
		c		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
DISNEY+	2563	1687	689	187
	56%	61%	50%	46%
		bc		
AMAZON PRIME VIDEO	1687	1142	418	128
	37%	41%	31%	31%
		bc		
NICKELODEON/ NICK JR	1505	1130	291	84
	33%	41%	21%	21%
		bc		
CARTOON NETWORK	1456	1084	294	78
	32%	39%	22%	19%
		bc		
POP/ TINY POP/ POP MAX	615	506	92	17
	13%	18%	7%	4%
		bc		
PARAMOUNT+	423	344	61	17
	9%	12%	4%	4%
		bc		
NONE OF THESE	62	17	32	14
	1%	1%	2%	3%
			a	a

Columns Tested: a,b,c

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 25

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
ANY BBC CHANNELS	1698	1232	231	235	1258	435	296	1332
	37%	53%	16%	31%	38%	35%	33%	38%
		bc		b				a
CBEEBIES	1202	823	224	155	827	372	209	926
	26%	35%	15%	21%	25%	30%	24%	27%
		bc		b		a		
BBC IPLAYER	1141	833	156	152	917	218	196	894
	25%	36%	11%	20%	28%	18%	22%	26%
		bc		b	b			
CBBC	917	659	141	117	682	232	171	696
	20%	28%	10%	15%	21%	19%	19%	20%
		bc		b				
BBC SERVICES								
ANY BBC SERVICES WATCHED WEEKLY	2537	1729	450	358	1856	670	458	1960
	56%	74%	31%	47%	57%	54%	52%	57%
		bc		b				a
ANY ITV/ STV/ UTV CHANNELS	1166	769	238	158	875	285	203	922
	26%	33%	16%	21%	27%	23%	23%	27%
		bc		b	b			a
ITVX KIDS/ CITV ON ITV2	683	518	93	72	417	263	102	549
	15%	22%	6%	10%	13%	21%	12%	16%
		bc		b		a		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	582	422	111	50	465	114	97	464
	13%	18% bc	8%	7%	14% b	9%	11%	13%
ITV SERVICES								
ANY ITV SERVICES WATCHED WEEKLY	1610	1073	325	212	1150	450	274	1274
	35%	46% bc	22%	28% b	35%	36%	31%	37% a
ANY CHANNEL 4 CHANNELS	939	652	169	118	713	220	155	743
	21%	28% bc	12%	16% b	22% b	18%	17%	21% a
CHANNEL 4/ CHANNEL 4+ STREAMING	551	382	112	57	443	105	91	439
	12%	16% bc	8%	8%	14% b	8%	10%	13%
CHANNEL 4 SERVICES								
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	1089	749	207	133	834	248	186	854
	24%	32% bc	14%	18%	25% b	20%	21%	25% a
ANY CHANNEL 5 CHANNELS	708	498	129	81	544	161	120	549
	16%	21% bc	9%	11%	17% b	13%	14%	16%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
CHANNEL 5'S MILKSHAKE	629	432	125	71	486	141	126	472
	14%	18%	9%	9%	15%	11%	14%	14%
		bc			b			
MY5	291	219	46	27	236	52	48	227
	6%	9%	3%	4%	7%	4%	5%	7%
		bc			b			
CHANNEL 5 SERVICES								
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1104	758	224	122	839	262	204	843
	24%	32%	15%	16%	26%	21%	23%	24%
		bc			b			
ANY SKY CHANNELS	1754	1123	400	231	1218	525	282	1400
	38%	48%	27%	31%	37%	42%	32%	40%
		bc				a		a
SKY ON-DEMAND OR SKY GO OR SKY KIDS	950	609	229	112	681	262	131	786
	21%	26%	16%	15%	21%	21%	15%	23%
		bc						a
NOW	344	248	64	32	268	74	57	273
	8%	11%	4%	4%	8%	6%	6%	8%
		bc			b			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
SKY SERVICES								
ANY SKY SERVICES WATCHED WEEKLY	1960	1235	472	253	1378	571	325	1548
	43%	53%	32%	34%	42%	46%	37%	45%
		bc				a		a
NETFLIX	3317	1722	1071	524	2481	814	658	2524
	73%	74%	73%	70%	76%	65%	74%	73%
					b			
YOUTUBE (INCLUDING YOUTUBE KIDS)	3214	1669	1010	535	2246	948	614	2459
	70%	71%	69%	71%	68%	76%	69%	71%
						a		
DISNEY+	2563	1436	753	374	1900	651	490	1985
	56%	61%	51%	50%	58%	52%	55%	57%
		bc			b			
AMAZON PRIME VIDEO	1687	979	491	217	1281	400	312	1307
	37%	42%	33%	29%	39%	32%	35%	38%
		bc	c		b			
NICKELODEON/ NICK JR	1505	1011	315	179	916	584	241	1197
	33%	43%	21%	24%	28%	47%	27%	35%
		bc				a		a
CARTOON NETWORK	1456	963	298	195	873	576	225	1163
	32%	41%	20%	26%	27%	46%	25%	34%
		bc		b		a		a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
POP/ TINY POP/ POP MAX	615	440	94	81	393	222	116	468
	13%	19%	6%	11%	12%	18%	13%	13%
		bc		b		a		
PARAMOUNT+	423	320	67	35	300	117	71	333
	9%	14%	5%	5%	9%	9%	8%	10%
		bc						
NONE OF THESE	62	10	34	18	43	19	6	50
	1%	*%	2%	2%	1%	2%	1%	1%
			a	a				

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Netflix	1416	290	418	708	676	741
	31%	18%	31%	43%	29%	33%
			a	ab		a
YouTube	1344	568	417	359	759	585
	29%	36%	31%	22%	32%	26%
		bc	c		b	
Disney+	662	279	226	157	288	373
	15%	18%	17%	10%	12%	17%
		c	c			a
Sky channels (including from NOW)	202	48	54	100	112	90
	4%	3%	4%	6%	5%	4%
				ab		
Nickelodeon/ Nick Jr	181	99	47	36	91	90
	4%	6%	3%	2%	4%	4%
		bc	c			
Cartoon Network	176	103	40	33	106	70
	4%	7%	3%	2%	5%	3%
		bc			b	
Amazon Prime Video	146	32	26	88	74	72
	3%	2%	2%	5%	3%	3%
				ab		
BBC	135	49	47	38	68	67
	3%	3%	4%	2%	3%	3%
ITV/ STV/ UTV	54	8	12	35	31	23
	1%	1%	1%	2%	1%	1%
				ab		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
POP/ Tiny Pop/ Pop Max	52	36	12	5	24	28
	1%	2%	1%	*%	1%	1%
		bc				
Channel 4	40	8	11	21	26	13
	1%	*%	1%	1%	1%	1%
				a		
Channel 5	34	9	12	13	22	12
	1%	1%	1%	1%	1%	1%
Paramount+	19	5	2	13	13	6
	*%	*%	*%	1%	1%	*%
				b		
None of these	70	30	11	29	36	34
	2%	2%	1%	2%	2%	2%
		b		b		
Don't know	30	12	7	11	15	14
	1%	1%	1%	1%	1%	1%

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 26

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Netflix	1416	141	150	207	210	328	381	53	584	780
	31%	17%	20%	30%	32%	39%	48%	14%	25%	43%
				ab	ab	abcd	abcde		a	ab
YouTube	1344	316	252	223	194	219	139	156	766	422
	29%	39%	33%	32%	30%	26%	17%	41%	33%	23%
		bcdef	ef	ef	f	f		bc	c	
Disney+	662	117	162	101	125	71	86	65	416	181
	15%	14%	21%	15%	19%	8%	11%	17%	18%	10%
		e	acef	ef	acef			c	c	
Sky channels (including from NOW)	202	34	14	25	28	53	48	11	89	102
	4%	4%	2%	4%	4%	6%	6%	3%	4%	6%
		b		b	b	bc	b			b
Nickelodeon/ Nick Jr	181	50	48	24	23	16	19	29	114	39
	4%	6%	6%	4%	3%	2%	2%	8%	5%	2%
		cdef	cdef					c	c	
Cartoon Network	176	59	44	25	15	22	11	15	124	37
	4%	7%	6%	4%	2%	3%	1%	4%	5%	2%
		cdef	def	f				c	c	
Amazon Prime Video	146	19	13	11	15	44	44	7	47	91
	3%	2%	2%	2%	2%	5%	5%	2%	2%	5%
						abcd	abcd			ab
BBC	135	19	30	29	18	20	18	18	70	46
	3%	2%	4%	4%	3%	2%	2%	5%	3%	3%
								c		

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 26

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
ITV/ STV/ UTV	54	4	4	7	5	21	14	1	19	35
	1%	*%	1%	1%	1%	2%	2%	*%	1%	2%
						abcd	a			ab
POP/ Tiny Pop/ Pop Max	52	13	23	8	4	3	2	8	39	5
	1%	2%	3%	1%	1%	*%	*%	2%	2%	*%
		ef	cdef	f				c	c	
Channel 4	40	7	1	5	6	14	7	1	16	22
	1%	1%	*%	1%	1%	2%	1%	*%	1%	1%
						b				
Channel 5	34	7	3	9	2	6	7	2	17	15
	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%
Paramount+	19	5	-	2	-	7	6	3	3	13
	*%	1%	-%	*%	-%	1%	1%	1%	*%	1%
						bd	bd	b		b
None of these	70	15	15	6	5	16	13	10	31	29
	2%	2%	2%	1%	1%	2%	2%	3%	1%	2%
Don't know	30	4	8	6	1	6	5	*	18	11
	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Netflix	1416	1209	107	53	47	348	420	304	345
	31%	31%	31%	26%	33%	26%	32%	34%	34%
		c	c		c		a	a	a
YouTube	1344	1141	99	63	41	288	432	260	364
	29%	29%	29%	31%	29%	21%	33%	29%	35%
							a	a	ac
Disney+	662	551	58	29	23	239	191	113	120
	15%	14%	17%	14%	17%	18%	15%	13%	12%
						cd			
Sky channels (including from NOW)	202	173	18	8	4	72	51	42	37
	4%	4%	5%	4%	3%	5%	4%	5%	4%
Nickelodeon/ Nick Jr	181	157	13	7	4	125	28	23	5
	4%	4%	4%	4%	3%	9%	2%	3%	*%
						bcd	d	d	
Cartoon Network	176	151	11	10	4	109	28	18	21
	4%	4%	3%	5%	3%	8%	2%	2%	2%
						bcd			
Amazon Prime Video	146	124	8	9	4	45	37	39	24
	3%	3%	2%	4%	3%	3%	3%	4%	2%
								d	
BBC	135	108	11	10	5	45	29	25	35
	3%	3%	3%	5%	4%	3%	2%	3%	3%
				a					
ITV/ STV/ UTV	54	49	1	2	3	11	17	11	16
	1%	1%	*%	1%	2%	1%	1%	1%	2%
		b		b	b				

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
POP/ Tiny Pop/ Pop Max	52	44	4	3	1	20	13	12	8
	1%	1%	1%	2%	1%	1%	1%	1%	1%
Channel 4	40	36	3	1	*	9	17	6	7
	1%	1%	1%	*%	*%	1%	1%	1%	1%
Channel 5	34	29	*	2	2	13	8	6	6
	1%	1%	*%	1%	1%	1%	1%	1%	1%
				b	b				
Paramount+	19	18	-	2	-	11	5	2	1
	*%	*%	-%	1%	-%	1%	*%	*%	*%
				b		d			
None of these	70	57	7	3	3	6	19	17	29
	2%	1%	2%	2%	2%	*%	1%	2%	3%
							a	a	a
Don't know	30	25	2	2	*	9	6	7	8
	1%	1%	1%	1%	*%	1%	*%	1%	1%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 26**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Netflix	1416	741	278	659	72	955	462
	31%	29%	33%	29%	21%	30%	34%
		d	cd	d		d	acde
YouTube	1344	645	162	551	63	835	510
	29%	25%	19%	24%	19%	26%	37%
		bd		bd		bd	abcde
Disney+	662	402	114	368	40	489	173
	15%	16%	14%	16%	12%	15%	13%
		f		f		f	
Sky channels (including from NOW)	202	119	46	134	33	164	38
	4%	5%	6%	6%	10%	5%	3%
		f	f	f	abcef	f	
Nickelodeon/ Nick Jr	181	129	46	123	32	148	33
	4%	5%	6%	5%	10%	5%	2%
		f	f	f	abcef	f	
Cartoon Network	176	103	41	120	19	135	40
	4%	4%	5%	5%	6%	4%	3%
			f	f	f		
Amazon Prime Video	146	95	44	96	18	119	26
	3%	4%	5%	4%	5%	4%	2%
		f	f	f	f	f	
BBC	135	135	36	75	23	135	-
	3%	5%	4%	3%	7%	4%	-%
		cf	f	f	cef	f	
ITV/ STV/ UTV	54	38	15	39	8	48	6
	1%	2%	2%	2%	2%	2%	*%
		f	f	f	f	f	

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		BBC SERVICES USED WEEKLY					
Total		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row		4561	2534	884	2345	370	3191
Effective Weighted Sample		3615	2014	695	1852	290	2537
Total		4561	2537	837	2293	334	3192
POP/ Tiny Pop/ Pop Max		52	41	14	41	9	50
1%		2%	2%	2%	3%	2%	*%
		f	f	f	f	f	
Channel 4		40	28	9	30	3	35
1%		1%	1%	1%	1%	1%	*%
		f		f		f	
Channel 5		34	21	11	26	7	31
1%		1%	1%	1%	2%	1%	*%
		f	f	f	af	f	
Paramount+		19	18	12	17	5	19
*%		1%	1%	1%	2%	1%	*%
		f	ef	f	f	f	
None of these		70	5	4	7	2	12
2%		*%	1%	*%	*%	*%	58
							4%
							abcde
Don't know		30	17	4	7	2	18
1%		1%	*%	*%	1%	1%	12
							1%
							c

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Netflix	1416	284	244	408	1009	132	468	477	939	688	650
	31%	24%	27%	25%	35%	28%	28%	29%	32%	32%	33%
					abc				bc		
YouTube	1344	312	233	425	919	110	368	375	969	522	628
	29%	26%	25%	26%	31%	23%	22%	22%	34%	24%	32%
					abc				abc		a
Disney+	662	219	138	285	376	54	235	237	424	317	274
	15%	18%	15%	17%	13%	11%	14%	14%	15%	15%	14%
		d		d							
Sky channels (including from NOW)	202	50	53	77	125	36	104	104	98	114	78
	4%	4%	6%	5%	4%	7%	6%	6%	3%	5%	4%
						d	d	d			
Nickelodeon/ Nick Jr	181	87	45	101	80	25	105	106	75	86	57
	4%	7%	5%	6%	3%	5%	6%	6%	3%	4%	3%
		bd	d	d		d	d	d			
Cartoon Network	176	63	39	79	97	22	91	91	85	98	59
	4%	5%	4%	5%	3%	5%	6%	5%	3%	5%	3%
		d		d			d	d		b	
Amazon Prime Video	146	30	38	54	91	17	66	66	79	81	52
	3%	2%	4%	3%	3%	4%	4%	4%	3%	4%	3%
			a				d	d			
BBC	135	71	58	96	38	23	66	66	68	68	48
	3%	6%	6%	6%	1%	5%	4%	4%	2%	3%	2%
		d	d	d		d	d	d			

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
ITV/ STV/ UTV	54	16	15	23	31	12	32	32	23	36	19
	1%	1%	2%	1%	1%	3%	2%	2%	1%	2%	1%
						d	d	d			
POP/ Tiny Pop/ Pop Max	52	32	21	35	17	11	32	34	18	32	15
	1%	3%	2%	2%	1%	2%	2%	2%	1%	1%	1%
		d	d	d		d	d	d			
Channel 4	40	12	10	19	20	13	20	24	15	28	10
	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%
						bd	d	d		b	
Channel 5	34	11	9	15	18	11	26	26	8	23	9
	1%	1%	1%	1%	1%	2%	2%	2%	*%	1%	*%
						d	d	d		b	
Paramount+	19	8	7	10	9	7	14	14	6	13	2
	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%
						d	d	d		b	
None of these	70	3	2	5	65	3	12	12	58	15	41
	2%	*%	*%	*%	2%	1%	1%	1%	2%	1%	2%
					abc				abc		a
Don't know	30	3	5	7	23	1	4	5	25	10	17
	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%
									bc		

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Netflix	1416	829	456	131
	31%	30%	33%	32%
		a		
YouTube	1344	716	488	140
	29%	26%	36%	34%
		a		a
Disney+	662	436	170	56
	15%	16%	12%	14%
		b		
Sky channels (including from NOW)	202	142	49	11
	4%	5%	4%	3%
		b		
Nickelodeon/ Nick Jr	181	138	29	14
	4%	5%	2%	3%
		b		
Cartoon Network	176	119	49	8
	4%	4%	4%	2%
		c		
Amazon Prime Video	146	95	35	16
	3%	3%	3%	4%
BBC	135	120	12	3
	3%	4%	1%	1%
		bc		
ITV/ STV/ UTV	54	38	13	4
	1%	1%	1%	1%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
POP/ Tiny Pop/ Pop Max	52	41	9	3
	1%	1%	1%	1%
		b		
Channel 4	40	29	7	3
	1%	1%	1%	1%
Channel 5	34	28	4	2
	1%	1%	*%	*%
		b		
Paramount+	19	17	2	*
	*%	1%	*%	*%
None of these	70	19	38	14
	2%	1%	3%	3%
			a	a
Don't know	30	18	6	6
	1%	1%	*%	1%
				b

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Netflix	1416	684	496	237	1108	296	279	1089
	31%	29%	34% a	31%	34% b	24%	32%	31%
YouTube	1344	543	513	289	937	394	291	968
	29%	23%	35% a	38% a	29%	32%	33% b	28%
Disney+	662	377	184	102	474	184	123	517
	15%	16% b	13%	13%	14%	15%	14%	15%
Sky channels (including from NOW)	202	128	51	22	157	43	35	158
	4%	5% bc	4%	3%	5%	3%	4%	5%
Nickelodeon/ Nick Jr	181	120	34	27	91	90	27	147
	4%	5% b	2%	4%	3%	7% a	3%	4%
Cartoon Network	176	113	40	23	77	98	23	148
	4%	5% b	3%	3%	2%	8% a	3%	4% a
Amazon Prime Video	146	80	54	11	119	27	24	115
	3%	3% c	4% c	2%	4% b	2%	3%	3%
BBC	135	117	9	9	100	35	25	101
	3%	5% bc	1%	1%	3%	3%	3%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
ITV/ STV/ UTV	54	44	10	1	39	15	11	40
	1%	2% bc	1%	*%	1%	1%	1%	1%
POP/ Tiny Pop/ Pop Max	52	38	10	5	31	21	10	38
	1%	2% b	1%	1%	1%	2%	1%	1%
Channel 4	40	30	10	-	34	5	9	29
	1%	1% c	1%	-%	1%	*%	1%	1%
Channel 5	34	24	9	*	24	9	14	19
	1%	1% c	1%	*%	1%	1%	2% b	1%
Paramount+	19	15	2	2	16	4	4	15
	*%	1%	*%	*%	*%	*%	*%	*%
None of these	70	12	37	20	48	23	7	55
	2%	1%	3% a	3% a	1%	2%	1%	2%
Don't know	30	14	10	6	23	5	2	26
	1%	1%	1%	1%	1%	*%	*%	1%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	2078	-	1113	965	1074	1004
Effective Weighted Sample	1662	-	888	793	863	800
Total	2048	-	975	1073	1087	961
YouTubers/ influencers/ specific mentions	412	**	221	190	190	222
	20%	**	23%	18%	17%	23%
			c			a
TV shows/ movies/ cartoons/ anime	402	**	231	172	216	187
	20%	**	24%	16%	20%	19%
			c			
Gaming/ gamer videos	312	**	184	128	231	81
	15%	**	19%	12%	21%	8%
			c		b	
Short videos/ compilation videos/ TikToks	252	**	110	142	147	105
	12%	**	11%	13%	13%	11%
Funny videos	179	**	76	102	92	87
	9%	**	8%	10%	8%	9%
Sports/ fitness/ dancing	145	**	47	98	118	27
	7%	**	5%	9%	11%	3%
				b	b	
Music videos	138	**	36	101	50	88
	7%	**	4%	9%	5%	9%
				b		a
Tutorials	105	**	42	63	33	72
	5%	**	4%	6%	3%	7%
						a
Everything	98	**	42	56	49	49
	5%	**	4%	5%	5%	5%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	2078	-	1113	965	1074	1004
Effective Weighted Sample	1662	-	888	793	863	800
Total	2048	-	975	1073	1087	961
Education content/ documentaries	80	**	39	41	46	34
	4%	**	4%	4%	4%	4%
Animal videos	62	**	30	32	16	45
	3%	**	3%	3%	2%	5%
						a
Videos - no further detail	41	**	21	21	29	13
	2%	**	2%	2%	3%	1%
Vlogs/ blogs	38	**	16	22	16	21
	2%	**	2%	2%	2%	2%
Unboxing/ review videos	37	**	21	16	18	19
	2%	**	2%	1%	2%	2%
Podcasts	16	**	4	13	7	10
	1%	**	*%	1%	1%	1%
Eating challenges/ challenges	8	**	3	5	4	4
	*%	**	*%	*%	*%	*%
Other	62	**	27	35	27	35
	3%	**	3%	3%	2%	4%
Nothing	183	**	80	104	101	83
	9%	**	8%	10%	9%	9%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	2078	-	-	564	549	510	455	-	1002	1076
Effective Weighted Sample	1662	-	-	450	439	422	371	-	802	887
Total	2048	-	-	508	467	579	494	-	843	1205
YouTubers/ influencers/ specific mentions	412	**	**	108	114	82	108	**	181	231
	20%	**	**	21% e	24% e	14%	22% e	**	21%	19%
TV shows/ movies/ cartoons/ anime	402	**	**	122	109	94	78	**	211	191
	20%	**	**	24% ef	23% ef	16%	16%	**	25% c	16%
Gaming/ gamer videos	312	**	**	128	55	103	25	**	160	152
	15%	**	**	25% def	12% f	18% df	5%	**	19% c	13%
Short videos/ compilation videos/ TikToks	252	**	**	63	47	84	58	**	93	159
	12%	**	**	12%	10%	14%	12%	**	11%	13%
Funny videos	179	**	**	43	33	48	54	**	70	108
	9%	**	**	9%	7%	8%	11%	**	8%	9%
Sports/ fitness/ dancing	145	**	**	38	10	80	18	**	39	106
	7%	**	**	7% df	2%	14% cdf	4%	**	5%	9% b
Music videos	138	**	**	10	27	40	61	**	30	108
	7%	**	**	2%	6% c	7% c	12% cde	**	4%	9% b
Tutorials	105	**	**	13	29	20	43	**	35	70
	5%	**	**	3%	6% c	3%	9% ce	**	4%	6%

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 27

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	2078	-	-	564	549	510	455	-	1002	1076
Effective Weighted Sample	1662	-	-	450	439	422	371	-	802	887
Total	2048	-	-	508	467	579	494	-	843	1205
Everything	98	**	**	19	23	31	26	**	36	62
	5%	**	**	4%	5%	5%	5%	**	4%	5%
Education content/ documentaries	80	**	**	23	16	24	18	**	34	46
	4%	**	**	5%	3%	4%	4%	**	4%	4%
Animal videos	62	**	**	9	21	7	24	**	26	36
	3%	**	**	2%	4%	1%	5%	**	3%	3%
					ce		ce			
Videos - no further detail	41	**	**	10	10	18	2	**	19	22
	2%	**	**	2%	2%	3%	*%	**	2%	2%
					f	f				
Vlogs/ blogs	38	**	**	6	10	11	11	**	11	27
	2%	**	**	1%	2%	2%	2%	**	1%	2%
Unboxing/ review videos	37	**	**	8	13	10	6	**	20	17
	2%	**	**	2%	3%	2%	1%	**	2%	1%
Podcasts	16	**	**	2	1	4	8	**	4	13
	1%	**	**	*%	*%	1%	2%	**	*%	1%
							d			
Eating challenges/ challenges	8	**	**	3	*	1	4	**	3	5
	*%	**	**	1%	*%	*%	1%	**	*%	*%
Other	62	**	**	12	15	15	20	**	26	36
	3%	**	**	2%	3%	3%	4%	**	3%	3%
Nothing	183	**	**	42	38	59	45	**	67	116
	9%	**	**	8%	8%	10%	9%	**	8%	10%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 27

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	2078	1423	263	261	131	687	450	455	483
Effective Weighted Sample	1662	1299	254	237	128	563	377	385	380
Total	2048	1760	143	85	59	631	582	393	442
YouTubers/ influencers/ specific mentions	412	356	24	19	12	91	138	83	99
	20%	20%	17%	23%	21%	14%	24% a	21% a	23% a
TV shows/ movies/ cartoons/ anime	402	350	27	13	13	173	94	69	67
	20%	20%	19%	16%	21%	27% bcd	16%	17%	15%
Gaming/ gamer videos	312	265	22	15	10	66	115	67	64
	15%	15%	15%	18%	17%	11%	20% a	17% a	14%
Short videos/ compilation videos/ TikToks	252	223	14	10	5	79	82	46	45
	12%	13%	9%	12%	9%	13%	14%	12%	10%
Funny videos	179	151	15	8	4	55	49	34	40
	9%	9%	11%	10%	7%	9%	8%	9%	9%
Sports/ fitness/ dancing	145	124	10	7	3	40	46	28	31
	7%	7%	7%	9%	5%	6%	8%	7%	7%
Music videos	138	114	10	7	6	39	43	33	22
	7%	6%	7%	9%	10%	6%	7%	8%	5%
Tutorials	105	91	8	4	2	37	39	14	15
	5%	5%	6%	4%	3%	6%	7% cd	3%	3%
Everything	98	82	8	4	4	24	33	14	27
	5%	5%	5%	5%	7%	4%	6%	4%	6%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	2078	1423	263	261	131	687	450	455	483
Effective Weighted Sample	1662	1299	254	237	128	563	377	385	380
Total	2048	1760	143	85	59	631	582	393	442
Education content/ documentaries	80 4%	67 4%	5 4%	3 3%	6 9% abc	41 7% bcd	14 2%	13 3%	12 3%
Animal videos	62 3%	50 3%	7 5%	3 4%	2 4%	23 4% b	7 1%	25 6% bd	7 2%
Videos - no further detail	41 2%	35 2%	3 2%	1 1%	2 4%	15 2%	9 2%	11 3%	7 2%
Vlogs/ blogs	38 2%	33 2%	2 1%	1 1%	1 2%	8 1%	5 1%	8 2%	16 4% ab
Unboxing/ review videos	37 2%	30 2%	4 3% c	* *% c	2 4% c	10 2%	14 2%	7 2%	7 1%
Podcasts	16 1%	13 1%	1 1%	2 2%	- -%	4 1%	4 1%	4 1%	5 1%
Eating challenges/ challenges	8 *%	7 *%	- -%	* *%	* 1%	3 1%	2 *%	1 *%	2 *%
Other	62 3%	57 3%	3 2%	1 2%	1 1%	21 3%	9 2%	15 4%	16 4%
Nothing	183 9%	152 9%	14 10%	12 14% a	6 10%	55 9%	47 8%	28 7%	54 12% c

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	2078	1183	465	1135	183	1498	580
Effective Weighted Sample	1662	953	364	907	146	1202	461
Total	2048	1174	444	1108	174	1497	551
YouTubers/ influencers/ specific mentions	412	220	51	183	9	281	130
	20%	19%	12%	17%	5%	19%	24%
		bd	d	bd		bd	abcde
TV shows/ movies/ cartoons/ anime	402	261	121	259	48	321	82
	20%	22%	27%	23%	28%	21%	15%
		f	ef	f	f	f	
Gaming/ gamer videos	312	160	49	129	11	208	104
	15%	14%	11%	12%	6%	14%	19%
		d				d	abcde
Short videos/ compilation videos/ TikToks	252	122	55	124	25	163	89
	12%	10%	12%	11%	15%	11%	16%
							ace
Funny videos	179	97	41	95	22	128	51
	9%	8%	9%	9%	13%	9%	9%
Sports/ fitness/ dancing	145	80	23	94	8	110	35
	7%	7%	5%	8%	4%	7%	6%
Music videos	138	81	29	70	16	102	36
	7%	7%	7%	6%	9%	7%	6%
Tutorials	105	59	25	54	12	72	33
	5%	5%	6%	5%	7%	5%	6%
Everything	98	59	17	57	10	72	26
	5%	5%	4%	5%	5%	5%	5%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 27

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	2078	1183	465	1135	183	1498	580
Effective Weighted Sample	1662	953	364	907	146	1202	461
Total	2048	1174	444	1108	174	1497	551
Education content/ documentaries	80	50	33	57	9	66	14
	4%	4%	7%	5%	5%	4%	3%
			aef	f			
Animal videos	62	37	12	30	7	44	18
	3%	3%	3%	3%	4%	3%	3%
Videos - no further detail	41	27	11	29	11	33	9
	2%	2%	2%	3%	6%	2%	2%
					abcef		
Vlogs/ blogs	38	21	9	22	4	28	10
	2%	2%	2%	2%	2%	2%	2%
Unboxing/ review videos	37	27	8	26	1	29	8
	2%	2%	2%	2%	1%	2%	1%
Podcasts	16	8	5	9	1	12	4
	1%	1%	1%	1%	*%	1%	1%
Eating challenges/ challenges	8	7	2	7	3	7	1
	*%	1%	1%	1%	2%	*%	*%
					ef		
Other	62	33	18	36	5	50	12
	3%	3%	4%	3%	3%	3%	2%
Nothing	183	116	45	99	20	142	41
	9%	10%	10%	9%	12%	9%	8%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 27

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	2078	454	485	720	1358	295	885	904	1174	1188	813
Effective Weighted Sample	1662	367	384	579	1087	232	708	723	942	953	649
Total	2048	426	436	670	1378	276	837	854	1194	1188	785
YouTubers/ influencers/ specific mentions	412	53	85	117	295	50	145	147	265	247	156
	20%	12%	20%	17%	21%	18%	17%	17%	22%	21%	20%
TV shows/ movies/ cartoons/ anime			a	a	a				bc		
	402	144	124	202	201	52	198	198	204	249	137
	20%	34%	29%	30%	15%	19%	24%	23%	17%	21%	17%
		d	d	d			d	d			
Gaming/ gamer videos	312	54	46	82	230	32	89	93	219	173	125
	15%	13%	11%	12%	17%	12%	11%	11%	18%	15%	16%
					bc				abc		
Short videos/ compilation videos/ TikToks	252	39	37	59	193	29	86	88	164	130	115
	12%	9%	9%	9%	14%	11%	10%	10%	14%	11%	15%
					abc				bc		a
Funny videos	179	24	33	48	131	19	69	69	110	97	79
	9%	6%	8%	7%	9%	7%	8%	8%	9%	8%	10%
					a						
Sports/ fitness/ dancing	145	7	21	22	123	25	58	58	87	76	67
	7%	2%	5%	3%	9%	9%	7%	7%	7%	6%	9%
			a		abc						
Music videos	138	22	22	35	103	24	46	47	91	71	63
	7%	5%	5%	5%	7%	9%	5%	5%	8%	6%	8%
Tutorials	105	22	21	33	72	17	50	50	55	66	35
	5%	5%	5%	5%	5%	6%	6%	6%	5%	6%	4%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	2078	454	485	720	1358	295	885	904	1174	1188	813
Effective Weighted Sample	1662	367	384	579	1087	232	708	723	942	953	649
Total	2048	426	436	670	1378	276	837	854	1194	1188	785
Everything	98	15	27	35	63	14	52	53	45	56	31
	5%	4%	6%	5%	5%	5%	6% d	6% d	4%	5%	4%
Education content/ documentaries	80	22	21	32	49	11	53	53	27	58	21
	4%	5%	5%	5%	4%	4%	6% d	6% d	2%	5% b	3%
Animal videos	62	10	7	14	48	11	23	23	39	36	24
	3%	2%	1%	2%	3% b	4%	3%	3%	3%	3%	3%
Videos - no further detail	41	11	14	18	23	14	30	30	11	32	7
	2%	3%	3%	3%	2%	5% d	4% d	4% d	1%	3% b	1%
Vlogs/ blogs	38	5	8	11	26	3	13	13	24	27	9
	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%
Unboxing/ review videos	37	8	9	14	23	12	20	21	16	24	11
	2%	2%	2%	2%	2%	4% d	2%	3%	1%	2%	1%
Podcasts	16	2	3	5	11	2	5	5	11	10	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Eating challenges/ challenges	8	4	5	5	3	2	6	6	2	5	3
	*%	1%	1% d	1%	*%	1%	1%	1%	*%	*%	*%
Other	62	19	13	21	41	7	30	30	32	46	14
	3%	4%	3%	3%	3%	3%	4%	4%	3%	4% b	2%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	d	a	b	c	d	a	b
Significance Level: 95%	Total										
Unweighted row	2078	454	485	720	1358	295	885	904	1174	1188	813
Effective Weighted Sample	1662	367	384	579	1087	232	708	723	942	953	649
Total	2048	426	436	670	1378	276	837	854	1194	1188	785
Nothing	183	48	48	71	112	21	76	80	103	86	87
	9%	11%	11%	11%	8%	8%	9%	9%	9%	7%	11%
											a

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	2078	1293	626	159
Effective Weighted Sample	1662	1038	502	123
Total	2048	1279	625	144
YouTubers/ influencers/ specific mentions	412	236	138	38
	20%	18%	22%	26%
				a
TV shows/ movies/ cartoons/ anime	402	307	66	30
	20%	24%	11%	21%
		b		b
Gaming/ gamer videos	312	177	106	30
	15%	14%	17%	21%
				a
Short videos/ compilation videos/ TikToks	252	145	87	19
	12%	11%	14%	14%
Funny videos	179	102	57	20
	9%	8%	9%	14%
				a
Sports/ fitness/ dancing	145	93	40	11
	7%	7%	6%	8%
Music videos	138	83	37	18
	7%	6%	6%	12%
				ab
Tutorials	105	75	23	7
	5%	6%	4%	5%
Everything	98	59	33	6
	5%	5%	5%	4%
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	2078	1293	626	159
Effective Weighted Sample	1662	1038	502	123
Total	2048	1279	625	144
Education content/ documentaries	80	56	22	3
	4%	4%	3%	2%
Animal videos	62	40	16	6
	3%	3%	3%	4%
Videos - no further detail	41	28	12	1
	2%	2%	2%	1%
Vlogs/ blogs	38	22	16	-
	2%	2%	2%	-%
Unboxing/ review videos	37	26	10	2
	2%	2%	2%	1%
Podcasts	16	8	8	1
	1%	1%	1%	1%
Eating challenges/ challenges	8	8	-	-
	*%	1%	-%	-%
Other	62	42	20	-
	3%	3%	3%	-%
		c	c	
Nothing	183	107	68	8
	9%	8%	11%	6%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	2078	1141	624	313	1573	497	420	1573
Effective Weighted Sample	1662	916	499	248	1235	422	338	1258
Total	2048	1132	603	313	1502	536	415	1545
YouTubers/ influencers/ specific mentions	412	192	139	80	337	73	96	295
	20%	17%	23% a	26% a	22% b	14%	23%	19%
TV shows/ movies/ cartoons/ anime	402	283	77	43	239	162	69	319
	20%	25% bc	13%	14%	16%	30% a	17%	21%
Gaming/ gamer videos	312	136	118	58	250	60	74	226
	15%	12%	20% a	19% a	17% b	11%	18%	15%
Short videos/ compilation videos/ TikToks	252	126	88	38	168	80	38	206
	12%	11%	15%	12%	11%	15% a	9%	13% a
Funny videos	179	86	60	33	138	40	38	136
	9%	8%	10%	11%	9%	8%	9%	9%
Sports/ fitness/ dancing	145	75	49	21	105	39	22	121
	7%	7%	8%	7%	7%	7%	5%	8%
Music videos	138	69	42	26	100	36	28	107
	7%	6%	7%	8%	7%	7%	7%	7%
Tutorials	105	64	29	12	85	20	19	85
	5%	6%	5%	4%	6%	4%	4%	5%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	2078	1141	624	313	1573	497	420	1573
Effective Weighted Sample	1662	916	499	248	1235	422	338	1258
Total	2048	1132	603	313	1502	536	415	1545
Everything	98	55	27	15	73	25	22	66
	5%	5%	5%	5%	5%	5%	5%	4%
Education content/ documentaries	80	58	13	10	41	40	14	64
	4%	5%	2%	3%	3%	7%	3%	4%
		b				a		
Animal videos	62	33	19	10	54	8	18	43
	3%	3%	3%	3%	4%	1%	4%	3%
					b			
Videos - no further detail	41	29	8	5	32	9	9	30
	2%	3%	1%	2%	2%	2%	2%	2%
Vlogs/ blogs	38	24	10	4	26	11	8	26
	2%	2%	2%	1%	2%	2%	2%	2%
Unboxing/ review videos	37	26	10	2	30	7	12	24
	2%	2%	2%	*%	2%	1%	3%	2%
Podcasts	16	7	4	5	12	4	4	12
	1%	1%	1%	2%	1%	1%	1%	1%
Eating challenges/ challenges	8	7	-	1	5	3	-	8
	*%	1%	-%	*%	*%	1%	-%	1%
Other	62	37	17	8	52	10	9	46
	3%	3%	3%	3%	3%	2%	2%	3%

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	2078	1141	624	313	1573	497	420	1573
Effective Weighted Sample	1662	916	499	248	1235	422	338	1258
Total	2048	1132	603	313	1502	536	415	1545
Nothing	183	97	65	21	143	39	38	135
	9%	9%	11%	7%	10%	7%	9%	9%

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 28

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Netflix at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	3309	1004	1120	1185	1604	1705
Effective Weighted Sample	2627	792	899	957	1279	1350
Total	3317	1043	988	1286	1654	1663
1 star	2 *%	1 *%	- -%	1 *%	- -%	2 *%
2 stars	16 *%	6 1%	6 1%	4 *%	7 *%	9 1%
3 stars	219 7%	98 9% bc	52 5%	69 5%	112 7%	107 6%
4 stars	1039 31%	356 34% c	308 31%	375 29%	519 31%	520 31%
5 stars	2041 62%	582 56%	622 63% a	836 65% a	1016 61%	1025 62%
RATING OF 4-5 OUT OF 5	3080 93%	938 90%	930 94% a	1212 94% a	1535 93%	1545 93%
Mean score	4.5	4.5	4.6 a	4.6 a	4.5	4.5
Standard deviation	.65	.69	.62	.61	.64	.65

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 28

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Netflix at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	3309	503	501	537	583	564	621	231	1774	1304
Effective Weighted Sample	2627	398	394	429	472	460	498	180	1400	1058
Total	3317	532	511	489	499	632	653	230	1658	1429
1 star	2 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%
2 stars	16 *%	2 *%	4 1%	3 1%	4 1%	2 *%	2 *%	1 *%	12 1%	4 *%
3 stars	219 7%	43 8%	54 11%	24 5%	27 5%	44 7%	25 4%	32 14%	114 7%	72 5%
		f	cdf			f		bc		
4 stars	1039 31%	183 34%	172 34%	144 29%	163 33%	191 30%	184 28%	79 34%	543 33%	417 29%
		f								
5 stars	2041 62%	304 57%	279 55%	318 65%	305 61%	395 62%	441 68%	117 51%	989 60%	935 65%
				ab		b	abd		a	ab
RATING OF 4-5 OUT OF 5	3080 93%	487 91%	451 88%	462 94%	468 94%	586 93%	625 96%	197 85%	1531 92%	1352 95%
				b	b	b	abe		a	ab
Mean score	4.5	4.5	4.4	4.6 ab	4.5 b	4.5 b	4.6 abde	4.4	4.5 a	4.6 ab
Standard deviation	.65	.66	.73	.61	.63	.64	.59	.73	.66	.60

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Netflix at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3309	2203	462	414	230	1111	736	710	744
Effective Weighted Sample	2627	2005	444	377	222	909	610	592	584
Total	3317	2806	259	143	108	986	961	642	728
1 star	2	2	-	-	-	1	-	1	-
	*/%	*/%	-%	-%	-%	*/%	-%	*/%	-%
2 stars	16	13	2	1	*	8	4	-	4
	*/%	*/%	1%	1%	*/%	1% c	*/%	-%	1%
3 stars	219	182	21	11	5	55	66	43	55
	7%	6%	8%	8%	4%	6%	7%	7%	8%
4 stars	1039	869	92	47	31	297	324	209	209
	31%	31%	35%	33%	28%	30%	34%	33%	29%
5 stars	2041	1740	145	84	73	625	568	389	460
	62%	62% b	56%	59%	67% bc	63%	59%	61%	63%
RATING OF 4-5 OUT OF 5	3080	2609	236	131	104	921	892	598	669
	93%	93%	91%	92%	95% b	93%	93%	93%	92%
Mean score	4.5	4.5 b	4.5	4.5	4.6 bc	4.6	4.5	4.5	4.5
Standard deviation	.65	.64	.68	.66	.58	.65	.64	.63	.66

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 28

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Netflix at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	3309	1918	691	1747	286	2364	945
Effective Weighted Sample	2627	1530	547	1386	230	1884	743
Total	3317	1931	667	1731	271	2379	938
1 star	2 *%	2 *%	1 *%	1 *%	1 *%	2 *%	- -%
2 stars	16 *%	9 *%	- -%	6 *%	- -%	10 *%	6 1%
3 stars	219 7%	120 6%	34 5%	96 6%	16 6%	147 6%	72 8%
4 stars	1039 31%	607 31%	199 30%	543 31%	82 30%	746 31%	293 31%
5 stars	2041 62%	1193 62%	433 65%	1085 63%	171 63%	1474 62%	567 60%
RATING OF 4-5 OUT OF 5	3080 93%	1799 93%	632 95% f	1628 94% f	254 94%	2220 93%	860 92%
Mean score	4.5	4.5	4.6 f	4.6	4.6	4.5	4.5
Standard deviation	.65	.64	.60	.62	.64	.64	.67
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Netflix at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3309	920	744	1274	2035	365	1286	1306	2003	1632	1382
Effective Weighted Sample	2627	732	593	1017	1612	288	1020	1036	1595	1299	1098
Total	3317	904	725	1246	2071	350	1225	1242	2075	1622	1398
1 star	2	-	1	1	1	1	1	1	1	1	1
	%	%	%	%	%	%	%	%	%	%	%
2 stars	16	5	3	6	10	-	6	6	10	3	13
	%	1%	%	%	%	%	1%	%	%	%	1%
3 stars	219	55	42	77	142	13	60	63	156	82	98
	7%	6%	6%	6%	7%	4%	5%	5%	8%	5%	7%
4 stars	1039	286	222	389	650	95	361	365	674	503	438
	31%	32%	31%	31%	31%	27%	29%	29%	32%	31%	31%
5 stars	2041	558	457	773	1268	242	796	808	1234	1034	848
	62%	62%	63%	62%	61%	69%	65%	65%	59%	64%	61%
RATING OF 4-5 OUT OF 5	3080	844	679	1162	1918	336	1157	1172	1908	1537	1286
	93%	93%	94%	93%	93%	96%	94%	94%	92%	95%	92%
Mean score	4.5	4.5	4.6	4.5	4.5	4.6	4.6	4.6	4.5	4.6	4.5
Standard deviation	.65	.64	.63	.64	.65	.58	.62	.62	.66	.60	.67

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Netflix at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3309	2059	951	299
Effective Weighted Sample	2627	1633	760	235
Total	3317	2055	976	285
1 star	2 *%	- -%	1 *%	1 *% a
2 stars	16 *%	6 *%	6 1%	4 2% a
3 stars	219 7%	90 4%	99 10% a	30 10% a
4 stars	1039 31%	595 29%	357 37% a	86 30%
5 stars	2041 62%	1363 66% bc	514 53%	164 58%
RATING OF 4-5 OUT OF 5	3080 93%	1959 95% bc	871 89%	251 88%
Mean score	4.5	4.6 bc	4.4	4.4
Standard deviation	.65	.59	.70	.76
Columns Tested: a,b,c				

## Table 28

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	3309	1738	1053	518	2527	762	636	2538
Effective Weighted Sample	2627	1378	837	413	1983	629	504	2017
Total	3317	1722	1071	524	2481	814	658	2524
1 star	2 *%	1 *%	1 *%	- -%	2 *%	- -%	- -%	2 *%
2 stars	16 *%	5 *%	8 1%	4 1%	8 *%	8 1%	1 *%	15 1%
3 stars	219 7%	93 5%	84 8% a	41 8%	168 7%	50 6% a	61 9% b	147 6%
4 stars	1039 31%	507 29%	363 34% a	169 32%	786 32%	240 29%	204 31%	789 31%
5 stars	2041 62%	1116 65% bc	614 57%	310 59%	1517 61%	515 63%	392 60%	1571 62%
AVERAGE RATING OF 4-5 OUT OF 5	3080 93%	1623 94% bc	977 91%	479 91%	2303 93%	755 93%	596 91%	2360 94% a
Mean score	4.5	4.6 bc	4.5	4.5	4.5	4.6	4.5	4.6
Standard deviation	.65	.61	.68	.67	.64	.66	.67	.64
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	2534	907	869	758	1290	1244
Effective Weighted Sample	2014	716	697	614	1026	990
Total	2537	923	783	831	1323	1214
1 star	64	41	14	10	32	32
	3%	4%	2%	1%	2%	3%
		bc				
2 stars	145	65	51	29	69	76
	6%	7%	7%	3%	5%	6%
		c	c			
3 stars	711	237	217	257	376	335
	28%	26%	28%	31%	28%	28%
				a		
4 stars	1000	330	309	361	540	459
	39%	36%	40%	43%	41%	38%
				a		
5 stars	617	250	192	175	305	312
	24%	27%	25%	21%	23%	26%
		c				
RATING OF 4-5 OUT OF 5	1617	580	501	535	845	771
	64%	63%	64%	64%	64%	64%
Mean score	3.8	3.7	3.8	3.8	3.8	3.8
Standard deviation	.96	1.07	.95	.85	.94	.99

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

## Table 29

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	2534	452	455	450	419	388	370	229	1452	853
Effective Weighted Sample	2014	358	358	358	339	315	299	177	1150	695
Total	2537	471	452	415	368	437	394	209	1381	947
1 star	64	21	20	8	6	4	6	13	39	12
	3%	4%	4%	2%	2%	1%	2%	6%	3%	1%
		cdef	def					bc	c	
2 stars	145	30	35	28	24	11	18	15	94	35
	6%	6%	8%	7%	6%	3%	4%	7%	7%	4%
		e	e	e	e			c	c	
3 stars	711	136	102	113	104	128	129	55	367	289
	28%	29%	23%	27%	28%	29%	33%	26%	27%	30%
						b	b			
4 stars	1000	159	171	176	133	205	156	68	520	412
	39%	34%	38%	42%	36%	47%	39%	33%	38%	43%
				a		abd				ab
5 stars	617	125	125	90	102	89	85	58	360	199
	24%	27%	28%	22%	28%	20%	22%	28%	26%	21%
			e		e				c	
RATING OF 4-5 OUT OF 5	1617	284	296	267	235	295	241	126	880	611
	64%	60%	65%	64%	64%	67%	61%	60%	64%	65%
Mean score	3.8	3.7	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.8
Standard deviation	.96	1.06	1.07	.93	.96	.80	.90	1.14	1.00	.86

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 29

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	2534	1723	315	339	157	997	554	486	492
Effective Weighted Sample	2014	1568	301	307	151	819	466	410	375
Total	2537	2175	173	115	74	865	736	464	472
1 star	64 3%	54 2%	5 3%	3 3%	2 2%	19 2%	12 2%	16 4%	17 4%
2 stars	145 6%	121 6%	11 7%	8 7%	5 7%	42 5%	40 5%	30 7%	32 7%
3 stars	711 28%	618 28% d	53 31% cd	27 24%	13 17%	210 24%	218 30% a	139 30% a	144 30% a
4 stars	1000 39%	855 39%	68 39%	44 38%	34 45%	363 42% cd	320 44% cd	166 36%	150 32%
5 stars	617 24%	526 24%	36 21%	33 29% b	21 28%	231 27% b	145 20%	112 24%	129 27% b
RATING OF 4-5 OUT OF 5	1617 64%	1381 64%	104 60%	77 67%	55 74% ab	594 69% bcd	465 63%	278 60%	280 59%
Mean score	3.8	3.8	3.7	3.8 b	3.9 b	3.9 bcd	3.7	3.7	3.7
Standard deviation	.96	.96	.97	1.01	.97	.94	.89	1.02	1.05
Columns Tested: a,b,c,d - a,b,c,d									

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 29

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	2534	2534	711	1760	330	2534	-
Effective Weighted Sample	2014	2014	556	1385	258	2014	
Total	2537	2537	657	1712	296	2537	-
1 star	64	64	-	25	1	64	**
	3%	3%	-%	1%	*%	3%	**
		bcd		b		bcd	
2 stars	145	145	20	78	7	145	**
	6%	6%	3%	5%	2%	6%	**
		bd				bd	
3 stars	711	711	146	441	49	711	**
	28%	28%	22%	26%	17%	28%	**
		bd		d		bd	
4 stars	1000	1000	284	715	128	1000	**
	39%	39%	43%	42%	43%	39%	**
5 stars	617	617	207	453	112	617	**
	24%	24%	31%	26%	38%	24%	**
			ace		ace		
RATING OF 4-5 OUT OF 5	1617	1617	491	1168	239	1617	**
	64%	64%	75%	68%	81%	64%	**
			ace	ae	ace		
Mean score	3.8	3.8	4.0	3.9	4.2	3.8	**
			ace	ae	abce		
Standard deviation	.96	.96	.81	.91	.80	.96	**
Columns Tested: a,b,c,d,e,f							

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 29

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIBES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	2534	1230	953	1687	847	403	1305	1326	1208	1435	853
Effective Weighted Sample	2014	975	755	1341	676	315	1029	1046	975	1145	678
Total	2537	1202	917	1640	897	377	1220	1240	1297	1422	880
1 star	64 3%	42 4% bd	17 2%	49 3%	15 2%	3 1%	8 1%	10 1%	54 4% abc	12 1%	36 4% a
2 stars	145 6%	68 6%	46 5%	102 6%	43 5%	8 2%	34 3%	36 3%	109 8% abc	56 4%	66 7% a
3 stars	711 28%	302 25%	199 22%	402 24%	309 35% abc	72 19%	269 22%	276 22%	435 34% abc	350 25%	302 34% a
4 stars	1000 39%	436 36%	373 41%	626 38%	374 42% a	163 43% d	521 43% d	526 42% d	474 37%	611 43% b	316 36%
5 stars	617 24%	353 29% d	282 31% d	462 28% d	155 17%	131 35% d	388 32% d	393 32% d	224 17%	393 28% b	160 18%
RATING OF 4-5 OUT OF 5	1617 64%	790 66% d	655 71% acd	1088 66% d	529 59%	294 78% d	909 75% d	919 74% d	698 54%	1004 71% b	476 54%
Mean score	3.8	3.8 d	3.9 acd	3.8 d	3.7	4.1 d	4.0 d	4.0 d	3.5	3.9 b	3.6
Standard deviation	.96	1.03	.94	1.01	.87	.82	.84	.85	1.01	.87	1.00

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	2534	1972	474	88
Effective Weighted Sample	2014	1562	380	72
Total	2537	1957	491	88
1 star	64	8	29	**
	3%	*%	6%	**
			a	
2 stars	145	51	63	**
	6%	3%	13%	**
			a	
3 stars	711	441	249	**
	28%	23%	51%	**
			a	
4 stars	1000	871	122	**
	39%	45%	25%	**
		b		
5 stars	617	586	28	**
	24%	30%	6%	**
		b		
RATING OF 4-5 OUT OF 5	1617	1457	151	**
	64%	74%	31%	**
		b		
Mean score	3.8	4.0	3.1	**
		b		
Standard deviation	.96	.82	.91	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 29

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	2534	1750	446	338	1885	640	437	1985
Effective Weighted Sample	2014	1387	356	271	1475	532	351	1573
Total	2537	1729	450	358	1856	670	458	1960
1 star	64 3%	10 1%	44 10% ac	10 3% a	42 2%	22 3%	16 3%	45 2%
2 stars	145 6%	48 3%	79 17% ac	19 5% a	100 5%	44 7%	38 8% b	97 5%
3 stars	711 28%	368 21%	178 40% a	165 46% a	538 29%	169 25%	132 29%	550 28%
4 stars	1000 39%	768 44% bc	110 24%	122 34% b	730 39%	268 40%	166 36%	785 40%
5 stars	617 24%	536 31% bc	39 9%	42 12%	446 24%	167 25%	106 23%	483 25%
RATING OF 4-5 OUT OF 5	1617 64%	1304 75% bc	149 33%	164 46% b	1176 63%	435 65%	271 59%	1268 65%
Mean score	3.8	4.0 bc	3.0	3.5 b	3.8	3.8	3.7	3.8 a
Standard deviation	.96	.83	1.08	.87	.95	1.01	1.03	.94
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1619	479	556	584	816	803
Effective Weighted Sample	1297	384	443	480	649	648
Total	1610	490	478	641	821	790
1 star	18	12	2	4	11	8
	1%	3%	*%	1%	1%	1%
		bc				
2 stars	107	43	36	27	58	49
	7%	9%	8%	4%	7%	6%
		c	c			
3 stars	514	156	160	198	261	252
	32%	32%	33%	31%	32%	32%
4 stars	611	168	177	266	316	295
	38%	34%	37%	41%	39%	37%
				a		
5 stars	360	110	103	147	174	185
	22%	22%	22%	23%	21%	23%
RATING OF 4-5 OUT OF 5	971	278	280	413	490	481
	60%	57%	59%	64%	60%	61%
				a		
Mean score	3.7	3.7	3.7	3.8	3.7	3.8
				a		
Standard deviation	.92	1.00	.90	.85	.92	.91

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	1619	247	232	283	273	286	298	108	870	641
Effective Weighted Sample	1297	199	185	221	222	235	246	86	689	527
Total	1610	254	236	243	235	323	319	100	803	707
1 star	18	7	6	2	-	2	2	3	11	4
	1%	3%	2%	1%	-%	1%	1%	3%	1%	1%
		d	d					c		
2 stars	107	23	20	19	18	16	11	10	62	34
	7%	9%	9%	8%	7%	5%	4%	10%	8%	5%
		f	f					c	c	
3 stars	514	81	75	83	77	98	100	37	256	220
	32%	32%	32%	34%	33%	30%	31%	37%	32%	31%
4 stars	611	85	83	86	91	145	121	33	291	287
	38%	33%	35%	35%	39%	45%	38%	33%	36%	41%
						abc				
5 stars	360	59	52	54	49	62	85	16	182	161
	22%	23%	22%	22%	21%	19%	27%	16%	23%	23%
RATING OF 4-5 OUT OF 5	971	143	135	140	140	207	206	49	473	449
	60%	56%	57%	58%	60%	64%	65%	49%	59%	63%
										a
Mean score	3.7	3.6	3.7	3.7	3.7	3.8	3.9	3.5	3.7	3.8
							ab		a	a
Standard deviation	.92	1.02	.99	.93	.88	.83	.87	.99	.95	.86

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1619	1130	180	217	92	680	309	304	326
Effective Weighted Sample	1297	1032	173	195	89	565	264	260	244
Total	1610	1400	98	70	42	601	422	289	299
1 star	18	15	*	2	**	5	5	7	2
	1%	1%	*%	3%	**	1%	1%	3%	1%
								a	
2 stars	107	92	10	4	**	31	23	24	29
	7%	7%	10%	6%	**	5%	5%	8%	10%
								a	
3 stars	514	444	30	25	**	186	145	91	91
	32%	32%	31%	36%	**	31%	34%	32%	31%
4 stars	611	533	36	23	**	229	180	99	104
	38%	38%	36%	34%	**	38%	43%	34%	35%
							c		
5 stars	360	315	22	16	**	151	69	67	73
	22%	23%	22%	22%	**	25%	16%	23%	24%
						b		b	b
RATING OF 4-5 OUT OF 5	971	849	58	39	**	380	249	166	177
	60%	61%	59%	56%	**	63%	59%	57%	59%
Mean score	3.7	3.7	3.7	3.7	**	3.8	3.7	3.7	3.7
						bc			
Standard deviation	.92	.91	.94	.97	**	.90	.85	1.00	.96

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1619	1261	492	1174	265	1456	163
Effective Weighted Sample	1297	1007	388	931	214	1162	134
Total	1610	1260	459	1142	248	1447	163
1 star	18	14	-	5	-	15	4
	1%	1%	-%	*%	-%	1%	2%
		b				b	bcd
2 stars	107	76	16	60	12	85	22
	7%	6%	4%	5%	5%	6%	13%
							abcde
3 stars	514	404	119	347	50	460	54
	32%	32%	26%	30%	20%	32%	33%
		bd		d		bd	d
4 stars	611	473	189	440	107	549	62
	38%	38%	41%	39%	43%	38%	38%
5 stars	360	293	134	290	79	338	22
	22%	23%	29%	25%	32%	23%	13%
		f	aef	f	aef	f	
RATING OF 4-5 OUT OF 5	971	766	323	730	186	887	84
	60%	61%	71%	64%	75%	61%	51%
		f	acef	f	acef	f	
Mean score	3.7	3.8	4.0	3.8	4.0	3.8	3.5
		f	acef	f	acef	f	
Standard deviation	.92	.92	.83	.88	.85	.91	.96

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

### Table 30

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1619	603	557	846	773	325	931	946	673	983	506
Effective Weighted Sample	1297	481	443	675	624	253	737	749	552	784	406
Total	1610	574	523	801	809	308	864	878	732	963	521
1 star	18	8	7	10	9	1	4	4	14	7	8
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%
									bc		
2 stars	107	29	25	45	62	10	36	38	69	54	42
	7%	5%	5%	6%	8%	3%	4%	4%	9%	6%	8%
									abc		
3 stars	514	179	150	243	271	72	220	226	288	273	196
	32%	31%	29%	30%	34%	23%	26%	26%	39%	28%	38%
									abc		a
4 stars	611	211	201	300	312	126	357	359	252	381	182
	38%	37%	38%	37%	38%	41%	41%	41%	34%	40%	35%
							d	d			
5 stars	360	147	140	204	156	99	247	251	109	248	91
	22%	26%	27%	25%	19%	32%	29%	29%	15%	26%	18%
		d	d	d		d	d	d		b	
RATING OF 4-5 OUT OF 5	971	358	341	504	467	225	604	611	360	629	274
	60%	62%	65%	63%	58%	73%	70%	70%	49%	65%	53%
			d			d	d	d		b	
Mean score	3.7	3.8	3.8	3.8	3.7	4.0	3.9	3.9	3.5	3.8	3.6
		d	d	d		d	d	d		b	
Standard deviation	.92	.93	.92	.92	.91	.84	.86	.87	.92	.90	.92
Columns Tested:	a,b,c,d - a,b,c,d - a,b										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1619	1246	301	72
Effective Weighted Sample	1297	990	247	60
Total	1610	1220	317	74
1 star	18	6	8	**
	1%	1%	3%	**
			a	
2 stars	107	46	48	**
	7%	4%	15%	**
			a	
3 stars	514	346	140	**
	32%	28%	44%	**
			a	
4 stars	611	497	92	**
	38%	41%	29%	**
		b		
5 stars	360	325	29	**
	22%	27%	9%	**
		b		
RATING OF 4-5 OUT OF 5	971	822	120	**
	60%	67%	38%	**
		b		
Mean score	3.7	3.9	3.3	**
		b		
Standard deviation	.92	.86	.92	**
Columns Tested: a,b,c				

### Table 30

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	1619	1100	317	202	1182	430	267	1287
Effective Weighted Sample	1297	878	255	165	933	358	219	1024
Total	1610	1073	325	212	1150	450	274	1274
1 star	18 1%	5 1%	9 3% a	4 2%	14 1%	4 1%	3 1%	16 1%
2 stars	107 7%	47 4%	39 12% a	21 10% a	65 6%	41 9% a	32 12% b	68 5%
3 stars	514 32%	301 28%	135 42% a	78 37% a	374 32%	139 31%	94 34%	403 32%
4 stars	611 38%	423 39% b	105 32%	84 39%	442 38%	166 37%	82 30%	504 40% a
5 stars	360 22%	296 28% bc	37 11%	26 12%	255 22%	101 22%	64 23%	283 22%
AVERAGE RATING OF 4-5 OUT OF 5	971 60%	719 67% bc	142 44%	110 52%	697 61%	267 59%	146 53%	787 62% a
Mean score	3.7	3.9 bc	3.4	3.5	3.7	3.7	3.6	3.8
Standard deviation	.92	.88	.93	.90	.91	.94	1.00	.90
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 31

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1083	281	353	449	561	522
Effective Weighted Sample	869	230	280	367	447	423
Total	1089	297	300	491	576	512
1 star	8 1%	1 *%	4 1%	3 1%	8 1% b	* *%
2 stars	71 7%	18 6%	25 8%	28 6%	39 7%	31 6%
3 stars	316 29%	79 27%	98 33%	140 28%	167 29%	149 29%
4 stars	435 40%	124 42%	104 35%	206 42%	226 39%	209 41%
5 stars	258 24%	75 25%	69 23%	114 23%	136 24%	123 24%
RATING OF 4-5 OUT OF 5	693 64%	199 67% b	174 58%	320 65%	362 63%	331 65%
Mean score	3.8	3.9	3.7	3.8	3.8	3.8
Standard deviation	.90	.88	.96	.88	.93	.87
Columns Tested:	a,b,c - a,b					

### Table 31

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

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	1083	153	128	187	166	221	228	51	545	487
Effective Weighted Sample	869	125	105	145	136	180	188	40	434	400
Total	1089	162	135	166	134	248	243	48	500	540
1 star	8	1	-	4	*	3	-	**	5	3
	1%	*%	-%	2%	*%	1%	-%	**	1%	1%
				f						
2 stars	71	13	5	14	11	12	16	**	32	32
	7%	8%	4%	8%	8%	5%	6%	**	6%	6%
3 stars	316	39	41	57	40	71	69	**	148	157
	29%	24%	30%	35%	30%	29%	28%	**	30%	29%
4 stars	435	66	58	53	51	108	99	**	192	222
	40%	40%	43%	32%	38%	43%	41%	**	38%	41%
					c					
5 stars	258	44	31	38	32	54	60	**	122	126
	24%	27%	23%	23%	23%	22%	25%	**	24%	23%
RATING OF 4-5 OUT OF 5	693	110	89	91	83	161	159	**	314	348
	64%	68%	66%	55%	62%	65%	65%	**	63%	64%
		c				c				
Mean score	3.8	3.9	3.9	3.6	3.8	3.8	3.8	**	3.8	3.8
Standard deviation	.90	.93	.81	1.00	.91	.88	.87	**	.92	.88
Columns Tested: a,b,c,d,e,f - a,b,c										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1083	762	129	132	60	468	197	202	216
Effective Weighted Sample	869	694	125	118	58	390	166	174	161
Total	1089	949	70	42	28	426	268	197	198
1 star	8	7	1	-	**	5	*	*	3
	1%	1%	2%	-%	**	1%	*%	*%	1%
2 stars	71	63	4	3	**	26	18	9	18
	7%	7%	6%	6%	**	6%	7%	4%	9%
3 stars	316	278	19	14	**	91	95	67	64
	29%	29%	27%	33%	**	21%	35%	34%	32%
							a	a	a
4 stars	435	375	31	17	**	181	110	77	67
	40%	40%	44%	41%	**	42%	41%	39%	34%
5 stars	258	225	16	8	**	124	45	43	46
	24%	24%	22%	20%	**	29%	17%	22%	23%
						b			
RATING OF 4-5 OUT OF 5	693	601	46	25	**	304	155	121	113
	64%	63%	66%	60%	**	71%	58%	61%	57%
						bcd			
Mean score	3.8	3.8	3.8	3.7	**	3.9	3.7	3.8	3.7
						bd			
Standard deviation	.90	.90	.93	.86	**	.92	.84	.84	.97

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1083	869	392	790	209	970	113
Effective Weighted Sample	869	695	308	630	167	778	92
Total	1089	877	370	779	196	981	108
1 star	8	8	2	4	2	8	*
	1%	1%	1%	1%	1%	1%	*%
2 stars	71	54	16	39	8	60	11
	7%	6%	4%	5%	4%	6%	10%
							b
3 stars	316	252	90	197	36	275	41
	29%	29%	24%	25%	19%	28%	38%
		d				d	bcde
4 stars	435	350	153	328	81	400	35
	40%	40%	41%	42%	41%	41%	32%
5 stars	258	212	109	211	68	238	21
	24%	24%	29%	27%	35%	24%	19%
					acef		
RATING OF 4-5 OUT OF 5	693	562	262	539	149	638	56
	64%	64%	71%	69%	76%	65%	51%
		f	af	f	aef	f	
Mean score	3.8	3.8	4.0	3.9	4.1	3.8	3.6
		f	aef	af	aef	f	
Standard deviation	.90	.91	.87	.87	.89	.90	.92
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1083	394	399	574	509	241	654	663	420	707	320
Effective Weighted Sample	869	314	319	459	410	191	519	526	345	568	256
Total	1089	385	384	559	530	229	619	627	461	698	333
1 star	8	5	3	5	3	2	4	4	4	5	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2 stars	71	22	21	31	40	6	30	30	41	36	30
	7%	6%	6%	6%	8%	3%	5%	5%	9% abc	5%	9% a
3 stars	316	85	103	137	179	48	138	142	174	183	113
	29%	22%	27%	25%	34% abc	21%	22%	23%	38% abc	26%	34% a
4 stars	435	147	149	215	220	85	256	257	178	276	132
	40%	38%	39%	38%	42%	37%	41%	41%	39%	40%	40%
5 stars	258	126	108	171	87	88	191	194	64	197	54
	24%	33% d	28% d	31% d	16%	38% d	31% d	31% d	14% b	28% b	16%
RATING OF 4-5 OUT OF 5	693	273	257	386	307	173	447	451	242	473	186
	64%	71% d	67% d	69% d	58%	75% d	72% d	72% d	52%	68% b	56%
Mean score	3.8	4.0 d	3.9 d	3.9 d	3.7	4.1 d	4.0 d	4.0 d	3.6	3.9 b	3.6
Standard deviation	.90	.94	.91	.92	.86	.88	.89	.89	.87	.90	.90

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1083	842	195	46
Effective Weighted Sample	869	670	160	38
Total	1089	837	203	48
1 star	8	5	*	**
	1%	1%	*%	**
2 stars	71	35	24	**
	7%	4%	12%	**
			a	
3 stars	316	214	89	**
	29%	26%	44%	**
			a	
4 stars	435	354	70	**
	40%	42%	35%	**
5 stars	258	230	20	**
	24%	27%	10%	**
		b		
RATING OF 4-5 OUT OF 5	693	584	91	**
	64%	70%	45%	**
		b		
Mean score	3.8	3.9	3.4	**
		b		
Standard deviation	.90	.86	.83	**
Columns Tested: a,b,c				

## Table 31

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	1083	751	212	120	836	242	182	851
Effective Weighted Sample	869	602	166	101	665	200	149	679
Total	1089	749	207	133	834	248	186	854
1 star	8 1%	3 *%	3 2%	2 1%	6 1%	2 1%	4 2%	5 1%
2 stars	71 7%	27 4%	27 13% a	17 13% a	55 7%	16 6%	21 11% b	45 5%
3 stars	316 29%	187 25%	82 39% a	48 36% a	248 30%	69 28%	42 23%	258 30%
4 stars	435 40%	315 42% b	67 32%	53 40%	325 39%	106 43%	77 42%	343 40%
5 stars	258 24%	217 29% bc	29 14%	13 10%	201 24%	56 22%	42 23%	203 24%
AVERAGE RATING OF 4-5 OUT OF 5	693 64%	532 71% bc	96 46%	66 50%	525 63%	162 65%	119 64%	546 64%
Mean score	3.8	4.0 bc	3.4	3.4	3.8	3.8	3.7	3.8
Standard deviation	.90	.85	.94	.88	.91	.89	1.00	.88
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1121	392	357	372	579	542
Effective Weighted Sample	889	315	283	301	460	431
Total	1104	413	294	398	591	513
1 star	44	32	6	7	20	24
	4%	8%	2%	2%	3%	5%
		bc				
2 stars	109	49	32	28	58	51
	10%	12%	11%	7%	10%	10%
		c				
3 stars	301	114	87	99	166	135
	27%	28%	30%	25%	28%	26%
4 stars	372	116	88	169	197	175
	34%	28%	30%	42%	33%	34%
				ab		
5 stars	279	102	81	95	150	128
	25%	25%	28%	24%	25%	25%
RATING OF 4-5 OUT OF 5	651	218	169	264	348	303
	59%	53%	58%	66%	59%	59%
				ab		
Mean score	3.7	3.5	3.7	3.8	3.7	3.6
			a	a		
Standard deviation	1.08	1.20	1.05	.94	1.06	1.10

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	1121	209	183	179	178	191	181	94	619	408
Effective Weighted Sample	889	168	147	141	143	156	146	74	490	328
Total	1104	222	190	152	141	217	181	88	580	436
1 star	44	14	18	3	2	3	4	**	31	7
	4%	6%	9%	2%	2%	2%	2%	**	5%	2%
		de	cdef						c	
2 stars	109	24	25	22	10	12	16	**	68	29
	10%	11%	13%	14%	7%	6%	9%	**	12%	7%
			e	e					c	
3 stars	301	67	47	43	45	56	43	**	165	113
	27%	30%	25%	28%	31%	26%	24%	**	28%	26%
4 stars	372	57	59	46	41	94	75	**	164	181
	34%	26%	31%	30%	29%	43%	41%	**	28%	42%
						abcd	ad			b
5 stars	279	60	41	39	43	51	44	**	152	106
	25%	27%	22%	25%	30%	24%	24%	**	26%	24%
RATING OF 4-5 OUT OF 5	651	118	100	85	84	145	119	**	316	287
	59%	53%	53%	56%	60%	67%	66%	**	54%	66%
						abc	ab			b
Mean score	3.7	3.6	3.4	3.6	3.8	3.8	3.8	**	3.6	3.8
Standard deviation	1.08	1.18	1.23	1.08	b	ab	b	**	1.15	b
					.91	.98	.98			.94

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	~d	a	b	c	d
Unweighted row	1121	756	151	149	65	466	207	199	248
Effective Weighted Sample	889	691	145	136	62	384	175	168	186
Total	1104	946	81	46	31	408	280	190	227
1 star	44 4%	37 4%	4 5%	1 3%	** **	10 3%	7 3%	12 6% a	15 7% a
2 stars	109 10%	95 10%	9 11%	3 8%	** **	26 6%	26 9%	23 12% a	34 15% a
3 stars	301 27%	256 27%	24 30%	12 26%	** **	98 24% c	109 39% acd	30 16%	64 28% c
4 stars	372 34%	319 34%	26 32%	16 35%	** **	143 35%	95 34%	71 37%	63 28%
5 stars	279 25%	240 25%	19 23%	13 29%	** **	131 32% bd	42 15%	54 29% b	51 23%
RATING OF 4-5 OUT OF 5	651 59%	558 59%	44 54%	30 64%	** **	273 67% bd	138 49%	125 66% bd	114 50%
Mean score	3.7	3.7	3.6	3.8	**	3.9 bd	3.5	3.7	3.5
Standard deviation	1.08	1.08	1.10	1.03	**	1.02	.95	1.19	1.18
Columns Tested: a,b,c,d - a,b,c,d									

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



### Table 32

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1121	519	456	703	418	264	707	716	405	685	347
Effective Weighted Sample	889	414	363	559	331	210	554	561	331	543	275
Total	1104	509	441	682	422	252	658	666	438	672	344
1 star	44	28	17	31	13	3	13	13	31	14	26
	4%	5%	4%	5%	3%	1%	2%	2%	7%	2%	8%
									abc		a
2 stars	109	56	33	65	44	15	41	43	66	56	40
	10%	11%	8%	10%	10%	6%	6%	6%	15%	8%	12%
									abc		
3 stars	301	123	94	164	136	57	151	155	145	160	113
	27%	24%	21%	24%	32%	22%	23%	23%	33%	24%	33%
					abc				abc		a
4 stars	372	155	159	229	144	82	239	240	132	239	111
	34%	30%	36%	34%	34%	33%	36%	36%	30%	36%	32%
5 stars	279	147	138	193	86	95	213	216	63	203	54
	25%	29%	31%	28%	20%	38%	32%	32%	14%	30%	16%
		d	d	d		d	d	d		b	
RATING OF 4-5 OUT OF 5	651	302	297	422	229	177	452	455	195	442	165
	59%	59%	67%	62%	54%	70%	69%	68%	45%	66%	48%
			ad	d		d	d	d		b	
Mean score	3.7	3.7	3.8	3.7	3.6	4.0	3.9	3.9	3.3	3.8	3.4
			ad			d	d	d		b	
Standard deviation	1.08	1.16	1.07	1.11	1.02	.98	.99	.99	1.11	1.02	1.11
Columns Tested:	a,b,c,d - a,b,c,d - a,b										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1121	884	180	57
Effective Weighted Sample	889	696	147	46
Total	1104	865	184	56
1 star	44	23	14	**
	4%	3%	7%	**
			a	
2 stars	109	63	29	**
	10%	7%	16%	**
			a	
3 stars	301	222	69	**
	27%	26%	38%	**
			a	
4 stars	372	304	56	**
	34%	35%	30%	**
5 stars	279	253	17	**
	25%	29%	9%	**
		b		
RATING OF 4-5 OUT OF 5	651	557	73	**
	59%	64%	39%	**
		b		
Mean score	3.7	3.8	3.2	**
		b		
Standard deviation	1.08	1.02	1.04	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 32

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	1121	780	230	111	859	259	195	871
Effective Weighted Sample	889	619	177	94	673	214	159	687
Total	1104	758	224	122	839	262	204	843
1 star	44 4%	17 2%	18 8% a	9 7% a	33 4%	11 4%	8 4%	33 4%
2 stars	109 10%	58 8%	34 15% a	17 14% a	84 10%	25 10%	31 15% b	73 9%
3 stars	301 27%	188 25%	69 31%	43 35% a	229 27%	70 27%	53 26%	229 27%
4 stars	372 34%	276 36%	64 29%	32 26%	286 34%	84 32%	67 33%	289 34%
5 stars	279 25%	219 29% bc	38 17%	21 18%	206 25%	72 28%	45 22%	220 26%
RATING OF 4-5 OUT OF 5	651 59%	495 65% bc	102 46%	54 44%	492 59%	157 60%	112 55%	509 60%
Mean score	3.7	3.8 bc	3.3	3.3	3.7	3.7	3.5	3.7
Standard deviation	1.08	1.01	1.16	1.14	1.08	1.10	1.11	1.07
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	2034	648	676	710	1059	975
Effective Weighted Sample	1617	515	535	580	842	776
Total	1960	622	569	769	1049	911
1 star	22	8	7	7	10	12
	1%	1%	1%	1%	1%	1%
2 stars	66	30	18	18	40	26
	3%	5%	3%	2%	4%	3%
		c				
3 stars	352	121	99	131	173	179
	18%	20%	17%	17%	16%	20%
4 stars	763	240	226	297	414	349
	39%	39%	40%	39%	39%	38%
5 stars	757	223	219	315	413	344
	39%	36%	38%	41%	39%	38%
RATING OF 4-5 OUT OF 5	1520	463	445	612	827	693
	78%	74%	78%	80%	79%	76%
				a		
Mean score	4.1	4.0	4.1	4.2	4.1	4.1
				a		
Standard deviation	.89	.93	.89	.86	.88	.90
Columns Tested: a,b,c - a,b						

## Table 33

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

[illegible]

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 33

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	a	b	c	d
Unweighted row	2034	1359	273	272	130	911	396	387	337	
Effective Weighted Sample	1617	1237	261	247	125	748	327	324	259	
Total	1960	1660	150	90	59	787	506	349	318	
1 star	22 1%	16 1%	3 2%	2 3% a	- -%	6 1%	4 1%	1 *%	11 3% abc	
2 stars	66 3%	57 3%	6 4%	2 3%	1 3%	23 3%	13 3%	19 5% a	12 4%	
3 stars	352 18%	294 18%	24 16%	21 23%	12 20%	123 16%	91 18%	60 17%	78 24% ac	
4 stars	763 39%	651 39%	62 41%	31 34%	19 32%	290 37%	231 46% acd	129 37%	112 35%	
5 stars	757 39%	642 39%	54 36%	34 38%	27 45%	346 44% bd	167 33%	140 40%	105 33%	
RATING OF 4-5 OUT OF 5	1520 78%	1293 78% c	116 77%	65 72%	46 77%	636 81% d	398 79% d	269 77% d	217 68%	
Mean score	4.1	4.1	4.1	4.0	4.2	4.2 bd	4.1 d	4.1 d	3.9	
Standard deviation	.89	.88	.94	.98	.85	.86	.82	.90	1.01	
Columns Tested: a,b,c,d - a,b,c,d										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	2034	1379	580	1412	299	1695	339
Effective Weighted Sample	1617	1095	453	1116	238	1343	274
Total	1960	1313	532	1328	266	1622	338
1 star	22	14	2	12	1	16	6
	1%	1%	*%	1%	*%	1%	2%
2 stars	66	39	7	38	8	52	15
	3%	3%	1%	3%	3%	3%	4%
						b	b
3 stars	352	223	77	207	28	272	80
	18%	17%	14%	16%	11%	17%	24%
		d		d		d	abcde
4 stars	763	505	187	493	88	623	141
	39%	38%	35%	37%	33%	38%	42%
							d
5 stars	757	532	259	578	142	660	97
	39%	40%	49%	44%	53%	41%	29%
		f	aef	f	acef	f	
RATING OF 4-5 OUT OF 5	1520	1036	446	1071	229	1282	237
	78%	79%	84%	81%	86%	79%	70%
		f	aef	f	acef	f	
Mean score	4.1	4.1	4.3	4.2	4.4	4.1	3.9
		f	acef	f	acef	f	
Standard deviation	.89	.88	.79	.87	.81	.88	.92

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

### Table 33

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	2034	703	593	976	1058	341	1093	1107	927	1182	665
Effective Weighted Sample	1617	560	473	777	843	265	858	869	751	935	534
Total	1960	643	547	896	1064	305	998	1010	950	1132	661
1 star	22	4	4	7	15	2	6	6	16	9	12
	1%	1%	1%	1%	1%	1%	1%	1%	2% bc	1%	2%
2 stars	66	21	15	27	39	7	18	19	48	27	32
	3%	3%	3%	3%	4%	2%	2%	2%	5% bc	2%	5% a
3 stars	352	95	92	151	201	30	135	137	215	174	137
	18%	15%	17%	17%	19% a	10%	14%	14%	23% abc	15%	21% a
4 stars	763	248	199	334	429	96	358	363	400	428	272
	39%	39%	36%	37%	40%	31%	36%	36%	42% abc	38%	41%
5 stars	757	274	238	377	380	170	481	485	271	493	209
	39%	43% d	44% d	42% d	36%	56% bcd	48% d	48% d	29%	44% b	32%
AVERAGE RATING OF 4-5 OUT OF 5	1520	522	437	711	809	266	839	848	672	922	480
	78%	81% d	80%	79%	76%	87% d	84% d	84% d	71%	81% b	73%
Mean score	4.1	4.2 d	4.2 d	4.2 d	4.1	4.4 d	4.3 d	4.3 d	3.9	4.2 b	4.0
Standard deviation	.89	.86	.86	.87	.90	.81	.81	.81	.93	.84	.94
Columns Tested:	a,b,c,d - a,b,c,d - a,b										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	2034	1466	449	119
Effective Weighted Sample	1617	1159	360	98
Total	1960	1386	453	121
1 star	22	6	8	9
	1%	*%	2%	7%
			a	ab
2 stars	66	25	32	10
	3%	2%	7%	8%
			a	a
3 stars	352	187	130	35
	18%	14%	29%	29%
			a	a
4 stars	763	538	186	39
	39%	39%	41%	32%
5 stars	757	630	98	29
	39%	45%	22%	24%
		bc		
RATING OF 4-5 OUT OF 5	1520	1168	283	68
	78%	84%	63%	56%
		bc		
Mean score	4.1	4.3	3.7	3.6
		bc		
Standard deviation	.89	.79	.93	1.15
Columns Tested: a,b,c				

### Table 33

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	2034	1307	477	250	1454	572	320	1636
Effective Weighted Sample	1617	1040	377	201	1138	471	256	1297
Total	1960	1235	472	253	1378	571	325	1548
1 star	22 1%	7 1%	11 2% a	4 1%	15 1%	7 1%	5 2%	17 1%
2 stars	66 3%	27 2%	29 6% a	10 4%	50 4%	16 3%	14 4%	48 3%
3 stars	352 18%	171 14%	115 24% a	66 26% a	250 18%	102 18%	55 17%	277 18%
4 stars	763 39%	472 38%	186 39%	105 41%	541 39%	220 39%	137 42%	585 38%
5 stars	757 39%	558 45% bc	130 28%	68 27%	522 38%	227 40%	115 35%	621 40%
AVERAGE RATING OF 4-5 OUT OF 5	1520 78%	1031 83% bc	316 67%	173 68%	1063 77%	447 78%	251 77%	1206 78%
Mean score	4.1	4.3 bc	3.8	3.9	4.1	4.1	4.1	4.1
Standard deviation	.89	.82	.98	.90	.89	.88	.91	.89
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 34

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1722	473	584	665	867	855
Effective Weighted Sample	1364	374	469	535	681	685
Total	1687	481	495	711	867	820
1 star	1 *%	1 *%	1 *%	- -%	1 *%	- -%
2 stars	38 2%	14 3%	10 2%	13 2%	19 2%	19 2%
3 stars	244 14%	93 19% bc	60 12%	91 13%	125 14%	120 15%
4 stars	652 39%	171 35%	210 42% a	271 38%	345 40%	307 37%
5 stars	751 45%	202 42%	213 43%	335 47%	377 44%	374 46%
RATING OF 4-5 OUT OF 5	1403 83%	373 78%	423 86% a	607 85% a	722 83%	681 83%
Mean score	4.3	4.2	4.3	4.3 a	4.2	4.3
Standard deviation	.79	.85	.76	.76	.79	.79
Columns Tested: a,b,c - a,b						

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 34

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	1722	235	238	284	300	348	317	120	884	718
Effective Weighted Sample	1364	186	188	223	247	278	258	92	702	578
Total	1687	240	242	246	249	382	329	109	807	771
1 star	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%
2 stars	38 2%	6 3%	8 3%	6 2%	4 2%	7 2%	6 2%	7 6% bc	16 2%	15 2%
3 stars	244 14%	49 21% cef	44 18% c	24 10%	36 15%	51 13%	39 12%	26 24% bc	120 15%	98 13%
4 stars	652 39%	85 35%	86 36%	111 45% ab	99 40%	149 39%	122 37%	45 41%	312 39%	295 38%
5 stars	751 45%	99 41%	103 43%	104 42%	110 44%	175 46%	161 49%	31 28%	357 44% a	363 47% a
RATING OF 4-5 OUT OF 5	1403 83%	184 77%	189 78%	215 87% ab	209 84%	324 85% a	283 86% ab	76 69%	670 83% a	658 85% a
Mean score	4.3	4.2	4.2	4.3	4.3	4.3	4.3 ab	3.9	4.3 a	4.3 a
Standard deviation	.79	.85	.85	.76	.77	.77	.76	.90	.79	.76

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 34

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	1722	1135	258	228	101	686	358	329	345
Effective Weighted Sample	1364	1034	248	207	98	557	291	277	271
Total	1687	1422	142	77	47	602	451	297	338
1 star	1 *%	1 *%	- -%	1 1% a	- -%	- -%	1 *%	- -%	1 *%
2 stars	38 2%	32 2%	5 3%	1 2%	- -%	9 1%	12 3%	6 2%	12 3%
3 stars	244 14%	199 14%	23 16%	16 21% a	6 14%	53 9%	73 16% a	55 19% a	63 19% a
4 stars	652 39%	550 39%	58 41%	27 35%	18 38%	207 34%	213 47% ad	119 40%	113 33%
5 stars	751 45%	641 45%	56 40%	32 41%	23 49%	333 55% bcd	153 34%	116 39%	149 44% b
RATING OF 4-5 OUT OF 5	1403 83%	1190 84% c	114 80%	59 76%	40 86% c	540 90% bcd	366 81%	236 79%	262 78%
Mean score	4.3	4.3 c	4.2	4.1	4.4 bc	4.4 bcd	4.1	4.2	4.2
Standard deviation	.79	.78	.82	.86	.71	.72	.77	.80	.87

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted row	1722	1128	452	1058	221	1347	375
Effective Weighted Sample	1364	898	355	835	177	1071	293
Total	1687	1101	427	1020	202	1320	367
1 star	1 *%	1 *%	- -%	1 *%	- -%	1 *%	1 *%
2 stars	38 2%	24 2%	4 1%	15 1%	3 1%	25 2%	13 4% bc
3 stars	244 14%	136 12%	37 9%	111 11%	16 8%	163 12%	82 22% abcde
4 stars	652 39%	408 37% d	149 35%	376 37% d	56 28%	495 38% d	157 43% bd
5 stars	751 45%	534 48% f	236 55% aef	519 51% f	126 63% acef	637 48% f	114 31%
RATING OF 4-5 OUT OF 5	1403 83%	941 85% f	385 90% aef	895 88% f	183 91% f	1132 86% f	271 74%
Mean score	4.3	4.3 f	4.4 aef	4.4 f	4.5 acef	4.3 f	4.0
Standard deviation	.79	.77	.69	.74	.70	.76	.83

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1722	544	476	766	956	253	814	822	900	920	651
Effective Weighted Sample	1364	430	384	611	756	202	643	650	717	726	519
Total	1687	504	445	716	971	244	756	764	923	890	654
1 star	1	-	1	1	1	-	1	1	1	-	1
	%	%	%	%	%	%	%	%	%	%	%
2 stars	38	10	11	15	24	2	5	5	33	14	17
	2%	2%	3%	2%	2%	1%	1%	1%	4% abc	2%	3%
3 stars	244	51	51	82	163	16	69	71	173	115	101
	14%	10%	11%	11%	17% abc	7%	9%	9%	19% abc	13%	15%
4 stars	652	173	146	245	407	85	265	266	386	325	275
	39%	34%	33%	34%	42% abc	35%	35%	35%	42% bc	36%	42% a
5 stars	751	270	237	374	377	140	417	422	329	437	260
	45%	54% d	53% d	52% d	39% d	57% d	55% d	55% d	36% d	49% b	40% d
RATING OF 4-5 OUT OF 5	1403	443	382	619	784	225	682	688	716	762	535
	83%	88% d	86% d	86% d	81% d	92% d	90% d	90% d	78% d	86% d	82% d
Mean score	4.3	4.4 d	4.4 d	4.4 d	4.2	4.5 d	4.4 d	4.4 d	4.1	4.3 b	4.2
Standard deviation	.79	.75	.79	.77	.79	.67	.69	.69	.83	.76	.80

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1722	1174	414	134
Effective Weighted Sample	1364	933	326	106
Total	1687	1142	418	128
1 star	1 *%	- -%	1 *%	1 1% a
2 stars	38 2%	14 1%	19 4% a	6 4% a
3 stars	244 14%	108 9%	106 25% a	30 24% a
4 stars	652 39%	427 37%	177 42%	49 38%
5 stars	751 45%	593 52% bc	116 28%	43 33%
RATING OF 4-5 OUT OF 5	1403 83%	1019 89% bc	292 70%	91 71%
Mean score	4.3	4.4 bc	3.9	4.0
Standard deviation	.79	.71	.85	.90
Columns Tested: a,b,c				

### Table 34

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	1722	1004	505	213	1335	381	308	1349
Effective Weighted Sample	1364	798	395	171	1043	317	242	1071
Total	1687	979	491	217	1281	400	312	1307
1 star	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%
2 stars	38 2%	11 1%	20 4% a	7 3%	28 2%	10 3%	9 3%	28 2%
3 stars	244 14%	99 10%	104 21% a	41 19% a	195 15%	49 12%	59 19% b	177 14%
4 stars	652 39%	363 37%	199 41%	90 42%	484 38%	168 42%	110 35%	514 39%
5 stars	751 45%	506 52% bc	167 34%	78 36%	574 45%	173 43%	132 42%	588 45%
AVERAGE RATING OF 4-5 OUT OF 5	1403 83%	869 89% bc	366 75%	169 78%	1058 83%	340 85%	243 78%	1102 84% a
Mean score	4.3	4.4 bc	4.0	4.1	4.3	4.3	4.2	4.3
Standard deviation	.79	.72	.85	.83	.79	.78	.85	.78
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 35

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
		a	b	c	a	b
Significance Level: 95%						
Unweighted row	3202	1124	1113	965	1652	1550
Effective Weighted Sample	2550	890	888	793	1321	1231
Total	3214	1166	975	1073	1696	1519
1 star	3 *%	3 *%	- -%	- -%	2 *%	2 *%
2 stars	31 1%	11 1%	7 1%	13 1%	13 1%	19 1%
3 stars	221 7%	76 7%	58 6%	87 8%	111 7%	110 7%
4 stars	709 22%	233 20%	187 19%	289 27% ab	365 22%	344 23%
5 stars	2250 70%	843 72% c	722 74% c	684 64%	1205 71%	1044 69%
RATING OF 4-5 OUT OF 5	2958 92%	1076 92%	909 93% c	973 91%	1570 93%	1388 91%
Mean score	4.6	4.6 c	4.7 c	4.5	4.6	4.6
Standard deviation	.67	.67	.62	.70	.65	.69
Columns Tested: a,b,c - a,b						

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

### Table 35

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	3202	578	546	564	549	510	455	280	1846	1076
Effective Weighted Sample	2550	458	432	450	439	422	371	219	1455	887
Total	3214	609	558	508	467	579	494	286	1724	1205
1 star	3 *%	2 *%	2 *%	- -%	- -%	- -%	- -%	1 *%	3 *%	- -%
2 stars	31 1%	5 1%	5 1%	4 1%	4 1%	3 1%	10 2%	3 1%	14 1%	13 1%
3 stars	221 7%	40 7%	36 6%	29 6%	29 6%	42 7%	45 9%	21 7%	101 6%	99 8% b
4 stars	709 22%	104 17%	129 23% a	100 20%	87 19%	160 28% acd	128 26% acd	55 19%	340 20%	314 26% ab
5 stars	2250 70%	457 75% bef	386 69%	375 74% ef	348 74% ef	374 65%	311 63%	205 72% c	1266 73% c	779 65%
RATING OF 4-5 OUT OF 5	2958 92%	561 92%	515 92%	475 93% f	434 93% f	534 92%	439 89%	260 91%	1606 93% c	1093 91%
Mean score	4.6	4.7 ef	4.6 f	4.7 ef	4.7 ef	4.6	4.5	4.6	4.7 c	4.5
Standard deviation	.67	.67	.68	.62	.63	.65	.74	.71	.64	.69

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 35

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	3202	2174	410	409	209	1141	695	652	707
Effective Weighted Sample	2550	1980	391	370	201	941	582	547	547
Total	3214	2750	228	137	99	1004	913	603	695
1 star	3 *%	3 *%	1 *%	- -%	- -%	- -%	2 *%	1 *%	1 *%
2 stars	31 1%	27 1%	4 2%	1 1%	- -%	8 1%	15 2%	4 1%	3 *%
3 stars	221 7%	192 7%	11 5%	9 7%	10 10% b	63 6%	71 8%	37 6%	51 7%
4 stars	709 22%	613 22%	48 21%	30 22%	18 18%	244 24% d	194 21%	135 22%	136 20%
5 stars	2250 70%	1916 70%	166 73%	97 70%	71 72%	690 69%	631 69%	426 71%	503 72%
RATING OF 4-5 OUT OF 5	2958 92%	2529 92%	213 93%	127 92%	89 90%	933 93%	825 90%	561 93%	639 92%
Mean score	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6
Standard deviation	.67	.67	.68	.65	.66	.64	.72	.64	.65

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted row	3202	1870	664	1706	292	2310	892
Effective Weighted Sample	2550	1498	525	1361	232	1849	702
Total	3214	1869	631	1674	267	2316	899
1 star	3	3	-	-	-	3	1
	*%	*%	-%	-%	-%	*%	*%
2 stars	31	16	5	11	2	21	10
	1%	1%	1%	1%	1%	1%	1%
3 stars	221	126	41	96	14	160	62
	7%	7%	7%	6%	5%	7%	7%
4 stars	709	406	137	374	55	509	200
	22%	22%	22%	22%	21%	22%	22%
5 stars	2250	1319	448	1192	196	1624	626
	70%	71%	71%	71%	73%	70%	70%
RATING OF 4-5 OUT OF 5	2958	1725	584	1566	250	2133	826
	92%	92%	93%	94%	94%	92%	92%
Mean score	4.6	4.6	4.6	4.6	4.7	4.6	4.6
Standard deviation	.67	.66	.64	.62	.62	.67	.68
Columns Tested: a,b,c,d,e,f							

### Table 35

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
		Total	CBBEBIBES	CBBC	EITHER	NEITHER	WEBSITE	IPAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		3202	938	754	1287	1915	376	1279	1300	1902	1547	1321
Effective Weighted Sample		2550	751	598	1030	1523	296	1021	1038	1520	1237	1051
Total		3214	915	715	1246	1968	355	1202	1221	1993	1535	1334
1 star		3	1	-	1	3	-	-	-	3	-	3
		*%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
2 stars		31	4	8	9	22	5	5	8	24	7	21
		1%	*%	1%	1%	1%	1%	*%	1%	1% b	*%	2% a
3 stars		221	45	47	73	149	13	72	74	148	104	91
		7%	5%	7%	6%	8% a	4%	6%	6%	7% a	7%	7%
4 stars		709	177	140	248	460	73	258	263	446	344	306
		22%	19%	20%	20%	23% ac	21%	21%	22%	22%	22%	23%
5 stars		2250	689	521	915	1334	264	868	877	1372	1081	913
		70%	75% d	73% d	73% d	68%	74%	72%	72%	69%	70%	68%
RATING OF 4-5 OUT OF 5		2958	866	660	1164	1795	337	1125	1140	1818	1425	1220
		92%	95% d	92%	93% d	91%	95% d	94% d	93%	91%	93%	91%
Mean score		4.6	4.7 d	4.6	4.7 d	4.6	4.7 d	4.7 d	4.6 d	4.6	4.6	4.6
Standard deviation		.67	.59	.66	.63	.69	.61	.61	.62	.70	.63	.71
Columns Tested: a,b,c,d - a,b,c,d - a,b												

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3202	2000	928	274
Effective Weighted Sample	2550	1597	741	214
Total	3214	1992	958	265
1 star	3 *%	3 *%	- -%	1 *%
2 stars	31 1%	11 1%	16 2% a	4 2%
3 stars	221 7%	118 6%	88 9% a	16 6%
4 stars	709 22%	402 20%	245 26% a	62 23%
5 stars	2250 70%	1459 73% b	610 64%	182 69%
RATING OF 4-5 OUT OF 5	2958 92%	1861 93% b	854 89%	244 92%
Mean score	4.6	4.7 b	4.5	4.6
Standard deviation	.67	.63	.73	.71
Columns Tested: a,b,c				

## Table 35

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	3202	1696	1000	506	2304	884	601	2469
Effective Weighted Sample	2550	1350	793	408	1806	734	479	1966
Total	3214	1669	1010	535	2246	948	614	2459
1 star	3 *%	2 *%	1 *%	1 *%	3 *%	1 *%	1 *%	3 *%
2 stars	31 1%	15 1%	15 1%	2 *%	24 1%	7 1%	7 1%	21 1%
3 stars	221 7%	113 7%	66 6%	42 8%	176 8% b	41 4%	54 9%	156 6%
4 stars	709 22%	341 20%	237 23%	131 25%	501 22%	207 22%	99 16%	577 23% a
5 stars	2250 70%	1198 72%	692 69%	359 67%	1543 69%	692 73% a	453 74%	1702 69%
AVERAGE RATING OF 4-5 OUT OF 5	2958 92%	1539 92%	929 92%	491 92%	2044 91%	899 95% a	552 90%	2280 93% a
Mean score	4.6	4.6	4.6	4.6	4.6	4.7 a	4.6	4.6
Standard deviation	.67	.66	.69	.66	.69	.61	.70	.66
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 36

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Disney+ at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	2652	963	924	765	1261	1391
Effective Weighted Sample	2098	755	741	614	999	1101
Total	2563	954	809	800	1249	1315
1 star	2 *%	- -%	- -%	2 *%	- -%	2 *%
2 stars	12 *%	5 1%	4 *%	3 *%	7 1%	5 *%
3 stars	148 6%	53 6%	38 5%	58 7% b	102 8% b	46 4%
4 stars	748 29%	247 26%	248 31% a	253 32% a	389 31%	359 27%
5 stars	1654 65%	650 68% c	520 64%	484 60%	751 60%	903 69% a
RATING OF 4-5 OUT OF 5	2402 94%	896 94%	768 95% c	737 92%	1140 91%	1262 96% a
Mean score	4.6	4.6 c	4.6 c	4.5	4.5	4.6 a
Standard deviation	.63	.62	.60	.67	.67	.58

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Disney+ at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	2652	462	501	440	484	359	406	229	1558	865
Effective Weighted Sample	2098	362	393	350	391	291	323	175	1233	696
Total	2563	465	490	393	417	391	408	210	1436	917
1 star	2 *%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%	2 *%
2 stars	12 *%	1 *%	4 1%	3 1%	1 *%	3 1%	* *%	3 2% b	4 *%	4 *%
3 stars	148 6%	43 9% bd	10 2%	23 6% b	14 3%	36 9% bd	22 5% b	18 9% b	67 5%	63 7% b
4 stars	748 29%	127 27%	120 24%	118 30%	131 31% b	144 37% abf	109 27%	50 24%	404 28%	294 32% a
5 stars	1654 65%	293 63% e	356 73% acde	249 63% e	271 65% e	208 53%	275 67% e	139 66%	960 67% c	554 60%
RATING OF 4-5 OUT OF 5	2402 94%	420 91%	476 97% acef	367 93%	402 96% ae	353 90%	384 94%	189 90%	1365 95% ac	848 92%
Mean score	4.6	4.5 e	4.7 acde	4.6 e	4.6 e	4.4	4.6 e	4.5	4.6 c	4.5
Standard deviation	.63	.67	.55	.64	.56	.69	.64	.72	.59	.66

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 36

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17I. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child watches Disney+ at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	2652	1728	395	361	168	1035	559	521	533
Effective Weighted Sample	2098	1574	380	328	163	853	462	429	409
Total	2563	2145	217	123	78	884	709	474	497
1 star	2 *%	2 *%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%
2 stars	12 *%	10 *%	1 *%	- -%	1 1%	5 1%	- -%	3 1%	3 1%
3 stars	148 6%	120 6%	16 7%	9 8%	3 4%	44 5%	40 6%	34 7%	31 6%
4 stars	748 29%	626 29%	64 30%	36 30%	22 28%	240 27%	233 33% a	138 29%	137 28%
5 stars	1654 65%	1387 65%	136 63%	77 63%	53 68%	595 67% b	434 61%	299 63%	326 66%
RATING OF 4-5 OUT OF 5	2402 94%	2013 94%	200 92%	114 92%	75 96%	835 94%	667 94%	437 92%	463 93%
Mean score	4.6	4.6	4.5	4.6	4.6	4.6	4.5	4.5	4.6
Standard deviation	.63	.63	.65	.63	.60	.61	.62	.66	.64

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Disney+ at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	2652	1619	573	1508	272	1991	661
Effective Weighted Sample	2098	1290	455	1194	216	1584	514
Total	2563	1567	530	1442	239	1925	639
1 star	2	-	-	2	-	2	-
	*%	-%	-%	*%	-%	*%	-%
2 stars	12	9	2	8	3	10	2
	*%	1%	*%	1%	1%	1%	*%
3 stars	148	83	36	70	11	99	50
	6%	5%	7%	5%	5%	5%	8%
							ace
4 stars	748	444	163	420	66	558	190
	29%	28%	31%	29%	28%	29%	30%
5 stars	1654	1031	329	943	159	1256	397
	65%	66%	62%	65%	66%	65%	62%
RATING OF 4-5 OUT OF 5	2402	1475	491	1363	225	1814	588
	94%	94%	93%	95%	94%	94%	92%
				f			
Mean score	4.6	4.6	4.5	4.6	4.6	4.6	4.5
Standard deviation	.63	.62	.64	.62	.64	.62	.65
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Disney+ at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	2652	845	655	1143	1509	333	1118	1129	1523	1341	1044
Effective Weighted Sample	2098	675	519	913	1187	266	886	896	1206	1063	831
Total	2563	798	610	1073	1490	320	1027	1038	1525	1284	1030
1 star	2	-	-	-	2	-	-	-	2	2	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%
2 stars	12	4	6	7	4	3	8	9	3	5	3
	*%	1%	1%	1%	*%	1%	1%	1% d	*%	*%	*%
3 stars	148	40	33	53	95	14	45	45	103	69	60
	6%	5%	5%	5%	6%	4%	4%	4%	7% bc	5%	6%
4 stars	748	184	162	269	479	96	282	287	461	355	336
	29%	23%	27%	25%	32% abc	30%	27%	28%	30%	28%	33% a
5 stars	1654	570	410	744	909	207	692	697	956	853	631
	65%	71% d	67% d	69% d	61%	65%	67% d	67% d	63%	66% b	61%
RATING OF 4-5 OUT OF 5	2402	754	571	1013	1389	303	974	984	1417	1209	967
	94%	94%	94%	94%	93%	95%	95%	95%	93%	94%	94%
Mean score	4.6	4.7 d	4.6	4.6 d	4.5	4.6	4.6 d	4.6 d	4.6	4.6	4.5
Standard deviation	.63	.60	.64	.61	.64	.62	.61	.61	.64	.62	.62

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Disney+ at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	2652	1742	705	205
Effective Weighted Sample	2098	1383	557	158
Total	2563	1687	689	187
1 star	2 *%	- -%	2 *%	- -%
2 stars	12 *%	5 *%	6 1%	1 *%
3 stars	148 6%	78 5%	61 9% a	10 5%
4 stars	748 29%	457 27%	228 33% a	63 34%
5 stars	1654 65%	1147 68% b	394 57%	113 60%
RATING OF 4-5 OUT OF 5	2402 94%	1605 95% b	621 90%	176 94%
Mean score	4.6	4.6 b	4.5	4.5
Standard deviation	.63	.59	.71	.61
Columns Tested: a,b,c				

## Table 36

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	2652	1502	764	386	1997	643	490	2070
Effective Weighted Sample	2098	1191	603	305	1563	526	388	1638
Total	2563	1436	753	374	1900	651	490	1985
1 star	2 *%	- -%	- -%	2 *% a	2 *%	- -%	- -%	2 *%
2 stars	12 *%	9 1%	1 *%	2 1%	8 *%	4 1%	3 1%	5 *%
3 stars	148 6%	71 5%	59 8% a	19 5%	113 6%	35 5%	32 7%	105 5%
4 stars	748 29%	383 27%	264 35% ac	102 27%	556 29%	188 29%	154 31%	573 29%
5 stars	1654 65%	974 68% b	430 57%	250 67% b	1220 64%	424 65%	301 61%	1301 66%
AVERAGE RATING OF 4-5 OUT OF 5	2402 94%	1357 94%	693 92%	351 94%	1777 94%	612 94%	454 93%	1874 94%
Mean score	4.6	4.6 b	4.5	4.6 b	4.6	4.6	4.5	4.6
Standard deviation	.63	.61	.64	.66	.63	.62	.65	.61
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 37

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	424	125	138	161	232	192
Effective Weighted Sample	340	100	108	137	186	155
Total	390	109	104	177	217	172
2 stars	3 1%	2 2%	1 1%	- -%	3 1%	- -%
3 stars	22 6%	9 8%	7 7%	6 3%	12 6%	10 6%
4 stars	69 18%	27 25%	20 19%	22 12%	33 15%	35 20%
5 stars	81 21%	22 20%	26 25%	33 19%	42 20%	38 22%
RATING OF 4-5 OUT OF 5	150 38%	49 45%	46 44%	55 31%	76 35%	74 43%
Mean score	4.3	4.1	4.3	4.4 a	4.3	4.3
Standard deviation	.75	.80	.76	.67	.82	.68
Columns Tested: a,b,c - a,b						

### Table 37

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

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted row	424	61	64	78	60	93	68	32	221	171
Effective Weighted Sample	340	47	52	59	49	81	56	27	174	143
Total	390	52	57	59	44	106	71	26	180	184
2 stars	3	**	**	**	**	**	**	**	3	-
	1%	**	**	**	**	**	**	**	2%	-%
3 stars	22	**	**	**	**	**	**	**	11	6
	6%	**	**	**	**	**	**	**	6%	3%
4 stars	69	**	**	**	**	**	**	**	39	22
	18%	**	**	**	**	**	**	**	22%	12%
									c	
5 stars	81	**	**	**	**	**	**	**	44	33
	21%	**	**	**	**	**	**	**	25%	18%
RATING OF 4-5 OUT OF 5	150	**	**	**	**	**	**	**	83	55
	38%	**	**	**	**	**	**	**	46%	30%
									c	
Mean score	4.3	**	**	**	**	**	**	**	4.3	4.4
Standard deviation	.75	**	**	**	**	**	**	**	.79	.67
Columns Tested: a,b,c,d,e,f - a,b,c										

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 37

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d
Unweighted row		424	292	42	65	25	264	50	57	53
Effective Weighted Sample		340	269	41	61	24	221	42	50	34
Total		390	337	22	19	12	233	65	56	36
2 stars		3	2	**	**	**	2	**	**	**
		1%	1%	**	**	**	1%	**	**	**
3 stars		22	20	**	**	**	11	**	**	**
		6%	6%	**	**	**	5%	**	**	**
4 stars		69	56	**	**	**	46	**	**	**
		18%	17%	**	**	**	20%	**	**	**
5 stars		81	71	**	**	**	58	**	**	**
		21%	21%	**	**	**	25%	**	**	**
RATING OF 4-5 OUT OF 5		150	128	**	**	**	104	**	**	**
		38%	38%	**	**	**	45%	**	**	**
Mean score		4.3	4.3	**	**	**	4.4	**	**	**
Standard deviation		.75	.76	**	**	**	.73	**	**	**

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 37

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	424	349	202	361	123	393	31
Effective Weighted Sample	340	281	161	293	97	318	23
Total	390	321	182	331	106	363	27
2 stars	3	3	-	3	1	3	**
	1%	1%	-%	1%	1%	1%	**
3 stars	22	22	8	18	3	22	**
	6%	7%	4%	5%	2%	6%	**
4 stars	69	69	43	66	30	69	**
	18%	21%	24%	20%	28%	19%	**
5 stars	81	81	47	78	33	81	**
	21%	25%	26%	23%	31%	22%	**
RATING OF 4-5 OUT OF 5	150	150	91	144	63	150	**
	38%	47%	50%	43%	59%	41%	**
					ace		
Mean score	4.3	4.3	4.4	4.3	4.4	4.3	**
Standard deviation	.75	.75	.64	.74	.63	.75	**
Columns Tested: a,b,c,d,e,f							

## Table 37

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIBES	CBBC	EITHER	NEITHER	WEBSITE	IPAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	~b
Unweighted row	424	197	165	262	162	115	297	299	125	300	86
Effective Weighted Sample	340	158	131	211	130	92	237	239	102	242	67
Total	390	174	144	233	157	99	263	265	124	277	82
2 stars	3	3	1	3	-	-	2	2	1	2	**
	1%	2%	1%	1%	-%	-%	1%	1%	1%	1%	**
3 stars	22	22	9	22	-	6	13	13	8	12	**
	6%	13% d	6% d	9% d	-%	6%	5%	5%	7%	4%	**
4 stars	69	69	39	69	-	21	57	57	12	52	**
	18%	39% bcd	27% d	30% d	-%	22% d	22% d	21% d	10%	19%	**
5 stars	81	81	37	81	-	29	72	73	8	64	**
	21%	46% bcd	26% d	35% d	-%	29% d	27% d	27% d	7%	23%	**
RATING OF 4-5 OUT OF 5	150	150	76	150	-	50	129	130	20	116	**
	38%	86% bcd	53% d	64% bd	-%	51% d	49% d	49% d	16%	42%	**
Mean score	4.3	4.3	4.3	4.3	-	4.4 d	4.4 d	4.4 d	3.9	4.4	**
Standard deviation	.75	.75	.69	.75	-	.68	.70	.70	.87	.73	**

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	424	350	62	12
Effective Weighted Sample	340	281	50	10
Total	390	317	62	10
2 stars	3	2	**	**
	1%	*%	**	**
3 stars	22	19	**	**
	6%	6%	**	**
4 stars	69	60	**	**
	18%	19%	**	**
5 stars	81	74	**	**
	21%	23%	**	**
RATING OF 4-5 OUT OF 5	150	133	**	**
	38%	42%	**	**
Mean score	4.3	4.3	**	**
Standard deviation	.75	.73	**	**
Columns Tested: a,b,c				

### Table 37

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES ~a	NO b
Significance Level: 95%								
Unweighted row	424	334	62	28	300	121	64	348
Effective Weighted Sample	340	269	48	24	237	101	53	277
Total	390	308	57	24	272	114	67	310
2 stars	3	2	**	**	-	3	**	2
	1%	1%	**	**	-%	3% a	**	1%
3 stars	22	19	**	**	13	9	**	15
	6%	6%	**	**	5%	8%	**	5%
4 stars	69	55	**	**	45	24	**	61
	18%	18%	**	**	17%	21%	**	20%
5 stars	81	72	**	**	53	26	**	68
	21%	23%	**	**	20%	23%	**	22%
AVERAGE RATING OF 4-5 OUT OF 5	150	127	**	**	98	50	**	129
	38%	41%	**	**	36%	43%	**	42%
Mean score	4.3	4.3	**	**	4.4 b	4.2	**	4.3
Standard deviation	.75	.74	**	**	.68	.86	**	.73
Columns Tested: a,b,c - a,b - a,b								

## Table 38

Base: Those whose child watches Cartoon Network at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1532	606	544	382	812	720
Effective Weighted Sample	1241	488	447	316	661	582
Total	1456	590	461	405	807	649
1 star	10	2	5	3	6	4
	1%	*%	1%	1%	1%	1%
2 stars	19	6	7	6	8	11
	1%	1%	2%	2%	1%	2%
3 stars	204	61	74	70	108	97
	14%	10%	16%	17%	13%	15%
			a	a		
4 stars	504	209	165	130	281	223
	35%	35%	36%	32%	35%	34%
5 stars	719	312	211	196	404	315
	49%	53%	46%	48%	50%	49%
		b				
RATING OF 4-5 OUT OF 5	1223	521	376	325	685	537
	84%	88%	82%	80%	85%	83%
		bc				
Mean score	4.3	4.4	4.2	4.3	4.3	4.3
		bc				
Standard deviation	.81	.74	.84	.85	.80	.82
Columns Tested: a,b,c - a,b						

### Table 38

Base: Those whose child watches Cartoon Network at least weekly

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	1532	316	290	294	250	202	180	139	972	421
Effective Weighted Sample	1241	258	231	238	210	171	146	110	788	349
Total	1456	322	268	257	204	228	176	132	873	451
1 star	10 1%	1 *%	1 *%	4 2%	* *%	1 *%	3 1%	- -%	6 1%	3 1%
2 stars	19 1%	4 1%	2 1%	2 1%	5 2%	2 1%	4 2%	- -%	12 1%	8 2%
3 stars	204 14%	25 8%	36 14%	44 17%	30 15%	40 17%	30 17%	19 14%	107 12%	79 17%
			a	a	a	a	a			b
4 stars	504 35%	125 39%	84 31%	84 33%	81 40%	72 31%	58 33%	49 37%	303 35%	151 34%
5 stars	719 49%	167 52%	145 54%	123 48%	88 43%	114 50%	82 46%	64 48%	445 51%	209 46%
			d							
RATING OF 4-5 OUT OF 5	1223 84%	292 91% cdef	229 85%	207 81%	169 83%	186 81%	140 79%	113 86%	749 86% c	361 80%
Mean score	4.3	4.4 cdf	4.4 f	4.2	4.2	4.3	4.2	4.3	4.3 c	4.2
Standard deviation	.81	.71	.77	.88	.80	.81	.91	.72	.80	.85
Columns Tested: a,b,c,d,e,f - a,b,c										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Cartoon Network at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1532	1084	187	170	91	818	250	255	207
Effective Weighted Sample	1241	983	180	159	88	682	211	215	168
Total	1456	1260	99	57	41	694	322	229	210
1 star	10	9	*	*	**	4	-	3	2
	1%	1%	*%	1%	**	1%	-%	1%	1%
2 stars	19	15	3	2	**	7	7	2	4
	1%	1%	3%	4%	**	1%	2%	1%	2%
				a					
3 stars	204	178	12	9	**	64	56	37	47
	14%	14%	12%	15%	**	9%	17%	16%	22%
							a	a	a
4 stars	504	440	37	18	**	216	124	93	71
	35%	35%	37%	31%	**	31%	39%	40%	34%
							a	a	
5 stars	719	618	47	28	**	404	135	94	86
	49%	49%	47%	49%	**	58%	42%	41%	41%
						bcd			
RATING OF 4-5 OUT OF 5	1223	1058	83	45	**	619	260	187	157
	84%	84%	84%	80%	**	89%	81%	81%	75%
						bcd			
Mean score	4.3	4.3	4.3	4.2	**	4.5	4.2	4.2	4.1
						bcd			
Standard deviation	.81	.81	.82	.90	**	.75	.80	.84	.90

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 38

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Cartoon Network at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1532	1079	475	1100	233	1301	231
Effective Weighted Sample	1241	869	378	882	185	1048	193
Total	1456	1020	421	1023	203	1229	227
1 star	10 1%	7 1%	1 *%	7 1%	* *%	8 1%	1 1%
2 stars	19 1%	12 1%	5 1%	12 1%	* *%	14 1%	5 2% d
3 stars	204 14%	138 14% d	46 11%	119 12% d	13 6%	166 14% d	38 17% d
4 stars	504 35%	354 35%	140 33%	352 34%	64 31%	424 34%	80 35%
5 stars	719 49%	509 50%	229 54% f	534 52%	126 62% acef	617 50%	102 45%
RATING OF 4-5 OUT OF 5	1223 84%	862 85%	369 88% f	886 87% f	190 93% abcef	1040 85%	182 80%
Mean score	4.3	4.3	4.4 f	4.4 f	4.5 abcef	4.3	4.2
Standard deviation	.81	.80	.75	.78	.64	.80	.85
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Cartoon Network at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1532	623	471	818	714	260	862	872	660	924	435
Effective Weighted Sample	1241	503	379	663	578	204	691	699	543	743	360
Total	1456	584	442	772	684	233	791	800	656	863	426
1 star	10	3	6	6	3	*	3	4	6	8	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2 stars	19	4	6	8	12	4	8	8	12	14	5
	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%
3 stars	204	63	57	93	111	26	92	96	108	113	64
	14%	11%	13%	12%	16%	11%	12%	12%	16%	13%	15%
					ac				bc		
4 stars	504	183	153	255	249	78	265	268	236	292	152
	35%	31%	35%	33%	36%	34%	34%	33%	36%	34%	36%
5 stars	719	331	220	410	309	124	423	425	294	436	204
	49%	57%	50%	53%	45%	53%	53%	53%	45%	50%	48%
		bd		d		d	d	d			
RATING OF 4-5 OUT OF 5	1223	513	373	664	558	203	688	693	530	728	356
	84%	88%	84%	86%	82%	87%	87%	87%	81%	84%	83%
		d		d		d	d	d			
Mean score	4.3	4.4	4.3	4.4	4.2	4.4	4.4	4.4	4.2	4.3	4.3
		bd		d		d	d	d			
Standard deviation	.81	.76	.84	.79	.82	.76	.76	.77	.85	.83	.79

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base: Those whose child watches Cartoon Network at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1532	1158	289	85
Effective Weighted Sample	1241	931	242	69
Total	1456	1084	294	78
1 star	10	5	5	**
	1%	*%	2%	**
			a	
2 stars	19	10	8	**
	1%	1%	3%	**
			a	
3 stars	204	126	60	**
	14%	12%	20%	**
			a	
4 stars	504	364	107	**
	35%	34%	36%	**
5 stars	719	579	114	**
	49%	53%	39%	**
		b		
RATING OF 4-5 OUT OF 5	1223	944	221	**
	84%	87%	75%	**
		b		
Mean score	4.3	4.4	4.1	**
		b		
Standard deviation	.81	.76	.92	**
Columns Tested: a,b,c				

## Table 38

Base: Those whose child watches Cartoon Network at least weekly

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	1532	1039	304	189	946	581	220	1248
Effective Weighted Sample	1241	835	249	158	756	482	181	1010
Total	1456	963	298	195	873	576	225	1163
1 star	10 1%	7 1%	1 *%	2 1%	7 1%	3 *%	3 1%	5 *%
2 stars	19 1%	11 1%	6 2%	2 1%	16 2%	3 1%	5 2%	11 1%
3 stars	204 14%	111 12%	58 19% a	36 18% a	132 15%	72 13%	37 16%	155 13%
4 stars	504 35%	319 33%	113 38%	72 37%	323 37% b	178 31%	86 38%	398 34%
5 stars	719 49%	515 54% bc	120 40%	84 43%	394 45%	320 56% a	95 42%	594 51% a
AVERAGE RATING OF 4-5 OUT OF 5	1223 84%	834 87% bc	233 78%	156 80%	718 82%	498 86% a	180 80%	992 85%
Mean score	4.3	4.4 bc	4.2	4.2	4.2	4.4 a	4.2	4.3 a
Standard deviation	.81	.79	.83	.84	.83	.76	.87	.77
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1596	660	563	373	832	764
Effective Weighted Sample	1278	523	459	306	666	615
Total	1505	635	476	394	818	688
1 star	6 *%	1 *%	1 *%	4 1%	3 *%	3 *%
2 stars	25 2%	7 1%	8 2%	10 3%	10 1%	14 2%
3 stars	212 14%	81 13%	73 15%	58 15%	111 14%	101 15%
4 stars	537 36%	215 34%	184 39%	138 35%	291 36%	246 36%
5 stars	726 48%	330 52%	211 44%	184 47%	402 49%	323 47%
		b				
RATING OF 4-5 OUT OF 5	1263 84%	545 86%	395 83%	322 82%	693 85%	569 83%
Mean score	4.3	4.4 bc	4.3	4.2	4.3	4.3
Standard deviation	.80	.76	.78	.87	.78	.82
Columns Tested: a,b,c - a,b						

### Table 39

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

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	1596	344	316	296	267	192	181	158	1028	410
Effective Weighted Sample	1278	275	250	237	223	159	148	121	827	336
Total	1505	348	287	257	219	212	182	145	925	435
1 star	6 *%	- -%	1 *%	1 *%	- -%	2 1%	2 1%	- -%	2 *%	4 1%
2 stars	25 2%	4 1%	2 1%	4 2%	4 2%	2 1%	8 5%	3 2%	10 1%	11 3%
3 stars	212 14%	44 13%	37 13%	42 16%	31 14%	25 12%	33 18%	18 13%	127 14%	66 15%
4 stars	537 36%	115 33%	100 35%	97 38%	86 39%	79 37%	60 33%	50 34%	330 36%	157 36%
5 stars	726 48%	184 53%	146 51%	114 44%	98 45%	104 49%	80 44%	74 51%	456 49%	196 45%
AVERAGING OF 4-5 OUT OF 5	1263 84%	299 86% f	246 86% f	211 82%	184 84%	183 86% f	139 76%	124 85%	786 85%	353 81%
Mean score	4.3	4.4 f	4.4 f	4.2	4.3	4.3	4.1	4.3	4.3 c	4.2
Standard deviation	.80	.75	.77	.79	.76	.81	.94	.78	.77	.87
Columns Tested: a,b,c,d,e,f - a,b,c										

### Table 39

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1596	1085	218	189	104	835	275	260	224
Effective Weighted Sample	1278	984	210	174	100	691	228	218	175
Total	1505	1280	116	63	47	703	346	233	223
1 star	6 *%	5 *%	1 1%	* *%	- -%	1 *%	2 1%	4 2% a	* *%
2 stars	25 2%	20 2%	2 2%	3 4% ad	- -%	7 1%	8 2%	1 *%	9 4% ac
3 stars	212 14%	169 13%	24 20% ad	14 23% ad	5 11%	76 11%	56 16% a	35 15%	45 20% a
4 stars	537 36%	464 36% c	39 34%	16 25%	17 37% c	224 32%	147 42% a	91 39% a	75 34%
5 stars	726 48%	622 49%	50 43%	30 47%	24 52%	395 56% bcd	134 39%	102 44%	94 42%
AVERAGE RATING OF 4-5 OUT OF 5	1263 84%	1086 85% bc	89 77%	46 73%	41 89% bc	619 88% bd	281 81%	194 83%	169 76%
Mean score	4.3	4.3 bc	4.2	4.2	4.4 bc	4.4 bcd	4.2	4.2	4.1
Standard deviation	.80	.79	.89	.94	.69	.73	.81	.83	.88
Columns Tested: a,b,c,d - a,b,c,d									

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1596	1131	458	1141	247	1359	237
Effective Weighted Sample	1278	903	364	905	199	1084	194
Total	1505	1055	403	1057	222	1275	230
1 star	6 *%	6 1%	2 1%	5 *%	2 1%	6 *%	* *%
2 stars	25 2%	17 2%	7 2%	13 1%	1 *%	18 1%	6 3% d
3 stars	212 14%	127 12% d	41 10% d	123 12% d	11 5%	158 12% d	54 23% abcde
4 stars	537 36%	381 36%	123 30%	372 35%	76 34%	459 36%	78 34%
5 stars	726 48%	524 50% f	231 57% aef	543 51% f	133 60% acef	634 50% f	92 40%
RATING OF 4-5 OUT OF 5	1263 84%	905 86% f	353 88% f	915 87% f	208 94% abcef	1093 86% f	170 74%
Mean score	4.3	4.3 f	4.4 f	4.4 f	4.5 acef	4.3 f	4.1
Standard deviation	.80	.79	.78	.77	.69	.78	.87

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

### Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
		Total	CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		1596	689	484	873	723	277	900	912	684	935	488
Effective Weighted Sample		1278	548	390	700	579	218	713	722	557	744	398
Total		1505	637	453	812	694	250	825	836	669	858	478
1 star		6	4	6	6	*	2	4	4	2	3	3
		*%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%
				d								
2 stars		25	12	7	12	12	4	10	10	14	12	9
		2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%
3 stars		212	63	48	85	127	33	89	92	120	113	80
		14%	10%	11%	10%	18%	13%	11%	11%	18%	13%	17%
						abc				bc		
4 stars		537	208	159	268	269	77	281	283	254	296	183
		36%	33%	35%	33%	39%	31%	34%	34%	38%	34%	38%
						ac						
5 stars		726	351	234	441	285	134	442	447	279	434	203
		48%	55%	52%	54%	41%	54%	54%	53%	42%	51%	42%
			d	d	d		d	d	d		b	
RATING OF 4-5 OUT OF 5		1263	559	393	709	554	211	723	730	533	729	385
		84%	88%	87%	87%	80%	84%	88%	87%	80%	85%	81%
			d	d	d		d	d	d			
Mean score		4.3	4.4	4.3	4.4	4.2	4.3	4.4	4.4	4.2	4.3	4.2
			d	d	d		d	d	d		b	
Standard deviation		.80	.78	.83	.79	.80	.84	.76	.77	.82	.79	.83

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1596	1207	296	93
Effective Weighted Sample	1278	962	240	76
Total	1505	1130	291	84
1 star	6	5	1	**
	*%	*%	*%	**
2 stars	25	17	6	**
	2%	1%	2%	**
3 stars	212	123	71	**
	14%	11%	24%	**
			a	
4 stars	537	404	103	**
	36%	36%	35%	**
5 stars	726	581	111	**
	48%	51%	38%	**
		b		
RATING OF 4-5 OUT OF 5	1263	985	213	**
	84%	87%	73%	**
		b		
Mean score	4.3	4.4	4.1	**
		b		
Standard deviation	.80	.77	.85	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 39

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
						ETHNIC MINORITY GROUP		
	Total	YES a	NO b	MAYBE c	WHITE a	b	YES a	NO b
Significance Level: 95%								
Unweighted row	1596	1086	328	182	999	594	242	1289
Effective Weighted Sample	1278	865	267	147	792	485	195	1031
Total	1505	1011	315	179	916	584	241	1197
1 star	6 *%	3 *%	1 *%	2 1%	6 1%	- -%	4 2% b	2 *%
2 stars	25 2%	18 2%	7 2%	- -%	17 2%	7 1%	12 5% b	10 1%
3 stars	212 14%	108 11%	72 23% a	32 18% a	144 16% b	68 12%	49 20% b	156 13%
4 stars	537 36%	357 35%	113 36%	66 37%	326 36%	208 36%	85 35%	425 35%
5 stars	726 48%	524 52% b	122 39%	80 44%	422 46%	301 52%	90 37%	605 51% a
RATING OF 4-5 OUT OF 5	1263 84%	882 87% b	235 74%	146 81%	748 82%	509 87% a	176 73%	1030 86% a
Mean score	4.3	4.4 b	4.1	4.2	4.2	4.4 a	4.0	4.4 a
Standard deviation	.80	.77	.86	.81	.84	.73	.97	.75
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	647	300	226	121	310	337
Effective Weighted Sample	511	242	174	100	247	265
Total	615	303	182	130	308	308
1 star	6	-	4	2	2	4
	1%	-%	2%	1%	1%	1%
2 stars			a			
	23	7	11	5	13	10
	4%	2%	6%	4%	4%	3%
3 stars	122	51	37	35	68	54
	20%	17%	20%	27%	22%	18%
4 stars			a			
	223	108	66	48	109	114
	36%	36%	36%	37%	35%	37%
5 stars	241	137	64	39	115	126
	39%	45%	35%	30%	37%	41%
RATING OF 4-5 OUT OF 5		bc				
	464	246	131	88	224	240
	75%	81%	72%	68%	73%	78%
Mean score						
	4.1	4.2	4.0	3.9	4.0	4.1
Standard deviation		bc				
	.90	.81	.99	.93	.91	.89

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c
Unweighted row	647	131	169	118	108	61	60	78	432	137
Effective Weighted Sample	511	107	135	90	84	53	48	62	340	110
Total	615	140	163	94	88	74	56	70	403	143
1 star	6	-	-	2	2	**	**	**	4	2
	1%	~%	~%	2%	2%	**	**	**	1%	1%
2 stars	23	5	2	5	6	**	**	**	13	7
	4%	3%	1%	5%	6%	**	**	**	3%	5%
				b						
3 stars	122	22	28	25	12	**	**	**	73	37
	20%	16%	17%	27%	14%	**	**	**	18%	26%
				d						
4 stars	223	48	61	33	33	**	**	**	140	55
	36%	34%	37%	35%	37%	**	**	**	35%	38%
5 stars	241	66	72	28	36	**	**	**	172	43
	39%	47%	44%	30%	41%	**	**	**	43%	30%
		c	c						c	
RATING OF 4-5 OUT OF 5	464	113	132	62	69	**	**	**	312	97
	75%	81%	81%	66%	78%	**	**	**	78%	68%
		c	c						c	
Mean score	4.1	4.2	4.2	3.9	4.1	**	**	**	4.2	3.9
		c	c						c	
Standard deviation	.90	.84	.79	.99	.98	**	**	**	.90	.93

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 40

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	~b	~c	~d	a	~b	c	d
Unweighted row	647	437	93	86	31	325	95	107	119
Effective Weighted Sample	511	398	89	79	30	269	81	90	85
Total	615	527	49	25	14	281	128	102	104
1 star	6	6	**	**	**	-	**	1	3
	1%	1%	**	**	**	-%	**	1%	3%
2 stars	23	19	**	**	**	7	**	2	7
	4%	4%	**	**	**	3%	**	2%	6%
3 stars	122	110	**	**	**	46	**	16	23
	20%	21%	**	**	**	16%	**	15%	23%
4 stars	223	188	**	**	**	103	**	41	36
	36%	36%	**	**	**	37%	**	40%	35%
5 stars	241	205	**	**	**	125	**	42	35
	39%	39%	**	**	**	44%	**	41%	34%
RATING OF 4-5 OUT OF 5	464	393	**	**	**	228	**	84	71
	75%	74%	**	**	**	81%	**	82%	68%
Mean score	4.1	4.1	**	**	**	d		d	
						d		d	
Standard deviation	.90	.91	**	**	**	.81	**	.84	1.03
Columns Tested: a,b,c,d - a,b,c,d									

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	647	549	217	530	158	608	39
Effective Weighted Sample	511	433	169	417	124	479	32
Total	615	515	187	492	136	574	42
1 star	6	5	-	4	-	6	**
	1%	1%	-%	1%	-%	1%	**
2 stars	23	20	4	19	3	21	**
	4%	4%	2%	4%	2%	4%	**
3 stars	122	96	35	92	16	109	**
	20%	19%	19%	19%	12%	19%	**
4 stars	223	188	56	171	52	207	**
	36%	36%	30%	35%	38%	36%	**
5 stars	241	206	92	206	65	231	**
	39%	40%	49%	42%	48%	40%	**
			ae				
RATING OF 4-5 OUT OF 5	464	394	147	377	117	438	**
	75%	76%	79%	77%	86%	76%	**
					ace		
Mean score	4.1	4.1	4.3	4.1	4.3	4.1	**
					ace		
Standard deviation	.90	.90	.84	.90	.76	.91	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	647	382	294	471	176	165	445	448	199	410	160
Effective Weighted Sample	511	305	230	372	140	131	349	352	161	325	124
Total	615	360	270	442	174	152	404	407	209	392	152
1 star	6	5	3	5	1	2	3	3	3	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2 stars	23	9	7	11	12	9	13	15	9	14	6
	4%	2%	3%	3%	7%	6%	3%	4%	4%	3%	4%
					ac						
3 stars	122	71	52	87	36	27	71	72	50	71	40
	20%	20%	19%	20%	21%	17%	18%	18%	24%	18%	26%
4 stars	223	122	92	157	66	46	142	142	81	137	56
	36%	34%	34%	36%	38%	30%	35%	35%	39%	35%	37%
5 stars	241	153	116	182	59	69	175	176	65	168	48
	39%	43%	43%	41%	34%	46%	43%	43%	31%	43%	31%
						d	d	d		b	
RATING OF 4-5 OUT OF 5	464	276	208	339	125	115	317	317	147	304	104
	75%	77%	77%	77%	72%	76%	78%	78%	70%	78%	69%
							d			b	
Mean score	4.1	4.1	4.2	4.1	4.0	4.1	4.2	4.2	3.9	4.2	3.9
							d	d		b	
Standard deviation	.90	.91	.89	.89	.94	.97	.88	.89	.92	.88	.92

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	647	537	90	20
Effective Weighted Sample	511	422	74	15
Total	615	506	92	17
1 star	6	6	**	**
	1%	1%	**	**
2 stars	23	13	**	**
	4%	3%	**	**
3 stars	122	89	**	**
	20%	18%	**	**
4 stars	223	189	**	**
	36%	37%	**	**
5 stars	241	209	**	**
	39%	41%	**	**
RATING OF 4-5 OUT OF 5	464	398	**	**
	75%	79%	**	**
Mean score	4.1	4.2	**	**
Standard deviation	.90	.88	**	**
Columns Tested: a,b,c				

## Table 40

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP	YES a	NO b
						b		
Significance Level: 95%								
Unweighted row	647	468	105	74	433	214	112	504
Effective Weighted Sample	511	370	80	62	334	178	89	397
Total	615	440	94	81	393	222	116	468
1 star	6	3	-	**	6	-	2	4
	1%	1%	-%	**	1%	-%	2%	1%
2 stars	23	10	10	**	18	6	8	10
	4%	2%	10% a	**	4%	2%	7% b	2%
3 stars	122	84	21	**	77	45	31	86
	20%	19%	23%	**	20%	20%	27%	18%
4 stars	223	160	32	**	149	74	34	177
	36%	36%	34%	**	38%	33%	30%	38%
5 stars	241	183	31	**	143	98	40	190
	39%	42%	33%	**	36%	44%	35%	41%
RATING OF 4-5 OUT OF 5	464	343	63	**	292	172	74	367
	75%	78% b	67%	**	74%	77%	64%	79% a
Mean score	4.1	4.2 b	3.9	**	4.0	4.2	3.9	4.2 a
Standard deviation	.90	.86	.99	**	.93	.84	1.03	.85
Columns Tested: a,b,c - a,b - a,b								

### Table 41

Base: Those whose child watches Paramount+ at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	442	143	125	174	244	198
Effective Weighted Sample	360	116	103	143	198	163
Total	423	135	107	180	245	178
1 star	3	2	-	1	2	1
	1%	2%	-%	1%	1%	1%
2 stars	3	3	-	-	1	2
	1%	2%	-%	-%	1%	1%
3 stars	59	18	15	27	40	19
	14%	13%	14%	15%	16%	11%
4 stars	156	47	39	71	91	65
	37%	34%	36%	39%	37%	37%
5 stars	202	66	54	82	111	91
	48%	49%	50%	45%	45%	51%
AVERAGE RATING OF 4-5 OUT OF 5	358	113	92	153	202	156
	85%	84%	86%	85%	83%	88%
Mean score	4.3	4.3	4.4	4.3	4.3	4.4
Standard deviation	.78	.88	.72	.75	.80	.75
Columns Tested: a,b,c - a,b						

### Table 41

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

[illegible]

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches Paramount+ at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	~d
Unweighted row	442	325	36	55	26	276	57	63	46
Effective Weighted Sample	360	295	35	52	26	234	47	54	34
Total	423	374	19	18	11	245	76	61	40
1 star	3	3	**	**	**	1	**	**	**
	1%	1%	**	**	**	*%	**	**	**
2 stars	3	2	**	**	**	1	**	**	**
	1%	1%	**	**	**	*%	**	**	**
3 stars	59	53	**	**	**	25	**	**	**
	14%	14%	**	**	**	10%	**	**	**
4 stars	156	135	**	**	**	84	**	**	**
	37%	36%	**	**	**	34%	**	**	**
5 stars	202	181	**	**	**	135	**	**	**
	48%	48%	**	**	**	55%	**	**	**
RATING OF 4-5 OUT OF 5	358	316	**	**	**	218	**	**	**
	85%	84%	**	**	**	89%	**	**	**
Mean score	4.3	4.3	**	**	**	4.4	**	**	**
Standard deviation	.78	.79	**	**	**	.72	**	**	**

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child watches Paramount+ at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	442	345	196	355	122	394	48
Effective Weighted Sample	360	282	160	292	99	322	37
Total	423	328	190	340	114	377	46
1 star	3	3	1	3	1	3	**
	1%	1%	*%	1%	1%	1%	**
2 stars	3	2	-	2	1	3	**
	1%	1%	-%	1%	1%	1%	**
3 stars	59	42	19	45	10	50	**
	14%	13%	10%	13%	8%	13%	**
4 stars	156	119	70	123	34	135	**
	37%	36%	37%	36%	30%	36%	**
5 stars	202	162	99	167	68	187	**
	48%	49%	52%	49%	60%	50%	**
RATING OF 4-5 OUT OF 5	358	281	169	290	103	322	**
	85%	86%	89%	86%	90%	85%	**
Mean score	4.3	4.3	4.4	4.3	4.5	4.3	**
Standard deviation	.78	.79	.71	.78	.77	.79	**
Columns Tested: a,b,c,d,e,f							

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 41

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child watches Paramount+ at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEIBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	442	206	180	271	171	106	308	312	130	292	110
Effective Weighted Sample	360	170	148	224	137	88	252	256	104	239	88
Total	423	186	167	249	174	96	289	294	129	284	101
1 star	3 1%	2 1%	2 1%	2 1%	1 1%	- -%	3 1%	3 1%	* *%	2 1%	1 1%
2 stars	3 1%	- -%	1 1%	1 1%	1 1%	- -%	2 1%	2 1%	* *%	- -%	3 3% a
3 stars	59 14%	16 9%	23 14%	30 12%	29 17% a	9 10%	34 12%	36 12%	23 18%	45 16%	11 11%
4 stars	156 37%	63 34%	59 36%	88 35%	69 40%	32 33%	91 32%	94 32%	62 49% abc	97 34%	38 37%
5 stars	202 48%	104 56% d	82 49%	128 51%	73 42%	55 57% d	159 55% d	160 54% d	42 33%	140 49%	48 48%
RATING OF 4-5 OUT OF 5	358 85%	168 90% d	141 85%	216 87%	142 82%	87 90%	250 87%	254 86%	104 81%	237 83%	86 85%
Mean score	4.3	4.4 d	4.3	4.4	4.2	4.5 d	4.4 d	4.4 d	4.1	4.3	4.3
Standard deviation	.78	.73	.81	.77	.80	.67	.79	.79	.74	.78	.85
Columns Tested: a,b,c,d - a,b,c,d - a,b											

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches Paramount+ at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	442	358	64	20
Effective Weighted Sample	360	294	50	16
Total	423	344	61	17
1 star	3	2	**	**
	1%	1%	**	**
2 stars	3	3	**	**
	1%	1%	**	**
3 stars	59	37	**	**
	14%	11%	**	**
4 stars	156	120	**	**
	37%	35%	**	**
5 stars	202	183	**	**
	48%	53%	**	**
RATING OF 4-5 OUT OF 5	358	303	**	**
	85%	88%	**	**
Mean score	4.3	4.4	**	**
Standard deviation	.78	.76	**	**
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches Paramount+ at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	~b	~c	a	b	~a	b
Unweighted row	442	334	72	36	318	120	75	350
Effective Weighted Sample	360	274	57	29	255	101	61	283
Total	423	320	67	35	300	117	71	333
1 star	3	2	**	**	2	1	**	-
	1%	1%	**	**	1%	1%	**	-%
2 stars	3	1	**	**	3	-	**	1
	1%	*%	**	**	1%	-%	**	*%
3 stars	59	37	**	**	45	13	**	41
	14%	11%	**	**	15%	11%	**	12%
4 stars	156	105	**	**	110	44	**	115
	37%	33%	**	**	37%	37%	**	34%
5 stars	202	177	**	**	140	60	**	176
	48%	55%	**	**	47%	51%	**	53%
RATING OF 4-5 OUT OF 5	358	281	**	**	250	103	**	290
	85%	88%	**	**	83%	88%	**	87%
Mean score	4.3	4.4	**	**	4.3	4.4	**	4.4
Standard deviation	.78	.74	**	**	.80	.73	**	.71

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	884	256	285	343	472	412
Effective Weighted Sample	695	207	221	274	370	325
Total	837	244	230	363	451	387
1 star	6	4	2	*	1	5
	1%	2%	1%	*%	*%	1%
2 stars	37	12	11	15	22	15
	4%	5%	5%	4%	5%	4%
3 stars	203	53	60	90	109	93
	24%	22%	26%	25%	24%	24%
4 stars	340	93	93	155	193	147
	41%	38%	40%	43%	43%	38%
5 stars	251	83	65	104	124	127
	30%	34%	28%	29%	28%	33%
RATING OF 4-5 OUT OF 5	591	175	158	259	318	274
	71%	72%	68%	71%	71%	71%
Mean score	3.9	4.0	3.9	4.0	3.9	4.0
Standard deviation	.88	.94	.89	.84	.86	.91

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	884	130	126	166	119	176	167	50	460	374
Effective Weighted Sample	695	106	101	128	93	140	133	39	366	297
Total	837	125	118	137	94	189	174	40	401	396
1 star	6	-	4	1	1	*	-	**	6	*
	1%	-%	3%	1%	1%	*%	-%	**	1%	*%
			f							
2 stars	37	7	5	7	3	8	7	**	21	15
	4%	5%	4%	5%	4%	4%	4%	**	5%	4%
3 stars	203	29	24	38	22	43	47	**	95	99
	24%	23%	20%	28%	24%	23%	27%	**	24%	25%
4 stars	340	50	43	57	37	87	68	**	155	171
	41%	40%	36%	41%	39%	46%	39%	**	39%	43%
5 stars	251	40	43	34	30	50	53	**	125	111
	30%	32%	36%	25%	32%	27%	31%	**	31%	28%
RATING OF 4-5 OUT OF 5	591	89	86	91	67	137	121	**	280	282
	71%	71%	72%	66%	71%	73%	69%	**	70%	71%
Mean score	3.9	4.0	4.0	3.8	4.0	3.9	4.0	**	3.9	4.0
Standard deviation	.88	.88	1.01	.88	.90	.83	.85	**	.94	.83

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	~d	a	b	c	~d
Unweighted row	884	565	119	136	64	462	170	156	96	
Effective Weighted Sample	695	517	115	124	61	375	138	131	65	
Total	837	698	65	46	29	401	209	154	74	
1 star	6	5	-	*	**	2	3	-	**	
	1%	1%	-%	1%	**	%	2%	-%	**	
2 stars	37	31	4	3	**	21	7	7	**	
	4%	4%	6%	7%	**	5%	4%	5%	**	
3 stars	203	168	16	13	**	80	69	33	**	
	24%	24%	25%	29%	**	20%	33% ac	22%	**	
4 stars	340	288	27	13	**	167	91	54	**	
	41%	41% c	42% c	28%	**	42%	43%	35%	**	
5 stars	251	206	18	16	**	132	38	59	**	
	30%	30%	28%	36%	**	33% b	18% b	38% b	**	
RATING OF 4-5 OUT OF 5	591	494	45	29	**	299	129	113	**	
	71%	71%	70%	64%	**	75% b	62% b	74% b	**	
Mean score	3.9	3.9	3.9	3.9	**	4.0 b	3.7	4.1 b	**	
Standard deviation	.88	.88	.87	1.00	**	.88	.86	.88	**	
Columns Tested: a,b,c,d - a,b,c,d										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	884	711	884	722	224	884	-
Effective Weighted Sample	695	556	695	568	173	695	-
Total	837	657	837	665	195	837	-
1 star	6	5	6	1	-	6	**
	1%	1%	1%	*%	-%	1%	**
2 stars	37	28	37	26	6	37	**
	4%	4%	4%	4%	3%	4%	**
3 stars	203	148	203	143	22	203	**
	24%	23%	24%	21%	11%	24%	**
		d	d	d		d	
4 stars	340	270	340	268	79	340	**
	41%	41%	41%	40%	41%	41%	**
5 stars	251	206	251	227	88	251	**
	30%	31%	30%	34%	45%	30%	**
					abce		
RATING OF 4-5 OUT OF 5	591	475	591	496	167	591	**
	71%	72%	71%	74%	86%	71%	**
					abce		
Mean score	3.9	4.0	3.9	4.0	4.3	3.9	**
					abce		
Standard deviation	.88	.88	.88	.85	.78	.88	**
Columns Tested: a,b,c,d,e,f							

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 42

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	884	343	315	476	408	221	588	596	288	602	223
Effective Weighted Sample	695	271	246	375	324	171	461	466	231	473	177
Total	837	298	274	419	418	193	527	535	303	564	223
1 star	6 1%	3 1%	3 1%	3 1%	3 1%	- -%	* *%	* *%	6 2%	* *%	6 2%
									bc	a	a
2 stars	37 4%	12 4%	8 3%	16 4%	21 5%	3 2%	12 2%	13 2%	24 8%	20 4%	14 6%
									abc		
3 stars	203 24%	59 20%	45 16%	81 19%	122 29%	31 16%	96 18%	100 19%	103 34%	125 22%	68 30%
					abc				abc	a	a
4 stars	340 41%	117 39%	107 39%	162 39%	178 43%	74 38%	207 39%	209 39%	132 44%	238 42%	85 38%
5 stars	251 30%	107 36%	111 41%	156 37%	95 23%	86 44%	211 40%	213 40%	38 13%	180 32%	51 23%
		d	d	d		d	d	d		b	
RATING OF 4-5 OUT OF 5	591 71%	224 75%	218 80%	319 76%	273 65%	159 83%	418 79%	421 79%	170 56%	418 74%	136 61%
		d	d	d		d	d	d		b	
Mean score	3.9	4.0 d	4.1 d	4.1 d	3.8	4.3 d	4.2 d	4.2 d	3.6	4.0 b	3.7
Standard deviation	.88	.91	.88	.89	.86	.78	.81	.81	.88	.83	.97

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	884	749	119	16
Effective Weighted Sample	695	587	96	13
Total	837	693	125	19
1 star	6	5	1	**
	1%	1%	1%	**
2 stars	37	18	15	**
	4%	3%	12%	**
3 stars			a	
	203	147	52	**
4 stars	24%	21%	41%	**
			a	
5 stars	340	285	48	**
	41%	41%	38%	**
RATING OF 4-5 OUT OF 5	251	239	9	**
	30%	35%	7%	**
Mean score		b		
	591	524	57	**
Standard deviation	71%	76%	45%	**
		b		
Columns Tested: a,b,c	3.9	4.1	3.4	**
		b		
	.88	.85	.83	**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	~c	a	b	a	b
Unweighted row	884	705	102	77	631	251	130	723
Effective Weighted Sample	695	554	77	65	489	204	104	567
Total	837	661	97	80	588	247	136	668
1 star	6	4	1	**	6	*	1	5
	1%	1%	1%	**	1%	*%	1%	1%
2 stars	37	21	11	**	25	12	7	23
	4%	3%	11% a	**	4%	5%	5%	4%
3 stars	203	138	30	**	146	55	42	155
	24%	21%	31%	**	25%	22%	31%	23%
4 stars	340	269	40	**	242	98	59	270
	41%	41%	42%	**	41%	40%	44%	40%
5 stars	251	228	15	**	170	81	26	215
	30%	35% b	16%	**	29%	33%	19%	32% a
RATING OF 4-5 OUT OF 5	591	498	55	**	412	179	85	485
	71%	75% b	57%	**	70%	73%	63%	73% a
Mean score	3.9	4.1 b	3.6	**	3.9	4.0	3.8	4.0 a
Standard deviation	.88	.85	.92	**	.89	.87	.85	.87

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	455	111	160	184	235	220
Effective Weighted Sample	362	90	122	152	187	174
Total	420	101	129	190	223	196
1 star	3	-	1	2	*	2
	1%	-%	1%	1%	*%	1%
2 stars	11	3	3	5	7	4
	3%	3%	2%	2%	3%	2%
3 stars	97	19	39	38	54	42
	23%	19%	30%	20%	24%	22%
4 stars	174	40	53	81	89	85
	42%	40%	41%	43%	40%	44%
5 stars	134	38	33	64	73	62
	32%	37%	25%	34%	33%	31%
RATING OF 4-5 OUT OF 5	309	78	86	145	162	147
	74%	77%	67%	76%	72%	75%
Mean score	4.0	4.1	3.9	4.1	4.0	4.0
		b				
Standard deviation	.85	.83	.84	.85	.85	.85

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

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 43

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted row	455	55	56	86	74	94	90	24	231	200
Effective Weighted Sample	362	44	45	67	55	78	75	21	180	164
Total	420	50	51	73	56	101	89	20	192	208
1 star	3	**	**	**	**	**	**	**	1	2
	1%	**	**	**	**	**	**	**	1%	1%
2 stars	11	**	**	**	**	**	**	**	5	6
	3%	**	**	**	**	**	**	**	3%	3%
3 stars	97	**	**	**	**	**	**	**	46	46
	23%	**	**	**	**	**	**	**	24%	22%
4 stars	174	**	**	**	**	**	**	**	75	88
	42%	**	**	**	**	**	**	**	39%	42%
5 stars	134	**	**	**	**	**	**	**	64	67
	32%	**	**	**	**	**	**	**	33%	32%
RATING OF 4-5 OUT OF 5	309	**	**	**	**	**	**	**	139	154
	74%	**	**	**	**	**	**	**	72%	74%
Mean score	4.0	**	**	**	**	**	**	**	4.0	4.0
Standard deviation	.85	**	**	**	**	**	**	**	.86	.86

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	~d
Unweighted row	455	297	66	54	38	243	73	79	60
Effective Weighted Sample	362	271	63	49	37	200	62	67	41
Total	420	351	36	16	17	207	92	76	44
1 star	3	2	**	**	**	2	**	**	**
	1%	1%	**	**	**	1%	**	**	**
2 stars	11	9	**	**	**	5	**	**	**
	3%	2%	**	**	**	3%	**	**	**
3 stars	97	80	**	**	**	43	**	**	**
	23%	23%	**	**	**	21%	**	**	**
4 stars	174	143	**	**	**	93	**	**	**
	42%	41%	**	**	**	45%	**	**	**
5 stars	134	117	**	**	**	63	**	**	**
	32%	33%	**	**	**	30%	**	**	**
RATING OF 4-5 OUT OF 5	309	260	**	**	**	156	**	**	**
	74%	74%	**	**	**	75%	**	**	**
Mean score	4.0	4.0	**	**	**	4.0	**	**	**
Standard deviation	.85	.84	**	**	**	.85	**	**	**

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 43

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	455	374	208	381	132	418	37
Effective Weighted Sample	362	295	164	298	105	330	32
Total	420	340	186	344	116	381	39
1 star	3	*	*	3	-	3	**
	1%	*%	*%	1%	-%	1%	**
2 stars	11	10	2	6	2	10	**
	3%	3%	1%	2%	1%	3%	**
3 stars	97	77	44	76	19	86	**
	23%	23%	23%	22%	16%	23%	**
4 stars	174	144	82	147	52	161	**
	42%	43%	44%	43%	45%	42%	**
5 stars	134	108	58	113	44	121	**
	32%	32%	31%	33%	38%	32%	**
RATING OF 4-5 OUT OF 5	309	253	140	260	96	282	**
	74%	74%	75%	75%	83%	74%	**
Mean score	4.0	4.0	4.0	4.0	4.2	4.0	**
Standard deviation	.85	.82	.79	.83	.75	.84	**
Columns Tested: a,b,c,d,e,f							

### Table 43

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEIBIES	CBBC	EITHER	NEITHER	WEBSITE	IP/LAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	455	199	178	267	188	154	324	331	124	321	106
Effective Weighted Sample	362	157	141	211	150	121	252	258	103	255	83
Total	420	177	165	241	179	141	290	299	121	299	95
1 star	3	-	-	-	3	3	3	3	-	2	1
	1%	0%	0%	0%	2%	2%	1%	1%	0%	1%	1%
2 stars	11	4	1	4	7	3	3	5	7	7	4
	3%	2%	1%	2%	4%	2%	1%	2%	5%	2%	5%
									bc		
3 stars	97	36	38	53	43	25	61	62	35	69	24
	23%	20%	23%	22%	24%	17%	21%	21%	29%	23%	25%
									a		
4 stars	174	77	74	104	70	64	120	124	50	119	41
	42%	44%	45%	43%	39%	45%	41%	42%	42%	40%	43%
5 stars	134	60	52	79	55	47	104	105	29	103	25
	32%	34%	31%	33%	31%	33%	36%	35%	24%	34%	26%
							d	d			
RATING OF 4-5 OUT OF 5	309	137	126	184	125	111	223	229	79	222	66
	74%	78%	76%	76%	70%	79%	77%	77%	66%	74%	70%
						d	d	d			
Mean score	4.0	4.1	4.1	4.1	3.9	4.1	4.1	4.1	3.8	4.0	3.9
							d	d			
Standard deviation	.85	.79	.76	.78	.92	.87	.83	.84	.85	.86	.86
Columns Tested:	a,b,c,d - a,b,c,d - a,b										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	455	384	55	16
Effective Weighted Sample	362	303	45	13
Total	420	351	54	14
1 star	3	*	**	**
	1%	*%	**	**
2 stars	11	4	**	**
	3%	1%	**	**
3 stars	97	78	**	**
	23%	22%	**	**
4 stars	174	152	**	**
	42%	43%	**	**
5 stars	134	117	**	**
	32%	33%	**	**
RATING OF 4-5 OUT OF 5	309	269	**	**
	74%	77%	**	**
Mean score	4.0	4.1	**	**
Standard deviation	.85	.78	**	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**
**Table 43**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	~b	~c	a	b	~a	b
Unweighted row	455	337	79	39	344	106	80	359
Effective Weighted Sample	362	266	62	33	271	87	64	283
Total	420	310	66	43	310	104	76	327
1 star	3	2	**	**	2	*	**	1
	1%	1%	**	**	1%	*%	**	*%
2 stars	11	4	**	**	7	4	**	5
	3%	1%	**	**	2%	4%	**	2%
3 stars	97	69	**	**	74	21	**	79
	23%	22%	**	**	24%	20%	**	24%
4 stars	174	123	**	**	127	46	**	140
	42%	40%	**	**	41%	44%	**	43%
5 stars	134	112	**	**	99	33	**	103
	32%	36%	**	**	32%	31%	**	31%
RATING OF 4-5 OUT OF 5	309	235	**	**	226	79	**	242
	74%	76%	**	**	73%	75%	**	74%
Mean score	4.0	4.1	**	**	4.0	4.0	**	4.0
Standard deviation	.85	.84	**	**	.85	.85	**	.80

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	875	203	315	357	419	456
Effective Weighted Sample	697	167	246	291	331	367
Total	837	206	254	378	412	425
1 star	4	2	1	-	2	2
	*%	1%	1%	-%	*%	*%
2 stars	33	12	10	12	19	15
	4%	6%	4%	3%	5%	3%
3 stars	184	51	61	71	109	74
	22%	25%	24%	19%	27%	17%
					b	
4 stars	334	75	106	152	159	175
	40%	37%	42%	40%	39%	41%
5 stars	282	65	75	143	122	160
	34%	32%	30%	38%	30%	38%
				b		a
RATING OF 4-5 OUT OF 5	616	140	181	295	281	335
	74%	68%	71%	78%	68%	79%
				a		a
Mean score	4.0	3.9	4.0	4.1	3.9	4.1
				ab		a
Standard deviation	.87	.95	.86	.82	.89	.85
Columns Tested: a,b,c - a,b						

### Table 44

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

[illegible]

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	~d	a	b	c	d
Unweighted row	875	584	125	129	37	324	162	189	199
Effective Weighted Sample	697	535	121	116	36	267	136	165	148
Total	837	710	70	40	16	284	210	176	167
1 star	4	3	*	*	**	1	-	1	2
	*%	*%	1%	1%	**	*%	-%	1%	1%
2 stars	33	27	4	2	**	6	8	13	6
	4%	4%	5%	4%	**	2%	4%	8% a	4%
3 stars	184	151	17	13	**	56	57	31	39
	22%	21%	25%	32% a	**	20%	27%	18%	24%
4 stars	334	289	25	14	**	122	80	75	57
	40%	41%	36%	34%	**	43%	38%	43%	34%
5 stars	282	239	23	12	**	99	65	55	63
	34%	34%	33%	29%	**	35%	31%	31%	38%
RATING OF 4-5 OUT OF 5	616	529	48	25	**	221	145	130	120
	74%	74% c	69%	63%	**	78%	69%	74%	72%
Mean score	4.0	4.0	4.0	3.9	**	4.1	4.0	4.0	4.0
Standard deviation	.87	.86	.93	.92	**	.81	.86	.92	.92

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	875	607	279	621	139	727	148
Effective Weighted Sample	697	481	220	491	108	576	121
Total	837	575	256	580	128	687	150
1 star	4	2	*	2	*	2	2
	*%	*%	*%	*%	*%	*%	2%
2 stars	33	19	4	17	*	24	9
	4%	3%	2%	3%	*%	3%	6%
							bd
3 stars	184	118	56	118	27	150	34
	22%	20%	22%	20%	21%	22%	23%
4 stars	334	221	113	231	45	273	60
	40%	38%	44%	40%	35%	40%	40%
5 stars	282	215	82	212	55	239	44
	34%	37%	32%	36%	43%	35%	29%
					f		
RATING OF 4-5 OUT OF 5	616	437	195	443	100	512	104
	74%	76%	76%	76%	78%	74%	70%
Mean score	4.0	4.1	4.1	4.1	4.2	4.1	3.9
		f		f	f		
Standard deviation	.87	.85	.78	.84	.80	.85	.95
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	875	299	300	435	440	191	497	502	373	553	264
Effective Weighted Sample	697	238	237	345	354	146	387	391	309	440	209
Total	837	279	265	396	441	165	439	442	395	523	258
1 star	4	1	*	2	2	1	2	2	2	2	2
	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%
2 stars	33	10	8	12	21	1	11	11	22	17	12
	4%	4%	3%	3%	5%	*%	2%	2%	6% abc	3%	5%
3 stars	184	51	56	84	99	25	80	82	101	107	65
	22%	18%	21%	21%	23%	15%	18%	19%	26% abc	20%	25%
4 stars	334	100	87	143	191	68	184	185	149	219	87
	40%	36%	33%	36%	43% b	41%	42%	42%	38%	42%	34%
5 stars	282	117	114	155	127	71	161	163	120	179	91
	34%	42% d	43% d	39% d	29%	43% d	37%	37%	30%	34%	35%
RATING OF 4-5 OUT OF 5	616	217	201	298	318	139	346	347	269	397	178
	74%	78%	76%	75%	72%	84% d	79% d	79% d	68%	76%	69%
Mean score	4.0	4.1 d	4.2 d	4.1 d	4.0	4.3 d	4.1 d	4.1 d	3.9	4.1	4.0
Standard deviation	.87	.88	.86	.87	.87	.76	.82	.82	.91	.84	.93

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	875	636	204	35
Effective Weighted Sample	697	505	163	29
Total	837	607	191	39
1 star	4	4	-	**
	*%	1%	-%	**
2 stars	33	19	11	**
	4%	3%	6%	**
3 stars	184	112	62	**
	22%	18%	33%	**
4 stars			a	
4 stars	334	248	72	**
	40%	41%	38%	**
5 stars	282	224	45	**
	34%	37%	24%	**
RATING OF 4-5 OUT OF 5		b		
RATING OF 4-5 OUT OF 5	616	472	118	**
	74%	78%	62%	**
Mean score		b		
Mean score	4.0	4.1	3.8	**
		b		
Standard deviation	.87	.85	.87	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 44

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	875	529	208	138	705	166	169	664
Effective Weighted Sample	697	421	165	113	556	138	137	528
Total	837	498	208	131	665	168	164	633
1 star	4	2	*	1	4	-	1	3
	*%	*%	*%	1%	1%	-%	1%	*%
2 stars	33	18	12	3	28	5	9	24
	4%	4%	6%	3%	4%	3%	5%	4%
3 stars	184	93	52	39	149	35	44	133
	22%	19%	25%	30%	22%	21%	27%	21%
			a					
4 stars	334	205	76	53	260	72	58	257
	40%	41%	37%	40%	39%	43%	35%	41%
5 stars	282	181	67	34	224	56	53	216
	34%	36%	32%	26%	34%	34%	32%	34%
		c						
RATING OF 4-5 OUT OF 5	616	385	144	87	484	128	111	473
	74%	77%	69%	66%	73%	76%	68%	75%
		bc						
Mean score	4.0	4.1	4.0	3.9	4.0	4.1	3.9	4.0
		c						
Standard deviation	.87	.85	.91	.86	.89	.81	.93	.86

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	997	231	352	414	465	532
Effective Weighted Sample	795	182	279	338	372	424
Total	1012	241	318	454	490	522
1 star	12	4	2	6	8	4
	1%	1%	1%	1%	2%	1%
2 stars	46	11	16	19	24	22
	5%	5%	5%	4%	5%	4%
3 stars	237	65	85	88	124	114
	23%	27%	27%	19%	25%	22%
		c	c			
4 stars	389	89	107	194	184	206
	38%	37%	34%	43%	37%	39%
				b		
5 stars	328	72	107	148	151	177
	32%	30%	34%	33%	31%	34%
RATING OF 4-5 OUT OF 5	717	161	214	342	335	382
	71%	67%	67%	75%	68%	73%
				ab		
Mean score	4.0	3.9	3.9	4.0	3.9	4.0
Standard deviation	.92	.94	.94	.89	.94	.89
Columns Tested: a,b,c - a,b						

### Table 45

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

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	997	110	121	164	188	191	223	48	503	446
Effective Weighted Sample	795	88	95	128	153	157	181	37	396	365
Total	1012	120	121	156	162	215	239	46	472	495
1 star	12 1%	1 1%	2 2%	2 1%	* *%	4 2%	1 1%	** **	5 1%	6 1%
2 stars	46 5%	7 6%	4 4%	10 6%	6 4%	8 4%	11 5%	** **	24 5%	21 4%
3 stars	237 23%	35 29%	30 25%	45 29%	40 25%	44 20%	44 18%	** **	129 27%	98 20%
4 stars	389 38%	43 36%	46 38%	46 30%	60 37%	95 44%	99 42%	** **	163 35%	205 41%
5 stars	328 32%	34 28%	39 32%	53 34%	55 34%	64 30%	83 35%	** **	150 32%	165 33%
AVERAGE RATING OF 4-5 OUT OF 5	717 71%	77 64%	84 70%	99 64%	115 71%	159 74%	183 76%	** **	314 66%	370 75%
Mean score	4.0	3.8	3.9	3.9	4.0	4.0	4.1	**	3.9	4.0
Standard deviation	.92	.94	.94	1.00	.87	.91	.88	**	.94	.90
Columns Tested: a,b,c,d,e,f - a,b,c										

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	~d	a	b	c	d
Unweighted row	997	695	109	152	41	394	192	214	196	
Effective Weighted Sample	795	633	106	137	40	322	158	183	148	
Total	1012	881	62	52	18	361	253	211	187	
1 star	12	11	-	*	**	1	2	3	5	
	1%	1%	~%	1%	**	~%	1%	1%	3% a	
2 stars	46	40	3	4	**	12	15	10	9	
	5%	4%	4%	7%	**	3%	6%	5%	5%	
3 stars	237	206	18	13	**	76	73	53	36	
	23%	23%	29%	25%	**	21%	29% d	25%	19%	
4 stars	389	337	25	19	**	143	101	78	66	
	38%	38%	40%	35%	**	40%	40%	37%	35%	
5 stars	328	287	17	16	**	128	62	68	70	
	32%	33%	27%	31%	**	36% b	24%	32%	37% b	
RATING OF 4-5 OUT OF 5	717	624	41	35	**	272	163	146	136	
	71%	71%	67%	67%	**	75% b	64%	69%	73%	
Mean score	4.0	4.0	3.9	3.9	**	4.1 b	3.8	3.9	4.0	
Standard deviation	.92	.92	.86	.97	**	.85	.90	.94	1.02	
Columns Tested: a,b,c,d - a,b,c,d										

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 45

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	997	696	323	682	163	823	174
Effective Weighted Sample	795	553	259	543	132	654	141
Total	1012	706	310	668	155	832	180
1 star	12	4	2	3	2	7	4
	1%	1%	1%	*%	1%	1%	2%
							c
2 stars	46	28	12	22	2	33	14
	5%	4%	4%	3%	1%	4%	8%
							cd
3 stars	237	160	61	146	31	185	52
	23%	23%	20%	22%	20%	22%	29%
							b
4 stars	389	273	129	262	51	329	60
	38%	39%	42%	39%	33%	40%	33%
5 stars	328	241	106	235	69	278	50
	32%	34%	34%	35%	45%	33%	28%
					abcef		
RATING OF 4-5 OUT OF 5	717	514	235	497	120	607	110
	71%	73%	76%	74%	77%	73%	61%
		f	f	f	f	f	
Mean score	4.0	4.0	4.0	4.1	4.2	4.0	3.8
		f	f	f	ef	f	
Standard deviation	.92	.88	.87	.86	.89	.89	1.02

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	997	332	315	473	524	201	535	545	452	613	319
Effective Weighted Sample	795	260	250	375	421	161	422	431	368	489	254
Total	1012	325	305	461	551	187	501	510	502	615	333
1 star	12	-	*	*	11	*	*	*	11	7	2
	1%	-%	.*%	.*%	2% abc	.*%	.*%	.*%	2% bc	1%	1%
2 stars	46	12	7	16	31	3	18	18	29	24	20
	5%	4%	2%	3%	6% b	1%	3%	3%	6% a	4%	6%
3 stars	237	69	79	111	126	37	106	109	129	138	87
	23%	21%	26%	24%	23%	20%	21%	21%	26%	22%	26%
4 stars	389	118	103	167	222	66	188	190	199	231	131
	38%	36%	34%	36%	40%	35%	38%	37%	40%	38%	39%
5 stars	328	126	116	167	161	81	189	194	133	216	92
	32%	39% d	38% d	36% d	29%	43% d	38% d	38% d	27% d	35% b	28%
RATING OF 4-5 OUT OF 5	717	244	219	334	383	147	377	384	333	447	223
	71%	75%	72%	72%	69%	79% d	75% d	75% d	66%	73%	67%
Mean score	4.0	4.1 d	4.1 d	4.0 d	3.9	4.2 d	4.1 d	4.1 d	3.8	4.0 b	3.9
Standard deviation	.92	.86	.86	.86	.96	.81	.85	.86	.96	.91	.91

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	997	718	231	48
Effective Weighted Sample	795	576	180	39
Total	1012	726	235	51
1 star	12	3	7	**
	1%	*%	3%	**
			a	
2 stars	46	24	11	**
	5%	3%	5%	**
3 stars	237	141	83	**
	23%	19%	35%	**
			a	
4 stars	389	291	85	**
	38%	40%	36%	**
5 stars	328	268	49	**
	32%	37%	21%	**
		b		
RATING OF 4-5 OUT OF 5	717	558	134	**
	71%	77%	57%	**
		b		
Mean score	4.0	4.1	3.7	**
		b		
Standard deviation	.92	.85	.95	**
Columns Tested: a,b,c				

### Table 45

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	997	622	233	142	797	194	202	752
Effective Weighted Sample	795	498	184	112	631	159	166	595
Total	1012	623	241	148	812	194	217	753
1 star	12 1%	3 1%	6 2% a	3 2%	8 1%	3 2%	2 1%	8 1%
2 stars	46 5%	25 4%	14 6%	8 5%	37 5%	9 5%	8 3%	34 5%
3 stars	237 23%	125 20%	68 28% a	44 30% a	195 24%	40 21%	55 25%	169 23%
4 stars	389 38%	242 39%	92 38%	56 38%	307 38%	81 42%	76 35%	302 40%
5 stars	328 32%	228 37% bc	62 26%	38 26%	264 33%	61 31%	77 35%	240 32%
AVERAGE RATING OF 4-5 OUT OF 5	717 71%	469 75% bc	153 64%	94 63%	571 70%	141 73%	153 71%	542 72%
Mean score	4.0	4.1 bc	3.8	3.8	4.0	4.0	4.0	4.0
Standard deviation	.92	.88	.97	.94	.92	.93	.91	.90
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	640	168	208	264	321	319
Effective Weighted Sample	503	134	160	215	252	251
Total	617	170	163	283	313	304
1 star	6	3	1	2	3	3
	1%	2%	*%	1%	1%	1%
2 stars	21	8	5	9	11	10
	3%	4%	3%	3%	4%	3%
3 stars	131	31	41	59	72	59
	21%	18%	25%	21%	23%	20%
4 stars	248	71	63	114	129	119
	40%	42%	39%	40%	41%	39%
5 stars	211	58	54	99	99	113
	34%	34%	33%	35%	31%	37%
RATING OF 4-5 OUT OF 5	459	129	117	214	227	232
	74%	76%	72%	75%	73%	76%
Mean score	4.0	4.0	4.0	4.1	4.0	4.1
Standard deviation	.88	.93	.86	.86	.88	.88

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	640	86	82	101	107	134	130	35	324	281
Effective Weighted Sample	503	70	64	76	84	108	107	27	251	228
Total	617	91	80	82	82	141	143	32	284	301
1 star	6	**	**	1	*	1	1	**	4	2
	1%	**	**	1%	*%	1%	1%	**	1%	1%
2 stars	21	**	**	2	3	6	3	**	8	9
	3%	**	**	2%	4%	4%	2%	**	3%	3%
3 stars	131	**	**	22	19	30	29	**	61	60
	21%	**	**	27%	23%	22%	20%	**	21%	20%
4 stars	248	**	**	30	33	61	54	**	110	123
	40%	**	**	37%	40%	43%	38%	**	39%	41%
5 stars	211	**	**	28	26	43	56	**	101	107
	34%	**	**	34%	32%	30%	40%	**	35%	36%
RATING OF 4-5 OUT OF 5	459	**	**	58	59	104	110	**	211	230
	74%	**	**	71%	73%	74%	77%	**	74%	76%
Mean score	4.0	**	**	4.0	4.0	4.0	4.1	**	4.0	4.1
Standard deviation	.88	**	**	.87	.86	.86	.85	**	.90	.85

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	~b	c	d
Unweighted row	640	437	70	99	34	278	91	132	137
Effective Weighted Sample	503	397	67	89	33	229	74	112	97
Total	617	534	38	30	15	256	117	128	116
1 star	6	5	**	**	**	2	**	1	2
	1%	1%	**	**	**	1%	**	1%	2%
2 stars	21	18	**	**	**	9	**	2	5
	3%	3%	**	**	**	4%	**	2%	5%
3 stars	131	113	**	**	**	51	**	35	22
	21%	21%	**	**	**	20%	**	28%	19%
4 stars	248	207	**	**	**	110	**	47	48
	40%	39%	**	**	**	43%	**	37%	41%
5 stars	211	192	**	**	**	84	**	42	39
	34%	36%	**	**	**	33%	**	33%	34%
RATING OF 4-5 OUT OF 5	459	398	**	**	**	194	**	89	87
	74%	75%	**	**	**	76%	**	70%	75%
Mean score	4.0	4.1	**	**	**	4.0	**	4.0	4.0
Standard deviation	.88	.88	**	**	**	.86	**	.88	.93

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

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 46

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

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

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	640	463	236	500	143	552	88
Effective Weighted Sample	503	364	185	389	113	433	71
Total	617	436	209	464	130	526	91
1 star	6	5	*	3	1	5	**
	1%	1%	*%	1%	1%	1%	**
2 stars	21	11	5	11	1	15	**
	3%	3%	2%	2%	1%	3%	**
3 stars	131	79	33	87	20	98	**
	21%	18%	16%	19%	15%	19%	**
4 stars	248	179	95	188	58	220	**
	40%	41%	46%	40%	44%	42%	**
5 stars	211	161	76	176	50	189	**
	34%	37%	36%	38%	38%	36%	**
RATING OF 4-5 OUT OF 5	459	340	171	364	107	409	**
	74%	78%	82%	78%	83%	78%	**
Mean score	4.0	4.1	4.2	4.1	4.2	4.1	**
Standard deviation	.88	.87	.77	.84	.80	.86	**
Columns Tested: a,b,c,d,e,f							

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 46

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	640	244	224	341	299	181	417	422	218	444	156
Effective Weighted Sample	503	193	177	269	236	143	327	331	175	346	125
Total	617	225	200	309	308	169	377	382	235	420	157
1 star	6 1%	2 1%	2 1%	3 1%	2 1%	* *%	3 1%	3 1%	3 1%	2 1%	3 2%
2 stars	21 3%	6 3%	4 2%	7 2%	14 5%	4 2%	12 3%	12 3%	10 4%	11 3%	5 3%
3 stars	131 21%	40 18%	33 16%	55 18%	76 25% b	25 15%	62 17%	62 16%	69 29% abc	75 18%	47 30% a
4 stars	248 40%	94 42%	77 39%	130 42%	118 38%	68 40%	155 41%	157 41%	91 38%	171 41%	56 36%
5 stars	211 34%	83 37%	85 42% d	114 37%	97 32%	73 43% d	145 38% d	148 39% d	64 27%	161 38%	45 29%
RATING OF 4-5 OUT OF 5	459 74%	177 79% d	162 81% d	244 79% d	216 70%	140 83% d	301 80% d	305 80% d	154 66%	332 79% b	101 65%
Mean score	4.0	4.1	4.2 d	4.1 d	4.0	4.2 d	4.1 d	4.1 d	3.9	4.1 b	3.9
Standard deviation	.88	.84	.84	.85	.90	.79	.85	.85	.91	.83	.95

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18F. Please give a star rating to show how much you think they like Any Kiss radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	640	484	130	26
Effective Weighted Sample	503	379	104	21
Total	617	456	134	27
1 star	6	2	3	**
	1%	*%	2%	**
			a	
2 stars	21	11	8	**
	3%	2%	6%	**
3 stars	131	74	42	**
	21%	16%	31%	**
			a	
4 stars	248	188	56	**
	40%	41%	42%	**
5 stars	211	182	25	**
	34%	40%	19%	**
		b		
RATING OF 4-5 OUT OF 5	459	370	81	**
	74%	81%	60%	**
		b		
Mean score	4.0	4.2	3.7	**
		b		
Standard deviation	.88	.81	.92	**
Columns Tested: a,b,c				

### Table 46

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

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	640	422	146	72	487	150	128	480
Effective Weighted Sample	503	333	113	59	377	124	107	372
Total	617	395	147	76	467	147	140	447
1 star	6 1%	1 *%	3 2%	** **	5 1%	1 1%	3 2%	3 1%
2 stars	21 3%	14 4%	5 3%	** **	18 4%	3 2%	9 6% b	11 2%
3 stars	131 21%	63 16%	45 31% a	** **	95 20%	35 24%	26 18%	99 22%
4 stars	248 40%	160 40%	60 41%	** **	183 39%	63 43%	48 34%	185 41%
5 stars	211 34%	157 40% b	34 23%	** **	166 35%	46 31%	55 39%	150 33%
AVERAGE RATING OF 4-5 OUT OF 5	459 74%	317 80% b	94 64%	** **	349 75%	109 74%	103 73%	335 75%
Mean score	4.0	4.2 b	3.8	**	4.0	4.0	4.0	4.0
Standard deviation	.88	.84	.90	**	.90	.83	1.01	.84
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. Please give a star rating to show how much you think they like Fun Kids radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Fun Kids radio at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	823	392	267	164	422	401
Effective Weighted Sample	649	309	213	132	331	319
Total	741	363	210	168	390	351
1 star	2	1	*	1	1	1
	*%	*%	*%	1%	*%	*%
2 stars	13	9	3	1	4	9
	2%	3%	1%	1%	1%	3%
3 stars	108	47	29	32	66	42
	15%	13%	14%	19%	17%	12%
4 stars	272	124	80	68	144	128
	37%	34%	38%	40%	37%	36%
5 stars	345	182	97	66	175	171
	47%	50%	46%	39%	45%	49%
		c				
RATING OF 4-5 OUT OF 5	617	306	178	134	318	299
	83%	84%	85%	80%	82%	85%
Mean score	4.3	4.3	4.3	4.2	4.3	4.3
Standard deviation	.80	.82	.76	.80	.79	.81

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. Please give a star rating to show how much you think they like Fun Kids radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Fun Kids radio at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	~e	~f	a	b	c
Unweighted row	823	199	193	143	124	80	84	109	534	180
Effective Weighted Sample	649	160	150	111	102	64	69	83	423	145
Total	741	195	168	111	99	84	84	96	463	182
1 star	2	-	1	-	*	**	**	-	1	1
	*%	-%	1%	-%	*%	**	**	-%	*%	1%
2 stars	13	3	7	*	2	**	**	2	10	1
	2%	1%	4%	*%	2%	**	**	2%	2%	1%
3 stars	108	28	19	19	10	**	**	16	60	32
	15%	15%	11%	17%	10%	**	**	16%	13%	18%
4 stars	272	65	59	46	34	**	**	34	160	77
	37%	33%	35%	41%	35%	**	**	36%	35%	42%
5 stars	345	99	83	45	52	**	**	44	231	71
	47%	51%	50%	41%	52%	**	**	46%	50%	39%
									c	
RATING OF 4-5 OUT OF 5	617	164	142	91	86	**	**	78	391	147
	83%	84%	84%	82%	87%	**	**	81%	85%	81%
Mean score	4.3	4.3	4.3	4.2	4.4	**	**	4.2	4.3	4.2
Standard deviation	.80	.77	.86	.74	.78	**	**	.81	.80	.78

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. Please give a star rating to show how much you think they like Fun Kids radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Fun Kids radio at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	c	~d	a	b	c	d
Unweighted row	823	550	90	130	53	508	107	104	103
Effective Weighted Sample	649	499	87	121	51	421	89	85	71
Total	741	631	46	40	24	423	138	93	87
1 star	2	1	**	1	**	2	1	-	*
	*%	*%	**	3%	**	*%	*%	-%	*%
				a					
2 stars	13	9	**	1	**	9	1	3	1
	2%	1%	**	3%	**	2%	*%	3%	1%
3 stars	108	92	**	5	**	52	22	19	15
	15%	15%	**	11%	**	12%	16%	21%	17%
								a	
4 stars	272	229	**	15	**	174	47	25	26
	37%	36%	**	38%	**	41%	34%	27%	29%
						c			
5 stars	345	299	**	18	**	187	67	46	46
	47%	47%	**	45%	**	44%	49%	49%	52%
RATING OF 4-5 OUT OF 5	617	528	**	33	**	361	114	71	71
	83%	84%	**	83%	**	85%	83%	77%	82%
						c			
Mean score	4.3	4.3	**	4.2	**	4.3	4.3	4.2	4.3
Standard deviation	.80	.78	**	.96	**	.78	.79	.88	.81

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

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. Please give a star rating to show how much you think they like Fun Kids radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Fun Kids radio at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	823	615	285	721	201	760	63
Effective Weighted Sample	649	481	224	563	156	596	53
Total	741	544	237	639	170	678	63
1 star	2	2	*	2	-	2	**
	*%	*%	*%	*%	-%	*%	**
2 stars	13	8	1	10	*	12	**
	2%	2%	*%	2%	*%	2%	**
3 stars	108	78	28	90	22	95	**
	15%	14%	12%	14%	13%	14%	**
4 stars	272	200	78	229	60	244	**
	37%	37%	33%	36%	35%	36%	**
5 stars	345	256	130	307	88	325	**
	47%	47%	55%	48%	52%	48%	**
RATING OF 4-5 OUT OF 5	617	456	208	536	148	569	**
	83%	84%	88%	84%	87%	84%	**
Mean score	4.3	4.3	4.4	4.3	4.4	4.3	**
Standard deviation	.80	.80	.72	.80	.71	.80	**

Columns Tested: a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 47

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. Please give a star rating to show how much you think they like Fun Kids radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Fun Kids radio at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	823	409	275	505	318	189	600	608	215	539	179
Effective Weighted Sample	649	324	217	400	248	146	465	472	177	424	143
Total	741	367	247	455	286	165	522	530	211	476	167
1 star	2	2	2	2	-	-	1	1	2	1	1
	*%	1%	1%	1%	-%	-%	*%	*%	1%	*%	1%
2 stars	13	6	2	8	5	1	3	4	9	6	6
	2%	2%	1%	2%	2%	1%	1%	1%	4% bc	1%	4%
3 stars	108	44	33	62	47	18	61	62	46	59	33
	15%	12%	13%	14%	16%	11%	12%	12%	22% abc	12%	20% a
4 stars	272	126	80	156	116	54	187	190	82	181	55
	37%	34%	33%	34%	41%	33%	36%	36%	39%	38%	33%
5 stars	345	187	130	228	118	91	270	273	73	228	71
	47%	51% d	53% d	50% d	41%	55% d	52% d	51% d	34%	48%	43%
RATING OF 4-5 OUT OF 5	617	314	210	383	234	145	458	462	155	409	127
	83%	86%	85%	84%	82%	88% d	88% d	87% d	73%	86% b	76%
Mean score	4.3	4.3	4.4 d	4.3	4.2	4.4 d	4.4 d	4.4 d	4.0	4.3 b	4.1
Standard deviation	.80	.80	.79	.81	.78	.72	.72	.73	.90	.76	.91

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. Please give a star rating to show how much you think they like Fun Kids radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Fun Kids radio at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	823	688	114	21
Effective Weighted Sample	649	536	94	19
Total	741	614	109	17
1 star	2	1	2	**
	*%	*%	2%	**
2 stars			a	
	13	4	6	**
	2%	1%	6%	**
			a	
3 stars	108	70	35	**
	15%	11%	32%	**
			a	
4 stars	272	231	37	**
	37%	38%	34%	**
5 stars	345	309	29	**
	47%	50%	26%	**
		b		
RATING OF 4-5 OUT OF 5	617	539	66	**
	83%	88%	60%	**
		b		
Mean score	4.3	4.4	3.8	**
Standard deviation		b		
	.80	.72	.96	**
Columns Tested: a,b,c				

### Table 47

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18G. Please give a star rating to show how much you think they like Fun Kids radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Fun Kids radio at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	823	651	104	68	490	326	119	673
Effective Weighted Sample	649	509	84	56	377	266	98	527
Total	741	574	96	71	429	304	123	589
1 star	2	1	2	**	1	2	-	2
	*%	*%	2% a	**	*%	1%	-%	*%
2 stars	13	8	3	**	7	6	3	10
	2%	1%	4%	**	2%	2%	2%	2%
3 stars	108	64	24	**	67	40	22	76
	15%	11%	25% a	**	16%	13%	18%	13%
4 stars	272	217	31	**	157	111	37	225
	37%	38%	33%	**	37%	37%	30%	38%
5 stars	345	284	36	**	197	145	62	275
	47%	50% b	37%	**	46%	48%	50%	47%
AVERAGE RATING OF 4-5 OUT OF 5	617	501	67	**	354	256	99	500
	83%	87% b	70%	**	82%	84%	80%	85%
Mean score	4.3	4.4 b	4.0	**	4.3	4.3	4.3	4.3
Standard deviation	.80	.74	.97	**	.79	.81	.84	.79
Columns Tested: a,b,c - a,b - a,b								

### Table 48

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	370	134	105	131	198	172
Effective Weighted Sample	290	105	82	108	158	133
Total	334	114	78	143	188	146
1 star	2	2	-	-	1	1
	1%	2%	-%	-%	*%	1%
2 stars	14	5	4	5	9	5
	4%	4%	5%	4%	5%	4%
3 stars	58	19	13	25	33	25
	17%	17%	17%	18%	17%	17%
4 stars	146	36	40	70	82	64
	44%	32%	52%	49%	44%	43%
			a	a		
5 stars	114	51	20	43	63	51
	34%	45%	26%	30%	34%	35%
		bc				
RATING OF 4-5 OUT OF 5	260	87	61	113	145	115
	78%	76%	78%	79%	77%	78%
Mean score	4.1	4.1	4.0	4.1	4.1	4.1
Standard deviation	.86	.99	.80	.79	.86	.87
Columns Tested: a,b,c - a,b						

### Table 48

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

[illegible]

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

### Table 48

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to BBC Sounds at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	~d	
Unweighted row	370	240	45	61	24	227	52	48	43	
Effective Weighted Sample	290	220	44	55	23	185	43	42	26	
Total	334	282	23	19	11	191	63	50	30	
1 star	2	2	**	**	**	-	**	**	**	
	1%	1%	**	**	**	~%	**	**	**	
2 stars	14	13	**	**	**	9	**	**	**	
	4%	5%	**	**	**	5%	**	**	**	
3 stars	58	49	**	**	**	31	**	**	**	
	17%	17%	**	**	**	16%	**	**	**	
4 stars	146	120	**	**	**	88	**	**	**	
	44%	43%	**	**	**	46%	**	**	**	
5 stars	114	97	**	**	**	64	**	**	**	
	34%	34%	**	**	**	33%	**	**	**	
RATING OF 4-5 OUT OF 5	260	217	**	**	**	151	**	**	**	
	78%	77%	**	**	**	79%	**	**	**	
Mean score	4.1	4.1	**	**	**	4.1	**	**	**	
Standard deviation	.86	.88	**	**	**	.82	**	**	**	

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 48

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to BBC Sounds at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	370	330	224	350	370	370	-
Effective Weighted Sample	290	258	173	275	290	290	-
Total	334	296	195	309	334	334	-
1 star	2	2	1	2	2	2	**
	1%	1%	*%	1%	1%	1%	**
2 stars	14	13	9	9	14	14	**
	4%	4%	4%	3%	4%	4%	**
3 stars	58	51	26	50	58	58	**
	17%	17%	13%	16%	17%	17%	**
4 stars	146	132	79	138	146	146	**
	44%	45%	40%	45%	44%	44%	**
5 stars	114	98	81	110	114	114	**
	34%	33%	41%	36%	34%	34%	**
RATING OF 4-5 OUT OF 5	260	230	160	248	260	260	**
	78%	78%	82%	80%	78%	78%	**
Mean score	4.1	4.0	4.2	4.1	4.1	4.1	**
Standard deviation	.86	.87	.86	.83	.86	.86	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to BBC Sounds at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	~d	a	~b
Unweighted row	370	191	201	271	99	142	314	319	51	294	48
Effective Weighted Sample	290	153	161	216	77	112	247	252	41	232	38
Total	334	165	175	233	101	131	274	279	56	264	48
1 star	2	1	2	2	**	-	2	2	**	1	**
	1%	1%	1%	1%	**	~%	1%	1%	**	*%	**
2 stars	14	7	6	10	**	3	8	8	**	7	**
	4%	4%	4%	4%	**	2%	3%	3%	**	3%	**
3 stars	58	20	23	32	**	17	35	35	**	43	**
	17%	12%	13%	14%	**	13%	13%	12%	**	16%	**
4 stars	146	76	80	102	**	56	125	126	**	116	**
	44%	46%	45%	44%	**	43%	46%	45%	**	44%	**
5 stars	114	62	64	87	**	55	104	107	**	98	**
	34%	37%	37%	37%	**	42%	38%	38%	**	37%	**
RATING OF 4-5 OUT OF 5	260	138	144	189	**	111	229	233	**	214	**
	78%	83%	82%	81%	**	85%	84%	84%	**	81%	**
Mean score	4.1	4.2	4.1	4.1	**	4.2	4.2	4.2	**	4.1	**
Standard deviation	.86	.83	.87	.87	**	.77	.82	.82	**	.81	**

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to BBC Sounds at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	370	335	32	3
Effective Weighted Sample	290	262	26	3
Total	334	299	32	4
1 star	2	2	**	**
	1%	1%	**	**
2 stars	14	8	**	**
	4%	3%	**	**
3 stars	58	42	**	**
	17%	14%	**	**
4 stars	146	135	**	**
	44%	45%	**	**
5 stars	114	110	**	**
	34%	37%	**	**
RATING OF 4-5 OUT OF 5	260	245	**	**
	78%	82%	**	**
Mean score	4.1	4.1	**	**
Standard deviation	.86	.82	**	**
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to BBC Sounds at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	~b	~c	a	b	~a	b
Unweighted row	370	331	23	16	248	122	47	311
Effective Weighted Sample	290	259	18	14	192	99	37	244
Total	334	293	23	19	220	114	45	277
1 star	2	1	**	**	2	-	**	-
	1%	*%	**	**	1%	-%	**	-%
2 stars	14	10	**	**	10	4	**	12
	4%	3%	**	**	4%	4%	**	4%
3 stars	58	47	**	**	37	21	**	47
	17%	16%	**	**	17%	19%	**	17%
4 stars	146	132	**	**	99	47	**	125
	44%	45%	**	**	45%	41%	**	45%
5 stars	114	103	**	**	73	41	**	94
	34%	35%	**	**	33%	36%	**	34%
RATING OF 4-5 OUT OF 5	260	235	**	**	172	88	**	218
	78%	80%	**	**	78%	78%	**	79%
Mean score	4.1	4.1	**	**	4.0	4.1	**	4.1
Standard deviation	.86	.81	**	**	.88	.84	**	.82

Columns Tested: a,b,c - a,b - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 49

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Apple Music or Apple Podcasts at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	742	238	223	281	370	372
Effective Weighted Sample	590	192	176	226	295	296
Total	695	222	184	289	356	339
1 star	6 1%	2 1%	3 2% c	- -%	2 1%	3 1%
2 stars	17 2%	10 4%	2 1%	5 2%	7 2%	10 3%
3 stars	87 12%	35 16%	21 11%	30 10%	46 13%	40 12%
4 stars	247 35%	85 38%	77 42% c	84 29%	127 36%	120 35%
5 stars	339 49%	90 40%	80 43%	169 59% ab	172 49%	167 49%
RATING OF 4-5 OUT OF 5	586 84%	175 79%	157 85%	254 88% a	299 84%	286 84%
Mean score	4.3	4.1	4.2	4.4 ab	4.3	4.3
Standard deviation	.84	.91	.85	.75	.82	.85

Columns Tested: a,b,c - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 49

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Apple Music or Apple Podcasts at least weekly

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	742	123	115	119	104	128	153	57	386	299
Effective Weighted Sample	590	100	93	94	83	103	123	45	309	241
Total	695	115	108	104	80	137	152	50	337	308
1 star	6	-	2	2	1	-	-	**	6	-
	1%	-%	2%	2%	1%	-%	-%	**	2%	-%
2 stars	17	5	5	1	1	1	3	**	8	5
	2%	4%	5%	1%	1%	1%	2%	**	2%	2%
3 stars	87	21	14	11	10	14	16	**	45	32
	12%	19%	13%	10%	13%	10%	11%	**	13%	10%
4 stars	247	40	45	49	28	38	46	**	134	94
	35%	35%	42%	47%	36%	28%	30%	**	40%	30%
5 stars	339	49	41	41	39	83	86	**	144	178
	49%	42%	38%	39%	49%	61%	57%	**	43%	58%
RATING OF 4-5 OUT OF 5	586	89	86	90	67	121	133	**	279	272
	84%	77%	80%	86%	85%	89%	87%	**	83%	88%
Mean score	4.3	4.2	4.1	4.2	4.3	4.5	4.4	**	4.2	4.4
						abc	abc			b
Standard deviation	.84	.87	.95	.86	.83	.72	.77	**	.88	.74

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Apple Music or Apple Podcasts at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	~c	~d	a	b	c	d
Unweighted row	742	488	105	99	50	392	102	135	112
Effective Weighted Sample	590	446	101	91	49	321	86	113	85
Total	695	584	58	32	21	334	134	125	102
1 star	6	6	-	**	**	3	1	1	-
	1%	1%	-%	**	**	1%	1%	1%	-%
2 stars	17	13	3	**	**	7	5	2	3
	2%	2%	5%	**	**	2%	4%	2%	3%
3 stars	87	72	8	**	**	41	17	16	13
	12%	12%	14%	**	**	12%	12%	13%	13%
4 stars	247	202	20	**	**	126	50	42	30
	35%	35%	35%	**	**	38%	37%	33%	29%
5 stars	339	290	26	**	**	157	61	64	57
	49%	50%	46%	**	**	47%	45%	51%	56%
RATING OF 4-5 OUT OF 5	586	492	47	**	**	283	110	106	86
	84%	84%	81%	**	**	85%	82%	85%	85%
Mean score	4.3	4.3	4.2	**	**	4.3	4.2	4.3	4.4
Standard deviation	.84	.84	.87	**	**	.83	.89	.82	.81

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Apple Music or Apple Podcasts at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	742	516	270	532	151	616	126
Effective Weighted Sample	590	411	212	422	120	491	100
Total	695	468	231	486	132	567	128
1 star	6	5	1	6	-	6	-
	1%	1%	*%	1%	-%	1%	-%
2 stars	17	13	4	12	3	13	4
	2%	3%	2%	2%	3%	2%	3%
3 stars	87	61	18	56	9	71	15
	12%	13%	8%	12%	7%	13%	12%
		b					
4 stars	247	152	88	169	48	196	50
	35%	32%	38%	35%	37%	35%	39%
5 stars	339	237	122	243	72	280	59
	49%	51%	53%	50%	54%	49%	46%
RATING OF 4-5 OUT OF 5	586	389	209	412	120	476	109
	84%	83%	90%	85%	91%	84%	85%
			ace		a		
Mean score	4.3	4.3	4.4	4.3	4.4	4.3	4.3
Standard deviation	.84	.87	.73	.86	.73	.85	.79
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Apple Music or Apple Podcasts at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	742	286	244	386	356	157	436	442	300	465	214
Effective Weighted Sample	590	230	196	311	281	128	346	350	241	372	170
Total	695	253	222	346	349	136	390	396	299	429	208
1 star	6 1%	5 2%	4 2%	5 1%	1 *%	1 1%	4 1%	4 1%	2 1%	1 *%	4 2%
2 stars	17 2%	10 4%	4 2%	12 3%	5 2%	1 1%	5 1%	5 1%	12 4% bc	5 1%	8 4% a
3 stars	87 12%	33 13%	22 10%	43 12%	44 13%	8 6%	44 11%	45 11%	41 14% a	50 12%	24 11%
4 stars	247 35%	85 33%	69 31%	111 32%	136 39%	45 33%	137 35%	138 35%	108 36%	145 34%	81 39%
5 stars	339 49%	121 48%	123 55%	176 51%	163 47%	81 59% d	201 51%	203 51%	136 45%	228 53% b	91 44%
RATING OF 4-5 OUT OF 5	586 84%	206 81%	192 87%	287 83%	299 86%	126 93% d	338 86%	342 86%	244 82%	373 87%	172 82%
Mean score	4.3	4.2	4.4	4.3	4.3	4.5 d	4.3	4.3	4.2	4.4 b	4.2
Standard deviation	.84	.94	.86	.90	.77	.73	.80	.80	.88	.76	.93

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Apple Music or Apple Podcasts at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	742	562	152	28
Effective Weighted Sample	590	445	124	22
Total	695	515	154	27
1 star	6	2	2	**
	1%	*%	1%	**
2 stars	17	10	4	**
	2%	2%	3%	**
3 stars	87	60	22	**
	12%	12%	14%	**
4 stars	247	176	63	**
	35%	34%	41%	**
5 stars	339	267	62	**
	49%	52%	41%	**
		b		
RATING OF 4-5 OUT OF 5	586	443	125	**
	84%	86%	81%	**
Mean score	4.3	4.4	4.2	**
		b		
Standard deviation	.84	.79	.88	**
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Apple Music or Apple Podcasts at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	~c	a	b	a	b
Unweighted row	742	505	154	83	516	219	122	594
Effective Weighted Sample	590	403	123	65	406	179	101	468
Total	695	462	150	83	482	206	126	539
1 star	6	1	4	**	4	2	3	3
	1%	*%	3%	**	1%	1%	2%	1%
			a					
2 stars	17	10	6	**	10	7	5	12
	2%	2%	4%	**	2%	3%	4%	2%
3 stars	87	53	19	**	54	31	19	65
	12%	11%	13%	**	11%	15%	15%	12%
4 stars	247	168	56	**	168	78	44	197
	35%	36%	37%	**	35%	38%	35%	37%
5 stars	339	229	65	**	246	88	55	262
	49%	50%	43%	**	51%	43%	44%	49%
RATING OF 4-5 OUT OF 5	586	398	121	**	414	166	99	458
	84%	86%	81%	**	86%	81%	78%	85%
Mean score	4.3	4.3	4.2	**	4.3	4.2	4.1	4.3
		b			b			
Standard deviation	.84	.78	.97	**	.81	.88	.97	.81

Columns Tested: a,b,c - a,b - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Google Podcasts at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	372	113	126	133	202	170
Effective Weighted Sample	296	93	98	107	163	134
Total	349	108	105	136	202	147
1 star	2	2	-	-	1	1
	1%	2%	-%	-%	*%	1%
2 stars	8	3	3	2	4	4
	2%	3%	3%	1%	2%	3%
3 stars	61	23	17	22	35	27
	18%	21%	16%	16%	17%	18%
4 stars	112	31	36	45	64	48
	32%	29%	35%	33%	32%	32%
5 stars	165	50	49	67	98	68
	47%	46%	46%	49%	48%	46%
RATING OF 4-5 OUT OF 5	277	81	85	112	162	115
	80%	74%	81%	82%	80%	78%
Mean score	4.2	4.1	4.2	4.3	4.3	4.2
Standard deviation	.86	.98	.83	.79	.84	.89

Columns Tested: a,b,c - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Google Podcasts at least weekly

[illegible]

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Google Podcasts at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	~d
Unweighted row	372	257	42	51	22	200	48	66	58
Effective Weighted Sample	296	233	41	47	21	165	41	56	40
Total	349	302	22	16	10	177	65	61	46
1 star	2	2	**	**	**	2	**	**	**
	1%	1%	**	**	**	1%	**	**	**
2 stars	8	6	**	**	**	3	**	**	**
	2%	2%	**	**	**	2%	**	**	**
3 stars	61	54	**	**	**	24	**	**	**
	18%	18%	**	**	**	14%	**	**	**
4 stars	112	93	**	**	**	63	**	**	**
	32%	31%	**	**	**	35%	**	**	**
5 stars	165	147	**	**	**	85	**	**	**
	47%	49%	**	**	**	48%	**	**	**
RATING OF 4-5 OUT OF 5	277	240	**	**	**	147	**	**	**
	80%	80%	**	**	**	83%	**	**	**
Mean score	4.2	4.3	**	**	**	4.3	**	**	**
Standard deviation	.86	.86	**	**	**	.86	**	**	**

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 50

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Google Podcasts at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	372	300	189	328	117	340	32
Effective Weighted Sample	296	239	151	261	94	271	25
Total	349	279	178	303	105	317	32
1 star	2	*	-	1	-	1	**
	1%	*%	-%	*%	-%	*%	**
2 stars	8	7	2	7	1	7	**
	2%	2%	1%	2%	1%	2%	**
3 stars	61	45	26	50	11	53	**
	18%	16%	15%	16%	11%	17%	**
4 stars	112	91	53	100	36	103	**
	32%	33%	30%	33%	35%	32%	**
5 stars	165	135	98	145	57	152	**
	47%	49%	55%	48%	54%	48%	**
RATING OF 4-5 OUT OF 5	277	227	151	245	93	254	**
	80%	81%	85%	81%	89%	80%	**
Mean score	4.2	4.3	4.4	4.3	4.4	4.3	**
Standard deviation	.86	.83	.76	.84	.70	.85	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Google Podcasts at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	~d	a	~b
Unweighted row	372	179	153	238	134	123	285	290	82	267	78
Effective Weighted Sample	296	143	122	191	106	100	227	231	65	214	61
Total	349	162	138	216	133	114	263	268	80	249	71
1 star	2	*	-	*	2	1	-	1	**	-	**
	1%	*%	-%	*%	1%	1%	-%	*%	**	-%	**
2 stars	8	4	4	6	2	1	2	2	**	6	**
	2%	3%	3%	3%	2%	*%	1%	1%	**	2%	**
3 stars	61	28	16	36	26	11	38	38	**	36	**
	18%	17%	12%	17%	19%	10%	15%	14%	**	14%	**
4 stars	112	55	46	73	39	41	93	93	**	88	**
	32%	34%	33%	34%	29%	36%	35%	35%	**	35%	**
5 stars	165	74	72	101	64	60	130	134	**	120	**
	47%	46%	52%	47%	48%	53%	49%	50%	**	48%	**
RATING OF 4-5 OUT OF 5	277	129	118	174	104	101	222	227	**	208	**
	80%	80%	85%	81%	78%	89%	85%	84%	**	83%	**
Mean score	4.2	4.2	4.4	4.2	4.2	4.4	4.3	4.3	**	4.3	**
Standard deviation	.86	.84	.79	.84	.91	.75	.75	.77	**	.80	**

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Google Podcasts at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	372	308	50	14
Effective Weighted Sample	296	245	40	12
Total	349	292	45	11
1 star	2	1	**	**
	1%	*%	**	**
2 stars	8	5	**	**
	2%	2%	**	**
3 stars	61	43	**	**
	18%	15%	**	**
4 stars	112	96	**	**
	32%	33%	**	**
5 stars	165	149	**	**
	47%	51%	**	**
RATING OF 4-5 OUT OF 5	277	244	**	**
	80%	84%	**	**
Mean score	4.2	4.3	**	**
Standard deviation	.86	.80	**	**
Columns Tested: a,b,c				

### Table 50

Base: Those whose child listens to Google Podcasts at least weekly

Columns Tested: a,b,c - a,b - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 51

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Global Player at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted row	157	42	64	51	80	77
Effective Weighted Sample	124	35	48	43	62	62
Total	147	43	48	56	70	77
1 star	* *%	**	**	**	**	**
2 stars	5 3%	**	**	**	**	**
3 stars	19 13%	**	**	**	**	**
4 stars	66 45%	**	**	**	**	**
5 stars	57 39%	**	**	**	**	**
RATING OF 4-5 OUT OF 5	123 84%	**	**	**	**	**
Mean score	4.2	**	**	**	**	**
Standard deviation	.81	**	**	**	**	**
Columns Tested: a,b,c - a,b						

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 51

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Global Player at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	157	20	22	36	28	24	27	5	95	57
Effective Weighted Sample	124	16	19	26	21	20	23	5	74	46
Total	147	17	26	27	22	26	30	3	84	60
1 star	*	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**
2 stars	5	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**
3 stars	19	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**
4 stars	66	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**
5 stars	57	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	123	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**
Mean score	4.2	**	**	**	**	**	**	**	**	**
Standard deviation	.81	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b,c										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Global Player at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	157	109	15	25	8	83	18	29	27
Effective Weighted Sample	124	99	14	23	8	70	16	25	16
Total	147	128	8	7	3	73	26	28	19
1 star	*	-	**	**	**	**	**	**	**
	*%	-%	**	**	**	**	**	**	**
2 stars	5	4	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**
3 stars	19	15	**	**	**	**	**	**	**
	13%	12%	**	**	**	**	**	**	**
4 stars	66	55	**	**	**	**	**	**	**
	45%	43%	**	**	**	**	**	**	**
5 stars	57	54	**	**	**	**	**	**	**
	39%	42%	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	123	109	**	**	**	**	**	**	**
	84%	85%	**	**	**	**	**	**	**
Mean score	4.2	4.2	**	**	**	**	**	**	**
Standard deviation	.81	.79	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 51

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Global Player at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted row	157	132	78	138	60	146	11
Effective Weighted Sample	124	104	60	108	48	115	9
Total	147	123	67	126	54	134	13
1 star	*	*	**	*	**	*	**
	*%	*%	**	*%	**	*%	**
2 stars	5	3	**	4	**	4	**
	3%	3%	**	3%	**	3%	**
3 stars	19	14	**	13	**	15	**
	13%	11%	**	10%	**	11%	**
4 stars	66	55	**	53	**	58	**
	45%	44%	**	42%	**	43%	**
5 stars	57	51	**	56	**	57	**
	39%	41%	**	44%	**	42%	**
RATING OF 4-5 OUT OF 5	123	106	**	109	**	115	**
	84%	86%	**	86%	**	85%	**
Mean score	4.2	4.2	**	4.3	**	4.2	**
Standard deviation	.81	.78	**	.80	**	.80	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Global Player at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~a	b	c	~d	a	~b
Unweighted row	157	74	82	107	50	69	129	131	26	123	29
Effective Weighted Sample	124	62	67	88	36	56	101	102	23	98	22
Total	147	71	75	99	48	63	114	115	32	113	29
1 star	*	**	**	*	**	**	*	*	**	*	**
	*%	**	**	*%	**	**	*%	*%	**	*%	**
2 stars	5	**	**	2	**	**	2	2	**	4	**
	3%	**	**	2%	**	**	2%	2%	**	4%	**
3 stars	19	**	**	12	**	**	11	11	**	10	**
	13%	**	**	12%	**	**	10%	10%	**	9%	**
4 stars	66	**	**	43	**	**	49	49	**	47	**
	45%	**	**	43%	**	**	43%	42%	**	41%	**
5 stars	57	**	**	43	**	**	52	53	**	52	**
	39%	**	**	43%	**	**	46%	46%	**	46%	**
RATING OF 4-5 OUT OF 5	123	**	**	85	**	**	101	101	**	99	**
	84%	**	**	86%	**	**	88%	88%	**	87%	**
Mean score	4.2	**	**	4.3	**	**	4.3	4.3	**	4.3	**
Standard deviation	.81	**	**	.78	**	**	.75	.75	**	.81	**

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Global Player at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	157	134	20	3
Effective Weighted Sample	124	105	16	3
Total	147	122	21	4
1 star	*	*	**	**
	*%	*%	**	**
2 stars	5	2	**	**
	3%	2%	**	**
3 stars	19	14	**	**
	13%	11%	**	**
4 stars	66	50	**	**
	45%	41%	**	**
5 stars	57	55	**	**
	39%	45%	**	**
RATING OF 4-5 OUT OF 5	123	105	**	**
	84%	86%	**	**
Mean score	4.2	4.3	**	**
Standard deviation	.81	.77	**	**
Columns Tested: a,b,c				

### Table 51

Base: Those whose child listens to Global Player at least weekly

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP ~b	YES ~a	NO b
Significance Level: 95%								
Unweighted row	157	118	28	11	120	36	38	114
Effective Weighted Sample	124	94	21	8	94	29	31	90
Total	147	110	27	10	115	32	37	106
1 star	*	*	**	**	*	**	**	*
	*%	*%	**	**	*%	**	**	*%
2 stars	5	3	**	**	5	**	**	2
	3%	2%	**	**	4%	**	**	2%
3 stars	19	11	**	**	12	**	**	16
	13%	10%	**	**	11%	**	**	15%
4 stars	66	45	**	**	52	**	**	46
	45%	41%	**	**	46%	**	**	44%
5 stars	57	51	**	**	45	**	**	42
	39%	46%	**	**	39%	**	**	39%
AVERAGE RATING OF 4-5 OUT OF 5	123	96	**	**	97	**	**	88
	84%	88%	**	**	85%	**	**	83%
Mean score	4.2	4.3	**	**	4.2	**	**	4.2
Standard deviation	.81	.77	**	**	.82	**	**	.78
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to RadioPlayer at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted row	157	63	48	46	81	76
Effective Weighted Sample	125	52	38	39	64	61
Total	148	63	33	51	79	69
1 star	2	**	**	**	**	**
	1%	**	**	**	**	**
2 stars	5	**	**	**	**	**
	3%	**	**	**	**	**
3 stars	30	**	**	**	**	**
	21%	**	**	**	**	**
4 stars	58	**	**	**	**	**
	39%	**	**	**	**	**
5 stars	53	**	**	**	**	**
	36%	**	**	**	**	**
RATING OF 4-5 OUT OF 5	110	**	**	**	**	**
	75%	**	**	**	**	**
Mean score	4.0	**	**	**	**	**
Standard deviation	.90	**	**	**	**	**

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to RadioPlayer at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	157	35	28	20	28	26	20	14	94	49
Effective Weighted Sample	125	28	24	15	23	22	17	12	74	40
Total	148	34	30	14	19	31	20	13	82	53
1 star	2	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
2 stars	5	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**
3 stars	30	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**
4 stars	58	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**
5 stars	53	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	110	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**
Mean score	4.0	**	**	**	**	**	**	**	**	**
Standard deviation	.90	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to RadioPlayer at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	157	109	19	23	6	95	16	20	26
Effective Weighted Sample	125	100	19	22	6	80	14	17	16
Total	148	129	10	6	3	86	23	21	17
1 star	2	2	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**
2 stars	5	4	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**
3 stars	30	25	**	**	**	**	**	**	**
	21%	19%	**	**	**	**	**	**	**
4 stars	58	50	**	**	**	**	**	**	**
	39%	38%	**	**	**	**	**	**	**
5 stars	53	49	**	**	**	**	**	**	**
	36%	38%	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	110	99	**	**	**	**	**	**	**
	75%	76%	**	**	**	**	**	**	**
Mean score	4.0	4.1	**	**	**	**	**	**	**
Standard deviation	.90	.91	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to RadioPlayer at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted row	157	130	88	144	72	150	7
Effective Weighted Sample	125	104	69	114	59	119	6
Total	148	122	81	134	69	139	8
1 star	2	-	**	-	**	-	**
	1%	-%	**	-%	**	-%	**
2 stars	5	5	**	5	**	5	**
	3%	4%	**	4%	**	4%	**
3 stars	30	19	**	23	**	26	**
	21%	16%	**	17%	**	19%	**
4 stars	58	52	**	55	**	57	**
	39%	43%	**	41%	**	41%	**
5 stars	53	46	**	51	**	51	**
	36%	38%	**	38%	**	37%	**
RATING OF 4-5 OUT OF 5	110	98	**	106	**	108	**
	75%	80%	**	79%	**	78%	**
Mean score	4.0	4.1	**	4.1	**	4.1	**
Standard deviation	.90	.82	**	.83	**	.83	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to RadioPlayer at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		~a	~b	c	~d	~a	b	c	~d	a	~b
Unweighted row	157	75	72	104	53	64	124	127	30	118	23
Effective Weighted Sample	125	63	58	85	40	51	99	101	24	93	18
Total	148	72	65	96	52	58	113	115	32	110	20
1 star	2	**	**	-	**	**	-	-	**	2	**
	1%	**	**	-%	**	**	-%	-%	**	2%	**
2 stars	5	**	**	5	**	**	5	5	**	5	**
	3%	**	**	5%	**	**	4%	4%	**	5%	**
3 stars	30	**	**	15	**	**	18	18	**	14	**
	21%	**	**	15%	**	**	16%	16%	**	13%	**
4 stars	58	**	**	37	**	**	41	42	**	43	**
	39%	**	**	39%	**	**	36%	37%	**	39%	**
5 stars	53	**	**	39	**	**	50	50	**	46	**
	36%	**	**	41%	**	**	44%	44%	**	42%	**
RATING OF 4-5 OUT OF 5	110	**	**	76	**	**	91	92	**	90	**
	75%	**	**	80%	**	**	80%	80%	**	81%	**
Mean score	4.0	**	**	4.2	**	**	4.2	4.2	**	4.2	**
Standard deviation	.90	**	**	.86	**	**	.85	.85	**	.92	**

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to RadioPlayer at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	157	132	23	2
Effective Weighted Sample	125	105	18	2
Total	148	124	21	3
1 star	2	-	**	**
	1%	-%	**	**
2 stars	5	4	**	**
	3%	3%	**	**
3 stars	30	15	**	**
	21%	12%	**	**
4 stars	58	54	**	**
	39%	44%	**	**
5 stars	53	51	**	**
	36%	41%	**	**
RATING OF 4-5 OUT OF 5	110	105	**	**
	75%	84%	**	**
Mean score	4.0	4.2	**	**
Standard deviation	.90	.79	**	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 52

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to RadioPlayer at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
						ETHNIC MINORITY GROUP		
Significance Level: 95%	Total	YES a	NO ~b	MAYBE ~c	WHITE a	~b	YES ~a	NO b
Unweighted row	157	131	16	10	107	50	28	127
Effective Weighted Sample	125	105	12	9	84	41	23	100
Total	148	125	12	11	96	51	31	115
1 star	2	-	**	**	-	**	**	2
	1%	-%	**	**	-%	**	**	2%
2 stars	5	5	**	**	4	**	**	2
	3%	4%	**	**	4%	**	**	1%
3 stars	30	22	**	**	17	**	**	27
	21%	18%	**	**	17%	**	**	24%
4 stars	58	52	**	**	40	**	**	37
	39%	42%	**	**	42%	**	**	32%
5 stars	53	45	**	**	36	**	**	47
	36%	36%	**	**	37%	**	**	41%
RATING OF 4-5 OUT OF 5	110	97	**	**	76	**	**	84
	75%	78%	**	**	79%	**	**	73%
Mean score	4.0	4.1	**	**	4.1	**	**	4.1
Standard deviation	.90	.83	**	**	.83	**	**	.92

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Spotify at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	2205	549	732	924	1052	1153
Effective Weighted Sample	1751	435	583	747	839	913
Total	2176	539	632	1004	1070	1105
1 star	2 *%	2 *%	- -%	- -%	- -%	2 *%
2 stars	21 1%	10 2%	4 1%	7 1%	9 1%	13 1%
		c				
3 stars	200 9%	78 14%	56 9%	66 7%	109 10%	91 8%
		bc				
4 stars	622 29%	163 30%	218 34%	240 24%	307 29%	315 28%
		c	c			
5 stars	1330 61%	285 53%	353 56%	692 69%	646 60%	685 62%
			ab			
RATING OF 4-5 OUT OF 5	1952 90%	449 83%	571 90%	932 93%	953 89%	999 90%
			a	a		
Mean score	4.5	4.3	4.5	4.6	4.5	4.5
			a	ab		
Standard deviation	.71	.82	.69	.64	.71	.71

Columns Tested: a,b,c - a,b

## Table 53

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	2205	264	285	362	370	426	498	132	1071	1002
Effective Weighted Sample	1751	214	221	284	299	348	400	102	851	811
Total	2176	269	271	319	313	483	522	119	962	1094
1 star	2 *%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%
2 stars	21 1%	3 1%	8 3% def	3 1%	2 1%	3 1%	3 1%	2 2%	12 1%	7 1%
3 stars	200 9%	39 14% def	39 15% def	31 10% f	26 8%	40 8%	26 5%	18 15% c	114 12% c	68 6%
4 stars	622 29%	67 25%	96 35% aef	111 35% aef	107 34% aef	129 27%	111 21%	37 31%	313 33% c	272 25%
5 stars	1330 61%	160 59% b	126 46%	175 55%	178 57% b	311 64% bc	381 73% abcde	62 52%	521 54%	748 68% ab
RATING OF 4-5 OUT OF 5	1952 90%	227 85%	222 82%	286 90% b	286 91% ab	440 91% ab	492 94% abc	98 83%	834 87%	1020 93% ab
Mean score	4.5	4.4 b	4.2	4.4 b	4.5 b	4.5 bc	4.7 abcde	4.3	4.4	4.6 ab
Standard deviation	.71	.77	.86	.70	.67	.67	.60	.81	.76	.63
Columns Tested: a,b,c,d,e,f - a,b,c										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Spotify at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	2205	1457	329	271	148	897	464	440	400
Effective Weighted Sample	1751	1326	318	247	144	733	382	366	314
Total	2176	1833	181	94	68	797	600	394	385
1 star	2	2	-	-	*	2	-	*	-
	%.1	%.1	%.0	%.0	1%.1	%.1	%.0	%.1	%.0
2 stars	21	19	1	1	-	8	1	7	5
	1%	1%	%.1	1%	%.0	1%	%.1	2%.1	1%
3 stars	200	168	18	8	6	70	59	35	37
	9%	9%	10%	8%	9%	9%	10%	9%	10%
4 stars	622	530	53	24	15	226	181	111	104
	29%	29%	29%	25%	22%	28%	30%	28%	27%
5 stars	1330	1113	109	61	47	491	360	240	240
	61%	61%	60%	65%	68%	62%	60%	61%	62%
RATING OF 4-5 OUT OF 5	1952	1643	162	85	62	717	540	351	344
	90%	90%	90%	90%	91%	90%	90%	89%	89%
Mean score	4.5	4.5	4.5	4.5	4.6	4.5	4.5	4.5	4.5
Standard deviation	.71	.71	.69	.71	.71	.72	.68	.74	.72

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 53

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Spotify at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	2205	1283	577	1311	233	1650	555
Effective Weighted Sample	1751	1023	455	1039	188	1316	435
Total	2176	1266	527	1274	210	1633	543
1 star	2 *%	2 *%	- -%	* *%	2 1% c	2 *%	- -%
2 stars	21 1%	12 1%	1 *%	12 1%	- -%	15 1%	7 1%
3 stars	200 9%	119 9%	33 6%	123 10% b	14 7%	157 10% b	43 8%
4 stars	622 29%	384 30% bd	118 22%	354 28% b	48 23%	471 29% b	150 28%
5 stars	1330 61%	750 59%	374 71% acef	785 62%	147 70% ace	988 61%	343 63%
RATING OF 4-5 OUT OF 5	1952 90%	1134 90%	492 93% ace	1139 89%	194 92%	1459 89%	493 91%
Mean score	4.5	4.5	4.6 acef	4.5	4.6 ae	4.5	4.5
Standard deviation	.71	.72	.61	.71	.69	.72	.70
Columns Tested: a,b,c,d,e,f							

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 53

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Spotify at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	2205	598	494	830	1375	292	982	993	1212	1212	820
Effective Weighted Sample	1751	476	392	661	1092	230	778	788	968	964	651
Total	2176	563	463	780	1396	267	909	919	1256	1200	817
1 star	2	2	2	2	*	-	2	2	-	*	2
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%
2 stars	21	8	4	9	12	4	8	9	13	11	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
3 stars	200	59	36	75	125	22	73	76	124	106	71
	9%	10%	8%	10%	9%	8%	8%	8%	10%	9%	9%
4 stars	622	179	139	247	375	54	250	251	370	326	254
	29%	32%	30%	32%	27%	20%	27%	27%	29%	27%	31%
		d		d			a	a	a		
5 stars	1330	315	283	448	883	188	576	581	749	757	482
	61%	56%	61%	57%	63%	70%	63%	63%	60%	63%	59%
					ac	d					
RATING OF 4-5 OUT OF 5	1952	495	421	694	1258	241	826	833	1120	1083	736
	90%	88%	91%	89%	90%	90%	91%	91%	89%	90%	90%
Mean score	4.5	4.4	4.5	4.4	4.5	4.6	4.5	4.5	4.5	4.5	4.5
					ac	d					
Standard deviation	.71	.76	.71	.73	.70	.70	.70	.71	.71	.70	.71

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Spotify at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	2205	1470	571	164
Effective Weighted Sample	1751	1167	454	130
Total	2176	1445	573	158
1 star	2 *%	2 *%	- -%	- -%
2 stars	21 1%	8 1%	7 1%	7 4% ab
3 stars	200 9%	107 7%	74 13% a	19 12%
4 stars	622 29%	399 28%	176 31%	46 29%
5 stars	1330 61%	928 64% bc	316 55%	86 55%
RATING OF 4-5 OUT OF 5	1952 90%	1327 92% bc	493 86%	132 84%
Mean score	4.5	4.6 bc	4.4	4.3
Standard deviation	.71	.67	.76	.85
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 53

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Spotify at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
						ETHNIC MINORITY GROUP		
	Total	YES a	NO b	MAYBE c	WHITE a	b	YES a	NO b
Significance Level: 95%								
Unweighted row	2205	1287	610	308	1628	566	418	1704
Effective Weighted Sample	1751	1025	483	243	1279	464	332	1352
Total	2176	1258	610	309	1578	586	426	1665
1 star	2 *%	* *%	- -%	2 1%	2 *%	* *%	- -%	2 *%
2 stars	21 1%	18 1%	4 1%	- -%	13 1%	8 1%	5 1%	16 1%
3 stars	200 9%	115 9%	53 9%	32 10%	146 9%	53 9%	46 11%	143 9%
4 stars	622 29%	330 26%	184 30%	107 35%	448 28%	171 29%	100 24%	487 29%
5 stars	1330 61%	795 63% c	368 60%	167 54% a	970 61%	353 60%	274 64%	1016 61%
RATING OF 4-5 OUT OF 5	1952 90%	1125 89%	553 91%	275 89%	1418 90%	524 90%	374 88%	1503 90%
Mean score	4.5	4.5	4.5	4.4	4.5	4.5	4.5	4.5
Standard deviation	.71	.72	.68	.72	.71	.72	.73	.70

Columns Tested: a,b,c - a,b - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 54

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Deezer at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	~b	~c	a	b
Unweighted row	228	77	73	78	119	109
Effective Weighted Sample	181	63	55	64	96	85
Total	204	73	52	80	111	93
1 star	*	**	**	**	-	*
	*%	**	**	**	-%	*%
2 stars	8	**	**	**	8	*
	4%	**	**	**	7%	*%
					b	
3 stars	31	**	**	**	20	11
	15%	**	**	**	18%	12%
4 stars	80	**	**	**	38	41
	39%	**	**	**	35%	44%
5 stars	85	**	**	**	45	41
	42%	**	**	**	40%	44%
RATING OF 4-5 OUT OF 5	165	**	**	**	83	82
	81%	**	**	**	75%	88%
						a
Mean score	4.2	**	**	**	4.1	4.3
Standard deviation	.84	**	**	**	.93	.70
Columns Tested: a,b,c - a,b						

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Deezer at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~c
Unweighted row	228	37	40	38	35	44	34	14	131	83
Effective Weighted Sample	181	32	32	30	27	35	29	11	103	67
Total	204	35	38	30	21	46	34	11	110	83
1 star	*	**	**	**	**	**	**	**	-	**
	***	**	**	**	**	**	**	**	-%	**
2 stars	8	**	**	**	**	**	**	**	6	**
	4%	**	**	**	**	**	**	**	5%	**
3 stars	31	**	**	**	**	**	**	**	12	**
	15%	**	**	**	**	**	**	**	11%	**
4 stars	80	**	**	**	**	**	**	**	48	**
	39%	**	**	**	**	**	**	**	43%	**
5 stars	85	**	**	**	**	**	**	**	45	**
	42%	**	**	**	**	**	**	**	41%	**
RATING OF 4-5 OUT OF 5	165	**	**	**	**	**	**	**	93	**
	81%	**	**	**	**	**	**	**	84%	**
Mean score	4.2	**	**	**	**	**	**	**	4.2	**
Standard deviation	.84	**	**	**	**	**	**	**	.83	**

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Deezer at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	~d
Unweighted row	228	152	30	39	7	135	19	41	33
Effective Weighted Sample	181	139	29	35	7	113	17	34	20
Total	204	174	16	12	3	119	27	36	23
1 star	*	-	**	**	**	-	**	**	**
	*%	-%	**	**	**	-%	**	**	**
2 stars	8	7	**	**	**	2	**	**	**
	4%	4%	**	**	**	2%	**	**	**
3 stars	31	24	**	**	**	20	**	**	**
	15%	14%	**	**	**	17%	**	**	**
4 stars	80	67	**	**	**	49	**	**	**
	39%	39%	**	**	**	42%	**	**	**
5 stars	85	75	**	**	**	47	**	**	**
	42%	43%	**	**	**	40%	**	**	**
RATING OF 4-5 OUT OF 5	165	143	**	**	**	97	**	**	**
	81%	82%	**	**	**	81%	**	**	**
Mean score	4.2	4.2	**	**	**	4.2	**	**	**
Standard deviation	.84	.83	**	**	**	.79	**	**	**

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 54

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Deezer at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	~d	e	~f
Unweighted row	228	191	111	192	80	209	19
Effective Weighted Sample	181	151	88	154	64	167	14
Total	204	169	104	172	74	188	16
1 star	* *%	* *%	* *%	* *%	** **	* *%	** **
2 stars	8 4%	8 5%	2 2%	8 5%	** **	8 4%	** **
3 stars	31 15%	28 17%	18 18%	23 13%	** **	30 16%	** **
4 stars	80 39%	60 35%	36 34%	63 37%	** **	69 37%	** **
5 stars	85 42%	73 43%	47 45%	78 46%	** **	81 43%	** **
RATING OF 4-5 OUT OF 5	165 81%	132 78%	82 80%	141 82%	** **	150 80%	** **
Mean score	4.2	4.2	4.2	4.2	**	4.2	**
Standard deviation	.84	.88	.84	.85	**	.86	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Deezer at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	~d	~a	b	c	~d	a	~b
Unweighted row	228	121	109	156	72	85	175	177	51	159	52
Effective Weighted Sample	181	97	87	125	57	68	141	142	39	128	40
Total	204	100	93	132	73	75	151	154	51	142	49
1 star	*	*	*	*	**	**	*	*	**	*	**
	*%	*%	*%	*%	**	**	*%	*%	**	*%	**
2 stars	8	1	*	1	**	**	2	4	**	5	**
	4%	1%	*%	1%	**	**	1%	2%	**	3%	**
3 stars	31	14	15	19	**	**	18	19	**	17	**
	15%	14%	16%	15%	**	**	12%	12%	**	12%	**
4 stars	80	39	35	51	**	**	58	58	**	58	**
	39%	39%	38%	39%	**	**	39%	38%	**	41%	**
5 stars	85	47	42	60	**	**	72	72	**	62	**
	42%	47%	45%	45%	**	**	48%	47%	**	44%	**
RATING OF 4-5 OUT OF 5	165	85	77	111	**	**	131	131	**	120	**
	81%	85%	83%	84%	**	**	86%	85%	**	85%	**
Mean score	4.2	4.3	4.3	4.3	**	**	4.3	4.3	**	4.2	**
Standard deviation	.84	.75	.76	.75	**	**	.75	.79	**	.80	**

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Deezer at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	228	200	22	6
Effective Weighted Sample	181	161	16	4
Total	204	179	21	4
1 star	*	*	**	**
	*%	*%	**	**
2 stars	8	6	**	**
	4%	3%	**	**
3 stars	31	21	**	**
	15%	12%	**	**
4 stars	80	73	**	**
	39%	41%	**	**
5 stars	85	79	**	**
	42%	44%	**	**
RATING OF 4-5 OUT OF 5	165	152	**	**
	81%	85%	**	**
Mean score	4.2	4.3	**	**
Standard deviation	.84	.80	**	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 54

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Deezer at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
						ETHNIC MINORITY GROUP		
	Total	YES a	NO ~b	MAYBE ~c	WHITE a	~b	YES ~a	NO b
Significance Level: 95%								
Unweighted row	228	181	34	13	150	77	41	173
Effective Weighted Sample	181	147	23	12	117	63	34	136
Total	204	166	23	15	130	73	39	152
1 star	* *%	* *%	** **	** **	* *%	** **	** **	* *%
2 stars	8 4%	6 4%	** **	** **	4 3%	** **	** **	4 2%
3 stars	31 15%	23 14%	** **	** **	18 14%	** **	** **	21 14%
4 stars	80 39%	63 38%	** **	** **	52 40%	** **	** **	56 37%
5 stars	85 42%	74 44%	** **	** **	57 44%	** **	** **	71 47%
RATING OF 4-5 OUT OF 5	165 81%	136 82%	** **	** **	109 83%	** **	** **	127 84%
Mean score	4.2	4.2	**	**	4.2	**	**	4.3
Standard deviation	.84	.84	**	**	.80	**	**	.80

Columns Tested: a,b,c - a,b - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Amazon Music at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1042	314	361	367	496	546
Effective Weighted Sample	827	250	287	294	395	434
Total	989	291	316	382	491	498
1 star	2 *%	1 *%	1 *%	- -%	- -%	2 *%
2 stars	15 2%	5 2%	6 2%	5 1%	6 1%	9 2%
3 stars	151 15%	49 17%	48 15%	53 14%	82 17%	70 14%
4 stars	387 39%	108 37%	133 42%	146 38%	187 38%	200 40%
5 stars	433 44%	128 44%	128 40%	178 46%	216 44%	217 44%
RATING OF 4-5 OUT OF 5	820 83%	236 81%	260 83%	324 85%	403 82%	417 84%
Mean score	4.2	4.2	4.2	4.3	4.2	4.2
Standard deviation	.78	.82	.78	.75	.77	.79
Columns Tested: a,b,c - a,b						

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Amazon Music at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	1042	153	161	157	204	186	181	65	573	404
Effective Weighted Sample	827	123	127	124	164	150	145	51	456	325
Total	989	146	145	144	171	200	182	56	509	424
1 star	2	-	1	-	1	-	-	**	2	-
	*%	-%	1%	-%	*%	-%	-%	**	*%	-%
2 stars	15	2	2	-	6	4	*	**	8	7
	2%	1%	2%	-%	3%	2%	*%	**	2%	2%
					cf					
3 stars	151	31	19	25	23	26	28	**	84	56
	15%	21%	13%	17%	14%	13%	15%	**	16%	13%
4 stars	387	50	58	56	76	80	66	**	201	168
	39%	34%	40%	39%	45%	40%	36%	**	39%	40%
5 stars	433	63	65	63	65	90	88	**	214	193
	44%	43%	45%	44%	38%	45%	48%	**	42%	46%
RATING OF 4-5 OUT OF 5	820	113	123	119	141	170	154	**	415	361
	83%	78%	84%	83%	82%	85%	85%	**	82%	85%
Mean score	4.2	4.2	4.3	4.3	4.2	4.3	4.3	**	4.2	4.3
Standard deviation	.78	.82	.82	.74	.82	.77	.74	**	.80	.75

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Amazon Music at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	~d	a	b	c	d
Unweighted row	1042	672	150	141	79	459	194	203	184
Effective Weighted Sample	827	613	144	128	75	374	159	168	143
Total	989	821	83	48	37	400	238	175	175
1 star	2	2	-	-	**	1	-	1	-
	*%	*%	-%	-%	**	*%	-%	1%	-%
2 stars	15	12	2	-	**	3	3	5	4
	2%	1%	3%	-%	**	1%	1%	3%	3%
3 stars	151	122	20	5	**	58	42	29	22
	15%	15%	24% ac	11%	**	14%	18%	17%	13%
4 stars	387	327	28	20	**	152	109	61	65
	39%	40%	34%	43%	**	38%	46% c	35%	37%
5 stars	433	358	33	22	**	187	83	79	84
	44%	44%	39%	47%	**	47% b	35%	45%	48% b
RATING OF 4-5 OUT OF 5	820	684	61	43	**	339	192	140	149
	83%	83% b	74%	89% b	**	85%	81%	80%	85%
Mean score	4.2	4.2 b	4.1	4.4 b	**	4.3 b	4.1	4.2	4.3
Standard deviation	.78	.78	.86	.68	**	.75	.75	.87	.79
Columns Tested: a,b,c,d - a,b,c,d									

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Amazon Music at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1042	714	366	719	206	859	183
Effective Weighted Sample	827	566	287	566	163	680	147
Total	989	686	330	669	185	815	173
1 star	2	-	2	2	-	2	-
	*%	-%	1%	*%	-%	*%	-%
2 stars	15	6	-	5	*	8	7
	2%	1%	-%	1%	*%	1%	4%
							abcde
3 stars	151	101	44	92	17	119	32
	15%	15%	13%	14%	9%	15%	18%
							d
4 stars	387	282	128	269	73	334	54
	39%	41%	39%	40%	40%	41%	31%
		f		f		f	
5 stars	433	297	156	302	94	352	81
	44%	43%	47%	45%	51%	43%	47%
RATING OF 4-5 OUT OF 5	820	578	284	570	167	686	134
	83%	84%	86%	85%	90%	84%	78%
		f	f	f	ef		
Mean score	4.2	4.3	4.3	4.3	4.4	4.3	4.2
					aef		
Standard deviation	.78	.74	.75	.75	.67	.76	.88
Columns Tested: a,b,c,d,e,f							

### Table 55

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEIBIES a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b
Significance Level: 95%											
Unweighted row	1042	386	305	513	529	213	569	578	464	617	343
Effective Weighted Sample	827	307	246	410	417	170	448	455	375	486	275
Total	989	355	283	478	511	194	503	511	478	581	334
1 star	2 *%	- -%	- -%	- -%	2 *%	1 1%	2 *%	2 *%	- -%	1 *%	1 *%
2 stars	15 2%	3 1%	1 *%	3 1%	12 2%	* *%	3 1%	3 1%	12 2% bc	6 1%	9 3%
3 stars	151 15%	52 15%	41 14%	73 15%	78 15%	18 9%	62 12%	63 12%	88 18% abc	81 14%	57 17%
4 stars	387 39%	146 41%	111 39%	193 40%	194 38%	68 35%	196 39%	198 39%	189 40%	235 40%	127 38%
5 stars	433 44%	154 43%	130 46%	208 44%	225 44%	107 55% d	240 48% d	244 48% d	189 40%	259 45%	140 42%
AVERAGE RATING OF 4-5 OUT OF 5	820 83%	301 85%	241 85%	402 84%	419 82%	174 90% d	436 87% d	442 86% d	379 79%	493 85%	267 80%
Mean score	4.2	4.3	4.3	4.3	4.2	4.4 d	4.3 d	4.3 d	4.2	4.3	4.2
Standard deviation	.78	.74	.73	.74	.82	.73	.74	.75	.81	.75	.83
Columns Tested: a,b,c,d - a,b,c,d - a,b											

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Amazon Music at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1042	775	197	70
Effective Weighted Sample	827	612	159	56
Total	989	728	195	66
1 star	2	2	-	**
	*%	*%	-%	**
2 stars	15	5	5	**
	2%	1%	3%	**
3 stars	151	91	47	**
	15%	12%	24%	**
			a	
4 stars	387	294	76	**
	39%	40%	39%	**
5 stars	433	336	66	**
	44%	46%	34%	**
		b		
RATING OF 4-5 OUT OF 5	820	629	142	**
	83%	86%	73%	**
		b		
Mean score	4.2	4.3	4.0	**
		b		
Standard deviation	.78	.74	.83	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 55

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Amazon Music at least weekly

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	1042	667	253	122	786	253	184	827
Effective Weighted Sample	827	529	201	98	617	208	146	657
Total	989	628	245	117	748	238	173	783
1 star	2	2	-	-	1	1	1	1
	*%	*%	-%	-%	*%	*%	1%	*%
2 stars	15	5	7	2	10	5	2	12
	2%	1%	3% a	2%	1%	2%	1%	2%
3 stars	151	86	50	15	115	36	30	114
	15%	14%	21% a	13%	15%	15%	17%	15%
4 stars	387	251	84	52	300	87	69	301
	39%	40%	34%	45%	40%	37%	40%	38%
5 stars	433	284	103	47	321	109	70	355
	44%	45%	42%	40%	43%	46%	41%	45%
RATING OF 4-5 OUT OF 5	820	534	187	99	622	196	140	656
	83%	85% b	76%	85%	83%	82%	81%	84%
Mean score	4.2	4.3 b	4.2	4.2	4.2	4.3	4.2	4.3
Standard deviation	.78	.76	.85	.75	.77	.82	.82	.77
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 56

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19I. Please give a star rating to show how much you think they like Rayo. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Rayo at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted row	131	43	50	38	75	56
Effective Weighted Sample	100	34	36	31	57	43
Total	115	40	36	39	69	46
1 star	1	**	**	**	**	**
	1%	**	**	**	**	**
2 stars	3	**	**	**	**	**
	2%	**	**	**	**	**
3 stars	24	**	**	**	**	**
	21%	**	**	**	**	**
4 stars	35	**	**	**	**	**
	30%	**	**	**	**	**
5 stars	52	**	**	**	**	**
	45%	**	**	**	**	**
RATING OF 4-5 OUT OF 5	87	**	**	**	**	**
	76%	**	**	**	**	**
Mean score	4.2	**	**	**	**	**
Standard deviation	.91	**	**	**	**	**
Columns Tested: a,b,c - a,b						

### Table 56

Q19I. Please give a star rating to show how much you think they like Rayo. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted row	131	24	19	28	22	23	15	5	83	43
Effective Weighted Sample	100	19	15	20	16	18	13	5	63	33
Total	115	23	17	23	14	23	15	3	71	41
1 star	1	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
2 stars	3	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**
3 stars	24	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**
4 stars	35	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**
5 stars	52	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	87	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**
Mean score	4.2	**	**	**	**	**	**	**	**	**
Standard deviation	.91	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b,c										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19I. Please give a star rating to show how much you think they like Rayo. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Rayo at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	131	78	13	28	12	65	16	22	28
Effective Weighted Sample	100	72	13	26	12	52	13	18	18
Total	115	94	7	8	5	54	19	22	19
1 star	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**
2 stars	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**
3 stars	24	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**
4 stars	35	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**
5 stars	52	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	87	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**
Mean score	4.2	**	**	**	**	**	**	**	**
Standard deviation	.91	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 56

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19I. Please give a star rating to show how much you think they like Rayo. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to Rayo at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted row	131	109	64	118	56	123	8
Effective Weighted Sample	100	84	50	90	43	93	6
Total	115	98	59	105	54	109	6
1 star	1	1	**	1	**	1	**
	1%	1%	**	1%	**	1%	**
2 stars	3	3	**	3	**	3	**
	2%	3%	**	2%	**	2%	**
3 stars	24	19	**	21	**	21	**
	21%	19%	**	20%	**	20%	**
4 stars	35	29	**	30	**	32	**
	30%	30%	**	29%	**	30%	**
5 stars	52	46	**	50	**	51	**
	45%	47%	**	48%	**	47%	**
RATING OF 4-5 OUT OF 5	87	76	**	80	**	83	**
	76%	77%	**	76%	**	77%	**
Mean score	4.2	4.2	**	4.2	**	4.2	**
Standard deviation	.91	.92	**	.92	**	.91	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19I. Please give a star rating to show how much you think they like Rayo. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Rayo at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	b	c	~d	a	~b
Unweighted row	131	70	56	87	44	65	107	110	21	106	22
Effective Weighted Sample	100	55	46	68	32	50	81	83	16	83	15
Total	115	62	54	78	37	57	93	96	19	97	16
1 star	1	**	**	**	**	**	1	1	**	1	**
	1%	**	**	**	**	**	1%	1%	**	1%	**
2 stars	3	**	**	**	**	**	1	3	**	3	**
	2%	**	**	**	**	**	1%	3%	**	3%	**
3 stars	24	**	**	**	**	**	17	17	**	20	**
	21%	**	**	**	**	**	18%	17%	**	21%	**
4 stars	35	**	**	**	**	**	29	29	**	27	**
	30%	**	**	**	**	**	32%	31%	**	27%	**
5 stars	52	**	**	**	**	**	45	46	**	47	**
	45%	**	**	**	**	**	48%	48%	**	48%	**
RATING OF 4-5 OUT OF 5	87	**	**	**	**	**	74	75	**	73	**
	76%	**	**	**	**	**	80%	79%	**	75%	**
Mean score	4.2	**	**	**	**	**	4.3	4.2	**	4.2	**
Standard deviation	.91	**	**	**	**	**	.86	.90	**	.94	**

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19I. Please give a star rating to show how much you think they like Rayo. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to Rayo at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	131	108	19	4
Effective Weighted Sample	100	82	14	4
Total	115	94	17	3
1 star	1	1	**	**
	1%	1%	**	**
2 stars	3	1	**	**
	2%	1%	**	**
3 stars	24	17	**	**
	21%	18%	**	**
4 stars	35	27	**	**
	30%	29%	**	**
5 stars	52	48	**	**
	45%	51%	**	**
RATING OF 4-5 OUT OF 5	87	76	**	**
	76%	80%	**	**
Mean score	4.2	4.3	**	**
Standard deviation	.91	.88	**	**
Columns Tested: a,b,c				

### Table 56

Q19I. Please give a star rating to show how much you think they like Rayo. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES ~a	NO ~b	MAYBE ~c	WHITE ~a	ETHNIC MINORITY GROUP ~b	YES ~a	NO ~b
Significance Level: 95%								
Unweighted row	131	97	30	4	92	39	28	95
Effective Weighted Sample	100	78	19	3	69	31	23	70
Total	115	93	18	4	79	36	26	83
1 star	1	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**
2 stars	3	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**
3 stars	24	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**
4 stars	35	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**
5 stars	52	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	87	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**
Mean score	4.2	**	**	**	**	**	**	**
Standard deviation	.91	**	**	**	**	**	**	**
Columns Tested: a,b,c - a,b - a,b								

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to YouTube Music at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1962	633	679	650	995	967
Effective Weighted Sample	1561	510	538	527	790	773
Total	1918	652	573	693	999	919
1 star	5	4	1	-	1	4
	*%	1%	*%	-%	*%	*%
2 stars	32	16	8	7	12	19
	2%	2%	1%	1%	1%	2%
3 stars	250	107	73	70	139	112
	13%	16%	13%	10%	14%	12%
		c				
4 stars	608	218	177	214	318	290
	32%	33%	31%	31%	32%	32%
5 stars	1022	307	313	402	529	494
	53%	47%	55%	58%	53%	54%
			a	a		
RATING OF 4-5 OUT OF 5	1631	525	490	616	847	784
	85%	80%	86%	89%	85%	85%
			a	a		
Mean score	4.4	4.2	4.4	4.5	4.4	4.4
			a	a		
Standard deviation	.79	.86	.78	.72	.77	.81
Columns Tested: a,b,c - a,b						

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 57

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to YouTube Music at least weekly

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	1962	316	317	338	341	341	309	146	1092	724
Effective Weighted Sample	1561	257	253	264	275	276	252	116	863	588
Total	1918	331	321	291	282	377	316	144	1000	774
1 star	5 %	- -%	4 1%	1 *%	- -%	- -%	- -%	2 1% c	3 *%	- -%
2 stars	32 2%	7 2%	9 3%	2 1%	6 2%	4 1%	4 1%	6 4% c	17 2%	8 1%
3 stars	250 13%	55 17% f	52 16% f	40 14% f	33 12%	44 12%	26 8%	27 19% c	139 14%	85 11%
4 stars	608 32%	108 33%	110 34%	92 31%	86 30%	119 31%	95 30%	45 31%	322 32%	242 31%
5 stars	1022 53%	161 49%	146 45%	156 54%	157 56% b	211 56% b	191 60% ab	64 45%	519 52%	440 57% a
RATING OF 4-5 OUT OF 5	1631 85%	269 81%	256 80%	248 85%	242 86%	330 87% b	286 90% ab	109 76%	841 84% a	681 88% ab
Mean score	4.4	4.3	4.2	4.4 b	4.4 b	4.4 ab	4.5 ab	4.1	4.3 a	4.4 ab
Standard deviation	.79	.81	.90	.77	.78	.73	.70	.95	.80	.73

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 57

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to YouTube Music at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	1962	1322	257	246	137	762	356	390	449
Effective Weighted Sample	1561	1203	245	223	133	634	297	326	345
Total	1918	1632	142	81	63	667	471	358	422
1 star	5 *%	5 *%	- -%	* *%	- -%	1 *%	4 1%	- -%	- -%
2 stars	32 2%	27 2%	2 2%	1 1%	1 2%	18 3% b	3 1%	6 2%	5 1%
3 stars	250 13%	210 13%	23 16%	12 15%	6 9%	86 13%	70 15%	49 14%	46 11%
4 stars	608 32%	517 32%	46 32%	27 33%	19 30%	215 32%	163 35%	113 31%	118 28%
5 stars	1022 53%	873 54%	71 50%	42 51%	36 58%	347 52%	232 49%	191 53%	253 60% ab
RATING OF 4-5 OUT OF 5	1631 85%	1390 85%	117 82%	68 84%	56 88%	561 84%	394 84%	304 85%	371 88%
Mean score	4.4	4.4	4.3	4.3	4.4	4.3	4.3	4.4	4.5 ab
Standard deviation	.79	.79	.80	.80	.76	.82	.80	.77	.73

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 57

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to YouTube Music at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1962	1204	504	1239	240	1492	470
Effective Weighted Sample	1561	957	397	988	191	1191	371
Total	1918	1171	460	1205	214	1461	457
1 star	5 *%	3 *%	* *%	3 *%	- -%	3 *%	2 *%
2 stars	32 2%	16 1%	3 1%	17 1%	1 1%	24 2%	8 2%
3 stars	250 13%	143 12% d	47 10%	142 12%	15 7%	175 12% d	75 16% abcde
4 stars	608 32%	397 34% bf	129 28%	400 33%	57 27%	482 33%	127 28%
5 stars	1022 53%	612 52%	281 61% acef	643 53%	140 65% acef	777 53%	245 54%
RATING OF 4-5 OUT OF 5	1631 85%	1009 86% f	410 89% f	1043 87% f	198 92% acef	1259 86% f	372 81%
Mean score	4.4	4.4	4.5 acef	4.4	4.6 acef	4.4	4.3
Standard deviation	.79	.77	.71	.77	.65	.77	.84

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to YouTube Music at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1962	645	488	859	1103	280	932	942	1020	1054	713
Effective Weighted Sample	1561	514	382	682	880	219	739	748	816	846	560
Total	1918	619	449	815	1103	261	871	881	1037	1027	693
1 star	5	3	2	3	2	-	1	1	4	-	3
	%	%	%	%	%	%	%	%	%	%	%
2 stars	32	9	8	12	20	-	11	11	21	12	12
	2%	1%	2%	1%	2%	%	1%	1%	2% a	1%	2%
3 stars	250	80	51	104	147	22	93	96	155	104	114
	13%	13%	11%	13%	13%	8%	11%	11%	15% abc	10%	16% a
4 stars	608	202	143	265	343	71	279	279	329	336	221
	32%	33%	32%	33%	31%	27%	32%	32%	32%	33%	32%
5 stars	1022	325	244	431	592	168	487	494	529	576	343
	53%	52%	54%	53%	54%	64% bcd	56% d	56% d	51%	56% b	49%
RATING OF 4-5 OUT OF 5	1631	527	387	696	935	239	766	773	858	911	564
	85%	85%	86%	85%	85%	92% d	88% d	88% d	83%	89% b	81%
Mean score	4.4	4.4	4.4	4.4	4.4	4.6 bcd	4.4 d	4.4 d	4.3	4.4 b	4.3
Standard deviation	.79	.79	.79	.78	.79	.65	.74	.74	.82	.72	.83

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to YouTube Music at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1962	1347	469	146
Effective Weighted Sample	1561	1075	375	112
Total	1918	1314	465	139
1 star	5	1	2	2
	*%	*%	*%	1%
				a
2 stars	32	13	14	4
	2%	1%	3%	3%
			a	
3 stars	250	134	90	27
	13%	10%	19%	19%
			a	a
4 stars	608	427	139	43
	32%	32%	30%	31%
5 stars	1022	739	220	63
	53%	56%	47%	46%
		bc		
RATING OF 4-5 OUT OF 5	1631	1166	359	106
	85%	89%	77%	76%
		bc		
Mean score	4.4	4.4	4.2	4.2
		bc		
Standard deviation	.79	.72	.89	.93
Columns Tested: a,b,c				

## Table 57

Base: Those whose child listens to YouTube Music at least weekly

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	1962	1160	518	284	1349	601	382	1501
Effective Weighted Sample	1561	928	407	227	1054	499	307	1191
Total	1918	1117	511	290	1277	625	389	1446
1 star	5 *%	3 *%	2 *%	- -%	* *%	5 1% a	2 1%	3 *%
2 stars	32 2%	13 1%	16 3% a	3 1%	16 1%	15 2%	7 2%	25 2%
3 stars	250 13%	128 11%	80 16% a	43 15%	154 12%	95 15%	57 15%	178 12%
4 stars	608 32%	363 32%	147 29%	99 34%	420 33%	181 29%	112 29%	471 33%
5 stars	1022 53%	611 55%	266 52%	146 50%	685 54%	330 53%	211 54%	770 53%
AVERAGE RATING OF 4-5 OUT OF 5	1631 85%	973 87% b	413 81%	245 84%	1106 87% b	510 82%	323 83%	1241 86%
Mean score	4.4	4.4 b	4.3	4.3	4.4 b	4.3	4.3	4.4
Standard deviation	.79	.76	.87	.76	.75	.87	.83	.78
Columns Tested: a,b,c - a,b - a,b								

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to SoundCloud at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	459	123	151	185	244	215
Effective Weighted Sample	372	104	124	150	197	174
Total	426	118	118	190	228	199
2 stars	6	1	4	2	4	2
	1%	1%	3%	1%	2%	1%
3 stars	66	17	27	23	34	32
	16%	14%	22%	12%	15%	16%
			c			
4 stars	172	42	49	81	88	84
	40%	36%	41%	43%	39%	42%
5 stars	182	59	39	84	102	80
	43%	50%	33%	44%	45%	40%
		b				
RATING OF 4-5 OUT OF 5	354	101	88	165	190	164
	83%	85%	74%	87%	83%	83%
		b		b		
Mean score	4.2	4.3	4.0	4.3	4.3	4.2
		b		b		
Standard deviation	.76	.74	.83	.71	.77	.75
Columns Tested: a,b,c - a,b						

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to SoundCloud at least weekly

[illegible]

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to SoundCloud at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d
Unweighted row		459	318	51	56	34	239	47	82	90
Effective Weighted Sample		372	290	49	51	33	203	40	69	66
Total		426	365	29	17	16	215	63	79	70
2 stars		6	4	**	**	**	4	**	**	**
		1%	1%	**	**	**	2%	**	**	**
3 stars		66	60	**	**	**	27	**	**	**
		16%	16%	**	**	**	13%	**	**	**
4 stars		172	143	**	**	**	91	**	**	**
		40%	39%	**	**	**	42%	**	**	**
5 stars		182	158	**	**	**	93	**	**	**
		43%	43%	**	**	**	43%	**	**	**
RATING OF 4-5 OUT OF 5		354	301	**	**	**	184	**	**	**
		83%	83%	**	**	**	85%	**	**	**
Mean score		4.2	4.2	**	**	**	4.3	**	**	**
Standard deviation		.76	.76	**	**	**	.75	**	**	**

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to SoundCloud at least weekly

		BBC SERVICES USED WEEKLY					
	Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	459	363	205	381	134	414	45
Effective Weighted Sample	372	295	165	310	111	337	35
Total	426	330	183	354	124	385	41
2 stars	6	6	4	5	1	6	**
	1%	2%	2%	1%	1%	2%	**
3 stars	66	47	20	51	12	60	**
	16%	14%	11%	15%	10%	16%	**
4 stars	172	136	66	148	53	160	**
	40%	41%	36%	42%	43%	41%	**
5 stars	182	141	93	149	57	160	**
	43%	43%	51%	42%	46%	41%	**
			e				
RATING OF 4-5 OUT OF 5	354	276	159	298	111	320	**
	83%	84%	87%	84%	89%	83%	**
Mean score	4.2	4.2	4.4	4.2	4.3	4.2	**
Standard deviation	.76	.76	.76	.75	.70	.76	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to SoundCloud at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	459	221	186	290	169	117	325	331	128	318	107
Effective Weighted Sample	372	180	151	238	134	97	263	268	104	261	82
Total	426	201	165	267	160	109	300	304	123	303	93
2 stars	6	1	3	4	2	1	4	4	2	5	1
	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%
3 stars	66	21	19	32	35	12	34	36	31	39	18
	16%	10%	12%	12%	22%	11%	11%	12%	25%	13%	19%
					abc				abc		
4 stars	172	83	76	114	57	44	129	130	42	130	34
	40%	41%	46%	43%	36%	41%	43%	43%	34%	43%	36%
5 stars	182	96	67	117	66	52	132	135	48	128	40
	43%	48%	41%	44%	41%	47%	44%	44%	39%	42%	43%
RATING OF 4-5 OUT OF 5	354	179	143	231	123	96	262	264	90	259	74
	83%	89%	86%	87%	77%	88%	87%	87%	73%	85%	80%
		d	d	d		d	d	d			
Mean score	4.2	4.4	4.3	4.3	4.2	4.3	4.3	4.3	4.1	4.3	4.2
		d				d	d	d			
Standard deviation	.76	.69	.74	.73	.81	.73	.72	.72	.84	.74	.79

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child listens to SoundCloud at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	459	382	61	16
Effective Weighted Sample	372	308	52	12
Total	426	348	64	14
2 stars	6	6	**	**
	1%	2%	**	**
3 stars	66	48	**	**
	16%	14%	**	**
4 stars	172	146	**	**
	40%	42%	**	**
5 stars	182	149	**	**
	43%	43%	**	**
RATING OF 4-5 OUT OF 5	354	295	**	**
	83%	85%	**	**
Mean score	4.2	4.3	**	**
Standard deviation	.76	.75	**	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 58

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child listens to SoundCloud at least weekly

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES ~a	NO b
Significance Level: 95%								
Unweighted row	459	343	79	37	311	144	87	357
Effective Weighted Sample	372	281	60	32	246	123	70	290
Total	426	318	72	36	277	144	83	329
2 stars	6 1%	5 2%	** **	** **	5 2%	1 1%	** **	5 1%
3 stars	66 16%	45 14%	** **	** **	39 14%	26 18%	** **	52 16%
4 stars	172 40%	134 42%	** **	** **	109 39%	63 43%	** **	134 41%
5 stars	182 43%	134 42%	** **	** **	124 45%	55 38%	** **	138 42%
RATING OF 4-5 OUT OF 5	354 83%	269 84%	** **	** **	233 84%	117 81%	** **	272 83%
Mean score	4.2	4.3	**	**	4.3	4.2	**	4.2
Standard deviation	.76	.75	**	**	.76	.75	**	.77

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC News site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	771	177	248	346	417	354
Effective Weighted Sample	612	145	193	281	331	281
Total	744	169	201	373	418	326
1 star	8	3	1	4	5	3
	1%	2%	*%	1%	1%	1%
2 stars	34	6	8	19	16	17
	5%	3%	4%	5%	4%	5%
3 stars	152	36	44	72	86	66
	20%	21%	22%	19%	21%	20%
4 stars	288	64	88	136	161	127
	39%	38%	44%	36%	38%	39%
5 stars	262	61	59	142	150	113
	35%	36%	29%	38%	36%	35%
RATING OF 4-5 OUT OF 5	550	125	148	278	311	240
	74%	74%	73%	74%	74%	74%
Mean score	4.0	4.0	4.0	4.1	4.0	4.0
Standard deviation	.91	.94	.85	.93	.91	.92

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC News site/ app at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	771	92	85	136	112	189	157	30	368	373
Effective Weighted Sample	612	75	70	105	89	156	126	25	292	303
Total	744	86	83	116	85	216	157	25	313	406
1 star	8	**	**	-	1	2	1	**	2	4
	1%	**	**	-%	1%	1%	1%	**	1%	1%
2 stars	34	**	**	5	3	10	9	**	14	19
	5%	**	**	4%	4%	5%	6%	**	4%	5%
3 stars	152	**	**	22	22	43	30	**	69	76
	20%	**	**	19%	26%	20%	19%	**	22%	19%
4 stars	288	**	**	49	40	80	56	**	130	151
	39%	**	**	42%	46%	37%	36%	**	42%	37%
5 stars	262	**	**	40	20	81	61	**	98	156
	35%	**	**	34%	23%	38%	39%	**	31%	38%
					d	d				
RATING OF 4-5 OUT OF 5	550	**	**	89	59	161	117	**	228	307
	74%	**	**	76%	69%	75%	74%	**	73%	76%
Mean score	4.0	**	**	4.1	3.9	4.1	4.1	**	4.0	4.1
Standard deviation	.91	**	**	.84	.85	.92	.95	**	.88	.92

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 59

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC News site/ app at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	771	513	110	103	45	409	120	132	110
Effective Weighted Sample	612	467	106	95	43	333	100	114	79
Total	744	629	61	33	21	364	159	129	91
1 star	8	6	1	*	**	2	-	2	4
	1%	1%	1%	1%	**	1%	-%	1%	4% a
2 stars	34	27	4	1	**	12	8	10	4
	5%	4%	7%	4%	**	3%	5%	7%	5%
3 stars	152	130	13	6	**	60	41	27	24
	20%	21%	22%	17%	**	16%	26% a	21%	27% a
4 stars	288	241	26	12	**	147	63	51	26
	39%	38%	42%	37%	**	40%	40%	39%	29%
5 stars	262	225	17	13	**	143	47	41	32
	35%	36%	28%	41%	**	39%	30%	31%	35%
RATING OF 4-5 OUT OF 5	550	466	43	25	**	290	111	91	58
	74%	74%	70%	77%	**	80% bcd	70%	71%	64%
Mean score	4.0	4.0	3.9	4.1	**	4.1 bcd	3.9	3.9	3.9
Standard deviation	.91	.91	.95	.93	**	.85	.86	.97	1.08

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC News site/ app at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	771	610	401	771	187	771	-
Effective Weighted Sample	612	480	319	612	149	612	-
Total	744	582	376	744	170	744	-
1 star	8	6	4	8	2	8	**
	1%	1%	1%	1%	1%	1%	**
2 stars	34	22	12	34	3	34	**
	5%	4%	3%	5%	1%	5%	**
3 stars	152	114	60	152	16	152	**
	20%	20%	16%	20%	9%	20%	**
		d	d	d		d	
4 stars	288	226	139	288	64	288	**
	39%	39%	37%	39%	38%	39%	**
5 stars	262	215	160	262	85	262	**
	35%	37%	43%	35%	50%	35%	**
			ce		ace		
RATING OF 4-5 OUT OF 5	550	440	299	550	149	550	**
	74%	76%	80%	74%	88%	74%	**
					abce		
Mean score	4.0	4.1	4.2	4.0	4.3	4.0	**
			ce		abce		
Standard deviation	.91	.90	.89	.91	.81	.91	**
Columns Tested: a,b,c,d,e,f							

### Table 59

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
		IPLAYER/										
		WEBSITE	CBBC	EITHER	NO	YES	NO					
		a	b	c	d	a	b	c	d	a	b	
Significance Level: 95%												
Unweighted row		771	272	260	392	379	202	571	580	191	561	166
Effective Weighted Sample		612	216	205	311	302	161	453	460	153	444	131
Total		744	251	237	359	385	190	534	541	203	539	165
1 star		8	1	1	2	6	-	1	1	7	3	1
		1%	*%	*%	1%	2%	-%	*%	*%	3%	1%	1%
										abc		
2 stars		34	12	7	14	19	5	16	18	15	17	13
		5%	5%	3%	4%	5%	3%	3%	3%	8%	3%	8%
										bc		a
3 stars		152	45	34	62	90	29	89	90	62	94	49
		20%	18%	14%	17%	23%	15%	17%	17%	31%	17%	30%
						b				abc		a
4 stars		288	91	89	130	158	72	208	209	79	212	63
		39%	36%	38%	36%	41%	38%	39%	39%	39%	39%	38%
5 stars		262	103	106	151	111	84	220	222	40	213	39
		35%	41%	45%	42%	29%	44%	41%	41%	20%	40%	23%
			d	d	d		d	d	d		b	
RATING OF 4-5 OUT OF 5		550	194	196	281	270	156	428	432	119	425	102
		74%	77%	82%	78%	70%	82%	80%	80%	59%	79%	62%
				d	d		d	d	d		b	
Mean score		4.0	4.1	4.2	4.2	3.9	4.2	4.2	4.2	3.6	4.1	3.8
			d	d	d		d	d	d		b	
Standard deviation		.91	.89	.83	.88	.93	.81	.83	.84	.99	.86	.93
Columns Tested: a,b,c,d - a,b,c,d - a,b												

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC News site/ app at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	771	671	89	11
Effective Weighted Sample	612	535	68	9
Total	744	649	83	12
1 star	8	4	**	**
	1%	1%	**	**
2 stars	34	19	**	**
	5%	3%	**	**
3 stars	152	112	**	**
	20%	17%	**	**
4 stars	288	264	**	**
	39%	41%	**	**
5 stars	262	249	**	**
	35%	38%	**	**
RATING OF 4-5 OUT OF 5	550	513	**	**
	74%	79%	**	**
Mean score	4.0	4.1	**	**
Standard deviation	.91	.84	**	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**
**Table 59**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC News site/ app at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	~b	~c	a	b	a	b
Unweighted row	771	623	94	54	540	226	118	619
Effective Weighted Sample	612	497	71	44	421	188	96	487
Total	744	600	87	57	511	229	120	590
1 star	8	2	**	**	6	2	3	5
	1%	*%	**	**	1%	1%	2%	1%
2 stars	34	20	**	**	21	12	9	24
	5%	3%	**	**	4%	5%	7%	4%
3 stars	152	101	**	**	108	43	24	122
	20%	17%	**	**	21%	19%	20%	21%
4 stars	288	246	**	**	207	81	45	226
	39%	41%	**	**	40%	36%	38%	38%
5 stars	262	231	**	**	169	91	40	213
	35%	38%	**	**	33%	40%	33%	36%
RATING OF 4-5 OUT OF 5	550	477	**	**	376	172	85	439
	74%	80%	**	**	74%	75%	71%	74%
Mean score	4.0	4.1	**	**	4.0	4.1	3.9	4.0
Standard deviation	.91	.84	**	**	.90	.93	1.01	.90

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Sport site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	699	132	197	370	470	229
Effective Weighted Sample	558	106	155	303	376	184
Total	700	123	167	409	483	217
1 star	4	1	2	1	3	1
	1%	1%	1%	*%	1%	1%
2 stars	18	6	6	6	8	10
	3%	5%	4%	1%	2%	5%
						a
3 stars	121	20	34	67	85	36
	17%	16%	20%	16%	18%	17%
4 stars	273	40	62	171	183	90
	39%	33%	37%	42%	38%	41%
5 stars	284	56	63	165	204	80
	41%	46%	38%	40%	42%	37%
RATING OF 4-5 OUT OF 5	557	96	125	336	388	169
	80%	78%	75%	82%	80%	78%
Mean score	4.2	4.2	4.1	4.2	4.2	4.1
Standard deviation	.84	.94	.91	.78	.83	.88

Columns Tested: a,b,c - a,b

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 60

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC Sport site/ app at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	~d	e	f	~a	b	c
Unweighted row	699	80	52	137	60	253	117	23	284	392
Effective Weighted Sample	558	66	41	106	49	208	96	18	227	320
Total	700	76	48	119	48	288	121	17	248	434
1 star	4	**	**	2	**	1	-	**	3	1
	1%	**	**	2%	**	*%	-%	**	1%	*%
2 stars	18	**	**	3	**	1	5	**	11	6
	3%	**	**	2%	**	*%	4%	**	5%	1%
							e		c	
3 stars	121	**	**	23	**	49	18	**	41	73
	17%	**	**	19%	**	17%	15%	**	17%	17%
4 stars	273	**	**	44	**	115	56	**	85	182
	39%	**	**	37%	**	40%	46%	**	34%	42%
5 stars	284	**	**	47	**	122	42	**	108	171
	41%	**	**	40%	**	42%	35%	**	43%	40%
RATING OF 4-5 OUT OF 5	557	**	**	92	**	237	98	**	193	354
	80%	**	**	77%	**	82%	81%	**	78%	82%
Mean score	4.2	**	**	4.1	**	4.2	4.1	**	4.1	4.2
Standard deviation	.84	**	**	.91	**	.77	.81	**	.94	.78

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Sport site/ app at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	b	c	d
Unweighted row	699	477	94	93	35	342	114	136	107
Effective Weighted Sample	558	436	90	86	34	278	96	116	82
Total	700	601	53	30	15	312	158	129	101
1 star	4	4	**	**	**	3	-	-	1
	1%	1%	**	**	**	1%	-%	-%	1%
2 stars	18	16	**	**	**	6	3	5	3
	3%	3%	**	**	**	2%	2%	4%	3%
3 stars	121	99	**	**	**	57	18	25	21
	17%	16%	**	**	**	18%	12%	19%	21%
4 stars	273	237	**	**	**	120	66	48	39
	39%	39%	**	**	**	38%	42%	37%	39%
5 stars	284	245	**	**	**	125	70	51	37
	41%	41%	**	**	**	40%	45%	39%	37%
RATING OF 4-5 OUT OF 5	557	482	**	**	**	245	136	99	76
	80%	80%	**	**	**	79%	86%	77%	75%
Mean score	4.2	4.2	**	**	**	4.1	4.3	4.1	4.1
Standard deviation	.84	.84	**	**	**	.86	.75	.86	.89

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Sport site/ app at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	699	539	301	699	172	699	-
Effective Weighted Sample	558	430	241	558	140	558	-
Total	700	539	286	700	163	700	-
1 star	4	4	-	4	1	4	**
	1%	1%	-%	1%	*%	1%	**
2 stars	18	10	5	18	3	18	**
	3%	2%	2%	3%	2%	3%	**
3 stars	121	85	50	121	17	121	**
	17%	16%	18%	17%	11%	17%	**
4 stars	273	217	95	273	53	273	**
	39%	40%	33%	39%	32%	39%	**
5 stars	284	223	136	284	89	284	**
	41%	41%	48%	41%	55%	41%	**
					ace		
RATING OF 4-5 OUT OF 5	557	440	231	557	142	557	**
	80%	82%	81%	80%	87%	80%	**
					ce		
Mean score	4.2	4.2	4.3	4.2	4.4	4.2	**
					ace		
Standard deviation	.84	.82	.80	.84	.79	.84	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Sport site/ app at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	699	225	228	337	362	178	469	477	222	512	157
Effective Weighted Sample	558	180	184	271	288	145	374	380	181	411	124
Total	700	216	219	323	377	168	443	449	250	510	162
1 star	4	1	4	4	1	2	4	4	-	4	-
	1%	1%	2%	1%	*%	1%	1%	1%	-%	1%	-%
2 stars	18	3	3	5	13	4	7	8	10	11	7
	3%	2%	1%	1%	3%	3%	2%	2%	4%	2%	4%
3 stars	121	32	23	47	74	18	69	71	50	84	28
	17%	15%	11%	14%	20% b	11%	16%	16%	20% a	16%	17%
4 stars	273	75	81	123	150	62	165	166	107	188	76
	39%	35%	37%	38%	40%	37%	37%	37%	43%	37%	47% a
5 stars	284	103	108	145	139	81	197	200	84	223	51
	41%	48% d	50% d	45%	37%	48% d	45% d	45% d	33%	44% b	32%
RATING OF 4-5 OUT OF 5	557	179	189	268	289	143	363	366	190	412	127
	80%	83%	86% d	83%	77%	85% d	82%	82%	76%	81%	78%
Mean score	4.2	4.3 d	4.3 d	4.2 d	4.1	4.3 d	4.2 d	4.2 d	4.1	4.2	4.1
Standard deviation	.84	.82	.84	.84	.84	.87	.84	.84	.83	.85	.81

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Sport site/ app at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	699	586	99	14
Effective Weighted Sample	558	466	80	12
Total	700	583	101	16
1 star	4	3	**	**
	1%	1%	**	**
2 stars	18	10	**	**
	3%	2%	**	**
3 stars	121	90	**	**
	17%	16%	**	**
4 stars	273	229	**	**
	39%	39%	**	**
5 stars	284	249	**	**
	41%	43%	**	**
RATING OF 4-5 OUT OF 5	557	479	**	**
	80%	82%	**	**
Mean score	4.2	4.2	**	**
Standard deviation	.84	.81	**	**
Columns Tested: a,b,c				

### Table 60

Base: Those whose child uses the BBC Sport site/ app at least weekly

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC Bitesize site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	865	213	342	310	439	426
Effective Weighted Sample	686	173	267	251	352	335
Total	846	212	296	338	453	393
1 star	3	1	2	-	3	1
	*%	1%	1%	-%	1%	*%
2 stars	30	7	16	8	21	9
	4%	3%	5%	2%	5%	2%
3 stars	196	49	64	83	88	108
	23%	23%	22%	25%	19%	27%
						a
4 stars	355	81	133	141	193	162
	42%	38%	45%	42%	43%	41%
5 stars	261	74	81	106	148	112
	31%	35%	27%	31%	33%	29%
RATING OF 4-5 OUT OF 5	616	155	214	247	341	275
	73%	73%	72%	73%	75%	70%
Mean score	4.0	4.0	3.9	4.0	4.0	4.0
Standard deviation	.85	.87	.88	.81	.87	.82

Columns Tested: a,b,c - a,b

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 61

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC Bitesize site/ app at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	865	104	109	174	168	161	149	38	477	350
Effective Weighted Sample	686	86	87	136	133	132	119	31	378	283
Total	846	108	104	163	134	182	155	29	434	383
1 star	3	1	-	2	1	-	-	**	3	1
	*%	1%	-%	1%	1%	-%	-%	**	1%	*%
2 stars	30	6	1	11	5	4	3	**	20	9
	4%	5%	1%	7%	4%	2%	2%	**	5%	2%
				b						
3 stars	196	21	28	28	36	40	43	**	93	95
	23%	19%	27%	17%	27%	22%	28%	**	21%	25%
				c			c			
4 stars	355	38	43	79	54	76	65	**	183	164
	42%	35%	41%	49%	41%	42%	42%	**	42%	43%
5 stars	261	43	32	43	37	62	44	**	135	115
	31%	39%	30%	27%	28%	34%	28%	**	31%	30%
		c								
RATING OF 4-5 OUT OF 5	616	81	74	122	92	138	109	**	318	279
	73%	75%	72%	75%	69%	76%	70%	**	73%	73%
Mean score	4.0	4.1	4.0	3.9	3.9	4.1	4.0	**	4.0	4.0
Standard deviation	.85	.95	.79	.89	.87	.81	.81	**	.88	.82

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 61

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC Bitesize site/ app at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	~d	a	b	c	d
Unweighted row		865	582	116	116	51	376	180	151	156
Effective Weighted Sample		686	531	112	105	49	308	155	130	114
Total		846	722	65	36	23	329	245	139	134
1 star		3	3	-	*	**	2	2	-	*
		3%	3%	-%	1%	**	3%	1%	-%	3%
2 stars		30	26	2	2	**	12	11	5	2
		4%	4%	4%	4%	**	4%	5%	4%	2%
3 stars		196	169	16	7	**	71	53	34	38
		23%	23%	24%	20%	**	22%	21%	25%	28%
4 stars		355	308	26	13	**	148	119	54	34
		42%	43%	39%	35%	**	45%	49%	39%	26%
							d	d	d	
5 stars		261	216	22	14	**	97	60	46	59
		31%	30%	33%	40%	**	29%	25%	33%	44%
					a					ab
RATING OF 4-5 OUT OF 5		616	524	47	27	**	244	180	99	93
		73%	73%	72%	75%	**	74%	73%	72%	70%
Mean score		4.0	4.0	4.0	4.1	**	4.0	3.9	4.0	4.1
Standard deviation		.85	.85	.85	.93	**	.84	.84	.85	.90

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Bitesize site/ app at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	865	684	331	865	192	865	-
Effective Weighted Sample	686	542	261	686	153	686	-
Total	846	665	300	846	170	846	-
1 star	3	2	*	3	*	3	**
	*%	*%	*%	*%	*%	*%	**
2 stars	30	16	5	30	2	30	**
	4%	2%	2%	4%	1%	4%	**
3 stars	196	147	54	196	23	196	**
	23%	22%	18%	23%	13%	23%	**
		d		d		d	
4 stars	355	290	134	355	74	355	**
	42%	44%	45%	42%	43%	42%	**
5 stars	261	211	106	261	72	261	**
	31%	32%	35%	31%	42%	31%	**
					ace		
RATING OF 4-5 OUT OF 5	616	500	241	616	146	616	**
	73%	75%	80%	73%	85%	73%	**
			ce		ace		
Mean score	4.0	4.0	4.1	4.0	4.3	4.0	**
			ce		ace		
Standard deviation	.85	.81	.77	.85	.74	.85	**
Columns Tested: a,b,c,d,e,f							

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 61

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC Bitesize site/ app at least weekly

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/ WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	~b
Unweighted row	865	322	362	493	372	252	610	617	248	758	75
Effective Weighted Sample	686	256	288	392	295	198	482	488	199	601	59
Total	846	304	349	470	375	242	577	584	262	751	70
1 star	3 *%	- -%	2 1%	2 *%	2 *%	* *%	2 *%	2 *%	2 1%	3 *%	** **
2 stars	30 4%	7 2%	10 3%	12 3%	18 5%	1 1%	16 3%	16 3%	14 5% a	25 3%	** **
3 stars	196 23%	59 19%	62 18%	100 21%	96 26% b	24 10%	101 18% a	104 18% a	92 35% abc	166 22%	** **
4 stars	355 42%	132 44%	150 43%	196 42%	159 42%	120 50% d	262 45% d	264 45% d	91 35%	315 42%	** **
5 stars	261 31%	106 35% d	125 36% d	161 34% d	100 27%	95 40% d	195 34% d	198 34% d	63 24%	242 32%	** **
RATING OF 4-5 OUT OF 5	616 73%	238 78% d	275 79% d	356 76%	259 69%	216 89% bcd	457 79% d	462 79% d	154 59%	557 74%	** **
Mean score	4.0	4.1 d	4.1 d	4.1 d	3.9	4.3 bcd	4.1 d	4.1 d	3.8	4.0	**
Standard deviation	.85	.79	.83	.83	.86	.67	.81	.81	.90	.85	**
Columns Tested: a,b,c,d - a,b,c,d - a,b											

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Bitesize site/ app at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	865	722	124	19
Effective Weighted Sample	686	569	102	14
Total	846	697	132	17
1 star	3	3	1	**
	*%	*%	1%	**
2 stars	30	18	12	**
	4%	3%	9%	**
			a	
3 stars	196	136	53	**
	23%	20%	40%	**
			a	
4 stars	355	308	41	**
	42%	44%	31%	**
		b		
5 stars	261	232	26	**
	31%	33%	20%	**
		b		
RATING OF 4-5 OUT OF 5	616	540	67	**
	73%	77%	51%	**
		b		
Mean score	4.0	4.1	3.6	**
		b		
Standard deviation	.85	.81	.92	**
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Bitesize site/ app at least weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	~c	a	b	a	b
Unweighted row	865	667	100	98	634	230	161	672
Effective Weighted Sample	686	529	77	80	492	193	133	528
Total	846	650	97	99	600	246	174	642
1 star	3	3	-	**	2	2	2	1
	*/%	1%	-%	**	*/%	1%	1%	*/%
2 stars	30	17	2	**	25	6	6	22
	4%	3%	2%	**	4%	2%	4%	3%
3 stars	196	128	36	**	150	46	52	138
	23%	20%	37%	**	25%	19%	30%	21%
			a				b	
4 stars	355	281	31	**	245	109	65	277
	42%	43%	32%	**	41%	44%	37%	43%
5 stars	261	221	27	**	177	83	48	204
	31%	34%	28%	**	30%	34%	27%	32%
RATING OF 4-5 OUT OF 5	616	502	59	**	423	193	113	481
	73%	77%	61%	**	71%	78%	65%	75%
		b				a		a
Mean score	4.0	4.1	3.9	**	4.0	4.1	3.9	4.0
		b						a
Standard deviation	.85	.83	.86	**	.86	.82	.91	.83

Columns Tested: a,b,c - a,b - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 62

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the BBC Newsround site at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	504	107	219	178	250	254
Effective Weighted Sample	395	85	166	147	197	199
Total	477	105	179	193	247	230
1 star	8 2%	4 4%	2 1%	2 1%	* *%	7 3% a
2 stars	16 3%	1 1%	9 5%	6 3%	10 4%	6 3%
3 stars	76 16%	10 9%	34 19% a	32 17%	43 18%	32 14%
4 stars	204 43%	39 37%	77 43%	88 46%	106 43%	98 43%
5 stars	172 36%	50 48% bc	57 32%	65 34%	87 35%	85 37%
RATING OF 4-5 OUT OF 5	377 79%	90 85%	134 75%	153 80%	193 78%	183 80%
Mean score	4.1	4.2	4.0	4.1	4.1	4.1
Standard deviation	.89	.98	.89	.84	.84	.96

Columns Tested: a,b,c - a,b

## Table 62

Base: Those whose child uses the BBC Newsround site at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	~e	~f	~a	b	c
Unweighted row	504	55	52	104	115	91	87	15	289	200
Effective Weighted Sample	395	44	41	79	87	75	72	13	222	163
Total	477	57	49	88	90	102	91	12	250	214
1 star	8	**	**	*	1	**	**	**	6	2
	2%	**	**	1%	1%	**	**	**	2%	1%
2 stars	16	**	**	6	3	**	**	**	9	6
	3%	**	**	6%	4%	**	**	**	4%	3%
3 stars	76	**	**	19	15	**	**	**	40	35
	16%	**	**	21%	17%	**	**	**	16%	17%
4 stars	204	**	**	34	43	**	**	**	103	96
	43%	**	**	39%	47%	**	**	**	41%	45%
5 stars	172	**	**	29	28	**	**	**	92	76
	36%	**	**	33%	31%	**	**	**	37%	35%
AVERAGE RATING OF 4-5 OUT OF 5	377	**	**	63	70	**	**	**	195	171
	79%	**	**	71%	78%	**	**	**	78%	80%
Mean score	4.1	**	**	4.0	4.0	**	**	**	4.1	4.1
Standard deviation	.89	**	**	.93	.86	**	**	**	.94	.83
Columns Tested: a,b,c,d,e,f - a,b,c										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Newsround site at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	d
Unweighted row	504	337	64	80	23	227	90	83	104
Effective Weighted Sample	395	307	62	72	23	188	76	70	71
Total	477	409	34	24	10	206	117	72	82
1 star	8	7	**	**	**	4	**	**	1
	2%	2%	**	**	**	2%	**	**	2%
2 stars	16	14	**	**	**	4	**	**	5
	3%	3%	**	**	**	2%	**	**	6%
3 stars	76	67	**	**	**	19	**	**	17
	16%	16%	**	**	**	9%	**	**	21%
									a
4 stars	204	174	**	**	**	85	**	**	36
	43%	43%	**	**	**	41%	**	**	44%
5 stars	172	147	**	**	**	93	**	**	22
	36%	36%	**	**	**	45%	**	**	27%
						d			
RATING OF 4-5 OUT OF 5	377	321	**	**	**	179	**	**	58
	79%	79%	**	**	**	87%	**	**	72%
						d			
Mean score	4.1	4.1	**	**	**	4.3	**	**	3.9
						d			
Standard deviation	.89	.90	**	**	**	.86	**	**	.93

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Newsround site at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	504	403	221	504	142	504	-
Effective Weighted Sample	395	315	171	395	112	395	-
Total	477	377	193	477	131	477	-
1 star	8	5	-	8	-	8	**
	2%	1%	-%	2%	-%	2%	**
2 stars	16	9	5	16	1	16	**
	3%	2%	3%	3%	1%	3%	**
3 stars	76	55	31	76	10	76	**
	16%	15%	16%	16%	7%	16%	**
		d	d	d		d	
4 stars	204	166	72	204	59	204	**
	43%	44%	37%	43%	45%	43%	**
5 stars	172	141	84	172	61	172	**
	36%	38%	44%	36%	47%	36%	**
					ce		
RATING OF 4-5 OUT OF 5	377	308	156	377	120	377	**
	79%	82%	81%	79%	92%	79%	**
					abce		
Mean score	4.1	4.1	4.2	4.1	4.4	4.1	**
					ace		
Standard deviation	.89	.84	.81	.89	.66	.89	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Newsround site at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	~d	a	~b
Unweighted row	504	207	233	307	197	504	474	504	-	394	87
Effective Weighted Sample	395	160	182	239	158	395	372	395	-	309	68
Total	477	183	213	274	203	477	449	477	-	375	82
1 star	8	3	1	3	5	8	7	8	**	7	**
	2%	2%	1%	1%	2%	2%	2%	2%	**	2%	**
2 stars	16	4	6	7	9	16	9	16	**	12	**
	3%	2%	3%	3%	5%	3%	2%	3%	**	3%	**
3 stars	76	21	29	34	42	76	67	76	**	59	**
	16%	12%	14%	13%	20%	16%	15%	16%	**	16%	**
					ac						
4 stars	204	80	89	115	89	204	197	204	**	153	**
	43%	44%	42%	42%	44%	43%	44%	43%	**	41%	**
5 stars	172	74	87	115	58	172	168	172	**	145	**
	36%	41%	41%	42%	28%	36%	37%	36%	**	39%	**
		d	d	d							
RATING OF 4-5 OUT OF 5	377	155	176	230	147	377	366	377	**	298	**
	79%	85%	83%	84%	72%	79%	81%	79%	**	79%	**
		d	d	d							
Mean score	4.1	4.2	4.2	4.2	3.9	4.1	4.1	4.1	**	4.1	**
		d	d	d							
Standard deviation	.89	.84	.83	.83	.94	.89	.85	.89	**	.91	**

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the BBC Newsround site at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	504	431	68	5
Effective Weighted Sample	395	337	53	5
Total	477	406	64	6
1 star	8	5	**	**
	2%	1%	**	**
2 stars	16	8	**	**
	3%	2%	**	**
3 stars	76	58	**	**
	16%	14%	**	**
4 stars	204	174	**	**
	43%	43%	**	**
5 stars	172	161	**	**
	36%	40%	**	**
RATING OF 4-5 OUT OF 5	377	335	**	**
	79%	82%	**	**
Mean score	4.1	4.2	**	**
Standard deviation	.89	.84	**	**
Columns Tested: a,b,c				

### Table 62

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	504	394	63	47	380	122	100	382
Effective Weighted Sample	395	310	48	38	293	101	79	300
Total	477	373	57	47	350	124	102	355
1 star	8	6	**	**	6	2	3	5
	2%	2%	**	**	2%	2%	3%	1%
2 stars	16	9	**	**	12	5	9	7
	3%	3%	**	**	3%	4%	8% b	2%
3 stars	76	48	**	**	51	25	19	55
	16%	13%	**	**	15%	20%	18%	16%
4 stars	204	158	**	**	156	48	38	156
	43%	42%	**	**	45%	39%	37%	44%
5 stars	172	152	**	**	125	44	34	132
	36%	41%	**	**	36%	36%	33%	37%
AVG RATING OF 4-5 OUT OF 5	377	310	**	**	282	92	72	288
	79%	83%	**	**	81%	74%	70%	81% a
Mean score	4.1	4.2	**	**	4.1	4.0	3.9	4.1 a
Standard deviation	.89	.87	**	**	.88	.93	1.05	.85

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the CBeebies site/ app at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1020	531	316	173	509	511
Effective Weighted Sample	799	418	251	138	398	402
Total	951	527	253	171	487	464
1 star	6	2	*	3	4	1
	1%	*%	*%	2%	1%	*%
2 stars	12	4	2	5	3	9
	1%	1%	1%	3%	1%	2%
3 stars	154	79	51	24	83	71
	16%	15%	20%	14%	17%	15%
4 stars	372	203	101	67	200	172
	39%	39%	40%	39%	41%	37%
5 stars	408	238	99	71	197	211
	43%	45%	39%	41%	40%	45%
RATING OF 4-5 OUT OF 5	780	441	200	138	397	383
	82%	84%	79%	81%	81%	82%
Mean score	4.2	4.3	4.2	4.2	4.2	4.3
Standard deviation	.80	.77	.78	.92	.80	.80

Columns Tested: a,b,c - a,b

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the CBeebies site/ app at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	~e	~f	a	b	c
Unweighted row	1020	262	269	163	153	84	89	141	688	191
Effective Weighted Sample	799	209	209	127	124	65	73	106	542	151
Total	951	266	260	134	119	86	85	123	639	188
1 star	6	1	1	-	*	**	**	-	2	4
	1%	*%	*%	-%	*%	**	**	-%	*%	2% b
2 stars	12	1	3	-	2	**	**	1	6	5
	1%	1%	1%	-%	2%	**	**	1%	1%	3%
3 stars	154	42	37	32	19	**	**	12	115	28
	16%	16%	14%	24% b	16%	**	**	9%	18% a	15%
4 stars	372	107	96	56	45	**	**	55	247	70
	39%	40%	37%	42%	38%	**	**	45%	39%	37%
5 stars	408	115	123	46	52	**	**	56	270	83
	43%	43%	47% c	34%	44%	**	**	45%	42%	44%
RATING OF 4-5 OUT OF 5	780	222	219	103	97	**	**	111	517	152
	82%	83%	84%	76%	82%	**	**	90% bc	81%	81%
Mean score	4.2	4.3	4.3 c	4.1	4.2	**	**	4.3	4.2	4.2
Standard deviation	.80	.76	.78	.76	.81	**	**	.68	.79	.92

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 63

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the CBeebies site/ app at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	~d	a	b	c	d
Unweighted row	1020	670	124	156	70	519	163	162	174	
Effective Weighted Sample	799	608	118	143	66	427	136	135	124	
Total	951	804	66	49	33	424	206	162	159	
1 star	6 1%	5 1%	- -%	* 1%	** **	3 1%	2 1%	- -%	* *%	
2 stars	12 1%	8 1%	1 1%	1 3%	** **	4 1%	5 3%	2 1%	1 *%	
3 stars	154 16%	132 16%	9 14%	8 16%	** **	57 13%	39 19%	24 15%	35 22% a	
4 stars	372 39%	312 39%	32 49% a	18 37%	** **	169 40%	87 42%	59 37%	56 35%	
5 stars	408 43%	346 43%	24 36%	21 44%	** **	192 45%	74 36%	76 47%	67 42%	
RATING OF 4-5 OUT OF 5	780 82%	658 82%	56 85%	39 81%	** **	361 85% bd	161 78%	136 84%	123 77%	
Mean score	4.2	4.2	4.2	4.2	**	4.3 b	4.1	4.3 b	4.2	
Standard deviation	.80	.80	.72	.87	**	.78	.85	.77	.81	

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the CBeebies site/ app at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	1020	865	333	1020	182	1020	-
Effective Weighted Sample	799	679	260	799	143	799	-
Total	951	811	287	951	155	951	-
1 star	6	4	4	6	1	6	**
	1%	*%	1%	1%	1%	1%	**
2 stars	12	10	3	12	1	12	**
	1%	1%	1%	1%	*%	1%	**
3 stars	154	123	35	154	15	154	**
	16%	15%	12%	16%	10%	16%	**
			d	d			
4 stars	372	318	111	372	57	372	**
	39%	39%	39%	39%	37%	39%	**
5 stars	408	356	135	408	81	408	**
	43%	44%	47%	43%	52%	43%	**
				ce			
RATING OF 4-5 OUT OF 5	780	674	246	780	138	780	**
	82%	83%	86%	82%	89%	82%	**
				ce			
Mean score	4.2	4.2	4.3	4.2	4.4	4.2	**
				ce			
Standard deviation	.80	.79	.81	.80	.76	.80	**
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the CBeebies site/ app at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1020	674	412	782	238	181	643	647	373	610	273
Effective Weighted Sample	799	534	324	616	184	142	500	504	297	481	213
Total	951	637	391	738	213	166	571	574	377	557	269
1 star	6 1%	4 1%	4 1%	4 1%	2 1%	5 3% bd	4 1%	5 1%	1 *%	3 1%	3 1%
2 stars	12 1%	8 1%	5 1%	10 1%	2 1%	2 1%	6 1%	6 1%	6 1%	7 1%	3 1%
3 stars	154 16%	87 14%	55 14%	110 15%	44 21% a	20 12%	78 14%	79 14%	75 20% abc	80 14%	59 22% a
4 stars	372 39%	242 38%	151 39%	283 38%	89 42%	60 36%	221 39%	222 39%	150 40%	208 37%	112 42%
5 stars	408 43%	297 47% d	176 45% d	332 45% d	76 36%	81 49% d	262 46% d	262 46% d	146 39%	259 46% b	91 34%
RATING OF 4-5 OUT OF 5	780 82%	539 85% d	326 84%	614 83%	165 78%	141 84%	482 85% d	484 84% d	296 78%	467 84% b	203 76%
Mean score	4.2	4.3 d	4.3	4.3 d	4.1	4.3	4.3 d	4.3 d	4.1	4.3 b	4.1
Standard deviation	.80	.79	.82	.79	.82	.91	.79	.80	.80	.79	.84

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the CBeebies site/ app at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1020	844	151	25
Effective Weighted Sample	799	660	119	20
Total	951	783	145	24
1 star	6	4	2	**
	1%	*%	1%	**
2 stars	12	8	3	**
	1%	1%	2%	**
3 stars	154	119	29	**
	16%	15%	20%	**
4 stars	372	301	62	**
	39%	38%	43%	**
5 stars	408	350	49	**
	43%	45%	34%	**
		b		
RATING OF 4-5 OUT OF 5	780	651	111	**
	82%	83%	76%	**
Mean score	4.2	4.3	4.1	**
		b		
Standard deviation	.80	.79	.86	**
Columns Tested: a,b,c				

### Table 63

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
			YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		Total	a	b	c	a	b	a	b
Unweighted row		1020	773	139	108	683	335	171	815
Effective Weighted Sample		799	606	107	87	522	276	134	639
Total		951	709	131	112	624	325	177	744
1 star		6	5	*	-	4	2	2	4
		1%	1%	*%	-%	1%	1%	1%	*%
2 stars		12	10	1	1	7	5	7	5
		1%	1%	1%	1%	1%	1%	4% b	1%
3 stars		154	100	25	29	101	53	35	118
		16%	14%	19%	26% a	16%	16%	20%	16%
4 stars		372	272	60	40	246	125	69	289
		39%	38%	46%	36%	39%	39%	39%	39%
5 stars		408	321	45	41	266	140	64	328
		43%	45% b	35%	37%	43%	43%	36%	44%
AVERAGE RATING OF 4-5 OUT OF 5		780	593	105	82	512	265	134	617
		82%	84% c	80%	73%	82%	82%	75% a	83% a
Mean score		4.2	4.3	4.1	4.1	4.2	4.2	4.1	4.3 a
Standard deviation		.80	.81	.75	.81	.80	.81	.90	.78
Columns Tested: a,b,c - a,b - a,b									

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 64

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the CBBC site at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	679	240	274	165	331	348
Effective Weighted Sample	534	191	211	134	259	276
Total	624	233	228	163	316	308
1 star	9	2	4	2	6	3
	1%	1%	2%	1%	2%	1%
2 stars	11	3	3	5	8	3
	2%	1%	1%	3%	2%	1%
3 stars	123	43	47	34	59	64
	20%	18%	20%	21%	19%	21%
4 stars	254	97	92	66	128	126
	41%	42%	40%	41%	41%	41%
5 stars	227	88	83	56	115	112
	36%	38%	36%	34%	36%	36%
RATING OF 4-5 OUT OF 5	481	185	175	122	243	239
	77%	79%	77%	75%	77%	77%
Mean score	4.1	4.1	4.1	4.0	4.1	4.1
Standard deviation	.87	.83	.88	.90	.90	.83

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the CBBC site at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c
Unweighted row	679	119	121	132	142	80	85	56	440	183
Effective Weighted Sample	534	95	96	102	110	63	71	43	345	148
Total	624	121	112	114	114	81	82	43	399	182
1 star	9	-	2	4	-	**	**	**	6	2
	1%	~%	2%	3%	~%	**	**	**	2%	1%
				d						
2 stars	11	3	-	1	1	**	**	**	6	5
	2%	3%	~%	1%	1%	**	**	**	2%	3%
3 stars	123	24	19	22	25	**	**	**	80	38
	20%	20%	17%	19%	22%	**	**	**	20%	21%
4 stars	254	47	50	44	48	**	**	**	158	76
	41%	38%	45%	39%	42%	**	**	**	40%	42%
5 stars	227	48	40	43	40	**	**	**	147	61
	36%	39%	36%	38%	35%	**	**	**	37%	33%
RATING OF 4-5 OUT OF 5	481	94	91	87	88	**	**	**	306	137
	77%	78%	81%	76%	77%	**	**	**	77%	75%
Mean score	4.1	4.1	4.1	4.1	4.1	**	**	**	4.1	4.0
Standard deviation	.87	.82	.85	.97	.78	**	**	**	.88	.88

Columns Tested: a,b,c,d,e,f - a,b,c

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 64

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the CBBC site at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	~b	c	~d	a	b	c	d
Unweighted row	679	444	97	106	32	332	112	113	120
Effective Weighted Sample	534	405	94	97	31	274	96	97	81
Total	624	526	52	32	14	274	145	105	100
1 star	9	8	**	*	**	4	2	*	3
	1%	2%	**	1%	**	1%	1%	*%	3%
2 stars	11	9	**	1	**	7	-	*	3
	2%	2%	**	3%	**	3%	-%	*%	3%
3 stars	123	104	**	9	**	38	39	20	26
	20%	20%	**	27%	**	14%	27% a	19%	26% a
4 stars	254	216	**	11	**	130	47	45	33
	41%	41%	**	33%	**	47% bd	32%	43%	33%
5 stars	227	189	**	12	**	96	57	39	35
	36%	36%	**	37%	**	35%	39%	37%	35%
RATING OF 4-5 OUT OF 5	481	405	**	22	**	225	104	84	68
	77%	77%	**	69%	**	82% bd	72%	80%	68%
Mean score	4.1	4.1	**	4.0	**	4.1	4.1	4.2	3.9
Standard deviation	.87	.87	**	.93	**	.84	.88	.78	1.00

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the CBBC site at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	679	619	263	679	184	679	-
Effective Weighted Sample	534	487	208	534	148	534	-
Total	624	568	228	624	161	624	-
1 star	9	7	2	9	*	9	**
	1%	1%	1%	1%	*%	1%	**
2 stars	11	11	2	11	1	11	**
	2%	2%	1%	2%	1%	2%	**
3 stars	123	105	37	123	15	123	**
	20%	19%	16%	20%	9%	20%	**
		d		d		d	
4 stars	254	233	92	254	75	254	**
	41%	41%	41%	41%	47%	41%	**
5 stars	227	212	95	227	69	227	**
	36%	37%	42%	36%	43%	36%	**
RATING OF 4-5 OUT OF 5	481	445	187	481	144	481	**
	77%	78%	82%	77%	90%	77%	**
					ace		
Mean score	4.1	4.1	4.2	4.1	4.3	4.1	**
					ace		
Standard deviation	.87	.86	.80	.87	.69	.87	**
Columns Tested: a,b,c,d,e,f							

### Table 64

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBBEBIBES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	679	347	443	552	127	202	526	533	146	492	125
Effective Weighted Sample	534	274	350	435	99	160	414	420	114	392	95
Total	624	314	415	510	114	182	473	481	143	450	123
1 star	9	2	4	4	5	2	4	6	3	6	1
	1%	1%	1%	1%	4% abc	1%	1%	1%	2%	1%	1%
2 stars	11	3	8	8	3	3	6	6	5	8	3
	2%	1%	2%	2%	3%	1%	1%	1%	4%	2%	2%
3 stars	123	55	70	89	34	22	70	73	50	74	41
	20%	17%	17%	17%	30% abc	12%	15%	15%	35% abc	17%	33% a
4 stars	254	125	175	207	47	80	209	210	44	184	48
	41%	40%	42%	41%	41%	44% d	44% d	44% d	31%	41%	39% d
5 stars	227	130	158	202	25	76	184	187	40	177	31
	36%	41% d	38% d	40% d	22%	41% d	39% d	39% d	28%	39% b	25% d
RATING OF 4-5 OUT OF 5	481	255	333	409	72	156	393	397	84	361	78
	77%	81% d	80% d	80% d	63%	85% d	83% d	83% d	59%	80% b	64% d
Mean score	4.1	4.2 d	4.1 d	4.2 d	3.7	4.2 d	4.2 d	4.2 d	3.8	4.2 b	3.8 d
Standard deviation	.87	.80	.83	.82	.97	.80	.79	.82	.97	.85	.86
Columns Tested: a,b,c,d - a,b,c,d - a,b											

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child uses the CBBC site at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	~b	~c
Unweighted row	679	593	72	14
Effective Weighted Sample	534	468	56	11
Total	624	541	72	11
1 star	9	5	**	**
	1%	1%	**	**
2 stars	11	6	**	**
	2%	1%	**	**
3 stars	123	92	**	**
	20%	17%	**	**
4 stars	254	224	**	**
	41%	41%	**	**
5 stars	227	214	**	**
	36%	40%	**	**
RATING OF 4-5 OUT OF 5	481	437	**	**
	77%	81%	**	**
Mean score	4.1	4.2	**	**
Standard deviation	.87	.82	**	**
Columns Tested: a,b,c				

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 64**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: Those whose child uses the CBBC site at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	~b	~c	a	b	a	b
Unweighted row	679	537	79	63	473	205	119	529
Effective Weighted Sample	534	426	59	50	365	168	97	413
Total	624	493	65	67	425	197	122	475
1 star	9	6	**	**	7	2	3	2
	1%	1%	**	**	2%	1%	3% b	*%
2 stars	11	6	**	**	7	3	3	8
	2%	1%	**	**	2%	2%	2%	2%
3 stars	123	80	**	**	89	34	21	95
	20%	16%	**	**	21%	17%	18%	20%
4 stars	254	208	**	**	171	84	49	198
	41%	42%	**	**	40%	42%	40%	42%
5 stars	227	193	**	**	151	74	45	172
	36%	39%	**	**	36%	37%	37%	36%
RATING OF 4-5 OUT OF 5	481	401	**	**	322	158	94	371
	77%	81%	**	**	76%	80%	77%	78%
Mean score	4.1	4.2	**	**	4.1	4.1	4.1	4.1
Standard deviation	.87	.83	**	**	.88	.84	.94	.81

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	1936	-	1044	892	998	938
Effective Weighted Sample	1545	-	826	736	794	753
Total	1885	-	900	985	1000	885
Agree	1440	**	703	737	775	665
	76%	**	78%	75%	77%	75%
Neither agree nor disagree	369	**	165	204	192	177
	20%	**	18%	21%	19%	20%
Disagree	47	**	18	29	23	24
	2%	**	2%	3%	2%	3%
Don t know	29	**	14	16	10	19
	2%	**	2%	2%	1%	2%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	1936	-	-	534	510	464	428	-	939	997
Effective Weighted Sample	1545	-	-	418	410	383	353	-	748	821
Total	1885	-	-	475	425	525	460	-	783	1102
Agree	1440	**	**	391	312	384	353	**	617	823
	76%	**	**	82%	73%	73%	77%	**	79%	75%
				de					c	
Neither agree nor disagree	369	**	**	75	90	117	87	**	138	231
	20%	**	**	16%	21%	22%	19%	**	18%	21%
					c	c				
Disagree	47	**	**	7	11	16	13	**	15	32
	2%	**	**	1%	3%	3%	3%	**	2%	3%
Don't know	29	**	**	2	12	8	7	**	12	17
	2%	**	**	*%	3%	2%	2%	**	2%	2%
					c					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1936	1318	258	257	103	723	415	392	403
Effective Weighted Sample	1545	1201	250	234	101	597	343	334	306
Total	1885	1614	141	83	47	669	525	340	351
Agree	1440	1224	110	67	39	528	403	249	261
	76%	76%	78%	81%	84%	79%	77%	73%	74%
						c			
Neither agree nor disagree	369	327	23	13	6	115	100	76	78
	20%	20%	16%	16%	12%	17%	19%	22%	22%
		d							
Disagree	47	37	6	2	2	21	10	7	9
	2%	2%	4%	2%	4%	3%	2%	2%	3%
Don t know	29	27	2	1	-	5	12	9	3
	2%	2%	1%	1%	-%	1%	2%	3%	1%
							a		

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

		BBC SERVICES USED WEEKLY					
Total		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1936	1291	532	1342	229	1630	306
Effective Weighted Sample	1545	1032	414	1061	180	1300	245
Total	1885	1254	490	1277	209	1589	296
Agree	1440	986	401	1036	192	1253	187
	76%	79%	82%	81%	92%	79%	63%
		f	f	f	abcef	f	
Neither agree nor disagree	369	238	81	210	14	291	78
	20%	19%	17%	16%	7%	18%	26%
		d	d	d		d	abcde
Disagree	47	21	6	23	2	30	17
	2%	2%	1%	2%	1%	2%	6%
							abcde
Don t know	29	9	2	8	-	14	15
	2%	1%	*%	1%	-%	1%	5%
							abcde

Columns Tested: a,b,c,d,e,f

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 65

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)**

Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1936	499	568	818	1118	397	1227	1254	682	1320	559
Effective Weighted Sample	1545	397	447	651	896	310	972	993	554	1053	447
Total	1885	457	520	756	1129	371	1156	1180	705	1294	540
Agree	1440	369	435	619	821	340	1029	1048	392	1042	361
	76%	81%	84%	82%	73%	91%	89%	89%	56%	81%	67%
		d	d	d		d	d	d		b	
Neither agree nor disagree	369	75	71	116	253	25	110	114	255	209	150
	20%	16%	14%	15%	22%	7%	9%	10%	36%	16%	28%
					abc				abc		a
Disagree	47	10	10	17	30	6	14	14	33	30	14
	2%	2%	2%	2%	3%	2%	1%	1%	5%	2%	3%
									abc		
Don t know	29	3	4	5	25	1	4	4	25	13	15
	2%	1%	1%	1%	2%	*%	*%	*%	4%	1%	3%
					c				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1936	1457	419	60
Effective Weighted Sample	1545	1162	334	49
Total	1885	1409	415	62
Agree	1440	1156	245	**
	76%	82%	59%	**
		b		
Neither agree nor disagree	369	221	135	**
	20%	16%	32%	**
		a		
Disagree	47	23	15	**
	2%	2%	4%	**
		a		
Don t know	29	9	20	**
	2%	1%	5%	**
		a		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1936	1331	347	258	1447	481	351	1500
Effective Weighted Sample	1545	1068	273	203	1133	406	284	1195
Total	1885	1299	329	258	1373	501	356	1445
Agree	1440	1062	206	172	1038	394	258	1125
	76%	82% bc	63%	67%	76%	79%	72%	78% a
Neither agree nor disagree	369	208	88	72	277	89	76	269
	20%	16%	27% a	28% a	20%	18%	21%	19%
Disagree	47	19	23	5	35	11	17	28
	2%	1%	7% ac	2%	3%	2%	5% b	2%
Don t know	29	9	12	9	22	7	5	23
	2%	1%	4% a	3% a	2%	1%	1%	2%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	1108	-	481	627	523	585
Effective Weighted Sample	875	-	390	491	414	461
Total	1101	-	443	658	534	567
Yes	422	**	108	314	193	229
	38%	**	24%	48% b	36%	40%
No	572	**	291	281	293	278
	52%	**	66% c	43%	55%	49%
Not sure	108	**	44	63	48	60
	10%	**	10%	10%	9%	11%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	1108	-	-	226	255	297	330	-	423	685
Effective Weighted Sample	875	-	-	186	204	232	259	-	344	539
Total	1101	-	-	214	228	320	339	-	375	726
Yes	422	**	**	48	60	145	169	**	85	337
	38%	**	**	22%	26%	45%	50%	**	23%	46%
						cd	cd			b
No	572	**	**	147	144	147	134	**	248	324
	52%	**	**	68%	63%	46%	40%	**	66%	45%
				ef	ef				c	
Not sure	108	**	**	20	25	28	35	**	42	65
	10%	**	**	9%	11%	9%	10%	**	11%	9%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1108	718	149	145	96	205	249	293	359
Effective Weighted Sample	875	655	144	132	95	160	208	242	292
Total	1101	921	85	51	43	183	332	244	342
Yes	422	349	36	23	**	80	130	86	126
	38%	38%	42%	45%	**	44%	39%	35%	37%
No	572	486	38	24	**	86	165	144	177
	52%	53%	44%	47%	**	47%	50%	59%	52%
								ab	
Not sure	108	86	12	4	**	17	37	14	39
	10%	9%	14%	8%	**	9%	11%	6%	11%
							c		c

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	c	~d	e	f
Unweighted row	1108	336	96	249	7	482	626
Effective Weighted Sample	875	269	75	199	7	385	493
Total	1101	360	104	269	12	514	587
Yes	422	164	**	116	**	227	195
	38%	45%	**	43%	**	44%	33%
		f		f		f	
No	572	162	**	124	**	238	334
	52%	45%	**	46%	**	46%	57%
							ace
Not sure	108	34	**	29	**	49	58
	10%	10%	**	11%	**	10%	10%

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		WEBSITE	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		~a	~b	c	d	~a	~b	~c	d	a	b
Significance Level: 95%	Total										
Unweighted row	1108	85	56	121	987	-	-	-	1108	354	698
Effective Weighted Sample	875	69	46	99	776	-	-	-	875	283	549
Total	1101	87	55	122	979	-	-	-	1101	373	673
Yes	422	**	**	39	383	**	**	**	422	163	245
	38%	**	**	32%	39%	**	**	**	38%	44% b	36%
No	572	**	**	67	504	**	**	**	572	185	373
	52%	**	**	55%	52%	**	**	**	52%	50%	55%
Not sure	108	**	**	16	92	**	**	**	108	25	55
	10%	**	**	13%	9%	**	**	**	10%	7%	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1108	390	513	205
Effective Weighted Sample	875	308	411	158
Total	1101	416	502	183
Yes	422	189	161	71
	38%	46%	32%	39%
No		b		
	572	182	290	100
	52%	44%	58%	55%
		a	a	
Not sure	108	45	51	12
	10%	11%	10%	6%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	1108	276	632	200	918	181	275	780
Effective Weighted Sample	875	218	501	158	714	153	215	619
Total	1101	296	608	197	888	205	267	785
Yes	422	133	216	72	367	54	94	312
	38%	45% b	36%	37%	41% b	26%	35%	40%
No	572	132	351	88	448	119	155	391
	52%	45%	58% ac	45%	50%	58%	58% b	50%
Not sure	108	31	41	36	73	31	17	81
	10%	10%	7%	18% ab	8%	15% a	6%	10%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base: All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	3044	-	1525	1519	1521	1523
Effective Weighted Sample	2419	-	1216	1226	1208	1213
Total	2986	-	1342	1644	1534	1452
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	436	**	211	225	221	215
	15%	**	16%	14%	14%	15%
USE NEWSROUND SITE ONLY	2	**	2	-	1	1
	*%	**	*%	-%	*%	*%
WATCH ON CBBC/ BBC IPLAYER ONLY	1447	**	687	760	778	669
	48%	**	51%	46%	51%	46%
			c		b	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1885	**	900	985	1000	885
	63%	**	67%	60%	65%	61%
			c		b	
TOTAL - NEITHER	1101	**	443	658	534	567
	37%	**	33%	40%	35%	39%
				b		a
NEITHER - BUT AWARE OF NEWSROUND	422	**	108	314	193	229
	14%	**	8%	19%	13%	16%
				b		a
NEITHER - AND NOT AWARE OF NEWSROUND	679	**	335	344	341	338
	23%	**	25%	21%	22%	23%
			c			

Columns Tested: a,b,c - a,b

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base: All 8-16 year olds

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	3044	-	-	760	765	761	758	-	1362	1682
Effective Weighted Sample	2419	-	-	603	614	615	612	-	1092	1360
Total	2986	-	-	689	653	845	799	-	1158	1828
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	436	**	**	107	104	114	111	**	186	250
	15%	**	**	16%	16%	13%	14%	**	16%	14%
USE NEWSROUND SITE ONLY	2	**	**	1	1	-	-	**	2	-
	*%	**	**	*%	*%	-%	-%	**	*%	-%
WATCH ON CBBC/ BBC IPLAYER ONLY	1447	**	**	367	320	411	349	**	595	852
	48%	**	**	53%	49%	49%	44%	**	51%	47%
				f					c	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1885	**	**	475	425	525	460	**	783	1102
	63%	**	**	69%	65%	62%	58%	**	68%	60%
				ef	f				c	
TOTAL - NEITHER	1101	**	**	214	228	320	339	**	375	726
	37%	**	**	31%	35%	38%	42%	**	32%	40%
						c	cd			b
NEITHER - BUT AWARE OF NEWSROUND	422	**	**	48	60	145	169	**	85	337
	14%	**	**	7%	9%	17%	21%	**	7%	18%
						cd	cd			b
NEITHER - AND NOT AWARE OF NEWSROUND	679	**	**	166	169	175	169	**	290	389
	23%	**	**	24%	26%	21%	21%	**	25%	21%
					e				c	

Columns Tested: a,b,c,d,e,f - a,b,c

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base: All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3044	2036	407	402	199	928	664	685	762
Effective Weighted Sample	2419	1855	394	365	195	757	551	576	598
Total	2986	2535	227	134	90	852	857	584	693
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	436	370	34	24	9	170	115	68	84
	15%	15%	15%	18% d	10%	20% bcd	13%	12%	12%
USE NEWSROUND SITE ONLY	2	1	-	1	*	-	*	*	1
	*%	*%	-%	*% a	*% a	-%	*%	*%	*%
WATCH ON CBBC/ BBC IPLAYER ONLY	1447	1244	107	58	38	499	409	272	267
	48%	49% c	47%	43%	42%	59% bcd	48% d	47% d	39%
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1885	1614	141	83	47	669	525	340	351
	63%	64% d	62% d	62% d	52%	79% bcd	61% d	58% d	51%
TOTAL - NEITHER	1101	921	85	51	43	183	332	244	342
	37%	36%	38%	38%	48% abc	21%	39% a	42% a	49% abc
NEITHER - BUT AWARE OF NEWSROUND	422	349	36	23	14	80	130	86	126
	14%	14%	16%	17%	15%	9%	15% a	15% a	18% a
NEITHER - AND NOT AWARE OF NEWSROUND	679	572	49	28	30	103	202	158	216
	23%	23%	22%	21%	33% abc	12%	24% a	27% a	31% ab

Columns Tested: a,b,c,d - a,b,c,d

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base: All 8-16 year olds

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	3044	1627	628	1591	236	2112	932
Effective Weighted Sample	2419	1299	488	1257	186	1682	738
Total	2986	1614	594	1546	221	2102	884
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	436	331	161	400	104	422	14
	15%	21%	27%	26%	47%	20%	2%
		f	aef	aef	abcef	f	
USE NEWSROUND SITE ONLY	2	*	-	2	-	2	-
	*%	*%	-%	*%	-%	*%	-%
WATCH ON CBBC/ BBC IPLAYER ONLY	1447	922	329	876	105	1165	283
	48%	57%	55%	57%	48%	55%	32%
		df	f	df	f	df	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1885	1254	490	1277	209	1589	296
	63%	78%	82%	83%	95%	76%	34%
		f	aef	aef	abcef	f	
TOTAL - NEITHER	1101	360	104	269	12	514	587
	37%	22%	18%	17%	5%	24%	66%
		bcd	d	d		bcd	abcde
NEITHER - BUT AWARE OF NEWSROUND	422	164	61	116	9	227	195
	14%	10%	10%	8%	4%	11%	22%
		cd	d			cd	abcde
NEITHER - AND NOT AWARE OF NEWSROUND	679	197	43	153	3	287	392
	23%	12%	7%	10%	1%	14%	44%
		bd	d	d		bcd	abcde

Columns Tested: a,b,c,d,e,f

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

**Table 67**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY**

Base: All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3044	584	624	939	2105	397	1227	1254	1790	1674	1257
Effective Weighted Sample	2419	466	493	749	1672	310	972	993	1429	1335	996
Total	2986	544	575	878	2108	371	1156	1180	1806	1667	1213
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	436	134	182	217	219	370	384	407	29	341	86
	15%	25%	32%	25%	10%	100%	33%	35%	2%	20%	7%
		d	acd	d		bcd	d	d		b	
USE NEWSROUND SITE ONLY	2	-	-	-	2	1	-	1	1	1	1
	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%
WATCH ON CBBC/ BBC IPLAYER ONLY	1447	323	338	538	909	-	772	772	676	953	454
	48%	59%	59%	61%	43%	-%	67%	65%	37%	57%	37%
		d	d	d			ad	ad	a	b	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1885	457	520	756	1129	371	1156	1180	705	1294	540
	63%	84%	90%	86%	54%	100%	100%	100%	39%	78%	45%
		d	acd	d		d	d	d		b	
TOTAL - NEITHER	1101	87	55	122	979	-	-	-	1101	373	673
	37%	16%	10%	14%	46%	-%	-%	-%	61%	22%	55%
		b		b	abc				abc		a
NEITHER - BUT AWARE OF NEWSROUND	422	26	21	39	383	-	-	-	422	163	245
	14%	5%	4%	4%	18%	-%	-%	-%	23%	10%	20%
					abc				abc		a
NEITHER - AND NOT AWARE OF NEWSROUND	679	61	34	83	596	-	-	-	679	210	428
	23%	11%	6%	9%	28%	-%	-%	-%	38%	13%	35%
		b		b	abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base: All 8-16 year olds

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3044	1847	932	265
Effective Weighted Sample	2419	1467	745	207
Total	2986	1824	917	245
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	436	365	65	6
	15%	20%	7%	3%
		bc	c	
USE NEWSROUND SITE ONLY	2	1	*	-
	*%	*%	*%	-%
WATCH ON CBBC/ BBC IPLAYER ONLY	1447	1042	350	55
	48%	57%	38%	23%
		bc	c	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1885	1409	415	62
	63%	77%	45%	25%
		bc	c	
TOTAL - NEITHER	1101	416	502	183
	37%	23%	55%	75%
			a	ab
NEITHER - BUT AWARE OF NEWSROUND	422	189	161	71
	14%	10%	18%	29%
			a	ab
NEITHER - AND NOT AWARE OF NEWSROUND	679	226	341	112
	23%	12%	37%	46%
			a	ab

Columns Tested: a,b,c

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 67

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base: All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	3044	1607	979	458	2365	662	626	2280
Effective Weighted Sample	2419	1284	775	361	1847	559	499	1813
Total	2986	1594	937	454	2261	706	623	2230
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	436	340	54	43	326	108	89	329
	15%	21%	6%	9%	14%	15%	14%	15%
		bc		b				
USE NEWSROUND SITE ONLY	2	*	1	*	2	-	1	1
	*%	*%	*%	*%	*%	-%	*%	*%
WATCH ON CBBC/ BBC IPLAYER ONLY	1447	959	274	215	1046	393	266	1114
	48%	60%	29%	47%	46%	56%	43%	50%
		bc		b		a		a
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1885	1299	329	258	1373	501	356	1445
	63%	81%	35%	57%	61%	71%	57%	65%
		bc		b		a		a
TOTAL - NEITHER	1101	296	608	197	888	205	267	785
	37%	19%	65%	43%	39%	29%	43%	35%
			ac	a	b		b	
NEITHER - BUT AWARE OF NEWSROUND	422	133	216	72	367	54	94	312
	14%	8%	23%	16%	16%	8%	15%	14%
			ac	a	b			
NEITHER - AND NOT AWARE OF NEWSROUND	679	163	392	124	521	151	172	473
	23%	10%	42%	27%	23%	21%	28%	21%
			ac	a			b	

Columns Tested: a,b,c - a,b - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**
**Table 68**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)**

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	417	-	124	293	191	226
Effective Weighted Sample	324	-	99	228	149	175
Total	422	-	108	314	193	229
Not interested	94	**	21	73	46	48
	22%	**	20%	23%	24%	21%
Too young for me	59	**	4	55	33	26
	14%	**	4%	17%	17%	11%
				b		
Boring	52	**	21	32	20	32
	12%	**	19%	10%	11%	14%
			c			
No particular reason	49	**	11	38	18	31
	12%	**	11%	12%	10%	14%
I don't watch the news/ news is negative/ upsetting	42	**	12	30	20	22
	10%	**	11%	10%	10%	10%
Too busy/ don't have time/ don't remember to watch	40	**	11	28	13	27
	9%	**	11%	9%	7%	12%
Used to watch it in school	39	**	7	32	22	17
	9%	**	7%	10%	11%	7%
Watch 'grown up'/ different news now	34	**	1	33	16	18
	8%	**	1%	10%	8%	8%
				b		
I don't watch BBC/ TV	29	**	9	20	10	19
	7%	**	9%	6%	5%	8%
Watch other channels/ play games instead	18	**	11	6	13	5
	4%	**	11%	2%	7%	2%
			c		b	

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	417	-	124	293	191	226
Effective Weighted Sample	324	-	99	228	149	175
Total	422	-	108	314	193	229
Don't have the channel	15	**	7	8	7	8
	4%	**	7%	2%	4%	3%
I don't/ my parents don't like the BBC	3	**	1	2	2	1
	1%	**	1%	1%	1%	*%
Other	4	**	2	3	1	4
	1%	**	2%	1%	*%	2%

Columns Tested: a,b,c - a,b

### Table 68

**Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)**

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	c
Unweighted row	417	-	-	58	66	133	160	-	106	311
Effective Weighted Sample	324	-	-	47	52	105	124	-	86	244
Total	422	-	-	48	60	145	169	-	85	337
Not interested	94	**	**	**	**	36	36	**	17	77
	22%	**	**	**	**	25%	21%	**	20%	23%
Too young for me	59	**	**	**	**	31	24	**	4	55
	14%	**	**	**	**	22%	14%	**	5%	16% b
Boring	52	**	**	**	**	12	20	**	16	37
	12%	**	**	**	**	8%	12%	**	18%	11%
No particular reason	49	**	**	**	**	14	24	**	10	39
	12%	**	**	**	**	10%	14%	**	12%	12%
don't watch the news/ news is negative/ upsetting	42	**	**	**	**	15	15	**	9	33
	10%	**	**	**	**	10%	9%	**	11%	10%
Too busy/ don't have time/ don't remember to watch	40	**	**	**	**	11	17	**	8	32
	9%	**	**	**	**	8%	10%	**	10%	9%
Used to watch it in school	39	**	**	**	**	18	14	**	5	33
	9%	**	**	**	**	12%	8%	**	6%	10%
Watch 'grown up'/ different news now	34	**	**	**	**	15	18	**	1	33
	8%	**	**	**	**	10%	11%	**	2%	10% b
don't watch BBC/ TV	29	**	**	**	**	5	15	**	4	25
	7%	**	**	**	**	4%	9%	**	5%	7%
Watch other channels/ play games instead	18	**	**	**	**	5	1	**	10	8
	4%	**	**	**	**	4%	*%	**	12%	2% c

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	c
Unweighted row	417	-	-	58	66	133	160	-	106	311
Effective Weighted Sample	324	-	-	47	52	105	124	-	86	244
Total	422	-	-	48	60	145	169	-	85	337
Don't have the channel	15	**	**	**	**	5	2	**	4	11
	4%	**	**	**	**	4%	1%	**	5%	3%
I don't/ my parents don't like the BBC	3	**	**	**	**	1	1	**	1	2
	1%	**	**	**	**	1%	*%	**	1%	1%
Other	4	**	**	**	**	-	3	**	2	3
	1%	**	**	**	**	-%	2%	**	2%	1%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	~a	~b	c	d
Unweighted row	417	260	63	64	30	88	96	106	126
Effective Weighted Sample	324	238	61	60	29	65	80	86	103
Total	422	349	36	23	14	80	130	86	126
Not interested	94	76	**	**	**	**	**	20	29
	22%	22%	**	**	**	**	**	23%	23%
Too young for me	59	48	**	**	**	**	**	14	8
	14%	14%	**	**	**	**	**	16%	6%
								d	
Boring	52	42	**	**	**	**	**	17	17
	12%	12%	**	**	**	**	**	20%	13%
No particular reason	49	45	**	**	**	**	**	9	14
	12%	13%	**	**	**	**	**	10%	11%
I don't watch the news/ news is negative/ upsetting	42	36	**	**	**	**	**	4	15
	10%	10%	**	**	**	**	**	5%	12%
Too busy/ don't have time/ don't remember to watch	40	34	**	**	**	**	**	7	11
	9%	10%	**	**	**	**	**	8%	9%
Used to watch it in school	39	33	**	**	**	**	**	9	6
	9%	9%	**	**	**	**	**	11%	5%
Watch 'grown up'/ different news now	34	30	**	**	**	**	**	9	8
	8%	9%	**	**	**	**	**	10%	7%
I don't watch BBC/ TV	29	24	**	**	**	**	**	2	13
	7%	7%	**	**	**	**	**	3%	10%
									c
Watch other channels/ play games instead	18	13	**	**	**	**	**	2	8
	4%	4%	**	**	**	**	**	2%	7%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	~b	~c	~d	~a	~b	c	d
Unweighted row	417	260	63	64	30	88	96	106	126
Effective Weighted Sample	324	238	61	60	29	65	80	86	103
Total	422	349	36	23	14	80	130	86	126
Don't have the channel	15	12	**	**	**	**	**	3	4
	4%	3%	**	**	**	**	**	4%	3%
I don't/ my parents don't like the BBC	3	2	**	**	**	**	**	1	1
	1%	1%	**	**	**	**	**	1%	*%
Other	4	4	**	**	**	**	**	1	2
	1%	1%	**	**	**	**	**	2%	1%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	c	~d	e	f
Unweighted row	417	151	51	109	5	213	204
Effective Weighted Sample	324	119	40	84	5	166	159
Total	422	164	61	116	9	227	195
Not interested	94	38	**	29	**	56	38
	22%	23%	**	25%	**	25%	20%
Too young for me	59	31	**	21	**	38	21
	14%	19%	**	18%	**	17%	11%
Boring	52	24	**	7	**	25	28
	12%	15%	**	6%	**	11%	14%
No particular reason	49	16	**	14	**	20	30
	12%	10%	**	12%	**	9%	15%
I don't watch the news/ news is negative/ upsetting	42	18	**	16	**	27	15
	10%	11%	**	13%	**	12%	8%
Too busy/ don't have time/ don't remember to watch	40	15	**	10	**	24	16
	9%	9%	**	8%	**	11%	8%
Used to watch it in school	39	16	**	14	**	21	18
	9%	10%	**	12%	**	9%	9%
Watch 'grown up'/ different news now	34	14	**	14	**	25	9
	8%	8%	**	12%	**	11%	5%
I don't watch BBC/ TV				f		f	
	29	6	**	4	**	9	21
	7%	3%	**	3%	**	4%	11%
							ace
Watch other channels/ play games instead	18	5	**	2	**	6	11
	4%	3%	**	2%	**	3%	6%

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	c	~d	e	f
Unweighted row	417	151	51	109	5	213	204
Effective Weighted Sample	324	119	40	84	5	166	159
Total	422	164	61	116	9	227	195
Don't have the channel	15	2	**	3	**	4	10
	4%	1%	**	3%	**	2%	5%
I don't/ my parents don't like the BBC	3	-	**	-	**	-	3
	1%	-%	**	-%	**	-%	1%
Other	4	2	**	2	**	2	2
	1%	1%	**	1%	**	1%	1%

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		~a	~b	~c	d	~a	~b	~c	d	a	b
Unweighted row	417	26	22	40	377	-	-	-	417	162	244
Effective Weighted Sample	324	21	19	33	291	-	-	-	324	127	189
Total	422	26	21	39	383	-	-	-	422	163	245
Not interested	94	**	**	**	86	**	**	**	94	35	57
	22%	**	**	**	23%	**	**	**	22%	21%	23%
Too young for me	59	**	**	**	56	**	**	**	59	29	28
	14%	**	**	**	15%	**	**	**	14%	18%	12%
Boring	52	**	**	**	42	**	**	**	52	22	28
	12%	**	**	**	11%	**	**	**	12%	14%	12%
No particular reason	49	**	**	**	41	**	**	**	49	22	26
	12%	**	**	**	11%	**	**	**	12%	13%	11%
I don't watch the news/ news is negative/ upsetting	42	**	**	**	37	**	**	**	42	12	29
	10%	**	**	**	10%	**	**	**	10%	7%	12%
Too busy/ don't have time/ don't remember to watch	40	**	**	**	38	**	**	**	40	17	21
	9%	**	**	**	10%	**	**	**	9%	11%	8%
Used to watch it in school	39	**	**	**	38	**	**	**	39	15	21
	9%	**	**	**	10%	**	**	**	9%	9%	9%
Watch 'grown up'/ different news now	34	**	**	**	34	**	**	**	34	13	21
	8%	**	**	**	9%	**	**	**	8%	8%	9%
I don't watch BBC/ TV	29	**	**	**	28	**	**	**	29	9	18
	7%	**	**	**	7%	**	**	**	7%	6%	7%
Watch other channels/ play games instead	18	**	**	**	18	**	**	**	18	9	8
	4%	**	**	**	5%	**	**	**	4%	5%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		~a	~b	~c	d	~a	~b	~c	d	a	b
Unweighted row	417	26	22	40	377	-	-	-	417	162	244
Effective Weighted Sample	324	21	19	33	291	-	-	-	324	127	189
Total	422	26	21	39	383	-	-	-	422	163	245
Don't have the channel	15	**	**	**	14	**	**	**	15	3	11
	4%	**	**	**	4%	**	**	**	4%	2%	5%
I don't/ my parents don't like the BBC	3	**	**	**	3	**	**	**	3	1	1
	1%	**	**	**	1%	**	**	**	1%	1%	1%
Other	4	**	**	**	4	**	**	**	4	3	1
	1%	**	**	**	1%	**	**	**	1%	2%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	417	174	165	78
Effective Weighted Sample	324	136	130	60
Total	422	189	161	71
Not interested	94	45	28	**
	22%	24%	18%	**
Too young for me	59	32	19	**
	14%	17%	12%	**
Boring	52	9	28	**
	12%	5%	17%	**
No particular reason		a		
	49	28	16	**
	12%	15%	10%	**
I don't watch the news/ news is negative/ upsetting	42	21	20	**
	10%	11%	12%	**
Too busy/ don't have time/ don't remember to watch	40	21	17	**
	9%	11%	10%	**
Used to watch it in school	39	22	12	**
	9%	12%	8%	**
Watch 'grown up'/ different news now	34	15	14	**
	8%	8%	9%	**
I don't watch BBC/ TV	29	8	11	**
	7%	4%	7%	**
Watch other channels/ play games instead	18	7	9	**
	4%	4%	6%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	417	174	165	78
Effective Weighted Sample	324	136	130	60
Total	422	189	161	71
Don't have the channel	15	5	4	**
	4%	3%	3%	**
I don't/ my parents don't like the BBC	3	-	-	**
	1%	-%	-%	**
Other	4	2	2	**
	1%	1%	1%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)**

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	~c	a	~b	~a	b
Unweighted row	417	121	221	75	373	43	95	306
Effective Weighted Sample	324	93	174	57	287	37	74	238
Total	422	133	216	72	367	54	94	312
Not interested	94	28	52	**	84	**	**	76
	22%	21%	24%	**	23%	**	**	24%
Too young for me	59	20	26	**	49	**	**	48
	14%	15%	12%	**	13%	**	**	15%
Boring	52	9	36	**	50	**	**	40
	12%	7%	16%	**	14%	**	**	13%
			a					
No particular reason	49	21	20	**	43	**	**	36
	12%	16%	9%	**	12%	**	**	11%
I don't watch the news/ news is negative/ upsetting	42	13	22	**	34	**	**	25
	10%	10%	10%	**	9%	**	**	8%
Too busy/ don't have time/ don't remember to watch	40	18	12	**	37	**	**	25
	9%	13%	5%	**	10%	**	**	8%
		b						
Used to watch it in school	39	15	16	**	33	**	**	35
	9%	11%	7%	**	9%	**	**	11%
Watch 'grown up'/ different news now	34	11	16	**	27	**	**	24
	8%	9%	7%	**	7%	**	**	8%
I don't watch BBC/ TV	29	5	22	**	25	**	**	24
	7%	4%	10%	**	7%	**	**	8%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	~c	a	~b	~a	b
Unweighted row	417	121	221	75	373	43	95	306
Effective Weighted Sample	324	93	174	57	287	37	74	238
Total	422	133	216	72	367	54	94	312
Watch other channels/ play games instead	18	5	9	**	18	**	**	12
	4%	4%	4%	**	5%	**	**	4%
Don't have the channel	15	4	10	**	8	**	**	14
	4%	3%	5%	**	2%	**	**	5%
I don't/ my parents don't like the BBC	3	-	3	**	3	**	**	2
	1%	-%	1%	**	1%	**	**	1%
Other	4	1	3	**	2	**	**	2
	1%	1%	1%	**	1%	**	**	1%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4267	1223	1525	1519	2168	2099
Effective Weighted Sample	3386	969	1216	1226	1718	1669
Total	4255	1269	1342	1644	2187	2068
Yes	2132	465	721	946	1152	980
	50%	37%	54%	58%	53%	47%
No			a	a	b	
	1958	745	559	654	962	997
	46%	59%	42%	40%	44%	48%
		bc				a
Don t know	165	59	62	43	73	92
	4%	5%	5%	3%	3%	4%
		c	c			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	4267	647	576	760	765	761	758	84	2501	1682
Effective Weighted Sample	3386	510	460	603	614	615	612	66	1972	1360
Total	4255	653	616	689	653	845	799	73	2353	1828
Yes	2132	256	209	392	329	504	442	**	1058	1060
	50%	39%	34%	57%	50%	60%	55%	**	45%	58%
No				abd	ab	abd	ab			b
	1958	369	376	271	288	321	333	**	1186	717
	46%	57%	61%	39%	44%	38%	42%	**	50%	39%
		cdef	cdef		e				c	
Don t know	165	27	32	26	36	20	24	**	110	52
	4%	4%	5%	4%	6%	2%	3%	**	5%	3%
			e		ef				c	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4267	2839	568	576	284	1399	947	915	995
Effective Weighted Sample	3386	2590	545	521	274	1149	787	764	773
Total	4255	3606	320	195	134	1241	1236	829	950
Yes	2132	1833	135	100	64	769	577	396	390
	50%	51%	42%	51%	48%	62%	47%	48%	41%
		b		b		bcd	d	d	
No	1958	1634	169	89	66	438	618	394	509
	46%	45%	53%	46%	50%	35%	50%	47%	54%
			ac				a	a	ac
Don t know	165	138	17	7	3	34	42	39	51
	4%	4%	5%	3%	3%	3%	3%	5%	5%
							a		a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16

		BBC SERVICES USED WEEKLY						
		Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	e	f
Unweighted row		4267	2358	842	2210	346	2993	1274
Effective Weighted Sample		3386	1879	662	1750	272	2384	1002
Total		4255	2374	803	2173	316	3005	1250
Yes		2132	1422	564	1506	264	1811	321
	50%		60%	70%	69%	84%	60%	26%
			f	aef	aef	abcef	f	
No		1958	880	223	602	48	1099	859
	46%		37%	28%	28%	15%	37%	69%
			bcd	d	d		bcd	abcde
Don't know		165	72	15	65	4	95	70
	4%		3%	2%	3%	1%	3%	6%
								abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		4267	1091	899	1535	2732	492	1654	1683	2584	2148	1950
Effective Weighted Sample		3386	869	713	1224	2163	385	1309	1332	2059	1709	1544
Total		4255	1073	873	1501	2754	466	1565	1592	2663	2132	1958
Yes		2132	609	580	911	1220	375	1169	1187	945	2132	-
		50%	57%	67%	61%	44%	81%	75%	75%	35%	100%	-%
			d	acd	d		bcd	d	d		b	
No		1958	428	271	542	1416	82	357	365	1593	-	1958
		46%	40%	31%	36%	51%	18%	23%	23%	60%	-%	100%
			b		b	abc		a	a	abc		a
Don't know		165	35	21	47	118	9	38	39	126	-	-
		4%	3%	2%	3%	4%	2%	2%	2%	5%	-%	-%
						b				abc		

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4267	2628	1252	387
Effective Weighted Sample	3386	2084	1000	303
Total	4255	2623	1264	368
Yes	2132	1620	433	79
	50%	62%	34%	21%
		bc	c	
No	1958	914	767	277
	46%	35%	61%	75%
			a	ab
Don t know	165	89	64	12
	4%	3%	5%	3%
			a	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4267	2219	1378	670	3187	1058	819	3255
Effective Weighted Sample	3386	1767	1086	534	2491	878	650	2584
Total	4255	2205	1359	691	3108	1121	835	3224
Yes	2132	1491	362	278	1556	562	447	1583
	50%	68% bc	27%	40% b	50%	50%	54% b	49%
No	1958	656	948	355	1440	507	356	1524
	46%	30%	70% ac	51% a	46%	45%	43%	47% a
Don t know	165	59	49	58	113	51	31	118
	4%	3%	4%	8% ab	4%	5%	4%	4%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	2148	474	820	854	1135	1013
Effective Weighted Sample	1709	374	651	697	905	805
Total	2132	465	721	946	1152	980
Agree	1950	435	671	844	1056	895
	91%	94%	93%	89%	92%	91%
		c	c			
Neither agree nor disagree	164	29	46	89	85	79
	8%	6%	6%	9%	7%	8%
				b		
Disagree	10	*	2	8	7	3
	*%	*%	*%	1%	1%	*%
Don t know	7	-	2	6	4	3
	*%	-%	*%	1%	*%	*%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	2148	261	213	429	391	445	409	20	1176	952
Effective Weighted Sample	1709	208	166	340	312	363	335	15	929	779
Total	2132	256	209	392	329	504	442	14	1058	1060
Agree	1950	238	197	371	300	447	397	**	982	954
	91%	93%	95%	95%	91%	89%	90%	**	93%	90%
			e	ef					c	
Neither agree nor disagree	164	18	11	19	27	48	41	**	73	92
	8%	7%	5%	5%	8%	10%	9%	**	7%	9%
						c	c			
Disagree	10	*	-	1	1	5	2	**	2	8
	*%	*%	-%	*%	*%	1%	1%	**	*%	1%
Don t know	7	-	-	1	1	3	2	**	2	6
	*%	-%	-%	*%	*%	1%	*%	**	*%	1%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	2148	1459	250	300	139	870	439	430	406
Effective Weighted Sample	1709	1335	240	274	135	710	367	362	313
Total	2132	1833	135	100	64	769	577	396	390
Agree	1950	1678	124	90	59	728	529	346	347
	91%	92%	92%	90%	92%	95%	92%	87%	89%
						cd			
Neither agree nor disagree	164	140	10	9	5	38	44	44	38
	8%	8%	8%	9%	8%	5%	8%	11%	10%
							a		a
Disagree	10	9	-	*	*	2	2	3	3
	*%	1%	-%	*%	1%	*%	*%	1%	1%
Don t know	7	6	*	1	-	1	1	3	2
	*%	*%	*%	1%	-%	*%	*%	1%	*%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	2148	1435	602	1554	294	1825	323
Effective Weighted Sample	1709	1145	473	1229	232	1452	257
Total	2132	1422	564	1506	264	1811	321
Agree	1950	1320	532	1409	256	1684	267
	91%	93%	94%	94%	97%	93%	83%
		f	f	f	aef	f	
Neither agree nor disagree	164	97	30	93	9	119	46
	8%	7%	5%	6%	3%	7%	14%
		d					abcde
Disagree	10	2	-	3	*	3	6
	*%	*%	-%	*%	*%	*%	2%
							abcde
Don t know	7	4	2	1	-	5	3
	*%	*%	*%	*%	-%	*%	1%
							c

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE				
		Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	d	a	~b
Unweighted row		2148	640	607	953	1195	394	1226	1244	904	2148		2148	-
Effective Weighted Sample		1709	506	481	758	952	309	973	987	724	1709		1709	-
Total		2132	609	580	911	1220	375	1169	1187	945	2132		2132	-
Agree		1950	571	554	860	1091	363	1099	1116	834	1950		1950	**
		91%	94%	95%	94%	89%	97%	94%	94%	88%	91%		91%	**
			d	d	d		d	d	d					
Neither agree nor disagree		164	39	25	51	114	13	68	68	96	164		164	**
		8%	6%	4%	6%		3%	6%	6%	10%	8%		8%	**
						bc				abc				
Disagree		10	-	*	*	10	*	3	3	7	10		10	**
		*%	-%	*%	*%	1%	*%	*%	*%	1%	*%		*%	**
						ac								
Don't know		7	-	1	1	6	-	-	-	7	7		7	**
		*%	-%	*%	*%	1%	-%	-%	-%	1%	*%		*%	**
										bc				

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	2148	1648	417	83
Effective Weighted Sample	1709	1309	335	66
Total	2132	1620	433	79
Agree	1950	1536	356	**
	91%	95%	82%	**
		b		
Neither agree nor disagree	164	78	72	**
	8%	5%	17%	**
			a	
Disagree	10	2	3	**
	*%	*%	1%	**
Don t know	7	4	2	**
	*%	*%	1%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	2148	1534	354	260	1590	546	423	1629
Effective Weighted Sample	1709	1215	283	212	1246	454	344	1289
Total	2132	1491	362	278	1556	562	447	1583
Agree	1950	1399	300	251	1420	518	393	1471
	91%	94% b	83%	90% b	91%	92%	88%	93% a
Neither agree nor disagree	164	85	53	26	123	39	51	99
	8%	6%	15% a	9% a	8%	7%	12% b	6%
Disagree	10	3	7	-	6	4	2	7
	*%	*%	2% ac	-%	*%	1%	*%	*%
Don't know	7	4	3	1	7	1	1	5
	*%	*%	1%	*%	*%	*%	*%	*%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	1674	-	820	854	874	800
Effective Weighted Sample	1335	-	651	697	697	639
Total	1667	-	721	946	896	771
Yes	1268	**	561	707	679	589
	76%	**	78%	75%	76%	76%
No	189	**	75	115	104	86
	11%	**	10%	12%	12%	11%
Maybe	210	**	85	125	113	97
	13%	**	12%	13%	13%	13%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	1674	-	-	429	391	445	409	-	722	952
Effective Weighted Sample	1335	-	-	340	312	363	335	-	575	779
Total	1667	-	-	392	329	504	442	-	607	1060
Yes	1268	**	**	299	262	380	326	**	474	793
	76%	**	**	76%	80%	75%	74%	**	78%	75%
No	189	**	**	43	32	61	54	**	61	128
	11%	**	**	11%	10%	12%	12%	**	10%	12%
Maybe	210	**	**	50	35	63	62	**	72	138
	13%	**	**	13%	11%	13%	14%	**	12%	13%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1674	1142	193	228	111	608	362	352	349
Effective Weighted Sample	1335	1045	186	208	109	496	302	297	271
Total	1667	1435	105	76	51	562	472	308	326
Yes	1268	1084	86	60	37	474	328	228	236
	76%	76%	82%	79%	73%	84%	70%	74%	73%
						bcd			
No	189	170	8	6	5	52	53	43	42
	11%	12%	8%	8%	10%	9%	11%	14%	13%
							a		
Maybe	210	181	11	9	8	36	91	37	47
	13%	13%	11%	12%	17%	6%	19%	12%	14%
							ac	a	a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		BBC SERVICES USED WEEKLY					
Total		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1674	1091	460	1176	202	1392	282
Effective Weighted Sample	1335	872	357	930	158	1109	225
Total	1667	1073	423	1137	185	1382	285
Yes	1268	899	380	970	175	1126	142
	76%	84%	90%	85%	95%	81%	50%
		f	acef	ef	acef	f	
No	189	93	21	72	3	117	72
	11%	9%	5%	6%	2%	8%	25%
		bd		d		bd	abcde
Maybe	210	82	22	95	6	139	71
	13%	8%	5%	8%	3%	10%	25%
				d		bd	abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/					
Significance Level: 95%			a	b	c	d	WEBSITE	CBBC	EITHER	NO	YES	NO
							a	b	c	d	a	~b
Unweighted row		1674	415	467	674	1000	314	920	937	737	1674	-
Effective Weighted Sample		1335	326	369	535	804	245	731	744	593	1335	-
Total		1667	381	425	624	1043	294	874	891	776	1667	-
Yes		1268	345	387	561	707	263	773	788	480	1268	**
		76%	91%	91%	90%	68%	89%	88%	88%	62%	76%	**
			d	d	d		d	d	d			
No		189	24	23	40	150	13	48	48	142	189	**
		11%	6%	6%	6%	14%	4%	5%	5%	18%	11%	**
						abc				abc		
Maybe		210	12	14	23	187	19	53	55	155	210	**
		13%	3%	3%	4%	18%	7%	6%	6%	20%	13%	**
						abc				abc		

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1674	1258	347	69
Effective Weighted Sample	1335	1000	280	55
Total	1667	1244	358	66
Yes	1268	1057	184	**
	76%	85%	51%	**
		b		
No	189	92	71	**
	11%	7%	20%	**
		a		
Maybe	210	96	103	**
	13%	8%	29%	**
		a		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1674	1184	281	209	1297	368	341	1257
Effective Weighted Sample	1335	938	227	169	1016	313	279	996
Total	1667	1158	290	220	1260	396	361	1228
Yes	1268	1039	126	102	936	324	264	945
	76%	90%	43%	47%	74%	82%	73%	77%
No		bc				a		
	189	65	107	18	157	33	49	134
	11%	6%	37%	8%	12%	8%	14%	11%
Maybe			ac		b			
	210	54	57	100	167	39	48	149
	13%	5%	20%	45%	13%	10%	13%	12%
			a	ab				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1230	646	385	199	615	615
Effective Weighted Sample	975	512	309	161	489	487
Total	1202	658	331	212	615	586
Agree	962	549	252	161	491	471
	80%	83%	76%	76%	80%	80%
Neither agree nor disagree		bc				
	202	98	64	40	109	93
	17%	15%	19%	19%	18%	16%
Disagree	34	10	13	11	15	18
	3%	1%	4%	5%	3%	3%
			a	a		
Don t know	5	2	3	-	-	5
	*%	*%	1%	-%	-%	1%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	~f	a	b	c
Unweighted row	1230	311	335	197	188	107	92	182	822	226
Effective Weighted Sample	975	248	264	158	153	86	75	140	654	183
Total	1202	324	334	177	154	115	98	166	794	242
Agree	962	266	282	134	118	91	**	140	640	183
	80%	82%	84%	76%	76%	79%	**	84%	81%	75%
Neither agree nor disagree	202	56	42	34	30	19	**	25	133	44
	17%	17%	13%	19%	19%	16%	**	15%	17%	18%
Disagree	34	2	8	8	4	5	**	1	19	14
	3%	1%	2%	5%	3%	5%	**	*%	2%	6%
Don t know	5	-	2	-	3	-	**	-	3	2
	*%	-%	1%	-%	2%	-%	**	-%	*%	1%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1230	836	144	168	82	535	256	214	223
Effective Weighted Sample	975	757	137	153	78	445	212	177	171
Total	1202	1028	78	57	39	449	328	202	223
Agree	962	822	62	46	**	374	256	161	171
	80%	80%	80%	80%	**	83%	78%	80%	76%
Neither agree nor disagree	202	173	14	9	**	67	59	34	42
	17%	17%	18%	16%	**	15%	18%	17%	19%
Disagree	34	29	2	2	**	8	9	5	10
	3%	3%	2%	3%	**	2%	3%	3%	5%
Don t know	5	4	-	*	**	-	4	1	-
	*%	*%	-%	1%	**	-%	1%	*%	-%
							a		

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	1230	1230	343	906	191	1230	-
Effective Weighted Sample	975	975	271	712	153	975	-
Total	1202	1202	298	852	165	1202	-
Agree	962	962	260	710	155	962	**
	80%	80%	87%	83%	94%	80%	**
			ae		abce		
Neither agree nor disagree	202	202	33	120	9	202	**
	17%	17%	11%	14%	5%	17%	**
		bd	d	d		bd	
Disagree	34	34	3	20	1	34	**
	3%	3%	1%	2%	1%	3%	**
Don t know	5	5	2	2	-	5	**
	*%	*%	1%	*%	-%	*%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		WEBSITE	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	~d	a	b	c	d	a	b
Significance Level: 95%	Total	a	b	c	~d	a	b	c	d	a	b
Unweighted row	1230	1230	496	1230	-	207	663	667	563	640	415
Effective Weighted Sample	975	975	389	975	-	160	524	527	452	506	334
Total	1202	1202	479	1202	-	183	601	605	597	609	428
Agree	962	962	386	962	**	149	502	505	456	500	325
	80%	80%	81%	80%	**	81%	84%	84%	76%	82%	76%
							d	d		b	
Neither agree nor disagree	202	202	73	202	**	30	86	87	115	94	81
	17%	17%	15%	17%	**	17%	14%	14%	19%	15%	19%
									bc		
Disagree	34	34	20	34	**	4	12	12	21	14	19
	3%	3%	4%	3%	**	2%	2%	2%	4%	2%	4%
Don t know	5	5	-	5	**	-	*	*	4	2	3
	*%	*%	-%	*%	**	-%	*%	*%	1%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1230	975	212	43
Effective Weighted Sample	975	772	168	35
Total	1202	945	214	43
Agree	962	801	133	**
	80%	85%	62%	**
		b		
Neither agree nor disagree	202	125	66	**
	17%	13%	31%	**
		a		
Disagree	34	17	13	**
	3%	2%	6%	**
		a		
Don t know	5	2	3	**
	*/%	*/%	1%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1230	866	219	145	862	366	195	975
Effective Weighted Sample	975	686	174	117	667	306	155	771
Total	1202	823	224	155	827	372	209	926
Agree	962	701	152	108	642	317	151	760
	80%	85% bc	68%	70%	78%	85% a	72%	82% a
Neither agree nor disagree	202	107	55	40	156	46	41	148
	17%	13%	25% a	26% a	19% b	12%	19%	16%
Disagree	34	15	14	5	27	7	14	17
	3%	2%	6% a	3%	3%	2%	7% b	2%
Don't know	5	-	3	2	2	3	3	1
	*%	-%	1% a	1% a	*%	1%	2% b	*%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1230	646	385	199	615	615
Effective Weighted Sample	975	512	309	161	489	487
Total	1202	658	331	212	615	586
Agree	767	413	212	142	385	382
	64%	63%	64%	67%	63%	65%
Neither agree nor disagree	236	133	65	38	124	113
	20%	20%	20%	18%	20%	19%
Disagree	143	58	54	32	74	70
	12%	9%	16%	15%	12%	12%
Don t know			a	a		
	55	55	1	-	33	22
	5%	8%	*%	-%	5%	4%
		bc				

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	~f	a	b	c
Unweighted row	1230	311	335	197	188	107	92	182	822	226
Effective Weighted Sample	975	248	264	158	153	86	75	140	654	183
Total	1202	324	334	177	154	115	98	166	794	242
Agree	767	198	214	107	105	80	**	95	514	158
	64%	61%	64%	60%	68%	70%	**	57%	65%	65%
Neither agree nor disagree	236	61	72	40	25	23	**	35	153	48
	20%	19%	21%	23%	16%	20%	**	21%	19%	20%
Disagree	143	31	27	30	24	12	**	22	85	37
	12%	10%	8%	17%	15%	11%	**	13%	11%	15%
				ab	b					
Don t know	55	33	22	-	1	-	**	13	42	-
	5%	10%	6%	-%	*%	-%	**	8%	5%	-%
		cde	cde					c	c	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1230	836	144	168	82	535	256	214	223
Effective Weighted Sample	975	757	137	153	78	445	212	177	171
Total	1202	1028	78	57	39	449	328	202	223
Agree	767	656	45	38	**	350	176	122	119
	64%	64%	58%	68%	**	78%	54%	61%	53%
						bcd			
Neither agree nor disagree	236	200	20	9	**	67	67	46	57
	20%	19%	26%	15%	**	15%	20%	23%	25%
			c					a	a
Disagree	143	127	7	7	**	23	62	26	32
	12%	12%	9%	12%	**	5%	19%	13%	15%
							a	a	a
Don't know	55	44	6	3	**	9	23	8	15
	5%	4%	8%	5%	**	2%	7%	4%	7%
							a		a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)  
Base: Those whose child watches CBeebies at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	1230	1230	343	906	191	1230	-
Effective Weighted Sample	975	975	271	712	153	975	-
Total	1202	1202	298	852	165	1202	-
Agree	767	767	240	616	144	767	**
	64%	64%	80%	72%	87%	64%	**
			ace	ae	ace		
Neither agree nor disagree	236	236	40	148	16	236	**
	20%	20%	13%	17%	10%	20%	**
		bd		d		bd	
Disagree	143	143	17	71	5	143	**
	12%	12%	6%	8%	3%	12%	**
		bcd		d		bcd	
Don't know	55	55	2	16	-	55	**
	5%	5%	1%	2%	-%	5%	**
		bcd				bcd	

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b
Unweighted row	1230	1230	496	1230	-	207	663	667	563	640	415
Effective Weighted Sample	975	975	389	975	-	160	524	527	452	506	334
Total	1202	1202	479	1202	-	183	601	605	597	609	428
Agree	767	767	329	767	**	141	461	464	303	446	211
	64%	64%	69%	64%	**	77%	77%	77%	51%	73%	49%
						d	d	d		b	
Neither agree nor disagree	236	236	78	236	**	23	89	89	147	100	109
	20%	20%	16%	20%	**	12%	15%	15%	25%	16%	25%
									abc		a
Disagree	143	143	57	143	**	19	46	46	97	58	72
	12%	12%	12%	12%	**	10%	8%	8%	16%	9%	17%
									bc		a
Don t know	55	55	14	55	**	1	5	5	50	6	36
	5%	5%	3%	5%	**	*%	1%	1%	8%	1%	8%
									abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1230	975	212	43
Effective Weighted Sample	975	772	168	35
Total	1202	945	214	43
Agree	767	659	88	**
	64%	70%	41%	**
		b		
Neither agree nor disagree	236	154	74	**
	20%	16%	34%	**
			a	
Disagree	143	89	41	**
	12%	9%	19%	**
			a	
Don t know	55	43	11	**
	5%	5%	5%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1230	866	219	145	862	366	195	975
Effective Weighted Sample	975	686	174	117	667	306	155	771
Total	1202	823	224	155	827	372	209	926
Agree	767	592	108	67	488	276	102	623
	64%	72%	49%	43%	59%	74%	49%	67%
		bc				a		a
Neither agree nor disagree	236	135	58	43	182	54	59	161
	20%	16%	26%	28%	22%	15%	28%	17%
			a	a	b		b	
Disagree	143	70	46	27	113	30	41	96
	12%	9%	21%	17%	14%	8%	20%	10%
			a	a	b		b	
Don t know	55	26	11	18	43	12	7	46
	5%	3%	5%	12%	5%	3%	3%	5%
				ab				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1230	646	385	199	615	615
Effective Weighted Sample	975	512	309	161	489	487
Total	1202	658	331	212	615	586
Agree	971	567	245	160	493	478
	81%	86%	74%	75%	80%	82%
		bc				
Neither agree nor disagree	179	75	65	39	90	89
	15%	11%	20%	18%	15%	15%
			a	a		
Disagree	39	12	13	14	23	16
	3%	2%	4%	7%	4%	3%
				a		
Don t know	13	4	8	-	9	3
	1%	1%	2%	-%	2%	1%
			ac			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	~f	a	b	c
Unweighted row	1230	311	335	197	188	107	92	182	822	226
Effective Weighted Sample	975	248	264	158	153	86	75	140	654	183
Total	1202	324	334	177	154	115	98	166	794	242
Agree	971	275	292	134	111	84	**	149	640	182
	81%	85%	87%	76%	72%	73%	**	90%	81%	75%
		cde	cde					bc		
Neither agree nor disagree	179	36	39	30	35	23	**	13	122	44
	15%	11%	12%	17%	22%	20%	**	8%	15%	18%
				ab	a			a	a	
Disagree	39	8	4	7	6	8	**	2	21	16
	3%	3%	1%	4%	4%	7%	**	1%	3%	7%
				b	b					ab
Don t know	13	4	-	5	3	-	**	2	11	-
	1%	1%	-%	3%	2%	-%	**	1%	1%	-%
				b	b					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1230	836	144	168	82	535	256	214	223
Effective Weighted Sample	975	757	137	153	78	445	212	177	171
Total	1202	1028	78	57	39	449	328	202	223
Agree	971	822	66	47	**	381	258	166	166
	81%	80%	84%	83%	**	85%	79%	82%	74%
						bd			
Neither agree nor disagree	179	157	11	8	**	54	53	25	47
	15%	15%	14%	14%	**	12%	16%	12%	21%
									ac
Disagree	39	36	2	1	**	11	11	11	7
	3%	4%	2%	2%	**	2%	3%	5%	3%
Don t know	13	12	-	*	**	3	6	-	4
	1%	1%	-%	*%	**	1%	2%	-%	2%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		BBC SERVICES USED WEEKLY						
		Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	e	~f
Unweighted row		1230	1230	343	906	191	1230	-
Effective Weighted Sample		975	975	271	712	153	975	-
Total		1202	1202	298	852	165	1202	-
Agree		971	971	250	705	148	971	**
		81%	81%	84%	83%	89%	81%	**
						ace		
Neither agree nor disagree		179	179	37	115	13	179	**
		15%	15%	12%	13%	8%	15%	**
			d				d	
Disagree		39	39	8	26	3	39	**
		3%	3%	3%	3%	2%	3%	**
Don't know		13	13	3	6	1	13	**
		1%	1%	1%	1%	1%	1%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b
Unweighted row	1230	1230	496	1230	-	207	663	667	563	640	415
Effective Weighted Sample	975	975	389	975	-	160	524	527	452	506	334
Total	1202	1202	479	1202	-	183	601	605	597	609	428
Agree	971	971	386	971	**	150	503	505	466	488	338
	81%	81%	81%	81%	**	82%	84% d	84% d	78%	80%	79%
Neither agree nor disagree	179	179	69	179	**	25	82	82	97	95	68
	15%	15%	14%	15%	**	14%	14%	14%	16%	16%	16%
Disagree	39	39	21	39	**	5	14	14	25	19	19
	3%	3%	4%	3%	**	3%	2%	2%	4%	3%	5%
Don t know	13	13	3	13	**	2	2	3	10	8	3
	1%	1%	1%	1%	**	1%	*%	*%	2% b	1%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1230	975	212	43
Effective Weighted Sample	975	772	168	35
Total	1202	945	214	43
Agree	971	786	154	**
	81%	83%	72%	**
		b		
Neither agree nor disagree	179	124	46	**
	15%	13%	22%	**
			a	
Disagree	39	24	12	**
	3%	2%	6%	**
			a	
Don t know	13	12	1	**
	1%	1%	*%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1230	866	219	145	862	366	195	975
Effective Weighted Sample	975	686	174	117	667	306	155	771
Total	1202	823	224	155	827	372	209	926
Agree	971	696	163	112	660	309	153	771
	81%	85% bc	73%	72%	80%	83%	73%	83% a
Neither agree nor disagree	179	103	44	32	128	51	43	119
	15%	13%	20% a	20% a	15%	14%	21% b	13%
Disagree	39	17	15	7	30	9	10	27
	3%	2%	7% a	4%	4%	2%	5%	3%
Don t know	13	7	1	5	9	3	3	9
	1%	1%	*% a	3% a	1%	1%	2%	1%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1230	646	385	199	615	615
Effective Weighted Sample	975	512	309	161	489	487
Total	1202	658	331	212	615	586
Agree	1031	575	281	176	525	506
	86%	87%	85%	83%	85%	86%
Neither agree nor disagree	137	64	43	30	75	62
	11%	10%	13%	14%	12%	11%
Disagree	21	10	6	5	13	8
	2%	1%	2%	3%	2%	1%
Don t know	13	10	1	1	2	11
	1%	2%	*%	1%	*%	2%
						a

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	~f	a	b	c
Unweighted row	1230	311	335	197	188	107	92	182	822	226
Effective Weighted Sample	975	248	264	158	153	86	75	140	654	183
Total	1202	324	334	177	154	115	98	166	794	242
Agree	1031	282	293	146	134	97	**	146	688	198
	86%	87%	88%	83%	87%	84%	**	88%	87%	82%
Neither agree nor disagree	137	36	28	25	18	14	**	17	82	37
	11%	11%	8%	14%	12%	12%	**	10%	10%	15%
Disagree	21	4	5	5	1	4	**	1	15	5
	2%	1%	2%	3%	1%	3%	**	*%	2%	2%
Don t know	13	2	8	-	1	-	**	2	9	1
	1%	1%	2%	-%	1%	-%	**	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1230	836	144	168	82	535	256	214	223
Effective Weighted Sample	975	757	137	153	78	445	212	177	171
Total	1202	1028	78	57	39	449	328	202	223
Agree	1031	880	68	50	**	404	268	177	181
	86%	86%	87%	88%	**	90% bd	82%	88%	81%
Neither agree nor disagree	137	119	7	6	**	39	42	19	37
	11%	12%	9%	11%	**	9%	13%	9%	17% ac
Disagree	21	20	1	*	**	4	11	4	2
	2%	2%	1%	1%	**	1%	3% a	2%	1%
Don t know	13	10	3	-	**	2	6	1	3
	1%	1%	3% ac	-%	**	*%	2%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		BBC SERVICES USED WEEKLY						
		Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	e	~f
Unweighted row		1230	1230	343	906	191	1230	-
Effective Weighted Sample		975	975	271	712	153	975	-
Total		1202	1202	298	852	165	1202	-
Agree		1031	1031	272	751	154	1031	**
		86%	86%	91%	88%	93%	86%	**
				ae		ae		
Neither agree nor disagree		137	137	24	85	9	137	**
		11%	11%	8%	10%	5%	11%	**
			d				d	
Disagree		21	21	1	10	2	21	**
		2%	2%	*%	1%	1%	2%	**
Don't know		13	13	*	7	-	13	**
		1%	1%	*%	1%	-%	1%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b
Unweighted row	1230	1230	496	1230	-	207	663	667	563	640	415
Effective Weighted Sample	975	975	389	975	-	160	524	527	452	506	334
Total	1202	1202	479	1202	-	183	601	605	597	609	428
Agree	1031	1031	423	1031	**	168	531	535	496	533	359
	86%	86%	88%	86%	**	92%	88%	88%	83%	87%	84%
						d	d	d			
Neither agree nor disagree	137	137	46	137	**	12	62	62	75	63	55
	11%	11%	10%	11%	**	7%	10%	10%	13%	10%	13%
									a		
Disagree	21	21	7	21	**	1	5	5	16	9	11
	2%	2%	1%	2%	**	1%	1%	1%	3%	1%	3%
									bc		
Don t know	13	13	3	13	**	1	2	2	10	4	3
	1%	1%	1%	1%	**	1%	*%	*%	2%	1%	1%
									bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1230	975	212	43
Effective Weighted Sample	975	772	168	35
Total	1202	945	214	43
Agree	1031	832	166	**
	86%	88%	78%	**
		b		
Neither agree nor disagree	137	93	36	**
	11%	10%	17%	**
			a	
Disagree	21	13	7	**
	2%	1%	3%	**
Don t know	13	7	4	**
	1%	1%	2%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1230	866	219	145	862	366	195	975
Effective Weighted Sample	975	686	174	117	667	306	155	771
Total	1202	823	224	155	827	372	209	926
Agree	1031	734	175	123	700	329	165	812
	86%	89% bc	78%	79%	85%	88%	79%	88% a
Neither agree nor disagree	137	72	40	25	103	34	36	90
	11%	9%	18% a	16% a	12%	9%	17% b	10%
Disagree	21	11	6	3	17	4	6	15
	2%	1%	3%	2%	2%	1%	3%	2%
Don't know	13	6	3	4	7	5	1	10
	1%	1%	1%	3%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	1230	646	385	199	615	615
Effective Weighted Sample	975	512	309	161	489	487
Total	1202	658	331	212	615	586
Agree	420	175	141	104	215	205
	35%	27%	43%	49%	35%	35%
Neither agree nor disagree			a	a		
	246	143	65	38	118	128
	20%	22%	20%	18%	19%	22%
Disagree	521	329	123	69	274	247
	43%	50%	37%	32%	45%	42%
		bc				
Don t know	15	12	2	1	8	7
	1%	2%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	~f	a	b	c
Unweighted row	1230	311	335	197	188	107	92	182	822	226
Effective Weighted Sample	975	248	264	158	153	86	75	140	654	183
Total	1202	324	334	177	154	115	98	166	794	242
Agree	420	87	88	75	66	53	**	28	275	117
	35%	27%	26%	43%	43%	46%	**	17%	35%	48%
Neither agree nor disagree	246	64	79	35	31	20	**	36	162	48
	20%	20%	24%	20%	20%	17%	**	22%	20%	20%
Disagree	521	166	163	66	57	42	**	96	350	74
	43%	51%	49%	37%	37%	37%	**	58%	44%	31%
Don t know	15	7	5	1	1	-	**	6	7	3
	1%	2%	1%	1%	*%	-%	**	3%	1%	1%
								b		

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	1230	836	144	168	82	535	256	214	223
Effective Weighted Sample	975	757	137	153	78	445	212	177	171
Total	1202	1028	78	57	39	449	328	202	223
Agree	420	358	26	25	**	151	111	78	80
	35%	35%	33%	43%	**	34%	34%	39%	36%
				a					
Neither agree nor disagree	246	218	12	8	**	75	67	46	58
	20%	21%	16%	14%	**	17%	20%	23%	26%
		c							a
Disagree	521	438	39	23	**	220	148	76	77
	43%	43%	50%	41%	**	49%	45%	38%	34%
						cd	d		
Don t know	15	14	1	1	**	2	2	2	9
	1%	1%	1%	1%	**	*/%	1%	1%	4%
									ab

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	1230	1230	343	906	191	1230	-
Effective Weighted Sample	975	975	271	712	153	975	-
Total	1202	1202	298	852	165	1202	-
Agree	420	420	121	306	72	420	**
	35%	35%	41%	36%	44%	35%	**
Neither agree nor disagree				ae			
	246	246	38	158	17	246	**
	20%	20%	13%	19%	10%	20%	**
		bd		bd		bd	
Disagree	521	521	138	379	75	521	**
	43%	43%	46%	44%	46%	43%	**
Don t know	15	15	1	9	1	15	**
	1%	1%	*%	1%	1%	1%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/					
Significance Level: 95%		a	b	c	~d	WEBSITE	CBBC	EITHER	NO	YES	NO
						a	b	c	d	a	b
Unweighted row	1230	1230	496	1230	-	207	663	667	563	640	415
Effective Weighted Sample	975	975	389	975	-	160	524	527	452	506	334
Total	1202	1202	479	1202	-	183	601	605	597	609	428
Agree	420	420	183	420	**	91	252	254	166	259	132
	35%	35%	38%	35%	**	50% d	42% d	42% d	28%	43% b	31%
Neither agree nor disagree	246	246	83	246	**	28	93	94	152	104	107
	20%	20%	17%	20%	**	16%	15%	16%	25% abc	17%	25% a
Disagree	521	521	205	521	**	63	255	256	264	241	187
	43%	43%	43%	43%	**	35%	42%	42%	44% a	39%	44%
Don't know	15	15	7	15	**	-	1	1	14	5	3
	1%	1%	2%	1%	**	-%	*%	*%	2% abc	1%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	1230	975	212	43
Effective Weighted Sample	975	772	168	35
Total	1202	945	214	43
Agree	420	330	73	**
	35%	35%	34%	**
Neither agree nor disagree	246	172	65	**
	20%	18%	31%	**
			a	
Disagree	521	430	74	**
	43%	46%	35%	**
			b	
Don t know	15	12	1	**
	1%	1%	1%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1230	866	219	145	862	366	195	975
Effective Weighted Sample	975	686	174	117	667	306	155	771
Total	1202	823	224	155	827	372	209	926
Agree	420	281	80	59	332	88	86	302
	35%	34%	36%	38%	40% b	24%	41% b	33%
Neither agree nor disagree	246	138	64	44	168	78	48	183
	20%	17%	29% a	28% a	20%	21%	23%	20%
Disagree	521	397	76	47	318	200	71	435
	43%	48% bc	34%	30%	38%	54% a	34%	47% a
Don't know	15	7	3	5	8	7	4	7
	1%	1%	1%	4% a	1%	2%	2%	1%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	953	329	387	237	479	474
Effective Weighted Sample	755	264	301	194	381	375
Total	917	342	334	240	479	437
Agree	677	248	251	177	352	325
	74%	72%	75%	74%	73%	74%
Neither agree nor disagree	216	83	76	57	112	104
	24%	24%	23%	24%	23%	24%
Disagree	21	8	6	6	14	7
	2%	2%	2%	3%	3%	2%
Don t know	3	3	1	-	1	2
	*/%	1%	*/%	-%	*/%	*/%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	953	158	171	199	188	122	115	74	615	264
Effective Weighted Sample	755	129	135	155	147	98	96	58	484	215
Total	917	172	171	182	153	126	114	61	584	272
Agree	677	123	126	135	116	95	83	**	435	199
	74%	71%	74%	74%	76%	75%	73%	**	74%	73%
Neither agree nor disagree	216	42	41	41	35	28	28	**	132	66
	24%	25%	24%	23%	23%	23%	25%	**	23%	24%
Disagree	21	6	2	5	1	3	3	**	13	6
	2%	4%	1%	3%	1%	2%	3%	**	2%	2%
Don t know	3	1	2	1	-	-	-	**	3	-
	*%	1%	1%	*%	-%	-%	-%	**	1%	-%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	953	636	119	149	49	372	191	190	199
Effective Weighted Sample	755	581	114	133	48	304	162	165	142
Total	917	780	66	48	23	316	247	183	171
Agree	677	576	49	34	**	259	172	139	107
	74%	74%	74%	71%	**	82% bd	70%	76% d	63%
Neither agree nor disagree	216	184	14	13	**	51	68	37	60
	24%	24%	22%	26%	**	16%	27% a	20%	35% ac
Disagree	21	17	2	1	**	6	5	7	3
	2%	2%	4%	3%	**	2%	2%	4%	2%
Don t know	3	3	1	-	**	-	2	1	1
	*%	*%	1%	-%	**	-%	1%	*%	*%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	953	953	315	759	201	953	-
Effective Weighted Sample	755	755	246	597	161	755	-
Total	917	917	274	717	175	917	-
Agree	677	677	225	555	151	677	**
	74%	74%	82%	77%	86%	74%	**
			ae		ace		
Neither agree nor disagree	216	216	43	148	20	216	**
	24%	24%	16%	21%	11%	24%	**
		bd		d		bd	
Disagree	21	21	6	12	4	21	**
	2%	2%	2%	2%	2%	2%	**
Don t know	3	3	1	3	1	3	**
	*%	*%	*%	*%	1%	*%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b
Unweighted row	953	496	953	953	-	233	633	642	311	607	271
Effective Weighted Sample	755	389	755	755	-	182	496	504	254	481	214
Total	917	479	917	917	-	213	576	586	331	580	271
Agree	677	358	677	677	**	171	455	460	217	463	167
	74%	75%	74%	74%	**	80%	79%	78%	66%	80%	62%
						d	d	d		b	
Neither agree nor disagree	216	108	216	216	**	38	108	113	103	104	94
	24%	23%	24%	24%	**	18%	19%	19%	31%	18%	35%
									abc		a
Disagree	21	10	21	21	**	4	12	12	8	12	8
	2%	2%	2%	2%	**	2%	2%	2%	3%	2%	3%
Don t know	3	3	3	3	**	-	1	1	2	1	2
	*%	1%	*%	*%	**	-%	*%	*%	1%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	953	788	141	24
Effective Weighted Sample	755	625	110	20
Total	917	751	143	23
Agree	677	604	62	**
	74%	80%	43%	**
		b		
Neither agree nor disagree	216	135	72	**
	24%	18%	51%	**
			a	
Disagree	21	9	9	**
	2%	1%	6%	**
			a	
Don t know	3	3	-	**
	*%	*%	-%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	953	702	140	111	727	223	166	736
Effective Weighted Sample	755	556	111	89	565	188	133	580
Total	917	659	141	117	682	232	171	696
Agree	677	540	73	65	477	196	110	533
	74%	82% bc	51%	55%	70%	85% a	65%	77% a
Neither agree nor disagree	216	106	59	50	186	30	56	147
	24%	16%	42% a	43% a	27% b	13%	33% b	21%
Disagree	21	9	10	2	17	4	4	15
	2%	1%	7% a	2%	2%	2%	2%	2%
Don't know	3	3	-	-	1	2	1	2
	*%	1%	-%	-%	*%	1%	*%	*%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	953	329	387	237	479	474
Effective Weighted Sample	755	264	301	194	381	375
Total	917	342	334	240	479	437
Agree	573	202	218	153	298	275
	63%	59%	65%	64%	62%	63%
Neither agree nor disagree	202	75	71	56	98	104
	22%	22%	21%	23%	20%	24%
Disagree	105	30	45	30	57	48
	11%	9%	14%	13%	12%	11%
Don t know	36	35	-	1	26	10
	4%	10%	-%	*%	5%	2%
		bc			b	

Columns Tested: a,b,c - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

### Table 78

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	953	158	171	199	188	122	115	74	615	264
Effective Weighted Sample	755	129	135	155	147	98	96	58	484	215
Total	917	172	171	182	153	126	114	61	584	272
Agree	573	96	106	118	100	84	69	**	364	172
	63%	56%	62%	65%	65%	67%	61%	**	62%	63%
Neither agree nor disagree	202	32	43	40	31	26	30	**	125	64
	22%	19%	25%	22%	20%	21%	26%	**	21%	23%
Disagree	105	19	11	23	22	15	15	**	61	35
	11%	11%	6%	13%	14%	12%	13%	**	11%	13%
				b						
Don't know	36	25	10	-	-	1	-	**	33	1
	4%	14%	6%	-%	-%	1%	-%	**	6%	-%
		bcdef	cdef						c	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	953	636	119	149	49	372	191	190	199
Effective Weighted Sample	755	581	114	133	48	304	162	165	142
Total	917	780	66	48	23	316	247	183	171
Agree	573	485	44	28	**	234	138	113	88
	63%	62%	66%	59%	**	74% bcd	56%	62%	52%
Neither agree nor disagree	202	175	13	12	**	52	54	43	53
	22%	22%	20%	25%	**	16%	22%	23%	31% a
Disagree	105	88	6	7	**	27	39	20	20
	11%	11%	10%	14%	**	8%	16% a	11%	12%
Don t know	36	32	3	1	**	3	16	7	10
	4%	4%	5%	2%	**	1%	7% a	4% a	6% a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	953	953	315	759	201	953	-
Effective Weighted Sample	755	755	246	597	161	755	-
Total	917	917	274	717	175	917	-
Agree	573	573	206	487	137	573	**
	63%	63%	75%	68%	78%	63%	**
			ace	ae	ace		
Neither agree nor disagree	202	202	48	153	28	202	**
	22%	22%	18%	21%	16%	22%	**
Disagree	105	105	13	60	7	105	**
	11%	11%	5%	8%	4%	11%	**
		bd		d		bd	
Don t know	36	36	7	17	4	36	**
	4%	4%	2%	2%	2%	4%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/				YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b
Unweighted row	953	496	953	953	-	233	633	642	311	607	271
Effective Weighted Sample	755	389	755	755	-	182	496	504	254	481	214
Total	917	479	917	917	-	213	576	586	331	580	271
Agree	573	313	573	573	**	151	414	417	156	409	126
	63%	65%	63%	63%	**	71% d	72% d	71% d	47%	70% b	47%
Neither agree nor disagree	202	100	202	202	**	41	106	111	92	117	68
	22%	21%	22%	22%	**	19%	18%	19%	28% abc	20%	25%
Disagree	105	43	105	105	**	18	49	51	54	44	57
	11%	9%	11%	11%	**	8%	9%	9%	16% abc	8%	21% a
Don't know	36	23	36	36	**	3	7	7	29	11	20
	4%	5%	4%	4%	**	1%	1%	1%	9% abc	2%	8% a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	953	788	141	24
Effective Weighted Sample	755	625	110	20
Total	917	751	143	23
Agree	573	521	48	**
	63%	69%	33%	**
		b		
Neither agree nor disagree	202	144	52	**
	22%	19%	36%	**
		a		
Disagree	105	58	37	**
	11%	8%	26%	**
		a		
Don t know	36	28	7	**
	4%	4%	5%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	953	702	140	111	727	223	166	736
Effective Weighted Sample	755	556	111	89	565	188	133	580
Total	917	659	141	117	682	232	171	696
Agree	573	472	56	45	403	170	93	453
	63%	72% bc	40%	38%	59%	73% a	55%	65% a
Neither agree nor disagree	202	117	42	43	167	35	48	136
	22%	18%	30% a	37% a	24% b	15%	28% b	19%
Disagree	105	56	35	14	87	18	22	81
	11%	9%	25% ac	12%	13%	8%	13%	12%
Don't know	36	13	8	15	25	10	8	27
	4%	2%	6% a	13% a	4%	4%	5%	4%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	953	329	387	237	479	474
Effective Weighted Sample	755	264	301	194	381	375
Total	917	342	334	240	479	437
Agree	721	276	259	186	368	353
	79%	81%	77%	77%	77%	81%
Neither agree nor disagree	162	47	64	51	90	72
	18%	14%	19%	21%	19%	16%
Disagree				a		
	25	16	8	1	16	10
	3%	5%	2%	1%	3%	2%
Don t know		c				
	9	3	3	3	5	3
	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	953	158	171	199	188	122	115	74	615	264
Effective Weighted Sample	755	129	135	155	147	98	96	58	484	215
Total	917	172	171	182	153	126	114	61	584	272
Agree	721	129	148	145	114	94	91	**	468	207
	79%	75%	86%	80%	75%	75%	80%	**	80%	76%
Neither agree nor disagree			ade							
	162	31	16	30	34	29	22	**	92	59
	18%	18%	9%	17%	22%	23%	19%	**	16%	22%
Disagree		b			b	b	b			
	25	10	6	5	3	-	1	**	17	3
	3%	6%	3%	3%	2%	-%	1%	**	3%	1%
Don t know		e								
	9	2	2	1	2	3	-	**	6	3
	1%	1%	1%	1%	1%	2%	-%	**	1%	1%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	953	636	119	149	49	372	191	190	199
Effective Weighted Sample	755	581	114	133	48	304	162	165	142
Total	917	780	66	48	23	316	247	183	171
Agree	721	613	53	37	**	263	183	147	128
	79%	79%	81%	78%	**	83%	74%	80%	75%
						bd			
Neither agree nor disagree	162	139	11	9	**	46	54	28	34
	18%	18%	16%	18%	**	15%	22%	15%	20%
							a		
Disagree	25	20	2	1	**	5	10	7	4
	3%	3%	3%	3%	**	1%	4%	4%	2%
Don t know	9	8	-	1	**	2	-	1	6
	1%	1%	-%	1%	**	1%	-%	1%	3%
									ab

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	953	953	315	759	201	953	-
Effective Weighted Sample	755	755	246	597	161	755	-
Total	917	917	274	717	175	917	-
Agree	721	721	227	576	156	721	**
	79%	79%	83%	80%	89%	79%	**
Neither agree nor disagree				ace			
	162	162	41	116	15	162	**
	18%	18%	15%	16%	8%	18%	**
Disagree		d		d		d	
	25	25	5	21	4	25	**
Don't know	3%	3%	2%	3%	2%	3%	**
	9	9	1	5	1	9	**
	1%	1%	*%	1%	1%	1%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		WEBSITE	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	~d	a	b	c	d	a	b
Significance Level: 95%	Total	a	b	c	~d	a	b	c	d	a	b
Unweighted row	953	496	953	953	-	233	633	642	311	607	271
Effective Weighted Sample	755	389	755	755	-	182	496	504	254	481	214
Total	917	479	917	917	-	213	576	586	331	580	271
Agree	721	398	721	721	**	180	470	475	245	474	197
	79%	83%	79%	79%	**	85%	82%	81%	74%	82%	73%
						d	d	d		b	
Neither agree nor disagree	162	65	162	162	**	26	85	89	74	91	59
	18%	13%	18%	18%	**	12%	15%	15%	22%	16%	22%
									abc		
Disagree	25	11	25	25	**	5	19	19	7	14	8
	3%	2%	3%	3%	**	3%	3%	3%	2%	2%	3%
Don t know	9	5	9	9	**	1	2	3	6	1	6
	1%	1%	1%	1%	**	*%	*%	1%	2%	*%	2%
									b		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	953	788	141	24
Effective Weighted Sample	755	625	110	20
Total	917	751	143	23
Agree	721	631	76	**
	79%	84%	53%	**
		b		
Neither agree nor disagree	162	98	60	**
	18%	13%	42%	**
		a		
Disagree	25	13	6	**
	3%	2%	4%	**
Don t know	9	8	1	**
	1%	1%	1%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	953	702	140	111	727	223	166	736
Effective Weighted Sample	755	556	111	89	565	188	133	580
Total	917	659	141	117	682	232	171	696
Agree	721	557	92	71	525	193	122	567
	79%	85% bc	65%	61%	77%	83%	71%	81% a
Neither agree nor disagree	162	84	41	37	132	30	33	115
	18%	13%	29% a	31% a	19% b	13%	19%	17%
Disagree	25	12	7	6	18	7	11	11
	3%	2%	5% a	6% a	3%	3%	6% b	2%
Don't know	9	6	1	2	6	3	5	3
	1%	1%	1%	2%	1%	1%	3% b	*%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	953	329	387	237	479	474
Effective Weighted Sample	755	264	301	194	381	375
Total	917	342	334	240	479	437
Agree	739	273	279	187	377	362
	81%	80%	84%	78%	79%	83%
Neither agree nor disagree	147	53	43	51	83	64
	16%	15%	13%	21%	17%	15%
				b		
Disagree	23	14	8	2	16	7
	2%	4%	2%	1%	3%	2%
		c				
Don t know	8	3	4	1	4	4
	1%	1%	1%	*%	1%	1%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	953	158	171	199	188	122	115	74	615	264
Effective Weighted Sample	755	129	135	155	147	98	96	58	484	215
Total	917	172	171	182	153	126	114	61	584	272
Agree	739	126	146	151	129	99	88	**	480	213
	81%	74%	86%	83%	84%	79%	77%	**	82%	78%
			a		a					
Neither agree nor disagree	147	33	19	25	19	25	26	**	77	57
	16%	19%	11%	14%	12%	20%	23%	**	13%	21%
							bd			b
Disagree	23	10	3	5	3	1	*	**	21	2
	2%	6%	2%	3%	2%	1%	*%	**	4%	1%
		ef							c	
Don t know	8	2	2	1	3	1	-	**	6	1
	1%	1%	1%	1%	2%	1%	-%	**	1%	*%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	953	636	119	149	49	372	191	190	199
Effective Weighted Sample	755	581	114	133	48	304	162	165	142
Total	917	780	66	48	23	316	247	183	171
Agree	739	624	56	40	**	262	206	144	127
	81%	80%	85%	84%	**	83%	83%	79%	74%
						d			
Neither agree nor disagree	147	130	8	7	**	47	33	34	33
	16%	17%	12%	14%	**	15%	13%	19%	20%
Disagree	23	19	1	1	**	5	7	5	7
	2%	2%	2%	2%	**	1%	3%	3%	4%
Don t know	8	7	*	-	**	2	2	-	4
	1%	1%	1%	-%	**	1%	1%	-%	2%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	953	953	315	759	201	953	-
Effective Weighted Sample	755	755	246	597	161	755	-
Total	917	917	274	717	175	917	-
Agree	739	739	221	582	150	739	**
	81%	81%	80%	81%	86%	81%	**
Neither agree nor disagree	147	147	46	115	20	147	**
	16%	16%	17%	16%	11%	16%	**
Disagree	23	23	6	15	4	23	**
	2%	2%	2%	2%	2%	2%	**
Don t know	8	8	1	5	1	8	**
	1%	1%	1%	1%	*%	1%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b
Unweighted row	953	496	953	953	-	233	633	642	311	607	271
Effective Weighted Sample	755	389	755	755	-	182	496	504	254	481	214
Total	917	479	917	917	-	213	576	586	331	580	271
Agree	739	395	739	739	**	181	483	489	250	480	207
	81%	83%	81%	81%	**	85%	84%	84%	75%	83%	77%
						d	d	d			
Neither agree nor disagree	147	74	147	147	**	27	78	81	66	85	52
	16%	15%	16%	16%	**	13%	14%	14%	20%	15%	19%
									abc		
Disagree	23	7	23	23	**	4	12	12	10	12	10
	2%	2%	2%	2%	**	2%	2%	2%	3%	2%	4%
Don t know	8	3	8	8	**	*	4	4	5	2	2
	1%	1%	1%	1%	**	*%	1%	1%	1%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	953	788	141	24
Effective Weighted Sample	755	625	110	20
Total	917	751	143	23
Agree	739	638	90	**
	81%	85%	63%	**
Neither agree nor disagree		b		
	147	97	44	**
	16%	13%	30%	**
Disagree		a		
	23	10	6	**
	2%	1%	4%	**
Don t know		a		
	8	5	3	**
	1%	1%	2%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	953	702	140	111	727	223	166	736
Effective Weighted Sample	755	556	111	89	565	188	133	580
Total	917	659	141	117	682	232	171	696
Agree	739	561	88	89	546	189	126	577
	81%	85% bc	62%	76% b	80%	82%	74%	83% a
Neither agree nor disagree	147	84	42	21	112	35	38	97
	16%	13%	30% a	18%	16%	15%	22% b	14%
Disagree	23	10	11	2	17	5	5	17
	2%	2%	8% a	2%	3%	2%	3%	2%
Don t know	8	3	*	5	6	2	2	6
	1%	*%	*%	4% a	1%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	953	329	387	237	479	474
Effective Weighted Sample	755	264	301	194	381	375
Total	917	342	334	240	479	437
Agree	327	102	126	98	173	154
	36%	30%	38%	41%	36%	35%
			a	a		
Neither agree nor disagree	205	91	64	51	102	104
	22%	26%	19%	21%	21%	24%
		b				
Disagree	372	143	140	89	196	176
	41%	42%	42%	37%	41%	40%
Don t know	13	6	4	2	9	4
	1%	2%	1%	1%	2%	1%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	~a	b	c
Unweighted row	953	158	171	199	188	122	115	74	615	264
Effective Weighted Sample	755	129	135	155	147	98	96	58	484	215
Total	917	172	171	182	153	126	114	61	584	272
Agree	327	56	46	61	65	56	43	**	200	109
	36%	33%	27%	34%	43%	44%	37%	**	34%	40%
Neither agree nor disagree					b	b				
	205	41	50	41	23	20	31	**	132	61
	22%	24%	29%	22%	15%	16%	27%	**	23%	22%
Disagree			de				d			
	372	71	73	78	62	48	41	**	243	100
	41%	41%	43%	43%	41%	38%	36%	**	42%	37%
Don t know										
	13	4	2	2	2	2	-	**	9	2
	1%	3%	1%	1%	1%	2%	-%	**	1%	1%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	~d	a	b	c	d
Unweighted row	953	636	119	149	49	372	191	190	199
Effective Weighted Sample	755	581	114	133	48	304	162	165	142
Total	917	780	66	48	23	316	247	183	171
Agree	327	279	24	18	**	106	83	83	56
	36%	36%	36%	38%	**	34%	33%	45% abd	32%
Neither agree nor disagree	205	181	12	7	**	61	57	38	50
	22%	23%	18%	16%	**	19%	23%	21%	29% a
Disagree	372	307	30	22	**	147	105	59	61
	41%	39%	46%	46%	**	47% cd	42%	32%	36%
Don t know	13	12	-	*	**	2	3	4	4
	1%	2%	-%	1%	**	1%	1%	2%	2%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	953	953	315	759	201	953	-
Effective Weighted Sample	755	755	246	597	161	755	-
Total	917	917	274	717	175	917	-
Agree	327	327	100	250	64	327	**
	36%	36%	36%	35%	37%	36%	**
Neither agree nor disagree	205	205	52	152	29	205	**
	22%	22%	19%	21%	16%	22%	**
Disagree	372	372	119	310	83	372	**
	41%	41%	43%	43%	47%	41%	**
Don t know	13	13	3	5	-	13	**
	1%	1%	1%	1%	-%	1%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
						IPLAYER/					
		WEBSITE	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
		a	b	c	~d	a	b	c	d	a	b
Significance Level: 95%	Total	a	b	c	~d	a	b	c	d	a	b
Unweighted row	953	496	953	953	-	233	633	642	311	607	271
Effective Weighted Sample	755	389	755	755	-	182	496	504	254	481	214
Total	917	479	917	917	-	213	576	586	331	580	271
Agree	327	132	327	327	**	80	217	222	105	231	80
	36%	28%	36%	36%	**	38%	38%	38%	32%	40%	29%
			a	a						b	
Neither agree nor disagree	205	114	205	205	**	44	102	106	100	122	71
	22%	24%	22%	22%	**	21%	18%	18%	30%	21%	26%
									abc		
Disagree	372	228	372	372	**	87	252	253	119	223	115
	41%	48%	41%	41%	**	41%	44%	43%	36%	38%	42%
		bc					d				
Don t know	13	5	13	13	**	2	5	5	8	4	6
	1%	1%	1%	1%	**	1%	1%	1%	2%	1%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	~c
Unweighted row	953	788	141	24
Effective Weighted Sample	755	625	110	20
Total	917	751	143	23
Agree	327	247	64	**
	36%	33%	45%	**
			a	
Neither agree nor disagree	205	161	43	**
	22%	21%	30%	**
			a	
Disagree	372	332	34	**
	41%	44%	24%	**
		b		
Don t know	13	11	2	**
	1%	1%	2%	**

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	953	702	140	111	727	223	166	736
Effective Weighted Sample	755	556	111	89	565	188	133	580
Total	917	659	141	117	682	232	171	696
Agree	327	221	71	35	248	79	65	238
	36%	34%	50% ac	30%	36%	34%	38%	34%
Neither agree nor disagree	205	129	31	45	156	48	46	147
	22%	20%	22%	39% ab	23%	21%	27%	21%
Disagree	372	299	37	36	268	103	56	305
	41%	45% bc	26%	31%	39%	45%	33%	44% a
Don t know	13	9	3	1	10	1	4	6
	1%	1%	2%	1%	1%	*%	2%	1%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
1 - Dislike a lot	176	69	41	67	95	81
	4%	4%	3%	4%	4%	4%
2	233	96	54	82	105	128
	5%	6%	4%	5%	5%	6%
		b				
3 - Neutral	1366	449	395	522	692	674
	30%	29%	29%	32%	30%	30%
4	1928	682	588	657	993	935
	42%	43%	44%	40%	42%	42%
5 - Like a lot	858	279	265	314	456	401
	19%	18%	20%	19%	19%	18%
TOTAL DISLIKE THE BBC	410	165	95	150	201	209
	9%	10%	7%	9%	9%	9%
		b				
TOTAL LIKE THE BBC	2785	961	853	971	1449	1336
	61%	61%	64%	59%	62%	60%
			c			

Columns Tested: a,b,c - a,b

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Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
1 - Dislike a lot	176	34	35	24	16	37	30	20	83	73
	4%	4%	5%	4%	2%	4%	4%	5%	4%	4%
2	233	38	59	29	25	39	44	26	117	90
	5%	5%	8%	4%	4%	5%	5%	7%	5%	5%
			acde							
3 - Neutral	1366	247	202	196	198	249	273	123	663	580
	30%	31%	26%	28%	30%	29%	34%	33%	28%	32%
							bc			b
4	1928	341	341	295	293	357	300	141	1043	744
	42%	42%	44%	43%	45%	42%	38%	37%	44%	41%
			f		f				ac	
5 - Like a lot	858	148	130	145	120	163	151	69	447	342
	19%	18%	17%	21%	18%	19%	19%	18%	19%	19%
TOTAL DISLIKE THE BBC	410	71	93	53	42	76	74	46	200	163
	9%	9%	12%	8%	6%	9%	9%	12%	9%	9%
			cd					b		
TOTAL LIKE THE BBC	2785	490	471	440	413	520	452	210	1490	1086
	61%	61%	61%	64%	63%	62%	57%	55%	63%	59%
				f	f				ac	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
1 - Dislike a lot	176	141	19	8	8	21	44	35	76
	4%	4%	6%	4%	6%	2%	3%	4%	7%
			a				a	a	abc
2	233	196	17	13	7	48	79	57	49
	5%	5%	5%	6%	5%	4%	6%	6%	5%
							a	a	
3 - Neutral	1366	1153	112	55	45	277	382	307	400
	30%	30%	33%	27%	32%	21%	29%	35%	39%
			c				a	ab	ab
4	1928	1652	140	81	55	607	609	352	360
	42%	43%	41%	40%	39%	45%	47%	40%	35%
						cd	cd	d	
5 - Like a lot	858	729	54	48	26	398	186	133	141
	19%	19%	16%	23%	19%	29%	14%	15%	14%
				ab		bcd			
TOTAL DISLIKE THE BBC	410	338	36	21	15	69	123	92	125
	9%	9%	11%	10%	11%	5%	9%	10%	12%
							a	a	a
TOTAL LIKE THE BBC	2785	2381	194	129	81	1004	795	485	501
	61%	61%	57%	63%	57%	74%	61%	55%	49%
		b		b		bcd	cd	d	

Columns Tested: a,b,c,d - a,b,c,d

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Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

		BBC SERVICES USED WEEKLY						
		Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	e	f
Unweighted row		4561	2534	884	2345	370	3191	1370
Effective Weighted Sample		3615	2014	695	1852	290	2537	1079
Total		4561	2537	837	2293	334	3192	1369
1 - Dislike a lot		176	19	3	17	2	31	145
		4%	1%	*%	1%	1%	1%	11%
								abcde
2		233	69	16	49	2	98	135
		5%	3%	2%	2%	1%	3%	10%
			d				d	abcde
3 - Neutral		1366	491	125	424	32	692	674
		30%	19%	15%	18%	10%	22%	49%
			bd	d	bd		bcd	abcde
4		1928	1304	384	1129	123	1573	355
		42%	51%	46%	49%	37%	49%	26%
			bdf	df	df	f	df	
5 - Like a lot		858	654	309	674	175	797	60
		19%	26%	37%	29%	52%	25%	4%
			f	acef	aef	abcef	f	
TOTAL DISLIKE THE BBC		410	88	19	66	4	129	280
		9%	3%	2%	3%	1%	4%	20%
			d				bcd	abcde
TOTAL LIKE THE BBC		2785	1957	693	1803	299	2371	415
		61%	77%	83%	79%	89%	74%	30%
			ef	acef	ef	abcef	f	

Columns Tested: a,b,c,d,e,f

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Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
1 - Dislike a lot	176	14	5	16	161	3	9	9	168	24	130
	4%	1%	1%	1%	6%	1%	1%	1%	6%	1%	7%
					abc				abc		a
2	233	28	19	42	191	4	29	30	203	55	148
	5%	2%	2%	3%	7%	1%	2%	2%	7%	3%	8%
					abc				abc		a
3 - Neutral	1366	214	143	292	1074	64	235	244	1122	433	767
	30%	18%	16%	18%	37%	14%	14%	15%	39%	20%	39%
					abc				abc		a
4	1928	585	459	821	1106	221	817	827	1101	1027	725
	42%	49%	50%	50%	38%	46%	50%	50%	38%	48%	37%
		d	d	d		d	d	d		b	
5 - Like a lot	858	360	292	469	389	185	553	561	297	593	189
	19%	30%	32%	29%	13%	39%	34%	34%	10%	28%	10%
		d	d	d		d	d	d		b	
TOTAL DISLIKE THE BBC	410	43	23	58	352	6	37	39	371	79	277
	9%	4%	3%	4%	12%	1%	2%	2%	13%	4%	14%
					abc				abc		a
TOTAL LIKE THE BBC	2785	945	751	1290	1495	406	1371	1388	1397	1620	914
	61%	79%	82%	79%	51%	85%	83%	83%	48%	76%	47%
		d	d	d		d	d	d		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b

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Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
1 - Dislike a lot	176	-	-	176
	4%	-%	-%	43%
				ab
2	233	-	-	233
	5%	-%	-%	57%
				ab
3 - Neutral	1366	-	1366	-
	30%	-%	100%	-%
			ac	
4	1928	1928	-	-
	42%	69%	-%	-%
		bc		
5 - Like a lot	858	858	-	-
	19%	31%	-%	-%
		bc		
TOTAL DISLIKE THE BBC	410	-	-	410
	9%	-%	-%	100%
				ab
TOTAL LIKE THE BBC	2785	2785	-	-
	61%	100%	-%	-%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
1 - Dislike a lot	176 4%	2 *%	170 12% ac	5 1% a	140 4% b	32 3%	45 5% b	120 3%
2	233 5%	18 1%	203 14% ac	12 2%	161 5%	72 6%	44 5%	175 5%
3 - Neutral	1366 30%	263 11%	771 53% ac	332 44% a	1030 31% b	323 26%	300 34% b	986 28%
4	1928 42%	1278 55% bc	280 19%	369 49% b	1378 42%	542 43%	357 40%	1501 43%
5 - Like a lot	858 19%	778 33% bc	42 3%	37 5% b	571 17%	279 22% a	138 16%	683 20% a
TOTAL DISLIKE THE BBC	410 9%	20 1%	373 25% ac	16 2% a	301 9%	104 8%	89 10%	295 9%
TOTAL LIKE THE BBC	2785 61%	2056 88% bc	323 22%	406 54% b	1949 59%	821 66% a	495 56%	2184 63% a

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	~b	~c	a	b
Unweighted row	1517	1517	-	-	765	752
Effective Weighted Sample	1199	1199	-	-	605	595
Total	1575	1575	-	-	808	767
1 - Dislike a lot	56	56	**	**	30	26
	4%	4%	**	**	4%	3%
2	64	64	**	**	22	42
	4%	4%	**	**	3%	5%
3 - Neutral	420	420	**	**	227	193
	27%	27%	**	**	28%	25%
4	616	616	**	**	316	300
	39%	39%	**	**	39%	39%
5 - Like a lot	419	419	**	**	213	206
	27%	27%	**	**	26%	27%
TOTAL DISLIKE THE BBC	120	120	**	**	52	69
	8%	8%	**	**	6%	9%
TOTAL LIKE THE BBC	1035	1035	**	**	529	506
	66%	66%	**	**	65%	66%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~c	~d	~e	~f	a	b	~c
Unweighted row	1517	765	752	-	-	-	-	378	1139	-
Effective Weighted Sample	1199	605	595	-	-	-	-	295	905	-
Total	1575	808	767	-	-	-	-	379	1196	-
1 - Dislike a lot	56	30	26	**	**	**	**	17	39	**
	4%	4%	3%	**	**	**	**	4%	3%	**
2	64	22	42	**	**	**	**	16	48	**
	4%	3%	5%	**	**	**	**	4%	4%	**
			a							
3 - Neutral	420	227	193	**	**	**	**	100	320	**
	27%	28%	25%	**	**	**	**	26%	27%	**
4	616	316	300	**	**	**	**	153	462	**
	39%	39%	39%	**	**	**	**	40%	39%	**
5 - Like a lot	419	213	206	**	**	**	**	93	326	**
	27%	26%	27%	**	**	**	**	25%	27%	**
TOTAL DISLIKE THE BBC	120	52	69	**	**	**	**	33	88	**
	8%	6%	9%	**	**	**	**	9%	7%	**
TOTAL LIKE THE BBC	1035	529	506	**	**	**	**	247	788	**
	66%	65%	66%	**	**	**	**	65%	66%	**

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1517	1009	203	203	102	610	330	280	291
Effective Weighted Sample	1199	919	191	183	96	510	274	236	229
Total	1575	1336	116	71	51	498	443	301	333
1 - Dislike a lot	56	48	4	1	2	7	11	14	23
	4%	4%	3%	2%	5%	1%	2%	5% a	7% ab
2	64	54	4	4	3	14	20	14	17
	4%	4%	3%	5%	5%	3%	5%	5%	5%
3 - Neutral	420	361	29	15	16	77	126	95	122
	27%	27%	25%	21%	30%	16%	28% a	32% a	37% a
4	616	517	52	30	17	197	197	108	114
	39%	39%	44%	42%	33%	40%	44% d	36%	34%
5 - Like a lot	419	356	28	21	14	203	89	69	57
	27%	27%	24%	30%	26%	41% bcd	20%	23%	17%
TOTAL DISLIKE THE BBC	120	102	8	5	5	21	31	28	40
	8%	8%	7%	7%	10%	4%	7%	9% a	12% a
TOTAL LIKE THE BBC	1035	873	80	51	31	400	286	177	171
	66%	65%	69%	72% d	60%	80% bcd	65% d	59%	51%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1517	907	256	754	134	1079	438
Effective Weighted Sample	1199	716	207	595	105	855	347
Total	1575	923	244	746	114	1089	486
1 - Dislike a lot	56	8	3	3	1	10	46
	4%	1%	1%	*%	1%	1%	9%
							abcde
2	64	18	5	14	5	23	42
	4%	2%	2%	2%	5%	2%	9%
							abce
3 - Neutral	420	176	37	135	7	214	207
	27%	19%	15%	18%	6%	20%	43%
		d	d	d		d	abcde
4	616	408	79	309	33	466	150
	39%	44%	32%	41%	29%	43%	31%
		bdf		bdf		bdf	
5 - Like a lot	419	312	120	286	68	377	42
	27%	34%	49%	38%	60%	35%	9%
		f	acef	f	acef	f	
TOTAL DISLIKE THE BBC	120	26	8	17	6	33	87
	8%	3%	3%	2%	5%	3%	18%
							abcde
TOTAL LIKE THE BBC	1035	720	199	595	101	843	192
	66%	78%	82%	80%	88%	77%	39%
		f	f	f	acef	f	

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		EITHER	NO	YES	NO
						WEBSITE	CBBC				
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1517	646	329	748	769	107	520	523	994	474	693
Effective Weighted Sample	1199	512	264	594	606	85	408	411	793	374	552
Total	1575	658	342	762	813	105	487	491	1084	465	745
1 - Dislike a lot	56 4%	6 1%	3 1%	7 1%	49 6% abc	1 1%	4 1%	4 1%	53 5% bc	4 1%	38 5% a
2	64 4%	11 2%	12 3%	17 2%	48 6% ac	2 1%	11 2%	11 2%	53 5% bc	9 2%	38 5% a
3 - Neutral	420 27%	137 21%	69 20%	155 20%	265 33% abc	12 12%	65 13%	67 14%	353 33% abc	74 16%	243 33% a
4	616 39%	280 43% d	138 40%	334 44% d	282 35%	37 35%	192 39%	194 40%	421 39%	179 39%	295 40%
5 - Like a lot	419 27%	224 34% d	121 35% d	250 33% d	169 21%	53 51% d	215 44% d	215 44% d	204 19% b	198 43%	131 18%
TOTAL DISLIKE THE BBC	120 8%	16 2%	15 4%	24 3%	97 12% abc	3 3%	15 3%	15 3%	105 10% abc	13 3%	76 10% a
TOTAL LIKE THE BBC	1035 66%	505 77% d	259 76% d	584 77% d	451 55%	90 86% d	407 84% d	409 83% d	625 58% b	378 81%	426 57%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1517	949	410	158
Effective Weighted Sample	1199	747	327	126
Total	1575	961	449	165
1 - Dislike a lot	56	1	2	53
	4%	*%	*%	32%
				ab
2	64	7	21	36
	4%	1%	5%	22%
			a	ab
3 - Neutral	420	97	264	60
	27%	10%	59%	36%
			ac	a
4	616	457	150	8
	39%	48%	33%	5%
		bc	c	
5 - Like a lot	419	398	13	8
	27%	41%	3%	5%
		bc		
TOTAL DISLIKE THE BBC	120	9	22	89
	8%	1%	5%	54%
			a	ab
TOTAL LIKE THE BBC	1035	856	163	16
	66%	89%	36%	10%
		bc	c	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1517	758	491	268	992	516	238	1209
Effective Weighted Sample	1199	593	389	219	778	414	188	954
Total	1575	745	530	300	1019	543	262	1235
1 - Dislike a lot	56	3	51	2	45	9	11	42
	4%	*%	10% ac	1%	4% b	2%	4%	3%
2	64	4	53	7	43	21	17	43
	4%	1%	10% ac	2% a	4%	4% b	7%	3%
3 - Neutral	420	82	236	102	299	118	75	312
	27%	11%	44% ac	34% a	29% b	22%	29%	25%
4	616	317	151	147	366	242	107	493
	39%	43% b	29%	49% b	36%	45% a	41%	40%
5 - Like a lot	419	338	39	42	266	152	50	345
	27%	45% bc	7%	14% b	26%	28%	19%	28% a
TOTAL DISLIKE THE BBC	120	8	104	8	88	31	28	85
	8%	1%	20% ac	3%	9%	6%	11%	7%
TOTAL LIKE THE BBC	1035	655	190	189	633	393	158	838
	66%	88% bc	36%	63% b	62%	73% a	60%	68% a

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
SUMMARY OF POSITIVE MENTIONS						
Educational/ informative	917	565	166	187	462	455
	20%	36%	12%	11%	20%	21%
		bc				
Good/ awesome/ unique/ interesting	795	241	256	297	429	366
	17%	15%	19%	18%	18%	16%
			a			
Good programmes/ good variety	724	192	245	287	347	377
	16%	12%	18%	17%	15%	17%
			a	a		
Any positive mention of specific programmes/ categories	459	144	150	165	261	198
	10%	9%	11%	10%	11%	9%
					b	
It's OK	317	58	114	145	168	149
	7%	4%	9%	9%	7%	7%
			a	a		
Cool/ fun	284	126	86	72	154	129
	6%	8%	6%	4%	7%	6%
		c	c			
Reliable/ trustworthy	182	36	50	96	103	79
	4%	2%	4%	6%	4%	4%
			a	ab		
I like/ love it	173	63	63	47	86	87
	4%	4%	5%	3%	4%	4%
			c			

Columns Tested: a,b,c - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)**

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7 a	8-11 b	12-16 c	BOY a	GIRL b
Significance Level: 95%						
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Family-friendly/ child-friendly/ age appropriate	112 2%	84 5% bc	15 1%	13 1%	55 2%	58 3%
Diverse/ inclusive/ accessible	51 1%	11 1%	11 1%	29 2% ab	28 1%	23 1%
No adverts	30 1%	5 *%	10 1%	15 1% a	15 1%	15 1%
<b>SUMMARY OF NEGATIVE MENTIONS</b>						
Old fashioned/ outdated/ boring/ serious	237 5%	30 2%	87 6% a	120 7% a	118 5%	120 5%
Don't like it/ not interested/ not for me	190 4%	82 5% b	46 3%	61 4%	110 5%	79 4%
Aimed at older age groups/ grown ups	176 4%	95 6% bc	37 3%	44 3%	93 4%	83 4%
Prefer other services/ channels	83 2%	44 3% bc	14 1%	25 2%	47 2%	36 2%
Columns Tested: a,b,c - a,b						

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Not much to watch/ not enough variety/ repetitive	82 2%	31 2%	17 1%	34 2%	31 1%	50 2%
						a
Rip-off/ over-priced/ licence fee	78 2%	9 1%	24 2%	45 3%	44 2%	35 2%
			a	a		
Biased - regionally/ politically/ racially/ culturally	39 1%	9 1%	5 *%	25 2%	16 1%	23 1%
				ab		
NEITHER POSITIVE NOR NEGATIVE						
Don't know/ no opinion/ don't watch enough to comment	622 14%	177 11%	198 15%	246 15%	301 13%	321 14%
			a	a		
Other	88 2%	26 2%	30 2%	32 2%	46 2%	42 2%
ANY POSITIVE MENTIONS	3207 70%	1148 73%	943 70%	1116 68%	1663 71%	1544 70%
		c				
ANY NEGATIVE MENTIONS	815 18%	277 18%	211 16%	326 20%	418 18%	397 18%
				b		

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
NO OPINION	622	177	198	246	301	321
	14%	11%	15%	15%	13%	14%
			a	a		

Columns Tested: a,b,c - a,b

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
SUMMARY OF POSITIVE MENTIONS										
Educational/ informative	917 20%	285 35% cdef	280 36% cdef	87 13%	79 12%	90 11%	97 12%	118 31% bc	596 25% c	204 11%
Good/ awesome/ unique/ interesting	795 17%	127 16%	114 15%	132 19% b	124 19% b	170 20% ab	128 16%	55 14%	407 17%	333 18%
Good programmes/ good variety	724 16%	82 10%	110 14% a	114 17% a	130 20% ab	150 18% a	137 17% a	45 12%	366 16%	313 17% a
Any positive mention of specific programmes/ categories	459 10%	89 11% b	55 7%	83 12% b	66 10%	89 11% b	77 10%	42 11%	231 10%	186 10%
It's OK	317 7%	29 4%	29 4%	63 9% ab	51 8% ab	76 9% ab	69 9% ab	9 3%	141 6% a	167 9% ab
Cool/ fun	284 6%	60 7% f	66 9% def	52 8% f	34 5%	42 5%	30 4%	35 9% c	166 7% c	83 5%
Reliable/ trustworthy	182 4%	16 2%	20 3%	34 5% abd	16 3%	54 6% abd	43 5% abd	4 1%	79 3% a	99 5% ab
Columns Tested: a,b,c,d,e,f - a,b,c										

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025**

## Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
I like/ love it	173 4%	30 4%	33 4%	30 4%	33 5% f	26 3%	21 3%	19 5%	96 4%	59 3%
Family-friendly/ child-friendly/ age appropriate	112 2%	43 5% cdef	42 5% cdef	5 1%	11 2%	8 1%	5 1%	26 7% bc	73 3% c	14 1%
Diverse/ inclusive/ accessible	51 1%	8 1%	3 *%	8 1%	4 1%	12 1%	17 2% bd	3 1%	19 1%	29 2% b
No adverts	30 1%	2 *%	3 *%	6 1%	4 1%	7 1%	8 1%	1 *%	13 1%	16 1%
SUMMARY OF NEGATIVE MENTIONS										
Old fashioned/ outdated/ boring/ serious	237 5%	19 2%	11 1%	46 7% ab	41 6% ab	53 6% ab	68 8% ab	5 1%	97 4% a	135 7% ab
Don't like it/ not interested/ not for me	190 4%	43 5% df	40 5% df	30 4%	16 2%	38 4%	24 3%	23 6% c	100 4%	66 4%
Aimed at older age groups/ grown ups	176 4%	53 7% cdef	43 6% cdef	18 3%	18 3%	22 3%	22 3%	33 9% bc	89 4%	53 3%

Columns Tested: a,b,c,d,e,f - a,b,c

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Prefer other services/ channels	83 2%	21 3% d	22 3% df	10 1%	4 1%	16 2% d	9 1%	11 3%	43 2%	28 2%
Not much to watch/ not enough variety/ repetitive	82 2%	9 1%	22 3% ad	10 1%	7 1%	12 1%	22 3% ad	7 2%	39 2%	36 2%
Rip-off/ over-priced/ licence fee	78 2%	6 1%	3 *%	16 2% ab	9 1%	22 3% ab	23 3% ab	- -%	24 1%	54 3% ab
Biased - regionally/ politically/ racially/ culturally	39 1%	5 1%	5 1%	2 *%	3 *%	10 1%	16 2% abcd	1 *%	12 1%	26 1% b
NEITHER POSITIVE NOR NEGATIVE										
Don't know/ no opinion/ don't watch enough to comment	622 14%	93 11%	85 11%	89 13%	110 17% ab	120 14%	127 16% ab	40 10%	311 13%	271 15%
Other	88 2%	11 1%	15 2%	17 2%	13 2%	18 2%	14 2%	4 1%	49 2%	36 2%
ANY POSITIVE MENTIONS	3207 70%	592 73% f	556 73% f	483 70%	460 70%	588 70%	527 66%	271 71%	1696 72% c	1241 68%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
ANY NEGATIVE MENTIONS	815	141	137	120	92	157	169	78	373	364
	18%	17%	18%	17%	14%	19%	21%	21%	16%	20%
						d	d	b		b
NO OPINION	622	93	85	89	110	120	127	40	311	271
	14%	11%	11%	13%	17%	14%	16%	10%	13%	15%
					ab		ab			

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
SUMMARY OF POSITIVE MENTIONS									
Educational/ informative	917	762	71	57	28	366	246	147	158
	20%	20%	21%	28% abd	20%	27% bcd	19%	17%	15%
Good/ awesome/ unique/ interesting	795	682	49	37	27	313	214	142	127
	17%	18%	14%	18%	19%	23% bcd	16% d	16% d	12%
Good programmes/ good variety	724	610	59	32	23	216	257	115	135
	16%	16%	17%	15%	17%	16%	20% acd	13%	13%
Any positive mention of specific programmes/ categories	459	393	33	20	13	126	139	93	101
	10%	10%	10%	10%	9%	9%	11%	10%	10%
It's OK	317	267	25	15	11	46	101	89	81
	7%	7%	7%	7%	8%	3%	8% a	10% a	8% a
Cool/ fun	284	235	26	14	9	129	70	36	49
	6%	6%	7%	7%	6%	10% bcd	5%	4%	5%
Reliable/ trustworthy	182	145	16	12	10	97	43	25	17
	4%	4%	5%	6% a	7% a	7% bcd	3% d	3%	2%
I like/ love it	173	146	12	8	5	71	42	25	34
	4%	4%	4%	4%	4%	5% bcd	3%	3%	3%

Columns Tested: a,b,c,d - a,b,c,d

**BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.**

Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)**

Base: All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Family-friendly/ child-friendly/ age appropriate	112	92	10	5	5	35	34	18	25
	2%	2%	3%	2%	4%	3%	3%	2%	2%
Diverse/ inclusive/ accessible	51	45	2	3	1	11	16	9	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%
No adverts	30	26	1	2	1	3	14	8	5
	1%	1%	*%	1%	*%	*%	1% a	1% a	*%
SUMMARY OF NEGATIVE MENTIONS									
Old fashioned/ outdated/ boring/ serious	237	202	19	10	6	56	63	53	65
	5%	5%	6%	5%	4%	4%	5%	6%	6% a
Don't like it/ not interested/ not for me	190	156	17	9	8	46	38	51	54
	4%	4%	5%	4%	6%	3%	3%	6% ab	5% ab
Aimed at older age groups/ grown ups	176	152	12	6	6	38	57	33	48
	4%	4%	4%	3%	4%	3%	4%	4%	5% a
Prefer other services/ channels	83	69	7	4	2	21	30	19	13
	2%	2%	2%	2%	2%	2%	2%	2%	1%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Not much to watch/ not enough variety/ repetitive	82 2%	69 2%	7 2%	2 1%	4 3% c	17 1%	29 2%	12 1%	24 2%
Rip-off/ over-priced/ licence fee	78 2%	65 2%	6 2%	5 3%	2 2%	22 2%	34 3% c	9 1%	14 1%
Biased - regionally/ politically/ racially/ culturally	39 1%	35 1%	2 *%	1 1%	1 1%	9 1%	13 1%	6 1%	11 1%
NEITHER POSITIVE NOR NEGATIVE									
Don't know/ no opinion/ don't watch enough to comment	622 14%	520 13%	54 16%	26 13%	22 15%	83 6%	172 13% a	154 17% ab	213 21% ab
Other	88 2%	78 2%	6 2%	3 2%	1 1%	28 2%	24 2%	20 2%	16 2%
ANY POSITIVE MENTIONS	3207 70%	2726 70%	235 69%	149 72%	98 69%	1089 81% bcd	932 72% cd	572 65% d	615 60%
ANY NEGATIVE MENTIONS	815 18%	689 18%	65 19%	33 16%	28 20%	189 14%	240 18% a	169 19% a	217 21% a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
NO OPINION	622	520	54	26	22	83	172	154	213
	14%	13%	16%	13%	15%	6%	13% a	17% ab	21% ab

Columns Tested: a,b,c,d - a,b,c,d

# BBC CHILDREN'S TRACKER YEAR FIVE - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2024 AND MARCH 2025.

Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

## Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
<b>SUMMARY OF POSITIVE MENTIONS</b>							
Educational/ informative	917	607	210	606	89	774	143
	20%	24%	25%	26%	27%	24%	10%
		f	f	f	f	f	
Good/ awesome/ unique/ interesting	795	548	218	553	92	679	116
	17%	22%	26%	24%	28%	21%	8%
		f	aef	ef	aef	f	
Good programmes/ good variety	724	537	170	413	63	614	109
	16%	21%	20%	18%	19%	19%	8%
		cf	f	f	f	f	
Any positive mention of specific programmes/ categories	459	281	96	226	26	363	96
	10%	11%	12%	10%	8%	11%	7%
		f	f	f		f	
It's OK	317	160	37	143	8	208	109
	7%	6%	4%	6%	2%	7%	8%
		d		d		bd	bd
Cool/ fun	284	209	54	176	27	241	43
	6%	8%	6%	8%	8%	8%	3%
		f	f	f	f	f	
Reliable/ trustworthy	182	131	75	140	38	165	17
	4%	5%	9%	6%	11%	5%	1%
		f	acef	f	acef	f	
I like/ love it	173	129	46	113	26	151	22
	4%	5%	5%	5%	8%	5%	2%
		f	f	f	acef	f	

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Family-friendly/ child-friendly/ age appropriate	112	74	19	60	10	89	23
	2%	3%	2%	3%	3%	3%	2%
		f					
Diverse/ inclusive/ accessible	51	23	8	14	3	26	25
	1%	1%	1%	1%	1%	1%	2%
							ace
No adverts	30	23	6	18	4	26	4
	1%	1%	1%	1%	1%	1%	*%
		f			f		
SUMMARY OF NEGATIVE MENTIONS							
Old fashioned/ outdated/ boring/ serious	237	116	17	83	10	142	95
	5%	5%	2%	4%	3%	4%	7%
		b		b		b	abcde
Don't like it/ not interested/ not for me	190	53	14	48	2	83	107
	4%	2%	2%	2%	1%	3%	8%
						d	abcde
Aimed at older age groups/ grown ups	176	78	6	55	1	97	79
	4%	3%	1%	2%	*%	3%	6%
		bd		bd		bd	abcde
Prefer other services/ channels	83	34	7	35	1	48	34
	2%	1%	1%	2%	*%	2%	3%
							abde
Columns Tested: a,b,c,d,e,f							

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Not much to watch/ not enough variety/ repetitive	82 2%	44 2%	8 1%	35 2%	4 1%	56 2%	26 2%
Rip-off/ over-priced/ licence fee	78 2%	27 1%	16 2%	28 1%	4 1%	48 2%	30 2% ac
Biased - regionally/ politically/ racially/ culturally	39 1%	20 1%	10 1%	21 1%	5 1%	23 1%	17 1%
NEITHER POSITIVE NOR NEGATIVE							
Don't know/ no opinion/ don't watch enough to comment	622 14%	127 5%	34 4%	130 6%	10 3%	188 6% d	434 32% abcde
Other	88 2%	46 2%	20 2%	41 2%	7 2%	57 2%	32 2%
ANY POSITIVE MENTIONS	3207 70%	2122 84% f	739 88% acef	1927 84% f	303 91% acef	2615 82% f	592 43%
ANY NEGATIVE MENTIONS	815 18%	345 14% bd	68 8%	282 12% bd	23 7%	458 14% bd	357 26% abcde
NO OPINION	622 14%	127 5%	34 4%	130 6%	10 3%	188 6% d	434 32% abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
SUMMARY OF POSITIVE MENTIONS											
Educational/ informative	917	372	232	456	462	114	425	431	486	491	310
	20%	31% bd	25% d	28% d	16% d	24% d	26% d	26% d	17% d	23% b	16% d
Good/ awesome/ unique/ interesting	795	265	210	359	436	128	427	434	361	506	216
	17%	22% d	23% d	22% d	15% d	27% d	26% d	26% d	12% d	24% b	11% d
Good programmes/ good variety	724	228	189	322	402	84	283	285	439	399	278
	16%	19% d	21% d	20% d	14% d	18% d	17% d	17% d	15% d	19% b	14% d
Any positive mention of specific programmes/ categories	459	111	82	150	309	43	148	150	309	189	224
	10%	9%	9%	9%	11%	9%	9%	9%	11%	9%	11% a
It's OK	317	59	64	98	219	21	86	87	231	157	145
	7%	5%	7%	6%	8% a	4%	5%	5%	8% abc	7%	7%
Cool/ fun	284	118	83	151	133	32	123	125	159	145	100
	6%	10% d	9% d	9% d	5% d	7% d	7% d	8% d	5% d	7% b	5% d
Reliable/ trustworthy	182	64	46	83	99	39	103	105	77	127	50
	4%	5% d	5% d	5% d	3% d	8% d	6% d	6% d	3% d	6% b	3% d

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
I like/ love it	173	71	50	100	73	31	83	83	90	104	47
	4%	6%	5%	6%	3%	6%	5%	5%	3%	5%	2%
		d	d	d		d	d	d		b	
Family-friendly/ child-friendly/ age appropriate	112	48	33	56	56	12	42	43	69	41	43
	2%	4%	4%	3%	2%	3%	3%	3%	2%	2%	2%
		d	d	d							
Diverse/ inclusive/ accessible	51	6	8	10	41	3	12	12	39	18	30
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%
				ac							
No adverts	30	7	7	10	20	2	8	8	22	18	8
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%
SUMMARY OF NEGATIVE MENTIONS											
Old fashioned/ outdated/ boring/ serious	237	51	47	75	162	14	49	51	186	84	142
	5%	4%	5%	5%	6%	3%	3%	3%	6%	4%	7%
									abc		a
Don't like it/ not interested/ not for me	190	27	8	31	158	5	26	26	164	32	133
	4%	2%	1%	2%	5%	1%	2%	2%	6%	2%	7%
		b			abc				abc		a
Aimed at older age groups/ grown ups	176	31	34	53	123	6	30	30	146	48	91
	4%	3%	4%	3%	4%	1%	2%	2%	5%	2%	5%
					a				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Prefer other services/ channels	83 2%	15 1%	9 1%	19 1%	63 2% bc	7 1%	19 1%	20 1%	63 2% bc	20 1%	47 2% a
Not much to watch/ not enough variety/ repetitive	82 2%	20 2%	18 2%	28 2%	54 2%	3 1%	12 1%	13 1%	69 2% abc	31 1%	44 2%
Rip-off/ over-priced/ licence fee	78 2%	4 *%	5 1%	9 1%	69 2% abc	5 1%	23 1%	23 1%	56 2%	38 2%	38 2%
Biased - regionally/ politically/ racially/ culturally	39 1%	4 *%	6 1%	6 *%	33 1% ac	4 1%	9 1%	9 1%	30 1%	25 1%	13 1%
NEITHER POSITIVE NOR NEGATIVE											
Don't know/ no opinion/ don't watch enough to comment	622 14%	56 5%	54 6%	89 5%	533 18% abc	33 7%	105 6%	111 7%	511 18% abc	177 8%	374 19% a
Other	88 2%	23 2%	17 2%	29 2%	59 2%	10 2%	33 2%	33 2%	55 2%	40 2%	41 2%
ANY POSITIVE MENTIONS	3207 70%	1016 85% d	766 83% d	1366 83% d	1841 63%	409 86% d	1394 85% d	1414 85% d	1793 62% b	1747 82% b	1146 59%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample		3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total		4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
ANY NEGATIVE MENTIONS		815	143	122	211	604	42	156	160	655	250	471
		18%	12%	13%	13%	21% abc	9%	10%	10%	23% abc	12%	24% a
NO OPINION		622	56	54	89	533	33	105	111	511	177	374
		14%	5%	6%	5%	18% abc	7%	6%	7%	18% abc	8%	19% a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
SUMMARY OF POSITIVE MENTIONS				
Educational/ informative	917	748	154	15
	20%	27%	11%	4%
		bc	c	
Good/ awesome/ unique/ interesting	795	688	102	5
	17%	25%	7%	1%
		bc	c	
Good programmes/ good variety	724	654	67	3
	16%	23%	5%	1%
		bc	c	
Any positive mention of specific programmes/ categories	459	355	100	4
	10%	13%	7%	1%
		bc	c	
It's OK	317	131	183	3
	7%	5%	13%	1%
		c	ac	
Cool/ fun	284	248	34	2
	6%	9%	2%	1%
		bc	c	
Reliable/ trustworthy	182	164	17	1
	4%	6%	1%	*%
		bc		
I like/ love it	173	156	16	-
	4%	6%	1%	-%
		bc	c	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Family-friendly/ child-friendly/ age appropriate	112	92	18	3
	2%	3%	1%	1%
		bc		
Diverse/ inclusive/ accessible	51	9	15	27
	1%	*%	1%	6%
			a	ab
No adverts	30	29	1	-
	1%	1%	*%	-%
		b		
SUMMARY OF NEGATIVE MENTIONS				
Old fashioned/ outdated/ boring/ serious	237	34	125	79
	5%	1%	9%	19%
			a	ab
Don't like it/ not interested/ not for me	190	24	76	89
	4%	1%	6%	22%
			a	ab
Aimed at older age groups/ grown ups	176	30	100	46
	4%	1%	7%	11%
			a	ab
Prefer other services/ channels	83	27	45	11
	2%	1%	3%	3%
			a	a
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Not much to watch/ not enough variety/ repetitive	82	28	38	16
	2%	1%	3%	4%
			a	a
Rip-off/ over-priced/ licence fee	78	15	22	41
	2%	1%	2%	10%
			a	ab
Biased - regionally/ politically/ racially/ culturally	39	14	12	14
	1%	*%	1%	3%
				ab
NEITHER POSITIVE NOR NEGATIVE				
Don't know/ no opinion/ don't watch enough to comment	622	116	401	105
	14%	4%	29%	26%
			a	a
Other	88	50	32	6
	2%	2%	2%	1%
ANY POSITIVE MENTIONS	3207	2539	610	58
	70%	91%	45%	14%
		bc	c	
ANY NEGATIVE MENTIONS	815	166	390	259
	18%	6%	29%	63%
			a	ab
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
NO OPINION	622	116	401	105
	14%	4%	29%	26%
			a	a

Columns Tested: a,b,c

## Table 84

**Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)**

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
SUMMARY OF POSITIVE MENTIONS								
Educational/ informative	917 20%	662 28% bc	110 7%	146 19% b	548 17%	366 29% a	153 17%	741 21% a
Good/ awesome/ unique/ interesting	795 17%	614 26% bc	91 6%	90 12% b	510 16%	280 22% a	149 17%	616 18%
Good programmes/ good variety	724 16%	534 23% bc	76 5%	113 15% b	587 18% b	137 11%	119 13%	585 17% a
Any positive mention of specific programmes/ categories	459 10%	300 13% b	74 5%	85 11% b	352 11% b	105 8%	87 10%	351 10%
It's OK	317 7%	77 3%	141 10% a	100 13% ab	265 8% b	51 4%	63 7%	232 7%
Cool/ fun	284 6%	219 9% bc	24 2%	41 5% b	176 5%	108 9% a	45 5%	233 7%
Reliable/ trustworthy	182 4%	149 6% bc	16 1%	17 2% b	109 3%	73 6% a	24 3%	157 5% a
Columns Tested: a,b,c - a,b - a,b								

## Table 84

**Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)**

	CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
like/ love it	173 4%	139 6% bc	15 1%	19 2% b	124 4%	47 4%	32 4%	128 4%
Family-friendly/ child-friendly/ age appropriate	112 2%	74 3% b	18 1%	21 3% b	71 2%	37 3%	15 2%	94 3%
Diverse/ inclusive/ accessible	51 1%	6 *%	38 3% ac	7 1% a	46 1% b	6 *%	14 2%	36 1%
No adverts	30 1%	22 1% b	4 *%	4 1%	29 1% b	1 *%	10 1%	19 1%
SUMMARY OF NEGATIVE MENTIONS								
Old fashioned/ outdated/ boring/ serious	237 5%	27 1%	176 12% ac	35 5% a	196 6% b	38 3%	53 6%	171 5%
Don't like it/ not interested/ not for me	190 4%	11 *%	154 11% ac	25 3% a	142 4%	47 4%	35 4%	144 4%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Aimed at older age groups/ grown ups	176	26	125	25	132	44	33	136
	4%	1%	9% ac	3% a	4%	3%	4%	4%
Prefer other services/ channels	83	10	54	18	65	17	23	59
	2%	*%	4% a	2% a	2%	1%	3%	2%
Not much to watch/ not enough variety/ repetitive	82	17	45	19	66	16	21	58
	2%	1%	3% a	3% a	2%	1%	2%	2%
Rip-off/ over-priced/ licence fee	78	7	66	6	65	13	12	61
	2%	*%	4% ac	1%	2%	1%	1%	2%
Biased - regionally/ politically/ racially/ culturally	39	12	23	5	34	4	6	24
	1%	*%	2% a	1%	1% b	*%	1%	1%
NEITHER POSITIVE NOR NEGATIVE								
Don't know/ no opinion/ don't watch enough to comment	622	102	399	121	488	126	161	413
	14%	4%	27% ac	16% a	15% b	10%	18% b	12%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Other	88	41	26	20	61	25	18	69
	2%	2%	2%	3%	2%	2%	2%	2%
ANY POSITIVE MENTIONS	3207	2144	534	529	2234	957	580	2506
	70%	92%	36%	70%	68%	77%	66%	72%
		bc		b		a		a
ANY NEGATIVE MENTIONS	815	107	581	126	644	166	170	599
	18%	5%	40%	17%	20%	13%	19%	17%
			ac	a	b			
NO OPINION	622	102	399	121	488	126	161	413
	14%	4%	27%	16%	15%	10%	18%	12%
			ac	a	b		b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

		CHILD'S AGE			GENDER OF CHILD	
Total		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	3044	-	1525	1519	1521	1523
Effective Weighted Sample	2419	-	1216	1226	1208	1213
Total	2986	-	1342	1644	1534	1452
Agree	1825	**	845	980	961	865
	61%	**	63%	60%	63%	60%
Neither agree nor disagree	657	**	267	390	318	339
	22%	**	20%	24%	21%	23%
				b		
Disagree	265	**	89	177	138	128
	9%	**	7%	11%	9%	9%
				b		
Don t know	238	**	141	97	118	121
	8%	**	11%	6%	8%	8%
			c			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	3044	-	-	760	765	761	758	-	1362	1682
Effective Weighted Sample	2419	-	-	603	614	615	612	-	1092	1360
Total	2986	-	-	689	653	845	799	-	1158	1828
Agree	1825	**	**	450	395	511	469	**	737	1089
	61%	**	**	65%	61%	60%	59%	**	64%	60%
				f					c	
Neither agree nor disagree	657	**	**	116	151	202	188	**	222	434
	22%	**	**	17%	23%	24%	24%	**	19%	24%
					c	c	c			b
Disagree	265	**	**	52	36	85	91	**	74	191
	9%	**	**	8%	6%	10%	11%	**	6%	10%
						d	cd			b
Don t know	238	**	**	71	70	46	51	**	124	114
	8%	**	**	10%	11%	5%	6%	**	11%	6%
				ef	ef				c	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3044	2036	407	402	199	928	664	685	762
Effective Weighted Sample	2419	1855	394	365	195	757	551	576	598
Total	2986	2535	227	134	90	852	857	584	693
Agree	1825	1561	132	81	50	623	522	327	354
	61%	62%	58%	61%	56%	73%	61%	56%	51%
						bcd	d		
Neither agree nor disagree	657	550	50	31	26	143	185	146	182
	22%	22%	22%	23%	28%	17%	22%	25%	26%
					a		a	a	a
Disagree	265	227	22	10	7	49	82	62	72
	9%	9%	10%	8%	7%	6%	10%	11%	10%
							a	a	a
Don t know	238	197	23	12	7	36	67	50	85
	8%	8%	10%	9%	8%	4%	8%	9%	12%
							a	a	abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	3044	1627	628	1591	236	2112	932
Effective Weighted Sample	2419	1299	488	1257	186	1682	738
Total	2986	1614	594	1546	221	2102	884
Agree	1825	1198	475	1197	188	1519	307
	61%	74%	80%	77%	85%	72%	35%
		f	aef	ef	acef	f	
Neither agree nor disagree	657	284	82	254	28	384	272
	22%	18%	14%	16%	13%	18%	31%
						b	abcde
Disagree	265	74	24	65	5	112	153
	9%	5%	4%	4%	2%	5%	17%
							abcde
Don t know	238	59	13	30	-	87	152
	8%	4%	2%	2%	-%	4%	17%
		cd	d			bcd	abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3044	584	624	939	2105	397	1227	1254	1790	1674	1257
Effective Weighted Sample	2419	466	493	749	1672	310	972	993	1429	1335	996
Total	2986	544	575	878	2108	371	1156	1180	1806	1667	1213
Agree	1825	420	455	673	1152	309	938	958	867	1202	570
	61%	77%	79%	77%	55%	83%	81%	81%	48%	72%	47%
		d	d	d		d	d	d		b	
Neither agree nor disagree	657	84	91	147	510	52	162	166	491	319	315
	22%	15%	16%	17%	24%	14%	14%	14%	27%	19%	26%
				abc					abc		a
Disagree	265	26	16	36	230	7	36	36	229	84	176
	9%	5%	3%	4%	11%	2%	3%	3%	13%	5%	15%
				abc					abc		a
Don't know	238	13	12	22	217	4	20	20	218	62	152
	8%	2%	2%	2%	10%	1%	2%	2%	12%	4%	13%
				abc					abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3044	1847	932	265
Effective Weighted Sample	2419	1467	745	207
Total	2986	1824	917	245
Agree	1825	1449	351	25
	61%	79%	38%	10%
		bc	c	
Neither agree nor disagree	657	273	328	56
	22%	15%	36%	23%
			ac	a
Disagree	265	42	96	127
	9%	2%	11%	52%
			a	ab
Don t know	238	61	141	37
	8%	3%	15%	15%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
						ETHNIC MINORITY GROUP		
Total		YES	NO	MAYBE	WHITE		YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	3044	1607	979	458	2365	662	626	2280
Effective Weighted Sample	2419	1284	775	361	1847	559	499	1813
Total	2986	1594	937	454	2261	706	623	2230
Agree	1825	1331	248	247	1317	499	333	1431
	61%	83%	26%	54%	58%	71%	53%	64%
		bc		b		a		a
Neither agree nor disagree	657	209	317	131	530	124	159	451
	22%	13%	34%	29%	23%	18%	26%	20%
			a	a	b		b	
Disagree	265	24	228	14	219	43	69	183
	9%	1%	24%	3%	10%	6%	11%	8%
			ac	a	b		b	
Don t know	238	31	145	62	195	40	61	164
	8%	2%	15%	14%	9%	6%	10%	7%
			a	a	b			

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	3044	-	1525	1519	1521	1523
Effective Weighted Sample	2419	-	1216	1226	1208	1213
Total	2986	-	1342	1644	1534	1452
Agree	1894	**	907	987	1016	877
	63%	**	68% c	60%	66% b	60%
Neither agree nor disagree	665	**	258	407	300	365
	22%	**	19%	25% b	20%	25% a
Disagree	236	**	78	158	123	112
	8%	**	6%	10% b	8%	8%
Don t know	192	**	99	92	94	98
	6%	**	7%	6%	6%	7%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	3044	-	-	760	765	761	758	-	1362	1682
Effective Weighted Sample	2419	-	-	603	614	615	612	-	1092	1360
Total	2986	-	-	689	653	845	799	-	1158	1828
Agree	1894	**	**	484	423	533	454	**	793	1100
	63%	**	**	70%	65%	63%	57%	**	69%	60%
				def	f	f			c	
Neither agree nor disagree	665	**	**	114	144	187	220	**	210	455
	22%	**	**	17%	22%	22%	28%	**	18%	25%
					c	c	cde			b
Disagree	236	**	**	47	31	76	82	**	68	168
	8%	**	**	7%	5%	9%	10%	**	6%	9%
						d	cd			b
Don t know	192	**	**	45	55	49	43	**	86	105
	6%	**	**	6%	8%	6%	5%	**	7%	6%
					f					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3044	2036	407	402	199	928	664	685	762
Effective Weighted Sample	2419	1855	394	365	195	757	551	576	598
Total	2986	2535	227	134	90	852	857	584	693
Agree	1894	1622	138	81	53	639	557	322	375
	63%	64%	61%	60%	58%	75% bcd	65% cd	55%	54%
Neither agree nor disagree	665	560	48	32	25	148	183	162	172
	22%	22%	21%	24%	28%	17%	21% ab	28% a	25%
Disagree	236	194	23	11	8	39	62	58	77
	8%	8%	10%	8%	8%	5%	7% a	10% a	11% ab
Don t know	192	160	17	10	5	26	55	42	68
	6%	6%	8%	8%	5%	3%	6% a	7% a	10% ab

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	3044	1627	628	1591	236	2112	932
Effective Weighted Sample	2419	1299	488	1257	186	1682	738
Total	2986	1614	594	1546	221	2102	884
Agree	1894	1255	471	1187	191	1573	321
	63%	78%	79%	77%	87%	75%	36%
		f	ef	f	abcef	f	
Neither agree nor disagree	665	268	92	271	24	378	287
	22%	17%	16%	18%	11%	18%	33%
		d		d		d	abcde
Disagree	236	60	22	62	3	98	138
	8%	4%	4%	4%	1%	5%	16%
						d	abcde
Don t know	192	31	9	26	3	54	138
	6%	2%	1%	2%	1%	3%	16%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3044	584	624	939	2105	397	1227	1254	1790	1674	1257
Effective Weighted Sample	2419	466	493	749	1672	310	972	993	1429	1335	996
Total	2986	544	575	878	2108	371	1156	1180	1806	1667	1213
Agree	1894	437	467	695	1198	301	913	931	962	1257	586
	63%	80%	81%	79%	57%	81%	79%	79%	53%	75%	48%
		d	d	d		d	d	d		b	
Neither agree nor disagree	665	77	80	137	528	57	195	200	465	309	324
	22%	14%	14%	16%	25%	15%	17%	17%	26%	19%	27%
					abc				abc		a
Disagree	236	26	21	36	200	7	29	29	207	59	171
	8%	5%	4%	4%	9%	2%	3%	2%	11%	4%	14%
					abc				abc		a
Don't know	192	4	6	10	181	6	19	19	172	42	132
	6%	1%	1%	1%	9%	2%	2%	2%	10%	3%	11%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3044	1847	932	265
Effective Weighted Sample	2419	1467	745	207
Total	2986	1824	917	245
Agree	1894	1541	327	26
	63%	84%	36%	11%
		bc	c	
Neither agree nor disagree	665	239	374	52
	22%	13%	41%	21%
			ac	a
Disagree	236	24	92	120
	8%	1%	10%	49%
			a	ab
Don t know	192	20	125	46
	6%	1%	14%	19%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	3044	1607	979	458	2365	662	626	2280
Effective Weighted Sample	2419	1284	775	361	1847	559	499	1813
Total	2986	1594	937	454	2261	706	623	2230
Agree	1894	1378	249	266	1366	521	356	1470
	63%	86% bc	27%	59% b	60%	74% a	57%	66% a
Neither agree nor disagree	665	197	330	138	536	122	156	466
	22%	12%	35% a	30% a	24% b	17%	25% b	21%
Disagree	236	14	211	10	200	33	62	161
	8%	1%	23% ac	2% a	9% b	5%	10% b	7%
Don t know	192	5	146	40	159	30	49	133
	6%	*%	16% ac	9% a	7% b	4%	8%	6%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	3044	-	1525	1519	1521	1523
Effective Weighted Sample	2419	-	1216	1226	1208	1213
Total	2986	-	1342	1644	1534	1452
Agree	1604	**	740	865	855	750
	54%	**	55%	53%	56%	52%
Neither agree nor disagree					b	
	827	**	369	458	407	420
	28%	**	27%	28%	27%	29%
Disagree	380	**	134	246	181	199
	13%	**	10%	15%	12%	14%
Don t know				b		
	175	**	100	74	91	83
	6%	**	7%	5%	6%	6%
			c			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	3044	-	-	760	765	761	758	-	1362	1682
Effective Weighted Sample	2419	-	-	603	614	615	612	-	1092	1360
Total	2986	-	-	689	653	845	799	-	1158	1828
Agree	1604	**	**	392	347	463	402	**	648	956
	54%	**	**	57%	53%	55%	50%	**	56%	52%
				f						
Neither agree nor disagree	827	**	**	178	191	229	229	**	308	519
	28%	**	**	26%	29%	27%	29%	**	27%	28%
Disagree	380	**	**	70	64	111	135	**	110	270
	13%	**	**	10%	10%	13%	17%	**	10%	15%
							cd			b
Don t know	175	**	**	50	50	42	33	**	91	83
	6%	**	**	7%	8%	5%	4%	**	8%	5%
				f	ef				c	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3044	2036	407	402	199	928	664	685	762
Effective Weighted Sample	2419	1855	394	365	195	757	551	576	598
Total	2986	2535	227	134	90	852	857	584	693
Agree	1604	1378	113	70	43	577	452	283	293
	54%	54%	50%	52%	48%	68%	53%	48%	42%
						bcd	d	d	
Neither agree nor disagree	827	704	57	36	31	193	254	175	206
	28%	28%	25%	27%	34%	23%	30%	30%	30%
					b		a	a	a
Disagree	380	315	36	18	10	68	110	87	114
	13%	12%	16%	14%	11%	8%	13%	15%	17%
							a	a	a
Don t know	175	138	20	10	6	14	42	39	80
	6%	5%	9%	8%	7%	2%	5%	7%	12%
			a				a	a	abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	3044	1627	628	1591	236	2112	932
Effective Weighted Sample	2419	1299	488	1257	186	1682	738
Total	2986	1614	594	1546	221	2102	884
Agree	1604	1129	469	1065	185	1385	220
	54%	70%	79%	69%	84%	66%	25%
		ef	acef	f	acef	f	
Neither agree nor disagree	827	381	91	359	29	522	305
	28%	24%	15%	23%	13%	25%	35%
		bd		bd		bd	abcde
Disagree	380	84	25	97	5	154	226
	13%	5%	4%	6%	2%	7%	26%
				d		abd	abcde
Don t know	175	20	8	25	1	42	133
	6%	1%	1%	2%	1%	2%	15%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3044	584	624	939	2105	397	1227	1254	1790	1674	1257
Effective Weighted Sample	2419	466	493	749	1672	310	972	993	1429	1335	996
Total	2986	544	575	878	2108	371	1156	1180	1806	1667	1213
Agree	1604	385	437	628	977	284	837	856	748	1098	468
	54%	71%	76%	72%	46%	77%	72%	73%	41%	66%	39%
		d	d	d		d	d	d		b	
Neither agree nor disagree	827	126	117	204	623	66	247	250	577	396	392
	28%	23%	20%	23%	30%	18%	21%	21%	32%	24%	32%
					abc				abc		a
Disagree	380	25	17	36	344	17	53	55	325	133	237
	13%	5%	3%	4%	16%	4%	5%	5%	18%	8%	20%
					abc				abc		a
Don t know	175	8	3	10	165	4	18	18	156	40	116
	6%	1%	0%	1%	8%	1%	2%	2%	9%	2%	10%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3044	1847	932	265
Effective Weighted Sample	2419	1467	745	207
Total	2986	1824	917	245
Agree	1604	1443	156	5
	54%	79%	17%	2%
		bc	c	
Neither agree nor disagree	827	322	464	42
	28%	18%	51%	17%
			ac	
Disagree	380	39	180	161
	13%	2%	20%	66%
			a	ab
Don t know	175	21	117	37
	6%	1%	13%	15%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	3044	1607	979	458	2365	662	626	2280
Effective Weighted Sample	2419	1284	775	361	1847	559	499	1813
Total	2986	1594	937	454	2261	706	623	2230
Agree	1604	1320	110	175	1157	439	280	1267
	54%	83% bc	12%	38% b	51%	62% a	45%	57% a
Neither agree nor disagree	827	247	367	213	650	174	194	578
	28%	15%	39% a	47% ab	29%	25%	31% b	26%
Disagree	380	14	336	30	312	63	100	266
	13%	1%	36% ac	7% a	14% b	9%	16% b	12%
Don t know	175	14	124	37	142	30	50	118
	6%	1%	13% ac	8% a	6%	4%	8% b	5%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	3044	-	1525	1519	1521	1523
Effective Weighted Sample	2419	-	1216	1226	1208	1213
Total	2986	-	1342	1644	1534	1452
Agree	1585	**	742	843	828	757
	53%	**	55%	51%	54%	52%
Neither agree nor disagree	785	**	338	447	397	388
	26%	**	25%	27%	26%	27%
Disagree	360	**	131	229	173	186
	12%	**	10%	14%	11%	13%
Don t know	256	**	132	125	136	121
	9%	**	10%	8%	9%	8%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	3044	-	-	760	765	761	758	-	1362	1682
Effective Weighted Sample	2419	-	-	603	614	615	612	-	1092	1360
Total	2986	-	-	689	653	845	799	-	1158	1828
Agree	1585	**	**	388	354	440	403	**	657	928
	53%	**	**	56%	54%	52%	50%	**	57%	51%
				f					c	
Neither agree nor disagree	785	**	**	164	174	233	214	**	279	505
	26%	**	**	24%	27%	28%	27%	**	24%	28%
										b
Disagree	360	**	**	66	65	107	122	**	106	253
	12%	**	**	10%	10%	13%	15%	**	9%	14%
							cd			b
Don t know	256	**	**	72	60	64	61	**	115	141
	9%	**	**	10%	9%	8%	8%	**	10%	8%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3044	2036	407	402	199	928	664	685	762
Effective Weighted Sample	2419	1855	394	365	195	757	551	576	598
Total	2986	2535	227	134	90	852	857	584	693
Agree	1585	1354	112	71	49	586	437	270	292
	53%	53%	49%	53%	54%	69%	51%	46%	42%
						bcd	d		
Neither agree nor disagree	785	670	58	33	24	151	252	170	211
	26%	26%	26%	25%	27%	18%	29%	29%	30%
							a	a	a
Disagree	360	303	30	17	9	79	104	77	99
	12%	12%	13%	13%	10%	9%	12%	13%	14%
								a	a
Don t know	256	208	27	13	8	34	63	68	91
	9%	8%	12%	10%	8%	4%	7%	12%	13%
			a				a	ab	ab

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	3044	1627	628	1591	236	2112	932
Effective Weighted Sample	2419	1299	488	1257	186	1682	738
Total	2986	1614	594	1546	221	2102	884
Agree	1585	1087	442	1057	189	1346	239
	53%	67%	75%	68%	85%	64%	27%
		f	acef	ef	abcef	f	
Neither agree nor disagree	785	374	106	342	25	502	283
	26%	23%	18%	22%	11%	24%	32%
		bd	d	bd		bd	abcde
Disagree	360	112	31	112	7	181	179
	12%	7%	5%	7%	3%	9%	20%
				d		bd	abcde
Don t know	256	42	15	36	-	73	183
	9%	3%	3%	2%	-%	3%	21%
		d	d	d		d	abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3044	584	624	939	2105	397	1227	1254	1790	1674	1257
Effective Weighted Sample	2419	466	493	749	1672	310	972	993	1429	1335	996
Total	2986	544	575	878	2108	371	1156	1180	1806	1667	1213
Agree	1585	392	437	634	952	269	851	866	719	1073	473
	53%	72%	76%	72%	45%	72%	74%	73%	40%	64%	39%
		d	d	d		d	d	d		b	
Neither agree nor disagree	785	111	105	181	603	80	217	226	558	399	350
	26%	20%	18%	21%	29%	21%	19%	19%	31%	24%	29%
					abc				abc		a
Disagree	360	30	24	48	312	14	60	60	300	129	224
	12%	6%	4%	5%	15%	4%	5%	5%	17%	8%	18%
					abc				abc		a
Don't know	256	10	8	15	242	8	28	28	228	65	166
	9%	2%	1%	2%	11%	2%	2%	2%	13%	4%	14%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3044	1847	932	265
Effective Weighted Sample	2419	1467	745	207
Total	2986	1824	917	245
Agree	1585	1362	210	13
	53%	75%	23%	5%
		bc	c	
Neither agree nor disagree	785	348	399	37
	26%	19%	44%	15%
			ac	
Disagree	360	61	156	142
	12%	3%	17%	58%
			a	ab
Don t know	256	53	151	52
	9%	3%	17%	21%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
					ETHNIC MINORITY GROUP			
Total		YES	NO	MAYBE	WHITE		YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	3044	1607	979	458	2365	662	626	2280
Effective Weighted Sample	2419	1284	775	361	1847	559	499	1813
Total	2986	1594	937	454	2261	706	623	2230
Agree	1585	1253	144	189	1159	421	283	1244
	53%	79%	15%	41%	51%	60%	45%	56%
		bc		b		a		a
Neither agree nor disagree	785	270	336	179	604	178	178	558
	26%	17%	36%	39%	27%	25%	29%	25%
			a	a				
Disagree	360	42	288	29	288	67	96	248
	12%	3%	31%	6%	13%	9%	15%	11%
			ac	a	b		b	
Don t know	256	30	168	58	210	41	66	180
	9%	2%	18%	13%	9%	6%	11%	8%
			ac	a	b			

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	~b	~c	a	b
Unweighted row	1517	1517	-	-	765	752
Effective Weighted Sample	1199	1199	-	-	605	595
Total	1575	1575	-	-	808	767
Agree	914	914	**	**	449	464
	58%	58%	**	**	56%	61%
Neither agree nor disagree	410	410	**	**	218	191
	26%	26%	**	**	27%	25%
Disagree	169	169	**	**	93	76
	11%	11%	**	**	11%	10%
Don t know	84	84	**	**	48	36
	5%	5%	**	**	6%	5%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~c	~d	~e	~f	a	b	~c
Unweighted row	1517	765	752	-	-	-	-	378	1139	-
Effective Weighted Sample	1199	605	595	-	-	-	-	295	905	-
Total	1575	808	767	-	-	-	-	379	1196	-
Agree	914	449	464	**	**	**	**	198	716	**
	58%	56%	61%	**	**	**	**	52%	60%	**
								a		
Neither agree nor disagree	410	218	191	**	**	**	**	94	316	**
	26%	27%	25%	**	**	**	**	25%	26%	**
Disagree	169	93	76	**	**	**	**	63	106	**
	11%	11%	10%	**	**	**	**	17%	9%	**
								b		
Don t know	84	48	36	**	**	**	**	25	58	**
	5%	6%	5%	**	**	**	**	7%	5%	**

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS)  
(SINGLE CODE)

Base: All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1517	1009	203	203	102	610	330	280	291
Effective Weighted Sample	1199	919	191	183	96	510	274	236	229
Total	1575	1336	116	71	51	498	443	301	333
Agree	914	777	69	45	22	363	259	155	137
	58%	58%	59%	64%	43%	73%	58%	52%	41%
		d	d	d		bcd	d	d	
Neither agree nor disagree	410	343	29	18	20	98	116	91	104
	26%	26%	25%	25%	39%	20%	26%	30%	31%
					abc		a	a	a
Disagree	169	143	11	6	8	31	45	43	50
	11%	11%	10%	9%	15%	6%	10%	14%	15%
							a	a	a
Don t know	84	73	7	2	1	6	23	11	43
	5%	5%	6%	2%	2%	1%	5%	4%	13%
							a	a	abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS)  
(SINGLE CODE)

Base: All parents of children aged 3-7

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1517	907	256	754	134	1079	438
Effective Weighted Sample	1199	716	207	595	105	855	347
Total	1575	923	244	746	114	1089	486
Agree	914	625	201	574	100	744	169
	58%	68%	83%	77%	88%	68%	35%
		f	aef	aef	acef	f	
Neither agree nor disagree	410	215	32	126	12	248	161
	26%	23%	13%	17%	11%	23%	33%
		bcd				bcd	abcde
Disagree	169	53	9	26	1	62	107
	11%	6%	4%	4%	1%	6%	22%
		d				d	abcde
Don t know	84	29	3	20	-	35	49
	5%	3%	1%	3%	-%	3%	10%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS)  
(SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1517	646	329	748	769	107	520	523	994	474	693
Effective Weighted Sample	1199	512	264	594	606	85	408	411	793	374	552
Total	1575	658	342	762	813	105	487	491	1084	465	745
Agree	914	443	245	518	396	94	414	415	498	365	352
	58%	67%	72%	68%	49%	89%	85%	85%	46%	79%	47%
		d	d	d		d	d	d		b	
Neither agree nor disagree	410	154	72	175	234	11	64	66	344	85	236
	26%	23%	21%	23%	29%	10%	13%	13%	32%	18%	32%
					abc				abc		a
Disagree	169	40	20	46	123	1	7	7	162	13	98
	11%	6%	6%	6%	15%	1%	1%	1%	15%	3%	13%
					abc				abc		a
Don't know	84	22	4	23	60	-	3	3	81	2	60
	5%	3%	1%	3%	7%	0%	1%	1%	7%	0%	8%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS)  
(SINGLE CODE)

Base: All parents of children aged 3-7

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1517	949	410	158
Effective Weighted Sample	1199	747	327	126
Total	1575	961	449	165
Agree	914	706	179	29
	58%	73%	40%	18%
		bc	c	
Neither agree nor disagree	410	196	170	44
	26%	20%	38%	26%
			ac	
Disagree	169	34	67	67
	11%	4%	15%	41%
			a	ab
Don t know	84	26	33	25
	5%	3%	7%	15%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	1517	758	491	268	992	516	238	1209
Effective Weighted Sample	1199	593	389	219	778	414	188	954
Total	1575	745	530	300	1019	543	262	1235
Agree	914	596	155	162	547	358	145	738
	58%	80%	29%	54%	54%	66%	56%	60%
		bc		b		a		
Neither agree nor disagree	410	112	202	96	284	124	68	308
	26%	15%	38%	32%	28%	23%	26%	25%
			a	a				
Disagree	169	27	123	18	129	36	25	133
	11%	4%	23%	6%	13%	7%	10%	11%
			ac		b			
Don t know	84	10	50	24	59	25	23	55
	5%	1%	9%	8%	6%	5%	9%	4%
			a	a			b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	~b	~c	a	b
Unweighted row	1517	1517	-	-	765	752
Effective Weighted Sample	1199	1199	-	-	605	595
Total	1575	1575	-	-	808	767
Agree	1146	1146	**	**	578	568
	73%	73%	**	**	72%	74%
Neither agree nor disagree	280	280	**	**	160	120
	18%	18%	**	**	20%	16%
Disagree	74	74	**	**	35	39
	5%	5%	**	**	4%	5%
Don t know	75	75	**	**	34	41
	5%	5%	**	**	4%	5%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~c	~d	~e	~f	a	b	~c
Unweighted row	1517	765	752	-	-	-	-	378	1139	-
Effective Weighted Sample	1199	605	595	-	-	-	-	295	905	-
Total	1575	808	767	-	-	-	-	379	1196	-
Agree	1146	578	568	**	**	**	**	269	877	**
	73%	72%	74%	**	**	**	**	71%	73%	**
Neither agree nor disagree	280	160	120	**	**	**	**	68	212	**
	18%	20%	16%	**	**	**	**	18%	18%	**
Disagree	74	35	39	**	**	**	**	14	60	**
	5%	4%	5%	**	**	**	**	4%	5%	**
Don t know	75	34	41	**	**	**	**	28	47	**
	5%	4%	5%	**	**	**	**	7%	4%	**
								b		

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1517	1009	203	203	102	610	330	280	291
Effective Weighted Sample	1199	919	191	183	96	510	274	236	229
Total	1575	1336	116	71	51	498	443	301	333
Agree	1146	971	82	56	37	416	332	203	195
	73%	73%	71%	79%	71%	83% bcd	75% d	68% d	59%
Neither agree nor disagree	280	238	22	10	9	60	71	61	88
	18%	18%	19%	14%	18%	12%	16%	20% a	26% ab
Disagree	74	60	6	3	5	13	19	25	17
	5%	5%	5%	4%	9%	3%	4%	8% a	5%
Don t know	75	67	5	2	1	9	21	12	32
	5%	5%	5%	3%	2%	2%	5% a	4%	10% abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1517	907	256	754	134	1079	438
Effective Weighted Sample	1199	716	207	595	105	855	347
Total	1575	923	244	746	114	1089	486
Agree	1146	767	209	629	107	898	248
	73%	83%	86%	84%	94%	82%	51%
		f	f	f	abcef	f	
Neither agree nor disagree	280	122	23	91	5	146	134
	18%	13%	9%	12%	5%	13%	28%
		d		d		d	abcde
Disagree	74	22	8	19	2	29	45
	5%	2%	3%	2%	1%	3%	9%
							abcde
Don t know	75	11	4	8	-	17	58
	5%	1%	1%	1%	-%	2%	12%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE				
		Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b		
Unweighted row		1517	646	329	748	769	107	520	523	994	474	693		
Effective Weighted Sample		1199	512	264	594	606	85	408	411	793	374	552		
Total		1575	658	342	762	813	105	487	491	1084	465	745		
Agree		1146	550	290	633	513	92	419	421	726	390	505		
		73%	84%	85%	83%	63%	88%	86%	86%	67%	84%	68%		
			d	d	d		d	d	d		b			
Neither agree nor disagree		280	89	37	102	178	8	54	54	226	60	148		
		18%	14%	11%	13%	22%	8%	11%	11%	21%	13%	20%		
						abc				abc		a		
Disagree		74	11	13	20	54	5	11	13	61	13	45		
		5%	2%	4%	3%	7%	5%	2%	3%	6%	3%	6%		
						ac				bc		a		
Don't know		75	8	2	8	67	-	4	4	71	3	46		
		5%	1%	*%	1%	8%	-%	1%	1%	7%	1%	6%		
						abc				abc		a		

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1517	949	410	158
Effective Weighted Sample	1199	747	327	126
Total	1575	961	449	165
Agree	1146	844	266	36
	73%	88%	59%	22%
		bc	c	
Neither agree nor disagree	280	93	134	53
	18%	10%	30%	32%
			a	a
Disagree	74	12	19	42
	5%	1%	4%	26%
			a	ab
Don t know	75	11	31	33
	5%	1%	7%	20%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1517	758	491	268	992	516	238	1209
Effective Weighted Sample	1199	593	389	219	778	414	188	954
Total	1575	745	530	300	1019	543	262	1235
Agree	1146	687	238	221	706	429	191	913
	73%	92% bc	45%	74% b	69%	79% a	73%	74%
Neither agree nor disagree	280	49	174	56	205	75	44	210
	18%	7%	33% ac	19% a	20% b	14%	17%	17%
Disagree	74	7	62	5	56	16	10	62
	5%	1%	12% ac	2%	5% b	3%	4%	5%
Don t know	75	2	56	17	53	22	17	50
	5%	*%	11% ac	6% a	5%	4%	6%	4%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	~b	~c	a	b
Unweighted row	1517	1517	-	-	765	752
Effective Weighted Sample	1199	1199	-	-	605	595
Total	1575	1575	-	-	808	767
Agree	1057	1057	**	**	541	516
	67%	67%	**	**	67%	67%
Neither agree nor disagree	333	333	**	**	181	152
	21%	21%	**	**	22%	20%
Disagree	127	127	**	**	64	63
	8%	8%	**	**	8%	8%
Don t know	58	58	**	**	22	36
	4%	4%	**	**	3%	5%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~c	~d	~e	~f	a	b	~c
Unweighted row	1517	765	752	-	-	-	-	378	1139	-
Effective Weighted Sample	1199	605	595	-	-	-	-	295	905	-
Total	1575	808	767	-	-	-	-	379	1196	-
Agree	1057	541	516	**	**	**	**	261	796	**
	67%	67%	67%	**	**	**	**	69%	67%	**
Neither agree nor disagree	333	181	152	**	**	**	**	71	262	**
	21%	22%	20%	**	**	**	**	19%	22%	**
Disagree	127	64	63	**	**	**	**	28	99	**
	8%	8%	8%	**	**	**	**	7%	8%	**
Don t know	58	22	36	**	**	**	**	19	39	**
	4%	3%	5%	**	**	**	**	5%	3%	**

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1517	1009	203	203	102	610	330	280	291
Effective Weighted Sample	1199	919	191	183	96	510	274	236	229
Total	1575	1336	116	71	51	498	443	301	333
Agree	1057	902	72	53	30	390	299	193	175
	67%	67%	62%	74% bd	58%	78% bcd	68% d	64% d	52%
Neither agree nor disagree	333	274	32	14	13	75	100	64	94
	21%	21%	27% a	19%	26%	15%	23% a	21% a	28% a
Disagree	127	109	8	3	7	30	28	29	39
	8%	8%	7%	5%	14% c	6%	6%	10%	12% ab
Don t know	58	51	4	1	1	3	16	14	25
	4%	4%	4%	2%	2%	1%	4% a	5% a	8% a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%	Total	a	b	c	d	e	f
Unweighted row	1517	907	256	754	134	1079	438
Effective Weighted Sample	1199	716	207	595	105	855	347
Total	1575	923	244	746	114	1089	486
Agree	1057	733	208	602	106	859	198
	67%	79%	85%	81%	93%	79%	41%
		f	ef	f	abcef	f	
Neither agree nor disagree	333	150	27	116	5	181	153
	21%	16%	11%	16%	5%	17%	31%
		d		d		bd	abcde
Disagree	127	30	6	20	2	37	90
	8%	3%	2%	3%	2%	3%	19%
							abcde
Don t know	58	9	3	8	-	13	45
	4%	1%	1%	1%	-%	1%	9%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/				YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1517	646	329	748	769	107	520	523	994	474	693
Effective Weighted Sample	1199	512	264	594	606	85	408	411	793	374	552
Total	1575	658	342	762	813	105	487	491	1084	465	745
Agree	1057	526	277	602	455	84	410	410	647	382	434
	67%	80%	81%	79%	56%	80%	84%	84%	60%	82%	58%
		d	d	d		d	d	d		b	
Neither agree nor disagree	333	107	53	128	205	19	62	65	268	71	188
	21%	16%	15%	17%	25%	18%	13%	13%	25%	15%	25%
					abc				bc		a
Disagree	127	19	13	26	101	1	12	12	115	11	88
	8%	3%	4%	3%	12%	*%	2%	2%	11%	2%	12%
					abc				abc		a
Don't know	58	6	-	6	52	1	3	3	55	1	36
	4%	1%	-%	1%	6%	1%	1%	1%	5%	*%	5%
					abc				bc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1517	949	410	158
Effective Weighted Sample	1199	747	327	126
Total	1575	961	449	165
Agree	1057	835	205	17
	67%	87%	46%	10%
		bc	c	
Neither agree nor disagree	333	109	183	41
	21%	11%	41%	25%
			ac	a
Disagree	127	9	37	81
	8%	1%	8%	49%
			a	ab
Don t know	58	8	24	26
	4%	1%	5%	16%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1517	758	491	268	992	516	238	1209
Effective Weighted Sample	1199	593	389	219	778	414	188	954
Total	1575	745	530	300	1019	543	262	1235
Agree	1057	683	175	199	655	393	165	851
	67%	92% bc	33%	66% b	64%	73% a	63%	69%
Neither agree nor disagree	333	58	197	78	234	96	67	245
	21%	8%	37% ac	26% a	23% b	18%	26%	20%
Disagree	127	2	118	7	88	37	20	97
	8%	*%	22% ac	2% a	9%	7%	7%	8%
Don t know	58	1	40	16	41	17	9	42
	4%	*%	8% a	6% a	4%	3%	4%	3%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	~b	~c	a	b
Unweighted row	1517	1517	-	-	765	752
Effective Weighted Sample	1199	1199	-	-	605	595
Total	1575	1575	-	-	808	767
Agree	1064	1064	**	**	552	513
	68%	68%	**	**	68%	67%
Neither agree nor disagree	345	345	**	**	180	166
	22%	22%	**	**	22%	22%
Disagree	91	91	**	**	39	52
	6%	6%	**	**	5%	7%
Don t know	75	75	**	**	38	37
	5%	5%	**	**	5%	5%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~c	~d	~e	~f	a	b	~c
Unweighted row	1517	765	752	-	-	-	-	378	1139	-
Effective Weighted Sample	1199	605	595	-	-	-	-	295	905	-
Total	1575	808	767	-	-	-	-	379	1196	-
Agree	1064	552	513	**	**	**	**	254	811	**
	68%	68%	67%	**	**	**	**	67%	68%	**
Neither agree nor disagree	345	180	166	**	**	**	**	81	264	**
	22%	22%	22%	**	**	**	**	21%	22%	**
Disagree	91	39	52	**	**	**	**	17	74	**
	6%	5%	7%	**	**	**	**	5%	6%	**
Don t know	75	38	37	**	**	**	**	27	47	**
	5%	5%	5%	**	**	**	**	7%	4%	**
								b		

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1517	1009	203	203	102	610	330	280	291
Effective Weighted Sample	1199	919	191	183	96	510	274	236	229
Total	1575	1336	116	71	51	498	443	301	333
Agree	1064	901	79	55	30	396	298	186	185
	68%	67%	68%	77%	58%	79%	67%	62%	56%
				ad		bcd	d		
Neither agree nor disagree	345	293	29	11	13	81	98	75	91
	22%	22%	25%	16%	25%	16%	22%	25%	27%
			c				a	a	a
Disagree	91	79	3	4	5	15	25	29	23
	6%	6%	3%	5%	10%	3%	6%	9%	7%
					b			a	a
Don t know	75	64	5	2	4	7	23	11	34
	5%	5%	5%	2%	7%	1%	5%	4%	10%
					c		a		abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%	Total	a	b	c	d	e	f
Unweighted row	1517	907	256	754	134	1079	438
Effective Weighted Sample	1199	716	207	595	105	855	347
Total	1575	923	244	746	114	1089	486
Agree	1064	717	208	585	93	837	227
	68%	78%	85%	78%	82%	77%	47%
		f	acef	f	f	f	
Neither agree nor disagree	345	170	29	128	14	203	142
	22%	18%	12%	17%	13%	19%	29%
		b				b	abcde
Disagree	91	24	4	25	6	34	57
	6%	3%	2%	3%	5%	3%	12%
							abce
Don t know	75	11	3	8	-	15	59
	5%	1%	1%	1%	-%	1%	12%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	1517	646	329	748	769	107	520	523	994	474	693
Effective Weighted Sample	1199	512	264	594	606	85	408	411	793	374	552
Total	1575	658	342	762	813	105	487	491	1084	465	745
Agree	1064	508	265	587	477	84	397	400	664	365	456
	68%	77%	77%	77%	59%	79%	81%	81%	61%	79%	61%
		d	d	d		d	d	d		b	
Neither agree nor disagree	345	126	68	146	200	19	78	79	266	92	176
	22%	19%	20%	19%	25%	18%	16%	16%	25%	20%	24%
					ac				bc		
Disagree	91	17	10	22	69	3	8	8	83	6	70
	6%	3%	3%	3%	8%	3%	2%	2%	8%	1%	9%
					abc				bc		a
Don't know	75	8	-	8	67	-	4	4	71	2	44
	5%	1%	-%	1%	8%	-%	1%	1%	7%	*%	6%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1517	949	410	158
Effective Weighted Sample	1199	747	327	126
Total	1575	961	449	165
Agree	1064	793	238	34
	68%	82%	53%	20%
		bc	c	
Neither agree nor disagree	345	140	159	46
	22%	15%	35%	28%
			a	a
Disagree	91	15	23	53
	6%	2%	5%	32%
			a	ab
Don t know	75	13	29	32
	5%	1%	7%	20%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1517	758	491	268	992	516	238	1209
Effective Weighted Sample	1199	593	389	219	778	414	188	954
Total	1575	745	530	300	1019	543	262	1235
Agree	1064	643	230	191	674	382	167	853
	68%	86% bc	43%	64% b	66%	70%	64%	69%
Neither agree nor disagree	345	92	178	75	227	115	59	263
	22%	12%	34% ac	25% a	22%	21%	23%	21%
Disagree	91	9	74	8	68	21	21	66
	6%	1%	14% ac	3%	7% b	4%	8%	5%
Don t know	75	1	47	26	50	25	14	54
	5%	*%	9% a	9% a	5%	5%	5%	4%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Agree	2739	914	845	980	1410	1329
	60%	58%	63%	60%	60%	60%
			a			
Neither agree nor disagree	1066	410	267	390	536	530
	23%	26%	20%	24%	23%	24%
		b		b		
Disagree	434	169	89	177	231	203
	10%	11%	7%	11%	10%	9%
		b		b		
Don t know	322	84	141	97	166	157
	7%	5%	11%	6%	7%	7%
			ac			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Agree	2739	449	464	450	395	511	469	198	1452	1089
	60%	56%	61%	65% af	61%	60%	59%	52%	62% a	60% a
Neither agree nor disagree	1066	218	191	116	151	202	188	94	538	434
	23%	27% c	25% c	17%	23% c	24% c	24% c	25%	23%	24%
Disagree	434	93	76	52	36	85	91	63	180	191
	10%	11% cd	10% d	8%	6%	10% d	11% cd	17% bc	8%	10% b
Don t know	322	48	36	71	70	46	51	25	183	114
	7%	6%	5%	10% abef	11% abef	5%	6%	7%	8%	6%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Agree	2739	2338	201	127	73	985	781	482	490
	60%	60%	59%	62%	51%	73%	60%	54%	48%
		d	d	d		bcd	cd	d	
Neither agree nor disagree	1066	893	79	49	46	242	301	237	287
	23%	23%	23%	24%	32%	18%	23%	27%	28%
					abc		a	a	ab
Disagree	434	370	33	17	15	80	127	105	122
	10%	10%	10%	8%	10%	6%	10%	12%	12%
							a	a	a
Don t know	322	270	30	13	8	43	91	61	128
	7%	7%	9%	6%	6%	3%	7%	7%	12%
							a	a	abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Agree	2739	1823	676	1771	288	2263	476
	60%	72%	81%	77%	86%	71%	35%
		f	aef	aef	abcef	f	
Neither agree nor disagree	1066	499	113	380	40	633	433
	23%	20%	14%	17%	12%	20%	32%
		bcd		d		bcd	abcde
Disagree	434	127	33	92	6	174	260
	10%	5%	4%	4%	2%	5%	19%
		d				cd	abcde
Don t know	322	88	15	50	-	122	200
	7%	3%	2%	2%	-%	4%	15%
		bcd	d	d		bcd	abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Agree	2739	863	700	1191	1548	403	1351	1373	1365	1567	922
	60%	72%	76%	73%	53%	85%	82%	82%	47%	73%	47%
		d	ad	d		d	d	d		b	
Neither agree nor disagree	1066	238	164	323	744	63	226	231	835	405	551
	23%	20%	18%	20%	25%	13%	14%	14%	29%	19%	28%
					abc				abc		a
Disagree	434	66	37	82	352	7	43	43	391	96	274
	10%	5%	4%	5%	12%	1%	3%	3%	14%	5%	14%
					abc				abc		a
Don t know	322	35	16	45	277	4	23	23	299	64	211
	7%	3%	2%	3%	9%	1%	1%	1%	10%	3%	11%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Agree	2739	2155	529	54
	60%	77%	39%	13%
		bc	c	
Neither agree nor disagree	1066	468	498	100
	23%	17%	36%	24%
			ac	a
Disagree	434	76	164	194
	10%	3%	12%	47%
			a	ab
Don t know	322	86	174	61
	7%	3%	13%	15%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Agree	2739	1927	403	409	1864	857	478	2170
	60%	82%	27%	54%	57%	69%	54%	63%
		bc		b		a		a
Neither agree nor disagree	1066	321	518	227	814	248	228	759
	23%	14%	35%	30%	25%	20%	26%	22%
			ac	a	b		b	
Disagree	434	51	351	32	348	79	94	317
	10%	2%	24%	4%	11%	6%	11%	9%
			ac	a	b			
Don t know	322	41	195	86	254	65	85	219
	7%	2%	13%	11%	8%	5%	10%	6%
			a	a	b		b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Agree	3040	1146	907	987	1595	1445
	67%	73%	68%	60%	68%	65%
		bc	c			
Neither agree nor disagree	945	280	258	407	461	484
	21%	18%	19%	25%	20%	22%
				ab		
Disagree	310	74	78	158	158	151
	7%	5%	6%	10%	7%	7%
				ab		
Don t know	267	75	99	92	128	138
	6%	5%	7%	6%	5%	6%
			a			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Agree	3040	578	568	484	423	533	454	269	1670	1100
	67%	72%	74%	70%	65%	63%	57%	71%	71%	60%
		def	def	def	f	f		c	c	
Neither agree nor disagree	945	160	120	114	144	187	220	68	422	455
	21%	20%	16%	17%	22%	22%	28%	18%	18%	25%
					bc	bc	abcde			ab
Disagree	310	35	39	47	31	76	82	14	127	168
	7%	4%	5%	7%	5%	9%	10%	4%	5%	9%
						abd	abcd			ab
Don t know	267	34	41	45	55	49	43	28	134	105
	6%	4%	5%	6%	8%	6%	5%	7%	6%	6%
					abf					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Agree	3040	2593	220	137	89	1055	889	525	571
	67%	67%	64%	67%	63%	78% bcd	68% cd	59%	56%
Neither agree nor disagree	945	798	71	42	34	208	255	222	260
	21%	21%	21%	20%	24%	15%	20% a	25% ab	25% ab
Disagree	310	254	29	14	12	52	80	83	94
	7%	7%	8%	7%	9%	4%	6% a	9% ab	9% ab
Don t know	267	226	23	12	6	35	76	54	101
	6%	6%	7%	6%	4%	3%	6% a	6% a	10% abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Agree	3040	2023	680	1815	298	2471	569
	67%	80%	81%	79%	89%	77%	42%
		f	ef	f	abcef	f	
Neither agree nor disagree	945	390	115	362	29	523	422
	21%	15%	14%	16%	9%	16%	31%
		d	d	d		d	abcde
Disagree	310	82	30	81	4	127	183
	7%	3%	4%	4%	1%	4%	13%
			d	d		d	abcde
Don t know	267	42	12	35	3	71	196
	6%	2%	1%	2%	1%	2%	14%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Agree	3040	987	757	1328	1712	394	1331	1352	1688	1647	1091
	67%	82%	83%	81%	59%	83%	81%	81%	58%	77%	56%
		d	d	d		d	d	d		b	
Neither agree nor disagree	945	167	117	238	707	65	249	254	691	369	473
	21%	14%	13%	15%	24%	14%	15%	15%	24%	17%	24%
					abc				abc		a
Disagree	310	37	34	56	254	13	40	42	268	72	217
	7%	3%	4%	3%	9%	3%	2%	2%	9%	3%	11%
					abc				abc		a
Don t know	267	12	8	18	249	6	23	23	243	44	178
	6%	1%	1%	1%	9%	1%	1%	1%	8%	2%	9%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Agree	3040	2385	592	62
	67%	86%	43%	15%
		bc	c	
Neither agree nor disagree	945	333	507	105
	21%	12%	37%	26%
			ac	a
Disagree	310	36	111	162
	7%	1%	8%	40%
			a	ab
Don t know	267	31	156	80
	6%	1%	11%	19%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Agree	3040	2065	487	487	2071	950	547	2383
	67%	88%	33%	65%	63%	76%	62%	69%
		bc		b		a		a
Neither agree nor disagree	945	246	504	194	741	197	200	676
	21%	11%	34%	26%	23%	16%	23%	20%
			ac	a	b			
Disagree	310	21	273	15	256	49	72	223
	7%	1%	19%	2%	8%	4%	8%	6%
			ac	a	b			
Don t know	267	8	202	57	212	52	66	182
	6%	*%	14%	8%	6%	4%	7%	5%
			ac	a	b		b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Agree	2661	1057	740	865	1395	1266
	58%	67%	55%	53%	60%	57%
		bc				
Neither agree nor disagree	1160	333	369	458	588	572
	25%	21%	27%	28%	25%	26%
			a	a		
Disagree	507	127	134	246	245	262
	11%	8%	10%	15%	10%	12%
				ab		
Don t know	233	58	100	74	114	119
	5%	4%	7%	5%	5%	5%
			ac			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Agree	2661	541	516	392	347	463	402	261	1444	956
	58%	67%	67%	57%	53%	55%	50%	69%	61%	52%
		cdef	cdef	f				bc	c	
Neither agree nor disagree	1160	181	152	178	191	229	229	71	570	519
	25%	22%	20%	26%	29%	27%	29%	19%	24%	28%
				b	ab	b	ab		a	ab
Disagree	507	64	63	70	64	111	135	28	209	270
	11%	8%	8%	10%	10%	13%	17%	7%	9%	15%
						ab	abcd			ab
Don't know	233	22	36	50	50	42	33	19	130	83
	5%	3%	5%	7%	8%	5%	4%	5%	6%	5%
				af	abef	a				

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Agree	2661	2280	185	123	73	967	751	476	467
	58%	59%	54%	60%	52%	72%	58%	54%	46%
		bd		d		bcd	d	d	
Neither agree nor disagree	1160	978	89	49	44	268	353	239	300
	25%	25%	26%	24%	31%	20%	27%	27%	29%
					ac		a	a	a
Disagree	507	424	44	22	17	99	138	117	154
	11%	11%	13%	11%	12%	7%	11%	13%	15%
							a	a	ab
Don t know	233	189	25	12	7	17	58	53	105
	5%	5%	7%	6%	5%	1%	4%	6%	10%
			a				a	a	abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Agree	2661	1862	677	1667	291	2243	418
	58%	73%	81%	73%	87%	70%	31%
		ef	acef	f	abcef	f	
Neither agree nor disagree	1160	532	118	475	35	702	458
	25%	21%	14%	21%	10%	22%	33%
		bd		bd		bd	abcde
Disagree	507	114	31	118	7	191	316
	11%	4%	4%	5%	2%	6%	23%
				d		abd	abcde
Don t know	233	29	12	33	1	55	178
	5%	1%	1%	1%	*%	2%	13%
							abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Agree	2661	911	714	1230	1432	369	1248	1267	1394	1480	902
	58%	76%	78%	75%	49%	77%	76%	76%	48%	69%	46%
		d	d	d		d	d	d		b	
Neither agree nor disagree	1160	233	170	332	828	85	309	315	845	467	580
	25%	19%	19%	20%	28%	18%	19%	19%	29%	22%	30%
					abc				abc		a
Disagree	507	44	30	62	445	17	65	67	440	143	325
	11%	4%	3%	4%	15%	4%	4%	4%	15%	7%	17%
					abc				abc		a
Don t know	233	14	3	16	217	6	22	22	211	41	151
	5%	1%	3%	1%	7%	1%	1%	1%	7%	2%	8%
		b			abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Agree	2661	2279	360	22
	58%	82%	26%	5%
		bc	c	
Neither agree nor disagree	1160	431	647	82
	25%	15%	47%	20%
			ac	a
Disagree	507	48	217	242
	11%	2%	16%	59%
			a	ab
Don t know	233	28	141	63
	5%	1%	10%	15%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Agree	2661	2003	285	373	1812	833	445	2118
	58%	86%	19%	50%	55%	67%	50%	61%
		bc		b		a		a
Neither agree nor disagree	1160	305	564	290	884	270	261	823
	25%	13%	38%	39%	27%	22%	29%	24%
			a	a	b		b	
Disagree	507	16	454	36	401	99	119	364
	11%	1%	31%	5%	12%	8%	13%	10%
			ac	a	b		b	
Don t know	233	15	164	54	184	47	59	160
	5%	1%	11%	7%	6%	4%	7%	5%
			ac	a	b		b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Agree	2649	1064	742	843	1379	1270
	58%	68%	55%	51%	59%	57%
		bc	c			
Neither agree nor disagree	1130	345	338	447	577	553
	25%	22%	25%	27%	25%	25%
				a		
Disagree	451	91	131	229	213	238
	10%	6%	10%	14%	9%	11%
			a	ab		
Don t know	331	75	132	125	173	158
	7%	5%	10%	8%	7%	7%
			a	a		

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Agree	2649	552	513	388	354	440	403	254	1467	928
	58%	68%	67%	56%	54%	52%	50%	67%	62%	51%
		cdef	cdef	f				c	c	
Neither agree nor disagree	1130	180	166	164	174	233	214	81	543	505
	25%	22%	22%	24%	27%	28%	27%	21%	23%	28%
					b	ab	b			ab
Disagree	451	39	52	66	65	107	122	17	180	253
	10%	5%	7%	10%	10%	13%	15%	5%	8%	14%
				a	ab	ab	abcd			ab
Don t know	331	38	37	72	60	64	61	27	163	141
	7%	5%	5%	10%	9%	8%	8%	7%	7%	8%
				ab	ab	ab	ab			

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Agree	2649	2255	190	126	79	982	735	456	477
	58%	58%	56%	61%	56%	73%	57%	52%	46%
						bcd	cd	d	
Neither agree nor disagree	1130	962	86	44	37	232	350	245	302
	25%	25%	25%	21%	26%	17%	27%	28%	29%
							a	a	a
Disagree	451	382	33	21	15	94	129	105	122
	10%	10%	10%	10%	10%	7%	10%	12%	12%
							a	a	a
Don t know	331	273	32	15	11	41	86	79	125
	7%	7%	9%	7%	8%	3%	7%	9%	12%
			a				a	a	abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

		BBC SERVICES USED WEEKLY						
		Total	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	e	f
Unweighted row		4561	2534	884	2345	370	3191	1370
Effective Weighted Sample		3615	2014	695	1852	290	2537	1079
Total		4561	2537	837	2293	334	3192	1369
Agree	2649	1804	651	1642	282	2183	466	
	58%	71%	78%	72%	84%	68%	34%	
		ef	acef	ef	abcef	f		
Neither agree nor disagree	1130	544	134	471	39	705	425	
	25%	21%	16%	21%	12%	22%	31%	
		bd		bd		bd	abcde	
Disagree	451	136	35	137	13	215	236	
	10%	5%	4%	6%	4%	7%	17%	
						b	abcde	
Don't know	331	53	18	44	-	88	243	
	7%	2%	2%	2%	-%	3%	18%	
		d	d	d		d	abcde	

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Agree	2649	900	702	1220	1429	352	1249	1265	1384	1438	929
	58%	75%	77%	74%	49%	74%	76%	76%	48%	67%	47%
		d	d	d		d	d	d		b	
Neither agree nor disagree	1130	238	173	327	803	99	295	305	825	492	526
	25%	20%	19%	20%	27%	21%	18%	18%	29%	23%	27%
					abc				abc		a
Disagree	451	47	34	70	380	17	68	68	383	135	294
	10%	4%	4%	4%	13%	4%	4%	4%	13%	6%	15%
					abc				abc		a
Don t know	331	18	8	22	309	8	32	32	299	67	210
	7%	2%	1%	1%	11%	2%	2%	2%	10%	3%	11%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Agree	2649	2155	448	47
	58%	77%	33%	11%
		bc	c	
Neither agree nor disagree	1130	488	558	84
	25%	18%	41%	20%
			ac	
Disagree	451	76	180	195
	10%	3%	13%	47%
			a	ab
Don t know	331	66	181	84
	7%	2%	13%	21%
			a	ab

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Agree	2649	1896	374	380	1833	803	450	2096
	58%	81%	26%	50%	56%	64%	51%	61%
		bc		b		a		a
Neither agree nor disagree	1130	362	514	254	831	292	237	820
	25%	15%	35%	34%	25%	23%	27%	24%
			a	a				
Disagree	451	51	363	37	357	87	117	314
	10%	2%	25%	5%	11%	7%	13%	9%
			ac	a	b		b	
Don t know	331	31	216	84	260	66	80	234
	7%	1%	15%	11%	8%	5%	9%	7%
			ac	a	b		b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	3191	1079	1086	1026	1636	1555
Effective Weighted Sample	2537	855	864	834	1303	1236
Total	3192	1089	969	1134	1679	1512
Agree	2263	744	708	810	1198	1065
	71%	68%	73%	71%	71%	70%
			a			
Neither agree nor disagree	633	248	164	220	313	320
	20%	23%	17%	19%	19%	21%
		b				
Disagree	174	62	39	73	97	78
	5%	6%	4%	6%	6%	5%
				b		
Don t know	122	35	57	30	72	49
	4%	3%	6%	3%	4%	3%
			ac			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	3191	541	538	564	522	531	495	262	1791	1138
Effective Weighted Sample	2537	430	425	446	419	434	401	203	1418	928
Total	3192	557	532	518	450	604	530	240	1684	1268
Agree	2263	373	372	390	318	435	376	153	1208	903
	71%	67%	70%	75%	71%	72%	71%	64%	72%	71%
				a					a	a
Neither agree nor disagree	633	124	124	73	91	115	105	54	330	249
	20%	22%	23%	14%	20%	19%	20%	22%	20%	20%
		c	c		c	c	c			
Disagree	174	34	28	24	15	38	35	24	71	79
	5%	6%	5%	5%	3%	6%	7%	10%	4%	6%
						d	d	b		b
Don t know	122	26	9	31	26	15	14	10	75	37
	4%	5%	2%	6%	6%	3%	3%	4%	4%	3%
		b		bef	bef					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3191	2159	406	428	198	1256	687	607	635
Effective Weighted Sample	2537	1968	389	388	190	1030	575	508	489
Total	3192	2730	225	145	92	1102	905	573	611
Agree	2263	1940	158	107	59	879	625	384	375
	71%	71%	70%	74%	64%	80%	69%	67%	61%
		d		d		bcd	d		
Neither agree nor disagree	633	534	43	29	27	162	188	121	162
	20%	20%	19%	20%	29%	15%	21%	21%	26%
					abc		a	a	ab
Disagree	174	153	12	4	4	42	53	45	34
	5%	6%	6%	3%	5%	4%	6%	8%	6%
		c					a		
Don t know	122	103	11	5	2	18	39	23	41
	4%	4%	5%	3%	3%	2%	4%	4%	7%
							a	a	a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	3191	2534	884	2345	370	3191	-
Effective Weighted Sample	2537	2014	695	1852	290	2537	-
Total	3192	2537	837	2293	334	3192	-
Agree	2263	1823	676	1771	288	2263	**
	71%	72%	81%	77%	86%	71%	**
			ae	ae	abce		
Neither agree nor disagree	633	499	113	380	40	633	**
	20%	20%	14%	17%	12%	20%	**
		bcd		d		bcd	
Disagree	174	127	33	92	6	174	**
	5%	5%	4%	4%	2%	5%	**
		d				cd	
Don t know	122	88	15	50	-	122	**
	4%	3%	2%	2%	-%	4%	**
		bcd	d	d		bcd	

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3191	1230	953	1687	1504	504	1624	1654	1537	1825	1075
Effective Weighted Sample	2537	975	755	1341	1198	395	1284	1308	1236	1452	856
Total	3192	1202	917	1640	1552	477	1530	1557	1634	1811	1099
Agree	2263	863	700	1191	1072	403	1283	1305	958	1413	662
	71%	72%	76%	73%	69%	85%	84%	84%	59%	78%	60%
			ad			d	d	d		b	
Neither agree nor disagree	633	238	164	323	310	63	202	208	425	299	277
	20%	20%	18%	20%	20%	13%	13%	13%	26%	17%	25%
									abc		a
Disagree	174	66	37	82	92	7	30	30	145	63	90
	5%	5%	4%	5%	6%	1%	2%	2%	9%	3%	8%
									abc		a
Don t know	122	35	16	45	77	4	15	15	106	35	70
	4%	3%	2%	3%	5%	1%	1%	1%	7%	2%	6%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3191	2397	669	125
Effective Weighted Sample	2537	1898	537	103
Total	3192	2371	692	129
Agree	2263	1887	345	31
	71%	80% bc	50% c	24%
Neither agree nor disagree	633	371	228	34
	20%	16%	33% a	27% a
Disagree	174	57	62	55
	5%	2%	9% a	43% ab
Don t know	122	56	57	9
	4%	2%	8% a	7% a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	3191	2112	630	449	2327	851	566	2490
Effective Weighted Sample	2537	1678	501	359	1821	706	457	1972
Total	3192	2084	637	470	2284	891	596	2454
Agree	2263	1735	247	281	1559	694	396	1789
	71%	83%	39%	60%	68%	78%	66%	73%
		bc		b		a		a
Neither agree nor disagree	633	274	225	134	493	138	136	452
	20%	13%	35%	29%	22%	16%	23%	18%
			ac	a	b		b	
Disagree	174	41	116	18	135	36	30	134
	5%	2%	18%	4%	6%	4%	5%	5%
			ac	a				
Don t know	122	34	50	37	97	23	34	79
	4%	2%	8%	8%	4%	3%	6%	3%
			a	a	b		b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	3191	1079	1086	1026	1636	1555
Effective Weighted Sample	2537	855	864	834	1303	1236
Total	3192	1089	969	1134	1679	1512
Agree	2471	898	740	833	1306	1165
	77%	82%	76%	73%	78%	77%
		bc				
Neither agree nor disagree	523	146	166	212	267	257
	16%	13%	17%	19%	16%	17%
			a	a		
Disagree	127	29	32	66	73	54
	4%	3%	3%	6%	4%	4%
				ab		
Don t know	71	17	31	23	34	37
	2%	2%	3%	2%	2%	2%
			a			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	3191	541	538	564	522	531	495	262	1791	1138
Effective Weighted Sample	2537	430	425	446	419	434	401	203	1418	928
Total	3192	557	532	518	450	604	530	240	1684	1268
Agree	2471	446	452	406	334	454	378	200	1341	930
	77%	80%	85%	78%	74%	75%	71%	83%	80%	73%
		df	cdef	f				c	c	
Neither agree nor disagree	523	88	58	77	89	102	110	30	250	243
	16%	16%	11%	15%	20%	17%	21%	13%	15%	19%
		b			b	b	bc			ab
Disagree	127	15	14	21	11	37	29	5	54	67
	4%	3%	3%	4%	2%	6%	5%	2%	3%	5%
						abd	abd			b
Don t know	71	9	8	14	17	11	13	5	38	28
	2%	2%	1%	3%	4%	2%	2%	2%	2%	2%
					b					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3191	2159	406	428	198	1256	687	607	635
Effective Weighted Sample	2537	1968	389	388	190	1030	575	508	489
Total	3192	2730	225	145	92	1102	905	573	611
Agree	2471	2109	175	117	70	930	695	416	430
	77%	77%	78%	81%	76%	84%	77%	73%	70%
						bcd	d		
Neither agree nor disagree	523	450	35	23	16	129	145	111	139
	16%	16%	15%	16%	18%	12%	16%	19%	23%
							a	a	ab
Disagree	127	107	11	3	6	33	36	33	25
	4%	4%	5%	2%	6%	3%	4%	6%	4%
					c			a	
Don t know	71	64	5	1	-	10	29	14	17
	2%	2%	2%	1%	-%	1%	3%	2%	3%
		d	d				a	a	a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	3191	2534	884	2345	370	3191	-
Effective Weighted Sample	2537	2014	695	1852	290	2537	-
Total	3192	2537	837	2293	334	3192	-
Agree	2471	2023	680	1815	298	2471	**
	77%	80%	81%	79%	89%	77%	**
			e		abce		
Neither agree nor disagree	523	390	115	362	29	523	**
	16%	15%	14%	16%	9%	16%	**
		d	d	d		d	
Disagree	127	82	30	81	4	127	**
	4%	3%	4%	4%	1%	4%	**
			d	d		d	
Don t know	71	42	12	35	3	71	**
	2%	2%	1%	2%	1%	2%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3191	1230	953	1687	1504	504	1624	1654	1537	1825	1075
Effective Weighted Sample	2537	975	755	1341	1198	395	1284	1308	1236	1452	856
Total	3192	1202	917	1640	1552	477	1530	1557	1634	1811	1099
Agree	2471	987	757	1328	1143	394	1264	1284	1187	1477	775
	77%	82%	83%	81%	74%	83%	83%	82%	73%	82%	70%
		d	d	d		d	d	d		b	
Neither agree nor disagree	523	167	117	238	285	65	213	219	305	260	218
	16%	14%	13%	15%	18%	14%	14%	14%	19%	14%	20%
					abc				abc		a
Disagree	127	37	34	56	71	13	36	38	89	48	69
	4%	3%	4%	3%	5%	3%	2%	2%	5%	3%	6%
									abc		a
Don t know	71	12	8	18	53	6	17	17	54	25	38
	2%	1%	1%	1%	3%	1%	1%	1%	3%	1%	3%
					abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3191	2397	669	125
Effective Weighted Sample	2537	1898	537	103
Total	3192	2371	692	129
Agree	2471	2075	362	33
	77%	88%	52%	26%
		bc	c	
Neither agree nor disagree	523	249	240	34
	16%	11%	35%	26%
			a	a
Disagree	127	31	47	49
	4%	1%	7%	38%
			a	ab
Don t know	71	15	43	13
	2%	1%	6%	10%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	3191	2112	630	449	2327	851	566	2490
Effective Weighted Sample	2537	1678	501	359	1821	706	457	1972
Total	3192	2084	637	470	2284	891	596	2454
Agree	2471	1855	298	319	1704	757	441	1938
	77%	89%	47%	68%	75%	85%	74%	79%
		bc		b		a		a
Neither agree nor disagree	523	204	201	119	412	107	112	375
	16%	10%	31%	25%	18%	12%	19%	15%
			ac	a	b			
Disagree	127	19	100	7	102	23	24	97
	4%	1%	16%	2%	4%	3%	4%	4%
			ac		b			
Don t know	71	7	38	25	66	5	19	45
	2%	*%	6%	5%	3%	1%	3%	2%
			a	a	b			

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	3191	1079	1086	1026	1636	1555
Effective Weighted Sample	2537	855	864	834	1303	1236
Total	3192	1089	969	1134	1679	1512
Agree	2243	859	641	744	1188	1056
	70%	79%	66%	66%	71%	70%
Neither agree nor disagree	702	181	244	278	372	330
	22%	17%	25%	25%	22%	22%
Disagree	191	37	59	95	91	100
	6%	3%	6%	8%	5%	7%
Don't know	55	13	25	17	28	26
	2%	1%	3%	1%	2%	2%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	3191	541	538	564	522	531	495	262	1791	1138
Effective Weighted Sample	2537	430	425	446	419	434	401	203	1418	928
Total	3192	557	532	518	450	604	530	240	1684	1268
Agree	2243	433	426	348	293	407	337	199	1220	824
	70%	78%	80%	67%	65%	67%	64%	83%	72%	65%
		cdef	cdef					bc	c	
Neither agree nor disagree	702	96	85	130	114	146	132	31	354	317
	22%	17%	16%	25%	25%	24%	25%	13%	21%	25%
				ab	ab	ab	ab		a	ab
Disagree	191	22	15	26	33	43	51	6	80	105
	6%	4%	3%	5%	7%	7%	10%	3%	5%	8%
					ab	ab	abc			ab
Don t know	55	7	7	14	11	8	9	4	30	21
	2%	1%	1%	3%	2%	1%	2%	1%	2%	2%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3191	2159	406	428	198	1256	687	607	635
Effective Weighted Sample	2537	1968	389	388	190	1030	575	508	489
Total	3192	2730	225	145	92	1102	905	573	611
Agree	2243	1918	156	107	63	877	616	382	368
	70%	70%	69%	74%	68%	80%	68%	67%	60%
						bcd	d	d	
Neither agree nor disagree	702	599	51	30	22	177	220	134	172
	22%	22%	23%	21%	24%	16%	24%	23%	28%
							a	a	a
Disagree	191	166	12	6	6	45	54	42	50
	6%	6%	5%	4%	7%	4%	6%	7%	8%
								a	a
Don t know	55	46	6	2	1	3	15	15	22
	2%	2%	2%	1%	1%	*%	2%	3%	4%
							a	a	a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)**  
Base: Those who have used any BBC services weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	3191	2534	884	2345	370	3191	-
Effective Weighted Sample	2537	2014	695	1852	290	2537	-
Total	3192	2537	837	2293	334	3192	-
Agree	2243	1862	677	1667	291	2243	**
	70%	73%	81%	73%	87%	70%	**
		e	ace		abce		
Neither agree nor disagree	702	532	118	475	35	702	**
	22%	21%	14%	21%	10%	22%	**
		bd		bd		bd	
Disagree	191	114	31	118	7	191	**
	6%	4%	4%	5%	2%	6%	**
				d		abd	
Don t know	55	29	12	33	1	55	**
	2%	1%	1%	1%	*%	2%	**

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	3191	1230	953	1687	1504	504	1624	1654	1537	1825	1075
Effective Weighted Sample	2537	975	755	1341	1198	395	1284	1308	1236	1452	856
Total	3192	1202	917	1640	1552	477	1530	1557	1634	1811	1099
Agree	2243	911	714	1230	1014	369	1190	1209	1034	1352	682
	70%	76%	78%	75%	65%	77%	78%	78%	63%	75%	62%
		d	d	d		d	d	d		b	
Neither agree nor disagree	702	233	170	332	370	85	278	285	418	352	295
	22%	19%	19%	20%	24%	18%	18%	18%	26%	19%	27%
					abc				abc		a
Disagree	191	44	30	62	129	17	50	52	139	82	98
	6%	4%	3%	4%	8%	4%	3%	3%	9%	5%	9%
					abc				abc		a
Don t know	55	14	3	16	39	6	11	11	44	24	25
	2%	1%	3%	1%	2%	1%	1%	1%	3%	1%	2%
		b			abc				bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3191	2397	669	125
Effective Weighted Sample	2537	1898	537	103
Total	3192	2371	692	129
Agree	2243	1998	232	13
	70%	84%	34%	10%
		bc	c	
Neither agree nor disagree	702	326	342	34
	22%	14%	49%	27%
			ac	a
Disagree	191	33	86	72
	6%	1%	12%	55%
			a	ab
Don t know	55	13	31	11
	2%	1%	5%	8%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	3191	2112	630	449	2327	851	566	2490
Effective Weighted Sample	2537	1678	501	359	1821	706	457	1972
Total	3192	2084	637	470	2284	891	596	2454
Agree	2243	1808	173	262	1550	684	368	1794
	70%	87%	27%	56%	68%	77%	62%	73%
		bc		b		a		a
Neither agree nor disagree	702	254	277	171	545	154	167	488
	22%	12%	44%	36%	24%	17%	28%	20%
			ac	a	b		b	
Disagree	191	13	156	23	146	43	46	138
	6%	1%	24%	5%	6%	5%	8%	6%
			ac	a				
Don t know	55	10	30	14	43	10	15	34
	2%	*%	5%	3%	2%	1%	3%	1%
			a	a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	3191	1079	1086	1026	1636	1555
Effective Weighted Sample	2537	855	864	834	1303	1236
Total	3192	1089	969	1134	1679	1512
Agree	2183	837	625	721	1153	1031
	68%	77%	65%	64%	69%	68%
		bc				
Neither agree nor disagree	705	203	231	271	379	327
	22%	19%	24%	24%	23%	22%
			a	a		
Disagree	215	34	72	110	100	115
	7%	3%	7%	10%	6%	8%
			a	a		
Don t know	88	15	41	32	48	40
	3%	1%	4%	3%	3%	3%
			a	a		

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	3191	541	538	564	522	531	495	262	1791	1138
Effective Weighted Sample	2537	430	425	446	419	434	401	203	1418	928
Total	3192	557	532	518	450	604	530	240	1684	1268
Agree	2183	430	407	338	287	385	336	187	1200	795
	68%	77%	77%	65%	64%	64%	63%	78%	71%	63%
		cdef	cdef					bc	c	
Neither agree nor disagree	705	105	98	122	108	151	120	42	352	312
	22%	19%	18%	24%	24%	25%	23%	18%	21%	25%
					b	ab				ab
Disagree	215	13	21	35	37	52	58	7	83	124
	7%	2%	4%	7%	8%	9%	11%	3%	5%	10%
				a	ab	ab	abc			ab
Don t know	88	9	6	23	18	16	16	3	48	37
	3%	2%	1%	4%	4%	3%	3%	1%	3%	3%
				ab	ab					

Columns Tested: a,b,c,d,e,f - a,b,c

## Table 100

Base: Those who have used any BBC services weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	a	b	c	d
Unweighted row	3191	2159	406	428	198	1256	687	607	635	
Effective Weighted Sample	2537	1968	389	388	190	1030	575	508	489	
Total	3192	2730	225	145	92	1102	905	573	611	
Agree	2183	1856	156	108	64	867	586	366	364	
	68%	68%	69%	75%	69%	79%	65%	64%	60%	
Neither agree nor disagree				a		bcd				
	705	611	50	25	20	166	223	142	175	
	22%	22%	22%	17%	21%	15%	25%	25%	29%	
Disagree		c				a	a	a	a	
	215	187	13	9	5	53	76	44	42	
	7%	7%	6%	6%	6%	5%	8%	8%	7%	
Don't know		a	a				a	a		
	88	76	6	3	3	16	21	21	30	
	3%	3%	3%	2%	4%	1%	2%	4%	5%	
								a	ab	
Columns Tested: a,b,c,d - a,b,c,d										

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	~f
Unweighted row	3191	2534	884	2345	370	3191	-
Effective Weighted Sample	2537	2014	695	1852	290	2537	-
Total	3192	2537	837	2293	334	3192	-
Agree	2183	1804	651	1642	282	2183	**
	68%	71%	78%	72%	84%	68%	**
		e	ace	e	abce		
Neither agree nor disagree	705	544	134	471	39	705	**
	22%	21%	16%	21%	12%	22%	**
		bd		bd		bd	
Disagree	215	136	35	137	13	215	**
	7%	5%	4%	6%	4%	7%	**
						b	
Don t know	88	53	18	44	-	88	**
	3%	2%	2%	2%	-%	3%	**
		d	d	d		d	

Columns Tested: a,b,c,d,e,f

## Table 100

Base: Those who have used any BBC services weekly

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: Those who have used any BBC services weekly

		LIKE OR DISLIKE BBC		
Total		LIKE	NEUTRAL	DISLIKE
		a	b	c
Significance Level: 95%				
Unweighted row	3191	2397	669	125
Effective Weighted Sample	2537	1898	537	103
Total	3192	2371	692	129
Agree	2183	1890	270	22
	68%	80%	39%	17%
		bc	c	
Neither agree nor disagree	705	381	292	32
	22%	16%	42%	25%
			ac	a
Disagree	215	62	89	64
	7%	3%	13%	49%
			a	ab
Don t know	88	37	40	11
	3%	2%	6%	9%
			a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)  
Base: Those who have used any BBC services weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	3191	2112	630	449	2327	851	566	2490
Effective Weighted Sample	2537	1678	501	359	1821	706	457	1972
Total	3192	2084	637	470	2284	891	596	2454
Agree	2183	1715	216	253	1526	648	366	1734
	68%	82%	34%	54%	67%	73%	61%	71%
		bc		b		a		a
Neither agree nor disagree	705	310	236	159	519	183	154	505
	22%	15%	37%	34%	23%	21%	26%	21%
			a	a			b	
Disagree	215	40	148	27	169	43	50	156
	7%	2%	23%	6%	7%	5%	8%	6%
			ac	a	b			
Don t know	88	20	37	32	71	17	26	59
	3%	1%	6%	7%	3%	2%	4%	2%
			a	a			b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Yes	2340	745	721	874	1235	1105
	51%	47%	54%	53%	53%	50%
			a	a		
No	1467	530	390	547	724	743
	32%	34%	29%	33%	31%	34%
		b		b		
Maybe	754	300	232	222	384	370
	17%	19%	17%	14%	16%	17%
		c	c			

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Yes	2340	380	365	382	338	472	401	170	1199	971
	51%	47%	48%	55%	52%	56%	50%	45%	51%	53%
No				ab		abf				a
	1467	272	258	191	198	260	287	127	734	605
	32%	34%	34%	28%	30%	31%	36%	34%	31%	33%
Maybe		c	c				cd			
	754	156	143	116	116	112	111	81	420	253
	17%	19%	19%	17%	18%	13%	14%	21%	18%	14%
		ef	ef		e			c	c	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Yes	2340	1999	164	110	67	880	659	396	405
	51%	52%	48%	54%	47%	65% bcd	51% cd	45% d	39%
No	1467	1229	121	67	49	294	410	332	431
	32%	32%	35%	33%	35%	22%	32% a	37% ab	42% ab
Maybe	754	644	57	28	25	175	231	157	190
	17%	17%	17%	14%	18%	13%	18% a	18% a	19% a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

		BBC SERVICES USED WEEKLY					
Total		TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Yes	2340	1729	661	1638	293	2084	255
	51%	68%	79%	71%	88%	65%	19%
		ef	acef	aef	abcef	f	
No	1467	450	97	369	23	637	830
	32%	18%	12%	16%	7%	20%	61%
		bd	d	bd		bcd	abcde
Maybe	754	358	80	285	19	470	284
	17%	14%	10%	12%	6%	15%	21%
		bd	d	bd		bcd	abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE				
		Total	CBEEBIES	CBBC	EITHER	NEITHER	IPLAYER/		WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d		a	b	
Unweighted row		4561	1230	953	1687	2874	504	1747	1777	2784		2148	1950	
Effective Weighted Sample		3615	975	755	1341	2277	395	1380	1403	2219		1709	1544	
Total		4561	1202	917	1640	2921	477	1643	1671	2890		2132	1958	
Yes		2340	823	659	1130	1210	373	1275	1291	1049		1491	656	
		51%	68%	72%	69%	41%	78%	78%	77%	36%		70%	33%	
			d	d	d		d	d	d			b		
No		1467	224	141	299	1168	57	197	204	1263		362	948	
		32%	19%	15%	18%	40%	12%	12%	12%	44%		17%	48%	
						abc				abc			a	
Maybe		754	155	117	211	543	47	172	176	578		278	355	
		17%	13%	13%	13%	19%	10%	10%	11%	20%		13%	18%	
						abc				abc			a	

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Yes	2340	2056	263	20
	51%	74%	19%	5%
		bc	c	
No	1467	323	771	373
	32%	12%	56%	91%
		a	ab	
Maybe	754	406	332	16
	17%	15%	24%	4%
		c	ac	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Yes	2340	2340	-	-	1606	722	444	1793
	51%	100%	-%	-%	49%	58%	50%	52%
		bc				a		
No	1467	-	1467	-	1137	316	312	1086
	32%	-%	100%	-%	35%	25%	35%	31%
			ac		b		b	
Maybe	754	-	-	754	537	211	128	586
	17%	-%	-%	100%	16%	17%	14%	17%
				ab				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn t there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	~b	~c	a	b
Unweighted row	1517	1517	-	-	765	752
Effective Weighted Sample	1199	1199	-	-	605	595
Total	1575	1575	-	-	808	767
Yes	849	849	**	**	430	420
	54%	54%	**	**	53%	55%
No	502	502	**	**	253	249
	32%	32%	**	**	31%	32%
Maybe	224	224	**	**	125	98
	14%	14%	**	**	16%	13%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn t there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	~c	~d	~e	~f	a	b	~c
Unweighted row	1517	765	752	-	-	-	-	378	1139	-
Effective Weighted Sample	1199	605	595	-	-	-	-	295	905	-
Total	1575	808	767	-	-	-	-	379	1196	-
Yes	849	430	420	**	**	**	**	189	660	**
	54%	53%	55%	**	**	**	**	50%	55%	**
No	502	253	249	**	**	**	**	125	377	**
	32%	31%	32%	**	**	**	**	33%	32%	**
Maybe	224	125	98	**	**	**	**	65	159	**
	14%	16%	13%	**	**	**	**	17%	13%	**

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn t there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	1517	1009	203	203	102	610	330	280	291
Effective Weighted Sample	1199	919	191	183	96	510	274	236	229
Total	1575	1336	116	71	51	498	443	301	333
Yes	849	721	55	45	29	344	239	153	114
	54%	54%	47%	63% ab	56%	69% bcd	54% d	51% d	34%
No	502	419	44	20	19	107	143	107	145
	32%	31%	38% c	28%	37%	21%	32% a	36% a	44% ab
Maybe	224	197	17	7	4	48	61	41	74
	14%	15% d	15%	9%	7%	10%	14%	14%	22% abc

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn t there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		BBC SERVICES USED WEEKLY						
Total		TV	RADIO	APPS	SOUNDS	ANY	NONE	
Significance Level: 95%		a	b	c	d	e	f	
Unweighted row		1517	907	256	754	134	1079	438
Effective Weighted Sample		1199	716	207	595	105	855	347
Total		1575	923	244	746	114	1089	486
Yes	849	601	182	520	95	708	141	
	54%	65%	75%	70%	84%	65%	29%	
		f	aef	f	acef	f		
No	502	207	45	141	13	246	257	
	32%	22%	18%	19%	11%	23%	53%	
		d				d	abcde	
Maybe	224	115	17	85	6	136	88	
	14%	12%	7%	11%	5%	12%	18%	
		bd		d		bd	abcde	

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn t there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		1517	646	329	748	769	107	520	523	994	474	693
Effective Weighted Sample		1199	512	264	594	606	85	408	411	793	374	552
Total		1575	658	342	762	813	105	487	491	1084	465	745
Yes		849	436	217	496	353	76	358	360	489	330	338
		54%	66%	63%	65%	43%	72%	73%	73%	45%	71%	45%
			d	d	d		d	d	d		b	
No		502	134	86	165	338	18	84	85	417	95	296
		32%	20%	25%	22%	42%	17%	17%	17%	38%	20%	40%
						abc				abc		a
Maybe		224	88	40	102	122	12	46	46	178	40	111
		14%	13%	12%	13%	15%	11%	9%	9%	16%	9%	15%
										bc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn t there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	1517	949	410	158
Effective Weighted Sample	1199	747	327	126
Total	1575	961	449	165
Yes	849	680	151	19
	54%	71%	34%	11%
		bc	c	
No	502	164	206	133
	32%	17%	46%	80%
			a	ab
Maybe	224	117	93	14
	14%	12%	21%	8%
			ac	

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn t there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base: All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	1517	758	491	268	992	516	238	1209
Effective Weighted Sample	1199	593	389	219	778	414	188	954
Total	1575	745	530	300	1019	543	262	1235
Yes	849	669	91	90	520	327	139	676
	54%	90% bc	17%	30% b	51%	60% a	53%	55%
No	502	51	402	49	369	129	89	389
	32%	7%	76% ac	17% a	36% b	24%	34%	31%
Maybe	224	25	38	161	131	87	33	170
	14%	3%	7% a	54% ab	13%	16%	13%	14%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
WHITE						
English/ Welsh/ Scottish/ Northern Irish/ British	3088	941	949	1198	1566	1523
	68%	60%	71%	73%	67%	69%
			a	a		
Irish	44	16	9	18	25	19
	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	3	1	4	2	7
	*%	*%	*%	*%	*%	*%
Any other white background	140	58	47	35	68	71
	3%	4%	4%	2%	3%	3%
		c	c			
MIXED/ MULTIPLE ETHNIC GROUPS						
White and Black Caribbean	101	49	22	29	56	44
	2%	3%	2%	2%	2%	2%
		bc				
White and Black African	100	44	23	34	52	48
	2%	3%	2%	2%	2%	2%
White and Asian	70	21	22	26	39	31
	2%	1%	2%	2%	2%	1%
Any other mixed/ multiple ethnic background	44	11	18	15	24	19
	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
ASIAN AND BRITISH ASIAN						
Indian	111	34	35	42	59	53
	2%	2%	3%	3%	3%	2%
Pakistani	113	36	36	41	67	47
	2%	2%	3%	2%	3%	2%
Bangladeshi	27	10	11	5	21	7
	1%	1%	1%	*%	1%	*%
					b	
Any other Asian background	36	8	13	15	19	17
	1%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH						
Caribbean	54	21	14	19	28	26
	1%	1%	1%	1%	1%	1%
African	72	37	16	20	27	46
	2%	2%	1%	1%	1%	2%
		bc				a
Any other Black/ African/ Caribbean background	447	229	104	113	236	210
	10%	15%	8%	7%	10%	9%
		bc				
OTHER ETHNIC GROUP						
Arab	54	36	12	6	29	25
	1%	2%	1%	*%	1%	1%
		bc				

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Any other ethnic background	20	6	6	9	6	14
	*%	*%	*%	1%	*%	1%
Prefer not to say	14	5	1	8	9	5
	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
WHITE										
English/ Welsh/ Scottish/ Northern Irish/ British	3088	475	466	478	471	612	586	198	1553	1337
	68%	59%	61%	69%	72%	72%	73%	52%	66%	73%
				ab	ab	ab	ab		a	ab
Irish	44	8	8	6	4	12	7	5	20	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	1	2	1	-	-	4	1	3	4
	*%	*%	*%	*%	-%	-%	1%	*%	*%	*%
Any other white background	140	29	29	25	22	14	21	17	80	42
	3%	4%	4%	4%	3%	2%	3%	5%	3%	2%
		e	e	e				c		
MIXED/ MULTIPLE ETHNIC GROUPS										
White and Black Caribbean	101	27	22	11	11	19	11	14	56	31
	2%	3%	3%	2%	2%	2%	1%	4%	2%	2%
		f						c		
White and Black African	100	25	19	9	13	18	16	14	49	38
	2%	3%	2%	1%	2%	2%	2%	4%	2%	2%
		c								
White and Asian	70	12	10	14	8	13	13	2	40	29
	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%
Any other mixed/ multiple ethnic background	44	7	4	6	12	11	4	2	24	18
	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%
					bf					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
ASIAN AND BRITISH ASIAN										
Indian	111	16	17	18	18	25	18	6	57	48
	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%
Pakistani	113	21	15	21	15	25	16	11	57	45
	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%
Bangladeshi	27	8	2	9	2	4	2	1	19	7
	1%	1%	*%	1%	*%	*%	*%	*%	1%	*%
				f						
Any other Asian background	36	3	5	8	5	7	7	2	18	16
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH										
Caribbean	54	12	9	6	8	10	9	8	25	21
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
African	72	11	26	8	8	8	12	13	39	20
	2%	1%	3%	1%	1%	1%	1%	3%	2%	1%
			acdef					bc		
Any other Black/ African/ Caribbean background	447	119	110	59	45	57	55	66	257	123
	10%	15%	14%	9%	7%	7%	7%	17%	11%	7%
		cdef	cdef					bc	c	
OTHER ETHNIC GROUP										
Arab	54	22	15	7	5	*	5	9	38	7
	1%	3%	2%	1%	1%	*%	1%	2%	2%	*%
		cdef	e	e				c	c	

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Any other ethnic background	20	2	4	2	4	2	6	3	8	9
	*%	*%	1%	*%	1%	*%	1%	1%	*%	*%
Prefer not to say	14	3	2	1	*	5	3	4	3	8
	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%
								b		

Columns Tested: a,b,c,d,e,f - a,b,c

## Table 103

Base: All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053	
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818	
Total	4561	3872	342	205	142	1350	1300	885	1026	
WHITE										
English/ Welsh/ Scottish/ Northern Irish/ British	3088	2564	265	167	93	822	871	635	760	
	68%	66%	77% ad	81% ad	65%	61%	67% a	72% ab	74% ab	
Irish	44	20	3	*	21	18	12	6	7	
	1%	1%	1%	*%	15% abc	1%	1%	1%	1%	
Gypsy, Traveller or Irish Traveller	8	8	1	-	-	2	4	2	1	
	*%	*%	*%	-%	-%	*%	*%	*%	*%	
Any other white background	140	127	9	1	3	27	35	44	33	
	3%	3% c	3% c	*%	2% c	2%	3% ab	5% ab	3%	
MIXED/ MULTIPLE ETHNIC GROUPS										
White and Black Caribbean	101	94	3	4	-	19	37	18	26	
	2%	2% bd	1%	2% d	-%	1%	3% a	2%	3%	
White and Black African	100	83	9	6	1	52	24	12	12	
	2%	2%	3%	3%	1%	4% bcd	2%	1%	1%	
White and Asian	70	64	4	1	*	23	22	9	16	
	2%	2%	1%	1%	*%	2%	2%	1%	2%	
Columns Tested: a,b,c,d - a,b,c,d										

## Table 103

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Any other mixed/ multiple ethnic background	44	36	3	2	2	9	18	8	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN									
Indian	111	104	4	3	*	41	39	15	16
	2%	3%	1%	1%	*%	3%	3%	2%	2%
		bd				d			
Pakistani	113	109	4	*	-	28	26	31	28
	2%	3%	1%	*%	-%	2%	2%	4%	3%
		bcd	c					a	
Bangladeshi	27	26	-	1	-	9	7	6	5
	1%	1%	-%	1%	-%	1%	1%	1%	1%
		b		b					
Any other Asian background	36	31	4	-	*	6	16	8	6
	1%	1%	1%	-%	*%	*%	1%	1%	1%
		c	c				a		
BLACK AND BLACK BRITISH									
Caribbean	54	49	2	*	3	7	15	8	24
	1%	1%	1%	*%	2%	1%	1%	1%	2%
		c			bc				ac
African	72	68	2	2	-	40	16	3	13
	2%	2%	1%	1%	-%	3%	1%	*%	1%
		d				bcd			c
Columns Tested: a,b,c,d - a,b,c,d									

## Table 103

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%	Total	a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Any other Black/ African/ Caribbean background	447	391	26	14	15	198	126	62	61
	10%	10% c	8%	7%	11%	15% bcd	10% cd	7%	6%
OTHER ETHNIC GROUP									
Arab	54	48	1	2	2	39	6	6	2
	1%	1%	1%	1%	2%	3% bcd	1%	1%	1%
Any other ethnic background	20	19	1	*	-	3	10	5	2
	1%	1%	1%	1%	0%	1%	1%	1%	1%
Prefer not to say	14	14	-	*	*	3	6	2	3
	1%	1%	0%	1%	1%	1%	1%	1%	1%
Columns Tested: a,b,c,d - a,b,c,d									

## Table 103

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
ASIAN AND BRITISH ASIAN							
Indian	111	63	26	72	11	82	29
	2%	2%	3%	3%	3%	3%	2%
Pakistani	113	62	13	61	7	79	35
	2%	2%	2%	3%	2%	2%	3%
Bangladeshi	27	11	8	11	1	16	11
	1%	*%	1%	*%	*%	1%	1%
Any other Asian background	36	20	5	20	-	27	8
	1%	1%	1%	1%	-%	1%	1%
BLACK AND BLACK BRITISH							
Caribbean	54	22	7	20	2	30	24
	1%	1%	1%	1%	1%	1%	2%
							ace
African	72	39	15	48	5	57	15
	2%	2%	2%	2%	2%	2%	1%
				f			
Any other Black/ African/ Caribbean background	447	259	96	260	48	333	114
	10%	10%	11%	11%	14%	10%	8%
			f	f	aef	f	
OTHER ETHNIC GROUP							
Arab	54	33	15	31	7	40	13
	1%	1%	2%	1%	2%	1%	1%

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Any other ethnic background	20	10	1	14	1	16	4
	*%	*%	*%	1%	*%	1%	*%
Prefer not to say	14	5	*	7	-	7	7
	*%	*%	*%	*%	-%	*%	1%

Columns Tested: a,b,c,d,e,f

## Table 103

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
		CBEEBIES a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC		EITHER c	NO d	YES a	NO b
Significance Level: 95%												
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950	
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544	
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958	
Any other mixed/ multiple ethnic background	44	5	7	10	34	5	10	11	32	15	25	
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
ASIAN AND BRITISH ASIAN												
Indian	111	31	29	41	70	7	50	51	60	64	41	
	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%	
Pakistani	113	31	25	45	69	8	48	48	65	62	37	
	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%	
Bangladeshi	27	4	4	6	21	2	11	11	16	14	11	
	1%	*%	*%	*%	1%	*%	1%	1%	1%	1%	1%	
Any other Asian background	36	6	4	8	27	3	15	15	21	21	15	
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	
BLACK AND BLACK BRITISH												
Caribbean	54	10	8	15	39	4	17	17	37	24	20	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
African	72	25	13	29	43	9	28	32	41	32	24	
	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	
Any other Black/ African/ Caribbean background	447	162	78	189	258	43	190	193	253	184	186	
	10%	13%	8%	12%	9%	9%	12%	12%	9%	9%	9%	
		bd		bd			d	d				

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
OTHER ETHNIC GROUP											
Arab	54	22	10	27	27	4	25	25	29	24	19
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
		d									
Any other ethnic background	20	6	6	10	11	1	8	8	12	11	7
	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	14	3	2	5	10	1	4	4	10	7	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
WHITE				
English/ Welsh/ Scottish/ Northern Irish/ British	3088	1849	955	284
	68%	66%	70%	69%
			a	
Irish	44	24	16	4
	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	8	5	2	1
	*%	*%	*%	*%
Any other white background	140	71	57	11
	3%	3%	4%	3%
			a	
MIXED/ MULTIPLE ETHNIC GROUPS				
White and Black Caribbean	101	62	25	14
	2%	2%	2%	3%
White and Black African	100	66	25	8
	2%	2%	2%	2%
White and Asian	70	47	19	4
	2%	2%	1%	1%
Any other mixed/ multiple ethnic background	44	19	18	6
	1%	1%	1%	1%
Columns Tested: a,b,c				

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
ASIAN AND BRITISH ASIAN				
Indian	111	81	16	14
	2%	3%	1%	3%
		b		b
Pakistani	113	77	25	11
	2%	3%	2%	3%
Bangladeshi	27	16	10	2
	1%	1%	1%	*%
Any other Asian background	36	27	8	1
	1%	1%	1%	*%
BLACK AND BLACK BRITISH				
Caribbean	54	33	14	7
	1%	1%	1%	2%
African	72	45	23	5
	2%	2%	2%	1%
Any other Black/ African/ Caribbean background	447	301	119	26
	10%	11%	9%	6%
		c		
OTHER ETHNIC GROUP				
Arab	54	34	16	4
	1%	1%	1%	1%
Any other ethnic background	20	13	6	2
	*%	*%	*%	1%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Prefer not to say	14	7	7	1
	*%	*%	*%	*%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
WHITE								
English/ Welsh/ Scottish/ Northern Irish/ British	3088	1530	1061	498	3088	-	700	2242
	68%	65%	72% ac	66%	94% b	-%	79% b	65%
Irish	44	21	16	7	44	-	8	33
	1%	1%	1%	1%	1% b	-%	1%	1%
Gypsy, Traveller or Irish Traveller	8	7	1	-	8	-	5	-
	*%	*%	*%	-%	*%	-%	1% b	-%
Any other white background	140	48	59	32	140	-	16	114
	3%	2%	4% a	4% a	4% b	-%	2%	3% a
MIXED/ MULTIPLE ETHNIC GROUPS								
White and Black Caribbean	101	51	31	18	-	101	12	80
	2%	2%	2%	2%	-%	8% a	1%	2%
White and Black African	100	60	28	12	-	100	10	87
	2%	3%	2%	2%	-%	8% a	1%	3% a

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
White and Asian	70	43	13	14	-	70	16	52
	2%	2%	1%	2%	-%	6%	2%	2%
		b				a		
Any other mixed/ multiple ethnic background	44	11	20	12	-	44	8	34
	1%	*%	1%	2%	-%	3%	1%	1%
			a	a		a		
ASIAN AND BRITISH ASIAN								
Indian	111	63	31	17	-	111	11	97
	2%	3%	2%	2%	-%	9%	1%	3%
						a		a
Pakistani	113	63	35	15	-	113	16	80
	2%	3%	2%	2%	-%	9%	2%	2%
						a		
Bangladeshi	27	14	10	3	-	27	6	19
	1%	1%	1%	*%	-%	2%	1%	1%
						a		
Any other Asian background	36	22	9	5	-	36	1	33
	1%	1%	1%	1%	-%	3%	*%	1%
						a		a
BLACK AND BLACK BRITISH								
Caribbean	54	24	10	20	-	54	6	46
	1%	1%	1%	3%	-%	4%	1%	1%
				ab		a		

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
African	72	41	12	19	-	72	19	54
	2%	2%	1%	3%	-%	6%	2%	2%
		b		b		a		
Any other Black/ African/ Caribbean background	447	283	100	63	-	447	32	408
	10%	12%	7%	8%	-%	36%	4%	12%
		bc				a		a
OTHER ETHNIC GROUP								
Arab	54	35	10	8	-	54	6	47
	1%	2%	1%	1%	-%	4%	1%	1%
		b				a		
Any other ethnic background	20	11	5	4	-	20	9	11
	*%	*%	*%	1%	-%	2%	1%	*%
						a	b	
Prefer not to say	14	8	6	-	-	-	4	10
	*%	*%	*%	-%	-%	-%	*%	*%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Hearing? Poor hearing, partial hearing, or are d/Deaf	96 2%	36 2%	25 2%	35 2%	49 2%	47 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	130 3%	48 3%	41 3%	41 3%	61 3%	69 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	81 2%	29 2%	17 1%	34 2%	41 2%	40 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	72 2%	32 2%	12 1%	28 2%	42 2%	30 1%
Breathing? Breathlessness or chest pains	85 2%	18 1%	29 2%	38 2%	41 2%	44 2%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	220	83	61	75	123	96
	5%	5%	5%	5%	5%	4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	361	109	125	127	213	148
	8%	7%	9% a	8%	9% b	7%
Mental health? Anxiety, depression, or trauma-related conditions, for example	274	58	72	144	120	154
	6%	4%	5% a	9% ab	5%	7% a
Other illnesses/ conditions which impact or limit their daily activities	94	33	22	39	49	45
	2%	2%	2%	2%	2%	2%
Nothing no impairments or conditions impact or limit their daily activities	3465	1235	1023	1207	1766	1699
	76%	78% c	76%	73%	75%	77%
Prefer not to say	121	39	29	53	65	56
	3%	2%	2%	3%	3%	3%
Don t know	91	40	23	29	49	42
	2%	3%	2%	2%	2%	2%

Columns Tested: a,b,c - a,b

## Table 104

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	220	45	39	39	22	39	36	20	111	89
	5%	6%	5%	6%	3%	5%	4%	5%	5%	5%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	361	57	52	84	41	72	55	27	179	156
	8%	7%	7%	12%	6%	9%	7%	7%	8%	9%
Mental health? Anxiety, depression, or trauma-related conditions, for example	274	24	34	40	31	56	88	14	104	156
	6%	3%	4%	6%	5%	7%	11%	4%	4%	9%
Other illnesses/ conditions which impact or limit their daily activities	94	16	16	12	10	20	19	7	45	42
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Nothing no impairments or conditions impact or limit their daily activities	3465	640	595	509	514	616	591	301	1831	1333
	76%	79%	78%	74%	79%	73%	74%	79%	78%	73%
Prefer not to say	121	18	21	14	15	33	20	8	57	55
	3%	2%	3%	2%	2%	4%	2%	2%	2%	3%

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Don t know	91	24	15	7	15	18	11	10	48	33
	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%
		c								

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Hearing? Poor hearing, partial hearing, or are d/Deaf	96	87	3	5	1	21	26	19	29
	2%	2%	1%	2%	1%	2%	2%	2%	3% a
Eyesight? Poor vision, colour blindness, partial sight, or are blind	130	114	10	3	3	39	35	25	31
	3%	3%	3%	2%	2%	3%	3%	3%	3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	81	69	6	3	2	22	19	8	32
	2%	2%	2%	1%	1%	2%	1%	1%	3% abc
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	72	61	5	3	3	20	14	18	20
	2%	2%	2%	2%	2%	2%	1%	2%	2%
Breathing? Breathlessness or chest pains	85	73	7	5	1	23	23	14	25
	2%	2%	2%	2%	1%	2%	2%	2%	2%

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	220	194	8	12	6	43	44	44	89
	5%	5%	2%	6%	4%	3%	3%	5%	9%
		b		b				a	abc
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	361	316	17	18	10	72	97	72	120
	8%	8%	5%	9%	7%	5%	7%	8%	12%
		b		b			a	a	abc
Mental health? Anxiety, depression, or trauma-related conditions, for example	274	241	16	12	5	45	59	60	110
	6%	6%	5%	6%	4%	3%	5%	7%	11%
							a		abc
Other illnesses/ conditions which impact or limit their daily activities	94	80	9	4	*	19	37	11	27
	2%	2%	3%	2%	*%	1%	3%	1%	3%
		d	d	d			ac		c
Nothing no impairments or conditions impact or limit their daily activities	3465	2921	273	153	119	1119	1015	658	673
	76%	75%	80%	75%	84%	83%	78%	74%	66%
			ac		ac	bcd	d	d	
Prefer not to say	121	99	10	7	4	27	26	29	39
	3%	3%	3%	3%	3%	2%	2%	3%	4%
									ab

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Don t know	91	83	6	1	1	14	32	18	28
	2%	2%	2%	1%	*%	1%	2%	2%	3%
		cd	c				a		a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Hearing? Poor hearing, partial hearing, or are d/Deaf	96	55	14	55	10	68	28
	2%	2%	2%	2%	3%	2%	2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	130	75	22	68	10	93	37
	3%	3%	3%	3%	3%	3%	3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	81	48	11	57	10	63	17
	2%	2%	1%	2%	3%	2%	1%
				f	f		
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	72	39	9	47	9	53	19
	2%	2%	1%	2%	3%	2%	1%
Breathing? Breathlessness or chest pains	85	49	15	52	10	64	21
	2%	2%	2%	2%	3%	2%	2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	220	117	24	118	14	147	73
	5%	5%	3%	5%	4%	5%	5%
		b		b		b	b

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	361	180	48	160	14	227	134
	8%	7%	6%	7%	4%	7%	10%
							abcde
Mental health? Anxiety, depression, or trauma-related conditions, for example	274	134	44	133	15	177	96
	6%	5%	5%	6%	5%	6%	7%
Other illnesses/ conditions which impact or limit their daily activities	94	41	18	53	4	64	29
	2%	2%	2%	2%	1%	2%	2%
Nothing no impairments or conditions impact or limit their daily activities	3465	1960	668	1758	277	2454	1011
	76%	77%	80%	77%	83%	77%	74%
		f	f		acef	f	
Prefer not to say	121	64	22	56	6	77	44
	3%	3%	3%	2%	2%	2%	3%
Don t know	91	55	11	31	7	65	26
	2%	2%	1%	1%	2%	2%	2%

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Hearing? Poor hearing, partial hearing, or are d/Deaf	96 2%	28 2%	22 2%	39 2%	57 2%	9 2%	35 2%	36 2%	60 2%	42 2%	38 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	130 3%	39 3%	29 3%	56 3%	75 3%	17 4%	45 3%	45 3%	85 3%	66 3%	54 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	81 2%	20 2%	22 2%	33 2%	48 2%	16 3% d	36 2%	36 2%	44 2%	44 2%	31 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	72 2%	16 1%	15 2%	26 2%	46 2%	13 3% d	37 2% d	39 2% d	34 1%	41 2%	24 1%
Breathing? Breathlessness or chest pains	85 2%	22 2%	16 2%	31 2%	54 2%	8 2%	33 2%	34 2%	52 2%	53 2% b	26 1%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	220 5%	62 5%	38 4%	80 5%	140 5%	28 6%	68 4%	72 4%	148 5%	95 4%	103 5%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	361 8%	79 7%	69 7%	117 7%	244 8%	32 7%	106 6%	106 6%	256 9% bc	157 7%	173 9%
Mental health? Anxiety, depression, or trauma-related conditions, for example	274 6%	57 5%	50 5%	84 5%	190 7% a	33 7%	87 5%	90 5%	184 6%	143 7%	108 6%
Other illnesses/ conditions which impact or limit their daily activities	94 2%	14 1%	15 2%	26 2%	68 2% a	13 3%	34 2%	37 2%	57 2%	47 2%	39 2%
Nothing no impairments or conditions impact or limit their daily activities	3465 76%	926 77%	696 76%	1254 76%	2211 76%	355 75%	1245 76%	1264 76%	2201 76%	1583 74%	1524 78% a
Prefer not to say	121 3%	34 3%	27 3%	47 3%	73 3%	12 3%	46 3%	48 3%	73 3%	67 3% b	39 2%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Don t know	91	33	23	40	51	7	39	42	49	35	39
	2%	3%	3%	2%	2%	1%	2%	3%	2%	2%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Hearing? Poor hearing, partial hearing, or are d/Deaf	96	61	29	6
	2%	2%	2%	1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	130	76	40	14
	3%	3%	3%	3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	81	53	21	7
	2%	2%	2%	2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	72	46	21	5
	2%	2%	2%	1%
Breathing? Breathlessness or chest pains	85	48	29	9
	2%	2%	2%	2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	220	126	68	26
	5%	5%	5%	6%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	361	183	136	42
	8%	7%	10%	10%
			a	a
Mental health? Anxiety, depression, or trauma-related conditions, for example	274	152	88	33
	6%	5%	6%	8%
Other illnesses/ conditions which impact or limit their daily activities	94	51	36	7
	2%	2%	3%	2%
Nothing no impairments or conditions impact or limit their daily activities	3465	2184	986	295
	76%	78%	72%	72%
		bc		
Prefer not to say	121	61	44	16
	3%	2%	3%	4%
Don t know	91	46	35	10
	2%	2%	3%	2%

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Hearing? Poor hearing, partial hearing, or are d/Deaf	96	58	30	8	81	13	96	-
	2%	2%	2%	1%	2%	1%	11%	-%
		c			b		b	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	130	71	40	19	102	26	130	-
	3%	3%	3%	3%	3%	2%	15%	-%
							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	81	55	20	6	66	15	81	-
	2%	2%	1%	1%	2%	1%	9%	-%
		c					b	
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	72	46	22	5	59	14	72	-
	2%	2%	1%	1%	2%	1%	8%	-%
		c					b	
Breathing? Breathlessness or chest pains	85	50	29	7	72	13	85	-
	2%	2%	2%	1%	2%	1%	10%	-%
					b		b	

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	220 5%	112 5%	75 5%	32 4%	176 5% b	41 3%	220 25% b	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	361 8%	160 7%	144 10% a	57 8%	320 10% b	37 3%	361 41% b	- -%
Mental health? Anxiety, depression, or trauma-related conditions, for example	274 6%	124 5%	102 7%	48 6%	236 7% b	38 3%	274 31% b	- -%
Other illnesses/ conditions which impact or limit their daily activities	94 2%	53 2%	33 2%	8 1%	75 2%	19 1%	94 11% b	- -%
Nothing no impairments or conditions impact or limit their daily activities	3465 76%	1793 77%	1086 74%	586 78%	2390 73%	1049 84% a	- -%	3465 100% a

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Prefer not to say	121	58	42	20	91	28	-	-
	3%	2%	3%	3%	3%	2%	-%	-%
Don t know	91	44	26	20	70	21	-	-
	2%	2%	2%	3%	2%	2%	-%	-%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Up to 199 per week / Up to 10,399 per year	190	68	50	72	113	77
	4%	4%	4%	4%	5%	3%
					b	
From 200 to 299 per week / From 10,400 to 15,599 per year	323	109	92	122	154	170
	7%	7%	7%	7%	7%	8%
From 300 to 499 per week / From 15,600 to 25,999 per year	654	191	213	250	329	325
	14%	12%	16%	15%	14%	15%
			a	a		
From 500 to 699 per week / From 26,000 to 36,399 per year	835	268	240	326	401	433
	18%	17%	18%	20%	17%	20%
From 700 to 999 per week / From 36,400 to 51,999 per year	851	281	271	300	458	393
	19%	18%	20%	18%	20%	18%
1,000 to 1,499 per week/ From 52,000 to 77,999 per year	710	244	225	241	366	345
	16%	15%	17%	15%	16%	16%
1,500 and above per week/ 78,000 and above per year	759	320	198	241	401	358
	17%	20%	15%	15%	17%	16%
		bc				

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD'S AGE			GENDER OF CHILD	
	Total	3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		a	b	c	a	b
Unweighted row	4561	1517	1525	1519	2286	2275
Effective Weighted Sample	3615	1199	1216	1226	1812	1806
Total	4561	1575	1342	1644	2342	2219
Don t know	84	36	19	29	40	44
	2%	2%	1%	2%	2%	2%
Prefer not to say	155	58	34	63	80	75
	3%	4%	3%	4%	3%	3%

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
Up to 199 per week / Up to 10,399 per year	190	47	22	25	25	42	30	16	95	79
	4%	6%	3%	4%	4%	5%	4%	4%	4%	4%
		b								
From 200 to 299 per week / From 10,400 to 15,599 per year	323	43	66	56	36	55	68	24	163	137
	7%	5%	9%	8%	6%	6%	8%	6%	7%	7%
			ad				ad			
From 300 to 499 per week / From 15,600 to 25,999 per year	654	87	104	112	101	130	120	52	327	274
	14%	11%	14%	16%	15%	15%	15%	14%	14%	15%
				a	a	a	a			
From 500 to 699 per week / From 26,000 to 36,399 per year	835	129	139	118	122	155	172	61	407	367
	18%	16%	18%	17%	19%	18%	21%	16%	17%	20%
							a			b
From 700 to 999 per week / From 36,400 to 51,999 per year	851	152	129	142	129	164	135	68	448	335
	19%	19%	17%	21%	20%	19%	17%	18%	19%	18%
1,000 to 1,499 per week/ From 52,000 to 77,999 per year	710	130	113	103	123	133	109	57	379	274
	16%	16%	15%	15%	19%	16%	14%	15%	16%	15%
					f					

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted row	4561	765	752	760	765	761	758	378	2501	1682
Effective Weighted Sample	3615	605	595	603	614	615	612	295	1972	1360
Total	4561	808	767	689	653	845	799	379	2353	1828
1,500 and above per week/ 78,000 and above per year	759	171	149	107	91	123	118	75	425	260
	17%	21%	19%	16%	14%	15%	15%	20%	18%	14%
		cdef	def					c	c	
Don t know	84	14	22	11	7	14	15	13	38	33
	2%	2%	3%	2%	1%	2%	2%	3%	2%	2%
			d					b		
Prefer not to say	155	35	22	15	19	30	33	14	72	68
	3%	4%	3%	2%	3%	4%	4%	4%	3%	4%
		c					c			

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
Up to 199 per week / Up to 10,399 per year	190	161	12	11	6	23	39	30	98
	4%	4%	3%	6%	4%	2%	3%	3%	10%
							a	a	abc
From 200 to 299 per week / From 10,400 to 15,599 per year	323	271	27	12	13	32	74	54	163
	7%	7%	8%	6%	9%	2%	6%	6%	16%
							a	a	abc
From 300 to 499 per week / From 15,600 to 25,999 per year	654	562	40	31	20	56	176	136	286
	14%	15%	12%	15%	14%	4%	14%	15%	28%
							a	a	abc
From 500 to 699 per week / From 26,000 to 36,399 per year	835	694	74	33	33	119	263	234	219
	18%	18%	22%	16%	23%	9%	20%	26%	21%
			ac		ac		a	abd	a
From 700 to 999 per week / From 36,400 to 51,999 per year	851	728	56	44	24	216	305	214	116
	19%	19%	16%	21%	17%	16%	23%	24%	11%
				b		d	ad	ad	
1,000 to 1,499 per week/ From 52,000 to 77,999 per year	710	591	60	35	24	298	244	125	43
	16%	15%	18%	17%	17%	22%	19%	14%	4%
						cd	cd	d	

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	4561	3045	610	605	301	1538	994	965	1053
Effective Weighted Sample	3615	2772	584	548	290	1262	825	803	818
Total	4561	3872	342	205	142	1350	1300	885	1026
1,500 and above per week/ 78,000 and above per year	759	659	50	32	18	573	126	51	10
	17%	17%	15%	16%	13%	42%	10%	6%	1%
						bcd	cd	d	
Don t know	84	71	8	4	1	9	24	13	37
	2%	2%	2%	2%	1%	1%	2%	2%	4%
							a		abc
Prefer not to say	155	135	14	3	3	24	49	28	54
	3%	3%	4%	1%	2%	2%	4%	3%	5%
		c	c				a	a	ac

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
Up to 199 per week / Up to 10,399 per year	190	103	16	82	4	124	66
	4%	4%	2%	4%	1%	4%	5%
		bd		bd		bd	bd
From 200 to 299 per week / From 10,400 to 15,599 per year	323	159	41	147	19	209	114
	7%	6%	5%	6%	6%	7%	8%
							ab
From 300 to 499 per week / From 15,600 to 25,999 per year	654	311	84	315	32	417	237
	14%	12%	10%	14%	10%	13%	17%
				b		b	abcde
From 500 to 699 per week / From 26,000 to 36,399 per year	835	451	139	401	44	580	255
	18%	18%	17%	18%	13%	18%	19%
		d				d	d
From 700 to 999 per week / From 36,400 to 51,999 per year	851	500	133	410	49	611	240
	19%	20%	16%	18%	15%	19%	18%
		bd				b	
1,000 to 1,499 per week/ From 52,000 to 77,999 per year	710	414	146	367	52	518	192
	16%	16%	17%	16%	16%	16%	14%
			f				

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	BBC SERVICES USED WEEKLY					
		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	4561	2534	884	2345	370	3191	1370
Effective Weighted Sample	3615	2014	695	1852	290	2537	1079
Total	4561	2537	837	2293	334	3192	1369
1,500 and above per week/ 78,000 and above per year	759	500	250	500	129	612	147
	17%	20%	30%	22%	39%	19%	11%
		f	acef	ef	abcef	f	
Don t know	84	31	14	26	4	45	39
	2%	1%	2%	1%	1%	1%	3%
							ace
Prefer not to say	155	67	14	46	2	76	79
	3%	3%	2%	2%	1%	2%	6%
		d				d	abcde

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBBEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
Up to 199 per week / Up to 10,399 per year	190	54	34	72	117	23	66	67	122	83	84
	4%	5%	4%	4%	4%	5%	4%	4%	4%	4%	4%
From 200 to 299 per week / From 10,400 to 15,599 per year	323	79	58	104	219	29	118	119	204	149	142
	7%	7%	6%	6%	8%	6%	7%	7%	7%	7%	7%
From 300 to 499 per week / From 15,600 to 25,999 per year	654	125	112	198	456	43	192	196	457	293	295
	14%	10%	12%	12%	16% abc	9%	12%	12%	16% abc	14%	15%
From 500 to 699 per week / From 26,000 to 36,399 per year	835	201	140	269	566	64	269	276	559	390	368
	18%	17%	15%	16%	19% bc	13%	16%	17%	19% abc	18%	19%
From 700 to 999 per week / From 36,400 to 51,999 per year	851	208	188	312	539	87	297	303	549	405	369
	19%	17%	21%	19%	18%	18%	18%	18%	19%	19%	19%
1,000 to 1,499 per week/ From 52,000 to 77,999 per year	710	187	164	267	443	100	266	270	441	324	328
	16%	16%	18%	16%	15%	21% bcd	16%	16%	15%	15%	17%

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE	
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b
Unweighted row	4561	1230	953	1687	2874	504	1747	1777	2784	2148	1950
Effective Weighted Sample	3615	975	755	1341	2277	395	1380	1403	2219	1709	1544
Total	4561	1202	917	1640	2921	477	1643	1671	2890	2132	1958
1,500 and above per week/ 78,000 and above per year	759	301	187	356	404	116	394	396	363	407	259
	17%	25%	20%	22%	14%	24%	24%	24%	13%	19%	13%
		bd	d	d		d	d	d		b	
Don t know	84	16	12	20	64	6	13	14	70	25	41
	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%
				c					bc		a
Prefer not to say	155	31	21	43	112	9	29	30	125	57	71
	3%	3%	2%	3%	4%	2%	2%	2%	4%	3%	4%
				bc					abc		

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Up to 199 per week / Up to 10,399 per year	190	113	57	20
	4%	4%	4%	5%
From 200 to 299 per week / From 10,400 to 15,599 per year	323	178	100	45
	7%	6%	7%	11%
				ab
From 300 to 499 per week / From 15,600 to 25,999 per year	654	339	250	65
	14%	12%	18%	16%
			a	
From 500 to 699 per week / From 26,000 to 36,399 per year	835	480	264	91
	18%	17%	19%	22%
				a
From 700 to 999 per week / From 36,400 to 51,999 per year	851	522	256	73
	19%	19%	19%	18%
1,000 to 1,499 per week/ From 52,000 to 77,999 per year	710	467	196	48
	16%	17%	14%	12%
		c		
1,500 and above per week/ 78,000 and above per year	759	579	144	36
	17%	21%	11%	9%
		bc		

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	4561	2796	1342	423
Effective Weighted Sample	3615	2214	1069	332
Total	4561	2785	1366	410
Don t know	84	30	43	10
	2%	1%	3%	2%
		a	a	a
Prefer not to say	155	77	56	22
	3%	3%	4%	5%
		a	a	a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
Up to 199 per week / Up to 10,399 per year	190	92	56	42	134	56	65	106
	4%	4%	4%	6%	4%	4%	7% b	3%
From 200 to 299 per week / From 10,400 to 15,599 per year	323	154	112	57	241	82	110	194
	7%	7%	8%	8%	7%	7%	12% b	6%
From 300 to 499 per week / From 15,600 to 25,999 per year	654	280	250	124	481	168	176	457
	14%	12%	17% a	16% a	15%	13%	20% b	13%
From 500 to 699 per week / From 26,000 to 36,399 per year	835	392	296	147	634	195	170	625
	18%	17%	20% a	19%	19% b	16%	19%	18%
From 700 to 999 per week / From 36,400 to 51,999 per year	851	443	287	121	626	221	151	674
	19%	19%	20%	16%	19%	18%	17%	19%
1,000 to 1,499 per week/ From 52,000 to 77,999 per year	710	391	206	113	502	203	93	588
	16%	17% b	14%	15%	15%	16%	11%	17% a

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base: All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	4561	2365	1470	726	3357	1178	864	3489
Effective Weighted Sample	3615	1877	1160	579	2622	973	686	2765
Total	4561	2340	1467	754	3280	1248	884	3465
1,500 and above per week/ 78,000 and above per year	759	501	160	98	502	253	77	666
	17%	21% bc	11%	13%	15%	20% a	9%	19% a
Don t know	84	34	37	13	60	23	25	41
	2%	1%	3% a	2%	2%	2%	3% b	1%
Prefer not to say	155	53	63	39	100	46	18	115
	3%	2%	4% a	5% a	3%	4%	2%	3%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base: All parents of 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD	
		3-7	8-11	12-16	BOY	GIRL
Significance Level: 95%		~a	b	c	a	b
Unweighted row	3044	-	1525	1519	1521	1523
Effective Weighted Sample	2419	-	1216	1226	1208	1213
Total	2986	-	1342	1644	1534	1452
A lot	353	**	176	177	192	160
	12%	**	13%	11%	13%	11%
A little	1060	**	638	422	539	521
	36%	**	48%	26%	35%	36%
			c			
None	1573	**	529	1045	803	770
	53%	**	39%	64%	52%	53%
				b		

Columns Tested: a,b,c - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base: All parents of 8-16 year olds

	Total	AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	f	~a	b	c
Unweighted row	3044	-	-	760	765	761	758	-	1362	1682
Effective Weighted Sample	2419	-	-	603	614	615	612	-	1092	1360
Total	2986	-	-	689	653	845	799	-	1158	1828
A lot	353	**	**	103	73	90	87	**	150	203
	12%	**	**	15% ef	11%	11%	11%	**	13%	11%
A little	1060	**	**	305	333	233	189	**	572	488
	36%	**	**	44% ef	51% cef	28%	24%	**	49% c	27%
None	1573	**	**	281	247	522	523	**	436	1137
	53%	**	**	41%	38%	62% cd	65% cd	**	38%	62% b

Columns Tested: a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base: All parents of 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	a	b	c	d
Unweighted row	3044	2036	407	402	199	928	664	685	762
Effective Weighted Sample	2419	1855	394	365	195	757	551	576	598
Total	2986	2535	227	134	90	852	857	584	693
A lot	353	295	22	19	16	129	92	65	66
	12%	12%	10%	14%	18%	15%	11%	11%	10%
					ab	bcd			
A little	1060	891	82	50	37	302	309	208	241
	36%	35%	36%	37%	41%	35%	36%	36%	35%
None	1573	1349	122	65	37	421	456	311	386
	53%	53%	54%	49%	41%	49%	53%	53%	56%
		d	d						a

Columns Tested: a,b,c,d - a,b,c,d

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base: All parents of 8-16 year olds

		BBC SERVICES USED WEEKLY					
Total		TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	e	f
Unweighted row		3044	1627	628	1591	236	2112
Effective Weighted Sample		2419	1299	488	1257	186	1682
Total		2986	1614	594	1546	221	2102
A lot	353	223	100	238	49	289	63
	12%	14%	17%	15%	22%	14%	7%
		f	f	f	acef	f	
A little	1060	565	179	517	65	738	322
	36%	35%	30%	33%	29%	35%	36%
						b	b
None	1573	825	314	792	107	1075	499
	53%	51%	53%	51%	49%	51%	56%
							ace

Columns Tested: a,b,c,d,e,f

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base: All parents of 8-16 year olds

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		
						IPLAYER/						
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b
Unweighted row		3044	584	624	939	2105	397	1227	1254	1790	1674	1257
Effective Weighted Sample		2419	466	493	749	1672	310	972	993	1429	1335	996
Total		2986	544	575	878	2108	371	1156	1180	1806	1667	1213
A lot		353	91	83	136	216	63	197	201	152	238	99
		12%	17%	14%	16%	10%	17%	17%	17%	8%	14%	8%
			d	d	d		d	d	d		b	
A little		1060	215	217	338	722	129	397	408	652	575	429
		36%	40%	38%	39%	34%	35%	34%	35%	36%	34%	35%
			d		d							
None		1573	238	275	403	1170	179	561	571	1002	854	685
		53%	44%	48%	46%	56%	48%	49%	48%	55%	51%	56%
						abc				abc		a

Columns Tested: a,b,c,d - a,b,c,d - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base: All parents of 8-16 year olds

	Total	LIKE OR DISLIKE BBC		
		LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c
Unweighted row	3044	1847	932	265
Effective Weighted Sample	2419	1467	745	207
Total	2986	1824	917	245
A lot	353	252	84	16
	12%	14%	9%	7%
		bc		
A little	1060	636	343	81
	36%	35%	37%	33%
None	1573	936	490	147
	53%	51%	53%	60%
				a

Columns Tested: a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base: All parents of 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted row	3044	1607	979	458	2365	662	626	2280
Effective Weighted Sample	2419	1284	775	361	1847	559	499	1813
Total	2986	1594	937	454	2261	706	623	2230
A lot	353	235	79	38	243	109	93	224
	12%	15% bc	8%	8%	11%	16% a	15% b	10%
A little	1060	550	333	177	783	272	248	779
	36%	34%	36%	39%	35%	39%	40% b	35%
None	1573	809	525	239	1235	324	281	1227
	53%	51%	56% a	53%	55% b	46%	45%	55% a

Columns Tested: a,b,c - a,b - a,b