OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

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CHILD'S AGE AND GENDER

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Male 12 years old	62	62	-	31	31
	12%	25%	-%	12%	13%
		b			
Female 12 years old	63	-	63	32	31
	13%	-%	25%	13%	13%
			a		
Male 13 years old	64	64	-	31	33
	13%	26%	-%	12%	13%
		b			
Female 13 years old	63	-	63	29	34
	13%	-%	25%	11%	14%
			a		
Male 14 years old	63	63	-	32	31
	13%	26%	-%	13%	13%
		b			
Female 14 years old	61	-	61	34	27
	12%	-%	24%	13%	11%
			a		
Male 15 years old	56	56	-	37	19
	11%	23%	-%	15%	8%
		b		d	
Female 15 years old	67	-	67	27	40
	13%	-%	26%	11%	16%
			a		

Columns Tested: a,b - c,d

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

NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
ENGLAND	415	210	205	211	204
	83%	86%	81%	83%	83%
SCOTLAND	41	22	20	27	15
	8%	9%	8%	10%	6%
WALES	27	8	19	11	16
	5%	3%	7%	4%	7%
NORTHERN IRELAND	16	5	11	6	10
	3%	2%	4%	2%	4%

Columns Tested: a,b - c,d

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

LOCATION - How would you describe the area where you live? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Large city	141	78	63	85	56
	28%	32%	25%	34%	23%
				d	
Smaller city or large town	100	51	49	49	52
	20%	21%	19%	19%	21%
Medium town	111	42	69	49	62
	22%	17%	27%	19%	25%
			a		
Small town	91	49	41	42	49
	18%	20%	16%	16%	20%
Rural area	56	25	32	30	27
	11%	10%	12%	12%	11%
SUMMARY					
URBAN	443	221	223	224	219
	89%	90%	88%	88%	89%
RURAL	56	25	32	30	27
	11%	10%	12%	12%	11%

Columns Tested: a,b - c,d

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

SOCIO-ECONOMIC GROUP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
ABC1	254	131	122	254	-
	51%	54%	48%	100%	-%
				d	
C2DE	246	114	132	-	246
	49%	46%	52%	-%	100%
					c

Columns Tested: a,b - c,d

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

QA. Finally before we start the survey with your child can I please ask which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
White	437	215	222	217	221
	88%	88%	87%	85%	90%
White and Black Caribbean	4	-	4	2	3
	1%	-%	2%	1%	1%
			a		
White and Black African	2	1	1	2	-
	*%	*%	*%	1%	-%
White and Asian	7	4	3	5	1
	1%	2%	1%	2%	1%
Any other mixed background	5	2	3	3	1
	1%	1%	1%	1%	1%
Indian	8	5	3	5	3
	2%	2%	1%	2%	1%
Pakistani	14	6	8	8	6
	3%	2%	3%	3%	2%
Bangladeshi	4	3	1	2	3
	1%	1%	1%	1%	1%
Any other Asian background	1	1	-	1	-
	*%	*%	-%	*%	-%
Caribbean	2	-	2	2	-
	*%	-%	1%	1%	-%
African	3	2	2	3	-
	1%	1%	1%	1%	-%

Columns Tested: a,b - c,d

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

QA. Finally before we start the survey with your child can I please ask which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Middle Eastern, including Arabic origin	2	1	1	1	1
	*%	*%	1%	*%	1%
Iranian	1	1	-	1	-
	*%	*%	-%	*%	-%
Chinese	2	2	-	1	1
	*%	1%	-%	*%	1%
Any other background	3	2	1	2	1
	1%	1%	*%	1%	1%
Refused	4	1	2	1	3
	1%	1%	1%	*%	1%

Columns Tested: a,b - c,d

Any break column with 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. SCREEN SHOWING 14 LOGOS - Here are some companies that you may have heard of. Can you please pick those ones that you know? (MULTI CODE).

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
YouTube	471	233	238	239	232
	94%	95%	94%	94%	95%
ITV	444	216	228	217	226
	89%	88%	90%	86%	92%
					c
Netflix	437	215	222	226	210
	87%	87%	87%	89%	86%
BBC1/ BBC2	412	205	207	214	198
	82%	83%	82%	84%	81%
Disney channel	398	194	204	210	188
	80%	79%	80%	83%	77%
Channel 4	390	192	198	199	191
	78%	78%	78%	78%	78%
Channel 5	383	184	199	186	197
	77%	75%	78%	73%	80%
Nickelodeon	382	185	197	193	189
	77%	76%	78%	76%	77%
Amazon Prime	372	183	189	199	173
	75%	75%	74%	78%	70%
CBBC	372	176	196	188	184
	74%	72%	77%	74%	75%
CITV	357	169	188	176	181
	71%	69%	74%	69%	73%
E4	356	167	189	183	173
	71%	68%	74%	72%	70%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 6

Any break column with 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. SCREEN SHOWING 14 LOGOS - Here are some companies that you may have heard of. Can you please pick those ones that you know? (MULTI CODE).

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
BBC3	260	132	128	138	123
	52%	54%	51%	54%	50%
Sky Kids	180	89	91	102	78
	36%	36%	36%	40%	32%
None of these	1	1	-	-	1
	*%	1%	-%	-%	1%

Columns Tested: a,b - c,d

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

Q2a. Can you please pick those that you ever use to watch TV programmes, films, videos or clips? (MULTI CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
YouTube	424	215	209	214	210
	85%	87%	82%	84%	86%
ITV	325	156	169	156	169
	65%	64%	66%	61%	69%
BBC1/ BBC2	285	140	145	157	127
	57%	57%	57%	62%	52%
				d	
Netflix	266	116	149	141	124
	53%	47%	59%	56%	51%
			a		
Channel 4	222	113	109	119	104
	44%	46%	43%	47%	42%
E4	200	88	112	102	98
	40%	36%	44%	40%	40%
Channel 5	199	92	107	96	104
	40%	38%	42%	38%	42%
CBBC	161	73	87	84	77
	32%	30%	34%	33%	31%
Nickelodeon	157	68	88	81	75
	31%	28%	35%	32%	31%
CITV	153	73	80	70	83
	31%	30%	32%	28%	34%
Disney channel	146	58	89	83	64
	29%	24%	35%	33%	26%
			a		

Columns Tested: a,b - c,d

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

Q2a. Can you please pick those that you ever use to watch TV programmes, films, videos or clips? (MULTI CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Amazon Prime	122	65	57	79	43
	24%	26%	22%	31%	17%
				d	
BBC3	76	32	44	48	28
	15%	13%	17%	19%	11%
				d	
Sky Kids	63	29	33	42	21
	13%	12%	13%	16%	8%
				d	
None of these	1	1	-	-	1
	*%	1%	-%	-%	1%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - Disney channel

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	62	26	35	33	28
	12%	11%	14%	13%	11%
I sometimes watch things	85	32	53	49	36
	17%	13%	21%	19%	14%
			a		
EVER WATCH THINGS	146	58	89	83	64
	29%	24%	35%	33%	26%
			a		
I don't watch things but aware	251	136	115	127	124
	50%	55%	45%	50%	51%
		b			
TOTAL AWARE	398	194	204	210	188
	80%	79%	80%	83%	77%
I'm not aware	102	52	50	44	58
	20%	21%	20%	17%	23%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - Netflix

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	191	77	114	100	90
	38%	31%	45%	40%	37%
			a		
I sometimes watch things	75	40	35	41	34
	15%	16%	14%	16%	14%
EVER WATCH THINGS	266	116	149	141	124
	53%	47%	59%	56%	51%
			a		
I don't watch things but aware	171	98	73	85	86
	34%	40%	29%	34%	35%
		b			
TOTAL AWARE	437	215	222	226	210
	87%	87%	87%	89%	86%
I'm not aware	63	31	32	27	36
	13%	13%	13%	11%	14%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - Nickelodeon

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	71	24	47	40	31
	14%	10%	18%	16%	13%
			a		
I sometimes watch things	86	44	42	42	44
	17%	18%	17%	16%	18%
EVER WATCH THINGS	157	68	88	81	75
	31%	28%	35%	32%	31%
I don't watch things but aware	226	117	109	112	114
	45%	48%	43%	44%	46%
TOTAL AWARE	382	185	197	193	189
	77%	76%	78%	76%	77%
I'm not aware	117	60	57	61	56
	23%	24%	22%	24%	23%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - Channel 4

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	79	31	47	33	46
	16%	13%	19%	13%	19%
I sometimes watch things	144	82	62	86	58
	29%	33%	24%	34%	23%
		b		d	
EVER WATCH THINGS	222	113	109	119	104
	44%	46%	43%	47%	42%
I don't watch things but aware	168	79	89	81	87
	34%	32%	35%	32%	36%
TOTAL AWARE	390	192	198	199	191
	78%	78%	78%	78%	78%
I'm not aware	109	53	56	55	55
	22%	22%	22%	22%	22%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - BBC3

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	20	9	11	17	3
	4%	4%	4%	7%	1%
				d	
I sometimes watch things	56	23	32	30	25
	11%	10%	13%	12%	10%
EVER WATCH THINGS	76	32	44	48	28
	15%	13%	17%	19%	11%
				d	
I don't watch things but aware	184	100	85	90	95
	37%	41%	33%	35%	39%
TOTAL AWARE	260	132	128	138	123
	52%	54%	51%	54%	50%
I'm not aware	239	113	126	116	123
	48%	46%	49%	46%	50%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - CBBC

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	56	21	35	29	27
	11%	9%	14%	11%	11%
I sometimes watch things	105	52	53	55	50
	21%	21%	21%	22%	20%
EVER WATCH THINGS	161	73	87	84	77
	32%	30%	34%	33%	31%
I don't watch things but aware	211	103	109	105	107
	42%	42%	43%	41%	43%
TOTAL AWARE	372	176	196	188	184
	74%	72%	77%	74%	75%
I'm not aware	128	69	58	65	62
	26%	28%	23%	26%	25%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - CITV

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	46	17	29	20	27
	9%	7%	11%	8%	11%
I sometimes watch things	106	55	51	50	56
	21%	23%	20%	20%	23%
EVER WATCH THINGS	153	73	80	70	83
	31%	30%	32%	28%	34%
I don't watch things but aware	204	96	108	106	98
	41%	39%	42%	42%	40%
TOTAL AWARE	357	169	188	176	181
	71%	69%	74%	69%	73%
I'm not aware	143	77	66	78	65
	29%	31%	26%	31%	27%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - Amazon Prime

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	64	31	33	40	24
	13%	13%	13%	16%	10%
I sometimes watch things	58	34	24	39	19
	12%	14%	9%	15%	8%
				d	
EVER WATCH THINGS	122	65	57	79	43
	24%	26%	22%	31%	17%
				d	
I don't watch things but aware	250	119	132	120	130
	50%	48%	52%	47%	53%
TOTAL AWARE	372	183	189	199	173
	75%	75%	74%	78%	70%
I'm not aware	127	62	65	55	73
	25%	25%	26%	22%	30%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - Sky Kids

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	32	17	14	21	10
	6%	7%	6%	8%	4%
I sometimes watch things	31	12	19	21	10
	6%	5%	7%	8%	4%
EVER WATCH THINGS	63	29	33	42	21
	13%	12%	13%	16%	8%
				d	
I don't watch things but aware	118	60	58	60	58
	24%	24%	23%	24%	23%
TOTAL AWARE	180	89	91	102	78
	36%	36%	36%	40%	32%
I'm not aware	319	156	163	152	167
	64%	64%	64%	60%	68%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - YouTube

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	335	172	163	173	163
	67%	70%	64%	68%	66%
I sometimes watch things	88	43	46	41	47
	18%	17%	18%	16%	19%
EVER WATCH THINGS	424	215	209	214	210
	85%	87%	82%	84%	86%
I don't watch things but aware	47	19	29	25	22
	9%	8%	11%	10%	9%
TOTAL AWARE	471	233	238	239	232
	94%	95%	94%	94%	95%
I'm not aware	29	12	16	15	13
	6%	5%	6%	6%	5%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 18

Any break column with 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 OF AWARENESS AND USE - E4

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	79	35	44	40	40
	16%	14%	17%	16%	16%
I sometimes watch things	120	53	67	62	58
	24%	21%	27%	25%	23%
EVER WATCH THINGS	200	88	112	102	98
	40%	36%	44%	40%	40%
I don't watch things but aware	157	80	77	81	75
	31%	32%	30%	32%	31%
TOTAL AWARE	356	167	189	183	173
	71%	68%	74%	72%	70%
I'm not aware	143	78	65	71	73
	29%	32%	26%	28%	30%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 19

Any break column with 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 OF AWARENESS AND USE - BBC1/ BBC2

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	146	68	78	78	68
	29%	28%	31%	31%	28%
I sometimes watch things	138	71	67	79	59
	28%	29%	26%	31%	24%
EVER WATCH THINGS	285	140	145	157	127
	57%	57%	57%	62%	52%
				d	
I don't watch things but aware	127	65	62	56	71
	25%	27%	24%	22%	29%
TOTAL AWARE	412	205	207	214	198
	82%	83%	82%	84%	81%
I'm not aware	88	41	47	40	47
	18%	17%	18%	16%	19%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 20

Any break column with 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 OF AWARENESS AND USE - Channel 5

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	58	23	34	25	33
	12%	9%	14%	10%	13%
I sometimes watch things	142	69	73	71	71
	28%	28%	29%	28%	29%
EVER WATCH THINGS	199	92	107	96	104
	40%	38%	42%	38%	42%
I don't watch things but aware	184	92	92	90	93
	37%	37%	36%	36%	38%
TOTAL AWARE	383	184	199	186	197
	77%	75%	78%	73%	80%
I'm not aware	116	62	55	68	49
	23%	25%	22%	27%	20%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND USE - ITV

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
I often watch things	132	56	76	68	64
	26%	23%	30%	27%	26%
I sometimes watch things	192	100	92	87	105
	39%	41%	36%	34%	43%
EVER WATCH THINGS	325	156	169	156	169
	65%	64%	66%	61%	69%
I don't watch things but aware	119	60	59	62	58
	24%	24%	23%	24%	23%
TOTAL AWARE	444	216	228	217	226
	89%	88%	90%	86%	92%
					c
I'm not aware	56	29	26	36	19
	11%	12%	10%	14%	8%
				d	

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - Disney channel

Base : All aware of Disney

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	403	202	201	276	127
Effective Weighted Sample	361	182	180	276	127
Total	398	194	204	210	188
Aimed at people younger than me	259	133	126	136	123
	65%	69%	62%	65%	65%
Aimed at people my age	89	38	50	47	41
	22%	20%	25%	22%	22%
Aimed at people older than me	17	8	9	9	7
	4%	4%	4%	4%	4%
Aimed at everyone	31	13	18	16	15
	8%	7%	9%	8%	8%
Not sure who these are aimed at	3	2	1	2	1
	1%	1%	*%	1%	1%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 23

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - Netflix

Base : All aware of Netflix

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	440	219	221	298	142
Effective Weighted Sample	395	196	198	298	142
Total	437	215	222	226	210
Aimed at people younger than me	6	4	2	3	3
	1%	2%	1%	1%	1%
Aimed at people my age	53	29	24	35	18
	12%	13%	11%	15%	8%
				d	
Aimed at people older than me	71	36	35	40	31
	16%	17%	16%	17%	15%
Aimed at everyone	286	134	151	141	145
	65%	63%	68%	62%	69%
Not sure who these are aimed at	22	11	10	8	13
	5%	5%	5%	4%	6%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 24

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - Nickelodeon

Base : All aware of Nickelodeon

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	382	188	194	254	128
Effective Weighted Sample	343	169	174	254	128
Total	382	185	197	193	189
Aimed at people younger than me	234 61%	119 64%	115 58%	117 61%	117 62%
Aimed at people my age	112 29%	53 28%	60 30%	55 28%	58 30%
Aimed at people older than me	10 3%	2 1%	8 4%	7 4%	3 2%
Aimed at everyone	18 5%	8 4%	10 5%	14 7%	4 2%
Not sure who these are aimed at	8 2%	3 2%	5 3%	1 *%	7 4% c

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - Channel 4

Base : All aware of Channel 4

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	391	195	196	262	129
Effective Weighted Sample	351	175	176	262	129
Total	390	192	198	199	191
Aimed at people younger than me	5	3	2	4	1
	1%	2%	1%	2%	1%
Aimed at people my age	32	17	16	22	10
	8%	9%	8%	11%	5%
Aimed at people older than me	182	93	89	92	90
	47%	48%	45%	46%	47%
Aimed at everyone	148	68	80	78	70
	38%	36%	40%	39%	36%
Not sure who these are aimed at	22	11	11	3	19
	6%	6%	6%	2%	10%
					c

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - BBC3

Base : All aware of BBC3

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	~d
Unweighted total	264	134	130	181	83
Effective Weighted Sample	237	120	117	181	83
Total	260	132	128	138	123
Aimed at people younger than me	8	3	5	6	**
	3%	2%	4%	4%	**
Aimed at people my age	33	12	21	23	**
	13%	9%	16%	17%	**
Aimed at people older than me	130	69	61	63	**
	50%	52%	47%	46%	**
Aimed at everyone	59	34	26	28	**
	23%	25%	20%	20%	**
Not sure who these are aimed at	31	14	17	17	**
	12%	11%	13%	13%	**

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - CBBC

Base : All aware of CBBC

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	372	177	195	248	124
Effective Weighted Sample	334	159	175	248	124
Total	372	176	196	188	184
Aimed at people younger than me	245 66%	116 66%	129 66%	128 68%	117 64%
Aimed at people my age	87 23%	43 25%	44 22%	43 23%	44 24%
Aimed at people older than me	15 4%	7 4%	8 4%	9 5%	6 3%
Aimed at everyone	19 5%	8 5%	11 6%	6 3%	13 7%
Not sure who these are aimed at	5 1%	2 1%	4 2%	2 1%	3 2%

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - CITV

Base : All aware of CITV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	354	170	184	232	122
Effective Weighted Sample	317	152	165	232	122
Total	357	169	188	176	181
Aimed at people younger than me	251	122	130	127	124
	70%	72%	69%	72%	69%
Aimed at people my age	72	31	41	33	38
	20%	18%	22%	19%	21%
Aimed at people older than me	8	2	5	6	1
	2%	1%	3%	3%	1%
Aimed at everyone	21	11	10	9	12
	6%	7%	5%	5%	7%
Not sure who these are aimed at	5	3	2	1	4
	1%	2%	1%	*%	2%

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - Amazon Prime

Base : All aware of Amazon Prime

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	379	192	187	262	117
Effective Weighted Sample	340	173	168	262	117
Total	372	183	189	199	173
Aimed at people younger than me	5	4	1	3	1
	1%	2%	*%	2%	1%
Aimed at people my age	39	25	14	26	13
	11%	14%	8%	13%	8%
Aimed at people older than me	73	36	37	48	25
	20%	20%	20%	24%	15%
				d	
Aimed at everyone	223	104	119	106	117
	60%	57%	63%	53%	68%
					c
Not sure who these are aimed at	32	14	18	16	16
	9%	8%	10%	8%	9%

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - Sky Kids

Base : All aware of Sky Kids

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	c	~d
Unweighted total	187	92	95	134	53
Effective Weighted Sample	168	83	85	134	53
Total	180	89	91	102	78
Aimed at people younger than me	119	**	**	68	**
	66%	**	**	66%	**
Aimed at people my age	40	**	**	19	**
	22%	**	**	19%	**
Aimed at people older than me	6	**	**	5	**
	3%	**	**	4%	**
Aimed at everyone	11	**	**	8	**
	6%	**	**	7%	**
Not sure who these are aimed at	5	**	**	3	**
	3%	**	**	3%	**

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - YouTube

Base : All aware of YouTube

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	471	237	234	314	157
Effective Weighted Sample	422	213	210	314	157
Total	471	233	238	239	232
Aimed at people younger than me	13	6	7	8	4
	3%	3%	3%	4%	2%
Aimed at people my age	109	62	47	63	46
	23%	26%	20%	26%	20%
Aimed at people older than me	32	17	15	11	21
	7%	7%	6%	5%	9%
Aimed at everyone	306	140	166	150	155
	65%	60%	70%	63%	67%
			a		
Not sure who these are aimed at	11	9	2	5	6
	2%	4%	1%	2%	3%

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - E4

Base : All aware of E4

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	358	173	185	241	117
Effective Weighted Sample	321	155	166	241	117
Total	356	167	189	183	173
Aimed at people younger than me	7	4	3	2	4
	2%	2%	2%	1%	3%
Aimed at people my age	68	29	38	40	28
	19%	18%	20%	22%	16%
Aimed at people older than me	132	64	68	68	64
	37%	38%	36%	37%	37%
Aimed at everyone	125	58	68	63	62
	35%	34%	36%	34%	36%
Not sure who these are aimed at	25	13	12	10	15
	7%	8%	6%	5%	9%

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - BBC1/ BBC2

Base : All aware of BBC1/ BBC2

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	415	206	209	281	134
Effective Weighted Sample	372	185	187	281	134
Total	412	205	207	214	198
Aimed at people younger than me	3	2	1	3	-
	1%	1%	*%	1%	-%
Aimed at people my age	28	13	15	17	10
	7%	6%	7%	8%	5%
Aimed at people older than me	184	91	93	93	90
	45%	44%	45%	44%	46%
Aimed at everyone	181	91	90	97	84
	44%	44%	44%	45%	43%
Not sure who these are aimed at	16	8	8	3	13
	4%	4%	4%	1%	7%
					c

Columns Tested: a,b - c,d

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - Channel 5

Base : All aware of Channel 5

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	378	186	192	245	133
Effective Weighted Sample	339	167	172	245	133
Total	383	184	199	186	197
Aimed at people younger than me	7	5	2	4	3
	2%	2%	1%	2%	2%
Aimed at people my age	19	10	9	11	7
	5%	5%	4%	6%	4%
Aimed at people older than me	167	83	85	87	80
	44%	45%	43%	47%	41%
Aimed at everyone	156	74	82	68	89
	41%	40%	41%	36%	45%
Not sure who these are aimed at	34	13	21	16	18
	9%	7%	11%	9%	9%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 35

Any break column with 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 OF WHOM THE CONTENT IS AIMED AT - ITV

Base : All aware of ITV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	439	217	222	286	153
Effective Weighted Sample	394	195	199	286	153
Total	444	216	228	217	226
Aimed at people younger than me	5 1%	5 2% b	- -%	3 1%	1 1%
Aimed at people my age	34 8%	17 8%	17 7%	25 12% d	9 4%
Aimed at people older than me	156 35%	82 38%	74 33%	81 37%	75 33%
Aimed at everyone	233 52%	108 50%	124 55%	103 47%	130 58% c
Not sure who these are aimed at	16 4%	4 2%	13 6% a	6 3%	10 5%

Columns Tested: a,b - c,d

Any break column with 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 one of these would you miss the most if you couldn't watch it anymore? (SINGLE CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
YouTube	241	140	101	115	126
	48%	57%	40%	45%	51%
		b			
Netflix	97	34	62	51	46
	19%	14%	25%	20%	19%
			a		
BBC1/ BBC2	30	18	12	20	10
	6%	7%	5%	8%	4%
Disney channel	28	8	20	11	16
	6%	3%	8%	4%	7%
			a		
ITV	22	8	13	8	13
	4%	3%	5%	3%	5%
E4	13	5	8	8	4
	3%	2%	3%	3%	2%
Nickelodeon	10	3	7	7	3
	2%	1%	3%	3%	1%
CBBC	8	1	7	6	1
	2%	*%	3%	2%	1%
			a		
Channel 4	8	3	4	5	3
	2%	1%	2%	2%	1%
Amazon Prime	5	4	2	4	1
	1%	2%	1%	1%	1%
CITV	4	4	1	2	3
	1%	2%	*%	1%	1%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 36

Any break column with 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 one of these would you miss the most if you couldn't watch it anymore? (SINGLE CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Sky Kids	2	-	2	1	1
	*%	-%	1%	*%	1%
Channel 5	2	1	1	1	1
	*%	*%	1%	*%	1%
BBC3	1	-	1	1	-
	*%	-%	*%	*%	-%
None of these	14	10	4	9	4
	3%	4%	1%	4%	2%
Don't know	16	7	9	6	10
	3%	3%	4%	2%	4%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 37

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

Q5. Here are some reasons why you might choose to watch something. Click on each reason if you think it is important to you when choosing something to watch (MULTI CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Makes you laugh	367	185	183	181	186
	74%	75%	72%	71%	76%
Relaxes you or helps you take time out	302	143	160	156	147
	61%	58%	63%	61%	60%
Gives you something to talk about with friends	282	135	147	141	141
	56%	55%	58%	56%	57%
Helps you to learn about or find out new things	241	126	115	120	121
	48%	51%	45%	47%	49%
Makes you think	194	102	92	101	93
	39%	42%	36%	40%	38%
Gives you something to talk about with family	154	71	83	84	70
	31%	29%	33%	33%	28%
Inspires you to try something new or different	146	75	70	74	71
	29%	31%	28%	29%	29%
Shocks or scares you	92	41	51	40	52
	18%	17%	20%	16%	21%
None of these are important to me	7	4	4	2	6
	1%	2%	1%	1%	2%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 38

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

Q6. SUMMARY OF ATTITUDES TOWARDS CONTENT

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
IMPORTANCE OF WATCHING THINGS THAT INCLUDE PEOPLE YOUR AGE					
Important	265	132	133	139	126
	53%	54%	52%	55%	51%
Not important	56	21	35	30	25
	11%	9%	14%	12%	10%
Neither/ Don't know	179	92	87	84	95
	36%	38%	34%	33%	39%
IMPORTANCE OF WATCHING THINGS THAT INCLUDE PEOPLE THAT LOOK LIKE YOU					
Important	108	56	51	65	43
	22%	23%	20%	25%	17%
				d	
Not important	184	82	102	85	99
	37%	33%	40%	34%	40%
Neither/ Don't know	208	107	101	104	104
	42%	44%	40%	41%	42%
IMPORTANCE OF WATCHING THINGS THAT INCLUDE PEOPLE THAT LIVE IN THE SAME PART OF THE COUNTRY AS YOU					
Important	116	63	53	67	49
	23%	26%	21%	26%	20%
Not important	169	79	91	82	87
	34%	32%	36%	32%	36%
Neither/ Don't know	214	104	111	105	110
	43%	42%	44%	41%	45%

Columns Tested: a,b - c,d

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

Q6. SUMMARY OF ATTITUDES TOWARDS CONTENT

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246

IMPORTANCE OF WATCHING THINGS THAT INCLUDE PEOPLE DOING THE SAME SORT OF THINGS THAT YOU AND YOUR FRIENDS DO

	Total	MALE	FEMALE	ABC1	C2DE
Important	242	120	122	131	111
	49%	49%	48%	52%	45%
Not important	51	22	29	23	28
	10%	9%	11%	9%	11%
Neither/ Don't know	206	104	103	100	107
	41%	42%	40%	39%	43%

Columns Tested: a,b - c,d

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

Q7. Which one of these would you choose first to watch something that makes you laugh? (SINGLE CODE)

Base : All who feel it is important that the content they watch makes them laugh

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	364	189	175	238	126
Effective Weighted Sample	326	170	157	238	126
Total	367	185	183	181	186
YouTube	225	134	91	114	111
	61%	72%	50%	63%	60%
		b			
Netflix	40	13	28	18	22
	11%	7%	15%	10%	12%
			a		
Disney channel	17	4	13	9	7
	4%	2%	7%	5%	4%
			a		
E4	16	8	8	10	6
	4%	4%	5%	5%	3%
Nickelodeon	15	4	11	8	7
	4%	2%	6%	4%	4%
ITV	12	5	7	5	7
	3%	3%	4%	3%	4%
Amazon Prime	5	3	2	2	3
	1%	2%	1%	1%	2%
Channel 5	5	1	4	1	4
	1%	1%	2%	*%	2%
BBC1/ BBC2	4	2	2	2	1
	1%	1%	1%	1%	1%
Channel 4	3	2	1	3	-
	1%	1%	*%	2%	-%
CITV	3	2	1	2	1
	1%	1%	*%	1%	1%

Columns Tested: a,b - c,d

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

Q7. Which one of these would you choose first to watch something that makes you laugh? (SINGLE CODE)

Base : All who feel it is important that the content they watch makes them laugh

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	364	189	175	238	126
Effective Weighted Sample	326	170	157	238	126
Total	367	185	183	181	186
BBC3	2	1	1	2	-
	*%	*%	*%	1%	-%
CBBC	2	-	2	2	-
	*%	-%	1%	1%	-%
Sky Kids	2	-	2	2	-
	*%	-%	1%	1%	-%
Don't know	18	7	11	3	15
	5%	4%	6%	2%	8%
					c

Columns Tested: a,b - c,d

Any break column with 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 one of these would you choose first to watch something that makes you think? (SINGLE CODE)

Base : All who feel it is important that the content they watch makes them think

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	~b	c	~d
Unweighted total	196	104	92	133	63
Effective Weighted Sample	176	93	82	133	63
Total	194	102	92	101	93
YouTube	67	39	**	25	**
	34%	38%	**	25%	**
BBC1/ BBC2	50	28	**	27	**
	26%	28%	**	26%	**
Netflix	20	11	**	17	**
	10%	10%	**	17%	**
Channel 4	14	6	**	9	**
	7%	6%	**	9%	**
ITV	13	6	**	2	**
	7%	6%	**	2%	**
Channel 5	8	4	**	4	**
	4%	4%	**	4%	**
E4	5	2	**	3	**
	2%	2%	**	3%	**
Disney channel	4	1	**	4	**
	2%	1%	**	4%	**
CBBC	4	-	**	4	**
	2%	-%	**	4%	**
Nickelodeon	2	2	**	2	**
	1%	1%	**	2%	**
BBC3	2	1	**	2	**
	1%	1%	**	2%	**
Amazon Prime	1	1	**	-	**
	1%	1%	**	-%	**

Columns Tested: a,b - c,d

Any break column with 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 one of these would you choose first to watch something that makes you think? (SINGLE CODE)

Base : All who feel it is important that the content they watch makes them think

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	~b	c	~d
Unweighted total	196	104	92	133	63
Effective Weighted Sample	176	93	82	133	63
Total	194	102	92	101	93
CITV	1	-	**	1	**
	*%	-%	**	1%	**
Don't know	5	2	**	2	**
	3%	1%	**	2%	**

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 41

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

Q9. Which one of these would you choose first to watch something that helps you to learn about or find out about new things? (SINGLE CODE)

Base : All who feel it is important that the content they watch helps them to learn or find out new things

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	~d
Unweighted total	240	126	114	158	82
Effective Weighted Sample	215	113	102	158	82
Total	241	126	115	120	121
YouTube	130	76	55	58	**
	54%	60%	47%	48%	**
BBC1/ BBC2	39	23	16	23	**
	16%	18%	14%	19%	**
CBBC	12	2	10	9	**
	5%	2%	8%	8%	**
			a		
Channel 4	10	7	3	5	**
	4%	6%	3%	4%	**
Netflix	9	3	6	6	**
	4%	2%	5%	5%	**
Disney channel	9	2	7	3	**
	4%	2%	6%	3%	**
ITV	5	2	2	3	**
	2%	2%	2%	3%	**
BBC3	4	1	3	2	**
	2%	1%	3%	2%	**
Amazon Prime	4	1	3	2	**
	2%	1%	3%	2%	**
Channel 5	3	2	1	2	**
	1%	1%	1%	1%	**
Nickelodeon	2	1	2	2	**
	1%	1%	1%	2%	**
CITV	2	1	1	1	**
	1%	1%	1%	1%	**

Columns Tested: a,b - c,d

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

Q9. Which one of these would you choose first to watch something that helps you to learn about or find out about new things? (SINGLE CODE)

Base : All who feel it is important that the content they watch helps them to learn or find out new things

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	240	126	114	158	82
Effective Weighted Sample	215	113	102	158	82
Total	241	126	115	120	121
E4	2	1	1	2	**
	1%	1%	1%	1%	**
Don't know	10	5	6	3	**
	4%	4%	5%	3%	**

Columns Tested: a,b - c,d

Any break column with 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. Which one of these would you choose first to watch something that inspires you to try something new or different? (SINGLE CODE)

Base : All who feel it is important that the content they watch inspires them to try something new or different

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	146	77	69	98	48
Effective Weighted Sample	131	69	62	98	48
Total	146	75	70	74	71
YouTube	76	**	**	**	**
	52%	**	**	**	**
Netflix	13	**	**	**	**
	9%	**	**	**	**
BBC1/ BBC2	8	**	**	**	**
	6%	**	**	**	**
CBBC	8	**	**	**	**
	6%	**	**	**	**
Channel 4	6	**	**	**	**
	4%	**	**	**	**
Disney channel	5	**	**	**	**
	4%	**	**	**	**
Sky Kids	5	**	**	**	**
	3%	**	**	**	**
E4	5	**	**	**	**
	3%	**	**	**	**
ITV	4	**	**	**	**
	3%	**	**	**	**
Amazon Prime	4	**	**	**	**
	3%	**	**	**	**
Channel 5	3	**	**	**	**
	2%	**	**	**	**
Nickelodeon	2	**	**	**	**
	2%	**	**	**	**

Columns Tested: a,b - c,d

Any break column with 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. Which one of these would you choose first to watch something that inspires you to try something new or different? (SINGLE CODE)

Base : All who feel it is important that the content they watch inspires them to try something new or different

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	146	77	69	98	48
Effective Weighted Sample	131	69	62	98	48
Total	146	75	70	74	71
Don't know	6	**	**	**	**
	4%	**	**	**	**
Columns Tested: a,b - c,d					

Any break column with 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. Which one of these would you choose first to watch something that relaxes you or helps you to take time out? (SINGLE CODE)

Base : All who feel it is important that the content they watch relaxes them/ helps them to take time out

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	~d
Unweighted total	304	145	159	205	99
Effective Weighted Sample	273	130	143	205	99
Total	302	143	160	156	147
YouTube	104	64	40	55	**
	35%	45%	25%	36%	**
		b			
Netflix	88	35	53	43	**
	29%	25%	33%	27%	**
Disney channel	20	6	14	10	**
	7%	4%	9%	6%	**
ITV	20	5	15	10	**
	7%	4%	9%	6%	**
BBC1/ BBC2	15	8	7	8	**
	5%	6%	4%	5%	**
E4	13	6	7	5	**
	4%	4%	5%	3%	**
Amazon Prime	8	4	4	6	**
	3%	3%	2%	4%	**
CBBC	7	2	5	5	**
	2%	2%	3%	3%	**
Nickelodeon	7	4	3	4	**
	2%	3%	2%	2%	**
Channel 4	5	3	2	4	**
	2%	2%	1%	2%	**
CITV	3	2	1	2	**
	1%	2%	*%	1%	**
Channel 5	3	1	2	2	**
	1%	1%	1%	1%	**

Columns Tested: a,b - c,d

Any break column with 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. Which one of these would you choose first to watch something that relaxes you or helps you to take time out? (SINGLE CODE)

Base : All who feel it is important that the content they watch relaxes them/ helps them to take time out

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	304	145	159	205	99
Effective Weighted Sample	273	130	143	205	99
Total	302	143	160	156	147
BBC3	1	-	1	1	**
	*%	-%	*%	*%	**
Sky Kids	1	1	-	1	**
	*%	1%	-%	*%	**
Don't know	7	1	5	2	**
	2%	1%	3%	1%	**

Columns Tested: a,b - c,d

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

Q12. Which one of these would you choose first to watch something that gives you something to talk about with your friends? (SINGLE CODE)

Base : All who feel it is important that the content they watch gives them something to talk about with friends

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	~d
Unweighted total	281	135	146	186	95
Effective Weighted Sample	252	121	131	186	95
Total	282	135	147	141	141
YouTube	163	88	76	71	**
	58%	65%	51%	51%	**
		b			
Netflix	50	20	29	30	**
	18%	15%	20%	22%	**
Disney channel	13	6	7	5	**
	5%	4%	5%	4%	**
BBC1/ BBC2	10	5	5	7	**
	3%	4%	3%	5%	**
E4	8	2	6	7	**
	3%	2%	4%	5%	**
ITV	8	4	4	6	**
	3%	3%	3%	4%	**
Channel 4	5	1	4	2	**
	2%	1%	3%	2%	**
CITV	4	3	1	2	**
	1%	2%	1%	2%	**
CBBC	3	1	2	2	**
	1%	1%	1%	1%	**
Nickelodeon	2	1	2	2	**
	1%	1%	1%	2%	**
BBC3	2	1	1	1	**
	1%	1%	1%	1%	**
Channel 5	2	1	1	1	**
	1%	1%	1%	1%	**

Columns Tested: a,b - c,d

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

Q12. Which one of these would you choose first to watch something that gives you something to talk about with your friends? (SINGLE CODE)

Base : All who feel it is important that the content they watch gives them something to talk about with friends

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	281	135	146	186	95
Effective Weighted Sample	252	121	131	186	95
Total	282	135	147	141	141
Amazon Prime	1	-	1	1	**
	*%	-%	1%	1%	**
Sky Kids	1	-	1	1	**
	*%	-%	1%	1%	**
Don't know	10	2	8	3	**
	4%	2%	6%	2%	**

Columns Tested: a,b - c,d

Any break column with 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 you choose first to watch something that gives you something to talk about with your family? (SINGLE CODE)

Base : All who feel it is important that the content they watch gives them something to talk about with family

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	c	~d
Unweighted total	158	73	85	111	47
Effective Weighted Sample	142	66	76	111	47
Total	154	71	83	84	70
YouTube	47	**	**	19	**
	31%	**	**	23%	**
BBC1/ BBC2	26	**	**	21	**
	17%	**	**	24%	**
ITV	22	**	**	11	**
	14%	**	**	14%	**
Netflix	20	**	**	12	**
	13%	**	**	14%	**
Disney channel	6	**	**	3	**
	4%	**	**	4%	**
E4	5	**	**	4	**
	3%	**	**	5%	**
Nickelodeon	5	**	**	3	**
	3%	**	**	4%	**
Channel 4	4	**	**	2	**
	3%	**	**	2%	**
Channel 5	4	**	**	2	**
	2%	**	**	3%	**
Amazon Prime	3	**	**	3	**
	2%	**	**	4%	**
BBC3	3	**	**	2	**
	2%	**	**	2%	**
CBBC	1	**	**	1	**
	*%	**	**	1%	**

Columns Tested: a,b - c,d

Any break column with 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 you choose first to watch something that gives you something to talk about with your family? (SINGLE CODE)

Base : All who feel it is important that the content they watch gives them something to talk about with family

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	c	~d
Unweighted total	158	73	85	111	47
Effective Weighted Sample	142	66	76	111	47
Total	154	71	83	84	70
CITV	1	**	**	1	**
	*%	**	**	1%	**
Don't know	7	**	**	2	**
	5%	**	**	2%	**

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 46

Any break column with 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. Which one of these would you choose first to watch something that shocks or scares you (SINGLE CODE)

Base : All who feel it is important that the content they watch shocks or scares them

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	88	43	45	53	35
Effective Weighted Sample	79	39	41	53	35
Total	92	41	51	40	52
YouTube	**	**	**	**	**
	**	**	**	**	**
Netflix	**	**	**	**	**
	**	**	**	**	**
BBC1/ BBC2	**	**	**	**	**
	**	**	**	**	**
Channel 4	**	**	**	**	**
	**	**	**	**	**
E4	**	**	**	**	**
	**	**	**	**	**
Disney channel	**	**	**	**	**
	**	**	**	**	**
Channel 5	**	**	**	**	**
	**	**	**	**	**
Amazon Prime	**	**	**	**	**
	**	**	**	**	**
Nickelodeon	**	**	**	**	**
	**	**	**	**	**
BBC3	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

Q15. You think it is important for the things you watch to include people your age. Which one of these is the best at including people your age? (SINGLE CODE)

Base : All who think it is important that the things they watch include people their age

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	268	137	131	183	85
Effective Weighted Sample	240	123	117	183	85
Total	265	132	133	139	126
YouTube	121	76	45	66	**
	46%	57%	34%	48%	**
		b			
Netflix	34	11	22	17	**
	13%	9%	17%	13%	**
Nickelodeon	16	5	11	10	**
	6%	4%	8%	7%	**
Disney channel	15	9	6	8	**
	6%	7%	5%	5%	**
CBBC	14	2	11	9	**
	5%	2%	9%	7%	**
			a		
E4	13	3	10	5	**
	5%	2%	7%	4%	**
BBC1/ BBC2	11	7	4	6	**
	4%	5%	3%	4%	**
CITV	7	3	4	3	**
	3%	2%	3%	2%	**
Amazon Prime	7	4	3	4	**
	3%	3%	2%	3%	**
ITV	6	3	3	2	**
	2%	2%	2%	1%	**
Channel 4	5	2	3	3	**
	2%	1%	2%	2%	**
Channel 5	3	-	3	-	**
	1%	-%	2%	-%	**

Columns Tested: a,b - c,d

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

Q15. You think it is important for the things you watch to include people your age. Which one of these is the best at including people your age? (SINGLE CODE)

Base : All who think it is important that the things they watch include people their age

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	268	137	131	183	85
Effective Weighted Sample	240	123	117	183	85
Total	265	132	133	139	126
Sky Kids	1	-	1	-	**
	1%	-%	1%	-%	**
BBC3	1	-	1	1	**
	*%	-%	1%	1%	**
None of these	3	3	-	2	**
	1%	2%	-%	1%	**
Don't know	10	5	5	4	**
	4%	3%	4%	3%	**

Columns Tested: a,b - c,d

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

Q16. You think it is important for the things you watch to include people that look like you. Which one of these is the best at including people that look like you? (SINGLE CODE)

Base : All who think it is important that the things they watch include people that look like them

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	114	60	54	85	29
Effective Weighted Sample	103	54	49	85	29
Total	108	56	51	65	43
YouTube	33	**	**	**	**
	31%	**	**	**	**
Netflix	14	**	**	**	**
	13%	**	**	**	**
Disney channel	11	**	**	**	**
	10%	**	**	**	**
BBC1/ BBC2	9	**	**	**	**
	8%	**	**	**	**
ITV	6	**	**	**	**
	6%	**	**	**	**
Amazon Prime	5	**	**	**	**
	4%	**	**	**	**
Nickelodeon	4	**	**	**	**
	4%	**	**	**	**
CITV	4	**	**	**	**
	3%	**	**	**	**
E4	3	**	**	**	**
	3%	**	**	**	**
CBBC	3	**	**	**	**
	3%	**	**	**	**
Channel 5	3	**	**	**	**
	3%	**	**	**	**
BBC3	2	**	**	**	**
	1%	**	**	**	**

Columns Tested: a,b - c,d

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

Q16. You think it is important for the things you watch to include people that look like you. Which one of these is the best at including people that look like you? (SINGLE CODE)

Base : All who think it is important that the things they watch include people that look like them

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	114	60	54	85	29
Effective Weighted Sample	103	54	49	85	29
Total	108	56	51	65	43
Sky Kids	1	**	**	**	**
	1%	**	**	**	**
Channel 4	1	**	**	**	**
	1%	**	**	**	**
None of these	4	**	**	**	**
	3%	**	**	**	**
Don't know	6	**	**	**	**
	6%	**	**	**	**

Columns Tested: a,b - c,d

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

Q17. You think it is important for the things you watch to include people that live in the same part of the country as you. Which one of these is the best at including people that live in the same part of the country as you? (SINGLE CODE)

Base : All who think it is important that the things they watch include people that live in the same part of the country as them

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	121	64	57	88	33
Effective Weighted Sample	109	57	51	88	33
Total	116	63	53	67	49
YouTube	41	**	**	**	**
	36%	**	**	**	**
Netflix	15	**	**	**	**
	13%	**	**	**	**
BBC1/ BBC2	13	**	**	**	**
	11%	**	**	**	**
ITV	10	**	**	**	**
	8%	**	**	**	**
Nickelodeon	4	**	**	**	**
	3%	**	**	**	**
Disney channel	4	**	**	**	**
	3%	**	**	**	**
Sky Kids	3	**	**	**	**
	3%	**	**	**	**
E4	3	**	**	**	**
	3%	**	**	**	**
Channel 4	3	**	**	**	**
	3%	**	**	**	**
CBBC	2	**	**	**	**
	2%	**	**	**	**
Amazon Prime	2	**	**	**	**
	2%	**	**	**	**
CITV	2	**	**	**	**
	1%	**	**	**	**

Columns Tested:　a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 49

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

Q17. You think it is important for the things you watch to include people that live in the same part of the country as you. Which one of these is the best at including people that live in the same part of the country as you? (SINGLE CODE)

Base : All who think it is important that the things they watch include people that live in the same part of the country as them

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	121	64	57	88	33
Effective Weighted Sample	109	57	51	88	33
Total	116	63	53	67	49
BBC3	1	**	**	**	**
	1%	**	**	**	**
Channel 5	1	**	**	**	**
	1%	**	**	**	**
None of these	4	**	**	**	**
	3%	**	**	**	**
Don't know	9	**	**	**	**
	8%	**	**	**	**

Columns Tested: a,b - c,d

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

Q18. You think it is important for the things you watch to include people doing the same sorts of things that you and your friends do. Which one of these is the best at including people doing the same sorts of things that you and your friends do? (SINGLE CODE)

Base : All who think it is important that the things they watch include people doing the same sorts of things that they and their friends do

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	248	125	123	173	75
Effective Weighted Sample	223	112	110	173	75
Total	242	120	122	131	111
YouTube	123	71	52	61	**
	51%	59%	43%	46%	**
		b			
Netflix	21	6	15	12	**
	9%	5%	12%	9%	**
Disney channel	12	4	8	8	**
	5%	3%	7%	6%	**
CBBC	11	5	7	8	**
	5%	4%	6%	6%	**
Nickelodeon	11	4	8	7	**
	5%	3%	6%	5%	**
ITV	10	4	7	3	**
	4%	3%	5%	2%	**
BBC1/ BBC2	9	4	5	6	**
	4%	4%	4%	5%	**
Amazon Prime	9	6	3	5	**
	4%	5%	2%	3%	**
E4	8	4	4	5	**
	3%	3%	4%	4%	**
CITV	7	4	2	2	**
	3%	4%	2%	2%	**
Channel 4	5	1	5	4	**
	2%	1%	4%	3%	**
Sky Kids	2	2	1	2	**
	1%	1%	1%	2%	**

Columns Tested: a,b - c,d

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

Q18. You think it is important for the things you watch to include people doing the same sorts of things that you and your friends do. Which one of these is the best at including people doing the same sorts of things that you and your friends do? (SINGLE CODE)

Base : All who think it is important that the things they watch include people doing the same sorts of things that they and their friends do

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	248	125	123	173	75
Effective Weighted Sample	223	112	110	173	75
Total	242	120	122	131	111
BBC3	1	1	-	1	**
	*%	1%	-%	1%	**
None of these	2	1	1	1	**
	1%	1%	1%	1%	**
Don't know	10	5	5	7	**
	4%	4%	4%	5%	**

Columns Tested: a,b - c,d

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

Q19. How interested are you in reading, watching, listening to or following news?   Would you say you are... (SINGLE CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Very interested	42	21	21	32	10
	8%	9%	8%	13%	4%
				d	
Quite interested	203	109	95	106	98
	41%	44%	37%	42%	40%
TOTAL INTERESTED	246	130	116	138	108
	49%	53%	46%	54%	44%
				d	
Not very interested	179	81	98	81	98
	36%	33%	39%	32%	40%
Not at all interested	66	32	34	32	34
	13%	13%	14%	13%	14%
TOTAL NOT INTERESTED	245	113	132	113	132
	49%	46%	52%	45%	54%
Don't know	9	3	6	3	6
	2%	1%	2%	1%	2%

Columns Tested: a,b - c,d

Any break column with 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. Here are some different types of news. Which, if any, of these are you interested in? (MULTI CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Music news / singers/ musicians	289	122	167	138	151
	58%	50%	66%	54%	61%
			a		
Celebrities/ Famous people/ actors/ reality TV stars	213	74	140	98	115
	43%	30%	55%	39%	47%
			a		
Sports/ sports personalities	190	139	52	121	70
	38%	56%	20%	48%	28%
		b		d	
Serious things going on in your country/ in the UK/ national news	185	96	89	97	87
	37%	39%	35%	38%	36%
Animals or the environment	181	81	100	93	87
	36%	33%	39%	37%	36%
Science and technology	173	110	63	97	77
	35%	45%	25%	38%	31%
		b			
Local news or events - near where you live	162	82	81	71	92
	33%	33%	32%	28%	37%
					c
Fashion and beauty	155	26	129	68	87
	31%	11%	51%	27%	36%
			a		c

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 52

Any break column with 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. Here are some different types of news. Which, if any, of these are you interested in? (MULTI CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Serious things going on in other countries/ world events/ international news	140 28%	81 33% b	59 23%	77 30%	64 26%
Weather	101 20%	47 19%	54 21%	46 18%	55 22%
Politics or current affairs	68 14%	39 16%	29 11%	47 19% d	21 8%
ANY OF THESE	482 96%	234 95%	247 97%	245 96%	237 96%
None of these / Don't follow news about any of these	14 3%	10 4%	5 2%	7 3%	7 3%
Don't know	4 1%	2 1%	2 1%	2 1%	1 1%

Columns Tested: a,b - c,d

Any break column with 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. And which of these are the three that you are most interested in? (MULTI CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Music news / singers/ musicians	219	86	133	106	112
	44%	35%	52%	42%	46%
			a		
Sports/ sports personalities	157	126	30	100	56
	31%	52%	12%	40%	23%
		b		d	
Celebrities/ Famous people/ actors/ reality TV stars	152	50	102	68	84
	30%	20%	40%	27%	34%
			a		
Serious things going on in your country/ in the UK/ national news	124	67	56	65	59
	25%	27%	22%	25%	24%
Animals or the environment	121	51	70	65	56
	24%	21%	27%	25%	23%
Fashion and beauty	117	15	103	49	68
	24%	6%	40%	19%	28%
			a		c
Science and technology	117	80	38	65	52
	23%	32%	15%	26%	21%
		b			
Local news or events - near where you live	95	49	46	34	61
	19%	20%	18%	13%	25%
					c

Columns Tested: a,b - c,d

Any break column with 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. And which of these are the three that you are most interested in? (MULTI CODE)

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Serious things going on in other countries/ world events/ international news	68 14%	42 17% b	26 10%	41 16%	27 11%
Politics or current affairs	41 8%	23 9%	18 7%	27 11% d	13 5%
Weather	37 7%	16 6%	21 8%	14 6%	22 9%
None of these / Don't follow news about any of these	14 3%	10 4%	5 2%	7 3%	7 3%
Don't know	4 1%	2 1%	2 1%	2 1%	1 1%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 54

Any break column with 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. Sometimes you might find out about the news because people around you are watching, listening or talking about it or because you come across it online.Sometimes you might actively want to look for it, for instance by: watching news on TV, listening to it on the radio or reading the paper, going online to news websites or apps, signing up to news alerts or reading news stories or updates on social media.Do you actively look for news?

Base : All who say they are interested in news

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	482	239	243	322	160
Effective Weighted Sample	432	214	218	322	160
Total	482	234	247	245	237
Yes	183	96	86	109	74
	38%	41%	35%	44%	31%
				d	
No	263	123	140	122	141
	55%	52%	57%	50%	59%
Don't know	36	15	21	14	22
	7%	6%	8%	6%	9%

Columns Tested: a,b - c,d

Any break column with 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. Thinking about all the different types of news you said you are interested in, how often do you look for information or get the latest updates about any of these types of news? (SINGLE CODE)

Base : All who say they are interested in news

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	482	239	243	322	160
Effective Weighted Sample	432	214	218	322	160
Total	482	234	247	245	237
Every day	42	25	17	27	15
	9%	11%	7%	11%	6%
Most days in a week	154	80	74	83	71
	32%	34%	30%	34%	30%
Weekly	139	59	80	81	58
	29%	25%	32%	33%	24%
				d	
Monthly	51	31	20	20	31
	11%	13%	8%	8%	13%
Less often	81	34	48	30	52
	17%	14%	19%	12%	22%
					c
Never	14	6	8	4	10
	3%	3%	3%	2%	4%
SUMMARY					
DAILY	42	25	17	27	15
	9%	11%	7%	11%	6%
WEEKLY	335	164	171	192	144
	70%	70%	69%	78%	61%
				d	
MONTHLY	386	195	191	211	175
	80%	83%	77%	86%	74%
				d	
EVER	467	228	239	241	226
	97%	97%	97%	98%	96%

Columns Tested: a,b - c,d

Any break column with 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. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use?

Base : All who say they are interested in news

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	482	239	243	322	160
Effective Weighted Sample	432	214	218	322	160
Total	482	234	247	245	237
On TV	311	156	154	160	151
	64%	67%	62%	65%	64%
Through social media sites - e.g. Facebook/ Twitter/ Snapchat, YouTube etc.	268	125	142	127	141
	56%	54%	57%	52%	59%
Talking with friends and family	232	105	127	117	115
	48%	45%	52%	48%	49%
On the radio (this might be hearing news in the car, or at home)	152	70	82	84	68
	32%	30%	33%	34%	29%
Through search engines, e.g. Google or Bing	122	67	55	65	56
	25%	29%	22%	27%	24%
Any other online sources of news whether a news website or any other type of website or app e.g. BBC website, Buzzfeed etc.	105	54	51	56	49
	22%	23%	21%	23%	21%
Reading paper copies of newspapers	81	50	31	47	34
	17%	22%	12%	19%	14%
		b			

Columns Tested: a,b - c,d

Any break column with 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. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use?

Base : All who say they are interested in news

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	482	239	243	322	160
Effective Weighted Sample	432	214	218	322	160
Total	482	234	247	245	237
Reading paper copies of magazines	68	35	33	35	33
	14%	15%	13%	14%	14%
Something else	9	4	5	3	6
	2%	2%	2%	1%	3%
Don't know	11	2	9	4	7
	2%	1%	4%	2%	3%

Columns Tested: a,b - c,d

Any break column with 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. And which of these are the three you use most to get updates on news stories? (MULTI CODE)

Base : All who say they are interested in news

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	482	239	243	322	160
Effective Weighted Sample	432	214	218	322	160
Total	482	234	247	245	237
On TV	279	143	136	143	136
	58%	61%	55%	58%	58%
Through social media sites - e.g. Facebook/ Twitter/ Snapchat, YouTube etc.	241	113	129	114	127
	50%	48%	52%	47%	54%
Talking with friends and family	201	89	112	99	102
	42%	38%	45%	40%	43%
On the radio (this might be hearing news in the car, or at home)	106	51	55	60	46
	22%	22%	22%	25%	19%
Through search engines, e.g. Google or Bing	87	47	40	43	44
	18%	20%	16%	17%	19%
Any other online sources of news whether a news website or any other type of website or app e.g. BBC website, Buzzfeed etc.	74	37	38	45	30
	15%	16%	15%	18%	13%
Reading paper copies of newspapers	58	35	23	34	24
	12%	15%	9%	14%	10%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 57

Any break column with 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. And which of these are the three you use most to get updates on news stories? (MULTI CODE)

Base : All who say they are interested in news

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	482	239	243	322	160
Effective Weighted Sample	432	214	218	322	160
Total	482	234	247	245	237
Reading paper copies of magazines	45	26	19	26	19
	9%	11%	8%	11%	8%
Something else	2	-	2	2	-
	*%	-%	1%	1%	-%
Don't know	11	2	9	4	7
	2%	1%	4%	2%	3%

Columns Tested: a,b - c,d

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

Q25A. TRUTHFULNESS OF NEWS SOURCE: I think news in newspapers... (SINGLE CODE)

Base : All who nominate newspapers as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	61	37	24	45	16
Effective Weighted Sample	55	33	22	45	16
Total	58	35	23	34	24
is always reported truthfully	**	**	**	**	**
	**	**	**	**	**
is mostly reported truthfully	**	**	**	**	**
	**	**	**	**	**
is sometimes reported truthfully	**	**	**	**	**
	**	**	**	**	**
is never reported truthfully	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 59

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

Q25B. TRUTHFULNESS OF NEWS SOURCE: I think news in magazines... (SINGLE CODE)

Base : All who nominate magazines as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	47	27	20	34	13
Effective Weighted Sample	42	24	18	34	13
Total	45	26	19	26	19
is always reported truthfully	**	**	**	**	**
	**	**	**	**	**
is mostly reported truthfully	**	**	**	**	**
	**	**	**	**	**
is sometimes reported truthfully	**	**	**	**	**
	**	**	**	**	**
is never reported truthfully	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

Q25C. TRUTHFULNESS OF NEWS SOURCE: I   think news on the radio... (SINGLE CODE)

Base : All who nominate radio as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	110	55	55	79	31
Effective Weighted Sample	99	50	49	79	31
Total	106	51	55	60	46
is always reported truthfully	10	**	**	**	**
	9%	**	**	**	**
is mostly reported truthfully	53	**	**	**	**
	50%	**	**	**	**
is sometimes reported truthfully	32	**	**	**	**
	30%	**	**	**	**
is never reported truthfully	4	**	**	**	**
	4%	**	**	**	**
Don't know	7	**	**	**	**
	6%	**	**	**	**

Columns Tested: a,b - c,d

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

Q25D. TRUTHFULNESS OF NEWS SOURCE: I   think news on TV... (SINGLE CODE)

Base : All who nominate TV as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	280	147	133	188	92
Effective Weighted Sample	251	132	119	188	92
Total	279	143	136	143	136
is always reported truthfully	34	18	16	22	**
	12%	13%	12%	15%	**
is mostly reported truthfully	132	73	59	74	**
	47%	51%	44%	52%	**
is sometimes reported truthfully	91	45	46	41	**
	33%	31%	34%	29%	**
is never reported truthfully	10	4	6	-	**
	4%	3%	4%	-%	**
Don't know	11	3	8	5	**
	4%	2%	6%	4%	**

Columns Tested: a,b - c,d

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

Q25E. TRUTHFULNESS OF NEWS SOURCE: I think news my friends or family tell me about ... (SINGLE CODE)

Base : All who nominate talking with friends and family as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	b	c	~d
Unweighted total	199	89	110	130	69
Effective Weighted Sample	178	80	99	130	69
Total	201	89	112	99	102
is always reported truthfully	23	**	14	15	**
	11%	**	12%	15%	**
is mostly reported truthfully	100	**	56	52	**
	50%	**	50%	53%	**
is sometimes reported truthfully	66	**	37	27	**
	33%	**	33%	28%	**
is never reported truthfully	4	**	1	2	**
	2%	**	1%	2%	**
Don't know	8	**	5	2	**
	4%	**	5%	2%	**

Columns Tested: a,b - c,d

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

Q25F. TRUTHFULNESS OF NEWS SOURCE: I think news on social media sites or apps... (SINGLE CODE)

Base : All who nominate social media sites as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	236	114	122	150	86
Effective Weighted Sample	212	102	110	150	86
Total	241	113	129	114	127
is always reported truthfully	5	3	2	2	**
	2%	3%	2%	2%	**
is mostly reported truthfully	73	36	37	33	**
	30%	32%	29%	29%	**
is sometimes reported truthfully	142	64	79	68	**
	59%	57%	61%	60%	**
is never reported truthfully	11	5	6	5	**
	5%	5%	5%	5%	**
Don't know	9	5	4	5	**
	4%	4%	3%	4%	**

Columns Tested: a,b - c,d

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

Q25G. TRUTHFULNESS OF NEWS SOURCE: I think news through search engines... (SINGLE CODE)

Base : All who nominate search engines as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	86	47	39	56	30
Effective Weighted Sample	77	42	35	56	30
Total	87	47	40	43	44
is always reported truthfully	**	**	**	**	**
	**	**	**	**	**
is mostly reported truthfully	**	**	**	**	**
	**	**	**	**	**
is sometimes reported truthfully	**	**	**	**	**
	**	**	**	**	**
is never reported truthfully	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

Q25H. TRUTHFULNESS OF NEWS SOURCE: I think news that I see online on news or other types of websites or apps.. (SINGLE CODE)

Base : All who nominate other online sources of news (whether a news website or other type e.g. BBC website or Buzzfeed) as a main source for news updates

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	79	39	40	59	20
Effective Weighted Sample	71	35	36	59	20
Total	74	37	38	45	30
is always reported truthfully	**	**	**	**	**
	**	**	**	**	**
is mostly reported truthfully	**	**	**	**	**
	**	**	**	**	**
is sometimes reported truthfully	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 66

Any break column with 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. When you read or see a news story on social media sites or apps how often, if at all do you think about whether the story is actually true? (SINGLE CODE)

Base : All who use social media as a news source

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	262	129	133	167	95
Effective Weighted Sample	235	116	120	167	95
Total	268	125	142	127	141
I always think about this	23	11	11	12	**
	8%	9%	8%	10%	**
I often think about this	78	32	46	36	**
	29%	26%	32%	29%	**
I sometimes think about this	142	69	73	68	**
	53%	55%	51%	53%	**
EVER THINK OF THIS	242	113	129	116	**
	90%	90%	91%	92%	**
I never think about this	16	9	7	6	**
	6%	7%	5%	5%	**
Don't know	9	4	5	5	**
	3%	3%	4%	4%	**

Columns Tested: a,b - c,d

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

Q27. How easy or difficult is it to tell whether a news story on social media is true? (SINGLE CODE)

Base : All who use social media as a news source

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	262	129	133	167	95
Effective Weighted Sample	235	116	120	167	95
Total	268	125	142	127	141
Very difficult	22	10	12	9	**
	8%	8%	8%	7%	**
Quite difficult	101	46	55	56	**
	38%	37%	39%	44%	**
TOTAL DIFFICULT	123	56	67	65	**
	46%	45%	47%	51%	**
Neither difficult or easy	83	39	44	40	**
	31%	31%	31%	32%	**
Quite easy	44	25	19	16	**
	16%	20%	14%	13%	**
Very easy	5	2	3	2	**
	2%	2%	2%	2%	**
TOTAL EASY	49	27	22	18	**
	18%	21%	16%	14%	**
Don't know	12	3	9	3	**
	4%	2%	6%	2%	**
TOTAL NEITHER/ DON'T KNOW	95	42	53	43	**
	36%	34%	37%	34%	**

Columns Tested: a,b - c,d

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

Q28. When you read or see a news story on social media sites or apps   which if any of these things would you ever do if you wanted to check the story? (MULTI CODE)

Base : All who use social media as a news source

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	262	129	133	167	95
Effective Weighted Sample	235	116	120	167	95
Total	268	125	142	127	141
Check to see if the same story appears anywhere else	130	64	66	60	**
	48%	51%	46%	47%	**
Look at the comments/ what people have said about the story	105	40	65	50	**
	39%	32%	46%	40%	**
			a		
Think about the what the story is about to see how likely is it to be true	88	37	51	45	**
	33%	29%	36%	35%	**
Think about whether the person who shared it was someone I trusted	79	35	43	37	**
	29%	28%	30%	29%	**
Check if it was by an organisation I thought was trustworthy	69	36	33	41	**
	26%	29%	23%	32%	**
Check if was by an organisation I had heard of	63	29	34	33	**
	24%	23%	24%	26%	**

Columns Tested: a,b - c,d

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

Q28. When you read or see a news story on social media sites or apps   which if any of these things would you ever do if you wanted to check the story? (MULTI CODE)

Base : All who use social media as a news source

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	262	129	133	167	95
Effective Weighted Sample	235	116	120	167	95
Total	268	125	142	127	141
Look at how professional the story looks, e.g. are there spelling mistakes, do the images or videos look high quality?	53	20	33	24	**
	20%	16%	23%	19%	**
Check to see if it is by someone who was there when it happened/ saw it for themselves	44	17	26	23	**
	16%	14%	18%	18%	**
ANY CHECKS MADE	229	108	121	112	**
	86%	86%	85%	89%	**
I wouldn't make any of these checks	21	10	10	8	**
	8%	8%	7%	6%	**
Don't know	17	7	10	7	**
	6%	5%	7%	5%	**

Columns Tested: a,b - c,d

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

Q29. Which one of these social media sites or apps would you say is the main one you use to find out about or get updates on news stories? (SINGLE CODE)

Base : All who use social media as a news source

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	~d
Unweighted total	262	129	133	167	95
Effective Weighted Sample	235	116	120	167	95
Total	268	125	142	127	141
Facebook or Facebook Messenger	103	47	55	43	**
	38%	38%	39%	34%	**
YouTube	40	23	16	24	**
	15%	19%	12%	19%	**
Instagram	32	8	24	14	**
	12%	7%	17%	11%	**
			a		
Snapchat	31	16	15	14	**
	12%	13%	11%	11%	**
Twitter	26	13	13	16	**
	10%	10%	9%	13%	**
Google+ (inc. Google Hangouts)	9	4	4	3	**
	3%	4%	3%	2%	**
WhatsApp	8	3	5	4	**
	3%	2%	4%	3%	**
Pinterest	1	-	1	1	**
	*%	-%	1%	1%	**
Something else	5	3	2	3	**
	2%	2%	1%	2%	**
Don't know	13	7	6	5	**
	5%	5%	4%	4%	**

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 70

Any break column with 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. Have you ever heard of 'fake news'?

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
Yes	364	173	191	206	158
	73%	70%	75%	81%	64%
				d	
No	96	53	43	36	61
	19%	22%	17%	14%	25%
					c
Don't know	39	19	19	12	27
	8%	8%	8%	5%	11%
					c

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 71

Any break column with 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. Fake news stories are those that are false or made up that can appear on websites or on social media as well as on TV, radio or in newspapers. They are written deliberately to mislead people. Is this what you thought "fake news"' is?

Base : All who aware of 'fake news'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	378	184	194	271	107
Effective Weighted Sample	340	166	174	271	107
Total	364	173	191	206	158
Yes	336	162	174	194	142
	92%	94%	91%	94%	90%
No	10	3	7	5	6
	3%	2%	4%	2%	4%
Don't know	18	8	10	8	10
	5%	5%	5%	4%	7%

Columns Tested: a,b - c,d

OFCOM ONLINE SURVEY WITH CHILDREN AGED 12-15 - 1st to 7th June 2017.

Table 72

Any break column with 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. Have you ever seen anything online or on social media that you thought was a "fake news" story? (SINGLE CODE)

Base : All who aware of 'fake news'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	378	184	194	271	107
Effective Weighted Sample	340	166	174	271	107
Total	364	173	191	206	158
Yes	193	87	107	116	77
	53%	50%	56%	56%	49%
No	65	32	33	33	31
	18%	18%	17%	16%	20%
Don't know	107	55	52	56	50
	29%	32%	27%	27%	32%

Columns Tested: a,b - c,d

Any break column with 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 OF AWARENESS AND EXPERIENCE OF SEEING 'FAKE NEWS' ONLINE OR ON SOCIAL MEDIA

Base : All children aged 12-15

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	500	250	250	334	166
Effective Weighted Sample	448	224	224	334	166
Total	500	245	254	254	246
SEEN SOMETHING ONLINE OR ON SOCIAL MEDIA THAT THEY THOUGHT WAS 'FAKE NEWS'	193	87	107	116	77
	39%	35%	42%	46%	31%
				d	
NOT SEEN ANY 'FAKE NEWS' ONLINE OR ON SOCIAL MEDIA	65	32	33	33	31
	13%	13%	13%	13%	13%
UNSURE WHETHER SEEN ANY 'FAKE NEWS' ONLINE OR ON SOCIAL MEDIA	107	55	52	56	50
	21%	22%	20%	22%	20%
AWARE OF 'FAKE NEWS'	364	173	191	206	158
	73%	70%	75%	81%	64%
				d	
NOT AWARE OF 'FAKE NEWS'	135	72	63	48	87
	27%	30%	25%	19%	36%
					c

Columns Tested: a,b - c,d

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

Q33. If you did see a story on social media or online that you thought was "fake news" what, if anything would you do about it? (MULTI CODE)

Base : All who aware of 'fake news'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	378	184	194	271	107
Effective Weighted Sample	340	166	174	271	107
Total	364	173	191	206	158
I would tell my parents or other member of my family	128	64	64	67	61
	35%	37%	33%	32%	38%
I would tell a friend	75	40	35	43	33
	21%	23%	18%	21%	21%
I would leave a comment saying I thought it was fake news	66	33	33	35	31
	18%	19%	17%	17%	20%
I would share it with people and tell them about how it's not true	53	29	25	31	22
	15%	17%	13%	15%	14%
I would report it to the social media site/ website	53	25	28	29	24
	14%	14%	14%	14%	15%
I would tell a teacher	32	16	16	16	16
	9%	9%	9%	8%	10%
Something else	1	1	-	1	-
	*%	*%	-%	*%	-%
WOULD PROBABLY DO SOMETHING ABOUT IT	228	106	122	131	98
	63%	61%	64%	63%	62%

Columns Tested: a,b - c,d

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

Q33. If you did see a story on social media or online that you thought was "fake news" what, if anything would you do about it? (MULTI CODE)

Base : All who aware of 'fake news'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	**FEMALE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d
Unweighted total	378	184	194	271	107
Effective Weighted Sample	340	166	174	271	107
Total	364	173	191	206	158
Would probably not do anything about it / would ignore it	113	53	61	66	47
	31%	30%	32%	32%	30%
Don't know	22	14	8	9	13
	6%	8%	4%	4%	8%

Columns Tested: a,b - c,d