

## Introduction

**Thank you for agreeing to take part in this survey today.**

This survey is being conducted for research purposes only and we rely on your consent to take part. You can refuse to participate or stop the survey at any point. Following the introduction of data protection (GDPR) legislation we need to draw your attention to our Privacy Policy at the bottom right of the screen which explains your rights.

Please be assured this is genuine research being conducted for Ofcom about different sorts of media in the home. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

The survey will take around 15 minutes to complete in total.

Are you happy to proceed?

*Please select one option*

Yes	1	CONTINUE
No	2	CLOSE

To move forward through the questionnaire, please use the '>>' button.

Do not use the forward and back buttons on your browser.

Please click the '>>' button below to start the survey.

SCREENING QUESTIONS TO ESTABLISH PRESENCE OF CHILDREN AGED 3 TO 7 AND/ OR AGED 8-16 WHO ARE IN SCHOOL, WHICH ELIGIBLE CHILDREN ARE AVAILABLE NOW TO TAKE PART,

CLOSE IF NO CHILDREN IN HOUSEHOLD AGED 3-7 AND NO CHILDREN AGED 8 TO 16 WHO ARE STILL IN SCHOOL

## Section 1: Screening questions

### ASK ALL

**QA** What is the **total** number of people in the household (please include yourself in this total)?

*Please type in below*

**IF ONE PERSON – CLOSE**

### ASK ALL

**QB** And what is the total number of people **aged 16 or under** in the household. If **you** are aged 16 or under, please include yourself in this total.

*Please type in below*

Type in

**IF ZERO PEOPLE AGED 16 OR UNDER – CLOSE**

### ASK ALL

**QB1** And are you a parent or guardian to any of those aged 16 or under in the household?

*Please select one option*

Yes	1	CONTINUE
No	2	CLOSE
Prefer not to say	3	CLOSE

ASK ALL

**QB2** Can we please ask the ages of those aged 16 or under in the household?

*If you have two or more children of the same age it is fine to select that age just once*

*Please select all that apply*

Aged under 1	1	CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 4-17
Aged 1	2	CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 4-17
Aged 2	3	CLOSE IF SINGLE CODED OR IF MULTI CODED BUT NOT WITH CODES 4-17
Aged 3	4	CONTINUE
Aged 4	5	CONTINUE
Aged 5	6	CONTINUE
Aged 6	7	CONTINUE
Aged 7	8	CONTINUE
Aged 8	9	CONTINUE
Aged 9	10	CONTINUE
Aged 10	11	CONTINUE
Aged 11	12	CONTINUE
Aged 12	13	CONTINUE
Aged 13	14	CONTINUE
Aged 14	15	CONTINUE
Aged 15	16	CONTINUE
Aged 16	17	CONTINUE
Prefer not to say	19	CLOSE

**ASK ALL (NB ROWS FILTERED ON RESPONSES AT QB2)****QB3** Can we please ask the gender of the children aged 16 or under in your household ?*Please enter the number of children by gender for each age group, by typing in the relevant number.**Please enter a response for each row.**If you do not have any children of that gender then please leave it set at zero.*

	Boy	Girl	
Aged under 1	0	0	1
Aged 1	0	0	2
Aged 2	0	0	3
Aged 3	0	0	4
Aged 4	0	0	5
Aged 5	0	0	6
Aged 6	0	0	7
Aged 7	0	0	8
Aged 8	0	0	9
Aged 9	0	0	10
Aged 10	0	0	11
Aged 11	0	0	12
Aged 12	0	0	13
Aged 13	0	0	14
Aged 14	0	0	15
Aged 15	0	0	16
Aged 16	0	0	17
Prefer not to say			18

We are carrying out research on behalf of Ofcom about the different types of TV and video, radio and audio, and online platforms children use and what they think of them.

The questions in the survey will relate to one particular child in your home so we will randomly select one child if you have told us you have more than one.

Depending on the age of the child randomly selected, we may want to hear from them too.

We have some questions for you first.

ASK ALL

**QD1** Where do you normally live? By this we mean the place that you live for all or most of the year.

*Please select one option*

England	1
Wales	2
Scotland	3
Northern Ireland	4

ASK ALL THAT LIVE IN ENGLAND AT QD1 (CODE 1)

**QD2** What region of England do you live in?

*Please select one option*

North East	1
Yorkshire and Humberside	2
North West	3
West Midlands	4
East Midlands	5
East of England	6
South West	7
South East	8
London	9

ASK ALL

**QE** What is your postcode?

This will not be used to contact you or to identify you – it will simply be used to classify where you live, as in an urban or rural area

**TYPE IN BELOW:**

**ALLOW REFUSED**

## ALL ELIGIBLE RESPONDENTS – PARENT OR GUARDIAN

- Q3.** Which of these best describes the chief income earner in your household?  
 If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.  
 If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.  
*Please select one option*

		<i>Social Grade</i>
<b>Very senior management</b> ; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm)	1	A
<b>Senior or middle management</b> in large organisation; owner of small business; principal officer in civil service/ local government	2	B
<b>Junior management</b> or professional; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	3	C1
<b>Skilled manual worker</b> - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4	C2
<b>Semi-skilled or unskilled manual worker</b> - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5	D
<b>Housewife/househusband</b>	6	E
<b>Unemployed</b>	7	E
<b>Student</b>	8	C1
<b>Retired and on state pension ONLY</b> (If retired but not only on state pension, please indicate the occupation just before retirement)	9	E
Don't know	10	X

## ALL ELIGIBLE RESPONDENTS – PARENT OR GUARDIAN

- QJ** And which of these terms best describes your relationship to your child <AGED 3/4/5/6/7/8/9/10/11/12/13/14/15/16>

*Please select one option*

Parent	1	CONTINUE
Guardian	2	
Something else	3	CLOSE
I do not have parental responsibility for this child	4	

**ESTABLISH PERMISSION/ CONSENT FROM PARENT AND CHILD (IF CHILD IS 8-16) TO BE INTERVIEWED AND COLLECT NAME OF CHILD**

**ASK ALL PARENTS OF 4-15S**

**C1A** Which school year has <<NAME OF CHILD/ your 4/5/6/7/8/9/10/11/12/13/14/15 year old >> been in most recently?

*Please select one option*

	England and Wales	Northern Ireland	Scotland
Aged 3	Don't ask as not at school	Don't ask as not at school	Don't ask as not at school
Aged 4	Reception or not started school or Prefer not to say	Year 1 or not started school or Prefer not to say	Nursery or not started school or Prefer not to say
Aged 5	Reception or Year 1 or Prefer not to say	Year 1 or Year 2 or Prefer not to say	Nursery or P1 or Prefer not to say
Aged 6	Year 1 or Year 2 or Prefer not to say	Year 2 or Year 3 or Prefer not to say	P1 or P2 or Prefer not to say
Aged 7	Year 2 or Year 3 or Prefer not to say	Year 3 or Year 4 or Prefer not to say	P2 or P3 or Prefer not to say
Aged 8	Year 3 or Year 4 or Prefer not to say	Year 4 or Year 5 or Prefer not to say	P3 or P4 or Prefer not to say
Aged 9	Year 4 or Year 5 or Prefer not to say	Year 5 or Year 6 or Prefer not to say	P4 or P5 or Prefer not to say
Aged 10	Year 5 or Year 6 or Prefer not to say	Year 6 or Year 7 or Prefer not to say	P5 or P6 or Prefer not to say
Aged 11	Year 6 or Year 7 or Prefer not to say	Year 7 or Year 8 or Prefer not to say	P6 or P7 or Prefer not to say
Aged 12	Year 7 or Year 8 or Prefer not to say	Year 8 or Year 9 or Prefer not to say	P7 or S1 or Prefer not to say
Aged 13	Year 8 or Year 9 or Prefer not to say	Year 9 or Year 10 or Prefer not to say	S1 or S2 or Prefer not to say
Aged 14	Year 9 or Year 10 or Prefer not to say	Year 10 or Year 11 or Prefer not to say	S2 or S3 or Prefer not to say
Aged 15	Year 10 or Year 11 or Prefer not to say	Year 11 or Year 12 or Prefer not to say	S3 or S4 or Prefer not to say

**ASK ALL PARENTS OF 16 YEAR OLDS**

**C1B** Is <<NAME OF CHILD/ your 16 year old >> in **full time** education?

*Please select one option*

Yes	1
No	2
Don't know	3
Prefer not to say	4

**ASK ALL PARENTS OF 16 YEAR OLDS THAT ARE STILL IN FULL TIME EDUCATION AT C1B (CODE 1) – CLOSE INTERVIEW FOR PARENTS OF 16 YEAR OLDS WHO ARE NO LONGER AT SCHOOL**

**C1C** Which school year is <<NAME OF CHILD/ your 16 year old >>in??

*Please select one option*

	England and Wales	Northern Ireland	Scotland
Aged 16	Year 11 or Year 12 or Prefer not to say	Year 12 or Year 13 or Prefer not to say	S4 or S5 or Prefer not to say

## SHOWSCREEN 1 - SHOW ALL PARENTS

Thank you very much for your answers so far. You qualify for the main survey.

Please click on the '>>' button below to proceed

### ALL ELIGIBLE RESPONDENTS – PARENT OR GUARDIAN

**Q1.** Do you have access to a broadband internet service at home – for example using Wi-Fi to go online?

*Please select one option*

Yes	1
No	2
Don't know	3

## SHOWSCREEN 2 - SHOW ALL PARENTS OF CHILD AGED 8-16 – PARENTS OF 3-7S SKIP TO Q3

Thanks very much for your answers.

This is now the part of the survey where we need you to hand over to [your child]

When they have finished answering their questions, they will need to hand back the survey to you for a few final questions.

Can you please ask [your child] to answer the next section?

The survey will now pause while your child comes to the screen (the '>>' button will appear after 30 seconds).

You may stay while your child completes the questions, but please only help them if they are stuck or they can't move to the next question.

Please click the '>>' button to continue when [your child] is ready to begin.

### ALL RESPONDENTS – CHILD AGED 8-16

**QC0.**

#### VERIFY IDENTITY OF CHILD

#### OPTION TO CUSTOMISE BACKGROUND OF SURVEY

#### CONSENT FROM CHILD AND DETAIL ON PRIVACY POLICY

Yes	1	CONTINUE
No	2	CLOSE



## ALL RESPONDENTS

**Q3A.** The next few questions ask about different TV and online services.

### PARENT OF 3-7

Please click on the services below that <<NAME/ your 3/4/5/6/7 year old>> ever uses to watch shows or films?

### CHILD AGED 8-16

Please click on the services below that you ever use to watch shows or films?

*Please select all that apply*

Netflix	1
BBC iPlayer (including BBC iPlayer Kids)	2
YouTube (including YouTube Kids)	3
Amazon Prime Video	4
Disney+	5
NOW	6
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP <a href="#">[Scotland]</a>	8
Channel 4/ Channel 4+ streaming (previously All4/ All4+)	9
My5 (previously Demand 5)	10
Sky On Demand or Sky Go or Sky Kids	11
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	12
Apple TV+	13
Paramount+	14
None of these (SINGLE CODE)	15

ASK Q3 FOR EACH SERVICE WATCHED AT Q3A (EACH OF CODES 1-13) – OR SKIP TO A5

**Q3.** ASK Q3 FOR EACH SERVICE USED AT A3

**PARENT OF 3-7**

How often does <<NAME/ your 3/4/5/6/7 year old>> watch shows or films using these services?

**CHILD AGED 8-16**

How often do you watch shows or films using these services?

ROWS	
1	Netflix
2	BBC iPlayer
3	YouTube (including YouTube Kids)
4	Amazon Prime Video
5	Disney+
6	NOW
8	ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP <a href="#">[Scotland]</a>
9	Channel 4/ Channel 4+ streaming (previously All4/ All4+)
10	My5 (previously Demand 5)
11	Sky On Demand or Sky Go or Sky Kids
12	Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids
13	Apple TV+
14	Paramount+

*Please select one option per row*

At least daily	1
At least weekly	2
At least monthly	3
Less often	4
Don't know/ can't remember	5

ALL RESPONDENTS WHO HAVE WATCHED ANY OF THE SERVICES AT Q3A AT LEAST MONTHLY  
(CODES 1-3 AT ANY OF Q3) – OR SKIP TO Q5A5

**Q4. PARENT OF 3-7**

Which of these does <<NAME/ your 3/4/5/6/7 year old>> use when they watch films or showing using these services?

**CHILD AGED 8-16**

Which of these do you use when you watch films or shows using these services?

*Please select all that apply*

TV set	1
Laptop	2
Mobile phone	3
Tablet (like an iPad)	4
Desktop computer	5
Games console	6
Any other device (WRITE IN)	7
Don't know (SINGLE CODE)	8

ALL RESPONDENTS

**Q5A.** The next few questions ask about different TV channels.

**PARENT OF 3-7**

Please click on the TV channels below that <<NAME/ your 3/4/5/6/7 year old>> ever uses to watch shows or films.

**CHILD AGED 8-16**

Please click on the TV channels below that you ever use to watch shows or films.

*Please select all that apply*

Any BBC channels – Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1
Any ITV channels – Like ITV1/ STV [Scotland]/ UTV [Northern Ireland], ITV2 including CITV, ITV3, ITV Be	2
Any Channel 4 channels – Like Channel 4, E4, Film4, More4, 4Seven	3
Any Channel 5 channels – Like Channel 5, 5USA, 5Star	4
Any Sky channels – Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema , Sky Kids	5
None of these (SINGLE CODE)	6

# BBC Children's Tracker 2024-2025

ASK Q5 FOR EACH SERVICE WATCHED AT Q5A (EACH OF CODES 1-5) – OR SKIP TO Q6A

## Q5. PARENT OF 3-7

How often does <<NAME/ your 3/4/5/6/7 year old>> watch shows or films on any of these TV channels?

## CHILD AGED 8-16

How often in the do you watch shows or films on any of these TV channels?

ROWS	
1	Any BBC channels – Like CBBC, BBC One, BBC Two, BBC Three, CBeebies
2	Any ITV channels – Like ITV1/ STV [Scotland]/ UTV [Northern Ireland], ITV2 including CITV, ITV3, ITV Be
3	Any Channel 4 channels – Like Channel 4, E4, Film4, More4, 4Seven
4	Any Channel 5 channels – Like Channel 5, 5USA, 5Star
5	Any Sky channels – Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema , Sky Kids

Please select one option per row

At least daily	1
At least weekly	2
At least monthly	3
Less often	4
Don't know/ can't remember	5

## ALL RESPONDENTS

**Q6A.** The next few questions ask about TV channels aimed at children.

**PARENT OF 3-7**

Please click on the TV channels below that <<NAME/ your 3/4/5/6/7 year old>> ever uses to watch shows.

**CHILD AGED 8-16**

Please click on the TV channels below that you ever use to watch shows.

*Please select all that apply*

CBBC	1
CBeebies	2
Cartoon Network	3
Channel 5's Milkshake!	4
ITVX Kids/ CITV on ITV2	5
Nickelodeon/Nick Jr.	6
POP/Tiny Pop/Pop Max	7
None of these (SINGLE CODE)	8

## ASK Q5 FOR EACH TV CHANNEL WATCHED AT Q6A (EACH OF CODES 1-7) – OR SKIP TO A7

**Q6. PARENT OF 3-7**

How often does <<NAME/ your 3/4/5/6/7 year old>> watch shows or films on any of these TV channels?

**CHILD AGED 8-16**

How often do you watch shows or films on any of these TV channels?

ROWS	
1	CBBC
2	CBeebies
3	Cartoon Network
4	Channel 5's Milkshake
5	ITVX Kids/ CITV on ITV2
6	Nickelodeon/Nick Jr.
7	POP/Tiny Pop/Pop Max

*Please select one option per row*

At least daily	1
At least weekly	2
At least monthly	3
Less often	4
Don't know/ can't remember	5

**ALL RESPONDENTS**

**Q7A.** The next few questions ask about different radio stations.

**PARENT OF 3-7**

Please click on the radio stations below that <<NAME/ your 3/4/5/6/7 year old>> ever listens to.

**CHILD AGED 8-16**

Please click on the radio stations below that you ever listen to.

*Please select all that apply*

Any BBC radio station Like BBC Radio 1, BBC Radio 2	1
Any Absolute radio station	2
Any Capital radio station	3
Any Heart radio station	4
Any Kiss radio station	6
Fun Kids radio	9
None of these (SINGLE CODE)	8

**ASK Q7 FOR EACH RADIO STATION LISTENED TO AT Q7A (EACH OF CODES 1-7) – OR SKIP TO Q9A****Q7. PARENT OF 3-7**

How often does <<NAME/ your 3/4/5/6/7 year old>> listen to these radio stations?

**CHILD AGED 8-12**

How often do you listen to these radio stations?

ROWS	
1	Any BBC radio station Like BBC Radio 1, BBC Radio 2
2	Any Absolute radio station
3	Any Capital radio station
4	Any Heart radio station
6	Any Kiss radio station
8	Fun Kids radio

*Please select one option per row*

At least daily	1
At least weekly	2
At least monthly	3
Less often	4
Don't know/ can't remember	5

ALL RESPONDENTS WHO HAVE LISTENED TO ANY OF THE RADIO STATIONS AT LEAST MONTHLY  
(CODE 1-3 AT ANY OF Q7) – OR SKIP TO Q9A

**Q8. PARENT OF 3-7**

Which of these does <<NAME/ your 3/4/5/6/7 year old>> use to listen to these radio stations?

**CHILD AGED 8-16**

Which of these do you use to listen to these radio stations?

*Please select all that apply*

Radio set (DAB/FM/AM at home or in a car)	1
Mobile phone	2
Smart speaker (like Alexa or Google Home)	3
Tablet (like an iPad)	4
Laptop	5
Desktop computer	6
TV set	7
Any other device (WRITE IN)	8
Don't know (SINGLE CODE)	9

ALL RESPONDENTS

**Q9A.** The next few questions ask about BBC apps or websites.

**PARENT OF 3-7**

Please click on the BBC apps or websites below that <<NAME/ your 3/4/5/6/7 year old>> ever uses.

**CHILD AGED 8-16**

Please click on the BBC apps or websites below that you ever use.

*Please select all that apply*

BBC News site/ app	1
BBC Sport site/ app	2
BBC Bitesize site/ app	3
BBC Newsround site	4
CBeebies site/ apps	5
CBBC site	6
None of these (SINGLE CODE)	8

**Q9. PARENT OF 3-7**

How often does <<NAME/ your 3/4/5/6/7 year old>> use these BBC apps or sites?

**CHILD AGED 8-12**

How often do you use these BBC apps or sites?

ROWS	
1	BBC News site/ app
2	BBC Sport site/ app
3	BBC Bitesize site/ app
4	BBC Newsround site
5	CBeebies site/ apps
6	CBBC site

*Please select one option per row*

At least daily	1
At least weekly	2
At least monthly	3
Less often	4
Don't know/ can't remember	5



**SHOWSCREEN 3 - SHOW ALL RESPONDENTS**

Thinking now about the BBC TV programme 'Newsround' which is shown each day on CBBC and can also be watched on the BBC iPlayer...

**ALL RESPONDENTS**

**Q10. PARENT OF 3-7**

How often does <<NAME/ your 3/4/5/6/7 year old>> watch Newsround on CBBC or on the BBC iPlayer?

**CHILD AGED 8-16**

How often do you watch Newsround on CBBC or on the BBC iPlayer?

*Please select one option*

Most days	1
Weekly	2
Less often	3
Never	4
Don't know	5

**ALL 8-16S WHO EVER USE THE NEWSROUND SITE AT Q9 (CODES 1-3) AND WATCH NEWSROUND ON CBBC OR IPLAYER AT Q10 (CODES 1-3) – OTHERS SKIP TO Q12A**

**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?

*Please select one option*

Newsround website	1
Newsround TV programme	2
No difference	3
Don't know	4

**ALL RESPONDENTS**

**Q12A.** The next few questions ask about audio streaming services.

**PARENT OF 3-7**

Please click on the audio streaming services below that <<NAME/ your 3/4/5/6/7 year old>> ever uses.

**CHILD AGED 8-16**

Please click on the audio streaming services below that you ever use.

*Please select all that apply*

BBC Sounds	1
Apple Music or Apple Podcasts	2
Google Podcasts	3
GlobalPlayer	4
RadioPlayer	5
Spotify	6
Deezer	7
Amazon Music	8
YouTube Music	10
SoundCloud	11
Rayo	13
None of these (SINGLE CODE)	12

**ASK Q12 FOR EACH SERVICE USED AT Q12A (EACH OF CODES 1-11) – OR SKIP TO SHOWSCREEN 4**

**Q12.** How often do you use these audio streaming services?

ROWS	
1	BBC Sounds
2	Apple Music or Apple Podcasts
3	Google Podcasts
4	GlobalPlayer
5	RadioPlayer
6	Spotify
7	Deezer
8	Amazon Music
10	YouTube Music
11	SoundCloud
12	Rayo

*Please select one option per row*

At least daily	1
At least weekly	2
At least monthly	3
Less often	4
Don't know/ can't remember	5

**SHOWSCREEN 4 - SHOW ALL RESPONDENTS WATCHING ANY ELIGIBLE CHANNELS IN THE PAST WEEK (CODES 1-2) AT Q3/ Q5/ Q6**
**PARENT OF 3-7**

Please think about those different services that <<NAME/ your 3/4/5/6/7 year old>> has watched.

**CHILD AGED 8-16**

Please think about those different services that you have watched.

**ALL RESPONDENTS WATCHING ANY ELIGIBLE SERVICES OR CHANNELS IN THE PAST WEEK (CODES 1-2) AT Q3/ Q5/ Q6**
**Q13. PARENT OF 3-7**

Which one of these would <<NAME/ your 3/4/5/6/7 year old>> prefer to go to first to watch something?

**CHILD AGED 8-16**

Which one of these would you go to first when you were thinking about what to watch?

*Please select one option*

BBC [Q3 BBC iPlayer/ Q5 BBC channels/ Q6 CBBC/ CBeebies]	1
ITV [Q3 IT VX or IT VX Premium (was ITV Hub or ITV Hub+)/ Q5 ITV channels/ Q6 IT VX Kids CITV on ITV2]	2
Channel 4 [Q3 Channel 4/ Q5 Channel 4 channels]	3
Channel 5 [Q3 My5/ Q5 Channel 5 channels/ Q6 Milkshake]	4
Sky channels (including from NOW) [Q3 NOW/ Q3 Sky On Demand or Sky Go or Sky Kids/ Q5 Sky channels]	6
Netflix [Q3]	7
Amazon Prime Video [Q3]	8
YouTube [Q3]	9
Disney+ [Q3]	10
Cartoon Network [Q6]	11
Nickelodeon/ Nick Jr [Q6]	12
POP/ Tiny Pop/Pop Max [Q6]	13
Paramount+ [Q3]	14
None of these	15
Don't know	16

**ASK ALL 8-16S WHO USE YOUTUBE AT Q3 IN THE PAST WEEK (CODES 1-2)**

**Q14.** Thinking about the things you have watched **on YouTube** in the past week or so...  
What did you enjoy watching?

TYPE IN:

Nothing \_\_\_\_\_

**SHOWSCREEN 5 - SHOW ALL RESPONDENTS****PARENT OF 3-7**

Now we're going to ask you how much you think <<NAME/ your 3/4/5/6/7 year old>> likes the different TV, radio and online services they have used in the past week – giving a star rating to show how much you think they like them, so 5 stars is the highest rating.

**CHILD AGED 8-16**

Now we're going to ask you how you feel about the different TV, radio and online services you've used in the past week – giving a star rating to show how much you like them, so 5 stars is the highest rating.

**ALL RESPONDENTS WHO HAVE USED EACH PROVIDER IN THE PAST WEEK (CODES 1-2) AT Q14/ Q17/ Q18****Q17. PARENT OF 3-7**

Thinking about the shows and films <<NAME/ your 3/4/5/6/7 year old>> has watched in the past week...

Please give a star rating to show how much you think they like each of the following.

**CHILD AGED 8-16**

Thinking about the shows and films you have watched in the past week...

Please give a star rating to show how much you like each of the following.

ROWS	
1	Netflix [Q3]
2	BBC TV channels or BBC iPlayer [Q3/ Q5/ Q6]
3	ITV channels or ITVX (was ITV Hub) [Q3/ Q5/ Q6]
4	Channel 4 channels or streaming [Q3/ Q5]
5	Channel 5 channels or My5 [Q3/ Q5/ Q6]
6	Sky TV channels or Sky Go [Q3/ Q5]
7	Amazon Prime Video [Q3]
8	YouTube (including YouTube Kids) [Q3]
9	Disney+ [Q3]
11	Apple TV+ [Q3]
12	Cartoon Network [Q6]
13	Nickelodeon/ Nick Jr [Q6]
14	POP/ Tiny Pop/Pop Max [Q6]
15	Paramount+ [Q3]

Please select one option per row

	1
	2
	3
	4
	5

**SHOWSCREEN 6 - SHOW ALL RESPONDENTS LISTENING TO ANY STATIONS IN THE PAST WEEK (CODES 1-2) AT Q7**

Now thinking about radio stations...

**ALL RESPONDENTS WHO HAVE USED EACH PROVIDER IN THE PAST WEEK (CODES 1-2) AT Q7**

**Q18. PARENT OF 3-7**

Please give a star rating to show how much you think <<NAME/ your 3/4/5/6/7 year old>> likes each of the following radio stations.

**CHILD AGED 8-16**

Please give a star rating to show how much you like each of these radio stations.

ROWS	
1	BBC Radio stations
2	Any Absolute radio
3	Any Capital radio
4	Any Heart radio
6	Any Kiss radio
8	Fun Kids radio

*Please select one option per row*

	1
	2
	3
	4
	5

**SHOWSCREEN 7 - SHOW ALL RESPONDENTS LISTENING TO ANY AUDIO STREAMING SERVICES IN THE PAST WEEK (CODES 1-2) AT Q12**

Now thinking about streaming services...

*ALL RESPONDENTS WHO HAVE USED EACH PROVIDER IN THE PAST WEEK (CODES 1-2) AT Q12*

**Q19.** Please give a star rating to show how much you like each of these streaming services.

ROWS	
1	BBC Sounds
2	Apple Music or Apple Podcasts
3	Google Podcasts
4	GlobalPlayer
5	RadioPlayer
6	Spotify
7	Deezer
8	Amazon Music
10	YouTube Music
11	SoundCloud
12	Rayo

*Please select one option per row*

	1
	2
	3
	4
	5

**SHOWSCREEN 8 - SHOW ALL RESPONDENTS USING ANY BBC SITES OR APPS IN THE PAST WEEK (CODES 1-2) AT Q9**

Now thinking about BBC apps and sites...

**ALL RESPONDENTS WHO HAVE USED EACH SITE/ APP IN THE PAST WEEK (CODES 1-2) AT Q9**

**Q20. PARENT OF 3-7**

Please give a star rating to show how much you think <<NAME/ your 3/4/5/6/7 year old>> likes each of the following BBC sites and apps.

**CHILD AGED 8-16**

Please give a star rating to show how much you like these BBC sites and apps.

ROWS	
1	BBC News site/ app
2	BBC Sport site/ app
3	BBC Bitesize site/ app
4	BBC Newsround site
5	CBeebies site/ apps
6	CBBC site

Please select one option per row

	1
	2
	3
	4
	5

**ALL 8-16S WHO EVER USE THE NEWSROUND SITE AT Q9 (CODES 1-3) OR WHO EVER WATCH NEWSROUND ON CBBC OR IPLAYER AT Q10 (CODES 1-3)**

**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"

Please select one option

Agree	1
Neither agree nor disagree	2
Disagree	3
Don't know	4



ALL 8-16S WHO DO NOT USE THE NEWSROUND SITE AT Q9 (NOT CODES 1-3) AND DO NOT WATCH NEWSROUND ON CBBC OR IPLAYER AT Q10 (NOT CODES 1-3)

**Q22.** Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer?

*Please select one option*

Yes	1
No	2
Not sure	3

ALL 8-16S WHO DON'T USE BUT HAVE HEARD OF NEWSROUND AT Q22 (CODE 1)

**Q23.** Can you say in one sentence why you don’t watch or use Newsround?

TYPE IN:

**SHOWSCREEN 7 - SHOW ALL RESPONDENTS IF CHILD IS AGED 4-16**

Now thinking about BBC Bitesize...

**ALL RESPONDENTS IF CHILD IS AGED 4-16 AND AT SCHOOL**

**Q24. PARENT OF 4-7**

Does <<NAME/ your 4/5/6/7 year old>> ever use BBC Bitesize for their schoolwork or homework?.

**CHILD AGED 8-16**

Do you ever use BBC Bitesize for your schoolwork or homework

*Please select one option*

Yes	1
No	2
Don't know	3

**ALL WHO EVER USE BBC BITESIZE AT Q24 (CODE 1)**

**Q25. PARENT OF 4-7**

Which of these options applies to <<NAME/ your 4/5/6/7 year old>>:

"When they use BBC Bitesize for their schoolwork or homework they find it helpful"

**CHILD AGED 8-16**

Which of these options applies to you:

"When I use BBC Bitesize for my schoolwork or homework I find it helpful"

*Please select one option*

Agree	1
Neither agree nor disagree	2
Disagree	3
Don't know	4

**ALL AGED 8-16 WHO EVER USE BBC BITESIZE AT Q24 (CODE 1)**

**Q26. Would you miss BBC Bitesize if it was no longer available?**

*Please select one option*

Yes	1
No	2
Maybe	3

ALL AGED 8-16 WHO EVER USE BBC BITESIZE AT Q24 (CODE 1)

**Q27.** What three words would you use to describe BBC Bitesize?

TYPE IN:

ALL RESPONDENTS WHO WATCH CBEEBIES WEEKLY AT Q6 (CODES 1-2)

**Q28. PARENT OF 3-7**

Do you agree or disagree with each of these things about CBeebies and <<NAME/ your 3/4/5/6/7 year old>>?

**CHILD AGED 8-16**

Do you agree or disagree with each of these things about CBeebies?

ROWS	
1	They/ I love CBeebies programmes
2	They/ I talk about CBeebies programmes with friends
3	CBeebies programmes teach them/ me about the world
4	There are lots of different types of CBeebies programmes
5	CBeebies is sometimes boring

Please select one option per row

Agree	1
Neither agree nor disagree	2
Disagree	3
Don't know	4

**ALL RESPONDENTS WHO EVER WATCH CBBC WEEKLY AT Q6 (CODES 1-2)**

**Q29. PARENT OF 3-7**

Do you agree or disagree with each of these things about CBBC and <<NAME/ your 3/4/5/6/7 year old>>?

**CHILD AGED 8-16**

Do you agree or disagree with each of these things about CBBC?

ROWS	
1	They/ I love CBBC programmes
2	They/ I talk about CBBC programmes with friends
3	CBBC programmes teach them/ me about the world
4	There are lots of different types of CBBC programmes
5	CBBC is sometimes boring

*Please select one option per row*

Agree	1
Neither agree nor disagree	2
Disagree	3
Don't know	4

**SHOWSCREEN 8 - SHOW ALL RESPONDENTS**

This part of the survey is just about the BBC.

**ALL RESPONDENTS**

**Q30.** Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps.

**PARENT OF 3-7**

Which one of these faces best describes how much you think <<NAME/ your 3/4/5/6/7 year old>> likes the BBC?

**CHILD AGED 8-16**

Which one of these faces best describes how you much you like or dislike the BBC?

*Please select one response*

	1
	2
	3
	4
	5

ALL PARENTS OF 3-7S

**Q31.** And which one of these faces best describes how much you like what the BBC does for <<NAME/ your 3/4/5/6/7 year old>>?

Please select one response

	1
	2
	3
	4
	5

ALL RESPONDENTS

**Q32. PARENT OF 3-7**

What do you think about the BBC for <<NAME/ your 3/4/5/6/7 year old>>?

**CHILD AGED 8-16**

What do you think about the BBC?

Please add as much detail as possible

TYPE IN:

ALL CHILDREN AGED 8-16

**Q33.** Do you agree or disagree with each of these?

ROWS	
A	News and information from the BBC helps me to understand what is going on in the UK and the world
B	The BBC has programmes and content that help me to learn about new things
C	The BBC has high quality shows I enjoy
D	The BBC has shows with people like me in them

Please select one option per row

Agree	1
Neither agree nor disagree	2
Disagree	3
Don't know	4

## ALL PARENTS OF 3-7 YEAR OLDS

Q34. Do you agree or disagree with each of these thinking of <<NAME/ your 3/4/5/6/7 year old>>??

ROWS	
E	News and information from the BBC helps my child to understand what is going on in the UK and the world
F	The BBC has programmes and content that help my child to learn about new things
G	The BBC has high quality shows my child enjoys
H	The BBC has shows with people like my child in them

Please select one option per row

Agree	1
Neither agree nor disagree	2
Disagree	3
Don't know	4

## ALL RESPONDENTS

Q35. PARENT OF 3-7

Would <<NAME/ your 3/4/5/6/7 year old>> miss the BBC if it wasn't there?

**CHILD AGED 8-16**

Would you miss the BBC if it wasn't there?

Please select one option

Yes	1
No	2
Maybe	3

## ALL PARENTS OF 3-7S

Q36. PARENT OF 3-7

And would you miss the BBC for <<NAME/ your 3/4/5/6/7 year old>> if it wasn't there?

Please select one option

Yes	1
No	2
Maybe	3

**SHOWSCREEN 9 - SHOW ALL 8-16S**

Thanks [NAME OF CHILD]

We really appreciate your help today.

Can you please ask your parent or guardian to complete the rest of the questions we have?

**ALL ELIGIBLE RESPONDENTS – PARENT OR GUARDIAN**

**Q37. IF PARENT OF 8-16 YEAR OLD** Thanks very much again for letting [your child] answer those questions.

**ALL PARENTS** There are just a few questions to finish the survey today.

Which one of these groups best describes [your child's] ethnic group or background?

*Please select one option*

WHITE	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
ASIAN AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND BLACK BRITISH	
Caribbean	14
African	15
Any other Black/ African/ Caribbean background	16
OTHER ETHNIC GROUP	
Arab	17
Any other ethnic background	18
Prefer not to say	19

### ALL ELIGIBLE RESPONDENTS – PARENT OR GUARDIAN

**Q38.** Do any of these impact or limit [your child's] day-to-day activities?

*Please select all that apply*

Hearing? Poor hearing, partial hearing, or are d/Deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Difficulties with speech? E.g. due to a stroke, stutter or stammer	7
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	8
Mental health? Anxiety, depression, or trauma-related conditions, for example	9
Other illnesses/ conditions which impact or limit their daily activities	10
Nothing – no impairments or conditions impact or limit their daily activities (SINGLE CODE)	11
Prefer not to say (SINGLE CODE)	12
Don't know (SINGLE CODE)	13

### ALL ELIGIBLE RESPONDENTS – PARENT OR GUARDIAN

**Q39.** Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

*Please select one option*

Up to £199 per week / Up to £10,399 per year	1
From £200 to £299 per week / From £10,400 to £15,599 per year	2
From £300 to £499 per week / From £15,600 to £25,999 per year	3
From £500 to £699 per week / From £26,000 to £36,399 per year	4
From £700 to £999 per week / From £36,400 to £51,999 per year	5
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	6
£1,500 and above per week/ £78,000 and above per year	7
Don't know	8
Prefer not to say	9



## BBC Children's Tracker 2024-2025

[ALL PARENTS OF CHILD AGED 8-16 – OTHERS SKIP TO SHOWSCREEN 10](#)**Q40.** How much help did [your child] receive in completing the questions today?*Please select one response*

A lot	1
A little	2
None	3

[SHOWSCREEN 10](#)[ALL PARENTS EXIT STATEMENT](#)

Thank you for completing the survey.

That is the end of the survey now, thank you very much for helping us out and for your time and patience. We hope you found it interesting and enjoyable.

Please click the '>>' button to finalise the survey.